

EXPLORING SURFACE ACTING AS AN EMOTIONAL LABOR STRATEGY OF FEMALE FRONTLINE EMPLOYEES' POINT OF VIEW, FIVE STARS HOTELS IN COLOMBO

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1. Introduction

The female front-line staff of the hospitality industry is playing a major role as the face of the industry. The Frontline employees are Emotional labourers, and every such labour uses Surface Acting as a strategy. Thus, this study was conducted to identify surface-acting as an emotional Labor Strategy of female frontline employees in Five-star hotels in Colombo. This study's outcomes are highly valuable for anyone interested in adopting Surface Acting. It is helpful to employers and the government in identifying the obstacles to female involvement in the hospitality sector.

2. Research Methodology

The research methodology employed in this study is grounded in the philosophy of Social Constructivism. It used a qualitative approach and an inductive method for data analysis. The research sample comprises female frontline employees working in five-star hotels in Colombo. The sampling method utilized is non-probability convenience sampling. The data analysing method was thematic analysis.

3. Findings and Discussion

The researcher has developed mainly two themes based on the analysis. They are Basic Strategy and Experience Strategy. Under the Basic Strategy, there are three sub-themes: Structured job image, Limited private power of employees, and Guest always has the right attitude. Similarly, the other theme has two sub-themes, such as Less Working Experienced-Take it as a burden and Well Experienced-Take it as an advantage. In addition, Job-based phenomena, Personal phenomena, Positive Consequences and Negative Consequences have been identified as the themes. The findings of this research indicate that organizational support in using Surface Acting creates more impact on the employees than having to use Surface Acting with the guests for job retention.

4. Conclusion and Implications

The outcomes suggested less experienced employees have negative viewpoints and well-experienced employees have positive viewpoints. The negative impacts can be minimized by training frontline employees, especially fresh blood.

Keywords: Emotional Labor, Emotional Regulation Strategies, Female frontline employee, Five-star hotels, Surface Acting,