

Nutrición con vitamina C del jugo de naranja y optimización de la experiencia del servicio de aviación

Vitamin C Nutrition of Orange Juice and Optimization of Aviation Service Experience

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Resumen

Más del 90% de la vitamina C en la dieta humana proviene de vegetales y frutas frescas. La vitamina C puede prevenir el escorbuto y mejorar la inmunidad humana. En el servicio de aviación, el jugo de naranja es rico en vitamina C, polifenoles, aminoácidos, elementos minerales, azúcares y otros nutrientes, que pueden proporcionar de manera efectiva la satisfacción del cliente. En este artículo, el autor analiza la nutrición de vitamina c del jugo de naranja y la optimización de la experiencia del servicio de aviación. La calidad del servicio de aviación pública se basa en productos, sistemas y procesos. No solo se refiere a la calidad de los productos y servicios de aviación, sino que también se refiere a la calidad del trabajo de las actividades y procesos de producción de vuelo, así como a la calidad de la operación del sistema de calidad humana, capacidad del equipo y nivel de gestión. En el proceso de provisión del servicio, está influenciado en gran medida por factores subjetivos, que son más difíciles de evaluar por el receptor del servicio que la calidad de los productos tangibles; la percepción de los pasajeros sobre la calidad del servicio de la aviación pública depende de la comparación entre sus expectativas y el nivel de servicio real, y la diferencia individual es grande; Al mismo tiempo, la evaluación de la calidad del servicio de la aviación pública no solo debe considerar los resultados del servicio, sino también involucrar todo el proceso del servicio.

Palabras clave: inocuidad de los alimentos; Servicio de aviación; Zumo de naranja; Nutrición de vitamina C

Abstract

More than 90% of vitamin C in human diet comes from fresh vegetables and fruits. Vitamin C can prevent scurvy and improve human immunity. In aviation service, orange juice is rich in vitamin C, polyphenols, amino acids, mineral elements, sugars and other nutrients, which can effectively provide customer satisfaction. In this paper, the author analyse the vitamin c nutrition of orange juice and optimization of aviation service experience. Public aviation service quality is based on products, systems and processes. It not only refers to the quality of aviation products and services, but also refers to the work quality of flight production activities and processes, as well as the system operation quality of human quality, equipment capacity and management level. In the process of service provision, it is greatly influenced by subjective factors, which is more difficult to be evaluated by the service recipient than the quality of tangible products; the perception of passengers on the service quality of public aviation depends on the comparison between their expectation and the actual service level, and the individual difference is large; at the same time, the evaluation of the service quality of public aviation should not only consider the service results, but also involve the whole process of service.

Key words: Food safety; Aviation service; Orange juice; Vitamin C nutrition

1. Introduction

With the increasing needs of people for a better life, public air transport, as a fast and safe mode of transportation, has gradually become an important way for people to travel. China is the core market of global air transport growth[1]. In recent years, the public air service industry has shown a high-speed development trend, and the passenger transport volume continues to rise. In 2018, the annual passenger traffic volume of public aviation increased by 13% year on year, reaching 580 million person times[2-3]. China's public air transport market leads to the development of "aircraft". It is predicted that in 2036, China's overall transportation volume will increase 3.6 times, with an average growth rate of 6%, higher than the global growth rate of 4.8%[4]. The rapid development of tourism drives the high demand and the supply is well protected by policies.

Public aviation service industry belongs to the category of basic public service, which is a complex social system. The operation of the airport, passenger and cargo transport business, air traffic control business, air and ground support business, upstream and downstream business related to air transport services, aircraft and related

facilities maintenance and other businesses are interrelated, forming a complete public air transport service industry chain[5-6]. The quality of any of these links and elements is "zero tolerance", a little poor, with extremely serious consequences. Compared with other public services with a single nature, public air transport services have significant differences, both the universality of general public services and the difference of commercial services[7]. It is a unity of the two. Air transportation is different from ordinary transportation industry, which requires higher safety and convenience of transportation tools, and passengers have higher demands for service quality, so they need to respond in time[8]. As a common beverage in aviation service, orange juice quality also has an important impact on increasing customer satisfaction and optimizing aviation service experience.

