

# Aviation Service Professional Training Direction and Curriculum Optimization

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**Keywords:** Aviation Service Major; Talent Selection Mechanism; Applied Talent

**Abstract:** China's aviation industry is in a booming development, and the demand for aviation talents is also growing. Under such a background, it is necessary to train a group of professionals with professional qualities to meet the overall needs of aviation industry development. Based on this, this paper mainly analyzes the main direction of aviation and professional talent training, analyzes some problems existing in the current talent cultivation process, and then combines the actual professional settings to seek breakthroughs to improve the effectiveness of talent training.

## 1. Introduction

At present, the aviation industry is one of the high-tech industries promoted by China. The aviation industry has ushered in unprecedented major opportunities and challenges. Various professional colleges also generally carry out aviation service specialties to meet the talent needs of the market. Therefore, in the curriculum setting and training direction of professional setting, it is necessary to flexibly adjust with the market demand to meet the development needs of aviation business and provide people with higher quality aviation services.

## 2. Characteristics of Aviation Professional Training

The mode of air travel has become one of the important modes of travel for people. In the actual experience, the requirements for aviation business personnel are constantly improving. Especially in recent years, with the rising probability of aviation disputes, people urgently need a batch. Professional aviation talents with high quality and good service attitude and excellent service level. However, judging from the current situation of employed people in the market, the quality of many employees is uneven, which is highly correlated with the goals, direction and evaluation methods of training talents in universities. Only by grasping the characteristics of aviation professionals training and grasping the needs of the market can we combine the market characteristics to provide people with more high-quality aviation services.

From the current market development, aviation personnel must have the following capabilities:

1) Have a good image and personal qualities, not only to meet the needs in terms of appearance, size, height, weight, etc., to provide people with a good image, but also to learn etiquette knowledge, such as: how to show smile, how to greet, call, shake hands, submit business cards, etc. Aviation personnel should also pay attention to their own instrumentation and etiquette to provide consumers with a beautiful experience. 2) Have extensive knowledge reserves, learn basic aviation knowledge, aviation first aid knowledge, and psychology related to civil aviation, etc., and master the necessary history of civil aviation development, the tourism culture of each country, the actual cultural background of each country, and the policy-related background. Provide visitors with more flexible knowledge introduction. 3) Aviation personnel must have good communication skills. In the process of dealing with people, polite language should be applied to always meet the needs of customers and put the consumer experience at the top of the work. At the same time, it must have a certain foreign language reserve to meet the requirements of international flight[1]. 4) Have a high working enthusiasm, patience, care, and carefulness, adapt to a large work intensity, and have a lifelong learning attitude, with 100% enthusiasm, committed to the work of perseverance, endure any needs put forward by customers, meet Customer expectations.

### **3. Status of Training of Aviation Service Professionals**

At present, many majors have established aviation service majors, but they still cannot meet the overall needs of the market in terms of training ability and quality of training. This is mainly reflected in the following two aspects:

First, there is a large gap in the demand for civil aviation talents. Especially with the continuous improvement of global trade, the Belt and Road, and China's economic status, the demand for people to go out for business activities, visit friends and friends, and travel activities is increasing, which is greatly stimulated. The development of China's civil aviation industry. However, more and more aviation companies have experienced the shortage of talents during the recruitment process. Although the demand for recruitment has been reduced repeatedly, the lack of talents has always existed. Many enterprises urgently need a large number of highly qualified aviation professionals. .

Second, the industry segmentation is not optimistic. At present, most of the civil aviation service professionals are developed from the civil aviation service personnel of the specialized colleges. This division of labor cannot meet the current demand for refined civil aviation talents. Most vocational colleges carry out overall training of civil aviation service talents, but do not accurately divide the professional skills of airport services, ground services and air services according to the actual market demand.

### **4. Improve the Path of the Training Effect of Aviation Service Professionals**

In the modern curriculum, in order to train high-quality aviation service professionals who meet market needs, it is necessary to continuously improve the quality of aviation personnel, conduct industry training, and adjust the school's education in a flexible manner to improve aviation service personnel. The spirit of hard work, the service skills of communicating with customers, and the enhancement of service awareness, learning etiquette knowledge, understanding the customs and religious beliefs of other countries, etc., require aviation service professional colleges to make the following adjustments:

#### **4.1. Carry out professional teaching of post-secondary education**

The aviation service profession has higher requirements for the practical practical ability of talents. However, many colleges currently carry out courses that focus on theory, which has a certain gap between the training of talents in schools and the actual needs of the market. Therefore, in the future, training Going to school should make constant adjustments to the direction of talent training:

