Employment Strategies for Aviation Vocational College Graduates in the Face of a Major Epidemic

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Abstract. Coronavirus epidemic has had a severe impact on the employment of graduates from aviation vocational colleges. In order to reduce economic losses, employment strategies were studied according to Keynesian employment theory and human capital theory. In his report to the 19th National Congress of the COMMUNIST Party of China (CPC), General Secretary Xi Jinping stated that employment is the biggest priority for people's livelihood. We should adhere to the strategy of giving top priority to employment and the proactive employment policy to achieve higher quality and fuller employment. With major epidemic prevention and control effect on the impact of the civil aviation college graduates find jobs and as the research object, combined with China's civil aviation in recent years, talent market demand status and years of employment history data, according to the Keynesian theory of employment, analysis of the major epidemic prevention and control of aviation vocational college graduates employment impact, explore ways of improving the quality of employment and method, improve the major epidemic prevention and control events under the background of the vocational colleges employment guidance service system.

1. Introduction

The coronavirus outbreak spread to the whole country. Due to the need of epidemic prevention and control, a large number of travel plans were cancelled, civil aviation transportation business declined, economic growth slowed down, and personnel demand decreased. It is difficult for graduates of aviation vocational colleges to find jobs. In order to actively respond to the crisis, it is necessary to identify the factors affecting civil aviation employment, reasonably predict the new demand for civil aviation employment in the future, and find strategies and methods to expand employment of graduates of aviation vocational colleges.

Keynesian demand management and the idea of state intervention have long been a good solution to the problem of unemployment in the West[1,2]. Starting from China's national conditions and combining with China's real employment problems[3], the author learns the analysis method of Keynesianism on employment problems and extracts the employment theories and policies suitable for China's national conditions, so as to find out the ways and methods to alleviate China's employment problems[4-7]. Based on the Employment theory and human capital theory of Keynesianism, this paper makes an in-depth analysis of relevant literature on college students'
employment at home and abroad, collects relevant data on employment in aviation vocational colleges, and reveals the practical difficulties faced by employment in vocational colleges. From college students employment policy itself, the college students' ability to the new requirements, college students and college students employment policy college students employment policy execution environment from four aspects, analysis of the air vocational colleges employment policy implementation difficulties in reason, targeted put forward the countermeasures to solve the problem of aviation vocational colleges employment, promote vocational colleges employment rising steadily.

2. The Impact of the Epidemic on Employment of Aviation Graduates

2.1. Severe Impact on Employment Demand of Civil Aviation

Affected by the prevention and control of major coronavirus outbreaks, first-level response to public health emergencies has been launched across the country. Originally, the peak period of civil aviation transport during the Spring Festival suddenly became a trough, resulting in the reduction of airline flight volume. The direct impact of the epidemic on civil aviation includes severe demand shocks for civil aviation during the Spring Festival travel rush, sharp decline in flight service level at airports, and severe market pressure on airline transportation. According to relevant data, on January 23, solstice and February 7, 2020, a total of 330 million passenger trips were sent across the country, down 72. 3% year-on-year. Civil aviation transported 11. 19 million passengers, down 62. 4% year-on-year. According to a press conference of the Civil Aviation Administration of China on March 12, the industry lost 17. 58 billion yuan between January and February 2020. In February, the industry suffered a total loss of 24. 59 billion yuan, and airlines suffered a loss of 20. 96 billion yuan, the largest monthly loss on record. In addition to the reasons for the loss, this paper summarizes the following factors that mainly affect the employment of graduates.

2.2. Influencing Factors of Civil Aviation Employment

Safety factor of epidemic prevention: When facing passengers, epidemic prevention is the first priority. However, for college students who just enter the society, no matter for family reasons or social environment, students have some safety concerns about front-line service posts. Some students have given up their internships for fear of becoming infected. At the same time, affected by the epidemic, relevant ministries and commissions of the state also issued a notice on suspending student internships, which also affected some enterprises and caused a short period of "employment shortage" in the difficult period of enterprises, which also indirectly affected the employment of graduate interns.