2. Analysis of vitamin C nutrition and stability of orange juice

2.1 Vitamin C nutrition analysis of orange juice

Vitamin C (VC), also known as ascorbic acid, is an indispensable water-soluble vitamin in the normal physiological metabolism of human body. It is widely used as food additives and antioxidants. More than 90% of vitamin C in human diet comes from fresh vegetables and fruits. Vitamin C can prevent scurvy, improve human immunity, prevent colds, and prevent some skin diseases. It can also be used as an antioxidant to protect human life[9-10]. According to Naidu, taking 100-120 mg ascorbic acid per day can reduce the risk of heart disease, stroke and cancer. Vitamin C is active in chemical properties and sensitive to oxygen, metal ions, temperature, enzyme, light, sugar concentration and alkaline environment, which is easy to lose[11]. According to Xiong Weidong, strawberry and mountain The content of vitamin C in hawthorn was significantly related to the heating temperature, while the content of vitamin C in jujube was almost independent of the heating temperature. The content of vitamin C in jujube, hawthorn and strawberry decreased significantly when the heating time was prolonged. Dong Yueju's study showed that the time and temperature were the main factors affecting the vitamin C preservation rate of navel orange[12-13]. Yuan Erdong et al. Recognized that It is the most stable vitamin C in the process of food processing when the pH value is 3.0-3.5, while Liu Gang et al. Studied the original juice of sour milk, which shows that when the pH value is 5, the preservation rate of vitamin C in the original juice of sour milk is the highest. It can be seen that the change of environmental factors during the processing and storage of fruit and vegetable products will lead to the decomposition of vitamin C, reduce the nutritional value of fruit and vegetable products. The orange juice is attractive, sweet and delicious, It is fragrant and rich in vitamin C, polyphenols, amino acids, mineral elements, sugars and other nutrients [10]. The content of vitamin C in orange juice is between 150-450 mg / L. drinking 200 mg fresh orange juice daily can provide 30-80% of the daily intake of vitamin C.

2.2 Stability analysis of vitamin C in orange juice

By studying the effect of environmental changes on the stability of vitamin C in orange juice during different storage and processing, it can be concluded that: (1) vitamin C in orange juice is very sensitive to heat. With the increase of heating temperature and the extension of heating time, vitamin C in orange juice basically decreases. (2) when vitamin C in orange juice is exposed to air, it oxidizes with oxygen in the air. However, the deterioration affects the stability of vitamin C, and the longer the exposure time, the lower the preservation rate of vitamin C. The Vitamin C in the orange juice is oxidized rapidly after 30 min exposure, and the decomposition rate of vitamin C in the orange juice begins to slow down after 30 min exposure[14]. Therefore, the orange juice should not be exposed to the air for a long time, and should be sealed to reduce the oxygen in the air. Oxidation. (3) under light condition, vitamin C in orange juice is unstable and easy to decompose, and with the extension of light time and the increase of light intensity, the decomposition speed of vitamin C increases. Therefore, packing orange juice with packing material or container with good airproof and lightproof performance can reduce the loss of vitamin C caused by light, and effectively improve it. The preservation rate of vitamin C in orange juice is different. (4) the preservation rate of vitamin C in orange juice is different with different pH value. With the increase of pH value in orange juice, the preservation rate of vitamin C shows a significant downward trend; when pH value is between 3-4, the preservation rate of vitamin C in orange juice is more than 95%; when pH value is 9, the preservation rate is only 24.72%. Therefore, in order to keep the high in orange juice. The content of vitamin C and the pH value of orange juice should be kept as low as possible during storage and processing. (5) sucrose can improve the preservation rate of vitamin C in orange juice[15]. With the increase of sucrose concentration, the preservation rate of vitamin C is on the rise. Adding 6% sucrose to orange juice can improve the preservation rate of vitamin C and maintain the nutritional value of orange juice.



