

Research on the Development Direction and Countermeasures of Civil Aviation Ticketing Offices

-- Taking Fuyang Civil Aviation Ticket Office as an Example

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Abstract: With the popularization of electronic tickets and the development of information technology, aviation e-commerce has rapidly developed. The marketization of civil aviation in China has made agents no longer limited by the original ticket management and terminal maintenance. In order to pursue greater marginal profits, various sales prices and measures have spread through the network, and sales channels are becoming more and more diversified. The forms of air ticket sales are also diverse. Based on the analysis of the advantages and disadvantages of online platform sales and traditional ticket office store sales under e-commerce, the author believes that ticket offices can develop towards joint tourism integration and upgrading, and provide diversified services according to their own situation.

Keywords: Marketization of civil aviation in China; Diversified services; Global informatization; Electronic ticket; Integration upgrade.

1. Development History of Civil Aviation Ticket Offices

1.1. Background of the establishment of civil aviation ticket offices

Civil aviation ticket office refers to the business premises where airlines or their authorized sales agents engage in ticket sales and other services at fixed open business premises. The emergence of air ticket offices can be traced back to the early days of the establishment of Civil Aviation of China. Civil Aviation of China opened air ticket offices in various civil aviation airport districts and was the only place to sell civil aviation tickets. It was in an absolute seller market position, and traveling by plane is a high-end consumer product that requires job level, introduction letters, and connections. Only by going to the ticket offices established by Civil Aviation of China can tickets be purchased. In 1987, the domestic ticket sales system gradually opened up, and ticket agents also emerged. Due to the "more monks and less porridge", the tickets at each air ticket office are sold on a limited basis, and the tickets are almost "snapped up". Based on the background at that time, private ticket sales outlets have sprung up everywhere, like mushrooms.

1.2. Stage of electronic ticket emergence

Entering the 21st century, global informatization has become a theme of global economic development. In the new information age, every industry must seize the opportunities of informatization and actively embrace the challenges of informatization. As one of the earliest industries to use information technology, the civil aviation industry has always been continuously using information technology to promote the development of informatization within the industry. The fierce competition and the demand for high-quality services from customers have also prompted the civil aviation industry to continuously seek ways to reduce costs and improve

services through information technology. In this context, one of the important information technology reforms in the civil aviation industry - electronic passenger tickets - has emerged. Electronic Ticket (ET) is a valuable document sold by or on behalf of a carrier, which does not rely on paper tickets for ticket sales, passenger transportation, and related services. It is an electronic image of a regular paper ticket that exists in a computer system. It is an electronic number record, and the issuing airline tracks the entire process of a passenger's transportation in the form of electronic data. In 1994, the world's first electronic ticket was born in the United States, quickly occupying the market with its outstanding advantages such as convenient use, anti loss, anti-counterfeiting, greatly reducing printing and transportation management costs, and significantly improving settlement speed.

(1) The civil aviation ticket office in the early stages of electronic ticket sales. With the emergence and widespread use of electronic tickets, civil aviation tickets have entered the era of digitization. A small number of first level agents with market judgment ability have signed agreements with airlines to use their market judgment as their performance, in exchange for high rewards. Then, they develop second level agents and third level agents, in this cycle; At the same time, they also contracted ticket offices. At that time, the sales of air ticket offices and ticket agents were considerable, and the profits were also considerable. The airline gave agents a rebate of 3%+, and some special routes offered higher fees. The ticket offices were profitable, and business was thriving.

