

# EMOTIVE TOIL AND HOSPITALITY MANAGEMENT AT THE WORKPLACE – A CASE OF AIRLINE INDUSTRY IN PAKISTAN

Kanwal Bilal

Department of Management Sciences

COMSATS Institute of Information Technology, Lahore, Pakistan

[kanwalbilal@ciitlahore.edu.pk](mailto:kanwalbilal@ciitlahore.edu.pk)

## ABSTRACT

**Purpose** – Research in the field of emotive toil brings to light that staff members employed in the service sector are expected and insisted on to regulate their personal sentiments in agreement with the tenets set by the firm. The purpose of this study is to leave no stone unturned in the sphere of emotive control, thereby giving attention to their root causes and ramifications.

**Design/methodology/approach** – Connections between the basis and implications of emotive toil are established through the distribution of survey forms to the cabin crew in the airline industry. These causes and implications are analyzed by utilizing regression assessment.

**Findings** – Adjudications illustrate that emotive toil was considerably related with work family conflict but it had no significant association with dealing with others at the workplace.

**Research limitations** - The research verdicts are limited to the cabin crew in the airline industry in Lahore, Pakistan.

**Keywords:** Emotional labor, airline industry, service sector

**Paper Type:** Research Paper