

# Application of Situational Teaching in Civil Aviation Cabin Service —— Taking Special Passenger Service as an Example

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**Abstract:** *The teaching goal of the cabin service and emergency response course is to cultivate the customer-oriented service concept and improve its emergency response ability. There is "zero tolerance" for the quality of any one of the links and elements, and if there is a slight difference, the consequences will be extremely serious. At the same time, it has the difference of commercial services, which is the unity of the two. But at the same time, we will face a problem, that is, people's increasing demand for services and a new level of service quality level requirements. In this way, in the simulation scenario, more professional knowledge can be acquired and higher professional skills can be mastered. China is the core market for the growth of global air transport. In recent years, civil aviation services have shown a high-speed development trend, and the volume of passenger transport continues to rise. With the continuous upgrade of smart mobile devices and Internet technology, civil aviation service enterprises keep up with the trend of the times, providing personalized and diverse service products for passengers to improve their travel experience. Based on the demand direction of modern people for service industry, this paper analyses the current situation of civil aviation service industry based on the corresponding measures and suggestions. This article mainly through the situational teaching method, can further understand, master the related concepts and requirements in civil aviation cabin service, and take special passengers as an example.*

**Keywords:** *Situational teaching; Civil aviation cabin; Special passengers*

## 1. Introduction

With the continuous development of the global economy and the accelerating pace of people's lives, people's lives have tended to be fast, efficient, convenient and comfortable. People's living standards are constantly improving. The teaching goal of the cabin service and emergency response course is to cultivate the customer-oriented service concept and improve its emergency response ability [1]. There is "zero tolerance" for the quality of any one of the links and elements, and if there is a slight difference, the consequences will be extremely serious. Compared with other public services with a single nature, the civil aviation transportation service has significant differences, and has the universality of general public services. At the same time, it has the difference of commercial services, which is the unity of the two [2]. But at the same time, we will be faced with a problem, that is, people's increasing demand for services and a new level of service quality [3]. These problems are particularly prominent in civil aviation services. The rational application of situational teaching method can effectively arouse the interest in learning cabin service course, thus effectively improving the teaching efficiency of this course.

Situational teaching method is that teachers design targeted situations according to the teaching objectives and the teaching reality, and guide them to participate, play the role in the situations and simulate the whole process of the situations [4]. So as to acquire more professional knowledge and master higher professional skills in the simulation scenario. China is the core market of global air transportation growth. In recent years, the civil aviation service industry has shown a high-speed development trend, and the passenger transportation volume has continued to climb. Through investigation, it is found that the cabin safety knowledge level of civil aviation passengers is low, and the way for passengers to acquire cabin safety knowledge is relatively single [5]. For the first time, the hidden dangers of passenger cabin safety are put forward comprehensively. With the continuous upgrading of smart mobile devices and Internet technology, civil aviation service companies have also kept up with the trend of the times and continuously launched new products to provide passengers with personalized and diversified service products to improve the travel experience of passengers [6].

Passengers are the participants and direct beneficiaries of maintaining cabin safety. Why do some passengers ignore safety regulations and take risks? It is of great significance to explore the mechanism of unsafe behavior in the passenger cabin to reduce the occurrence of unsafe behavior in the cabin [7]. Based on the demand direction of modern people for the service industry, the corresponding measures and suggestions are based on the analysis of the current situation of the civil aviation service industry [8].

## 2. Exploration on the Application of Situational Teaching in the Course of Cabin Service and Emergency Management

### 2.1. Creating teaching simulation scenarios

Generally speaking, to create teaching simulation scenarios, we must first clarify the objectives, content and role division of scenario teaching, and guide active participation in classroom teaching through scenario simulation, which is intuitive and convenient [9]. It is necessary to organize manual study from time to time, especially after the manual is updated, the updated content should be trained in time [10]. Passenger satisfaction of a state-owned airline with continuous improvement of service quality. As shown in Figure 1.