Benefits:

- * Reduces fine lines & wrinkles
- * Safely lightens skin & effectively treats hyper-pigmentation, scar tissue, fine lines & stretch marks.
- * Significantly increases collagen production
- * Provides UV photo-protection

Figure 1. Vitamin C

3. Meaning and characteristics of public aviation service quality

3.1 Meaning of public aviation service quality

Public aviation service quality is a generalized concept, which not only refers to the quality of aviation products, but also includes the process quality and work quality related to air transportation process and service. The quality of public aviation service is based on products, systems and processes[16]. It not only refers to the quality of aviation products and services, but also refers to the work quality of flight production activities and processes, as well as the system operation quality of human quality, equipment capacity and management level. Secondly, it is the difference. When passengers travel by air, they have different requirements for air service. The difference of such requirements has different requirements for service quality[17].

The quality of public aviation service is quite different from that of tangible products in terms of connotation. The main difference between the two lies in that the quality of tangible products changes with the change of their own conditions, and the quality error of products produced by the same enterprise is small when the production process reaches certain norms and standards. However, the service quality of public aviation is intangible, which needs to be evaluated through the feelings of passengers. In the process of service provision, it is greatly influenced by subjective factors, which is more difficult to be evaluated by the service recipient than the quality of tangible products. The understanding of the service quality of public aviation by passengers depends on the comparison between their expectations and the actual service level, which has great individual differences. At the same time, The evaluation of public aviation service quality should not only consider the results of service, but also involve the whole process of service.

Rankings on aviation service quality in 2018

Cat Bi Airport in the north city of Hai Phong comes out on top of the six airports ranked for passenger satisfaction of service quality, according to a survey conducted from October - December, 2018 by the Civil Aviation Authority of Vietnam. In all criteria, passengers rated the service quality at Cat Bi Airport to the highest standard.



POINTS FOR AIRPORTS' SEVEN VICINITITIES
 (Only lowest and highest points are shown)

Airports	Waiting terminal area	Checking-in area	Security screening area	Immigration area	Boarding-waiting area	Arrival terminal	Public transport	AVERAGE POINT
CAT BI	4.54	4.64	4.59	4.58	4.53	4.60	4.47	4.56
CAM RANH								4.31
DA NANG								4.23

Figure 2. aviation service quality

3.2 Six characteristics of public aviation service quality

3.2.1 credibility

As a determinant of perceived quality, it refers to the ability of public air transport enterprises to ensure the provision of safe air transport services and the realization of service commitments. Safety is the core and key of the service quality characteristics of public aviation. The ability of public air transport enterprises to accurately and reliably perform the promised services according to national and industrial standards in the whole process from ticket purchase to destination. Including the punctuality rate of the flight, the convenience of the ticket service, the smooth flight connection and so on. Due to the particularity of air services, service errors caused by weather and other objective factors are inevitable. For example, when the flight is delayed, if the service is not remedied in time, passenger conflicts, aircraft hegemony, runway impact and other phenomena often appear in the newspapers, which seriously affects the passengers' trust in public air services.

3.2.2 comfort

It can be divided into hardware facilities and passenger psychology. Advanced aircraft and facilities should be visually attractive, airline staff should be dressed appropriately and neatly, relevant information about services should be attractive, and onboard catering and entertainment facilities should be up-to-date. According to the psychological experience of passengers, it means that public aviation enterprises are ready to provide fast and punctual air transport services for passengers anytime and anywhere. The most important reason for passengers to choose public air service is the fast and efficient air transportation. Therefore, passengers have higher requirements for saving time in air service. The waiting time of passengers is an important factor that affects the perceived service quality and the satisfaction of passengers. In the process of air service, waiting for passengers, especially waiting for no reason, will seriously violate the original intention of passengers to choose air service, causing dissatisfaction of passengers, and at the same time, forming a negative evaluation on the perception of service quality, which will lead to service complaints.

