

航空服务类系列规划教材

国际航班客舱服务

International Flight Cabin Service

(活页式)

主编 沈巧 胡蓓

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近年来，我国国际航线飞速发展，由中华人民共和国成立初期的几条航线发展到现在 1,600 多条。因此，培养能够快速适应国际航线乘务工作岗位的人才，培养有文化、有专业技能的空乘专业人才迫在眉睫。本书属空乘专业教材，根据乘务员国际航班客舱服务的工作需要，比较详细地介绍了国际航线的专业知识、国际航班的服务程序、各国 CIQ 知识、免税品销售服务等。

本书在编写过程中始终遵循“以学生为主体”的教学思想，理论知识以“必需”和“够用”为度，重点突出国际航班客舱服务的实践操作技能。在内容安排上以乘务工作的四个阶段为主线，以乘务员执行国际航班任务中的具体工作内容为重点，通过任务实施使学生迅速掌握工作要领。

本书为双语教材。部分章节内容通过中英文对照的形式帮助学生理解国际航班服务标准、服务程序，提高学生理解并使用英文进行国际航班客舱服务的能力。教材中的一部分国际航班服务标准来自国内外航空公司的乘务员工作手册，使用英文服务标准与中文要点介绍对照参考的形式使学生更易理解，并掌握其中的操作重点。

本书由沈巧、胡蓓主编。本书共分三个项目，分别为项目一国际航班规章及服务程序、项目二国际航线 CIQ 规章及单据填写、项目三机上免税品销售。其中，项目一包含七个单元，项目二包含两个单元，项目三包含两个单元。

在编写过程中，我们参考了大量的文献资料。在此，我们向参考过的文献的作者表示诚挚的谢意。由于编写时间仓促，编者水平有限，书中疏漏与不当之处在所难免，敬请广大读者批评指正。

编者

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项目一 国际航班规章及服务程序



一、项目描述

据不完全统计，2011 年到 2018 年中国的国际航线旅客运输量年均增长率达到到了 17%左右，中国民航市场国际航线获得发展的同时，也面临着压力和挑战。

通过学习本项目，让同学们了解我国国际航线的发展情况，掌握我国主要航空集团和航空公司国际航线的运营情况和特点，掌握国际航空联盟的基本特征，了解国际知名航空公司的概况。并且，能使用标准英语完成飞行四个阶段的国际航班经济舱服务程序，进行常见的酒类饮料服务。具备国际航线乘务员岗位要求的素养，有严谨的工作态度、较强的服务意识和良好的职业道德素养，将爱国、敬业、诚信、友善的精神融入国际航班旅客服务。

二、学习目标

（一）知识目标

1. 学生了解、掌握国际航班客舱乘务员岗位服务工作的基本要求、操作要点。
2. 学生掌握国际航线飞行各阶段的服务程序。
3. 学生掌握国际航线常见的酒类饮料知识及服务。

（二）能力目标

1. 学生能够按照服务标准完成国际航班客舱服务的基本操作程序，处理一般常见问题。
2. 能通过模拟国际航班情景训练，完成不同航程的国际航线经济舱的服务。

3. 学生能够使用英语完成客舱服务程序。
4. 学生能够按照要求完成常见的酒类饮料服务。

（三）素养目标

1. 具备国际航线乘务员岗位要求的素养，有严谨的工作态度、较强的服务意识和良好的职业道德素养。
2. 具有良好的职业道德与契约精神，良好的与人沟通的能力和团队合作精神。
3. 具有爱国、敬业、诚信、友善的精神，忠于职守，克己奉公，具有服务乘客，服务社会的职业精神。

单元一 国际航线概述

第一节 中国国际航线基本情况

一、中国国际航线发展迅速

2018 年上半年，中国民航国际航线旅客运输量共 3 112.5 万人次，同比增加 16.4%。同期国内航线旅客运输量共 2.66 亿人次，同比增加 11.9%。国际航线旅客运输量增速连续 5 个月超过国内航线。与此同时，国际航线给航司带来的收益增速也超过国内航线。

In the first half of 2018, China civil aviation carried 31.125 million passengers on international routes, up 16.4 percent year-on-year. During the same period, 266 million passengers were transported on domestic routes, up 11.9 percent year-on-year. The growth rate of passenger traffic on international routes has outpaced that on domestic routes for five consecutive months. At the same time, the revenue growth rate of international routes to airlines is also more than domestic routes.

从具体机场来看，增速最快的是规模较小、国际航线较少的小机场，甚至是支线机场，新开通国际航线让这些机场的国际旅客快速甚至成倍增长。国际航线新市场上升更快，主要原因是群众“钱包鼓了”，中南和西南地区国际航线旅客吞吐量增长最快。

In terms of specific airports, the fastest growth is seen in smaller airports with fewer international routes, and even in regional airports, where the number of international passengers increased rapidly or even doubled with the opening of new international routes. The new market of international airlines grew faster, mainly due to the people's "rich wallet". The passenger throughput of international routes in central and southern China and southwest China grew fastest.

较大型的省会机场、千万级机场国际旅客增长量也相当惊人。不少机场在航班时刻十分紧张、运力饱和的情况下仍然保持了高增长。武汉机场 2016 年增长接近 50%，南京、长沙、郑州、天津、重庆、成都机场也都有大幅增长。此外三大枢纽机场增长也很可观，其中广州机场增速超过 20%，首都机场也保持了两位数的增速。从往返地双向来看，2016 年增长最快的有两类，一类是从我国的大型枢纽机场到国外一般枢纽机场的航班，另一类是从我国一般枢纽机场到国外主要枢纽机场。这也表明新老市场各有不同的增长空间。

The growth of international passengers in larger provincial capital airports and ten-million-class airports is also quite astonishing. Many airports maintained high growth despite tight flight schedules and capacity saturation. Wuhan Airport grew by nearly 50% in 2016, while airports in Nanjing, Changsha, Zhengzhou, Tianjin, Chongqing and Chengdu also saw significant growth. In addition, the three major hub airports also saw impressive growth, with Guangzhou Airport growing by more than 20% and Beijing Capital Airport also maintaining double-digit growth.

In terms of round-trip, there are two types of flights with the fastest growth in 2016. One is the flight from China's large hub airports to foreign general hub airports, and the other is the flight from China's general hub airports to foreign major hub airports. It also suggests there is room for growth in both old and new markets.

