RESEARCH ARTICLE

Construction of Civil Aviation Airport Service Mode in Internet Plus Era

BON VIEW PUBLISHING

Lele Gou[1,*]

[1]*Aviation Service Art and Management,College of Tourism,Northwest Normal University,China*

Abstract: In recent years, with the continuous progress and development of society, the Internet has come to people's side. At the same time, it improves the social benefits. Internet plus times has brought new development space to many traditional industries, and facilitated the integration of data and resources in many retail, financial, media and communication industries. Besides, internet plus also plays a vital role in the development of civil aviation airports. Because in the service work of civil aviation airport, it is necessary to use modern information technology to improve. At the same time, the operation quality and service level of civil aviation airports have been fully improved.

Keywords: internet plus; civil aviation airport; service mode

1. Introduction

At present, the market of China's aviation has grown rapidly, and the civil aviation airport industry has also developed rapidly. However, there are still many problems in civil aviation airports. At the same time, the limited operating resources of civil aviation airports are also facing enormous service pressure. Because of the crowded terminal, flight delays, inadequate services and other issues, it has become the norm in large civil aviation airports (Chen, 2020). Therefore, in order to effectively improve these problems in civil aviation airports, it is necessary to make full use of information technology and lay a solid foundation for the further development of civil aviation airports. Civil aviation airports can make full use of information technology, big data and other technologies to continuously improve the utilization rate of limited hardware resources of airport platforms. Thereby effectively improving the operation quality and service level of civil aviation airports.

2. Present situation and nature of civil aviation airport services

2.1 The status quo of civil aviation airport services

In recent years, the cost of air travel has been continuously reduced. Although people live a convenient life with the continuous progress and development of society, there are still many economic pressures that have not been fully alleviated. At the same time, with the advent of the Internet, the way of air ticket purchase has changed. Aviation is no longer a manual ticketing service, but an Internet ticketing service is opened online. This way of selling tickets is very convenient, so the number of people who choose to travel by air is constantly increasing. Therefore, in view of this situation, the service mode of civil aviation airport is also developing towards diversification, which is more detailed than the traditional service mode (Wang, 2021). At the same time, with the help of Internet plus, the civil aviation airport can not only

reform the service system, but also fully obtain all kinds of comdata, and initially establish a shared data and self-service system. In addition, the business handling and problem consulting services for passengers in civil aviation airports are diversified. When passengers encounter problems, they can consult by telephone, official website, WeChat official account, the airport and so on. This method not only provides convenience for passengers, but also expands the channels for passengers to obtain civil aviation services. Internet plus is used in civil aviation airports, and the flight dynamics and traffic information of passengers can be obtained at any time through mobile terminals (Shao, 2021). At the same time, with the continuous improvement of civil aviation airport services, great changes have taken place in the types and quantity of commercial organizations. There are all kinds of specialty shops and cafes, and the prices and services are constantly developing. In this way, every passenger can have high-quality consumer services.

2.2 The nature of the civil aviation airport

Civil aviation airport is an important public place, and it also serves as an important public service function. Because the public service function is the basic platform of civil aviation service and the infrastructure of air transportation. This kind of facility has gradually become an indispensable and serious part of the comprehensive transportation system. Therefore, in view of this situation, civil aviation airports should provide a large number of services, including air traffic command services, security inspection services, check-in services, airport fire fighting and airport emergency services(Song, 2022). At the same time, different commercial facilities should be built in civil aviation airports. Because the service level of the airport determines the benefit and development of the whole civil aviation airport. The service of civil aviation airport is not only a symbol, but also directly reflects the main influence and comprehensive national strength of the civil aviation industry.