In combination with domestic and international airlines, we will carry out more extensive and flexible school-enterprise cooperation on the universal standards and professional models of talent demand. In the process of personnel training, an aviation college in Beijing hired relevant technical personnel and management personnel of United Airlines to enter the school and develop a professional talent training plan. The entire research team conducted research in the school for 15 days, conducted extensive discussions on current teaching issues, and proposed 15 new suggestions for the school's talent training program. According to this optimized talent training program, the school carried out the reform of the professional standard curriculum system, paid more attention to the cultivation of practical ability, and improved the pertinence of personnel training. After adjustment, the employment rate of the school students was 100%, and it was targeted employment.

Aviation service professionals always deal with customers, so improving their mental qualities can significantly improve their service levels:

On the one hand, when enrolling students, colleges and universities must comprehensively test the students' general psychological ability, and assess the overall quality of students through physical testing and other links.

On the other hand, in the process of talent training in schools, comprehensive quality training should also be taken as an important direction for students' training. According to the current teaching plan, the flexible adjustment of students' comprehensive ability training can be carried out

so that students can be in the process of learning. The system understands the knowledge of aviation service and continuously enriches its knowledge reserve.

At the same time, schools should pay attention to the cultivation of comprehensive psychological quality, so that students can understand the nature of their services and guide students to learn relevant psychological cases to improve students' sensitivity to emergencies, and to be more peaceful, professional and patient. Provide diversified services to customers[2].

#### **4.2. Carry out school-enterprise cooperation**

At present, many aviation service majors pay too much attention to theoretical teaching in talent training, while ignoring practical teaching. Although some schools also offer corresponding practical teaching courses, teachers lack teaching skills and teaching skills. There are certain deficiencies in design and teaching evaluation.

The school can build a certain training base, hire relevant airline executives, or experienced aviation service professionals, and come to the training base to conduct flexible exercises for students. For example, a high vocational technical college in Liaoning Province, in the process of training aviation professionals, hired Taoxian Airport staff to enter the school to communicate and communicate with students. In order to cultivate applied talents, the school invested a total of 3 million yuan to build a relevant training base to guide students to participate in the practical activities of the training base to conduct more real industry touches. In the process of teaching, the teacher also combines the courses of the training base to carry out online and offline dual teaching, and increases the needs of enterprises and the management standards of talents to the goal of classroom teaching in the training base, and through the networked teaching mode. Guide students to practice, share network resources, and cultivate enterprise talents.

Due to the short teaching time in many higher vocational colleges, the depth of students' language expression ability is insufficient. Therefore, in the process of adjusting the teaching direction, the school should increase the corresponding practical teaching such as physical training room and simulation experiment cabin. Strengthen student service awareness:

Guide students to recognize the service-oriented purpose, change the students' habitual habits, and develop awareness of service and improve service ability in life.

Students are assessed for comprehensive language proficiency. For example, in a process of training aviation professionals in a higher vocational college in Shanghai, Mandarin is one of the compulsory courses and the students' actual English level is improved. All students must complete four required credits in the English program before they can graduate. In addition, students can also choose Arabic, Japanese, Spanish and other small languages in public elective courses. They can also improve their humanities and knowledge content by taking courses in the history of art and literature, and they can handle them more easily future work [3].

Third, the school should comprehensively improve the overall quality of students, and encourage students to use their own time of winter and summer vacation to enter the relevant aviation enterprises to carry out basic literacy learning, thereby improving the practical ability of their own series of etiquette training English painting. For example, the aviation major of a higher vocational college in Guangzhou has joined the aviation transportation geography course to help students better understand the cultural background of the source country, so that students can feel the culture of the company and quickly understand the culture of modern aviation companies. The idea is integrated into the follow-up work process. Through this two-way counterpart construction, the school has signed an exchange contract with China Southern Airlines. This two-way interactive teaching method can make full use of the teaching resources of schools and airlines, promote the cultivation of school talents, and provide a greater amount of modernization for airlines. Talent.

#### **5. Conclusion**

The training of aviation professional service personnel should combine the characteristics of their talents, grasp the pulse of the market, pay attention to the adjustment of curriculum culture, so that students can improve their self-cultivation while providing better services to customers. From

the analysis of this paper, it is known that studying the training direction of aviation professionals will help us to recognize the shortcomings in the current training of talents in schools. Through the training base and the combination of schools and enterprises, we should pay attention to the cultivation of students' professional ability skills and provide more for the market more high quality talent.

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