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AIR RAGE: A MODERN AGE THREAT FOR AIR SAFETY.

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ABSTRACT

This article aims to propose a reflection on AIR RAGE, and open horizons and offer a contribution to discussions regarding the growth of this air threat, opening perspectives for further research and studies. This paper aims to raise questions, propose reflection and establish some possibilities of interaction with authors from different areas such as psychology, interpersonal relations, communication, and legal sciences, each of which can contribute in its own way to the debate of this phenomenon that has been growing every year. One of the results of the research in question shows that effective communication is a proactive way of preventing the Air Rage, since it would work as a bridge between the content and the emotional impact, connecting the two components and ensuring that both are granted equal consideration. In this context, the effects of the shortage of communication skills contribute to the creation of "triggers" that lead to Air Rage. The conclusion points to an urgent need to promote a better training of communication skills, which would contribute effectively to develop systems and implement risk management initiatives in order to reduce the Air Rage.

This research used the inductive method with a qualitative approach in order to build up familiarity and clarify the problem or construct hypotheses. The research involved bibliographic surveys, interviews with people who have practical experience in the studied area, analysis of samples that stimulate understanding and give meaning to the studies, patterns and experiences of Aviation professionals related to Air Rage and Aviation Safety.

Procedures: bibliography, documents, and case studies. Based on material already published - mainly books, journal articles, and content published on the Internet.

Keywords: Airlines, Air Rage, Aviation Safety, Communication Skills, Unruly Persons

INTRODUCTION

Air Rage and Sky Rage are terms used to describe violent behavior committed by passengers or crew, which threatens the security of a client or a crew member during the flight.

The Air Rage is currently one of the most serious threats to the security of 1.5 billion passengers who travel by air each year.

The Air Rage may stem from a number of logistical problems that often accompany air travel, and also from the fact that airlines, employees and passengers lack the right skills to deal with “trigger” situations. As a result of the scope and magnitude of the problem, the airlines are being forced to deal with the Air Rage.

The aircraft is the fastest means of transportation and with the emergence of airlines offering cheaper tickets, the air traffic demand is growing rapidly and, since more and more people travel by air, more incidents involving inappropriate behavior are expected on board the aircraft..

Another evidence of this fact is that during the 34th Session of the International Civil Aviation Organization (ICAO) Legal Committee, which took place from 9-17 September 2009, the International Air Transport Association (IATA) presented a proposal to form a Secretariat Study Group (SSG) aimed at studying violent behaviors on board the aircraft.

The committee voted a proposal to change the existing International Treaty that addresses apparent failures, regarding the lack of skills and enforcement mechanisms in cases of Air Rage incidents occurred on board the aircraft. All delegations strongly supported the proposal. With the full endorsement of the plenary, the Legal Committee recommended the Council that ICAO should conduct further studies on the subject (LC-SC-MOT-WP, 2012).

In May 2012, 25 Member States participated in the special subcommittee of the Legal Committee meeting for The Modernization of The Tokyo Convention Including the Issue of Violent Passengers.

At the meeting of the Special Subcommittee of the Legal Committee (LC-SC) of ICAO, in May 2012, it was pointed out the necessity of changing the expression “violent passenger” to “violent person”, since the previous expression assumes that only passengers are susceptible to Air Rage - however, as we will see throughout this article, incidents have shown that crew members can also be subject to the Air Rage phenomenon.

AIR RAGE

ICAO defines the Air Rage as every verbal act or threat of action committed by any person on board an aircraft, whether on earth or in the air, which can harm the crew, passengers, ground

staff, or that can divert the crew from its duties, compromise flight safety, or disturb other passengers, including irregularities committed under the air navigation order.

The latest statistics from IATA, which represents 240 airlines around the world, revealed a 687% increase in Air Rage incidents in 2009 compared to 2007 reports.