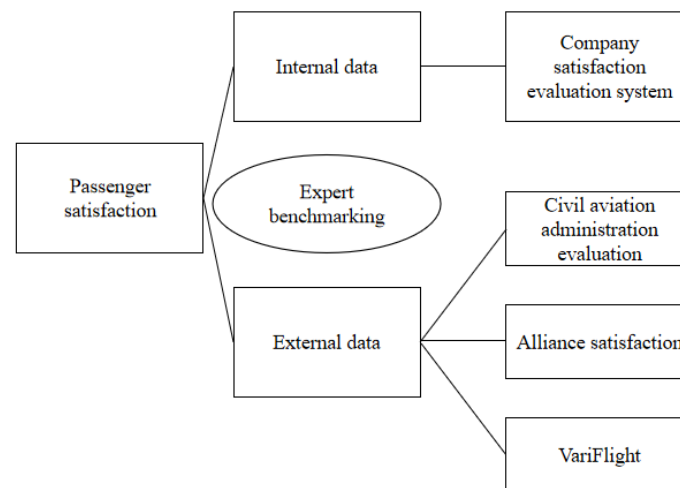


Figure 1: A Composition of comprehensive score of passenger satisfaction of state-owned airlines

After the guarantee is not smooth or related events occur, case study and communication and discussion should be organized. Currently, the main focus of passenger cabin safety education is safety videos and safety notice cards. Passengers are only told what to do and are not aware of the risks that these regulations reduce. Passengers with poor safety awareness are not aware of the risk, which greatly promotes the occurrence of unsafe passenger behavior. In particular, China's civil aviation service industry is particularly conspicuous under the development of various civil aviation enterprises. The development of civil aviation service industry is booming like mushrooms after rain. Efforts will be made to improve the normal level of flights and service quality, and keep in mind the original intention of "People's Airlines for the people". It is the expectation of the people and an inevitable requirement for the safe operation, quality and efficiency improvement, transformation and upgrading of the civil aviation service industry. At this time, teachers can also guide passengers who play the roles of flight attendants and emotionally anxious passengers respectively, so as to implement and improve the service adaptability.

### 2.2. Evaluation and Summary after Situational Teaching

After the completion of scenario simulation teaching, teachers can organize onlookers to discuss the process of scenario simulation teaching collectively, and point out the advantages and disadvantages of scenario simulation practice. This can not only improve the critical thinking ability, but also effectively improve the on-the-spot response ability and emergency response level of the major. The prerequisite for civil aviation transport enterprises to provide high-quality services is to meet the expectations of passengers and passengers for aviation services, and its core goal is to exceed this expectation as much

as possible. At the same time, actively identify problems, analyze passengers' feedback, and actively communicate and explain and guide the unresolved problems. It further reflects the people-oriented service model of state-owned airline A, which effectively reduces the passenger complaint rate. As shown in Table 1.

Table 1: Complaint Rate Table of National Aviation Company A for a given year

Month	A complaint rate of civil aviation companies in China
1	13.5
2	9.1
3	10.3
4	9.4
5	9
6	11.9
7	14.1
8	19.1
9	8.2
10	3.5
11	9.2
12	7.6

Passengers' attitudes towards cabin safety regulations are limited by their own knowledge, affected by social recognition, airline management, and compliance by fellow passengers, as well as by passenger risk perception. Airlines and airport ground service agents should strengthen information communication, in the case that ground service agents need airline business guidance and support. Airlines should be able to accurately and comprehensively understand and clarify the information and demands provided by ground service agents, and give timely and accurate guidance. At the end of the course, the teacher summarizes and evaluates the simulation exercises and learning discussions. Through heuristic questions and discussions, we can inspire self-adjustment and correction of the deficiencies in simulation exercises, and learn from the learning experience, so as to continuously improve service skills and professional quality.

