

Research on the construction of humanistic Airport

Zhang Jiaming

Taiyuan International Airport Co. Ltd, Taiyuan, China

Abstract: *As an important tool for people to travel today, the airport hardware construction is important, but it is also important for the airport software construction. Especially in recent years, the construction of humanistic airport has become an important direction of airport construction. Starting from the construction of humanistic airport, this paper provides some feasible suggestions for airport construction.*

Keywords: *Airport, soft, environment, development*

1. Introduction

In 2018, CAAC issued the action plan for building a strong civil aviation country in the new era, which clearly pointed out the need to promote airport planning and construction with high quality and build a safe, green, smart and humanistic airport. At the same time, it is also pointed out that the construction of the airport should always put passengers in a prominent position, strive to improve the operation quality and humanistic taste of the airport, provide humanistic services and build a humanistic airport. It can be seen that the construction of "civil aviation" airport is an important part of "Humanistic airport". In January 2020, the action plan for the construction of type IV airport of civil aviation of China (2020-2035) officially defined that type IV airport is an airport with "safety, green, wisdom and humanity" as the core, relying on scientific and technological progress, reform and innovation and collaborative sharing, which fully reflects the high-quality development requirements of the new era. At the same time, it gives the definition of humanistic Airport: adhering to people-oriented, rich in cultural heritage, reflecting the spirit of the times and contemporary civil aviation spirit, and carrying forward socialist values.

Type IV airport is the construction goal of the future airport, and smart airport is one of its important components, [1]View the airport. It is generally believed that the construction of four types of airports is complementary and inseparable. Safety is the basic requirement, green is the basic feature, wisdom is the basic quality, and humanity is the basic function. The future airport management mode based on digital and artificial intelligence technology proposed by us takes the construction of smart airport as the core and accelerates the realization of safe, green and humanistic goals through intelligent means. However, from another perspective, the "people-oriented" advocated by humanistic airport is the starting point and fundamental goal of the construction of type IV airport. The systematic construction of "safe, intelligent and green" airport can be led through the top-level design of humanistic airport construction. For example, the starting point of the construction of Ping an airport is to "cherish the life of lovers". Ensuring the safety of customers, users and employees is not only the goal of the construction of Ping an airport, but also the goal of humanistic construction; Green airport construction also embodies the humanistic focus on "protecting people's rights and interests" and advocates the concept of "living in harmony with nature". It can even be said that it is these humanistic ideas that have the motivation of green airport construction; The construction of smart airport is also to achieve the people-oriented goal. The progress of digital smart technology can change the airport travel mode, improve travel efficiency, and reflect the starting point of "convenient travel" paid attention to by humanities. The new generation of high standard safety responsibility system, new generation of ecological service system and new generation of digital agile service platform in the construction of safe, green and smart airport enrich the humanistic connotation of future airport construction, improve the ability to achieve the goal of "Humanistic airport" in the future, create better service experience for customers and improve service quality. It can be said that the construction of humanistic airport is the core measure to enhance people's sense of gain, happiness and security in the development of civil aviation and promote the high-quality development of civil airport.

There will be an upsurge of airport construction during the 14th Five Year Plan period, and the construction of relevant aviation hubs is likely to enter the 14th five year plan at all levels. [2]The five

related elements of the future leading airport management model we proposed are values and culture. Organizational values and culture are the deep-seated key factors that determine the effectiveness of world-class airport management. "People oriented" is the bottom value of first-class airports, and humanistic airports are also the soul of airport management in the future

2. Content of humanistic airport construction

The construction connotation of humanistic airport is people-oriented, spiritual guidance and meeting the high-level "spiritual and cultural" expectations of customers, employees and the public. In order to further promote the construction of humanistic airport, in October 2020, the Civil Aviation Administration issued the guidelines for the construction of humanistic airport as an industry standard. Adhering to the people-oriented concept of sincere service, the guide mainly focuses on the two main lines of "humanistic care" and "cultural demonstration" mentioned in the guidelines for the construction of type IV airport, including seven key construction points such as functional planning, spatial environment and service facilities.