3.2.3 perishability

Public aviation services are not storable, and inventory reserves cannot be established to facilitate more reasonable allocation and use. Public aviation service comes into being in a real moment, and the service provision and perception are almost simultaneous. When the staff of public airlines provide services and the passengers get services, they cannot be separated in time. When the public Airlines serve the passengers, the services will disappear immediately. At the same time, passengers must participate in the service production process to finally experience the complete public aviation service. Therefore, if the public aviation service cannot be provided in time, it will cause waste and loss. For example, for public airlines, when the flight takes off, the potential service of the remaining seats on the aircraft will be lost forever. These spare seats can not be saved for future resale, which is a great loss for public air transport enterprises.

3.2.4 responsiveness

It refers to that public air transport enterprises should really understand the needs of passengers, including the service time and place setting to consider the needs of passengers. Responsiveness is the care and personalized service that public aviation service gives to passengers. Its essence is to predict the needs of passengers by personalized or requiring the aviation service personnel to understand the special needs of passengers. The professional ability that the public aviation service personnel should have, including the ability to provide services, the ability to communicate effectively with passengers, the ability to solve problems, the ability to skillfully operate equipment, etc., through the transmission of the above information, can reduce the risk perception of passengers, and sincere communication can make passengers feel relieved and satisfied, so as to effectively improve the service quality perception of passengers; subtle If the service fails, the satisfaction of passengers may be reduced, or the service provider may be changed directly. Public air transport enterprises should also use employees, service manuals and corporate logos to effectively communicate with passengers, so as to strengthen the connection between passengers and aviation enterprises, understand the needs of passengers, provide personalized services, provide special care for special passengers, and provide a variety of on-board catering and entertainment services.



Figure 3.airline service

3.2.5 caring

Representatives put themselves in the interests of passengers and pay special attention to them. The service quality of public aviation is not only the sum of the characteristics and characteristics of the public air passenger transport service itself, but also the response of the perception of the passengers. The passengers perceive the satisfaction of the service through the real service experience when they contact with the public air service provider in the service process. Caring includes the ability to approach passengers, sensitivity and effective understanding of passengers' needs. The goal of caring for passengers is to satisfy the passengers with their services, and to achieve their ecstasy by striving to surpass the passengers' satisfaction with considerate services.

3.2.6 sociality

For a long time, state-owned airlines have undertaken a large number of social functions, maintaining the same frequency resonance with the party and the state. Especially in recent years, it has played an irreplaceable special role in the process of safeguarding national security and social stability, such as the security of a series of major events such as the Wenchuan earthquake and the withdrawal of overseas Chinese from Libya. Since 2014, China has actively cooperated with the "one belt and one way" policy and the "flying out" strategy of civil aviation, and has opened 194 new passenger routes along the "one belt and one road" line. It has gradually filled the gaps in the route network between China, central and Eastern Europe, Africa and South America, and has effectively served the needs of the country's opening up to the outside world, and firmly supported the strategic development of the "one belt along the way" strategy. Step by step to achieve the "fly out" of China's civil aviation market new pattern.

4.Factors restricting the service quality of public aviation

4.1 internal influencing factors of public aviation service quality

The internal influencing factors of public aviation service quality mainly include: transportation quality, management coordination, technology, staff service attitude, ability and skill, etc.

First of all, the quality factor of means of transport. With the development of science and technology, the scale of public air transport enterprises is becoming larger and more modern, the structure and technology of aircraft equipment are more complex, and the management of aircraft equipment is more and more important. Whether the aircraft equipment is advanced and whether the seats are comfortable is the most direct experience for the service quality of public aviation.

Secondly, manage synergy factors. The management process of public air transport enterprise is a process from production, formation to realization in a certain logical order, including a series of activities and interaction processes that affect the service quality from the initial identification of social and passenger expectations and demands to the satisfaction of passenger expectations and demands.

Thirdly, technical factors. Public air transport service operation is a major system engineering. Safety and punctuality are the core contents of public air transport service quality, and technical factors are the important factors restricting aviation safety. To achieve safe transportation, we must have perfect technical conditions.

