Exploring the importance of service management construction in civil aviation companies

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Abstract: *Since the outbreak of the new crown, it has caused an unprecedented serious impact on the Chinese aviation industry. The effective degree of civil aviation companies' management of their own corporate services, whether airlines can make profits, whether they can shape a high-visibility and high-reputation corporate image, and whether they can sustain development are all inseparable from the airlines' own public relations construction. Civil aviation service is an important part of transportation service, and in the fierce aviation market competition, good service attitude and service quality play a vital role in occupying the civil aviation market, so airlines need to study and analyze service concept and service management in detail. In this paper, the importance of civil aviation service management construction is analyzed against the background of the new crown epidemic.*

Keywords: *Civil aviation services; management; enterprise construction*

1. Overview

Civil aviation service is an important part of transportation service, and in the increasingly fierce environment of the aviation service market, good service attitude and excellent service quality play a very important role in occupying the civil aviation market, so each airline company needs to study and analyze the service concept and service management in detail [1]. Civil aviation is a planned group of common activities with relative independence and affiliated with social groups for the purpose of effectively achieving their own profitability, which is a specific goal. The degree of effective management of its own corporate services by civil aviation companies is an important assessment criterion for the airline's profitability, its ability to achieve high visibility and reputation, and its sustainable development.

With the further promotion of China's reform and opening up, China's commodity economy has been further deepened and developed. Along with the development of social division of labor, the role of service in the civil aviation industry is becoming more and more important under the influence of economic factors. Airline companies belong to social organizations. The need for airlines to build their own corporate service management is to coordinate the interpersonal relationship between airlines and the public, so that they can provide better services to the public, better shape the corporate image and reputation, and thus enhance the development speed of the airline industry.

Since December 2019, the New Crown epidemic has been rapidly spreading across a large part of the world. The intensification of the new crown epidemic has led China and other countries around the world to introduce corresponding entry and exit regulations to strictly control the number of people entering and exiting the country, which undoubtedly gives the civil aviation transportation industry a head injury. To date, as far as the statistics published by IATA are concerned, the capacity and passengers carried by major airlines in the international passenger market have declined precipitously in June 2019 compared with the data in June 2021. Civil aviation industry-wide development faces serious challenges. Especially in this widespread and long-lasting New Crown Pneumonia epidemic, it is more important to serve airlines in the face of the regular epidemic.

2. The current situation of airline service management construction under the new crown epidemic

2.1. Construction and development of effective security service management for domestic airlines under the new crown epidemic

China ranks first in the world in terms of the number of outbound travelers and outbound travel expenditures, with as many as 155 million Chinese citizens traveling out of the country in 2019 alone, making outbound travel an important leisure option for Chinese people. Airlines play an important role in outbound travel, taking on the function of safe displacement of tourists. However, due to the epidemic, 134 countries have restricted the entry of Chinese tourists. Then, due to the global spread of the epidemic, outbound travel group business came to a complete halt and individual travel was also affected to varying degrees. Several countries and regions imposed restrictions on visas and travel for Chinese tourists, and several airlines cancelled direct round-trip flights with many Chinese destinations, as well as modified their entry management policies for Chinese travelers, including many countries in popular tourist destinations such as South Korea, Singapore and Vietnam. This has hit the Chinese outbound travel market hard, and has also dealt a huge blow to the global travel market. The sudden public health incident dealt a fatal blow to the nation's tourism businesses, especially small and medium-sized enterprises that were not well-funded enough, which faced a huge risk of insufficient capital supply in the first quarter of that year. This event will not only hit the cultural tourism industry, but also the entire cultural tourism chain industry, with hotels, transportation, insurance and other series of tourism industries facing cyclical crisis and bankruptcy. The cash flow of most tourism companies has been hit by the crisis, and the delayed resumption of work has also had an impact on the recovery of the tourism industry.

Therefore, it is particularly important to further elaborate to illustrate how airline service management can be built in the context of international and domestic tourism markets in the epidemic environment.

2.1.1. Take the initiative to assume social responsibility and promote the construction of the company's own social welfare services.

During the period of the epidemic, major airlines took the initiative to assume their own social responsibility and continuously transported medical personnel, drugs and supplies to high-risk areas, joining hands with people nationwide to fight the epidemic. In the context of the global fight against the epidemic, major airlines supported the industry's fight against the epidemic by donating medical equipment such as masks, gloves, and protective clothing to airlines in regions and countries where the epidemic was serious, and international airlines helped each other and the epidemic, helping the global aviation industry to overcome the difficulties together. During the epidemic, airlines focused on their own external service management and reflected their corporate culture and spirit in their externalized public service.