我国的国际航线发展迅猛，专家认为主要原因是老百姓“钱包鼓了”。中国的黄金周都快成为世界的黄金周了，其间中国游客是世界各大旅游城市的主要客源。而且淡季也不淡，除了反季节出国游等因素之外，商务往来的旅客也越来越多。此外，我国航空公司实力日益强大是中国旅客走出去的重要支撑。国际化战略是很多航空公司近几年发展的重点。比如南方航空打造中国大陆至大洋洲、东南亚和南亚的第一门户，2016 年在广州地区的国际航线运力投入已超过国内航线。海南航空在 2016 年共开通国际航线 22 条，一年共新增 767 个往返航班，达到了历年开航之最。此外，一些国家签证条件的放松，自由行、免签地的增长也对我国旅客出境起到了促进作用。

International routes develop rapidly. China's golden week is on the verge of becoming the world's golden week, during which Chinese tourists are the main source of tourists in major tourist cities around the world. And the off-season is not weak, in addition to the seasonal overseas travel and other factors, business travelers are also becoming more and more.

In addition, the growing strength of China's airlines is an important support for Chinese travelers to go global. Internationalization strategy is the focus of many airlines' development in recent years. For example, China Southern Airlines has built the first gateway from the Chinese mainland to Oceania, Southeast Asia and South Asia. In 2016, the investment in the capacity of international routes in Guangzhou exceeded that of domestic routes. In 2016, Hainan Airlines opened a total of 22 international routes, adding 767 round-trip flights in a year, reaching the largest opening in the history. In addition, the relaxation of visa conditions in some countries and the growth of free travel and visa-free places have also promoted the outbound travel of Chinese tourists.

国际航线的快速发展也与地方政府的扶持息息相关。国际航线对地方经济有比较大的拉动作用，同时国际航线起步时又需要比较长的培育期，因此不少地方政府会给予国际航线补贴。“不沿海不靠边，对外开放靠蓝天”，通过民航发展将地方的产业优势放大延伸到国际市场，郑州机场就是一个典型案例，得到地方政府的大力支持，一跃成为重要的枢纽机场。国际民航组织有过一个统计，民航事业对地方经济的影响力是1比8，目前来看，国际航线的价值又高于国内航线，这是一笔划算账。

The rapid development of international airlines is closely related to the support of local governments. International airlines have a relatively large driving effect on local economy, and at the same time, international airlines need a relatively long incubation period at the beginning, so many local governments will give subsidies to international airlines. "No coastal area, no edge, open to the outside depends on the blue sky". Through the development of civil aviation, the local industrial advantages are enlarged and extended to the international market. Zhengzhou Airport is a typical case, which has become an important hub airport with the strong support of the local government.

According to the International Civil Aviation Organization (ICAO), the impact of civil aviation on the local economy is 1 to 8. At present, the value of international flights is higher than that of domestic flights. This is a calculation.

二、中国国际航线竞争力需不断提升

国际航线将延续较好的增长势头，但是增速可能将放缓。2016年，国际旅客的增速虽然高达19.3%，但相比2015年超过30%的增速来说，已经放缓，因为基数日益庞大。一些机场时刻资源紧张、运力增长有限，运送旅客数量不可能无限增长。此外，承运主体对于长航线的运力部署会更加谨慎，数字在增长，但是单位成本的收益压力也在增长。对航空公司来说，是“飞出去”后愈发激烈的国际竞争。加快国际化步伐以后，我国航空公司面临的是全球一流航空公司的竞争，国内、国际市场发展速度不同、竞争态势不同、标准规范不同，提升品牌知名度和竞争力是最迫切的任务。比如南方航空在重点发展的“袋鼠航线”这一市场上，早就有澳大利亚航空、新加坡航空、阿联酋航空等老牌知名航空企业在运营。

International airlines will continue to grow well, but the growth rate may slow down. In 2016, the growth rate of international passengers, though as high as 19.3 percent, has slowed from more than 30 percent in 2015, due to an increasingly large base. Some airports have limited resources and limited capacity growth, and the number of passengers can not grow indefinitely. In addition, carriers will be more cautious about deploying capacity on long routes. The number is increasing, but so is the revenue pressure on unit cost. For airlines, it is the increasingly fierce international competition after “flying out”.

After accelerating the pace of internationalization, Chinese airlines are faced with the competition from the world's first-class airlines. Domestic and international markets have different development rates, different competition situations and different standards and norms. It is the most urgent task to improve brand awareness and competitiveness. For example, in the market of “Kangaroo route”, which China Southern focuses on developing, there are long been established well-known airlines such as Qantas Airlines, Singapore Airlines and Emirates Airlines in operation.

我国航空公司走到国际市场上，在经营经验和竞争力等方面还有较大的差距。首先表现在民航“逆差”还有点大。民航领域也可以跟国际贸易一样，引入逆差和顺差的概念。比如，以中美市场为例，中美往来大部分旅客是中国人，假设中国人比例为七成，如果国内航空公司运送的中国旅客少于七成，就可以算作“逆差”。逆差越大就说明出国搭乘自己本国航空公司的中国人越少，这个指标比单纯看增速更能说明我国民航业的竞争力。随着中国的市场越来越大，虎视眈眈的国际竞争者也越来越多。中国籍的国际旅客事实上被国外航空公司分流了很多，比如知名的阿联酋航空、新加

坡航空、汉莎航空等，还有近些年新崛起的卡塔尔航空和土耳其航空，他们国内市场很有限，因此主要面向中国旅客提供航空服务。

When Chinese airlines go to the international market, there is still a big gap in business experience and competitiveness. First of all, in civil aviation “deficit” is still a little big. The concept of deficit and surplus can also be introduced into the civil aviation sector as in international trade. For example, take the Sino-US market as an example, the majority of passengers traveling between China and the US are Chinese. Assuming that 70% of the passengers are Chinese, if domestic airlines carry less than 70% of Chinese passengers, it can be considered as a “deficit”. The bigger the deficit is, the fewer Chinese will go abroad to take their own airlines, which is a better indicator of the competitiveness of China’s civil aviation industry than simply looking at the growth rate. As China’s market grows bigger and bigger, more and more international competitors are eyeing it. In fact, Chinese international passengers are diverted a lot by foreign airlines, such as the well-known Emirates airlines, Singapore Airlines, Lufthansa airlines, etc., as well as the newly emerging Qatar Airways and Turkish Airlines in recent years, their domestic market is limited, so they mainly provide air services for Chinese passengers.