3. The construction of civil aviation airport service mode in Internet plus era

Corresponding Author: Lele Gou
Aviation service art and management, Tourism College of Northwest Normal University, China. Email: 1938985925@qq.com

3.1 Electronic boarding pass system

With the advent of the Internet era, electronic boarding pass is widely used in airports. The so-called electronic boarding pass means that passengers can use the second-generation ID card or the QR code and SMS provided by airlines to pass the security check. This method is very convenient for passengers who use second-generation ID cards and smart phones. Besides, passengers can also use the Internet to choose seats and apply for electronic boarding passes. This can effectively reduce the time for passengers to go through various formalities at the airport. When passengers are ready to board the plane, they can also bid farewell to the previous paper boarding pass and make full use of the electronic boarding pass. Although the second generation ID card and electronic boarding pass can be used for security check in the Internet age, there are still many civil aviation airports that do not use electronic boarding pass. Therefore, in order to provide convenience for passengers and make the civil aviation airport develop better. It is necessary for civil aviation airports to carry out effective publicity work when introducing information technology. Let every civil aviation airport fully apply electronic technology. Because the use of electronic boarding pass can not only save the human resources of the airport, but also constantly optimize the venue resources.

3.2 Mobile terminal system

In recent years, civil aviation airports have developed mobile terminal systems, and this system has achieved certain results. In the past, the way of pushing flight information by SMS is gradually disappearing, but there are still some civil aviation airports. This short message push method will make passengers too passive and inconvenient. Therefore, in view of this situation, civil aviation airports can carry out more diversified development on the basis of mobile terminal systems. In this way, the service to passengers can be faster and more considerate, and it can also fully provide convenience for passengers. Civil aviation airports can constantly optimize and improve the take-off and landing of flights, flight delays and boarding gates. Because constantly optimizing the mobile terminal system can not only provide convenience for passengers, but also save some time for passengers. In addition, the mobile terminal system can reasonably coordinate the human resources and material resources of the airport. Thereby effectively avoiding the phenomenon of congestion and congestion in civil aviation airports.

3.3 Airport Traffic Guide

The airport is a transportation hub with a very large area and complicated terrain, and only passengers can stay here during their daily trips. Therefore, the airport is a strange place for many passengers. If passengers don't often travel by plane, they won't be familiar with the structure of the airport and the precise guide of airport traffic. With the continuous development of the Internet, wireless positioning technology has become very developed. Therefore, civil aviation airports can make full use of this positioning technology to determine the specific location of passengers, and can also develop traffic guides for passengers and staff in mobile terminals. Thereby effectively providing passengers and staff with the information they need. The civil aviation airport can set up taxi service points near the airport, and can also give suggestions on the traffic duration and route near the airport. In addition, the civil aviation airport can send boarding reminders through the mobile terminal system, and can also fully identify passengers' positions. Before boarding, passengers can be reminded effectively according to the position of different passengers from the boarding gate. If a passenger is too far from the boarding gate, unable to receive a reminder or board the plane in time. The airport should make a response strategy, which can withdraw passengers' luggage in advance. This is not only conducive to a high degree of cooperation between airlines and airports, but also makes passengers feel that the service of civil aviation airports is very humanized. Civil aviation can also provide good services to passengers by using accurate positioning, and can provide catering and leisure services to passengers. If passengers feel bored before boarding, accurate positioning can effectively guide passengers and clarify their various needs. Thereby effectively providing convenience for passengers.

4. Conclusion

Combined with the above, with the continuous progress and development of the times, the Internet plus era gradually came to people's side. This Internet plus era not only changes people's lifestyle, but also provides convenience for people's travel. Therefore, when the technology in Internet plus is relatively mature, the civil aviation airport can make full use of Internet plus technology for various services. Because this kind of internet plus can not only make the civil aviation airport have a more mature service system, but also continuously optimize the allocation of resources, thus effectively improving the service level of the civil aviation airport.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

References

Chen, S. (2020). Research on the new mode of civil aviation airport service in the "internet plus" era. *Network Security Technology and Application*, 2020(11), 128–129.

Wang, W. (2021). Research on countermeasures to improve the service level of civil aviation passenger transportation under the background of "internet plus. *Trade Show Economy*, 2021(11), 89–91.

Shao, Y. (2021). Exploration of Smart Airport Operation Based on "internet plus" Concept. *Information Record Materials*, 22(11), 218–219.

Song, Q. (2022). Countermeasures to improve the service level of civil aviation passenger transportation in the era of "internet plus." *China Storage and Transportation*, 2022(2), 108–109.