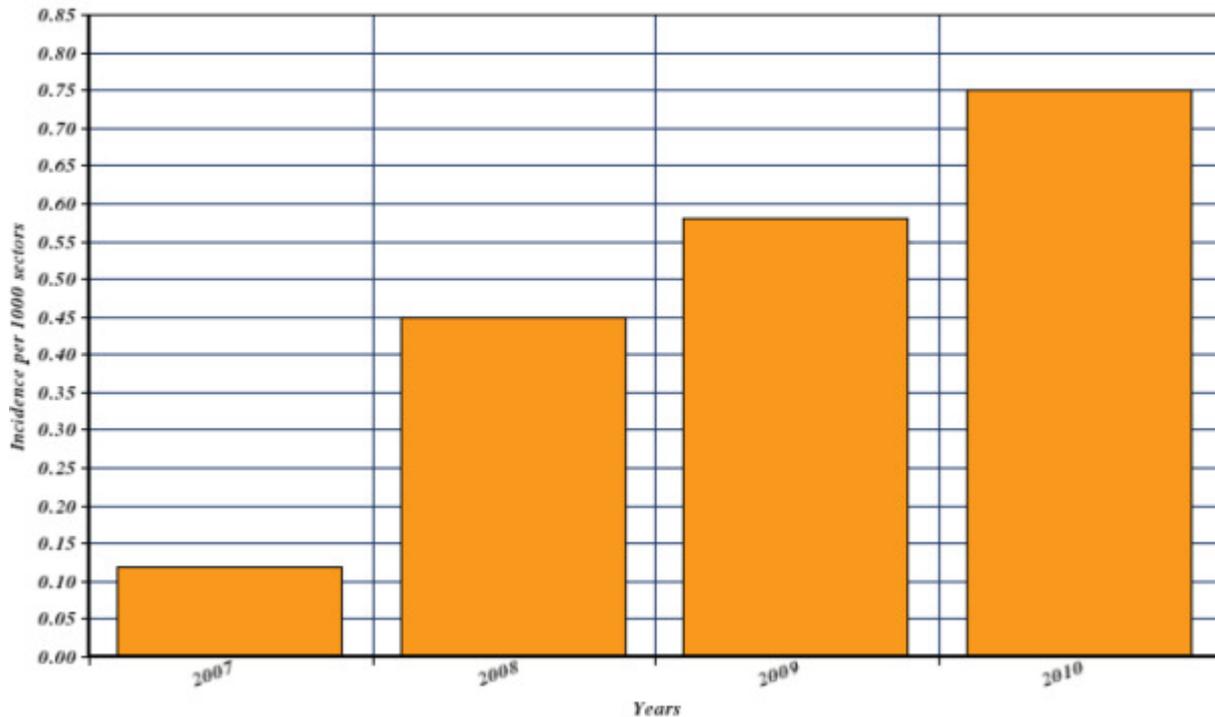


Figure 1 – Unruly passenger incidents per year, (2007 – 2010)
Source: LC/SC-MOT-WP/2, 2012

According to the International Air Transport Association (IATA), reports indicated in 2009 one incident with violent passenger for each 1,760 flights, and in 2010 this statistic changed to one incident with violent passenger for each 1,256 flights.

IATA reported that Air Rage has been a growing problem around the world, representing a potential threat to the safety of air transportation and the nearly 2.5 billion passengers travelling by air every year.

A recent press report pointed out that in 2011 127 incidents occurred in the United States (US), 488 in Australia and 44 in the United Kingdom (UK). Brazil has no specific law or regulation to deal with Air Rage incidents. For this reason, there is no official data on the number of cases of Air Rage in Brazilian aircrafts. However, the National Federation of Crew Members (Federação Nacional de Aeronautas e Aeroviários) points out that Brazilian aircrafts unofficially report hundreds of Air Rage incidents every month.

The numbers are a small part of the picture, since they include only reported cases. Those figures do not count every time that a member of the flight crew needs to manage brawls for

space on the luggage rack, disputes for seats, scandals caused by passengers who perform physical aggression when the person sitting in front of them reclines his / her seat (one of the top reasons for fights on board aircrafts).

In 1 June 2011, the flight 990 of UA-United Airlines was forced to make an emergency landing due to brawl over reclined seat. A United Airlines plane with 144 people on board was forced to return to Washington-Dulles International Airport under the escort of two F-16 fighter jets after a fist-fight broke out between passengers. A United spokesman told the Washington Post that the pilot made that decision rather than carry on as he was unsure of the scope of the problem. At 11.10pm the controller asked about the passenger who started the fight. The pilot replied: 'The passenger is not secured at this time; the passenger has settled down, though, but an assault has taken place, but at this time he is not secured.'

