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THE EFFECT OF ORGANIZATIONAL CLIMATE ON EMOTIONAL LABOR

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EXTENSIVE SUMMARY

It is possible for tourism to survive in industry and in intense competition conditions, as in all sectors, by meeting customer expectations and ensuring satisfaction. Customer satisfaction is often tied to the employees of the business. Employee satisfaction is as important as customer satisfaction. In order for the businesses to provide customer satisfaction, it is first necessary to satisfy their employees and to ensure efficiency. In this context, the employees of the enterprises need to be considered not only the employee but also the necessity of managing their emotions.

The aim of this work is to examine the relationship between the organizational climate that employees sense and their emotional labour manner. Accordingly, the organizational climate sub-dimensions are the management support, autonomy and freedom, job assertiveness and role uncertainty. Emotional labour sub-dimensions are; emotional contradiction and emotional effort. The population of the research is the employees who work in Antalya. The research was done by random examples in Antalya. While analysing the data, correlation and regression methods were used. The results of the analysis show that there is a positive relation between organizational climate and emotional labour of employees.

Correlation analysis was used to determine the relationships between the variables in the research. In analysis results, there were correlations between the variables at the level of significance of $p<0.01$ and $p<0.05$ at the binary level. According to the correlation values, management support, autonomy and freedom, job assertiveness organizational climate dimensions have negative relationship with emotional contradiction, and have positive relationship with role uncertainty. Management support, autonomy and freedom, job assertiveness organizational climate dimensions have positive relationship with emotional effort, and have negative relationship with role uncertainty. There is also a negative relationship between two emotional labor dimensions, emotional contradiction and emotional effort.

All six hypotheses determined for the study were accepted as the result of the regression analysis. In the research, organizational climate sub-dimensions; management support, autonomy and freedom, job assertiveness have negative and meaningful impact on emotional contradiction and role uncertainty sub-dimension has a positive and meaningful impact on emotional contradiction. Within these sub-dimensions, the organizational climate sub-dimension, which affects emotional contradiction the most, is job assertiveness. According to this, the stronger employees perceive the management support, autonomy and freedom in tourism enterprises and they

see business as ambitious, the less they live emotional contradiction. The more employees perceive role uncertainty, the more emotional contradictions they have. In the research, organizational climate sub-dimensions; management support, autonomy and freedom, job assertiveness have positive and meaningful impact on emotional effort which is the other sub-dimension of emotional labor and role uncertainty sub-dimension has a negative and meaningful impact on emotional effect. In other words, the higher employees perceive management support- autonomy and freedom in tourism enterprises and the more emotional effect they will show. The more employees perceive role uncertainty, the less emotional effect they will show. The most effective organizational climate sub-dimension on emotional effort is job assertiveness, as it is in emotional contradiction.