Finally, staff service attitude, ability and skills. The employee factors of public aviation service can be divided into three aspects: attitude, ability and skill. Service attitude is a driving force for employees to treat service work. Different attitudes will have different driving effects. Good attitude produces good driving force and is bound to get good results. Service ability, mainly refers to the ability to learn knowledge, is the sum of knowledge and experience. Employees can provide better services for passengers by learning and mastering the air transport service knowledge related to work business. Skills are the habitual behaviors and actions of employees in their work. Skills are developed through long-term training. Good service skills and communication skills are essential to the service experience of passengers.



Figure 4. service quality

4.2 external influencing factors of public aviation service quality

In addition to the internal influencing factors of public air transport enterprises, external factors such as the change of policy environment, the extrusion of other public transport industries, the competition of private aviation enterprises, the overall improvement of air transport technology and service quality, and passenger satisfaction and complaints will have a certain impact on public air service quality.

The gradual liberalization of regulatory policies will continue to intensify the competitive situation of China's public aviation service industry. China's rapid development of high-speed rail, less affected by the weather, is the main competitor of the air transport industry. Under the condition of completing the same transportation task, the disadvantage of the aviation industry is that the airport is generally far away from the city center, and the boarding time is longer than other means of transportation, so the competitive advantage in the short and medium distance transportation service is not obvious. In recent years, the competition between high-speed rail and aviation is hot. Many routes within 800 kilometers have seen double drop in seat rate and ticket price, or even forced to stop, resulting in the contraction of the aviation market of some routes. Therefore, higher requirements are put forward for the service quality of public aviation. Public aviation and high-speed rail need to compete in a staggered way. High speed rail focuses on the medium and short-distance passenger transport market, while aviation mainly invests in the operation of medium and long-distance and international cross sea routes. The two sides can also carry out in-depth intermodal cooperation to jointly provide comfortable and fast emergence services for passengers. With the continuous progress of information technology, more basic services are completed by computer systems, such as check-in, printing boarding passes, etc., which makes the boarding experience of passengers more convenient and the travel experience more convenient. At the same time, the major public air transport enterprises continue to optimize the route plan and provide multi-level travel plans for passengers to choose.

4.3 interactive influencing factors of public aviation service quality

4.3.1 customer satisfaction

The relationship between customer satisfaction and service quality of public aviation is cause and effect. The service quality of public aviation will directly affect customer satisfaction; the latter will promote the public aviation service subject to continuously improve the service quality, thus forming a positive feedback and virtuous circle relationship.

4.3.2 flight delay

Whether due to subjective reasons or objective factors of force majeure, flight delay will cause customer complaints and customer dissatisfaction. Excluding the factors of force majeure, if the flight delay is caused by subjective factors, then the flight delay is a factor affecting the quality of public aviation service.

4.3.3 service complaints

Passenger satisfaction and complaints will have a direct impact on the quality of public aviation services. If the passenger is not satisfied with the service quality of public aviation, it may lead to their complaint behavior; and the responsiveness and speed of resolution of the service subject to the passenger complaint, in turn, affect the level of passenger satisfaction and complaint quantity.

5. Aviation service experience optimization strategy

5.1 strengthen the management coordination and innovation ability to meet the diversified needs of passengers

(1) strengthen management coordination and promote flight normality and service quality

First, expand the airspace resources, improve the national route network planning, optimize the airspace structure and sort out the national temporary routes. At the same time, strengthen the coordination between military and civil aviation, explore and establish the coordination and linkage mechanism between military and civil aviation, integrate general aviation into the coordination and decision-making meeting mechanism of air traffic control bureau, solve the problems such as airspace release under complex conditions, especially after large-scale flight delay; coordinate the establishment of military and civil aviation special lines, provide some military and civil aviation flight plans for civil aviation, so that specific operation units can make early preparations.

Secondly, the mechanism of coordination and linkage is not perfect, so we need to expand participation. The degree of information sharing among air traffic control, airlines and airports is not enough, which makes it difficult to achieve data sharing and collaborative operation based on common scenario awareness. Strive to improve the initiative and enthusiasm of airlines and airports to participate in coordination, enhance the awareness of common scenarios of flight operation, promote scientific decision-making of all parties and coordinate linkage.

