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عنوان البحث باللغة الانجليزية:

The Effect of Emotional Labor on Citizenship Fatigue and Proactive Customer Service Performance in Travel Agencies.

الملخص باللغة الإنجليزية:

Underpinned by appraisal theory of emotion, this paper investigates the effect of emotional labor forms on citizenship fatigue and proactive customer service performance in the travel agency context. This paper also examines the moderation effect of gender (males vs. females). Using a time-lagged approach, 387 responses were obtained from employees of 22 Class-A travel agencies in Cairo and Giza and analyzed using SmartPLS4. Findings revealed that females have a high level of genuine emotional acting, making them more prone to citizenship fatigue. Otherwise, they have a high level of deep emotional acting, making them less prone to citizenship fatigue. On the other hand, males have a high level of surface emotional acting, making them more prone to citizenship fatigue and proactive customer service performance. Lastly, this paper provides valuable contributions that enhance the human resources literature among academics and improve work pace in the tourism industry.