

Abstract

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Title: Emotional Labour in the Hospitality Industry	

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The goal of this master's thesis is to find measures with which employers can help their employees cope better with customer mistreatment and the resulting emotional labour. Based on this, the following research question was proposed: How can employers help employees cope with the emotional labour they endure during their everyday work lives? To answer the research question, a qualitative study has been conducted by interviewing fourteen receptionists and one member of a HR department for their experiences and opinions on customer mistreatment and emotional labour. The findings demonstrate that organisational support is helpful when facing emotional labour because it acts like a moderator of it. The most helpful measures that have been identified are a supportive work environment, structured onboarding, feedback sessions, regular team meetings, trainings and guidelines. Based on these findings and the COR theory by Hobfoll (1989), a model for recommended actions has been developed, which is divided into three levels, corresponding to the principle of minimising the loss of resources, keeping the same level of them, and building a surplus of resources.

submitted: 15.07.2024