

In-Flight Safety Reassessed: The Fallout from Singapore Airlines' Turbulence Policy



Source: Pexels (2022)

Background

Following an extreme turbulence incident on May 21, 2024, which resulted in the death of a 73-year-old passenger and injuries to over 40 others on a Singapore Airlines flight from London to Singapore, the airline decided to tighten its in-flight safety guidelines by suspending meal services during turbulence (Sky News, 2024). While this policy change demonstrated the airline's willingness to act to ensure the safety of both staff and passengers, its implementation faced significant challenges (Business Insider, 2024).

The policy change impacted the carrier's service offerings and increased stress levels for cabin crew. As they were instructed to stop all services while the seat-belt sign was on, flight attendants expressed concerns and difficulties in carrying out meal service with little time remaining when turbulence persisted (The Straits Times, 2024). This problem occurred most often on shorter regional flights, where turbulence can last for up to one third of the total flight time (NDTV, 2024).

Moreover, the industry also questioned the effectiveness of SIA's new policy in mitigating turbulence risk. Turbulence is sudden and almost unpredictable. Given that the pilots involved in the incident were only able to turn on the seat belt sign seconds before the turbulence hit, industry experts challenged the feasibility of halting meal service and retrieving food carts in time before the imminent impact (SCMP, 2024).

On the other hand, some passengers did not understand the importance of the service policy change. Apart from the underlying danger of turbulence, many passengers do not realize that the priority of a flight attendant is not serving food and drinks, but keeping everyone safe (Business Insider, 2024). As customers value the service of an airline, negative feedback often results after flights where service was affected by turbulence (NDTV, 2024).

Given the disruption and frustration caused to passengers and cabin crew, SIA removed the policy regarding the suspension of meal service during turbulence in August 2024, ten weeks after the fatal incident (The Straits Times, 2024). The carrier has now given the decision to suspend or continue in-flight services back to the pilots.

Discussion Questions

1. What factors led Singapore Airlines to suspend meal services during turbulence?
2. What challenges did cabin crew face in implementing the new policy?
3. What alternative strategies could airlines consider to enhance passenger safety during turbulence without significantly impacting service quality?
4. How can airlines effectively educate passengers about the importance of safety measures during turbulence to manage their expectations and reactions?

References

Business Insider. (2024). Singapore Airlines made a smart move after deadly turbulence.

Retrieved from <https://www.businessinsider.com/singapore-airlines-bans-meal-service-during-turbulence-after-fatal-incident-2024-5>

NDTV. (2024). Singapore Airlines' Comes Up With Safety Measures After Deadly Turbulence.

Retrieved from <https://www.ndtv.com/world-news/singapore-airlines-comes-up-with-safety-measures-after-deadly-turbulence-5775581>

Pexels. (2022). White Airplane Flying in the Sky. Retrieved from

<https://www.pexels.com/photo/white-airplane-flying-in-the-sky-11266180/>

PYOK. (2024). Singapore Airlines accused of trying to settle compensation claims from deadly turbulence flight on the cheap and 'low balling' victims. Retrieved from

<https://www.paddleyourownkanoo.com/2024/09/24/singapore-airlines-accused-of-trying-to-settle-compensation-claims-from-deadly-turbulence-flight-on-the-cheap-and-low-balling-victims/>

Sky News. (2024). Singapore Airlines tighten safety measures during turbulence after fatal flight.

Retrieved from <https://news.sky.com/story/singapore-airlines-tighten-safety-measures-during-turbulence-after-fatal-flight-13142452>

South China Morning Post. (2024). Singapore Airlines turbulence: stopping meal service may not reduce risk to passengers, Hong Kong's Cathay Pacific union says. Retrieved from

https://www.scmp.com/news/hong-kong/transport/article/3264112/singapore-airlines-turbulence-stopping-meal-service-rule-may-not-be-best-way-tackle-risk-passengers?module=perpetual_scroll_0&pgtype=article

The Straits Times. (2024). SIA resumes meal service when seat-belt sign is on, lifts stricter rules after turbulence incident in May. Retrieved from

<https://www.straitstimes.com/singapore/transport/sia-resumes-meal-service-when-seat-belt-sign-is-on-lifts-stricter-rules-after-sq321-incident-in-may>

Keywords

- Airline
- Safety Policy
- Risk Management
- Turbulence
- In-flight service
- Cabin crew

重新评估飞行安全：新加坡航空公司湍流政策的影响



Source: Pexels (2022)

