



Research on the Path of Inheriting Civil Aviation Culture in Vocational Education in the New Era

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Abstract. In this paper, Based on Marxism as the theoretical research foundation, this article elaborates on the connotation and essence of civil aviation culture, constructs a system for the construction of civil aviation culture, analyzes the inevitability of developing advanced civil aviation culture from the perspective of modernization, and finally studies the effective dissemination methods of advanced civil aviation culture.

Keywords: Modern civil aviation culture, safety culture, high-quality development, and dissemination methods

1 The Connotation of Civil Aviation Culture

Culture is the sum of material and spiritual wealth created by human beings in the process of social and historical development, specifically referring to spiritual wealth, such as literature, art, education, science, etc. The culture of the civil aviation industry refers to the material and spiritual wealth created during the development process of civil aviation, consisting of value culture, safety culture, service culture, management culture, institutional culture, behavioral culture, and manual culture. In a broad sense, civil aviation corporate culture is the sum of civil aviation Material culture and spiritual culture, covering the main form of civil aviation as the material basis, airport facilities, equipment, rules and regulations belonging to the management category, corporate spirit, professional ethics, corporate image, staff quality, civilization construction and other contents; The narrow sense of civil aviation corporate culture is limited to the spiritual level, mainly referring to the corporate spirit and corporate culture^[1].

1.1 Theoretical System of Civil Aviation Cultural Construction

The construction of civil aviation culture should first establish its theoretical system, and the Marxist cultural and practical perspectives are important theoretical foundations for the construction of advanced civil aviation culture.

Marxism believes that culture is the Objectification in human practical production

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S. Yacob et al. (eds.), *Proceedings of the 2023 7th International Seminar on Education, Management and Social Sciences (ISEMSS 2023)*, Advances in Social Science, Education and Humanities Research 779, https://doi.org/10.2991/978-2-38476-126-5_165

[2], that is, in the process of transforming the object world, people not only turn nature into their reality, but also Objectification it in their own Objectification world; And in this kind of activity, it makes itself a real Objectification existence, and labor becomes human's "life activity", which proves that only oneself is "quasi existence". Culture has its own humanity and sociality, nationality and contemporaneity.

Marxism believes that living in a certain society will inevitably lead to the formation of a specific culture over time, including certain attitudes and opinions, values, moral norms, and customs passed down from generation to generation. The cultural structure of society is mainly composed of social ideology, which is the basic structure of the conceptual system with social ideology as the main content.

Historical materialism believes that social existence determines social consciousness, and social consciousness is the reflection of social existence, which reacts on social existence. Culture, as a product of social ideology, should also follow its objective laws, and culture should serve human practice. The source on which culture arises is its economic foundation, which can be attributed to the practical activities of transforming nature and society. Marx wrote in the Outline of Feuerbach: "All social life is practical in essence. Anything mysterious that leads theory to Mysticism can be reasonably solved in human practice and understanding of this practice. [3]" The essential feature of Marxist practice view is that practice is the basis for the existence and development of human society, Practice is the endogenous power to promote the historical development of human society. Practice is the essential manifestation of the social and historical process. The History of communism is the ultimate purpose of practice to promote the historical development [4].

In summary, the essence of culture is humanization, practical, and people-oriented. The ultimate goal pursued is the free and comprehensive development of human beings, and the theory of human free and comprehensive development is the core theoretical foundation for the construction of civil aviation culture.

Culture is practice, and civil aviation culture originates from civil aviation practice. Therefore, civil aviation culture, that is, civil aviation culture, is the sum of Material culture and spiritual culture created by human beings in civil aviation practice. Civil aviation practice mainly includes civil aircraft design, manufacturing, maintenance, civil aircraft driving, command and dispatch, security, operation, management and other aggregates. The construction of civil aviation culture should start from the Marxist cultural perspective, follow the historical materialism, adhere to the people-oriented approach, pursue human freedom and comprehensive development as the goal, follow the laws of cultural generation, pay attention to social life practice, liberate and develop the productive forces of civil aviation culture, assist the high-quality development of civil aviation, enhance the international competitiveness of China's civil aviation, and build a strong civil aviation country.

