

## **Exploring the Penetration and Optimization of Etiquette Culture in the Personalized Service of Civil Aviation**

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**Abstract:** With the development of the aviation industry, the personalized services in civil aviation have also been advanced and optimized. Only by attaching great importance to service etiquette in civil aviation competition, can an airline provide passengers with better services and gain their satisfaction. The penetration of etiquette culture in the personalized service of civil aviation means higher requirements for the work of flight attendants. Only through the comprehensive implementation of etiquette requirements and the strengthening of personalized service quality, can civil aviation be widely recognized by society and the core competitiveness of civil aviation be improved.

Civil aviation service requires flight attendants to behave gracefully, talk decently, be friendly, and dress appropriately. Flight attendants need to provide high service and high quality, which will show the etiquette and cultural connotation of civil aviation workers. In the penetration of the etiquette culture of civil aviation, cabin crews should be guided to break the barriers of traditional service forms and truly bring into play the service value of civil aviation so that all needs of passengers can be met.

### **1. Etiquette Requirements for Personalized Service in Civil Aviation**

#### **1.1 Elegant Demeanor**

Civil aviation is important to the service industry at the national level, and passengers expect to receive good service when they fly in civil aviation. Civil aviation service personnel are mainly represented by flight attendants, whose manners are important to the quality of civil aviation service. Flight attendants in civil aviation need to perform elegant demeanor when serving. The demeanor reflects the personal quality of the flight attendants, which in turn shows the professional proficiency of the airline. The behavior and demeanor of flight attendants should undergo strict training, and every expression and action should be in line with the needs of etiquette culture. Civil aviation flight attendants should follow etiquette norms and maintain good images when providing personalized services to passengers [1]. The standing posture of the flight attendants should be standardized and not hunched over; when guiding passengers on and off the aircraft, the amplitude of arm motion should be appropriate--the fingers should be together, and the voice should be clear and stable, and the goal of the flight attendant service is to give the passengers of civil aviation a travel experience of high quality.

#### **1.2 Talking Decently**

In the personalized service of civil aviation, the flight attendants need to communicate with the passengers frequently. In the process of providing boarding service, checking passengers' seat belts, explaining travel precautions, and asking passengers about their needs, flight attendants should always ensure that they speak clearly and decently. Flight attendants also need to use appropriate language, be able to phrase things from an etiquette cultural perspective, and ensure that they use

formal forms of language. Civil aviation passengers come from different regions and often have language barriers, which requires civil aviation flight attendants to provide detailed explanations based on the situation so that they can accurately understand the content of the communication. When speaking to elderly people or children, flight attendants need to talk slowly and clearly to ensure passengers can hear and understand [2]. When passengers ask questions, flight attendants should give a comprehensive and detailed answer to the question and avoid digressing from the topic. In the communication and interaction with passengers, flight attendants need to be cheerful and look passengers in the eyes to make passengers feel fully respected.

### **1.3 Cordial and Affable Attitude**

Affinity is an important requirement for personalized civil aviation services. The attitude of civil aviation flight attendants represents the quality and service level of transport service providers. When serving passengers, a cordial attitude can bring the distance between the flight attendants and passengers closer and make it easier to gain the goodwill of passengers. Affinity is also an important element of etiquette culture in civil aviation. When providing services with affinity, passengers can feel at home and thus enhance their satisfaction with the airline [3]. When passengers experience exhaustion and emotional fluctuations for inconsiderate services, flight attendants should apply an affable attitude to eliminate their tension and anxiety. It can make passengers more willing to actively communicate problems and cooperate in handling conflicts. Affinity allows passengers to be understanding and compassionate, and it can also motivate friendly responses from passengers.

### **1.4 Dress Appropriately**

Clothing is an outward expression of etiquette culture. As an organization serving the public, civil aviation should have unified costumes. The dress of flight attendants should show the professionalism and standardization of civil aviation services, and at the same time, it should be able to enhance the elegance of civil aviation flight attendants. The appropriate costume is an important requirement of civil aviation etiquette, where flight attendants are expected to unify their clothing, footwear, and accessories when carrying out personalized services. Many civil aviation companies use silk scarves as a supplement to flight attendants' costumes under the premise of conforming to the costume regulations, which can reflect spirituality and elegance. Airline uniforms must be kept clean as a sign of respect for passengers.