(2) Civil aviation ticket offices under the impact of e-commerce. With the development of network technology, the technology of online payment means has become increasingly mature. For example, Alipay, the widespread application of WeChat payment, technical conditions and moral hazard have no longer become the restrictions of aviation product sales. The channel of aviation sales has emerged a trend from chain structure to network structure. With the development of science and technology, the behavior of consumers has also

changed, which has led to the rapid development of aviation e-commerce, the use of smart phones, the arrival of the 5G era, a mobile phone has taken the world. In addition to the marketization of civil aviation ticket sales, tickets can be purchased online like other commodities. In addition to the airline's official website, WeChat applet, and airline customer service, Ctrip, Tongcheng, Feizhu, Qunar.com, Zhixing, Hanglv Zongzong, Alipay, WeChat, Meituan, etc., tickets can be purchased online. Online shopping has become a new sales channel, convenient, and promising. It is not surprising that an 80 year old person is using their phone to check flights and buy tickets. In this situation, ticket offices that are suitable for domestic ticket sales with original paper and electronic tickets are facing huge challenges, and their sales share is constantly decreasing. Therefore, most airlines and agents have transformed and upgraded their "offline business" to "online business", and have successively abolished ticket offices with "offline business". Although ticket offices, as offline businesses, have struggled under the impact of aviation e-commerce, we must acknowledge the role of the market and also recognize the objective fact that the sales channels of the aviation market are independent of those of other products. In this field, we must acknowledge the role of the market and adhere to the principle of putting the people first and doing everything for the people, which is in line with China's national conditions.

2. Analysis of the Advantages and Disadvantages of Air Ticket Offices under E-Commerce

2.1. Classification of air ticket offices

From the perspective of the functions of ticket offices, they can be divided into two categories: profit oriented ticket offices and service-oriented ticket offices.

As the name suggests, a profit oriented ticket office is aimed at making a profit, usually referring to ticket agents. The business departments of airlines and the direct branches of various airports are both service-oriented ticket offices, similar to ordinary brand image stores. Take our airport ticket office as an example. With the development of our Fuyang airport, the civil aviation ticket office in Fuyang is increasingly inclined towards service-oriented ticket offices. After the new terminal building of Fuyang Airport was put into use, which means "rising the dragon and rising the phoenix", we carefully planted the "wutong tree", and then attracted more "golden phoenix". Our ticket office can not only meet the ticketing needs of on-site passengers, but also develop in the direction of meeting the ticketing needs of the stationed airlines. There is no end to the fish, and depth leads to the return; Birds have no fixed habitat, but when the forest is lush, they go.

Technology is developing. With the progress of the times, natural selection and survival of the fittest, both profitable ticket offices and service-oriented ticket offices should find their own market positioning and adopt the most suitable sales channels. There are opportunities and advantages for the past telemarketing, traditional store sales, Internet sales and aviation e-commerce.

2.2. Analysis of Disadvantages of Air Ticketing Offices under E-commerce

With the rapid development of e-commerce, the

widespread application of the Internet and the marketization of civil aviation in China, more and more people are accustomed to online shopping. Online ticket shopping is convenient and fast, but there are also drawbacks:

(1) The online purchase of air tickets is different from the online purchase of daily consumer goods. Not everyone can make the right online shopping. The most crucial difference is that online shopping for air tickets is different from online shopping for daily consumer goods. Generally, there is no loss in returning daily consumer goods. However, once a flight ticket is purchased incorrectly, there will be refund fees and rescheduling fees, which often result in significant economic losses. In addition, a considerable number of passengers are first-time passengers who lack knowledge of air tickets and are extremely prone to making mistakes when operating independently.

(2) Regulations on special ticket agents. Unaccompanied, wheelchair, stretcher, deaf mute, military police disabled and other special tickets are currently not available for sale on the agent's website (available on the airline's official website, ticket office can assist passengers in calling airline customer service or issuing tickets on the airline's official website).

(3) Inquiring about common knowledge about taking the plane and obtaining reimbursement invoices. The common knowledge of flying during online shopping cannot be answered in a timely manner, and the itinerary of passengers who need reimbursement cannot be obtained in real time.