The pilot's fears may have been compounded by the fact that he was still relatively near Washington, D.C. airspace - and all the potential targets within that area, such as the White House and the Pentagon. As the plane turned back, the tower ordered him to cruise for 25 minutes, escorted by the F-16s, to burn off fuel.

An F-16 is believed to cost roughly \$50,000 per hour to scramble. With two tailing the Boeing 767 for at least half an hour, the price tag would have been near that (ROGERS, 2011).

Today, the problem with unruly passengers reach such magnitude that airline insurers are offering insurance to cover costs of landing for interrupted flights and unscheduled landings caused by Air Rage incidents.

Air Rage can result in violent verbal protests about the airline or even verbal or physical violence towards flight dispatchers (Dov's), security officers, crew members and other passengers. The Air Rage can be compared to road rage, where anyone can become angry and stressed out when the traffic is slow and the driver feels sleepy, hungry or tired.

Clearly, the focus is on air incidents and an emphasis is placed on reactions to control the disturbing behavior of unruly passengers. These measures include, for example: legal actions, fines, passenger restraining devices and efforts to protect the cockpit. We need to think of proactive actions, carried out with the airplane on the ground, before boarding the passenger, which help preventing him / her from becoming an aggressor. Avoiding Air Rage is a huge step towards making flights safer.

According to Thomasesson (2011) , Air Rage is the direct result of the poor quality of service and increasing prices in an industry that prefers to blame inconvenient passengers and defend repression, rather than seriously addressing the problem.

July 6 was chosen as the international day against Air Rage: a global campaign designed to draw attention to this kind of behavior and its potential risk to aircrafts safety. In Brazil, the National Federation of Crew Members (FNAA - Federação Nacional de Aeronautas e Aeroviários) and the National Union of Aeronauts (Sindicato Nacional dos Aeronautas) coordinate the "Zero Air Rage" campaign, which promotes protests at Brazilian airports.

Air Rage incidents result in:

- Emergency Landings
- Personal injuries to passengers and crew
- Emotional Trauma for everybody involved
- Expenses for the airline (jettison fuel, flight delays)

According to aviation experts, there are many reports of Air Rage that resulted in unscheduled landings, custodial sentence or other penalties for unruly passengers, and even in the death of a 19-year-old passenger called Jonathan Burton. The young man tried to make a complaint to the pilot and was ruthlessly contained by a group of passengers. The autopsy revealed that Burton was beaten and choked to death. The passengers on the flight from Southwest Airlines, with route from Las Vegas to Salt Lake City, said they acted to prevent an air crash (ROCHE, 2000). In fact, this flight can be classified as a case of collective Air Rage.

CONTRIBUTING FACTORS

In the past decade, the crew training was focused on the excellence of on-board service. The culture of the aeronautical industry was based on impeccable service and politeness. Travelers chose their airlines based on the level of service offered by the companies.

Argue with customers was unacceptable; civism was certainly part of the agenda. The company culture was centered on the slogan: “the customer is always right, even when he is not” – today, it is more like: “the airline is always right, no matter what happens”.

There was more space and comfort on airplanes and at the airports. Flying was glamorous and the queues for boarding and landing didn’t stretch for miles. Nobody was forced to undergo an invasive inspection. At that time, the major concern of the passengers was arriving on time at the airport, claiming reserved seats, selecting favorite meals and, on arrival at the destination, collecting the luggage.

Air Rage incidents were usually caused by alcohol abuse, fear of flying, and disagreements between smokers and nonsmokers (ROLFE, 2000). Currently, these factors are pointed out as contributors; however, modern times let to other factors that have increased the incidence of Air Rage.

Poole (2012), author of the book “Cruising Attitude: Tales of Crashpads, Crew, Drama and Crazy Passengers at 35.000 Feet”, says the insistence on not turning off electronic devices were appointed as the second most likely cause of Air Rage, second only to the abuse of alcoholic beverages, but ahead of the passenger's insistence on smoking hidden in the toilets.