Psychological factors of students: The situation of resignation and default of some enterprises caused by the epidemic situation has gradually emerged, which has also caused a certain blow to students' employment psychology. Due to regional restrictions, "closure of cities", "isolation" and other measures, some cross-regional and cross-provincial students cannot return to work and resume internship or complete internship assessment in the first time according to the requirements of enterprises, which indirectly affects the employment of enterprises. At the same time, the willingness of students to voluntarily submit resumes is also limited to a certain extent, for fear of being hit again, or the employment of front-line posts has a certain psychological shadow.
2.3. Current Situation of Demand for Civil Aviation Graduates

In recent years, with the rapid development of domestic civil aviation industry, the scale of talent demand in aviation industry is increasing day by day, and the structure of talent demand has changed to some extent. At the same time, the employment quality problem of college students is also quite serious, with low income, low social level and low development prospect. It is difficult to meet the employment quality demand of college students, causing certain social contradictions.

With the increasing progress of the internationalization of the aviation industry, the requirements of civil aviation for the level of education of talents are gradually increasing. It is not difficult to find from the communication with airports and airlines of all provinces and cities in China that enterprises are gradually raising the educational requirements for recruiting talents for civil aviation ground service, aircraft maintenance and aircraft manufacturing related majors. In particular, with the popularity of artificial intelligence, self-service integrated check-in machines and check-in counters, local service majors have gradually replaced manual services. Therefore, enterprises are more eager to attract talents with bachelor's degrees, so as to meet the enterprise's demand for international language services and high-quality service talents planning.

2.4. Salary and Position of Civil Aviation Graduates in China

The growth of vocational college graduates' income is slowing down, which makes the income and the real living expenses exist in contradiction. According to the third-party graduate training quality evaluation report, the monthly income of graduates in each major has increased by less than 1,000 yuan in the last five years.

Except for the relatively high salary level of crew service, the salary of other fresh graduates is relatively low, and the annual increase level is not obvious. As living standards continue to rise, some non-local graduates spend nearly half of their monthly income on rent.

Changes in the attractiveness of industry jobs. Nowadays, the salary, employment nature and development space of the post have become the primary factors for college graduates to consider the direction and goal of employment. Many positions of graduates from aviation vocational colleges are oriented to the front-line and basic departments of civil aviation, such as ground check-in, safety inspection, maintenance of aircraft, etc., but these positions are still in three shifts, flight delays and overtime work with the changes of The Times, with the characteristics of irregular work and rest time. Due to the development of The Times, the appeal of these civil aviation jobs is gradually declining.

3. Employment Theory

3.1. Keynesian Core Theory

The core theory of Keynesianism is that states adopt expansionary economic policies to promote economic growth by increasing aggregate demand.

Keynesian economic theory holds that macroeconomic trends constrain the specific behavior of individuals. The decline in aggregate demand for goods was the main cause of the recession. From this, he argues that measures to balance overall economic activity can balance supply and demand at the macro level.
The view of Keynesian employment theory and the practical experience of various countries reflect that the market and the government can play their respective roles together to solve the employment problem better. Therefore, the study of this important school of thought has important theoretical and practical significance for solving China's current employment problem. China's current total employment and structural contradictions prominent employment and employment service system is not perfect. The current labor market has not been unified, and there is no strong free mobility of labor. Labor market operation mechanism is not smooth, employment service system is not perfect, market function is not perfect. At present, in the face of the great employment pressure brought by the epidemic, attention should be paid to the establishment and improvement of the labor market, and the government should strengthen the macro management and control of the market.

3.2. Significance of Person-post Matching Theory to Employment

Human post matching is an effective arrangement for the rational use and allocation of human resources. It is the basis of the theory of post matching that the individual characteristics of the employee match the duty requirements of the post.

