

Dear hospitality employees,

I would like to invite you to participating in an important research project. This project is about the emotional labor you perform when interacting with your guests. Emotional labor, simply state, is your emotional display (i.e., friendliness, cheerfulness, or enthusiasm) during service encounter. Emotional labor has been neglected in the research. However, I believe that it is very important to make the society to be aware of the emotional labor you perform and compensate your emotional input accordingly.

Your participation is VERY IMPORTANT to make emotional labor becomes an issue and to make the society to be aware of your contribution to the economy. The survey takes only about 15 minutes to complete. There are no right or wrong answers. The only concern of your answers is that if they can truly represent you and your opinions. Your answers will be held strictly confidential. Please take the time to fill out this questionnaire as soon as possible and return it in the postage-paid envelope provided. if you are interested in the results of this survey, you may request a free copy of this report when you return your survey.

Again, your participation is highly appreciated. If you have any questions about the survey, please feel free to contact me at (540)951-0075 or email me at kchu@thu.edu.tw.

Sincerely,

Kay Hei-Lin Chu, Ph.D.
Associate Professor and Dept. Chair
Tunghai University

SECTION I

The following statements describe the way a service-provider might interact with customers. Please indicate how often you engage in each of the following activities by circling the number on the scale where 1 is rarely, and 7 is always.

	Rarely						Always
1. I actually feel the emotions that I need to show to do my job.....	1	2	3	4	5	6	7
2. I put on a mask in order to express the right emotions for my job.....	1	2	3	4	5	6	7
3. I work at calling up the feelings I need to show to customers.	1	2	3	4	5	6	7
4. The emotions I show to customers match what I truly feel.	1	2	3	4	5	6	7
5. I have to cover up my true feelings when dealing with customers.....	1	2	3	4	5	6	7
6. I display emotions that I am not actually feeling.....	1	2	3	4	5	6	7
7. When getting ready for work, I tell myself that I am going to have a good day.....	1	2	3	4	5	6	7
8. I fake the emotions I show when dealing with customers.....	1	2	3	4	5	6	7
9. I try to actually experience the emotions that I must show when interacting with customers.	1	2	3	4	5	6	7
10. I have to concentrate more on my behavior when I display an emotion that I don't actually feel.	1	2	3	4	5	6	7
11. I try to talk myself out of feeling what I really feel when helping customers.	1	2	3	4	5	6	7
12. I show the same feelings to customers that I feel inside.	1	2	3	4	5	6	7
13. I think of pleasant things when I am getting ready for work.....	1	2	3	4	5	6	7
14. My interactions with customers are very robotic.	1	2	3	4	5	6	7
15. I put on an act in order to deal with customers in an appropriate way.....	1	2	3	4	5	6	7
16. I behave in a way that differs from how I really feel.	1	2	3	4	5	6	7
17. I fake a good mood when interacting with customers.	1	2	3	4	5	6	7
18. I try to change my actual feelings to match those that I must express to customers...	1	2	3	4	5	6	7
19. When working with customers, I attempt to create certain emotions in myself that present the image my company desires.	1	2	3	4	5	6	7

SECTION II

The following statements describe your stress and job satisfaction level at work. Please indicate how strongly you agree or disagree with each statement by circling the number on the scale where 1 is strongly disagree, and 7 is strongly agree.

	Strongly Disagree							Strongly Agree		
1. I feel emotionally drained from my work.....	1	2	3	4	5	6	7			
2. I feel frustrated by my job.	1	2	3	4	5	6	7			
3. Working with people all day is really a strain for me.	1	2	3	4	5	6	7			
4. I feel burned out from my work.	1	2	3	4	5	6	7			
5. I feel fatigued when I get up in the morning and have to face another day on the job.	1	2	3	4	5	6	7			

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| 6. I feel I'm working too hard on my job..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7. Working with people directly puts too much stress on me. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8. People on this job often think of quitting. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9. I am satisfied with the kind of work I do in this job. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10. I frequently think of quitting this job. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 11. Generally speaking, I am very satisfied with this job. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12. Most people on this job are very satisfied with their job..... | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

SECTION III

Please tell us a little about yourself and what you do at your job. All information will be held in strict confidence.

Your current position: _____

During your career, how long have you worked, in total,
in **ALL hospitality customer-contact positions**? Years _____ Months _____

Year of birth: _____

Your gender: Male Female

Thank you, and have a great day!