此外，差距还表现在“中转”这个指标上。中转主要体现的是“抢”国外旅客的能力，比争夺乘坐国际航班的本国旅客要更难。很多国际机场运送的旅客大部分都不是本国人，而是周边国家的旅客。而我国国际旅客增长主要还是中国旅客的贡献，吸引周边国家旅客的能力还比较欠缺。争取更多非中国籍的中转旅客，在眼下看来可能并不那么迫切，但是如果从现在开始经营，国际旅客增长乏力的问题可能会慢慢显现出来。随着老龄化趋势的加剧，一二十年之后中国本土有钱有闲且有体力的出境游客会大量减少，国际航线的发展必然要依赖周边国家的旅客。

The gap is also reflected in the “transfer” index. Transits mainly reflect the ability to “compete” for foreign passengers, which is harder than competing for domestic passengers on international flights. Many international airports handle most passengers not from their own country, but from nearby countries. However, the growth of international tourists in China is mainly due to the contribution of Chinese tourists, and the ability to attract tourists from neighboring countries is still insufficient. Getting more non-Chinese transit passengers may not seem so urgent at the moment, but if we don’t start now, the problem of weak international passenger growth could slowly become apparent. With the aggravation of the aging trend, in a decade or two, there will be a large decrease in the number of Chinese

tourists with money, leisure and physical strength, and the development of international airlines will inevitably rely on passengers from neighboring countries.

三、中国国际航线发展提升路径

提升服务品质，缩小服务差距，是民航提升国际竞争力的重要因素。例如，从北京到新加坡，外航能给经济舱乘客提供 6 000 元和 2 000 元两种产品，我国不少航空公司却没有细分。服务不光要有基本功更要有加分项，尤其是国际航班有航程长等特点，我国在航班衔接、中转服务的便捷性上有很大的提升空间。此外，我国航空企业可以通过“互联网+”提升便捷性，提供全链条的运输服务。一张机票联通的不仅是两国，还联通了旅行社、大巴公司、专车、酒店、餐饮和景点门票，让乘客在购买机票的同时就能搞定一条龙的旅行服务。

Improving service quality and narrowing service gap are important factors for civil aviation to enhance international competitiveness. For example, from Beijing to Singapore, foreign airlines can provide economy passengers with 6,000 yuan and 2,000 yuan of two products, but many Chinese airlines do not have these choices.

The service should not only have basic skills, but also need to add items, especially international flights have long voyage and other characteristics, China has a lot of space to improve the convenience of flight connection and transfer services. In addition, Chinese aviation enterprises can improve the convenience and provide full-chain transport services through “Internet plus”. An air ticket not only connects the two countries, but also connects travel agencies, bus companies, private buses, hotels, restaurants and scenic spots tickets, allowing passengers to purchase tickets at the same time can get a one-stop travel service.

我国国际航线航空服务水平要上台阶，还应提高精细化程度。例如，从北京到新加坡的航班，新加坡航空给乘客提供两种经济舱选择。一种选择是往返需 6 000 元左右人民币，比头等舱便宜不少，但部分服务与头等舱一致，如提供拖鞋、红酒和丰富的餐食。另一种是该公司旗下的廉航产品，往返只要 2 000 元左右人民币，服务简化、没有免费餐食。针对经济舱旅客，我国很多航空公司可能就没有这样更进一步的细分，对旅客个性化需求的识别和满足能力不够。

China's international aviation service level has to step up, but also to improve the degree of refinement. Singapore Airlines, for example, offers passengers two economy class options for flights from Beijing to Singapore. One option is a round trip of about RMB 6,000,

much cheaper than first class, but with some of the same services, including slippers, wine and extensive meals. The other is the company's low-cost airline, which costs about RMB 2,000 for a round trip, with simplified service and no free meals. For economy class passengers, many airlines in China may not have such further segmentation, and lack the ability to identify and meet the personalized needs of passengers.

受益于国家“一带一路”政策，国际航线的发展迎来了前所未有的机遇。近几年，各大航空公司都在“一带一路”共建国家积极布局。民航局数据显示，国航在2015年连开29条国际航线，先后开通了北京至明斯克、布达佩斯、吉隆坡、孟买、科伦坡、伊斯兰堡等航线，并着力把成都建设成为面向欧洲、东南亚、南亚、中东和中亚的国际空中门户。2016年，南航在“一带一路”上新增国际航线最多，新增广州—多伦多、深圳—雅加达等10多条国际航线。“一带一路”给民航带来的前景非常广阔，未来国际航线部署的行动方案与国家“一带一路”建设密切相关。但是，我国目前在这一沿线的布局还处在起步阶段，需要一个长期过程去运营。

我国民航国际航线的竞争力提升也有赖于我国在国际民航组织中话语权的提升。中国应更多地参与国际民航规章、标准的制定，通过加入联盟、代码共享、推广海外基地等方式促进旅客乘坐我国的国际航班，到达全球的各个角落。

Benefiting from China's The Belt and Road Initiative policy, the development of international airlines has ushered in unprecedented opportunities. In recent years, major airlines have been active in countries along the Belt and Road. According to the Civil Aviation Administration of China, Air China opened 29 international routes in 2015, including flights from Beijing to Minsk, Budapest, Kuala Lumpur, Mumbai, Colombo and Islamabad, and is striving to build Chengdu into an international air gateway to Europe, Southeast Asia, South Asia, the Middle East and Central Asia.

In 2016, China Southern Airlines added the most international routes along The Belt and Road, adding more than 10 international routes from Guangzhou to Toronto and Shenzhen to Jakarta. The Belt and Road Initiative brings a very broad prospect to civil aviation, and the action plan for the deployment of international airlines in the future is closely related to the construction of The Belt and Road Initiative in China. However, China's current layout along this line is still in the initial stage, need a long-term process to operate.

The competitiveness of China's civil aviation international routes also depends on the promotion of China's discourse power in the international Civil Aviation Organization.

China should participate more in the formulation of rules and standards of international

civil aviation, and promote passengers to take international flights in China and reach all corners of the world by joining alliances, sharing codes and promoting overseas bases.

第二节 中国各主要航空公司国际航线发展简介

一、中国国际航空股份有限公司（AIR CHINA）



图 1-1-1 中国国际航空公司标志

中国国际航空股份有限公司简称“国航”，英文名称为“Air China Limited”，简称“Air China”，其前身中国国际航空公司成立于 1988 年。国航的企业标识由一只艺术化的凤凰和中国改革开放总设计师邓小平同志书写的“中国国际航空公司”以及英文“AIR CHINA”构成。国航标志颜色为中国传统的大红，造型以简洁舞动的线条展现凤凰姿态，同时又是英文“VIP”（尊贵客人）的艺术变形。国航推崇的凤凰精神的核心内涵是“传递吉祥，引领群伦，超越自我”。

Air China can trace its origins to 1988 when Air China International Corporation was established. The corporate logo of Air China depicts phoenix, a legendary bird worshiped by the nation since ancient times as a symbol of luck and happiness. With imagination stretched a bit, the way the logo is laid out recalls the English word “VIP”. The deep red color is used since it’s associated with anything happy and lucky in Chinese culture. The message conveyed by the whole design is that Air China commits itself to promoting the development of the country’s airline industry and offering pleasant travel experiences to passengers.