背景

继 2024 年 5 月 21 日一起极端湍流事件（该事件导致一名 73 岁乘客死亡，另有 40 多名乘客受伤，涉及一架从伦敦飞往新加坡的新加坡航空公司航班）之后，该航空公司决定实行更严格的飞行安全指南，在湍流期间暂停餐食服务 (Sky News, 2024)。虽然这一政策调整显示了航空公司为确保员工和乘客安全而采取行动的意愿，但其执行面临重大挑战 (Business Insider, 2024)。

这项政策调整影响了该航司的服务提供，并增加了空乘人员的压力水平。由于他们被要求在安全带指示灯亮起时停止所有服务，乘务员表示担忧，并难以在湍流持续、所剩时间极少的情况下完成餐食服务 (The Straits Times, 2024)。这个问题最常发生在较短的地区性航班上，这些航班的湍流持续时间可达总飞行时间的三分之一 (NDTV, 2024)。

此外，业内也对新加坡航空公司新政策在减轻湍流风险方面的有效性提出了质疑。湍流是突发且几乎不可预测的。鉴于涉事飞行员仅在湍流袭来前几秒钟才打开安全带指示灯，行业专家质疑在冲击即将发生前及时停止餐食服务并回收餐车的可行性 (SCMP, 2024)。

另一方面，一些乘客并不理解服务政策调整的重要性。除了湍流本身潜在的危險外，许多乘客没有意识到空乘人员的首要任务并非提供食物和饮料，而是确保每个人的安全 (Business Insider, 2024)。由于客户重视航空公司的服务，因湍流而影响服务的航班后常会出现负面反馈 (NDTV, 2024)。

考虑到该政策给乘客和机组人员造成的困扰与挫败感，新加坡航空公司在致命事件发生十周后，于 2024 年 8 月取消了关于在湍流期间暂停餐食服务的政策 (The Straits Times, 2024)。该航司现在已将暂停或继续飞行中服务的决定权交还给飞行员。

讨论问题

1. 哪些因素导致新加坡航空公司在湍流期间暂停餐食服务？
2. 机组人员在执行新政策时面临了哪些挑战？
3. 航空公司可以考虑哪些替代策略，以在增强湍流期间乘客安全的同时，不明显影响服务质量？
4. 航空公司应如何有效地向乘客宣传湍流期间安全措施的重要性，以管理他们的期望和反应？

参考文献

Business Insider. (2024). Singapore Airlines made a smart move after deadly turbulence. Retrieved from <https://www.businessinsider.com/singapore-airlines-bans-meal-service-during-turbulence-after-fatal-incident-2024-5>

NDTV. (2024). Singapore Airlines' Comes Up With Safety Measures After Deadly Turbulence. Retrieved from <https://www.ndtv.com/world-news/singapore-airlines-comes-up-with-safety-measures-after-deadly-turbulence-5775581>

Pexels. (2022). White Airplane Flying in the Sky. Retrieved from <https://www.pexels.com/photo/white-airplane-flying-in-the-sky-11266180/>

PYOK. (2024). Singapore Airlines accused of trying to settle compensation claims from deadly turbulence flight on the cheap and 'low balling' victims. Retrieved from <https://www.paddleyourownkanoo.com/2024/09/24/singapore-airlines-accused-of-trying-to-settle-compensation-claims-from-deadly-turbulence-flight-on-the-cheap-and-low-balling-victims/>

Sky News. (2024). Singapore Airlines tighten safety measures during turbulence after fatal flight. Retrieved from <https://news.sky.com/story/singapore-airlines-tighten-safety-measures-during-turbulence-after-fatal-flight-13142452>

South China Morning Post. (2024). Singapore Airlines turbulence: stopping meal service may not reduce risk to passengers, Hong Kong's Cathay Pacific union says. Retrieved from https://www.scmp.com/news/hong-kong/transport/article/3264112/singapore-airlines-turbulence-stopping-meal-service-rule-may-not-be-best-way-tackle-risk-passengers?module=perpetual_scroll_0&pgtype=article

The Straits Times. (2024). SIA resumes meal service when seat-belt sign is on, lifts stricter rules after turbulence incident in May. Retrieved from <https://www.straitstimes.com/singapore/transport/sia-resumes-meal-service-when-seat-belt-sign-is-on-lifts-stricter-rules-after-sq321-incident-in-may>

关键词

- 航空公司
- 安全政策
- 风险管理
- 湍流
- 飞行中服务
- 机组人员

重新評估飛行安全：新加坡航空公司湍流政策的影響



Source: Pexels (2022)

