

RESEARCH ARTICLE

Language of emotions: Establishing connection with customers in tourism industries

Maricar P. Rellon

School of Business and Management, J H Cerilles State College Pagadian City, Zamboanga Del Sur, 7016, Philippines

* **Corresponding author:** Maricar P. Rellon, maricar.rellon@jhsc.edu.ph

ABSTRACT

Establishing a deep connection to customers is crucial in the highly competitive tourism industry. Service providers in the tourism industry must be good expressive communicators in order to deliver a better product and enhance the customer's experience. This qualitative study explores the significance of the 'Language of Emotions' in the tourism industry, including the use of empathy, emotional intelligence, and effective communication to comprehend and address the emotional requirements of consumers. Tapping twelve (12) frontline tourism industry workers with at least three years of experience and twelve (12) tourists who made six purchases of tourism-related goods in the previous two years totaling to 24 respondents via purposive sampling, results of this study implies that tourism industry professionals can use this language to develop unique experiences, cultivate client loyalty, and accelerate company expansion. Personalized service delivery, emotional engagement, and attentive listening are some strategies. The study also highlights the necessity of providing personnel with communication and emotional intelligence training. The usefulness and difficulties of applying the "Language of Emotions" are covered in the conclusion, along with suggestions for further study and use. For tourism industry experts looking to improve client satisfaction and loyalty through emotional connections, this research provides insightful information.

Keywords: emotional connection; effective communication; tourism industry; language of emotion; emotional intelligence; customer

1. Introduction

Success in the travel and tourism industry depends on building a strong relationship with customers. The language of emotions is one approach to accomplish this. Businesses may give their customers an experience that is more memorable and significant by properly recognizing and utilizing emotions^[1]. In order to give a better tourism product and make the visitor experience enjoyable, tourism service providers need to be expressive communicators.

Businesses may connect with their consumers' emotions and wants by speaking their language, which helps them feel respected and understood. Increased client pleasure and loyalty may result from this, which will eventually spur corporate expansion^[2]. Emotion is influenced by language because it provides the

ARTICLE INFO

Received: 16 April 2024 | Accepted: 8 October 2024 | Available online: 25 October 2024

CITATION

Rellon MP. Language of emotions: establishing connection with customers in tourism industries. *Environment and Social Psychology* 2024; 9(10): 3029. doi: 10.59429/esp.v9i10.3029

COPYRIGHT

Copyright © 2024 by author(s). *Environment and Social Psychology* is published by Arts and Science Press Pte. Ltd. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/>), permitting distribution and reproduction in any medium, provided the original work is cited.

conceptual information needed to interpret bodily and environmental feelings within a specific context. Companies that can emotionally connect with their clients are better able to anticipate their requirements and deliver unique experiences that go above and beyond. Kim^[3] explained that consumers' wants for happy experiences, expressing their true selves, feeling good about themselves after helping others, and co-creating ideas or designs are trends that point to the necessity for these tactics. This is advantageous to the client as well as improving the company's profitability and reputation.

The term 'Language of Emotions' describes how to comprehend and address the emotional needs and expectations of clients through the use of emotional intelligence, empathy, and successful communication. Studies have demonstrated the importance of emotional intelligence in the service industry, especially in the travel and hotel industries^[4]. This study explores the ways in which tourist industry experts might use this language to build client loyalty, produce remarkable experiences, and stimulate business expansion. It also looks at how interpersonal and soft skills may improve the tourism industry's customer experience.

In order to have a deeper understanding of tourists' entire emotional experience, the study delves deeper into the idea of tracking their emotions at various points throughout their trip. To shed light on discrepancies in the emotion elicitation procedure, it also offers a comprehensive review of emotion research in hospitality and tourism management.

The study offers suggestions for further research and practice as well as a discussion of the possible advantages and difficulties of applying the "Language of Emotions" in the tourism sector with the objective of determining the language of emotions used to establish customer connection in Tourism Industry settings, and determining the yields of customer connections using the language of emotions in Tourism Industry settings.

2. Literature

In the tourism industry, emotions are a major factor in determining the experiences and impressions of customers. Developing a strong and long-lasting relationship with clients requires the skillful application of the "Language of Emotions." This study of the literature digs into pertinent studies and research findings that highlight the value of empathy and emotional intelligence in the context of consumer interactions in the travel and tourism industry.