“I can say that part of the problem is that passengers have trouble accepting our rules; when we ask them to turn off their mobiles, they take it as a personal affront or an attempt to bother them. They don't understand that this is our job and there is a regulation to meet,” said a flight attendant.

The Air Transport Association, a trade organization that represents U.S. airlines, believes that there are at least 5,000 cases of misconduct of passengers every year. The reasons are rooted in the stressful environment of air travel (HESTER, 2000).

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Today, travelers from all around the world often have to face:

- Slow and tough traffic commuting to the airport
- Inadequate parking lot
- Confusing check-in procedures
- Long queues at the check-in counter and security checkpoints
- Flight delays and cancellations
- Overbooking
- Incorrect or False Information
- Loss of luggage
- Last minute changes
- Bad behavior of personnel before taking off
- Problems with airport facilities
- Unfamiliarity with the airport area and the boarding and landing procedures
- Little or no meal in long delays and while traveling
- Minimum legroom between seats
- Humiliating security checks before boarding

Such events may generate only passengers with unpleasant behaviors, or result in passengers who engage in hazardous activities (HUNTER, 2009)

Anyone may be subject to Air Rage - even the crew. And according to Hunter (2009), the triggers for such behavior can be:

- Need to overcome the feeling of being disrespected by the airlines.
- Innate tendency to aggression on the part of some people.
- The prime human need for space, which causes some passengers to protect their “territory” and fight against other passengers that violate their space.
- Unfamiliarity with the rules laid down in the aviation industry.
- Cultural trend to be competitive, tenacious and aggressive.
- Attempt to demonstrate power.
- Need to maintain control of the situation, fearing to lose it.
- Primary Focus on individualism, which produces the mentality of “Me first”.
- Conditions that produce feelings of imposition and oppression in individuals

Airline reports indicate possible causes for Air Rage:

- A. Intoxication by alcohol, narcotics or medicines, often beginning before the passenger goes on board the aircraft; - the abstinence from smoking leads some people to ingest antidepressants and alcohol as a replacement to nicotine.
- B. Tight and crowded cabins, brawls for the arm rest, dispute for space in bins, bathroom queues - contributing factors to the feeling of invasion of privacy and loss of individuality.
- C. Irritation by the actions of other passengers on board;
- D. Frustration on the trip
- E. Mental breakdowns or similar episodes such as acute anxiety, panic disorder or phobias;
- F. Environmental factors that surround the act of flying, for example, the gathering of large crowds at airports, having to sit and travel in a confined space, fear of flying.
- G. Discomfort generated by the minimal space for the legs because of pain and stress.
(IATA: International Air Transport Association, 2010)

The airline slogans mean nothing and such promises lose their magic when contrasted with reality (HUNTER, 2012).

"I believe that much of this is due to the fact that the airlines do not meet the expectations of the people," says Patricia Friend, President of the International Association of flight attendants (Associação Internacional de Comissários de Bordo). The companies ads lead people to believe that are going to have a luxurious experience. And this is not the reality of air travel today.

Slogans like "You are special to us", "We are happy to serve you", or "You will love the way we fly", many years ago represented the culture and spirit of the airlines. However, in the present days, airlines effectively fail to deliver the services they promise to clients, causing them anger and frustration. Today, traveling by plane is not like it used to be.

On January 15, 2012, the captain of a flight from the U.S. to Costa Rica of Delta Air Lines had to make a forced landing in Tampa (USA). The reason, according to the company's spokesman, was the German couple – Peter and Gabriele Strohmaier. According to the company's representative the couple pitched a scandal shortly after takeoff, in Atlanta (Georgia). The two of them demanded food and champagne in the first class, and refused to stay seated. Delta did not register a police complaint, but the FBI and the Transportation Security Administration pledged to investigate the case (CALADO, 2012)

Today, most airlines do not bother to serve water; perhaps they only offer a peanuts sachet. The removal of board service collaborated with the increase in passenger complaints and irritation. The service helps to calm down those who are afraid of flying, reducing their anxiety by diverting their attention from the fact of being inside a pressurized tube. The food has always had the purpose of aggregating value and generating comfort for people. The board service allows for the interaction between flight attendants and passengers, triggering a good psychological effect by showing that inside the aircraft there are people who care about travelers' welfare. Moreover, hunger and tiredness collaborate to the passengers' irritation.