国航是中国唯一载国旗飞行的民用航空公司以及世界最大的航空联盟——星空联盟成员、2008 年北京奥运会航空客运合作伙伴，具有国内航空公司第一的品牌价值，在航空客运、货运及相关服务诸方面，均处于国内领先地位。国航于 2007 年 12 月加入星空联盟。作为星空联盟成员、中国唯一的载旗航空公司，国航运营着世界级的航空网络，每周为旅客提供超过 8 500 个航班，连接全球 40 个国家和地区的 184 个目的地。

Air China is China’s sole flag carrier and a member of the world’s largest airline alliance—Star Alliance. It was previously the official airline partner for the Beijing 2008

Olympic and Paralympic Games, and has been selected as an official partner for the Beijing 2022 Olympic and Paralympic Winter Games. Air China is China's largest airline by brand value (valued at RMB 197.236 billion by the World Brand Lab in Jun. 2021) and is a market leader in air passenger transportation, air cargo and other aviation services.

截至 2021 年 12 月 31 日，国航（含控股公司）共拥有以波音、空中客车为主的各型飞机 746 架，平均机龄 8.23 年；经营客运航线已达 672 条，通航国家及地区 25 个，通航城市 151 个，通过与星空联盟成员等航空公司的合作，将服务进一步拓展到 195 个国家（地区）的 1 300 个目的地。

As of December 31, 2021, Air China (including its holding company) owns a total of 746 aircrafts of various types, mainly by Boeing and Airbus, with an average lifespan of 8.23 years, operating 672 passenger routes to 151 cities in 25 countries and regions. Our service was further extended to 1,300 destinations in 195 countries(regions) through cooperation with airlines such as Star Alliance Members.

国航空中乘务队伍显示了国际化水准，日籍、韩籍、德籍乘务员陆续加盟，具有良好的职业素质和敬业精神，是旅客在蓝天上最好的朋友。他们持续推进让旅客“放心、顺心、舒心、动心”的“四心服务”工程，服务品质一直受到广大旅客的赞赏。

Air China is committed to providing passengers with “Four Cs” service: Credibility, Convenience, Comfort, and Choice. Its “PhoenixMiles” frequent flyer program has the longest history of any frequent flyer program in China. Air China has a strong domestic and international route network and sales network, and an extensive high quality customer base. It has become the preferred airline for many Chinese government agencies and corporate business customers.

从旅客航距看，国航的国际旅客行程最远。总周转量占比高，而旅客运输量占比低，说明国航的国际长航线旅客较多，因此旅客量相对较少。从国际旅客的人均航距来看，国航的国际旅客人均航距比其他两大航要长 1 000 千米左右，国航的国际长航线优势突显无疑。

In terms of passenger distance, Air China's international passengers travel the farthest. The proportion of total turnover is high, while the proportion of passenger transport is low, indicating that there are more passengers on the international long route of Air China, so the passenger volume is relatively small.

From the perspective of the per capita flight distance of international passengers, the per capita flight distance of international passengers of Air China is about 1,000 kilometers

longer than that of the other two major airlines, and the advantage of Air China's international long routes is undoubtedly highlighted.

二、中国南方航空股份有限公司（CHINA SOUTHERN AIRLINES）



图 1-1-2 中国南方航空公司标志

中国南方航空股份有限公司（以下简称南航），总部设在广州，以蓝色垂直尾翼镶红色木棉花为公司标志，是中国运输飞机最多、航线网络最发达、年客运量最大的航空公司。南航以建设“阳光南航”为使命，以“顾客至上、尊重人才、追求卓越、持续创新、爱心回报”为文化理念，以“成为顾客首选、员工喜爱的航空公司”为愿景，持续打造“中国最好、亚洲一流”的航空公司。

China Southern Airlines Company Limited, with world headquarters based in Guangzhou, has its company logo seen around the globe with a brilliant red kapok delicately adorning a blue vertical tail fin.

China Southern Airlines possesses the largest fleet and the most developed route network, and offers the largest passenger capacity among any airline in the People's Republic of China.

The airline radiates its distinctive cultural character of “Sunshine China Southern” and its mission continues to be “Connecting the World to Create a Better Life”.

南航年旅客运输量最高达到 1.52 亿人次，连续 43 年居中国各航空公司之首。南航年旅客运输量居亚洲第一、世界前列，货邮运输量世界前十（数据来源：国际航协）。截至 2021 年 12 月，南航运营包括波音 787、777、737 系列，空客 A330、A320 系列及商飞 ARJ21 等型号客货运输飞机超过 860 架。南航每天有 3 000 多个航班飞往全球 40 多个国家和地区、224 个目的地，航线网络 1 000 多条，提供座位数超过 50 万个。通过与美国航空、英国航空、卡塔尔航空、越南航空等合作伙伴密切合作，南航航线网络延伸到全球更多目的地。

China Southern Airlines has carried 152 million passengers a year, ranking first among Chinese airlines for 43 years in a row. The annual passenger transport volume of China Southern Airlines ranks first in Asia and top in the world, and the cargo transport volume

ranks top ten in the world (data source: International Air Transport Association).

By December 2021, China Southern Airlines operates more than 860 passenger and cargo transport aircraft, including Boeing 787, 777 and 737 series, Airbus A330, A320 series and ARJ21.

China Southern Airlines operates more than 3,000 flights a day to 224 destinations in more than 40 countries and regions, with a network of more than 1,000 routes and offers more than 500,000 seats.

Working closely with partners such as American Airlines, British Airways, Qatar Airways and Vietnam Airlines, China Southern Airlines' route network extends to more destinations around the world.