2.1. Emotional intelligence in tourism and hospitality businesses

In the tourist and hospitality industries, Erdogan^[4] highlights the significance of emotions and the development of emotional intelligence. The author emphasized how emotional intelligence may boost client loyalty, service quality, and customer interactions. The development of emotional intelligence and emotions in the tourism and hospitality industries. Emotionally intelligent leaders are also capable of managing their teams well, which boosts morale among staff members and creates a great work atmosphere.

2.2. Soft skills and interpersonal skills in tourism

Youssef^[5] discussed how important interpersonal and soft skills are in the travel and hospitality sector. With Soft Skills and Interpersonal Skills for Tourism and Hospitality Industry, these abilities are critical for establishing connection with clients, comprehending their needs, and crafting unique experiences that emotionally connect. Strong interpersonal skills can also improve the entire visitor experience by fostering positive relationships with clients^[6] These essential characteristics and traits^[6] of a change leader are infused with strong interpersonal abilities, which also serve as the connecting thread between the instrumental and charismatic roles. A growing disparity between graduates' skills and abilities and the needs of the workplace in a society that is becoming more mobile and globalized has given rise to grave worries^[7,8]. Those who

possess these soft skills will stand out and perform in their roles in the competitive tourist business, ultimately contributing to the success of their firm.

2.3. Monitoring emotions throughout the customer journey

A study by Gerou^[9] focuses on tracking passengers' feelings at various points during their travels. Tourism industry personnel can better address emotional requirements and increase overall customer satisfaction by recognizing passengers' emotional fluctuations and customizing their offerings accordingly. Customers' views, actions, and decision-making process are greatly influenced by their emotions. According to Calaro et al.^[10], the social media presence was the most alluring aspect of the marketing strategy for consumers as it provided them with the necessary information to persuade them to buy the products. Businesses may pinpoint problems and areas for development by monitoring employee emotions, which will ultimately improve the client experience in general. By means of ongoing observation and evaluation of emotions, businesses can enhance their client relationships and foster sustained prosperity.

2.4. Personalized communication and emotional engagement

In their study, Zhang^[11] emphasizes the value of emotional engagement and tailored communication in forging deep bonds with clients in the tourism sector. The study highlights how customized communication tactics can evoke favorable emotional responses from clients and raise overall satisfaction levels. This degree of customization demonstrates our concern for the opinions and feelings of others, which fosters greater loyalty and confidence. Accordingly, one can connect with each other more deeply when a person is emotionally engaged, thereby promoting understanding and empathy. Spending the time to emotionally connect with others in a world full of distractions can go a long way toward creating enduring relationships.

2.5. Emotional labor and customer relationships

Brown and Smith^[12] explore the idea of emotional labor in the context of tourist customer relationships. The study highlights the influence of sincere emotional expressions on customer perceptions and loyalty by examining how frontline staff manage their emotions to establish genuine connections with clients. Customer relationships and emotional labor in tourism. According to Muhammad^[13], deep acting has a greater impact on customers' intentions to remain loyal than surface acting. When staff members show empathy, tolerance, and comprehension, they may make the customer experience enjoyable, which will boost customer satisfaction and loyalty. This emotional bond builds rapport and trust, which eventually helps the company by encouraging repeat business and positive word-of-mouth recommendations.

All of these studies demonstrate how important the "Language of Emotions" is for building trusting relationships with customers in the travel and tourism sector. Tourism companies can create enduring relationships with consumers and propel success in a more competitive market by prioritizing a literature of language of emotions in their marketing strategies. By utilizing emotional intelligence, keeping an eye on feelings, and placing a high value on interpersonal skills, tourism workers may produce engaging and unforgettable experiences that emotionally connect with visitors.

3. Methods

3.1. Research design

Additional theoretical and developmental assessments that take research into account utilize the primary data collected for this study as supporting evidence. Through observations and interviews, data on The Language of Emotions: Establishing Connection with Customers in Tourism Industries will be gathered

using this qualitative method. Additional information regarding the language of emotions utilized in the tourism industry to build client connections and the results of doing so may be obtained through research.

3.2. Participants

Purposive sampling was used in the study, and twelve (12) frontline tourism industry workers with at least three years of experience participated. Additionally, twelve (12) tourists who made six purchases of tourism-related goods in the previous two years made up that participated in this study. These people were picked so that participants in one-on-one interviews could look at the information from several angles. Purposive sampling^[14,15] was used in this study as it allows researchers to focus on specific characteristics relevant to their research, enabling them to gather in-depth insights and explore the findings.