The Associated Press (2011) announced that the passenger Paul Sefilian was accused of throwing peanuts and pretzels on the crew during a flight and is now banned from flying on commercial airlines, according to reports from Connect2Utah. He was arrested and had his driver's license and passport seized, and he will be required to wear a GPS tracking device. According to Sefilian's defense, it is the airlines' fault for they are "defective". After all, flight attendants have been, for years, throwing peanuts and pretzels to passengers, insisting on calling that "airplane food". How come passengers will not become angry?

In a report written by Galvão (2009), the passengers of the flight 1667 - from Recife to São Paulo - were outraged for being charged for snacks and decided to collect signatures against the measure adopted by the company. According to the text, during the protest the captain told, through a flight attendant, that the plane would land at the first airport to expel from the flight the gynecologist René Patriota, who had led the protest. Later, the crew announced that the Federal Police was waiting for her in Cumbica airport.

The representative of the Air Line Pilots Association (ALPA) said that official statistics do not always tell the whole story. In fact, the crew is often targeted by airlines to not register the cases of Air Rage. In an article published in August 2007, Dr. Andrew Thomas, founder and chief editor of the Journal of Transportation Security (JOTS), suggested that the reporting mechanism is woefully inadequate to the matter.

The airlines do not encourage this kind of report, because they believe that by acting in this way, they avoid negative publicity. After all, violent incidents occurring in their aircraft show the public a negative image of the company (HUNTER, 2009).

TIRED CREW, ANGRY PASSENGERS

If, on the one hand, customers' complaints have increased, on the other hand, airlines officers also suffer from stress. Working for an airline has lost its glamour for the past 15 years. Before the era of "cost-cutting war", working for an airline was a synonym for style and glamour. How about today?

Recent months have brought a variety of new pressures, wage cuts and reductions in the number of crew members on board, shorter meal plans, flight delays, lack of security, lack of civility in the attitudes of passengers and other factors cause frustration, resentment and depression in many people. At the same time, the list of roles and responsibilities is still growing.

According to Caldwell, of the National Association of Flight Attendants in the United States, "we are now in an industry full of employees going through post-traumatic stress and there is a consensus that the airlines are not doing anything to improve the situation. "

Crew members and ground staff are working more hours than they were a few years ago and with lower payment. Fatigue, resulting in stress and frustration, can generate a more aggressive attitude towards customers.

At a public hearing Mr. Fochesato, President of the Brazilian Association of Crew Members criticized the authorization to use only three flight attendants instead of four in large aircraft with four or more emergency doors.

"Now we are at the mercy of fortune, hoping to avoid any circumstances that hinder and jeopardize the safety of flights. Reducing the number of flight attendants on aircraft is a measure that negatively affects both crew members and passengers, and exposes the flights to higher risks," said Fochesato (BARROW, 2012).

Pilots can no longer leave the cockpit and help the attendants since the fateful September 11. This is a required procedure to prevent terrorists from invading the cockpit. With this, the flight attendants are overloaded and need to manage by their own any stress situation on board, and that leads some crew members to suffer from nervous breakdowns.

Passengers have complained that the flight attendants sometimes increase the voltage on board provoking passengers with inopportune or ironic comments, or removing those passengers before attempting to reconcile the situation. Union leaders also recognize that the degree of tolerance of airlines employees towards passengers has decreased due to the increased level of employee stress.

Crew on the Verge of a Nervous Breakdown

Although there still is not a database with the number of angry outbursts in the air caused by crew members, we can see a significant increase in such cases. The airlines recognize that they have a weakened workforce. "As humans, we have limits to handle situations and most aviation workers have crossed that limit," says a spokesman for the Association of Flight Attendants.

Among the reported cases, stands out the case of an American pilot who needed to land for disembarking an unsettled flight attendant showing aggressive behavior, and the flight attendant that, according to the passenger Josh Holdeman, refused to give him another bag of pretzels, suggesting that he was already fat enough (BARNES, 2003).