近年来，南航全力打造广州—北京“双枢纽”，通过新开和优化航线网络，致力建设两大综合性国际航空枢纽。在广州，南航持续 10 年稳步建设“广州之路”（Canton Route），服务“一带一路”和粤港澳大湾区。截至 2019 年年末，南航在广州白云机场的通航点达 163 个，其中国际及地区通航点 55 个。南航广州枢纽已成为中国大陆至大洋洲、东南亚的第一门户。广州与国内、东南亚主要城市形成“4 小时航空交通圈”，与全球主要城市形成“12 小时航空交通圈”。

In recent years, China Southern Airlines has made every effort to build a “dual hub” between Guangzhou and Beijing, and is committed to building two comprehensive international aviation hubs by opening and optimizing the route network. In Guangzhou, China Southern Airlines has been steadily building the “Canton Route” for 10 years to serve the “One Belt, One Road” and the Guangdong-Hong Kong-Macao Greater Bay Area.

By the end of 2019, China Southern Airlines had 163 routes in Guangzhou Baiyun Airport, including 55 international and regional routes. Guangzhou Hub of China Southern Airlines has become the first gateway from Chinese mainland to Oceania and Southeast Asia. Guangzhou has formed a “4-hour air traffic circle” with major cities in China and Southeast Asia, and a “12-hour air traffic circle” with major cities around the world.

三、中国东方航空股份有限公司（CHINA EASTERN AIRLINES）



图 1-1-3 中国东方航空公司标志

中国东方航空股份有限公司（以下简称东航）总部位于上海，作为中国三大国有航空公司之一，前身可追溯到 1957 年 1 月原民航上海管理处成立的第一支飞行中队。在经历一系列发展沿革后，1988 年正式成立中国东方航空公司，1997 年分别在纽约、香港、上海证券交易所成功挂牌上市，是中国民航首家三地上市的航空公司。

Headquartered in Shanghai, China Eastern Airlines Corporation Limited (CEA) is among China's three major airlines. It originated from the first squadron established by former Civil Aviation Administration of Shanghai in January, 1957. After a series of reform, CEA was founded in 1988 and listed on New York, Hong Kong and Shanghai stock markets in 1997, becoming the first airline listed on three markets together.

作为天合联盟成员，东航的航线网络通达全球 170 个国家和地区的 1 036 个目的地，每年为全球超过 1.3 亿旅客提供服务，旅客运输量位列全球前十。“东方万里行”常旅客可享受联盟 19 家航空公司的会员权益及全球超过 790 间机场贵宾室。

As a member of SkyTeam Alliance, CEA has extended its flight network to 1,036 destinations in 170 countries and regions via close cooperation with SkyTeam Alliance member airlines. The annual passenger turnover of CEA exceeds more than 130 million, ranking top 10 among global airlines. Eastern Miles members can enjoy the membership rights of SkyTeam's 19 member airlines and more than 790 airport VIP lounges worldwide.

东航的机队规模达 760 余架（2022 年），是全球规模航企中最年轻的机队之一，拥有中国规模最大、商业和技术模式领先的互联网宽体机队。

CEA operates a modern fleet of over 760 aircrafts (2022), which is one of the youngest fleets in major airlines worldwide. Moreover, it boasts the largest-scale in-flight Wi-Fi wide-bodied fleet with leading commercial and technical models in China.

东航在国内拥有京沪“两市四场”双核心枢纽和西安、昆明等区域枢纽，业务范围实现省会城市及千万级以上机场的全覆盖，并在全球设有 108 个海内外分支机构。公司近年来开通多条“一带一路”国际新航线，积极构建连通全球的“空中丝绸之路”。

China Eastern owns two domestic core hubs in Beijing and Shanghai with four airports, and regional hubs in Xi'an, Kunming and other cities. The scope of business in China covers all airports at municipalities and provincial capitals as well as those with above 10-million-passenger turnover. At present, CEA operates 108 domestic and overseas branches across the globe. In recent years, CEA has successively launched new routes along

the Belt and Road, plays a positive role in building a Silk Road in the air.

四、四川航空股份有限公司（SICHUAN AIRLINES）



图 1-1-4 四川航空股份有限公司标志

熊猫之路，连接世界。四川航空股份有限公司（以下简称川航）总部位于成都。作为中国最具特色的航空公司之一，川航以安全为品牌核心价值，持续安全飞行 34 年（2022 年），现运营中国国内最大的全空客机队超过 170 架飞机，执飞国内外航线 460 余条，为全球旅客提供深具“中国元素 四川味道”的航空服务，品牌价值超过六百亿，并成为第 31 届世界大学生夏季运动会官方合作伙伴。

Sichuan Airlines Co., LTD. (hereinafter referred to as Sichuan Airlines) is headquartered in Chengdu. As one of the most distinctive airlines in China, Sichuan Airlines takes safety as its core brand value and has been flying safely for 34 years (2022). Now, Sichuan Airlines operates the largest Airbus fleet in China with more than 170 aircrafts, flies more than 460 domestic and foreign routes, and provides passengers around the world with a deep “Sichuan flavor of Chinese elements” air service, with a brand value of more than 60 billion yuan. And it became the official partner of the 31st Summer Universiade.

随着成都迈入双机场时代，川航正式开启“两场一体”运行新时代。川航按照中国民航规划和四川省委省政府战略部署，构筑高效的航班波结构，打造以成都为核心，辐射欧洲、大洋洲、北美洲、非洲以及东南亚、东北亚的中转网络；依托全空客货机机队，进一步整合航空物流地面综合服务，为客户提供定制化、多样化和专业化高端物流解决方案。通过“熊猫之路”客货齐飞，川航正实现多元化、高质量发展，为国家、地方经济建设贡献力量。

As Chengdu enters the era of double airports, Sichuan Airlines officially opens a new era of “two airports in one” operation. According to the civil aviation planning of China and the strategic deployment of Sichuan Provincial Government, Sichuan Airlines has built an efficient flight wave structure, and built a transit network with Chengdu as the core,

radiating to Europe, Oceania, North America, Africa, Southeast Asia and Northeast Asia. Relying on the passenger and cargo aircraft fleets, the company will further integrate integrated ground services of aviation logistics and provide customers with customized, diversified and professional high-end logistics solutions. Through the “Panda Road”, Sichuan Airlines is realizing diversified and high-quality development, contributing to the national and local economic construction.

