EXPLORING THE EFFECTS OF EMOTIONAL LABOR IN THE HOTEL INDUSTRY

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ABSTRACT

The success of hospitality firms can rely on employees who can perform their jobs with positive emotional expression. However, very little empirical research has been conducted on the emotional labor. Therefore, the purpose of this study is to identify the role of emotional labor as a mediator between burnout and individual characteristics and job attributes. A questionnaire was developed to investigate the abovementioned relationships. A total of 223 Taiwanese hotel employees participated in this study. Data were analyzed through two hierarchical regression analysis. The results indicated that emotional labor only served as a partial mediator between burnout and individual characteristics. Therefore, hotel firms may use education and training to change employees' acting mode into a proper one.

Keywords: Emotional labor, Mediator, Hotel, Burnout

REFERENCES