"Humanistic care" mainly refers to the care for all major stakeholders in airport operation, including: [1] Care for customers is centered on customer experience. From the perspective of customers, care about tourism According to the needs of customers, cargo owners, freight forwarders and shipping companies, by providing them with more humanized characteristic services, enhance customer satisfaction and sense of acquisition, and let customers have value recognition and emotional resonance. [2] Care for employees. Improve the professional value feeling and happiness index for enterprise employees, and produce a sense of post achievement and work happiness. [3] Care for partners (resident units). Care about the demands of partners, create an ecosystem in line with the cultural gene of the airport, and create a harmonious symbiotic and win-win development environment for them. It is generally believed that humanistic care can be reflected through the construction of space environment, function planning, service behavior, service facilities and service products.

"Cultural demonstration" mainly includes two aspects: theme concept and cultural expression. The theme concept is embodied in the airport's unified brand concept and systematic brand publicity strategy to provide customers, partners and employees with multi-level pleasant experience; In terms of cultural expression, it can be combined with airport functions and scenes to show the spirit of the times, industrial culture and regional characteristics. The construction of humanistic airport injects new cultural spirit into the airport industry and meets the people's high-level spiritual and cultural expectations. It is to explore and shape unique humanistic attributes on the basis of high-quality transportation attributes, so as to meet people's needs for a better life in the future. Humanistic airport is also the embodiment of the values of airport enterprises. By excavating the humanistic attributes and humanistic characteristics of the airport, we can create a differentiated humanistic spirit in line with the characteristics of the airport and build the core competitiveness of enterprises. The construction of humanistic airport is based on the perspective of humanistic spirit to describe the future of the airport and the humanistic vision in the future vision of the airport, which is closely related to the strategy, culture and brand of the enterprise.

3. Humanistic care in the construction of Taiyuan airport in the future

The construction of humanistic airport is a concrete practice of the industry purpose of "people's aviation for the people", an important part of the "four type airport", and a tangible display of the airport's true services. [1] Humanistic care is the distinctive feature of Taiyuan airport management, and its service concept of "safety, convenience and humanization" is the concentrated embodiment of this aspect. In the future construction of humanistic airport, Taiyuan airport will infiltrate humanistic care into the whole process of service, continuously improve the experience of customers, partners and employees, and moisten things silently. The service objects of the airport are mainly passengers and airlines. The humanistic care for passengers should be empathic. "Everything starts from the passenger travel experience". Airport services need to be diverse, personalized and efficient. In the future, the key points affecting the passenger travel experience of Taiyuan Airport - normal flight management, whole process senseless self-help travel, integrated transportation (integrated transfer of ground transportation) and characteristic highlight service products should be promoted in an overall manner; Improve the quality of ground service efficiency and transit care service of aviation staff, which are the main factors affecting the experience of airlines. Airport humanistic care should also be reflected in the care for employees. Taiyuan airport should do a good job in the employee happiness project, improve the

happiness feeling of employees by improving the employee security system and care system, and then transfer humanistic care to customers. Providing humanistic care to customers is by no means a problem that can be solved by an airport enterprise. It needs an airport

The collaboration of many partners in the service field requires ecological cooperation. In the humanistic airport ecosystem, each partner has its own different value demands, and sometimes these demands may be contradictory. For the humanistic airport ecosystem, "people" in "people-oriented" here is "customers". Customer value is the core value of an enterprise. Both enterprise value and shareholder value come from customer value. "People oriented" is not only the core of the construction of humanistic airport ecosystem, but also the common value pursuit of ecosystem members. To build a humanistic airport ecosystem with customer experience as the core, airport enterprises need to make use of their leading position in the construction of humanistic airport and actively coordinate the interests of all parties Stakeholders and strive to achieve the best customer experience.

Intelligent means can better show humanistic care. Intelligent means such as big data and artificial intelligence provide a broad space for development and innovation for the service improvement and humanistic care of the airport in the future. Through the construction of the service center, it is possible to adjust the service process and create an all-round service. With the help of the establishment of service knowledge map structure, improve the service ability and level of enterprises and employees. We can also greatly improve the experience of passengers through the use of intelligent facilities such as robots. Taiyuan airport has a good foundation in humanistic care and has established a good reputation among passengers. In the construction of humanistic airport in the future, we should continue to give full play to our advantages, continue to create some service sub brands, and establish characteristics and highlights in special passenger services.