"Most of us are working longer days, with more flights and less rest, and sometimes tiredness lead us to adopt approaches a bit ruder," said Mrs. Skyles, Security Coordinator of the Association of Professional Flight Attendants (MCCARTNEY, 2012).

On March 9, 2012, a flight attendant of American Airlines caused panic on an aircraft that was preparing to take off from Dallas airport, in the United States, after announcing in the internal communication system that the plane was going to crash. According to the passengers, while the plane taxied on the runway the flight attendant, apparently beside herself, begun to ask the crew to return the plane to the terminal claiming it had mechanical problems. When another attendant tried to explain that the aircraft had no problem, she used the internal communication system to speak to the passengers, and said "I won't be

responsible for anybody's safety; this plane is going to crash. In panic, several passengers called to the police asking for help. The flight attendant was contained by passengers and removed from the aircraft. The incident caused a delay of several hours in the American Airlines flight to Chicago (BBC BRASIL, 2012).

The pilot Clayton Osbon, who for 12 years had flown JetBlue aircraft, suffered a nervous breakdown during a flight. First, he tried to change commands he should not in the Control Panel. Then, very agitated, got out of the cabin and started stumbling down the aisle muttering gibberish words quickly. Finally, when he returned to the cockpit, the Copilot convinced him to leave. Osbon was isolated on the outside of the cockpit and began punching the door. He had to be restrained by passengers, who came to sit on top of him to stop him. According to reports, the captain started to shout "bomb". The police and the FBI were called to attend the scene and the captain was taken off the plane, strapped in a seat. According to flight colleagues, the outbreak occurred due to overwork (EXAME, 2012).

What is behind these collapses? Travelers and airline employees - particularly flight attendants and pilots – are under tremendous load of emotional stress, which increases every day. Working in aviation these days, especially on the front lines, is very exhausting.

Airlines should provide more help to those employees. For example, a better training to deal with passengers inconveniences, better conditions and employment relationships. Such procedures can reduce air rage incidents, as well as breakdown issues among the crew.

The stress level in the profession became evident when a JetBlue flight attendant, Steven Slater, freaked out after a difficult flight. Unintentionally involved in an altercation between two passengers (he was hit in the head when an angry woman tried to open the baggage deck), Slater lost control. With his forehead bloodied, he reached the voice system of the aircraft and started to shout profanities directed to the protagonists in the fight, and ended: "to all those who have shown dignity and respect over the past 20 years, thanks". Opened the emergency exit, grabbed two cans of beer and went down by the inflatable slide at JFK airport in New York. Slater became a hero and poster boy for everything that's wrong in the profession. (THE WALL STREET JOURNAL, 2010).

Many aircrew members have complained that they are not respected; neither by the companies they work for, nor by the passengers. And Slater's case is undoubtedly a direct result of this situation.

PREVENTION

In the 21st century, anger is seen regularly and in several forms, as a mist of emotional pollution that can arise at any time. Some observers say that Air Rage is growing just because we live in times of anger. We are living in the age of rage, where more of the me generation times the millions of travelers equal explosive situations, says Leon James, Ph.D., a professor of traffic psychology at University of Hawaii and co-author of Road Rage and Aggressive Driving: Steering Clear of Highway Warfare (2000).

What happens on the ground can affect what happens in the air, and vice versa. According to Headley (2010), representative of the Airline Quality Rating Report, airlines have not been managing the problem of Air Rage with effectiveness and certain employees sometimes might not be the right people for the job. Airlines require professionals with specific skills to deal with people taken by anger. Headley also says that these companies do not train their employees enough to operate on their respective jobs.

It is necessary that employees know how to differentiate when communication can improve or worsen situations. The biggest anger trigger is inadequate communication. Therefore, you must provide aircrew with training involving communication skills, so that the control of the situation is maintained (VIEIRA, 2010).