五、厦门航空 (XIAMEN AIRLINES)

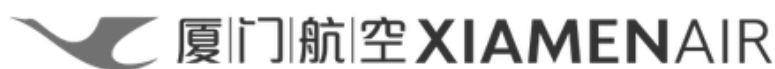


图 1-1-5 厦门航空公司标志

厦门航空成立于 1984 年，总部位于中国东南沿海的福建省厦门市，是中国首家按现代企业制度运行的航空公司。经过多年的持续发展，厦航现已成为中国民航保持盈利最长的航空公司，也是自 1987 年以来，全球唯一实现连续 35 年盈利的大中型客运航空公司。截至 2021 年 12 月，厦航机队规模达到 209 架飞机，目前运营国内外航线 400 余条，年旅客运输量近 4 000 万人次，已有超过 1 600 万人加入厦航常旅客计划。在国际航协 270 多家成员航空公司中，厦航的收入规模排名列前 30 位，旅客运输量跻身前 15 位，盈利能力更是进入前 10 位。

Headquartered in Xiamen City, Fujian Province—the southeast coast of China, Xiamen Airlines is founded in 1984 as China’s first airlines created in accordance with the modern corporate system. After years of continuous development, Xiamen Airlines has become the most profitable airlines in China’s civil aviation industry, and the only large and medium-sized passenger airline in the world that has made profits for 35 consecutive years since 1987. As of December 2021, Xiamen Airlines has a fleet of 209 aircrafts, and currently operates more than 400 domestic and international routes, carrying nearly 40 million passengers annually. More than 16 million people have joined Xiamen Airlines’ frequent flyer program. Among the more than 270 member airlines of IATA, Xiamen Airlines ranks top 30 in terms of revenue, top 15 in terms of passenger transport volume and top 10 in terms of profitability.

厦航是天合联盟成员，航空承运人代码为“MF”，航线网络覆盖全中国、辐射东南亚和东北亚，随着阿姆斯特丹、悉尼、纽约、洛杉矶等洲际航线的陆续开通，实现

了航线网络对欧洲、美洲和大洋洲的全覆盖，并借助天合联盟将航线网络延伸至全球。

Xiamen Airlines, a member of the SkyTeam Alliance with an air carrier code of “MF”, forms a network covering the entire China and with a strong presence in Southeast and Northeast Asia. In recent years, as new intercontinental routes to Amsterdam, Sydney, New York, Los Angeles, etc. were opened consecutively, its network has prospered and reached Europe, America and Oceania, and extended to all major destinations around the world via SkyTeam Alliance.

多年来，厦航在保证航空安全、提升服务品质方面做出了不懈努力，累计安全飞行达到 700 万小时，获评民航局颁发的“飞行安全五星奖”，连续七年被中国旅客评为“最佳航空公司”。2016 年 3 月，厦航荣获第二届中国质量奖，成为中国服务业首家获此殊荣的企业，同时也是中国民航唯一获奖的航空公司。2020 年 12 月，世界著名航空服务测评机构 APEX 授予厦航“五星级国际航空公司”。

Over the years, Xiamen Airlines has made unremitting efforts to ensure aviation safety and improve service quality. It has flown 7 million hours safely and been awarded the “Five-star Flight Safety Award” by the Civil Aviation Administration. Xiamen Airlines has been awarded the “Best Airlines” by Chinese passengers for seven consecutive years. In March 2016, Xiamen Airlines won the second China Quality Award, becoming the first company in China’s service industry to receive this award, and the only airline in CAAC to receive this award. In December 2020, Xiamen Airlines was awarded “Five-star International Airlines” by APEX, a world-renowned aviation service evaluation organization.

六、海南航空(HAINAN AIRLINES)



图 1-1-6 海南航空公司标志

海南航空控股股份有限公司于 1993 年 1 月成立，起步于中国最大的经济特区和自由贸易港——海南省，是中国发展最快和最有活力的航空公司之一，致力于为旅客提供全方位无缝隙的航空服务，打造安全舒适的旅行体验。

Hainan Airlines was established in January, 1993 in Hainan Province, China’s largest

special economic zone and free trade port. As one of the fastest growing airlines in China, Hainan Airlines is committed to providing passengers with comprehensive, seamless and high-quality service experience.

1993年至今，海南航空连续安全运行29年。2021年海南航空及旗下控股子公司共运营国内外航线近1800条，其中国内航线近1700条，涉及内陆所有省、自治区、直辖市，国际航线近100条，包括定期客运、复工复学包机和客改货等航班，航线覆盖亚洲、欧洲、非洲、北美洲和大洋洲，通航境外30个城市。海南航空积极响应国家倡议，融入“一带一路”建设，专注打造国际国内高效互动的、品质型、规模化的卓越型世界级航空网络。积极落实“民航强国”发展战略，在北京、广州、海口、深圳等24个城市建立航空营运基地/分公司。

Since 1993, Hainan Airlines has been operating safely for 29 consecutive years. As of 2021, Hainan Airlines and its holding subsidiaries operate nearly 1,800 domestic and international routes. There are nearly 1,700 domestic routes, involving all inland provinces, autonomous regions and municipalities directly under the Central Government. There are nearly 100 international routes, including scheduled passenger flights, charter flights for resumption of work and school, and passenger-to-cargo flights, covering Asia, Europe, Africa, North America and Oceania, and navigating to 30 overseas cities. Actively responding to The Belt and Road Initiative, Hainan Airlines has focused on building a world-class airline network with efficient interaction, quality and scale at home and abroad. To implement the Strategy of Civil Aviation Powerful Country, Hainan Airlines and its holding subsidiaries have established aviation operation bases/branches in 24 cities including Beijing, Guangzhou, Haikou and Shenzhen.

海南航空作为中国内地唯一一家SKYTRAX五星航空公司，凭借优质的服务水平蝉联SKYTRAX“中国最佳员工服务”奖，并荣获“中国最佳客舱乘务员”奖，在“全球最佳客舱乘务员”奖项中世界排名第七名等多个奖项。

Hainan Airlines, as the only SKYTRAX 5-Star airlines in the mainland of China, has won the SKYTRAX “Best Airline Staff in China” award for its high-quality service, won the “Best Cabin Crew in China” award, ranked seventh in the world in the “The World’s Best Airline Cabin Crew” award, and other awards.

第三节 世界航空联盟

航空公司联盟组织是建立在双边合作的基础上，多家航空公司间的一种多边管理模式，其目的是提升网络、产品和服务规模优势，为旅客提供更方便和优质的服务，提升市场份额和航空公司收益水平。

Airline alliance is a multilateral management mode between several airlines based on bilateral cooperation. Its purpose is to improve the scale advantage of network, products and services, provide passengers with more convenient and high-quality services, and improve market share and airline earnings.

