Flight anxiety, coping and management:
Air Passengers' Subjective Experiences of Flight Anxiety, Coping Strategies and Managerial Implications: How to Improve Service Quality by Organising Psychology

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Abstract
Background: Passenger psychology has been increasingly attracting attention of researchers in aviation psychology as well as airline firms management of the Western countries passengers' experiences with and expectations from airline companies are critical for choice behaviour and customer satisfaction. The present study aims to delineate individual flight experiences of air travellers, to identify their coping strategies and make recommendations for managing flight anxiety.
Method: Subjects were a convenience sample of 33 airline passengers at the Ataturk Airport in Istanbul. Once passengers volunteered to participate, semi-structured interviews were conducted by two trained research assistants in a relatively calm seated area of Istanul Ataturk Airport hall. Their experiences were assessed by a semi-structured interview and content analysed.
Results*:* The sources of passengers' flight anxiety are technical problems, personal characteristics, relational difficulties and social circumstances. Coping strategies of taking medicine, believing in faith and religion, decatastrophising, focusing on anxiety-alleviating signs, distracting, planning, familiarising and suppressing were reported.
Conclusion: Coordination between airline companies and the aviation psychology community is highlighted and managerial implications are provided; both for airline companies which will improve their service quality, and have an opportunity to increase their profits and secure a loyal customer base, and for air travellers who are prone to experience flight related anxieties and discomfort; a more human centred perspective will prove to be beneficial.

Key words: *Flight Anxiety, Air Passenger, Coping Strategies, Airline Management, Qualitative Analysis.*

Introduction
Air travel has become a prominent aspect of life in modern societies and a frequently chosen alternative for transportation by an ever-increasing number of travellers. The new era poses challenges to airline companies which serve a diverse customer base and fulfil a wide range of customer preferences (Bor, 2003). Passenger psychology has been increasingly attracting the attention of researchers in aviation psychology as well as airline firms management of the Western countries as passengers' experiences with and expectations from the airline companies are critical for choice behaviour and customer satisfaction (Heller, 2003). Flight anxiety, one of the most debilitating experiences of air travellers, has been a major topic of interest in passenger psychology along with the psychological capacities which helps to alleviate it, since flight anxiety

potentially influences evaluations regarding airline companies and overall flight experience. The present study focuses on air travellers' subjective experiences of flight anxiety and their psychological attitudes toward it and makes managerial suggestions to improve service quality of airline companies to fulfil customer demands.

Flight Anxiety

Air travel is regarded as the most dangerous and anxiety provoking travel option by the general public (McIntosh, Swanson, Power, Fiona, & Dempster, 2006). Flight anxiety is a worried emotional state which is triggered by an appreciation of risks disporoportinate to the actual risks involved in air travel. It has been reported to be a common phenomena, observed in 10 to 40 per cent of air travellers and varies depending on pre-flight and in-flight situations (McIntosh, 2003). Flight anxiety has been reported more frequently by women than men (McIntosh, Power & Reed, 1996). Flight anxiety results in a number of undesirable consequences both on the part of air travellers and airline companies. Flight anxiety may predispose passengers to stress-related illnesses and cardiological, urinary and ear-related problems, which may result in in-flight emergencies (McIntosh, Swanson, Power, Raeside & Dempster, 1998). Apart from its potential health damaging effects, flight anxiety may have an adverse impact on one's social and professional life (Van Gerwen, Spinhoven, Diekstra & Van Dyck, 1997; McIntosh, 2003). Stress of air travel is found to disrupt passengers' behaviours (Bor, 2007).

Stressed and anxious, passengers may become more demanding, dissatisfied and easily agitated in their communication with the crew or other passengers. In some cases, they might exhibit disruptive behaviour which range from verbal aggression to severe physical aggression towards crew or other passengers. Recent research on air travellers' subjective experiences of flight anxiety demonstrated that airline travelers are prone to experience adverse responses which are caused by a complex interplay of psychological, social and environmental factors such as fear of flying, having a psychiatric problem, attitudes and behaviours of the crew, conflicts with the crew or other passengers, fatigue, sleep deprivation, jet lag, ease with risk taking behaviour or environmental conditions of travel e.g. noise, vibration, limited sitting place etc. (Bor, 2003; McIntosh, Swanson, Power & Dempster, 2006). Several studies indicated that airline passengers become anxious due to their perception of risk factors related to flying, their anxiety prone personality styles, their cultural values and motivations for travelling, which all shape subjectively experienced cognitive and emotional impacts of flying (Abubakar and Mavondo, 2002).