3.3. Instrument

The participants of this study were interviewed to gather the narratives for the research “Language of Emotions: Establishing Connection with Customers in Tourism Industries”. This device has been approved by experts to collect data in an appropriate and efficient manner. The interview guide questions are as follows. **Table 1** presents the interview guide questions used in this study.

Table 1. Instrument of the study.

Objectives	Interview Questions	N
1. Determine language of emotions used to establish customer connection in Tourism Industry settings.	Based on your experience and observation in the tourism industry, is the manner of communication to customers important? Elaborate.	24
2. Determine the yields of customer connections using the language of emotions in Tourism Industry settings.	What styles of language of emotions do you observe are used by frontline workers in the tourism industry to establish customer connection? Enumerate and explain each.	
	What particular words or statements do the frontline workers use in the tourism industry to appeal to the customer’s emotions? Enumerate and explain each.	
	In what situations does the language of emotions are being applied by the tourism frontliners in dealing with customers? Cite specific situations	
	What are the benefits of the tourism sector from a frontliner who has a good language of emotions in terms of dealing with customers in the tourism sector? Enumerate the benefits.	
	What is the added value to the tourism frontliners if one has the skills in using the language of emotions in dealing with customers? Explain the added value.	

3.4. Research procedure

Identifying the characteristics of the emotional language that is employed to build connections with customers in the tourism industry is the goal of the data collection approach. The characteristics of Language of Emotions: Building Connections with Customers in the Tourism Industries will be examined in the interviews. The twelve (12) frontline employees with at least three years of experience in the tourism industry And the twelve (12) tourists who had made six purchases of travel-related goods in the previous two years were chosen as participants of this study. The study will use thematic analysis to find recurring themes

and patterns in the data, enabling a thorough understanding of the yields of customer connections using the language of emotions in contexts related to the tourism industry. This way, the research will have a focus based on the respondents' recurring theme to avoid confusion.

3.5. Data analysis

The narratives acquired from interviews with the participants chosen in this study served as the main source of data. Key themes pertaining to the Language of Emotions will be identified through the classification and categorization of the transcribed interview data. A theme analysis was performed on several of the conversation stories. A dataset's themes are found, evaluated, and analyzed before it is compiled, categorized, and presented^[16]. Through data analysis, the goal is to obtain a thorough grasp of the critical elements determining the yields of customer connections in settings related to the tourism industry by utilizing the language of emotions.

4. Results

Question 1. Based on your experience and observation in the tourism industry, is the manner of communication to customers important? Elaborate.

4.1. Effective communication

Twenty-four (24) respondents stated that effective communication with customers is paramount in the tourism industry. Frontline workers play a pivotal role as their communication style significantly influences customer satisfaction, loyalty, and overall business reputation. It is evident that the manner of communication serves as the first impression for tourists, setting the tone for their entire experience. Good communication fosters a sense of welcome, value, and comfort among customers, enhancing their overall satisfaction. Moreover, successful customer service relies on understanding and addressing customer needs through both verbal and nonverbal communication, while also being mindful of emotional and cultural nuances. Thus, communication emerges as a vital tool for not only meeting customer expectations but also building trust and enhancing the tourism experience.

“Yes, communication is key in tourism. It helps meet customer needs and builds trust.”

“Communication is important in tourism. It aids in understanding customer needs and improving satisfaction. It's not only about the content, but the tone and empathy used.”

“In the tourism sector, frontline workers interact directly with customers, and their communication style can significantly impact customer satisfaction, loyalty, and the overall reputation of the tourism business.”

Question 2. What styles of language of emotions do you observe are used by frontline workers in the tourism industry to establish customer connection? Enumerate and explain each.

4.2. Positive language

Sixteen (16) respondents underscore that in the tourism industry, frontline workers frequently employ positive language as a primary style to establish connections with customers, fostering a sense of hope and excitement. Positive language serves to uplift customers' spirits and create an optimistic atmosphere, enhancing their overall experience. Workers may use phrases such as "We're thrilled to have you here" or "You're going to love exploring our beautiful destinations." This approach not only instills enthusiasm in customers but also reflects the workers' genuine passion for their job and the destination. By infusing positivity into their communication, frontline workers effectively engage customers and leave a lasting impression, contributing to the overall success of the tourism experience.

“They employ empathetic language, expressing understanding and concern for the customer's needs, emotions, and experiences through phrases like "I understand your concern" or "I can imagine how frustrating that must be."