4. Highlight the world-class Taiyuan airport culture

In the process of airport construction and operation management, due to the replicability of airport service process, operation process and facilities and equipment, the development of the airport has an obvious trend of homogenization. These homogeneous elements cannot constitute the core competitiveness of airport management enterprises. Most of the world's first-class airports have distinctive theme concepts and cultural characteristics. The theme of Singapore Changi Airport is "unforgettable emotional space, exploration? Fun". They believe that the world's top airport should not only be efficient and reliable, but also create an emotional space full of fun and vitality for people. Changi Airport has the world's largest indoor waterfall and airport desalination system, ubiquitous tropical gardens and landscapes, the world's longest airport indoor children's slide, interactive devices and facilities integrating smart technology (SOCIAL tree and rain dance). The airport is like a big garden. The theme of Amsterdam Schiphol Airport is "connecting you and the world". They strive to create the most stable, sustainable and high-quality services in the world, so that the exchanges of economy, trade, culture, knowledge and emotion can continue. Schiphol Airport is the world's first hub airport to introduce national museum branches, the most perfect airport business office space in Europe, the most convenient "air Haiti" integrated transportation system in Europe, the most complete world-class "airport city", and multi-functional exhibition services and space. The slogan on the home page of Narita Airport in Japan is "connecting Japan with the world, cities, people, things and thoughts", which is also their theme. Narita Airport is a bridge connecting Japan and the world. It is the largest airport in Japan and one of the busiest international airports in the world. It also connects all public transport systems in Tokyo and the world's most advanced special passenger intelligent facilities and equipment. The unique cultural image helps to improve passengers' recognition and recognition of the airport. When the cultural service products of the airport can be accepted and loved by the public, it means providing value-added services and improving customer satisfaction. From the above three world-class airports with unique cultural characteristics, we can see that their theme ideas and cultural characteristics are highly related to the characteristics of their cities or regions. Singapore is internationally known as a "garden city". Amsterdam and Tokyo are transportation hubs. They expand the connection objects and endow the airport with profound cultural connotation. Taiyuan airport, as a large aviation hub of greater Shanghai, mainly undertakes international flights. The theme, concept and culture to be expressed should also have Shanghai characteristics and Chinese style. The airport should pay attention to the expression of regional culture and the transmission of core values. Shanghai style culture is a regional culture with distinctive characteristics, which combines the Chinese traditional culture with Jiangnan culture as the main body and the foreign culture of Europe and America, and forms the Shanghai urban culture after blending with each other. Shanghai style culture has strong openness, inclusiveness and extensibility, which makes the choice of airport core values huge, which

can be combined in tradition and future, China and the world. The expression of cultural elements can be presented in an all-round way through landmark architectural images such as the terminal, architectural decoration, landscape sketches, signs and cultural projects, so as to fully reflect the industrial culture and regional characteristics, not forget the original, absorb the outside and face the future, highlight the beauty of harmony and fully show cultural confidence. The expression of cultural elements of Taiyuan airport needs to make efforts in planning the overall humanistic style of the space, creating symbolic humanistic scenes, optimizing the structure of cultural experience formats, and creating a characteristic enabling space. At the same time, we can enhance the humanistic service experience by planning and implementing large-scale festival activities and urban branch venues of large-scale exhibitions.

5. Conclusion

Humanistic airport is not only the main direction of airport development in the future, but also an important part of the construction of type IV airport. As a large international aviation hub located in greater Shanghai, Pudong International Airport has made many explorations in the construction of humanistic airport. With the rapid development of digital and artificial intelligence technology and the deepening of globalization, the construction of Taiyuan airport humanistic airport facing the future, with Shanghai cultural characteristics and Chinese style is the key to promote Taiyuan airport to become a world leading airport. The construction of humanistic airport needs to face the future, make top-level design and implement it with high starting point and high standard. I believe that Taiyuan airport will be more humanistic in the future and give customers a better service experience.

References

- [1] Wang Jian, Zhou long, Huang Wei, Liu Zhipeng, Zhao Gang(2021).*Practice and exploration of humanistic airport construction based on the concept of ecosystem[J].Civil aviation management*, p2.
- [2] Li Huimin (2020). *Airport construction boom [J]. China Economic Weekly*, p19.
- [3] EasyS (2020) .*Thoughts on the construction path of humanistic airport [J].Transportation manager world*, p13.