Takeoff and landing has been the most prominent sources of anxiety. Flight delays were also reported to be one of the most stressing situations prior to flying (McIntosh, 2003). McIntosh (2003) states that flight anxiety is generated in different situations and suggests a temporal framework, consisting of pre-flight and in-flight conditions. Check–in, gate closure and take-off schedules, security checks and passport controls, delays in departure times along with an insensitive attitude on the part of airline staff are anxieties frequently experienced prior to flights. In-flight anxieties are

linked to fears of height, plane crashes, insecurity due to terrorists attacks or weather conditions . Several authors highlighted the link between flight anxiety and feelings of control in escalation of worry (McIntosh, 2003; Melrose, 2004). Anxiety over flying has been generated when passengers perceive air travel processes as uncontrollable and lose their sense of power and mastery. Since airport environments or flights may pose novel situations where personal control is limited, such as flight delays or problems in transportation to the airport, passengers' level of anxiety may escalate and quality of flight experience may decline (McIntosh, 2003).

A study focusing on the relations among psychosocial factors (i.e. culture, lifestyle, personality, and motivation), safety risk factors (i.e. terrorism, physical risk, socio-cultural risk) and anxiety of passengers indicated that safety risk factors which involve
terrorism and socio-cultural risk, along with culture, personality and motivations of travel played a significant role in determining the level of anxiety flight passengers experience (Abubakar and Mavondo, 2002) .

Research on flight anxiety suggests that the subjective and psychological experiences of air passengers isshaped by a complex array of motivational, cultural, social and environmental factors, although air travel is an anxiety provoking situation for most passengers. The sources of flight anxiety are multiple and diverse and linked to negative thoughts, which focuses on potential dangers and hinders one's capacity to tolerate anxiety (Möller, Nortje & Helders, 1998; Van Gerwen, Spinhoven, Diekstra, & Van Dyck, 1997). Thus, coping thinking patterns which enable passengers to retain calmness in the face of flight experience warrants attention.

Flight Anxiety and Coping Strategies

Due to the prevalence and prominence of flight-related worries and anxieties which disrupt the overall flight experience and hinders life to a large extent, the experiences of those air travellers who enjoy flights and travel comfortably has become a topic of interest. The question what enables retaining a calm state and dealing with anxiety in the flying process, brings forth the concept of coping mechanisms or strategies utilised by air passengers. Coping strategies or mechanisms are defined as thinking patterns and cognitive frameworks that passengers use when stressed and aroused in order to down regulate their emotional state and alleviate their anxieties (Kraaij, Garnefski, & van Gerwen, 2003).

The coping strategies of air travellers has not been systematically investigated although the significance of understanding passengers' subjective experiences of anxiety and their ways of handling and alleviating
it has been mentioned in the literature. McIntosh (2003) reports that a number of passengers distracted themselves by reading, writing, utilising relaxation techniques or any other activity which directs their attention from flight experience. Music has also been used as a tool to calm down both by passengers and airline companies. Alcohol, smoking and taking pills are among coping strategies passengers may utilise in order to handle their

stress. A recent study focused on the link between cognitive coping strategies and flight anxiety, and investigated thinking patterns which help travellers to regulate their anxieties. The results revealed that air travellers are most likely to minimise the seriousness of their flight experience, reflect on their fears and anxieties over flying and remind themselves of pleasant experiences either relevant or irrelevant to the flight situation as strategies to cope with their distress.

On the other hand, insistently thinking about the risks of flying and picturing the worst possible scenario in order to minimise one's fear and blaming other people was the least frequently utilised strategies of air passengers (Kraaij, Garnefski, & van Gerwen, 2003). Understanding passengers' subjective experiences about and anxieties over flying, and their coping strategies may inform managerial steps and decisions taken to improve service quality and to direct personnel functions. Several authors highlighted that adequate knowledge on psychological aspects of air travel and specifics of worry experience along with anxiety provoking situations should inform and direct the design of physical and social environment involved in the flight process (Bor, 1999; McIntosh, 2003).