背景

繼 2024 年 5 月 21 日一起極端湍流事件（該事件導致一名 73 歲乘客死亡，另有 40 多名乘客受傷，涉及一架從倫敦飛往新加坡的新加坡航空公司航班）之後，該航空公司決定實行更嚴格的飛行安全指南，在湍流期間暫停餐食服務 (Sky News, 2024)。雖然這一政策調整顯示了航空公司為確保員工和乘客安全而採取行動的意願，但其執行面臨重大挑戰 (Business Insider, 2024)。

這項政策調整影響了該航司的服務提供，並增加了空服人員的壓力水平。由於他們被要求安全帶指示燈亮起時停止所有服務，空服員表示擔憂，並難以在湍流持續、所剩時間極少的情況下完成餐食服務 (The Straits Times, 2024)。這個問題最常發生在較短的地區性航班上，這些航班的湍流持續時間可達總飛行時間的三分之一 (NDTV, 2024)。

此外，業內也對新加坡航空公司新政策在減輕湍流風險方面的有效性提出了質疑。湍流是突發且幾乎不可預測的。鑒於涉事飛行員僅在湍流襲來前幾秒鐘才打開安全帶指示燈，行業專家質疑在衝擊即將發生前及時停止餐食服務並回收餐車的可行性 (SCMP, 2024)。

另一方面，一些乘客並不理解服務政策調整的重要性。除了湍流本身潛在的危險外，許多乘客沒有意識到空服人員的首要任務並非提供食物和飲料，而是確保每個人的安全 (Business Insider, 2024)。由於客戶重視航空公司的服務，因湍流而影響服務的航班後常會出現負面回饋 (NDTV, 2024)。

考慮到該政策給乘客和機組人員造成的困擾與挫敗感，新加坡航空公司在致命事件發生十週後，於 2024 年 8 月取消了關於在湍流期間暫停餐食服務的政策 (The Straits Times, 2024)。該航司現在已將暫停或繼續飛行中服務的決定權交還給飛行員。

討論問題

1. 哪些因素導致新加坡航空公司在湍流期間暫停餐食服務？
2. 機組人員在執行新政策時面臨了哪些挑戰？
3. 航空公司可以考慮哪些替代策略，以在增強湍流期間乘客安全的同時，不明顯影響服務品質？
4. 航空公司應如何有效地向乘客宣傳湍流期間安全措施的重要性，以管理他們的期望和反應？

參考文獻

Business Insider. (2024). Singapore Airlines made a smart move after deadly turbulence. Retrieved from <https://www.businessinsider.com/singapore-airlines-bans-meal-service-during-turbulence-after-fatal-incident-2024-5>

NDTV. (2024). Singapore Airlines' Comes Up With Safety Measures After Deadly Turbulence. Retrieved from <https://www.ndtv.com/world-news/singapore-airlines-comes-up-with-safety-measures-after-deadly-turbulence-5775581>

Pexels. (2022). White Airplane Flying in the Sky. Retrieved from <https://www.pexels.com/photo/white-airplane-flying-in-the-sky-11266180/>

PYOK. (2024). Singapore Airlines accused of trying to settle compensation claims from deadly turbulence flight on the cheap and 'low balling' victims. Retrieved from <https://www.paddleyourownkanoo.com/2024/09/24/singapore-airlines-accused-of-trying-to-settle-compensation-claims-from-deadly-turbulence-flight-on-the-cheap-and-low-balling-victims/>

Sky News. (2024). Singapore Airlines tighten safety measures during turbulence after fatal flight. Retrieved from <https://news.sky.com/story/singapore-airlines-tighten-safety-measures-during-turbulence-after-fatal-flight-13142452>

South China Morning Post. (2024). Singapore Airlines turbulence: stopping meal service may not reduce risk to passengers, Hong Kong's Cathay Pacific union says. Retrieved from https://www.scmp.com/news/hong-kong/transport/article/3264112/singapore-airlines-turbulence-stopping-meal-service-rule-may-not-be-best-way-tackle-risk-passengers?module=perpetual_scroll_0&pgtype=article

The Straits Times. (2024). SIA resumes meal service when seat-belt sign is on, lifts stricter rules after turbulence incident in May. Retrieved from <https://www.straitstimes.com/singapore/transport/sia-resumes-meal-service-when-seat-belt-sign-is-on-lifts-stricter-rules-after-sq321-incident-in-may>

關鍵詞

- 航空公司
- 安全政策
- 風險管理
- 湍流
- 飛行中服務
- 機組人員