To realize the theory of matching personnel and positions, we need to do the following trilogy, which can give full play to this model: first, understand the requirements of positions. Only when we understand the characteristics of this position can we find employees suitable for this position. If we break away from the pertinence of this position, then the man-post matching theory also loses its cornerstone. Second, meet people. Knowledge is one of the essential qualities of a leader. It can be an effective tool to help realize the best candidate for the position through employee situation sheet, interview and conversation, written examination and democratic assessment. Third, match. This is the last step of post matching. "No mediocre person, only mediocre management" puts the right person in the right position and makes the best use of employees' strengths, which is the most important step to avoid the waste of talents and positions.

In the face of the huge employment pressure brought by the epidemic, it is necessary to fully understand the position demand and the employment personnel, study the matching strategy of people post, assist the pre-job training, and provide the matching degree of people post.

3.3. The Significance of Competence Development Theory to Employment

The theory of core competence was first put forward by Prahalad, an American scholar. He believed that the development of vocational competence should be carried out in a certain working environment, and a certain career goal should be decomposed, timely feedback and incentive mechanism should be carried out. The emergence of knowledge economy has promoted the western new career movement, this theory is that the development of professional ability is not only limited the development of professional skills and do a good job in future and pay attention to teach students the key ability in the future, this ability is not only should have universality, also have the portability and instrumental, improve the work ability of flexibility and adaptability.

First of all, students' understanding of knowledge and skills comes from working experience. Therefore, students' interest in learning should be stimulated through the real working environment. Secondly, the experiential knowledge must be experienced through practice to develop vocational skills in actual jobs. Thirdly, there should be some flexibility in the development of vocational ability, because different people have different knowledge structures.
4. Employment Opportunities Based on Demand Balance

4.1. Improve the Employment Service System and Support Basic Posts

According to Keynesian employment theory, expanding employment demand is beneficial to both enterprises and graduates. Civil aviation enterprises support the employment of graduates from vocational colleges to fill basic positions with low requirements for talents. Many enterprises have made structural adjustment in personnel education level, and the education level of vocational college graduates has not reached the employment standards of some enterprises in the industry, which has brought great employment pressure to the graduates of aviation vocational colleges. On the other hand, the company's personnel requirements are higher than the actual needs of the position, and the personnel cost increases, making it difficult to recruit people. Enterprises in the civil aviation industry should break the educational "barrier" of basic positions, relax the recruitment policy for students of aviation vocational colleges, and adapt to the law of talent market.

Give play to regional advantages to attract relevant enterprises. With the continuous expansion and opening of employment channels for students, the attraction of jobs in civil aviation industry is decreasing year by year. Employment form, working hours, commuting distance and other factors are becoming barriers to students' willingness to work in the industry. In the survey of graduates' employment intention, the author found that only 51% of them wanted to work in their major.

4.2. Expand Employment Channels and Encourage Employment Diversity

The original intention for students to study in aviation vocational colleges is not only for the purpose of "civil aviation", but also for the purpose of "employment area", hoping to find employment in economically developed areas. The employment rate of fresh graduates can be further improved by expanding the employment area, expanding the scope of industries and attracting more relevant enterprises to the university. Aviation vocational colleges should not only focus on the industry to cultivate professional talents meeting the requirements of the industry, but also break out of the inherent thinking of "employment within the industry" and guide students to develop in various aspects from the perspective of professional skills. The vocational colleges of aviation should start from students' major, expand employment channels, encourage students to develop in diversity, and improve students' employment success rate.

College students refer to a group of people who have received basic and professional higher education but have not yet graduated or have graduated and entered the society. As the frontier group of new social technology and new thinking, they are senior professionals who have received professional skills training. College students represent the young and energetic group, are the main force of development, construction and creativity, and the pillar of social progress. Therefore, the employment of college students mentioned in this paper refers to the employment experience of special social groups who are about to finish their studies and fully enter the society.

