The Analysis of Airports Visual Culture Construction in China

HAOFENG WANG

ABSTRACT
The visual culture of the human could be traced back to ancient times’ rock painting and totem. In the modern times, various patterns have been the part of human’s life. As the rapid development of economy and civil aviation transportation in China, airports are more than just a place where aircrafts takeoff and landing, more importantly, they also undertake the public service in the society. This article discusses the visual culture in civil aviation industry based on methodology of questionnaire survey; analyses key factors in the construction of visual culture in the airports, which is based on passengers’ satisfaction and safety perception of visual culture in one airport of China; further explores the principles for construction of airport visual culture in China; and the significances in airports construction and increasing the competitiveness of China’s civil aviation transportation.

INTRODUCTION
In the 1930s, the Germany philosopher Martin Heidegger had predicted that "Image Time of the World" is approaching. Now, the human mind paradigm from text-based thinking gradual transition to visual thinking mainly of various images, symbols and other visual culture objects filled with every corner of daily life. At the same time, with the improvement of people's living standards, more passengers would like to take airplane as their travel tools, because the airplane is fast and convenient advantages. We all know that people can fully appreciate the feeling of the visual experience culture, which is bring through visual and sensory experience opportunity in the process. The overall design concept of the airport terminal, the service attitude of the ground staff, flight information prompt card timely release and so on, which can subtly affect the airports for civil aviation safety and feelings of satisfaction.

THE CONNOTATION OF AIRPORT VISUAL CULTURE
We can literally find that the visual culture includes two parts: "vision" and "culture". The "vision" is the representative of all things that can be seen; and the

1Haofeng Wang, Qian Li. China Academy of Civil Aviation Science and Technology. Jia 24, Xibahe Beili Chaoyang District, Beijing, 100028, China
"culture" is more focused on the meaning of the production, exchange and diffusion. One American scholar Herbert said: "Visual culture is the visual characteristics of product which is created by the humans". Taiwan scholar Guo Zhenxiang and Zhao Huiling also makes a definition of visual culture, the visual culture is that: "in daily life, the attitude, awareness and values of visual experience and feelings of people". Through studied these definitions of visual culture, and combined with the current development of civil aviation, the author think that the airport’s visual culture belongs to the sub culture of visual culture. It covers the physical environment, cultural services and present information tips for passengers which are provided by airports.

SATISFACTION AND SENSE OF SECURITY

Satisfaction is a mental state, which is the relative relationship between the expectations of passengers and the actual experience. At the same time, degree of satisfaction is a digital way to measure the results of this psychological state. Security is a psychological feeling, which is likely to occur of physical or psychological danger or risk of foreboding, as well as the individual in response to strong / powerlessness disposal, mainly to determine the sense and sense of control. Satisfaction and the sense of security are always complementary, since security is the foundation of civil aviation, so if the passenger has a high degree of satisfaction during the entire journey, then he must realizes security, which is that naturally represents the basis for all. And if the passenger doesn’t feel safe, then he would not have a high feeling of satisfaction. So we think that, through building the airport visual culture, we can effectively improve passenger’s satisfaction for civil aviation, so as the passenger’s security feelings.

ELEMENTS OF VISUAL CULTURE CONSTRUCTION OF AIRPORT

As we all know, the primary task for airports is to protect the passengers’ flights normally and safe, if at the time of constructing the airport visual culture does not meet its basic needs at the starting point, it is not only a waste of manpower and resources, but also not achieving the desired effect. Thus, the function of airport visual culture is one basis of usability attributes. Secondly, the airport is the place for flight passengers, for that, the terminal will affect passengers subtle psychological and physiological feelings by displaying various elements, and this is reflected in the most direct impact on the environment overall passengers satisfaction. Therefore, improving passenger satisfaction and sense of security is a basic airport pursuit of visual culture. Finally, the safety of civil aviation is an eternal theme, while the airport is the safe operation of the whole aviation chain important part, it always affects the public safety of civil aviation experience and overall impression. Thus the public feel enhance airport security is the fundamental core objective airport visual culture construction, and it will be implemented directly by improving passenger satisfaction.

As we said, the passenger is the most direct experience in the airport visual culture. We selected a Chinese domestic airport and made a questionnaire a random
sample of 100 passengers for a survey. This survey involved the aspects of the construction of the visual culture of satisfaction, and found out the inadequacies of airport services.

Our questionnaire covers 12 major items in the construction of airport visual culture: 1, the airport information service; 2, the airport traffic conditions; 3, check-in services; 4, security checking services; 5, the guide identifies situations; 6, gate service; 7, general evaluation; 8, baggage services; 9, the Joint inspection services; 10, terminal facilities and environmental conditions; 11, transit services; 12 flights delay service. Figure 1 shows the content of these 12 Survey content satisfaction level in ascending order. We can found that the airport’s passenger information service recognized by the most satisfaction reached 99%; followed out of the airport traffic conditions and check-in services at 95%; the lowest satisfaction is the flight delay services.

