

BEYOND SMILE: THE IMPACTS OF ADVANCED TECHNOLOGIES ON HOTEL FRONTLINE EMPLOYEES' EMOTIONAL LABOUR STRATEGIES.

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The adoption of advanced technologies in today's hospitality industry has attracted voluminous research attention, predominately on customers' experiences. There is a scarcity of research about how such applications may influence hotel frontline employees, particularly on their behavioural, emotional and well-being related outcomes. This project intends to explore the relationship between hotel frontline employees and advanced technologies that are adopted in current hospitality industry. Hotel frontlines employees are always expected to hold positive and friendly attitudes toward customers during the process of service delivery, but the emotional labour efforts performed behind the scenes are normally unmeasurable. In addition to dealing with people, nowadays, hotel employees need to interact with machines such as service robots due to the advancement of technologies. While advanced technologies seem working as helpful colleagues, whether they would increase hotel employees' workload and psychological stress or reduce employees' emotional labour efforts and alleviate work pressure is worth to be further investigated.

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