

Research on the Problems and Countermeasures of the Training of Aviation Service and Management Talents

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Abstract: With the continuous advancement of our Chinese economic reform industry, the industrial scale, technical level, service ability and safety level of the civil aviation industry have shown an upward trend, and become more and more important to the construction of our national economy. However, nowadays, the educational level of civil aviation personnel in our country is generally low. Most of civil aviation personnel are mainly graduates from vocational schools and higher vocational colleges. Therefore, how to match with the actual demand of aviation enterprise's service and management talents is a problem worthy of serious consideration. Based on this, this paper mainly analyzes the problems in aviation service and management personnel, and puts forward the corresponding solutions for reference.

Keywords: Aviation Enterprise; Service and management; Problem countermeasure

1. Our Country Aviation Service and the management talented person raise aspect question

1.1 The policy system still needs to be improved

In the aspect of national policy support, there are two kinds of documents related to aviation personnel training in our country: special measures and planning guidance. The demonstration project of National Industry Integration Education is a key policy measure to support the reform in our country's universities and related enterprises in recent years. Its main aim is to enable enterprises, universities and society can be effective and coordinated development. On the integration of Industry and education, the state has gradually issued a series of rules to support the development of cooperation between enterprises and universities. However, the industry and training integration in the field of civil aviation is mainly concentrated in the University of Aeronautics and Astronautics. Our Civil Aeronautics Administration Education and Training Fifteen plan and the civil aviation science and Technology Development Fifteen plan clearly state that in our policy on the development of aviation talents, although higher-level talents will be involved, however, there is still much work to be done to improve the relevant educational policies and systems. Most importantly, as most of our universities specialize in engineering and technology, there is a tendency to prioritize jobs at the technical level as well as in the industrial sector at the manufacturing level. Therefore, this directly leads to our aviation service and management personnel will not really benefit from the policy changes.

1.2 The accuracy of training target and orientation is not strong

Although there is sufficient space for the training and development of Aviation Service and management talents in our country, there are obvious differences in the setting of basic disciplines among universities in our country, and the attribution of the setting of disciplines is not clear, to some extent, this has a negative effect on the basic plan of talent training in our country. For example, China's Hebei Normal University, aviation services and management majors are located under the Tourism Institute, so they are more inclined to travel. In addition, the fundamental goal of Hebei Normal University Education is "To develop international talents who can analyze and effectively solve social problems, and who are capable of cross-cultural communication and adaptation. At the same time, they also need to have the social skills of service and management, and can independently engage in aviation, research and development, education and training, middle and senior management, and so on." However, since the Shandong Normal University

places the major under art schools, therefore, more attention will be paid to the arts in personnel training. For example, the main objective of Shandong Normal University training is to develop a strong knowledge of domestic and foreign aviation services, strong foreign language skills, strong cohesion, strong coordination skills, and a high level of musical literacy, and the most important is to be able to provide quality passenger service, and meet the actual requirements of our civil aviation. It is not difficult to understand that the current scope of our personnel training objectives is very broad and universal, not enough to train and develop students' professional skills and career potential. In addition, most of the talents trained by colleges and universities in our country are application-oriented talents, which can not really meet the practical requirements of the Industry today.

2. The relevant countermeasures for the training of Aviation Service and management professionals in our country

Affected by the market economy of our country, we should fully meet the actual demand of diversified talents of our country's airlines. Therefore, it is necessary for the relevant universities of our country's aviation service and management talents training base to study and innovate the talents training scheme of aviation service and management based on meeting the actual development needs of enterprises, relying on the related hardware and software resources to improve the overall quality of students, only in this way, will be in a real sense to train the civil aviation application-oriented service and management personnel.

Now, our country civil aviation personnel training policy mainly benefits the Civil Aviation Bureau under the various colleges and universities. Although every year the state invests in appropriate infrastructure and internship resources, but the directly affiliated institution exports fewer than 5,000 talents each year, thus making the demand for high-quality talents in the field of civil aviation unmet, this requires non-affiliated institutions to make up the talent gap directly. Therefore, our government and civil aviation management departments can first in both the scale and quality of school-running are in high-level university pilot. Based on the basic program of personnel training, formulate relevant standards and policies. In addition, teachers should be provided with different training direction. For example, teachers, professional teaching, practical training and employment policy or financial support, is conducive to promote the government-civil aviation administration-universities-students good relationship between the four.

In addition, our country is turning from a large civil aviation country to a strong civil aviation country, which leads to an increasing trend in the number of Chinese civil aviation passengers year by year. With the continuous development of the aviation market, the demand for professional national aviation personnel is also increasing. Only civil aviation staff with high-level professional skills will ensure the smooth development of our civil aviation industry. The employers of Civil Aviation and related industries should constantly update and develop the requirements for the comprehensive quality of civil aviation professionals and related managerial personnel. In setting the basic goal of talent development, it is necessary to abandon the past applied talent program, but should train foreign language level, aviation services and management knowledge-based international talent. During the period of personnel training, we should pay more attention to the cultivation and promotion of students' comprehensive quality, so as to cultivate civil aviation compound innovative talents.

3. Conclusion

To sum up, the gradual advance of economic globalization makes our aviation service and management professional have enough employment space, which leads to the demand of aviation service and management for talents increasing day by day. However, there are still some problems in the training of Aviation Service and management talents, so this paper mainly analyzes the main problems and puts forward some corresponding countermeasures, this has certain realistic significance to our country aviation service enterprise sustainable development.

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