(4) The chaos in the Internet sales period. The wide application of Internet information technology in the field of civil aviation has indeed brought more convenience to the travel of passengers. However, due to the lack of self-discipline and supervision of some enterprises, Internet ticket sales have also seen some confusion, which has violated the legitimate rights and interests of consumers, especially the right to know and the right to independent choice of passengers. For example, during the sales process, "bundling" behaviors such as airport pick-up and drop off services, VIP lounges, insurance, and other additional services other than airline tickets should be set as optional options for passengers to effectively avoid the occurrence of passengers making incorrect choices. Especially for those with restrictions on ticket refunds, changes, mileage accumulation, baggage check-in, and transfer services, the ticket purchaser should be informed of the ticket purchase restrictions in a clear and explicit manner to avoid ambiguity or misleading passengers. Article 9 and Article 26 of the Consumer Rights and Interests Protection Law of the People's Republic of China clearly stipulate that "consumers have the right to independently choose goods or services; if operators use standard terms in their business activities, they shall prominently remind consumers of the quantity and quality, price or cost of goods or services, and other content that has a significant interest in consumers.". For this reason, the Civil Aviation Administration also carried out the special action of "Civil Aviation Service Quality Specification" in 2017, and the Department of Transport of the Civil Aviation Administration of China also issued a special "Notice on Regulating Internet Ticket Sales": "tying" in Internet ticket sales is strictly prohibited; Further promote the standardization of Internet ticket sales; Strengthen the supervision and management of Internet ticket sales.

(5) The risks of online shopping. Both telephone booking and online ticket purchase carry risks, and every transaction must be based on trust. In the development process of online

shopping, there have also been "phishing websites", but airline official websites have obvious advantages. They belong to standard service-oriented ticketing websites, providing more professional and thoughtful services, such as flight updates and online check-in. The airline's booking hotline also serves as a "manufacturer's after-sales" service. Other non professional ticketing agencies are unable to provide such services.

2.3. The necessity of traditional ticket office and store sales channels

Although traditional ticket sales channels may seem outdated, in underdeveloped areas of the aviation market or for older middle-aged and elderly consumer groups, people are more accustomed to face-to-face communication and are willing to obtain a "more authentic" feeling, which means they tend to purchase tickets from physical ticket offices. The biggest advantage of ticket offices is that they can provide consumers with face-to-face services, which other sales channels do not have. It is also the best platform for airlines and sales agents to showcase their image and strength, which plays an important role in enhancing their overall image. For example, our Fuyang Airport is known as the "reception hall" of Fuyang City, attracting investment and connecting all directions, which is the window image of Fuyang. Ticketing services are the first "window" of the "window".

3. Development Direction and Countermeasures of Air Ticket Offices

3.1. Development direction of air ticket offices

With the rapid development of modern media and network technology, airlines are also imagining that they can sell tickets by themselves through the Internet, and ticket agents, traditional ticket offices and airport ticket counters will gradually disappear. But in fact, it may not be the case. The essence of airlines belongs to "transportation production enterprises", with neither energy nor time to spend on all customers. Customers need an intermediary platform or venue to consult and help them choose which flight is more suitable, as well as the travel rules of air travel, which are different from other modes of transportation such as trains, cars, and ships. They have a cut-off time limit before departure, and domestic flights must be cut off at least 30 minutes in advance, which is a time for commercial balance. Temporary passengers who need to travel need to be able to buy tickets before the flight cut-off. Tickets for such urgent tickets can only be issued by the airport ticket office. Both online platforms and airline customer service have strict ticket issuance deadlines. Therefore, in the current situation, traditional ticket offices still have their necessity. However, if only a single ticket is sold, it will definitely not be suitable for the current era of e-commerce. Developed, in order to survive, it is necessary to integrate and upgrade according to different actual situations and functions, and provide diverse services. How to choose between traditional store sales and e-commerce?

3.2. Development strategies for air ticket offices

One of the three major strategies in the "Civil Aviation Strong Country Strategy", the "Popularization Strategy",

emphasizes that by 2030, more than 95% of the population can access the demand for air transportation. As a populous country with over 1.4 billion people, the demand market for civil aviation passenger transportation is still relatively optimistic. Therefore, in the era of e-commerce, traditional ticket offices also need to develop sales policies according to their actual situation and adapt to the development of new quality productivity.