1.2 Building an advanced culture in civil aviation is an inherent need for social development

Comrade Jiang Zemin said: "In contemporary China, the development of advanced culture is to develop the culture of Socialism with Chinese characteristics and build

socialist spiritual civilization.^[5]" The development of advanced culture requires the development of advanced productive forces. Productivity is the material foundation of cultural development. Material determines spirit, and existence determines consciousness^[6], then the essence of the theoretical system of Socialism with Chinese characteristics is to emancipate the mind, seek truth from facts, keep pace with the times, and seek truth and pragmatism, and the liberation and development of social productivity is the fundamental task of Socialism with Chinese characteristics. Therefore, the development of advanced culture is an inevitable need for the development of Socialism with Chinese characteristics. The advanced culture of civil aviation must play a revolutionary, advanced and scientific role, which will greatly promote the production of civil aviation and also be conducive to the high-quality development of civil aviation. It is the internal need for the development of Socialism with Chinese characteristics.

2 Building an Advanced Culture of Civil Aviation and Promoting High Quality Development of Civil Aviation

The report of the 20th National Congress of the Communist Party of China profoundly pointed out that "the essential requirements of Chinese-style modernization are: adhere to the leadership of the CPC, adhere to Socialism with Chinese characteristics, achieve high-quality development, develop Whole-process people's democracy throughout the process, enrich the people's spiritual world, achieve Common prosperity for all people, promote the harmonious coexistence of man and nature, promote the construction of a Community of Common Destiny, and create a new form of human civilization.", Chinese path to modernization requires the high-quality development of civil aviation, which is closely related to and complementary to the progressiveness of civil aviation culture.

2.1 Building a Red Culture for Civil Aviation and Guiding the High Quality Development of Civil Aviation

Red culture mainly refers to the excellent culture accumulated by the Chinese people under the leadership of the CPC in the process of revolution, construction, reform and development^[7], and is an important part of the Socialism with Chinese characteristics culture. The core meaning of red culture mainly includes: communist ideal and belief, patriotism, revolutionary spirit, Core Socialist Values and innovative spirit^[8]. The value of developing red culture is mainly reflected in four aspects: political value, economic value, cultural value, and educational value.

The red culture of civil aviation is the history of the development of civil aviation red, such as the "Hump" air transportation in 1942, the establishment of the Civil Aviation Administration of the Military Commission in 1949, the "Two Airlines Uprising", and the "August 1st Flight" in 1950. It can be seen that the red development history of civil aviation and the development history of the CPC come down in one continuous line. In the historical development process of the CPC, CAAC people

have been closely following the Party, practicing our line and maintaining the Party spirit.

On July 26, 2017, Xi Jinping's Speech at the Opening Ceremony of the Special Seminar for Major Cadres at the Provincial and Ministerial Levels: "CPC should clearly declare what flag to hold, what path to take, what kind of spiritual state to take, what kind of historical mission to undertake, and what kind of struggle goals to achieve." Therefore, the red culture of the CPC and the red culture of civil aviation have pointed out the direction and provided guidance for the high-quality development of civil aviation.

2.2 Building an advanced safety culture for civil aviation and laying the foundation for high-quality development of civil aviation

Civil aviation safety culture is created by civil aviation practitioners in safety production practice, and safety production experience nurtures safety culture. After 70 years of struggle, Chinese civil aviation personnel have honed safety concepts such as "Four Stricts and One Guarantee", "Eight Should and One Oppose", "Safety First", "Four Don'ts", "Three Respects", and "Continuous Safety" through continuous practice and experience summary, enriching the cultural connotation of long-term safety development in civil aviation. Deng Xiaoping pointed out that productivity is the foundation of economic development, which determines the state of economic development. Safety production is the premise and guarantee of economic development, and economic development is an inevitable result of safety production.

On July 20, 2012, the State Council issued the "Several Opinions of the State Council on Promoting the Development of the Civil Aviation Industry", which pointed out that China's civil aviation should adhere to the basic principle of "people-oriented and safety first", establish and implement the concept of continuous safety, and provide safe and high-quality aviation services to society. Putting people first means putting the fundamental interests of the vast majority of the people at the center, respecting human life, safeguarding human dignity, and respecting and protecting human rights; Safety first is to prioritize the realization of safety production, correctly handle the relationship between safety production and economic development, and cannot unilaterally emphasize efficiency while neglecting production safety. Chinese path to modernization is a comprehensive modernization centered on human modernization. In order to ensure the high-quality development of civil aviation, we must follow the basic principle of "people-oriented, safety first" when building an advanced safety culture of civil aviation.