“Lastly, in situations of customer anxiety or uncertainty, reassuring language is used to instill comfort and confidence, with phrases such as "Don't worry, we'll take care of that for you."

4.3. Enhance emotional intelligence

Eight (8) respondents highlighted that by enhancing their emotional intelligence, frontline workers can effectively manage challenging situations, enhance their job satisfaction, and forge stronger connections with clients. They leverage emotional language as a means to establish rapport with customers, employing empathetic language, positive expressions, and personalized communication. Through empathetic language, workers demonstrate understanding and compassion towards customers' emotions and concerns, fostering a sense of trust and empathy. Positive language uplifts customers' spirits, instilling hope and enthusiasm, thereby enhancing the overall experience. By incorporating these emotional language styles, frontline workers cultivate meaningful relationships with customers, leading to increased satisfaction and loyalty.

“By developing their emotional intelligence, employees can handle challenging situations, increase their job happiness, and establish deeper connections with clients by increasing their emotional intelligence.”

Question 3. What particular words or statements do the frontline workers use in the tourism industry to appeal to the customer's emotions? Enumerate and explain each.

4.4. Communication

Five (5) respondents said that the critical role of communication within the tourism sector is the importance of delivering outstanding customer service and crafting positive experiences for tourists. Frontline workers' manner of communication directly influences customer satisfaction, loyalty, and the overall reputation of tourism businesses. Effective communication serves as the linchpin for creating welcoming, valued, and comfortable atmospheres, setting the stage for tourists' overall impressions. By employing mindful verbal and nonverbal communication strategies, workers can effectively address emotional and cultural barriers, ensuring that clients feel heard and appreciated. Furthermore, communication acts as a conduit for understanding customer needs, ultimately enhancing satisfaction and fostering trust, thereby cementing its pivotal role in the success of tourism endeavors.

“Providing customers with a great experience in customer service requires effective communication.”

“Yes, the manner of communication to customers is crucial in the tourism industry. It's the first impression a tourist gets and it sets the tone for their entire experience.”

4.5. Emotions

Sixteen (16) individuals expressed that frontline workers within the tourism industry employ various linguistic styles to foster emotional connections with customers and create a hospitable environment. They utilize empathetic language to express understanding and concern for customers' needs, emotions, and experiences, using phrases like "I understand your concern" or "I can imagine how frustrating that must be." Additionally, enthusiastic language is utilized to communicate passion for the destination, activities, or services offered, sparking excitement and interest among customers. Personalized language further enhances connections, with workers addressing customers by name, inquiring about their preferences, and tailoring communication to meet individual needs. In moments of customer anxiety or uncertainty, reassuring language is employed to instill comfort and confidence, with phrases such as "Don't worry, we'll take care of

that for you." Developing emotional intelligence enables employees to effectively handle challenges, increase job satisfaction, and forge deeper connections with clients, further emphasizing the importance of emotional language in connecting with customers.

“Frontline workers use emotional language to connect with customers. This includes empathetic language, positive language, and personalized language.”

“Frontline workers use empathetic language, positive words, and active listening to connect with customers.”

4.6. Sense of value

Three (3) respondents state that the frontline workers in the tourism industry employ specific words and statements to establish connections with customers, fostering a sense of value and appreciation. Phrases such as "Thank you for choosing us" or "We're honored to have you as our guest" convey gratitude and appreciation, making customers feel valued and acknowledged for their choice. Additionally, greetings like "Good day Ma'am/sir" and "We're so glad to have you here!" create a welcoming atmosphere, initiating a positive interaction and setting the tone for a pleasant experience. Furthermore, emphasizing the importance of emotional intelligence (EI) development, workers highlight the significance of building stronger relationships with guests and coworkers, offering exceptional service, and achieving career success. Expressions like "We appreciate your patience," "Thank you," or "We're here to help" demonstrate empathy and support, appealing to customers' emotions and reinforcing their importance. Lastly, phrases such as "We're here for you," "Your satisfaction is important," and "We understand and will help" further enhance the emotional connection, reassuring customers of personalized assistance and prioritizing their needs, ultimately strengthening the bond between frontline workers and customers in the tourism industry.

“By developing your emotional intelligence skills, you can build stronger relationships with your guests and coworkers, provide exceptional service, and achieve greater success in your career.”

“Using phrases like "Thank you for choosing us" or "We're honored to have you as our guest" to convey appreciation and make the customer feel valued.”

Question 4. In what situations does the language of emotions are being applied by the tourism frontliners in dealing with customers? Cite specific situations.