Bor (1999) states that the physical surrounding of airports and aeroplanes need to be designed to ease passengers' comfort and alleviate their anxieties. He asserts that the physical environment in air terminals as a whole, including furnitures, design and decoration may be altered to limit anxiety-generating signs and to maximise ease, comfort and confidence. In the social environment in air terminals, airport staff and airline crew need to be trained to detect anxious passengers and to manage their worries. It has been highlighted that airline managers and airline/airport staff do not pay attention to psychological aspects of air travel and fall short of taking corrective steps to alleviate travellers' anxieties. A number of distractors should be added to fill in long waiting hours prior to flying. Apart from food and drink, airline companies and airport managers may develop multifarious facilities such as libraries in order to offer alternative ways of filling spare hours and preventing escalation of flight anxieties (McIntosh, 2003).

Several authors stressed the need to acknowledge that flights have unpleasant effects for some air travelers and emphasise that airline companies should make progress in handling passengers' anxieties as a moral and social responsibility apart from economic concerns. Melrose (2004) addresses the link between escalated anxiety and disruptive passenger behaviour and suggests improved verbal communication of the airline crew with passengers and recognition of theirstress to prevent conflicts. Through improved communication, the passengers are provided with explanation and information about problems encountered in flight process, such as delays in departure (Melrose, 2004).

In Turkey, the airline industry has been substantially developing within the last decade. Although the issue of flight passenger satisfaction has been widely investigated, to the extent of our knowledge no study in Turkey has primarily focused on the passengers' psychological experiences of flight anxiety and

their patterns of coping. The present study users a qualitative research design and aims to delineate the personal and emotional flight experiences of air travellers in Turkey, to identify their agenda and to make further recommendations for managing flight anxiety and its debilitating consequences, and improving service quality.

Method

Participants

Thirty-three passengers waiting for an international flight trip in Istanbul Ataturk Airport agreed to participate in our study on a voluntary basis.

Flight Passenger Assessment Interview

A semi-structured in-depth interview was developed based on previous findings and reviews in the literature in order to assess the psychological flight experience of passengers. The initial questions in the interview concerned passenger demographics (i.e. age, gender, total education in years, occupation), destination place, the reasons of trip, the frequency of local flight trips and international trips. Questions regarding the presence of any disturbing/significant event before/during/after flight trips, passengers' personal experiences with the event, their behavioural and emotional reactions, their thoughts during the event and how this event affected their flight. Questions focusing on passengers' general or current feelings about flight trips and the possible reasons of these feelings were included in the interview. If the passenger reported negative emotions, the interviewer investigated how the passenger copes with these feelings. Passengers were particularly asked about an experience of intense level of anxiety, worry or fear during one of their flights. They reported such experiences, then their emotional and cognitive reactions during taking off and landing were further explored.

Procedure

Once passengers volunteered to participate, semi-structured interviews were conducted by two trained research assistants in a relatively calm seating area of the Istanul Ataturk Airport hall. We selected the sample from this Airport, because this is an important hub for air flights in Turkey. It has 27.5 million passenger capacity. In 2006, it had 9,091,693 domestic line passengers, while the total domestic line passengers were 26,644,450 throughout Turkey. There were 12,174,281 passengers for international lines, while 32,133,681 passengers in total travelled abroad in Turkey. It compromises nearly one third of the flight passengers in Turkey *(see Table 1).*

Table 1.
The Domestic, International and Total Traffic Statistics of Istanbul Ataturk Airport from 2002 to 2007.

Year	Domestic	International	Total
2007	9,595,923 (+6%)	13,600,306)+12%)	23,196.229 (+9%)
2006	9,091,693	12,174,281	21,265,974
2005	7,512,282	11,781,487	19,293,769

2004	5,430,925	10,169,676	15,600.601
2003	3,196,045	8,908,268	12,104,342
2002	2,851,487	8,506,204	11,357,691

Interviewers were previously trained on and experienced with conducting semi-structured interviews, one of them being a graduate student in clinical

psychology. Each interview lasted 30 – 50 minutes. The interviews were noted verbatim at the time of the interview. In order to achieve confidentiality, passengers' identity information (e.g. name, surname) was not recorded and each subject was given an identification number, which was used to infer subjects in the following data analysis.