5. Coping Strategies for Employment of Graduates in Major Coronavirus Outbreaks

5.1. Core Competence Development in the New Period

The key to the employment problem is the problem of human capital. In the policy propositions of the new Keynesian employment theory, there are Suggestions on human capital. Retraining of external personnel to improve the quality of human capital, which is more applicable to China's current employment situation.
To realize this transformation requires the related content of the vocational training system in our country to make changes, concrete from the following five aspects: one is the administrative instruction oriented professional training system to the market demand as the guide, at the same time to the Labour market demand as a guide for adjustment and basic direction of vocational training institutions to carry out the business. Second, the state should replace direct management with vocational training in indirect management to realize the transformation from direct management to indirect management. Third, in terms of investment in vocational training, we should change the previous practice of government monopoly and encourage direct beneficiaries to invest, so as to fundamentally solve the problem of insufficient investment in vocational education. In light of the epidemic prevention and control situation, practical talents will be brought in to constantly enrich and improve the construction of civil aviation, enhance the coordination level of emergency support for air traffic control, airports, airlines and express delivery and logistics enterprises, and strengthen on-site operation command and coordination.

5.2. Talents to Support Post-disaster Reconstruction

In the context of industrial structure transformation, the resource of college graduates with knowledge and professional skills is an important support for current local economic construction and an essential main factor for social development. The competition for talents is an important issue for enterprises, which is related to the potential and power of enterprises' development. We will closely follow the epidemic prevention and control situation, strengthen the monitoring and analysis of the economic operation of civil aviation, actively formulate plans for post-disaster reconstruction in civil aviation, and promote economic recovery with the support of qualified personnel.

We will coordinate the dynamics of the civil aviation market during and after the epidemic prevention and control, make reasonable arrangements for this year's transport capacity introduction plan, appropriately match the changing trend of market demand, and avoid excess transport capacity.

We will study the construction of civil aviation infrastructure, formulate production plans during and after the epidemic prevention and control, and rationally arrange the project schedule so as to minimize the impact of the epidemic on civil aviation infrastructure.

In strict accordance with the relevant requirements during the epidemic prevention and control period, personnel recruitment and professional skills training shall be carried out in an orderly manner to provide high-quality human resources for the resumption of normal production of civil aviation.

5.3. Improve the Employment Service System to Help Air Transport

On the whole, the social security system contains many aspects. Among them, a very important content is employment service system. Based on the current employment environment in China is not good, the number of unemployed is not enough embarrassing situation, the construction of a perfect employment service system, can make the labor force to obtain a better employment environment, to complete the near employment and expand the employment of this task has a very important role.

College students generally pay attention to the study of theoretical knowledge and neglect the
cultivation of practical skills. As a result, their practical ability in employment cannot be improved. Therefore, they lack skills in practical work. When working, college students cannot apply the theoretical knowledge they have learned in school to practice. As a result, they need to spend a lot of time and energy to learn professional practical ability from scratch, which wastes time and energy. College students do not have clear ideological consciousness and weak sense of career planning. They do not have enough understanding of employment policies, do not pay high attention to them and lack motivation to understand them. Personal ability training and clear employment awareness is not enough, there is the problem of lack of employment ability.

5. Conclusion

From the perspective of employment of graduates from aviation vocational colleges, this paper analyzes the recruitment demand of enterprises and the employment status of students during the epidemic prevention and control period, and analyzes in detail the impact of the recruitment demand of civil aviation industry on the employment of graduates, and reaches the following conclusions:

(1) When the transportation task decreases sharply, it is necessary to increase the transportation task and expand the transportation demand, so as to achieve employment balance.

(2) Improving the employment service system. Improve the labor market.

(3) Adjust employment policies appropriately according to the actual situation, give play to the dual forces of the government and the market, and achieve the goal of full employment.

(4) Carry out personnel recruitment and professional skill training in an orderly manner, and reserve human resources for the resumption of normal production of civil aviation.

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