It is in the assumption of social responsibility that the external image of the airline as well as the construction of internal services are effectively enhanced. In the special period, it is the period when opportunities and challenges coexist. In the process of taking responsibility, we should pay attention to improving our own service level, seize the opportunity to play to our strengths, improve ourselves in dedication, and further improve the competitiveness and credibility of the airline.

2.1.2. Improve the service management under the epidemic within the airline companies, actively respond to the adverse effects brought by the epidemic, and set up an emergency epidemic prevention and control working group.

Since the outbreak of the epidemic, airlines have immediately set up emergency command teams, implemented corresponding prevention and control systems, and conducted daily temperature monitoring and health status registration for all employees to ensure the smooth operation of services and the full implementation of epidemic prevention and control. Each airline will also ensure the practical implementation of the epidemic prevention and control work on the basis of their own advantages and actively respond. For example, Shenzhen Airlines will release its idle capacity during the epidemic and create differentiated, boutique and thematic catering services by combining its own positioning. Take quality airline services as a carrier to comprehensively enhance the visibility and reputation of the airline in the public's mind. [2] In this process, the airline did the three subjects to start and think differently to reconcile the three stakes. This made it possible for passengers in the epidemic to have a better flight experience, and for companies to get feedback from the public. This not only did

their part, but also helped to shape the image of the civil aviation service industry.

2.2. Airline companies increase the training of flight attendants' special services under the new crown epidemic.

The front-line flight attendants in airlines have the closest contact with the public. The selection requirements for flight attendants are quite high, focusing on external conditions and requiring more resilience. After a thorough selection process, airline companies train prospective flight attendants in a variety of skills, including physical grooming, professional skills, public relations skills, and ambulance skills. The flight attendants of airlines face passengers directly, and their image represents the external image of the company, and they use their professional service skills to serve passengers and make them feel the real service. How to enhance the image of the industry with high quality services and how to complete corporate self-help under the epidemic has become the primary issue for airlines to think about.

As the prevention and control of the new crown epidemic continued to adjust, work resumption and production resumed in various places, and the airline's passenger seat rate and capacity gradually recovered. After the flight crew returned to work, they not only had to strengthen their own protective measures against the epidemic, but also had to monitor the health condition of passengers at all times and be ready to respond to medical emergencies out of the need for their own safety and the safety of passengers. During the flight, the airplane is such a confined and small closed space that often aggravates passengers' internal fears. The airline company has increased the comprehensive training for the flight attendants, paid attention to the emotional condition of passengers at all times during the flight, and provided positive guidance to passengers' bad emotions to help them face new viruses during the flight with a correct mindset.

3. The need to strengthen the construction of civil aviation company service management under the new crown epidemic

3.1. Good civil airline service management is an objective requirement for airline development

According to the "2020 Global Passenger Traffic" survey data surface published by IATA, the demand for air travel in 2020 is down 65.9% compared to 2019, which is the largest drop in passenger traffic in aviation history. In response to the aviation industry trend in 2021, IATA forecasts that air travel demand will increase by 50.4% from 2020 and be able to recover to 50.6% of 2019 levels if countries no longer adopt extremely restrictive travel measures. In the post-epidemic era, the Civil Aviation Administration of China (CAAC) supports airlines to shift international capacity to the domestic market, and passengers' public health awareness has further increased, demanding higher levels of air service safety, punctuality and comfort.

3.2. Good service management of civil aviation companies is an inevitable requirement for airline development

The construction of service management of civil aviation companies is never undertaken by enterprises alone. All kinds of service industries need to establish a good image by improving their own service management, so as to create an internal and external environment more conducive to their own operation and development. [3]After the epidemic eases, civil aviation service management has a significant impact on the internal and external aspects of the company, both in terms of coordinating internal relations and influencing the external image of the company. Good service management of civil aviation plays a key role in the internal stability and external development of the enterprise, which also represents that strengthening service management of civil aviation is an inevitable requirement for the development of airline companies after the epidemic eases.