Qualitative Analysis

A Qualitative research design was utilised in the present study since it focuses on delineating "...issues in depth and from the perspectives of different participants with concepts, meanings, and explanations developed inductively from the study" (Ritchie, Spencer & O'Connor, p. 267). Authors conducted qualitative content analysis with interview notes. The interview of each participant was, initially, read several times in order to understand experiences of passengers as a whole (Neuendorf, 2002). As suggested by Berg (2001), authors evaluated the manifest and latent content of the interview material with inductive and deductive reasoning without acknowledging the sociodemographic information of subjects using the following steps:

1. Independently extracted themes that reflect the various psychological experiences of passengers
2. Discussed and operationalised the extracted themes/codes
3. Recoded the data independently, using the operationalized themes
4. Checked the inter-rater reliability and revised the coding scheme accordingly. The interview materials were recoded and the coding scheme were revised until authors reached at consensus on the coding of the material in order to increase the internal reliability of the analysis
5. Interview materials were organised with the extracted themes on which authors reached consensus (Ritchie, Spencer and O'Connor, 2003).

Secondly, the meaning of the extracted themes and each passenger's experiences were discussed in detail by a group of two authors and one psychologist in order to increase the external reliability and validity of the results (Graneheim and Lundman, 2004).

Results

Demographic characteristics, reasons of trip and frequency of domestic flight/international flight trips of passengers illustrated in Table 2. Nearly 13 of the participants were living abroad and came to Turkey in order to visit their home country and relatives. Eight participants came to Turkey for a holiday, but four of them (12.1 %) visited their relatives in their place of birth and then went to touristic destinations in other parts of Turkey. Ten passengers were going abroad for business purposes. One of the participants was going to

study abroad in a university and one of them aimed to visit the religiously sacred places in Mekke (Saudi Arabia) for “umre”. Passengers had low frequency of domestic flights (72.7 % of them had no domestic flight within the past one year), whereas 27 passengers had at least one international flight and four of them had more than one international flights (all of whom were business travellers).

1 Subjective Experiences of Air Passengers

Flight Anxiety

Nearly all passengers mentioned several stresses before or during the flight trips. Ten participants talked about their high level of anxiety and worry during boarding or landing of the plane. Analysis revealed that there were three types of anxiety generating cognitions and situations air passengers reported. These are technical problems regarding transportation, personal characteristics and, emotional and relational difficulties.

Technical Problems

One common source of anxiety experienced in flight situations was technical problems, including transportation to the airport, difficulties encountered in the airport and transportation to the destination place. Busy traffic, car accidents or losing too much time on the road are among difficulties regarding transportation to the airport. Most of the Passengers reported that they are stressed over transport to the airport with their baggage, considering the traffic conditions in Istanbul. One passenger said it took three hours from one side of the Istanbul to the airport, whilst her flight would only last for 1.5 hours. Some passengers said that they were not anxious during flight trips. However, they became distressed over transportation to the airport, which led to gastrointestinal problems, or poor appetite during flight. Most of the Passengers reported that difficulties encountered in the airport were primarily long waiting lines, visa problems, baggage problems, intense security check, check-in lines and misleading information of crews. Some passengers, especially those with a low education level, reported that they were confused and distressed due to signboards in the airport. They said they could not find the place of the airline office or any other places because they found signboards very complicated and scarce. One passenger said when he travelled alone, he worried about how he could find the airline office or any other place in the airport even before his arrival.

Making a transfer was a frequently mentioned source of flight anxiety regarding transportation to the destination. Almost all passengers complained about transfer problems and said that they were distressed prior to flights due to the probability of any delays which would result in ruining their schedules. Likewise, missing the plane and subsequent rescheduling which could result in delays were a source of negative feelings in travelling to the destination. Technical characteristics of airline firms and aeroplanes and Passengers’ evaluations of them were mentioned as anxiety provoking factors regarding the flight process. The brand of the plane and its technical qualities were crucial in generating flight anxiety. One passenger reported that in one incident he got anxious when he saw the plane was an airbus instead of a

Boeing. He said that after the Concord accident, he worried about travelling by planes other than Boeing for he knew its technical qualities and felt confident. Besides, some of the Passengers said that they did not trust X airline or the planes of Y country, all in which technical problems were common during online reservations, check-in, baggage works and flight related issues. Some said they are not confident about the technical care of airplanes of some countries, which they had to take due to limited options of transportation to these countries. Turbulence, which affected the most frequent travellers was viewed as a potential cause of technical problems by some participants.