Safety production mainly refers to safety culture, safety legal system, safety responsibility, safety technology, and safety investment^[9]. Safety culture is the core and foundation of safety production management, the sum of safety values and codes of conduct formed in the process of safety production, covering Material culture, spiritual culture, management culture, integrity culture, behavior culture, etc; The safety legal system is a guideline provided for civil aviation safety management, ranging from constitutional to technical standards; Safety responsibility refers to the rules and provisions that all members involved in civil aviation production must comply with, which

are mandatory. Passengers and staff engaged in civil aviation positions need to take safety as their own responsibility in order to ensure the safety of civil aviation production; Comrade Deng Xiaoping proposed that "science and technology are the primary productive forces", and safety technology determines the effectiveness and efficiency of safety production, which is the technical guarantee for civil aviation safety production; Safety investment is the logistical support for carrying out the entire safety work, including human, material, and financial resources. In the report of the 20th National Congress of the Communist Party of China, it was mentioned that "without a solid material and technological foundation, it is impossible to fully build a socialist modernized power." This shows that safety technology and investment are the foundation and strong support for the high-quality development of civil aviation.

To build an advanced safety culture in civil aviation, priority must be given to the development of advanced civil aviation safety productivity. We must adhere to the principle that technology is the primary productivity, talent is the primary resource, and innovation is the primary driving force. We must deeply implement the strategy of revitalizing civil aviation through science and education, vigorously cultivate or introduce innovative civil aviation talents, and prioritize the construction of high-quality civil aviation development, with the goal of building a strong civil aviation country, ultimately achieving the free and comprehensive development of people.

2.3 Building an advanced service culture for civil aviation and providing impetus for high-quality development of civil aviation

The modern Chinese dictionary interprets "service" as working for the benefit of the collective (or individual) or for a certain cause. Therefore, service is not only a market economy behavior, but also an ideal and requirement. In 1990, Gronroos defined service as: "Service is an intangible behavior or series of behaviors that occur between customers, service personnel, tangible resources, and other products or service systems, and can solve customer problems; Chairman Mao Zedong's speech at the memorial meeting for Comrade Zhang Side on September 8, 1944 was "Serve the People". Since then, "Serve the People" has been the fundamental purpose of the CPC and the highest standard of action for every Communist. Civil aviation service culture is a specific culture formed in the practice of civil aviation social activities, which will undergo formation, maturity, disconnection, and advancement with changes in social and economic forms.

The core value concepts of service culture are mainly reflected in: firstly, rules, which list systems in the form of a culture and generate a control force to standardize and fix human behavior and relationships, such as laws, regulations, standards, moral standards, customs and habits; The second is the material foundation, which serves as the social foundation for cultural growth, such as transportation tools, infrastructure, etc; The third is organization, which is the most fundamental social force, such as social organizations, interest groups, and individuals, and is also the carrier of service culture execution^[10]. From this, it can be seen that the civil aviation service culture cannot be narrowly understood as the culture of flight attendants, air security services, ground handling services, and other superficial civil aviation service cultures. It is a

civil aviation service culture jointly formed by civil aviation government management agencies, civil aviation interest groups, civil aviation practitioners, and other civil aviation social activities in practice. It is a complex of market economic behavior and the ideal pursuit of units and individuals. The ultimate beneficiaries of service culture are the general public. Therefore, the construction of civil aviation service culture must adhere to the principle of "people-oriented". In the formulation of civil aviation policies, the design, manufacturing, maintenance of aircraft, and the construction of related support facilities for civil aviation transportation, it is necessary to adhere to the principle of putting life safety first and providing humanized services throughout the entire process, with the goal of building a strong civil aviation country with the freedom and comprehensive development of people.

Whether the civil aviation service culture is advanced depends on whether the civil aviation cultural productivity is advanced. It is not only related to civil aviation science and technology, but also to civil aviation education and talent. They are the fundamental and strategic support for building a strong civil aviation country. Building an advanced service culture in civil aviation can provide impetus for the high-quality development of civil aviation, and is a booster and spiritual spring for the high-quality development of civil aviation.

3 Adherence and dissemination methods of advanced cultural construction in civil aviation

3.1 Adherence to the Construction of Advanced Civil Aviation Culture

Whether a culture is advanced or not mainly depends on whether it has positive significance and value for human survival and development, whether it can enrich the spiritual world, shape a healthy personality, develop human potential, and enhance human essential strength^[11]. The development of advanced civil aviation culture can be focused on three aspects.

Firstly, we must adhere to the guidance of Marxism and develop a socialist advanced culture of civil aviation.

Marxism is the guiding ideology of our party and country, and also the fundamental guide to the direction of cultural construction. In contemporary China, the development of advanced culture is to develop the socialist culture with Socialism with Chinese characteristics. To develop the advanced culture of civil aviation, we must adhere to Marxism as the guidance, combine the characteristics of the civil aviation industry, carry forward the Core Socialist Values, inherit the excellent traditional culture of the Chinese nation, carry forward the revolutionary culture, introduce and absorb the excellent western civil aviation management culture into the development of civil aviation culture, and better develop it for modernization, the world The advanced culture of civil aviation that faces the future, contributes to the great rejuvenation of the Chinese nation, and assists in the high-quality development of civil aviation.