Thirdly, we should enhance the capability of infrastructure equipment support, accelerate the construction of aviation operation management center, aviation meteorological center and aviation information center, continuously promote the construction of relevant facilities and systems, and consolidate the information base.

Finally, improve personnel qualification and ability. It is common for civil aviation meteorological system forecast and equipment information posts to hold several posts, and the brain drain is serious. There is a lot of room to improve the level of personnel qualification and capacity of each post, the level of personnel qualification and capacity building needs to be improved, and the ability of air traffic control, airlines and airport personnel in the face of complex weather impact needs to be improved. Targeted training should be carried out, such as traffic management, terminal area operation of new technology and other training, in order to effectively improve the level of scientific decision-making of management personnel, and then improve the ability of air traffic control operation support.

(2) innovate service brands to meet diversified and personalized needs of passengers

Innovation is a permanent theme for improving the service quality of public aviation. Innovation should be focused on service brand building. Public air transport enterprises should take advantage of the natural advantages of cabin service to build a strong cabin brand. For a long time, state-owned aviation brands, such as China Eastern's tasteful fine service and Lingyan brand, have enjoyed a certain reputation in the industry. However, there is still a big gap between domestic airlines and world-class airlines. There are many shortcomings in air service, such as service awareness and attitude, catering machine supplies and service standards. Airlines should use innovative thinking to solve these shortcomings and problems.

5.2 strengthen the standardization construction of public aviation service quality and eliminate the service quality gap

The standard is the method to reach an agreement on something; furthermore, the standard is the unity of measurement, agreement, qualification and specification between subjects (buyer and seller, manufacturer and user, government and industry, and government and regulated person) (Spivak and Brenner, 2001). The goal of

formulating the public aviation service standard is to achieve the best aviation service in a certain range. In order to reach an optimal state, the existence form of standards is to publish normative documents. After certain authoritative certification, the essence of standards is the service regulations or service guidelines that can be uniformly reached in the public aviation service industry.

(1) establish and improve the normal flight statistical index system guided by serving passengers

In recent years, with the increasing awareness of safeguarding the rights of passengers in China, various aviation information enterprises and financial insurance industries have launched insurance types related to flight delay, and passengers are more and more concerned about the indicator setting and statistical data of official flight normal statistics. Flight normal statistics is the basis of flight normal work and the decision basis of making various flight normal policies and measures.

(2) construction of public aviation service quality standardization system

A series of dynamic activities related to service quality standards of public safety aviation can be simply summarized as service quality standardization. The core goal of service standardization is to continuously improve service quality based on the needs and expectations of passengers. The core goal of taking passengers as the center requires the public aviation service quality management department to fully understand the needs and preferences of passengers, and actively promote the participation of passengers in the process of standardization with the attitude of development.

5.3 improve service experience in case of flight delay and eliminate service delivery gap

Flight delay is one of the most common complaints in public aviation service. Around the passenger experience, effectively control the flight operation efficiency, reduce the proportion of delay caused by the public air transport enterprise itself as much as possible, and strengthen the service recovery work after the flight delay, so as to improve the reliability and guarantee of public air service.

(1) innovate management system and try to eliminate flight delay

Although some flight delays are inevitable, they are not equal to inaction and passive response. We can try to make a breakthrough in the management system, and then improve the management efficiency.

(2) implement classified management to improve flight delay service quality

Public air transport enterprises can improve the passenger service experience in case of abnormal flight conditions from the following three categories, and take targeted classified management measures.

First, we need to improve the punctuality of flights. The most important reason for passengers to choose air travel is safety and efficiency. It is necessary to improve the punctuality rate of flights as the top priority to improve the passenger experience. Second, we need to improve the experience of app and official website. At present, the app and official website services of public aviation still have many disadvantages, such as inconvenient and unsmooth, which greatly affect the experience of passengers. Third, we should do a good job in the remediation of flight delays. When the flight is delayed in a large area, if the passengers cannot be pacified and the service is remedied well, it is easy to cause mass service events at the airport. Therefore, how to help the passengers who encounter flight irregularities to pass the waiting period comfortably has become the primary task of the public aviation service personnel when flight irregularities occur.