Personal Characteristics

Busy schedules of business persons and financial issues were among anxiety generating conditions which were pertinent to passengers' personal life. Most of the Passengers thought that the plane was a most risky means of transportation, because in the face of a technical problem, they said that the chance of survival was minimal. Passengers can worry about weather conditions during flight (e.g. the presence of any storms, fog, thunder etc.) and current technical conditions and security of the plane. One passenger said that when he saw the pilot whom he evaluated as young, he started to worry about the pilot was inexperienced and might make a technical mistake.

Emotional and Relational Difficulties

Some passengers who lived in another country and took a trip to visit their home country – Turkey – mentioned that when they were flying to Turkey, they became excited and felt happy during their flight trips because they would see their family and relatives. When they were leaving their home country, they got homesick and felt sad about leaving loved ones. Leaving the loved ones and family members behind may generate flight anxiety along with other negative feelings such as sadness or homesickness.

Social Circumstances

Macro-level social and political changes may also have an impact on air Passengers' flight experiences. In one case, a passenger who was not anxious about flights in general reported that, he worried about his meeting with another passenger who was from an X country, which his country was at war at the time of the travel. Those travellers who did not experience flight anxiety were mostly business travellers who reported that air travel provides them with leisure time they needed in their busy schedules.

2 Coping Strategies of Air Passengers

Coping strategies utilised by air Passengers in order to handle their flight anxieties were:

- Taking pills and alcohol: Few passengers took pills, alcohol or medicine to deal with the physical effects of flying
- Believing in faith and religion: A few passengers said that it is related to faith – if dying in plane is their faith, they said they could do nothing about it. Thus, they said that worrying about the boarding or landing of the plane is unnecessary. Some told that they prayed in order to feel confident

- Decatastrophising: Picturing the worst possible scenario, one passenger told that he relaxed himself by thinking about if something bad happens (e.g. a plane crash), “abrupt death will occur”
- Focusing on anxiety-alleviating signs in the environment: One of the environmental signs which was used by some Passengers in order to direct their attention and handle their stress was other Passengers and their calmness. Some passengers reported that they attended to warnings of the crew and security information in the plane, which might foster feelings of confidence
- Distracting: Passengers distracted themselves from their worries by thinking about being relaxed, chatting with other passengers or family members, reading newspaper or eating.
- Planning: Some passengers prepare a well planned time schedule as a way of coping with the anxiety of flying.
- Familiarising: One thinking pattern which helped air passengers to cope with their anxieties was a form of self-talk, stressing that anxiety would gradually diminish in subsequent flights if they got used to air travel by more frequent flights.
- Suppressing: Some passengers reported that they tried not to think about the possibility of an unusual event such as a crash.

Conclusion and discussion

The present study aims to investigate Passengers’ subjective flight experiences and their coping strategies in an international airport in Turkey. Emotional experiences and thinking patterns of 33 air passengers along with their ways of handling adversities were assessed by a semi-structured interview. The qualitative content analysis indicated that air traveler distress varies from mild to severe. Taking-off and landing of the plane are the most frequently reported sources of anxiety consistent with previous findings (Swanson and McIntosh, 2006; McIntosh, 1998). The sources of air Passengers’ flight anxieties are technical problems regarding transportation, emotional and relational difficulties, personal characteristics and social circumstances at the time of the travel. Transportation to the airport, technical qualities of the plane, design of the airport, potential security problems are among those anxiety generating factors reported in the present study, consistent with the literature on air travel (McIntosh, 2003; Kraaij, Garnefski & van Gerwen, 2003). Bomb threats and air terrorism issues were not reported as frequently as they are in Western literature.

The present study delineates coping strategies and cognitive frameworks utilised by air Passengers in order to decrease their level of anxiety and to feel confident. Taking pills or alcohol, believing in faith and religion, focusing on anxiety-alleviating signs in the environment, distracting, planning, familiarising and suppressing were among coping strategies air Passengers are likely to use in the present sample. The results were consistent with Kraaij, Garnefski and Germen study (2003) in that Passengers tried to distract themselves by thinking about their pleasant experiences like being relaxed. One interesting finding is that belief in faith and religion has emerged as a coping strategy to alleviate flight anxieties.