### 3. Strengthen the ability of management coordination and innovation to meet the diverse needs of passengers

#### 3.1. Strengthen management coordination and promote flight normality and service quality

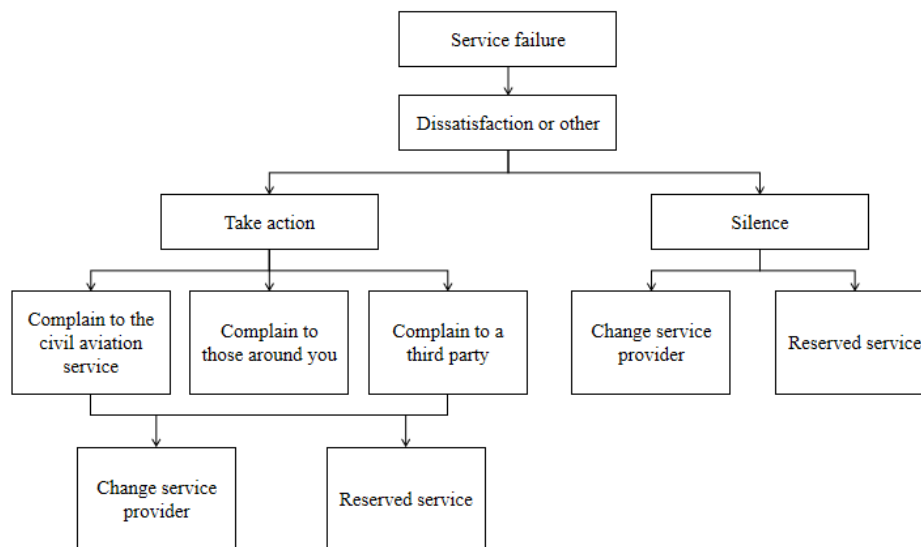


Figure 2: Analysis of Civil Aviation Service Failure and Passenger Retention

As a hot issue of public concern, the normal operation of flights is a persistent task that requires constant efforts. Therefore, strengthen the service awareness of ground service personnel, continuously improve their service level, and establish a passenger-centered thinking orientation. Carry forward the

spirit of "craftsman", establish a scientific incentive and restraint mechanism, conduct regular service evaluations, establish service benchmarks, and create a strong atmosphere of "true service". Perceptual behavior control is affected by behavior experience and flight attendant supervision and inspection. Airlines should strengthen education and management of passenger cabin unsafe behavior. Governments should strengthen the legislative management of bad behavior to improve the level of cabin safety. The main reason for service failure is that there is a gap between the passengers' expectations and their perception in the actual process of receiving service. The bigger the gap, the more serious the service failure is. The greater the degree of passenger dissatisfaction after service failure occurs, which leads to the generation of service complaints or the change of service provider. As shown in Figure 2.

This requires teachers to establish a positive interaction with and accurately grasp the progress of the scene in the process of implementing the scenario simulation. So as not to deviate from the teaching direction, and truly play the role of its guide. Due to the lack of practical work experience in higher vocational schools, in the situational teaching, the rules and regulations may not be fully effective, and the full implementation will be too rigid. Of course, the expected results will not be achieved, which will greatly reduce the development efficiency of civil aviation services. Training, such as traffic management and new technology for terminal area operation, should be conducted in order to effectively improve the scientific decision-making level of management personnel and thereby enhance the air traffic control operation support capacity.

### ***3.2. Innovate the service brand to meet the diversified and personalized needs of passengers***

Innovation is the eternal theme for the improvement of civil aviation service quality. Innovation should be concentrated in the building of service brands, and civil aviation transportation companies should take advantage of the natural advantages of cabin services to build strong cabin brands. Taking measures to improve the risk perception of passengers can effectively improve the safety level of the cabin. For example, on the safety notice card, the risks avoided by safety regulations are added; airlines follow the manual and refuse to carry passengers with "obvious medical device protection measures such as intubation". The conflict focused on the plane, and the airline finally compromised and took the passenger off. However, the passenger was dissuaded in many rounds, and the airport public security was present, and his mood was understandable. People's requirements for service quality are also particularly high and demanding, so whether it is the safety of passenger cabins in civil aviation or the comfort of passengers. Civil aviation should do better. In the face of emergencies, when it is necessary to open the door to guide passengers to evacuate. Because the urgency of a short evacuation is still not understood, it is important for teachers to organize the whole process of passenger evacuation in the shortest possible time by demonstrating standards and norms. On the basis of the increasing self-service probability of domestic airlines, the next stage of online service should be faster and more stable. Not only Shanghai, but also many other sites need to make efforts to improve self-service.

## **4. Conclusions**

The use of situational teaching methods in the teaching of cabin service and emergency response courses can deepen the professional's knowledge and understanding of relevant civil aviation regulations and industry regulations. And in a more realistic service scenario, constantly strengthen their own service awareness, improve professional skills, and master excellent service skills. In improving the overall quality management capabilities of public aviation services, it is necessary to promote the construction of the public aviation service quality management system as the starting point to improve the organizational structure of public aviation service management. Define the responsibilities of the service quality management department. Attitude, risk perception, risk tendency and perceived behavioral control significantly affect behavioral intention, and subjective norm significantly affects behavioral intention with attitude as a mediating variable. Conversely, the lack of a spirit of solidarity and cooperation in their respective duties is like stoning at their own feet, which makes the civil aviation service industry stagnant. Finally, in view of such issues as equalization of incentives and inefficiency of personnel, we will continue to deepen the reform of market-based compensation mechanism. Such as strong performance linking, excess reward sharing, etc., to improve organizational productivity, promote enterprise culture, create customer-centric brand service ideas, and implement in daily business operations.

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