

## Abstract

The study of “Flight Attendant : Entering Process, Daily Working Life and Emotion Work” aimed at analyzing the process of becoming and maintenance of “air hostess” career, using symbolic interactionist approach and interactionist theory of emotion. Employing sociological ethnographic method, ten THAI Airways International flight attendants were studied using in-dept interview as a major technique of data collection.

The study found that good career image, high salary and other fringe benefits, support from significant others and social network were involved in a decision process of entering into the career. In formal socialization process the company norms and value and working skills were learned. They also learned to adapt to working condition from senior flight attendants and their own daily experience as a form of “informal socialization”

It was also found that “problematic situations” requiring emotion management were due to face-to-face encounter with passengers and co-workers, airline administrative problems, and personal problems.

In the process of emotion management it was found that cognitive techniques were major “tools” and bodily technique were also reported used in some situations.

For a matter of future career decision, one-third decide to quit in the “near future” citing health hazardous nature of the occupation as main reasons, another one-third intended to pursue the career until retirement age. However the rest were still undecided.