An understanding of anxiety generating conditions and coping strategies may have managerial implications. An overview of the results reveals that air Passengers tend to get anxious in response to unpredictability and uncertainty experienced when the air travel process is obstructed due to a multitude of difficulties such as travelling to the airport or missing the plane, since flight anxiety involves a negative emotional state triggered by perceived threat and uncertain situations. The coping strategies air passengers utilise may help to consolidate a sense of personal control (e.g. Making planned schedules etc.), to maintain predictability of the environment and to establish feelings of confidence (e.g. paying attention to warning signs).

Beneficial effects of coping strategies should inform managerial steps taken to improve service quality and ameliorate the flight process. Assuring a predictable environment and framework may be the key steps airline companies can take to help air passengers handle their anxieties. For instance, present results indicate that complexity of sign boards is a source of anxiety for some passengers. In line with previous suggestions in the literature, airports need to be designed to foster feelings of confidence. This may be achieved by using simplified sign boards, increasing warning signs and providing guidance.

Increased attention and sensitivity to timely departures needs to be taken seriously and in the case of delays, passengers should be informed in order to prevent anxious passengers from considering potential adversities like terrorist attacks, technical problems or weather conditions. Airline companies should improve their processes in the face of missed flights since missing flights and subsequent uncertainty about transportation schedules is a major source of anxiety.

Distracting passengers has been reported as an effective way of coping with worries generated in flight situations. In line with McIntosh's claims (2003), airports should present improved facilities and provide alternative ways to spend spare time in the airport (e.g. due to waiting for the plane, missed planes etc.). The airline and airport crew are vital aspects of the flight process which could be mobilised to attain a more comfortable flight experience. The present study demonstrates that for some passengers calmness in the social environment alleviates flight anxieties.

Table 2.

Demographic Characteristics, Reasons of Trip, and The Frequency of Local/International Trips of Passengers

Variables	Frequency	Percentage %	M (SD)
Age (y)			36 (10.40)
Education level (y)			12.76 (3.79)

Gender Male	24	72.7	
Female	9	27.3	
Occupation: Employed	24	72.7	
Unemployed/housewife	4	12.1	
Student	5	15.2	
Reason for trip:			
Visit (home, country, relatives etc)	13	39.4	
Business	10	30.3	
Holiday	4	12.1	
Holiday and visit	4	12.1	
Education	1	3.0	
Religious (umre)	1	3.0	
Frequency of local flight trips (in one year):			
None	24	72.2	
10 or less	6	18.2	
More than 10	3	9.1	
Frequency of international flight trips (in one year):			
None	6	18.2	
10 or less	23	69.7	
More than 10	4	12.1	

Therefore, in line with Bor's (1999) suggestions, the airport and plane crew should be trained to identify anxious customers and help them to handle their stress by chatting with them, directing them to the airport facilities or any other activities to distract them and down regulate their anxieties. A more sensitive crew may also help to manage disruptive passenger behaviour and contribute to sustenance of calmness in the environment. It was argued that previous life and career experiences of crews cannot help to handle the outrages or anxiety of passengers especially in emergency situations (Rhoden, Ralston & Ineson, 2008).

The authors recommend that cabin crew, flight crew and ground crew should be educated on the psychology of passengers and trained on how they should deal with any crises situation or disruptive passenger behaviour, which are derived from passengers' adverse emotional experiences during air travel. McIntosh (1998) recommended further studies to investigate the anxiety-generating thoughts and cognitions of air travellers, which could be easily measured by airlines and travel agencies.

This study reveals such anxiety generating cognitions of passengers, which might be integrated in assessments of passengers' well-being and particularly emotional experiences during air travel. Nevertheless, there are some limitations of the study. One limitation of the present study was its small sample size which limited generalisability of the results. Future research should examine a larger number of Passengers from other regions in Turkey. The current sample consists of a heterogeneous group of passengers in

terms of age, gender, education level and the frequency of travel, which might be of significance in capturing the wide range of passenger experiences.

Despite its limitations, our study is one of the first studies that reveal the subjectively experiences flight anxieties of Turkish air passengers and their coping strategies. Flight anxiety has gradually become a major problem in air travel and a topic of interest taken up by mental health professionals, airline companies and aviation psychology community. As McIntosh (2003) emphasises, a depersonalised understanding of air travel needs to be renounced. This is needed by airline companies to help improve their service quality, and have an opportunity to increase their profits and secure a loyal customer base, and for air travelers who are prone to experience flight related anxieties and discomfort. A more human-centred perspective will prove to be beneficial.

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