随着经济全球化的深入，航空公司联盟化已成为世界民航业趋势。有效利用联盟的强劲枢纽做辐射，通过代码共享、常旅客计划共享手段，联盟成员在不需要投入任何资源的情况下就能增加运力和航班密度。如果联盟伙伴的航线网络是互补的，则可有效提升客座率，增加旅客运输量，并伴随一定程度的成本下降。目前世界上主流的航空联盟共三家，分别是：Star Alliance（星空联盟）、One World（寰宇一家）和SkyTeam（天合联盟）。

With the deepening of economic globalization, airline alliance has become the trend of the world civil aviation industry. By effectively leveraging the alliance's strong hubs, through code-sharing and frequent-flier program sharing, alliance members can increase capacity and flight density without committing any resources. It can effectively improve the passenger load factor, increase the passenger traffic, and reduce the cost.

At present, there are three mainstream airline alliances in the world, including Star Alliance, One World and SkyTeam.

一、航空联盟建立的原因

代码共享：航空联盟可提供更大的航空网络。很多航空联盟的开始都是来自几个航空公司之间的代码共享网络发展而成。

资源共用：共用维修设施、运作设备、职员，相互支援地勤与空厨作业以减低成本。

降低成本：由于成本减少，乘客可以用更低廉的价格购买机票。

调配灵活：航班开出时间更灵活有弹性。

减少转机：转机次数减少，乘客可更方便地抵达目的地。

积分互通：乘客在旅游奖励计划如亚洲万里通使用同一账户乘搭不同航空公司均可赚取飞行里数。

Code sharing: Airline alliances can provide larger airline networks. Many airline alliances began as codeshare networks between several airlines.

Sharing of resources: Sharing of maintenance facilities, operation equipment and staff, with mutual support of ground handling and operations to reduce costs.

Lower costs: Passengers can buy tickets at lower prices because of reduced costs.

Flexible deployment: Flight departure time is more flexible.

Fewer transfers: Passengers can get to their destination more easily with fewer transfers.

Bonus points: Passengers can earn miles flying on different airlines using the same account in travel incentive schemes such as Asia Miles.

二、全球三大航空联盟

1. Star Alliance (星空联盟)



图 1-1-7 星空联盟标志

星空联盟 (Star Alliance) 成立于 1997 年, 是第一个全球航空联盟, 其名字和标志上星形图案的五个部分代表着五大创始航空公司: 北欧航空、泰国国际航空、加拿大航空、汉莎航空和美国联合航空。星空联盟是目前世界上最大的航空联盟, 总部在德国法兰克福。到目前为止, 星空联盟拥有 26 家正式成员 (2022 年), 星空联盟的优势在于成员数量多。新航、全日空、汉莎, 包括新西兰已经是星空联盟的标杆航空公司。国内的航空公司里, 国航和深航属于星空联盟。

Star Alliance was founded in 1997 as the first global airline alliance, with the five parts of the star on its name and logo representing the five founding airlines: SAS, Thai Airways International, Air Canada, Lufthansa, and United Airlines. Star Alliance is currently the world's largest airline alliance, headquartered in Frankfurt, Germany. So far, Star Alliance has 26 full members (2022), the Star Alliance advantage is the number of members.

Singapore Airlines, All Nippon Airways and Lufthansa, including New Zealand, are already Star Alliance's benchmark carriers.

Among Chinese airlines, Air China and Shenzhen Airlines belong to the Star Alliance.

星空联盟成员航空公司包括许多世界顶级的航空公司，以及规模较小、更具区域性的航空公司。它们共同提供了与世界上几乎所有目的地的便捷连接。每家航空公司都保持着自己的个人风格和文化特征，为联盟带来了丰富的多样性和多元文化。同时，每家航空公司都有一个共同的承诺，那就是提供最高标准的安全和客户服务。

Star Alliance's member airlines include many of the world's top aviation companies as well as smaller, more regional carriers. Together, they offer easy connections to almost any destination in the world. Each airline maintains its own individual style and cultural identity, bringing the richness of diversity and multiculturalism to the Alliance. At the same time each airline shares a common dedication to the highest standards of safety and customer service.

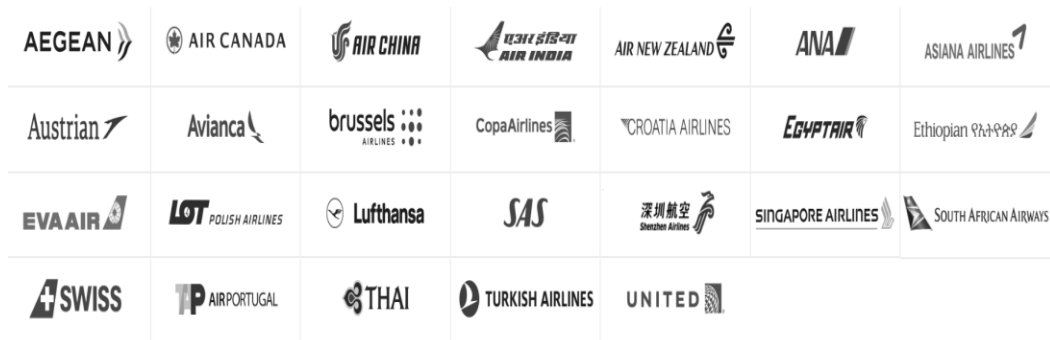


图 1-1-8 星空联盟成员航空公司

2. SkyTeam (天合联盟)



图 1-1-9 天合联盟标志

天合联盟 (SkyTeam) 于 2000 年由法国航空、达美航空、墨西哥国际航空和大韩航空联合成立，2004 年荷兰皇家航空亦成为其会员，成为全球第二大航空联盟。今日的天合联盟成员数已发展到五大洲 18 个之多 (2022 年)，是迄今为止最年轻、规模第二的航空联盟。天合联盟依然在积极招募新会员中。

The SkyTeam alliance was formed in 2000 by Air France, Delta Air Lines, Aeromexico and Korean Air Lines. In 2004, KLM joined SkyTeam, making it the world's second largest

airline alliance. Today, SkyTeam has grown to 18 members on five continents (2022), making it the youngest and second largest aviation alliance to date. SkyTeam is still actively recruiting new members.



图 1-1-10 天合联盟成员航空公司

3. One World (寰宇一家)



图 1-1-11 寰宇一家标志

寰宇一家 (One World) 是全球第三大的航空联盟，于 1999 年成立，初时总部位于加拿大温哥华，其后于 2011 年正式宣布把总部迁往美国纽约市。其成员航空公司及其附属航空公司在航班时间、票务、代码共享、乘客转机、飞行常客计划、机场贵宾室及降低支出等多方面进行合作。寰宇一家成员航空公司包括：柏林航空、美国航空、英国航空、马来西亚航空、澳洲航空、芬兰航空、日本航空、国泰航空、西班牙国家航空、智利国家航空、卡塔尔航空、皇家约旦航空等。

One World is the world's third largest airline alliance. Founded in 1999, it was originally headquartered in Vancouver, Canada. In 2011, it officially announced that it would move its headquarters to New York City, USA. Its member airlines and their affiliates cooperate on flight schedules, ticketing, code sharing, passenger transfers, frequent flyer

programs, airport lounges and cost reduction. One World member airlines include: Berlin Airlines American Airlines, British Airways, Malaysia Airlines, Qantas Airways, Finnair, Japan Airlines, Cathay Pacific, Qatar Airways, etc.