(1) The ticket office should also strengthen its confidence in the digitalization of the aviation market and actively engage in online sales. Take our airport as an example. Since online sales have low costs and high efficiency, it can expand the market across time and space, and has many advantages such as strong information processing effectiveness and flexibility, and fast information release. Our foundation is airports, with our own flights. When conditions are ripe, we can also create our own online sales platform. Establish an online sales system to increase airport visibility, provide passengers with one-stop, door-to-door services, and seamlessly integrate tourism and aviation products. In this almost transparent online market, ticket offices also need to enrich their sales product content, and there are no other shortcuts.

(2) Each ticket office should clarify their market positioning and find their own development direction. In this era of network technology and e-commerce, ticket offices need to clarify their market positioning and find suitable development directions based on their respective functions. For example, pure ticket agent stores require marketing profits, while airport ticket offices in small and medium-sized cities are not only contracted agents for airlines, but also part of their own airports. Our main function is to serve airport customers, not only in terms of marketing profits, but also in terms of service functions.

(3) Pay attention to the combination of traditional ticket office marketing methods and online marketing methods. Civil aviation ticket offices should not only consider long-term development strategies, but also be responsible for current sales performance. In recent decades, the aviation industry has accumulated a large number of customer resources, and for China's aviation market, large customers and frequent travelers are a unique channel. In addition, although e-commerce has many advantages, it cannot and cannot replace traditional sales models. Instead, it will only increase or decrease the combination of marketing in today's market. E-commerce cannot replace traditional methods such as advertising, direct sales, and face-to-face marketing, but can only use new methods to make both buyers and sellers more convenient. Under current conditions, ticket offices can only play to their respective strengths, pay attention to the combination of traditional ticket office marketing methods and online marketing methods, in order to better achieve marketing goals and avoid falling into difficulties. For example, our ticket office at Fuyang Airport is currently tasked with:

① Pay attention to the combination of traditional and online sales at the ticket office.

② Build a good image of the airport window Actively promoting airport routes and flights, with the increase of our airport routes and flights, ticket offices can also serve as the "city terminal" of our airport in the future, and even as the city's consultation and collection point for "cargo", because the development of an airport requires the simultaneous development of passengers and cargo.

③ Actively promote our flight tickets and increase flight occupancy rates. The passenger occupancy rate has increased, and more airlines will come to our airport to fly flights. With sufficient customer sources, we can also gain more voice from the airlines and have the conditions to negotiate flight subsidies with them. Flight subsidies have been reduced, and we no longer need them. Our airport's own operating efficiency has improved, and the financial pressure on the city government has relatively decreased. The development of the airport has also entered a virtuous cycle.

④ Customer analysis. Large enterprises such as tobacco factories and distilleries can become our major customer resources. The flow of workers, students, family and friends, and tourism are all potential customers for us. Our city has a population of over ten million, and we can also radiate to the surrounding areas of Henan, Dangshan, Suzhou, and Xinyang. During the window period before the operation of Bozhou Airport and Suzhou Airport, we must vigorously develop customer sources and increase passenger occupancy rates. We can cooperate with the government to encourage business travel by plane; We can cooperate with travel agencies to provide ticketing services for tourism teams, reduce their ticketing costs, and encourage them to promote more tour groups.

⑤ Provide diverse services for passengers. In addition to booking and issuing tickets, our ticket office can also provide online check-in services for passengers, purchase luggage allowances, and assist them in issuing tickets online. For customers who come for consultation and have price differences between the website and our sales system, we can assist them in refunding or changing tickets issued on the

website. As long as they depart from our airport, we will try our best to retain every customer and make every effort to serve the airport.

4. Conclusion

In summary, in the era of network technology and e-commerce, civil aviation ticket offices should also adapt to the development of new quality productivity, closely establish relationships with airlines, and jointly integrate and upgrade tourism according to their different needs, providing diversified services.

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