5.4 improve the complaint management system and strengthen the complaint handling ability of service personnel

(1) improve the public aviation complaint management system

International Organization for Standardization (ISO) issued iso10002:2004 quality management customer satisfaction organization handling complaint handling guide in July 2004. The standard puts forward the principles, methods and implementation procedures for handling customer complaints correctly. The purpose of the standard is to provide a complaint handling procedure with high transparency and conducive to self-improvement of the organization, so that customers can understand the ways of complaints and the procedures and methods for the organization to resolve complaints, so as to obtain the results of both the organization and the complainer.

At present, there is no unified public aviation complaint management system in China, and there is no similar operation guide to guide the control and handling of aviation services. We can learn from the above international standards, gradually improve and finally form a set of passenger complaint management system adapted to the characteristics of China's public air transport services, guide all the relevant links involved in the provision and management of public air services, which is of great significance for further improving the quality of China's public air services.

(2) strengthen the complaint handling capacity of public aviation service personnel

In order to strengthen the response mechanism of passenger complaints and improve the level of complaint service, the cultural concept of "embracing passenger complaints" can be widely spread, and the handling ability and service skills of service personnel to deal with passenger complaints can be strengthened through training, communication and other forms. Service personnel can judge the personality characteristics of passengers

according to the forms of passenger complaints, so as to communicate more pertinently and better understand the expectation of passengers for service.

5.5 strengthen communication and reasonably guide service demands of public air passengers

The service quality of public aviation is reflected by the subjective perception of passengers. In the whole process of aviation service production and provision, passengers play a crucial role. Public air service is still full of mystery for passengers. The lengthy public aviation service chain and complex public aviation service process, for ordinary passengers, have some doubts. Due to the information asymmetry and non transparency between passengers and airlines, they often cause misunderstanding, and even evolve into "finding fault" and "making trouble in the air".

(1) further cultivate the cultural atmosphere of civil aviation sincere service

"Aviation service" was once a synonym for high-quality service. However, in recent years, the problem of flight delay has affected the quality of public aviation service, making the reputation of "aviation service" discount. To further improve the service quality of public aviation, we need to further cultivate the cultural atmosphere of civil aviation sincere service. Establish a passenger centered thinking orientation; vigorously carry forward the spirit of "craftsman", set a benchmark, encourage the third party to independently carry out public aviation service quality evaluation activities, and pay attention to the application of service quality results; focus on integrity, advocate the social disclosure of service commitments, so as to make the service more targeted and serious.

(2) reasonably guide service demands of passengers

The public aviation management department shall correctly guide the passengers and disseminate the knowledge of air transportation. For force majeure factors such as weather, flight delay caused by sudden disaster events, untimely and inadequate service, or for the understanding of the problem, if the objective situation cannot be changed, try to strengthen psychological comfort and spiritual comfort for passengers from another perspective, and guide passengers to think about transposition.

Part of the service complaints come from the information asymmetry between the two sides. Therefore, public air transport enterprises can also follow the example of foreign airlines, hold public open days and other activities, invite media and passengers to go into airlines, airports, air traffic management centers, etc. to get close and on-the-spot understanding of mysterious air services, which can actively promote the popularization of aviation culture, at the same time, strengthen public air services and the public. We will work together to promote the security development of public aviation services.

6. Conclusion

Public air transport enterprises are the main body of public air transport services. The service experience experienced by passengers in the process of air transportation will directly affect their judgment on the service quality of public aviation. In order to improve the overall quality management capacity of public aviation service, we should take the promotion of the construction of the quality management system of public aviation service as the starting point, improve the organizational structure of public aviation service management, clarify the responsibilities of the service quality management department, improve the rules and regulations of public aviation service quality management, enterprises should respond to the regulations, rules and standards of standard civil aviation, improve the service management manual and employees Business operation manual; establish service quality objective system, improve internal supervision and performance evaluation mechanism, improve complaint handling mechanism and rectification mechanism, and realize full closed-loop management of public aviation service quality.

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