图 1-1-12 寰宇一家联盟航空公司

第四节 新加坡航空国际航班服务介绍

一、新加坡航空有限公司简介(Singapore Airlines)



图 1-1-13 新加坡航空公司标志

新加坡航空公司是 SkyTrax 五星级航空公司、星空联盟成员，其客运航线网络覆盖 35 个国家的 65 个目的地。新加坡航空自成立以来，赢得了创新市场领先者的荣誉，同时可提供优质服务和高质量产品。新加坡航空品牌在航空界中已广为人知，尤其是在安全、服务质量和革新风格方面。新加坡航空公司一直被誉为最舒适和最安全的航空公司之一。

Singapore Airlines is a SkyTrax five-star airline, a member of the Star Alliance, with a passenger route network covering 65 destinations in 35 countries. Since its inception, Singapore Airlines has earned the reputation of being an innovative market leader while providing quality service and high quality products.

Singapore Airlines is well known in the world, especially for safety, quality of service and innovative style. Singapore Airlines has a reputation as one of the most comfortable and safest airlines.

二、新航头等舱、商务舱服务特色

1. 豪华套房 (Suites)

新加坡航空公司豪华套房独家配置于 A380 客机，为新航贵宾提供专属的静谧空间。每间套房都配有活动拉门和窗帘，套房以细致皮革和精美花梨木内饰，色调温馨。

Exclusive to the A380, Singapore Airlines Deluxe Suite offers exclusive quiet space for Singapore Airlines guests. Each suite is fitted with sliding doors and curtains, and the suites are furnished in delicate leather and exquisite rosewood interiors in warm hues.

2. 头等舱 (First Class)

新加坡航空公司顶级设计的全新头等舱，安置八个尊荣独享的座位，配置于新航全新的波音 777-300ER 客机以及特定的波音 777-300 客机。其他机型的头等舱座椅间距为 60 英寸（运营于部分波音 777-200 机型），间距为 64 英寸头等舱座椅（运营于部分波音 777-300 机型），乘客将拥有自己的 10.4 英寸液晶显示屏和防噪声耳机，以及音频和视频的娱乐点播服务（AVOD），同时还有大量电影及流行电视节目随时随地供选择。

Singapore Airlines' new first-class cabin is designed to accommodate eight exclusive seats on Singapore Airlines' new Boeing 777-300ER and selected Boeing 777-300 aircraft.

Passengers will have their own 10.4-inch LCD screens and noise-blocking headphones on other models with seats 60 inches apart (on some 777-200 models) and 64 inches apart (on some 777-300 models), and audio and video entertainment on Demand (AVOD), as well as a wide selection of movies and popular TV shows anytime, anywhere.

3. 商务舱 (Business Class)

新加坡航空公司全新的商务舱目前是有史以来最宽敞的商务客舱，配备有同类最大的座椅和全平躺椅。全新中程商务舱里，乘客可以在全新的中程倾斜平躺式座椅上伸展身体，惬意休息。每个座椅都采用了精美的优质皮革材质。另有可调节的座椅预设模式、靠枕和腰靠。

Singapore airlines' new business class is currently the most spacious business class, equipped with the whole flat deck chair. New intermediate business class has lie-flat seats stretch. Each seat is adopted the fine quality leather material, the adjustable seat mode, the default mode pillows.

三、新航经济舱

新航最新经济舱座位配置于波音 777-300ER、A380 和 A330-300 飞机。乘客可依偎于温暖的纪梵希绒毯中，用专属的 LCD 显示屏惬意地观赏至爱节目。除了这些特色之外，还可以品尝由新航著名的国际烹饪顾问团队精心烹制的美味佳肴，配以无与伦比的精选美酒，享受备受同行赞誉的机上服务。

Singapore Airlines' latest economy class seats are available on Boeing 777-300ER, A380 and A330-300 aircraft. Passengers can snuggle up in warm Givenchy blankets and watch their favorite shows on their own LCD screens.

In addition to these features, passengers can enjoy delicious dishes prepared by Singapore Airlines' renowned international Culinary Advisory team, paired with an unparalleled selection of fine wines, and enjoy peer acclaimed in-flight service.



图 1-1-14 新加坡航空经济舱中式餐食

思考与练习

Practice

一、简答题 Short Answer Questions

1. 国际航线与国内航线有什么区别？请从飞行航线、服务程序、机组要求等方面简述。What's the difference between international and domestic flights? Please briefly describe flight routes, service procedures, crew requirements, etc.

2. 中国境内有哪些航空公司加入星空联盟？

Which airlines in China have joined Star Alliance?

3. 寰宇一家航空联盟在全球有哪些业务合作？举例说明。

What are the global business partnerships of the One World alliance? Give an example.

二、多选题 Multiple Choice Questions

1. 关于国际航班特点说法正确的是：

A. 夜间飞行应该确保旅客得到良好的休息，尽力营造良好的休息环境。

B. 随时关注旅客需求，及时提供相应服务。

C. 增强客舱巡视，随时关注客舱安全。

D. 在提供二餐的航线中，乘务长可根据乘客休息情况自行调整第二餐用餐时间。

What is true about the characteristics of international flights?

A. Night flight should ensure that passengers get a good rest and try to create a good rest environment.

B. Pay attention to the needs of passengers at any time and provide corresponding services in time.

C. Enhance cabin patrol and pay attention to cabin safety at all times.

D. In airlines that provide second meal, the purser can adjust the time of second meal according to the rest of passengers.

2. The world's three largest airline alliances are :

A. Star Alliance.

B. One World.

C. SkyTeam.

D. skytrax.

3. 下列关于国际航班特点说法正确的有：

A. 夜航较多。

- B. 乘务员工作时间长，轮班休息。
- C. 可能会发多次餐食。
- D. 飞行时间有长也有短。

Which of the following statements about the characteristics of international flights are true?

- A. More night flights.
- B. Flight attendants work long hours and take shifts to rest.
- C. Multiple meals may be served.
- D. There are long and short flights.