In February 11, 2009 a man accused of breaking a ticket agent's neck in a bout of air rage was acquitted of assault in a case that focused attention on rising tempers among the nation's airline passengers. John C. Davis claimed he acted in self-defense and only after the agent shoved his wife as she tried to retrieve their 18-month-old daughter, who had wandered up a passageway leading to a plane. He faced up to 10 years in prison.

CBS News Correspondent Jim Axelrod reports the 1999 confrontation at Newark International Airport was one of the most serious in a series of air rage incidents blamed on flight delays, crowding, cramped seats and other frustrations.

The Continental Airlines ticket agent, Angelo Sottile of Kearny, N.J., was in a coma for five days and has lost 80 percent of his neck mobility.

Prosecution witnesses said Davis, 31, of Fredricksburg, Va., slammed Sottile headfirst onto the floor after enduring a two-hour delay in a crowded section of Terminal C at the Newark airport.

But defense witnesses, including Davis and his family members, insisted that Sottile attacked first by grabbing Davis' neck, and that they fell to the floor together after Davis put Sottile in a bear hug.

Most of the people in the jury have experienced these kinds of delays and can certainly put themselves said the in the position of this father and husband said the defense lawyer.

In a study conducted by Rhoden et al (2007), communication was pointed as the best way to prevent Air Rage situations. Before the passenger has a violent reaction, there are many opportunities to re-establish communication in a significant way.

The comments of respondents suggested that training to contain aggressive passengers is limited to self-defense training and the use of the restraint system. The programs inform the cabin crew about the place of the restraint kit, instruct on the use of its contents (usually cuffs retention straps and plastic), including the amount of force to be applied and the risk of choking the passenger. (RHODEN et al, 2007).

The present result of the programs to avoid Air Rage are pilots and crew inadequately trained in conflict resolution, who are unaware of a more effective language to persuade an uncooperative passenger to obey the safety instructions, or the recommended instructions to handle a drunk passenger. Communication quality can control or worsen conflict situations. Reducing communication mistakes by employees while interacting with passengers is a top priority for fighting Air Rage.

The analysis of transcripts of crew reports points to the need for better training in communication, in order to neutralize confrontational situations. In interviews with airlines employees, everyone agreed that the inclusion of communication skills training programs is vital for the best management of aggressive passengers. Problem-solving and conflict handling skills ensure cost reduction and safer flights (RHODEN et al, 2007).

Professional performance in aviation, which is enabled by means of interpersonal relationships, critically depends on a set of skills and abilities. When socially skilled, employees contribute significantly to the quality of relations, allowing conflict situations to be appropriately and effectively handled, thus contributing to enhance flights' security and efficiency (VARNEY, 2010).

The ability to handle conflict situations is not a natural skill; nevertheless, it is a fundamental skill that requires training and practice, and is one of the goals of the communication skills training (VIEIRA, 2010).

To reduce the problems of Air Rage, teaching and communication skills training should reflect the current reality. This training must analyze the interpersonal dynamics of verbal and non-verbal communication in regards to conflict management and should have as a goal the development of interpersonal communication and its essential techniques, in order to establish and maintain the productive relationships required to avoid Air Rage.

CONCLUSIONS

Aristotle defines anger as "a wish, accompanied by pain, of perceived revenge, because of a perceived disregard for an individual, coming from people from whom a disregard is not expected".

We are often disturbed when we perceive a gap between how things are and how they should be; sometimes, when the gap is too big, we eventually get angry.

Airlines fail to meet passenger expectations, generating a breaking point between them and the employees who are in the front lines, representing the companies.

Customers are dissatisfied, the shareholders are concerned, the management is desperate and workers are outraged. Flying is no longer associated with a pleasure, but a desperate game. How did we get to this point? Who is to blame? Trade Unions? Greedy managers? Passengers' high expectations? All items listed have their share of responsibility.

Significant changes are occurring in the aviation environment. These changes range from economic, to social and geographic environment, as could not be otherwise, both employees and customers are directly impacted by these transformations.

Long lines, high tariffs, long delays and even poor diet contribute to an increased incidence of verbally and physically aggressive passengers.

The data of Air Rage incidents vary widely among regulators, airlines and trade unions. Moreover, many of the incidents are not reported.

It is not prudent that airlines keep pilots and crew members – employees who deal directly with passengers and take care of security – under stress.