Secondly, we must adhere to the goal of achieving human freedom and comprehensive development, and play the main role of the people in the construction of ad-

vanced civil aviation culture.

Marx once said that the people are the creators of history; In different periods of promoting cultural construction, the Party has always adhered to the people centered development idea, established the basic principle that cultural development is for the people, cultural development depends on the people, and culture Serve the People and socialism. The key to the development of advanced civil aviation culture for the people is the development of people. In the process of civil aviation culture construction, it is necessary to prioritize the development of civil aviation safety culture, ensuring that the people are paramount and life is paramount, reflecting the value pursuit of "putting the people at the center" in the development of advanced civil aviation culture; Carry forward the red culture of civil aviation, achieve the responsibility and mission of serving the country and becoming a strong aviation country; Inheriting the excellent management culture, manual culture, and professional culture of civil aviation, safeguarding the safety and high-quality development of civil aviation; Constantly improve the construction of civil aviation service culture to better serve the people. In the development of advanced civil aviation culture, it is necessary to bear in mind that civil aviation is the people's civil aviation, and the purpose of people's aviation is for the people. We must always adhere to the development concept of putting the people at the center, and play the main role of the people in the construction of advanced civil aviation culture.

Thirdly, we should vigorously develop the civil aviation cultural industry and promote the development of civil aviation cultural productivity.

Deng Xiaoping once pointed out that in building socialism, we must develop productive forces, and poverty is not socialism. We adhere to socialism and in order to build socialism that is superior to capitalism, we must first get rid of poverty. The development of civil aviation culture originates from the practical activities of the people in aviation production and life, and its advancement depends on the development of civil aviation cultural productivity. Developing advanced civil aviation culture is to develop advanced civil aviation productivity, which is to prosper the civil aviation cultural industry. Conversely, the prosperity of the civil aviation cultural industry can promote the development of civil aviation cultural productivity, cultivate advanced civil aviation culture, and assist in the high-quality development of civil aviation.

The report of the 20th National Congress of the Communist Party of China pointed out that high-quality development is the primary task of comprehensively building a socialist modernized country. Development is CPC's top priority in governing and rejuvenating China. The high-quality development of civil aviation is a requirement of the new era and new concepts, as well as the strategic goal of building a strong civil aviation country in the new era. Technological innovation is the only way to achieve high-quality development of civil aviation.

Technology is the primary productive force, talent is the primary resource, and innovation is the primary driving force. In the development of the civil aviation cultural industry, we should continuously attract high-level and outstanding talents from civil aviation, introduce innovative talents, solve the bottleneck problem in the high-quality development of civil aviation, ensure the safe development of civil aviation, and

promote the innovative development thinking and concept of civil aviation management departments, civil aviation airport units, airlines and other civil aviation units. We should vigorously develop the civil aviation cultural industry, prosper the cultural productivity of civil aviation, and achieve the goal of building a strong civil aviation country.

3.2 The dissemination methods of advanced civil aviation culture

Developing advanced cultural productivity in civil aviation can promote high-quality development of civil aviation. In the process of constructing advanced civil aviation culture, the construction achievements, practical experience, etc. are shared with the civil aviation industry and society through different dissemination methods, so that society and the world can understand China's civil aviation. At the same time, it further promotes the full and balanced development of advanced civil aviation culture, making the construction of advanced civil aviation culture in China more fair and inclusive, and allowing the people to share the dividends of the development of advanced civil aviation culture in China. Its dissemination methods can include holding air shows, conducting themed civil aviation activities, holding knowledge lectures, conducting social welfare activities, utilizing news events and celebrity effects to develop aviation culture and entrepreneurship products, knowledge books, movies, and online products. The main modes of transmission include:

1. Constructing the "Three Entries" Project and Spreading the Advanced Culture of Civil Aviation

The high-quality development of civil aviation cannot be achieved without education. The advanced culture of civil aviation can be "integrated into textbooks", "integrated into classrooms", and "integrated into students' minds". Through the "Three Entries" project, the advanced culture of civil aviation can be disseminated in the first, second, third, and fourth classrooms. By utilizing forms of communication such as ideological and political education, curriculum ideological and political education, campus clubs, and campus bulletin boards, educational concepts such as "Three Education" reform and "Three Comprehensive Education" can be adopted to promote the red culture of civil aviation Civil aviation safety culture, civil aviation service culture, and other advanced civil aviation cultures infiltrate the hearts of teachers and students, achieving the goal of cultural education.

