



**摘要：**随着经济科技的发展民航业也取得快速发展。本课题着手对空乘专业大学生专业认同感进行研究,基于生态系统理论,借助问卷调查法、访谈法以及文献分析法,从专业整体认同、专业学习认同、专业价值认同、专业出路认同四个维度分析当前空乘专业大学生的专业认同现状,深入了解其中的影响因素并提出建议和思考。经过调查研究得出空乘学生的整体专业认同处于较高水平,但是不同维度的认同状况和水平有着一定的差异性。在四个维度中,专业整体、专业价值的认同度较高,专业学习、专业出路认同度相对较低。经过调查和深入访谈,深入分析了空乘专业学生的专业认同影响因素,并相应地从个人、家庭、学校、企业、社会提出了建议和思考,从而提升空乘专业学生对本专业的认同度,使其积极主动的去学习空乘专业相关知识,积极有信心的在毕业后从事空乘相关行业和职业。

**关键词：**生态系统；空乘专业；专业认同感

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## **Research on Professional Identity of Flight Attendant Major Students in Binzhou university from the Perspective of Ecosystem**

**Abstract:**With the development of economic science and technology, the civil aviation industry has also achieved rapid development.. This paper begins to study the professional identity of college students majoring in flight attendants. Based on the theory of ecosystem, through the methods of questionnaire, interview and literature, this paper analyzes the current situation of professional identity of college students majoring in flight attendants from four dimensions: professional overall identity, professional learning identity, professional value identity and professional outlet identity, deeply understands the influencing factors, and puts forward suggestions and reflections from the micro, meso and macro levels. Through the empirical study, it is concluded that the overall professional identity of flight attendants is at a high level, but there are some differences in the identity status and level of different dimensions. In the four dimensions, the recognition of the whole specialty and the value of the specialty is relatively high, while the recognition of the learning and outlet of the specialty is relatively low. Through investigation and in-depth interviews, this paper deeply analyzes the influencing factors of the professional identity of flight attendants major students, and accordingly puts forward suggestions and thoughts from individuals, schools, families, enterprises and society, so as to enhance the recognition of flight attendants major students to this major, enable them to actively learn relevant knowledge of flight attendants major, and actively and confidently engage in flight attendants related industries and occupations after graduation.

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