

The Effect of Emotional Labor on Work Alienation: A Study at Hotel Businesses

Mustafa YILDIRIM

Alanya Alaaddin Keykubat University
Faculty of Management, Department of
Business Alanya, Turkey
orcid.org/0000-0003-4471-1333
mustafa.yildirim@alanya.edu.tr

Nazlı TÜRKER

Alanya Alaaddin Keykubat University
Faculty of Management, Department of
Business Alanya, Turkey
orcid.org/0000-0003-0318-1700
nazli.turker@alanya.edu.tr

Abstract

The main purpose of this study is to determine the levels of emotional labor and work alienation of hotel employees and to detect the causal relationship between these two concepts. For this purpose, a field research was conducted on employees of five-star hotel businesses operating within Antalya Region. The study is limited to front-desk, food-beverage and marketing-public relations departments at which emotional labor is more intensely exhibited. According to the results, while the level of deep-acting in the context of emotional labor is high, the levels of superficial -acting and the naturally-felt emotions are moderate and relatively low, respectively. Work alienation was also determined as moderate. According to the results of the correlation analysis, it was found that work alienation had a moderate adverse relationship with deep-acting and naturally-felt emotions and a moderate but positive relationship with the superficial emotions. As a result of multiple regression analysis, approximately 50% of work alienation was predicted by emotional labor dimensions.

Keywords: Emotional labor, work alienation, hotel businesses