3.2.1. Internal enterprise perspective on the service management of civil aviation companies under the epidemic.

With the development of China's economy, the quality of airline service is an important symbol for people to evaluate the goodness of airlines, and the indexes for their evaluation are becoming more and more demanding. In other words, this has given a great impetus to the development and progress of China's airline service concept. The success or failure of a social organization depends to a large extent on the professional standards, service attitudes, speech and behavior of the internal public, which

includes the shareholder level and the employee level, and they are the spokespersons of the organization's image, in addition to the positive grasp of service management within the airline company. Public health workers are the feedbackers of the airline's image in the event of an epidemic, and are the establishment of the main body of service management in civil aviation companies, often with professional skills and abilities. Under the epidemic, airlines such as China Southern temporarily adjusted some of their regulatory processes, especially those involving employee qualifications and training, to stabilize all aspects of the airline's internal development.

Under the socialist market economy, both economic and social benefits are the material basis for promoting enterprise development. In a fair environment, the good or bad of the airline's own service products directly affects the consuming public. The airline's maintenance of social image is also what will make the public have consumer confidence in the airline. In the general environment, airlines must follow the law of their development in order to reduce the twists and turns of development. The quality of service management not only affects the external image of the airline company, but also coordinates the internal relations of the airline. Although different organizations will have different service management departments or public relations departments, and their corresponding status will be different. However, the service management department of each organization can coordinate the internal departments of the enterprise and will avoid the inconsistency of information related to the enterprise, thus avoiding crises for the organization. It can also help the airline to coordinate internally the conflicts between the company and the public, thus maximizing the benefits. Good service management affects the airline internally and externally and plays an important role in the development of the airline, so good public relations construction is an inevitable requirement for the development of two river cruise enterprises.

3.2.2. External perspective of the enterprise on the service management of civil aviation companies under the epidemic.

Under the free and equal competition environment, the external social environment of airlines in the new situation mainly includes government, media and customers. Understanding and studying the external public, establishing a good and continuous cooperative relationship with the government, and improving the communication system with the media are the important elements of good service management of civil aviation companies under the epidemic. And in civil aviation service management, the image in the media, the honesty to customers, the quality of service products and the social responsibility undertaken by airlines will have a direct impact on the consumer public's sense of service and experience.

The effectiveness of service management of civil aviation companies lies in establishing a good corporate image, providing passengers with more convenient services, and also developing and growing some potential customers so that the company can form a good public opinion environment. With the development of mass media, people's acceptance of information is extremely fast, and with the development of technology, people have more and more ways to get information. Good or bad service management of airlines during the epidemic is something that affects the consumption desire of potential consumers. At the same time, the airline's handling of public relations events during an epidemic is an important factor in reversing consumer perceptions of the company. Communication, as a public relations intermediary, is a communication activity in which the airline company uses relevant media to systematically communicate information and views to the public. Therefore, during an epidemic, airlines' rational use of mass media can also contribute to the development of their own service management. The social image of the airline will influence the public's confidence in choosing the airline for consumption at a high level. We all live with risks, and people recognize risks and judge the level of threat based on their own communication with the outside world and source analysis, depending on culture, values and perceptions. The public health efforts of international airlines, in particular, are in the spotlight during the new crown epidemic. On June 18, 2020, China Eastern Airlines took the lead in offering a limited number of "Weekend Flights" on its app, which allows users to take unlimited flights and board flights of the airline during the corresponding period of time. It also optimizes flight times and is committed to creating travel services that integrate food, accommodation, transportation, travel, shopping and entertainment. It has made clever use of marketing tools to improve passenger satisfaction and set a good example for the airline's recovery in the post-epidemic era.

4. Conclusion

As a typical service-oriented company, it is extremely important for civil aviation companies to pay

more attention to the construction of their own service management in the post-epidemic era. The further development of a service-oriented company cannot be achieved without the coordinated development of both internal and external service management and company construction. The construction of internal management is the basis and prerequisite for civil aviation companies, which are typical service-oriented organizations, to carry out various external activities. Today, when the new crown epidemic in China is under greater control, but based on the long-term nature and complexity of the epidemic, airlines, as large social organizations that maintain their own sustainable development, should pay more attention to the construction of their own service management. At the same time, a good corporate identity system can mobilize employees' motivation and sense of belonging internally, so that all functional departments can work together effectively in their respective roles. CIS is of great significance to airlines in building their service management, so airlines need to choose a corporate identity system that is suitable for them. Actively explore the service management model that is compatible with the development of airlines in order to ensure the recovery and development of airlines after the epidemic, create a sustainable airline and promote the improvement of the overall airline level in China.

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