4.7. Customer interaction

Twenty-four (24) respondents unanimously emphasized that the tourism frontliners frequently apply the language of emotions in various customer interactions. This includes greeting and welcoming customers with a warm and friendly tone to establish a positive first impression, addressing customer concerns or complaints with empathetic and reassuring language to maintain satisfaction, recommending tourism products or services using enthusiastic and descriptive language to generate excitement, and expressing appreciation and gratitude through personalized and emotive language to make customers feel valued. These emotional expressions are notably employed in situations where customers are making decisions, expressing concerns, or sharing their experiences. For instance, tour guides may use empathetic language to share in a tourist's excitement about an attraction, while hotel receptionists may employ positive language to reassure guests worried about late check-ins. Additionally, emotional language is observed in both positive, such as welcoming guests, and challenging situations, like addressing complaints, highlighting its pervasive use in frontline tourism interactions.

“Frontline workers who can effectively manage customer emotions and address concerns can help to minimize conflicts and maintain a positive work environment.”

“A frontliner skilled in emotional language can increase customer satisfaction, encourage repeat business, and enhance the reputation of the tourism sector.”

“The benefits of good emotional language skills for the tourism sector include increased customer satisfaction, more positive reviews, higher rates of repeat business, and a stronger reputation for customer service.”

Question 5. What are the benefits of the tourism sector from a frontliner who has a good language of emotions in terms of dealing with customers in the tourism sector? Enumerate the benefits.

4.8. Addressing concern

Twenty-four (24) respondents answered that the frontline workers proficient in the language of emotions offer numerous benefits to the tourism sector. Firstly, their ability to effectively manage customer emotions and address concerns helps to minimize conflicts and maintain a positive work environment. Secondly, frontline workers demonstrating strong emotional intelligence and communication skills contribute significantly to the overall positive reputation of the tourism business. Additionally, the benefits extend to increased customer satisfaction, more positive reviews, higher rates of repeat business, and a stronger reputation for customer service. These outcomes collectively contribute to the growth of tourism and revenue generation within the sector. Moreover, skilled frontliners stand out as candidates for coveted hospitality positions, capable of building strong guest relationships and handling difficult situations and complaints adeptly, further enhancing the sector's success and competitiveness.

“Frontline workers who can effectively manage customer emotions and address concerns can help to minimize conflicts and maintain a positive work environment.”

“The benefits of good emotional language skills for the tourism sector include increased customer satisfaction, more positive reviews, higher rates of repeat business, and a stronger reputation for customer service. These can all contribute to increased tourism and revenue for the sector.”

“Benefits of using emotional language include happier customers, better reviews, and a positive work environment.”

Question 6. What is the added value to the tourism frontliner if one has the skills in using the language of emotions in dealing with customers? Explain the added value.

4.9. Interaction

Ten (10) respondents underscore that the utilization of emotional language permeates various aspects of customer interactions within the tourism industry, encompassing greetings, problem-solving, promotion, and appreciation. Firstly, frontline workers employ warm and friendly tones during greetings to establish positive first impressions. Secondly, when addressing customer concerns or complaints, they utilize empathetic and reassuring language, aiming to resolve issues while maintaining satisfaction. Thirdly, in recommending and promoting tourism products or services, enthusiastic and descriptive language is employed to generate excitement and interest. Finally, expressing appreciation and gratitude involves personalized and emotive language to make customers feel valued and appreciated. This emotional language is not only observed during customers' decision-making processes but also forms memorable experiences throughout their trips. It is applied across various scenarios, including handling upset customers, conveying important information, and creating positive environments. Notably, emotional language is utilized in both positive and challenging situations, such as welcoming guests and addressing complaints, illustrating its pervasive nature in frontline interactions within the tourism sector.

“First, emotions affect their decision-making toward choosing specific destinations and activities before the trip. Second, positive and negative emotions form tourists’ memorable experiences during the trip.”

“Emotional language is used in both positive situations (like welcoming guests) and challenging ones (like addressing complaints).”

