



Embeddedness of Professional and Personal Lives? Emotional Labor in the Hotel Industry, A Qualitative Approach in four European Countries

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Mots-clés	automatic regulation [3], deep acting [4], Emotional labor [5], hotel industry [6], surface acting [7]
Résumé en anglais	<p>This exploratory study examines the emotion-regulation strategies chosen by employees and managers working in the same company, in four different countries, within the framework of a marketing strategy aimed at building closer relationships between customers and employees. Based on 21 interviews conducted in Poland, Germany, the Czech Republic and Austria, it reveals that employees mainly use surface acting and that this project, viewed by managers as a way of removing the mask, in fact leads employees to put on a different mask. As such, a discrepancy between customer and employee experiences challenges the implementation of the project linked to this corporate strategy.</p>
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