![Figure 1. Histogram of Satisfaction Survey.](image)

In the questionnaire, the author took 12 aspects of visual culture construction will investigate the contents of the subdivision to 30 small items, which is to clear the contents of the survey and the details of visual culture construction are described, the specific situation is shown in figure 2. Through the analysis we found that 99% surveyed people think that the staffs, who are working for the airport information service, are very friendly, quickly and accurate response. The research results is consistent with the above 12 items of survey results shown. In addition, the airport check-in staff’s attitude, the security checking speed, the whole flights-taking process, terminal broadcast sound quality and volume are also more satisfied by the passengers. In the same time, the environment and commodity price of airport, the speed of information to inform the flight delay and subsequent arrangements are the top three for passengers’ unsatisfactory.
The construction of airport visual culture mainly includes the construction of visual culture and the visual culture construction of the humanities. In the 30 surveys items, there are 16 satisfaction items are higher than the overall evaluation of passengers on the airport, which represents the corporate culture construction of the airport is very well. Compared to the visual culture of the airport environment, many passengers have made the airport's lack of WIFI hotspots. In today's wireless network terminal equipment development and sales booming situation, more and more passengers have wireless Internet-enabled cell phones, laptops, and other mobile digital devices, free Wi-Fi infrastructure will help passengers spend time during flight delays. And at the same time, there are many passengers complained that the connecting services in the airport is not very convenient, in fact, such as the Atlanta International Airport and Singapore Changi Airport are equipped with a tram system or the skytrain, which can carry passengers and baggage through different terminal, thus reducing the time for passengers with connecting flights.

There are 75 passengers in the survey encountered flight delays issue, which is a problem that civil aviation often appears currently. There are many factors that cause the delay of the flight, such as weather, air traffic control reasons, airport security
reasons or the passengers’ personal reasons, airlines reasons and so on. But whatever causing flight delays, airport operators must be timely and accurately to inform passengers flight information, and make the appropriate follow-up disposal, to ensure that passengers can get the new flight dynamic information, which will maximize the comfort of passengers mood.

PRINCIPLE OF AIRPORT VISUAL CULTURE CONSTRUCTION

There are some items directly affect the passengers’ feeling for the airport and the civil aviation transport, such as terminal building design, flight information announcement, ground service staff attitude, the opportunity to process, the terminal in a variety of equipment and facilities, emergency treatment, etc. Although the airport is a public infrastructure, but compared to other facilities, in the construction of its spatial visual culture or need to highlight some of its own principles. Due to different views or regions or levels of appreciation, airport space visual culture can be diverse and varied. However, it must abide by the baseline of civil aviation safety, it should not be innovative as an excuse to blindly pursue the unknown strange or odd or ugly.

In the construction of the airport visual culture, we should integrate the natural environment, the self and the social environment with the overall characteristics of visual culture. The safety of civil aviation transport experience, so that the concept of continued safety of civil aviation is fully reflected in the airport facilities and all service activities. In the process of building the airport visual culture, the following principles should be followed:

1) Functional and practical principles: In general, the functional principle of functional emphasis on the function, it should give full consideration to its purpose and should be achieved. The protection of civil aviation transportation function is the basic starting point of the construction of airport visual culture, so it should be the basic principle for the airport architectural style planning, to the terminal building frescoes, the signs and logos.

2) Scientific principle: We should use a combination of psychology, architecture, sociology and other basic knowledge and theory, guided by the scientific concept of development, reasonable control in the construction of the airport in the process of visual culture. For instance, many large airports are located close to the railroads in ways that make it easier for travelers to travel from the city to the airport, so they can seamlessly connect to multiple modes of transportation, such as Shanghai Hongqiao Airport, Frankfurt Airport, Amsterdam Schiphol Airport, London Heathrow Airport. And it is quite common for the use of urban rail transit systems or light rail to connect the airport and the city, such as John F. Kennedy International Airport MRT, Hong Kong International Airport Express Line and the construction of the Taiwan Taoyuan International Airport MRT, which can avoid the risk of missed flights due to traffic jams.

3) Economic principle: Cost accounting should be fully considered in the construction of airport visual culture. With the implementation of the airport localization policy, the airport construction should be combined with their respective areas of the actual situation and economic situation.
4) Modern information principles: Airport space visual culture design planners should pay special attention to the modern design of information factors, understanding of its production and dissemination of the objective law, in the design of concerned about the effective and accurate transmission of information. Based on the rapid development of network technology, many airports have launched the mobile phone application (APP), passengers can easily and accurately query the relevant flight information, check-in or shopping by using the mobile phone program.

The visual cultural elements of the airport environment also have far-reaching effects on the public's psychology and behavior. In the "Environmental Psychology" mentions on environmental psychology and environmental design relationship: many architects think that architecture can determine people's activities and lifestyles, but also ignore the human and the natural environment of the harm caused by artificial environment, the basic do not think in the end human survival and activities more suitable for what kind of environment. Therefore, in the construction of airport visual culture, it should be based on the specific characteristics of the airport scene, combined with psychological research methods to discuss and study the environment. And at the same time, we also should focus on the relationship between indoor environment and interpersonal distance, the privacy of the indoor environment and the tendency of psychological end, people rely on and seek security and sense of conformity and phototactic psychological feelings, different spatial shapes of people have different psychological feelings in principle.

CONCLUSIONS

One famous educator DuWei said: "If you want to change a person, we must first change his environment, as the environment has changed, then he will naturally be changed". The airport provides the necessary land and facilities for civil aviation transportation, which directly and indirectly affect the people's satisfaction and sense of security to the society. Based on the questionnaire survey, this paper puts forward the essential elements of the airport visual culture and the principles that should be followed in the construction of the airport visual culture, which provides a strong basis for the construction of the civil aviation airport visual culture in China.

ACKNOWLEDGEMENT

Research on Civil Aviation operational safety risk monitoring system based on WQAR Flight Data (MHRD20150102).

REFERENCES