2. Developing creative cultural products for civil aviation and disseminating advanced civil aviation culture

The Creative industries is a new industry formed on the basis of the continuous development of social productivity. With creativity as the core, it develops and markets a main culture through technology, creativity and industrialization, providing people with spiritual needs.

For example, the Forbidden City Beast Ice Cream, Old Summer Palace Beast shaped Ice Cream, and the Mogao Grottoes of Dunhuang Ice Cream are a kind of online popular creative cultural products successfully operated through modern technology, cultural creativity and industrial marketing, which spread history and culture deeper and farther, and meet the people's spiritual needs for understanding this history and

culture; Another example is the first coffee shop opened on the airport tower in China, that is, Mount Huangshan Tunxi Airport "Tower Coffee". Through the coffee shop on the tower, tourists can look at the aviation landscape facilities, witness the takeoff and landing of aircraft, understand the civil aviation air traffic management culture, and give the airport tourism value and cultural transmission value. In the solicitation of opinions in the "Guidelines for the Planning and Construction of Civil Airport Aviation Sightseeing Facilities", it is also pointed out that "we should focus on viewing aircraft takeoff, landing, operation, sightseeing airport characteristic landscapes, and experiencing aviation culture, and create observation service products with airport characteristics and characteristics of the civil aviation industry." It can be seen that the civil aviation management department is also actively promoting the development of the civil aviation creative culture industry and disseminating advanced civil aviation culture, Let society learn more about civil aviation in China, unravel the mysterious veil of civil aviation, promote the development of civil aviation cultural industry through advanced civil aviation culture, drive local economic development, and contribute to socialist modernization.

3. Building a cultural product display platform to promote advanced civil aviation culture

Civil aviation culture is a part of Chinese culture. To accelerate the construction of the discourse and narrative system of civil aviation in China, to tell the story of civil aviation in China, to spread the voice of civil aviation in China, and to showcase a trustworthy, adorable, and respectable image of civil aviation in China, it is necessary to deeply promote activities such as artists visiting the grassroots level of civil aviation to collect and process cultural pearls scattered among the people, Create excellent works and exquisite works related to advanced civil aviation culture.

Through the establishment of news (or Personal media), film and television (or micro film), music, dance, photography, air show, network platform (Tiktok, Weibo, official account, etc.) and other communication platforms, we can spread the advanced culture of CAAC and tell the story of CAAC well. For example, the film "Chinese Captain" is adapted from the Sichuan Airlines flight alternate landing event in Chengdu on May 14, 2018. It tells the heroic story of members of the "Chinese Civil Aviation Hero Crew" and 119 passengers who encounter extreme danger under multiple tests of strong winds, low temperatures, and cabin pressure relief at an altitude of 10000 meters. Through this film and television, more people have gained an understanding of the important significance of the development of civil aviation safety culture, as well as the professional competence, excellent aircraft technology, and dedication to excellence and selflessness of Chinese civil aviation crew members. The film perfectly showcases the safety culture of Chinese civil aviation, the "three respects" culture of Chinese civil aviation, and the culture of Chinese civil aviation manual, spreading it to the people and telling the story of Chinese civil aviation well.

4 Conclusion

Building an advanced culture in civil aviation is a systematic project. Based on understanding the connotation and essence of civil aviation culture, a theoretical system is constructed to determine the content of civil aviation culture construction. Then, a communication platform is built based on the construction content for cultural dissemination, and the construction and dissemination effects are scientifically evaluated. Finally, a cultural industry is formed to promote the high-quality development of civil aviation and achieve the goal of building a strong civil aviation country. This article will conduct in-depth research on the content of civil aviation cultural construction, practical evaluation of civil aviation cultural construction, and the development of civil aviation cultural industry in the future.

Fund Project

1. 2023 Vocational Education Research Project of the China Society of Business Technicians [ZGSYJSXH20230002], Project Category: Key Project, Project Name: Teaching Research and Practice of Civil Aviation Industry Cultural Integration Professional Course from the Perspective of Curriculum Ideology and Politics - Taking Civil Aviation Communication Major as an Example.

2. 2023 Campus level Project of Guangzhou Civil Aviation Vocational and Technical College [JG202319], Project Category: Educational Reform, Project Title: Research and Practice on the Integration of Civil Aviation Culture and the "Civil Aviation Communication Technology Major" Course from the Perspective of Curriculum Ideology and Politics.

3. The construction and research of the high-quality online open course "Radio Navigation" under the background of ideological and political education (ZGSYJSXH20230034), project approved on May 2023, China Association of Business Technicians.

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