## **2. Approaches to Penetration of Etiquette Culture and Personalized Service of Civil Aviation**

### **2.1 Value the Etiquette and Culture Training of Civil Aviation Flight Attendants**

Civil aviation is an important public service unit, and cabin crews, as the key to directly contact passengers and perform civil aviation services, need to follow cultural etiquette. When optimizing personalized services, civil aviation should focus on etiquette and culture training. In the background of increasingly fierce competition in civil aviation, having a professional cabin crew can help establish a good reputation for the airline. The etiquette and culture training of flight attendants should be carried out in conjunction with traditional Chinese culture. The traditional Chinese culture includes a profound service culture, such as the virtue of sincere service and the value of grateful service [4]. The ancient classical literature also elaborates on sincere service. For example, "sincerity is primary to a gentleman" represents a typical etiquette culture in China. In the penetration of etiquette culture, airlines can make full use of these excellent traditional values, so that the cabin crew can impress passengers with sincere service. When flight attendants can think what passengers think and provide advanced personalized service of civil aviation, that is, to provide thoughtful service before passengers ask for it, to revive the Chinese etiquette culture.

### **2.2 Strengthening Civil Aviation Flight Attendants' Recognition of Etiquette Culture**

Civil aviation should shape a positive culture, penetrate the concept of etiquette in the corporate

culture, and strengthen the identification of civil aviation flight attendants with the etiquette culture. The etiquette culture of civil aviation should be linked with correct values, and the relevance of personalized service to personal career development and values should be emphasized in the training of etiquette culture, which can guide the cabin crew to take the etiquette behavior in personalized service as a kind of professional ethics and code of conduct and transform the quality service from external etiquette requirements to internalized etiquette expression. The recognition of etiquette culture also comes from the sense of responsibility and pride in their work [5]. When flight attendants face passengers, they can make passengers have a good travel experience through their efforts in providing service under the value of etiquette culture. The satisfaction of passengers stimulates higher career pursuits, which is the driving force for the continuous development and progress of civil aviation.

### 2.3 Optimization Practice of Personalized Service in Civil Aviation

The personalized services of civil aviation are beyond basic passenger services, it also highlights the characteristics of "personalization". For example, when flight attendants serve passengers with infants and toddlers, the scope of personalized service etiquette needs to be expanded according to the situation. When the flight attendants see passengers with infants, they should ask whether they need full-time accompaniment or special service, and let passengers know where to make milk powder and whether special products for babies are provided on the aircraft. In terms of seat placement, which is often decided when booking a ticket, but if the passenger's seat is located at the aisle, it will affect the rest of infants and toddlers when people pass through the aisle. Therefore, flight attendants can apply personalized service concepts and service etiquette to communicate with other passengers and switch seats after gaining the understanding and consent of other passengers [6]. In the case of crying infants and toddlers, the infants and their families can be temporarily placed in the rest area of the flight attendants to avoid disturbance to other passengers. Before landing, it is necessary to fix the infant seat and arrange for the infants and their families to get off the plane first, which helps to avoid the danger caused by crowding. For the elderly, the disabled, and other special groups of passengers, appropriate personalized service etiquette and measures need to be carried out. Flight attendants also need to provide passengers with a variety of services, such as film and television, magazines and newspapers, personalized consumption, etc. It is essential to always provide passenger-centric services.

### 3. Conclusion

The penetration of etiquette culture in personalized services of civil aviation is an important basis for the improvement of civil aviation service standards. The etiquette culture in personalized service is manifested in many aspects, and flight attendants, as the executors of civil aviation service, need to keep the etiquette culture in mind and apply it flexibly in their work, so that civil aviation passengers can spend a good journey with high-quality service.

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