There is a need to create a database for the research of Air Rage cause in Brazil, which serves as informative source. These reports should contain detailed information to determine the causes and specific behaviors of Air Rage generators. A consistent database will help to adapt the training of aviators to the problem. Good training is the solution to prevent incidents caused by "air rage".

To combat this problem, the training courses and the airlines should offer specific training to guide on how to respond to "air rage". And more: the Government should make such training mandatory.

This research concluded that more extensive training courses involving training of communication skills represent a proactive tool to deal with conflict situations. The experimental learning enhances the application of knowledge in practice and, consequently, the confidence to deal with such situations. Without the necessary training, the transfer of learning to the workplace cannot occur.

RECOMMENDATIONS

The training of communication skills can contribute effectively to the reduction of Air Rage in aviation. To teach and train the way people employ their personalities to communicate, analyze the different personalities, their strengths and weaknesses, how they interact and the results of these interactions.

Applying behavior management techniques, using non-verbal language and practice the perceptive-visual analysis of nonverbal communication to detect warning signs of psychological stress to prevent dangerous situations.

Regulators must provide brochures and posters that alert passengers on sanctions, in the event of abusive interference against employees, clarifying that the aggression to attendants and crew members is a crime provided by law.

Airlines must provide passengers with a continuous flow of accurate and up-to-date information, using all available means such as electronic boards, ads and word of mouth communication.

Being physical fatigue a contributing factor to passenger stress, struggling to avoid long lines and improve the waiting rooms is a must.

It is necessary to adopt preventive approaches and innovative ideas to minimize the Air Rage as a seat redrawn based on ergonomic principles, which offer more comfort and can help reduce the passengers' stress.

Companies should also provide - via internet, telephone, printed in the ticket notes or via the travel agents - information about the kind of service offered, whether paid or free, as well as useful guidelines, such as, for example, take a pillow, blanket or sweater, and tools for the distraction of children, etc., in order to avoid unpleasant surprises.

To develop a more harmonious relationship between enterprises and employees, and to improve working conditions.

The problems experienced today in the air sector show the urgency and the importance of understanding the emotions - a traditionally disqualified subject; and propose actions that shall minimize their impact.

Multidisciplinary research that add up the medicine, Neurology, anthropology, sociology, administration, ergonomic engineering, psychology and communication areas are required to show the importance of integrating the environment, the machine and emotions for the inter- and intra-personal balance.

The most important point to consider, facing the current increase of denotative behaviors of Air Rage, is that we need to carry out an awareness work on all fronts - airlines, regulators, airport authorities and passengers.

CEOs of air companies are anxious to keep the price low and profits high. They do not show interest for what kind of travel experience they are currently offering to their customers. They know that all the other airlines are going through the same situation. If the company loses customers, it will probably gain unsatisfied customers of other companies, so there will be no net loss.

The airlines should change its position and recognize that they will not be able to survive as a business if they do not provide a psychologically appropriate atmosphere as part of the service in order to avoid the "toxic cascade", so that the negative feelings, especially anger, fade away and not reach negatively in all other processes.

As for passengers, they need to be made aware about the legal consequences of their attitudes. Passengers should be aware that the good old days, when air travel was an enchantment, will not come back and they should lower their expectations taking into consideration only perform a safe travel from A to B, and be prepared for some difficulties such as delays, cancellations, small places and crowded planes — and if none of these unpleasant facts happen probably the passenger will be more satisfied.

And it is up to regulators establish regulations for Customer Service, as well as provide travelers with access to important information that will help them in decisions about their flights.

We need better communication and cooperation between the different authorities involved. There is a complete lack of harmonized approach between the different regulatory authorities involved and the lack of a uniform concept of fines and penalties, in addition to disagreements as to what constitutes a criminal offence. As a result, the penalties for a passenger who has made an aggressive behavior may be too trivial, not encouraging any change in behavior.

With this article, we would like to foster more discussions about Air Rage and define it in various ways for various speeches that may converge in more articles and discussions contributing to a change of relations between all those involved with the air sector, so that the aviation environment does not turn into an area of sick, unhappy and irritated people.

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