4.10. Resolution

Ten (10) respondents stated that effectively managing customer emotions and addressing concerns by frontline workers holds a pivotal role in conflict resolution and maintaining a positive work environment within the tourism sector. Demonstrating strong emotional intelligence and communication skills not only contributes to resolving conflicts but also enhances the overall reputation of the tourism business. The benefits of possessing effective emotional language skills are manifold, including increased customer satisfaction, more positive reviews, higher rates of repeat business, and a stronger reputation for customer service, all of which ultimately contribute to heightened tourism and revenue generation. Moreover, skilled frontliners stand out as candidates for sought-after hospitality positions, capable of building strong guest relationships, handling difficult situations, and managing guest complaints adeptly. Ultimately, the proficient use of emotional language leads to happier customers, better reviews, and a positive work environment, further reinforcing the significance of resolution-oriented approaches in the tourism industry.

“Frontline workers who demonstrate strong emotional intelligence and communication skills can contribute to the overall positive reputation of the tourism business.”

“Benefits of using emotional language include happier customers, better reviews, and a positive work environment.”

4.11. Connection

Four (4) respondents agree that the ability of tourism frontliners to connect with customers on an emotional level holds significant added value within the industry. By utilizing the language of emotions, frontline workers foster stronger, more meaningful relationships with customers, leading to increased loyalty and repeat business. This skill not only enhances customer relationships but also makes their work more fulfilling and less stressful, contributing to greater job satisfaction and opportunities for career advancement. Furthermore, emotional intelligence and communication skills are highly valued by employers, offering frontliners increased recognition and prospects for career growth and development. Beyond personal benefits, proficient use of emotional language improves the frontliner's ability to handle difficult situations and builds strong customer relationships, ultimately contributing to their personal growth and job satisfaction. Overall, the application of emotional language enhances job satisfaction, fosters good customer relationships, and opens up more opportunities for career advancement within the tourism sector.

“Frontline workers who demonstrate strong emotional intelligence and communication skills are often more valued by their employers and may have greater opportunities for career growth and development.”

“For the worker, using emotional language can lead to job satisfaction, good customer relationships, and more opportunities.”

5. Discussion

Question 1. Based on your experience and observation in the tourism industry, is the manner of communication to customers important? Elaborate.

5.1. Effective communication

According to our participants, Effective communication is crucial in the tourism industry, as frontline workers' communication style has a big impact on customer satisfaction, brand loyalty, and overall company reputation. It is clear that communication style establishes the tone for visitors' whole experience by acting as their initial impression. This theory is consistent with Sabdani-Asiri^[17]. Academic leaders can improve their confidence, communication skills, and general efficacy by utilizing these tools and techniques. Goals may be accomplished, trust can be developed, and problems can be addressed when both parties genuinely comprehend one another's viewpoints and emotions. The capacity to communicate effectively is more crucial than ever in the fast-paced world of today. It calls for tolerance, candor, and a readiness to have in-depth conversations. This theory is consistent with Sumaiya^[18]. You may be able to facilitate these encounters with others with the use of effective communication skills, which will enable you to work more successfully and efficiently. Effective communication has the power to unite people and close gaps when done well. Effective communication makes customers feel valued, welcomed, and at ease, which raises their level of satisfaction overall. In addition, effective customer service necessitates being aware of emotional and cultural quirks as well as comprehending and meeting the demands of the client through verbal and nonverbal communication. Consequently, it becomes clear that effective communication is essential for exceeding client expectations, fostering trust, and improving the traveler experience.

Question 2. What styles of language of emotions do you observe are used by frontline workers in the tourism industry to establish customer connection? Enumerate and explain each.

5.2. Positive language

Frontline workers in the tourism industry use positive language to establish connections with customers, fostering hope and excitement. This positive language improves consumers' moods and creates an upbeat environment, enhancing their overall experience. Given the importance of words and their ability to cause good or harm, we outline the characteristics of effective communication and suggest ways to improve it in order to improve interpersonal relationships. Effective communication is crucial for interpersonal relationships and can be improved by speaking in a positive, inspiring, and encouraging manner. Research by Heinzelmann^[19] shows that positive speech increases self-esteem, morale, and confidence. It also helps develop resilience and optimism within individuals. Employees may use phrases like "You're going to love exploring our beautiful destinations" or "We're thrilled to have you here," which not only makes clients excited but also conveys the sincere love for the destination and their employment. Frontline staff successfully engage consumers and leave a lasting impression by bringing positivity into their conversations, enhancing the overall quality of the tourism experience.

5.3. Enhance emotional intelligence

Frontline employees are able to improve their job happiness, handle difficult situations with effectiveness, and build deeper relationships with clients. This theory is consistent with Serrat^[20]. The ability to recognize, evaluate, and control one's own, other people's, and groups' emotions is referred to as emotional intelligence. People with higher emotional intelligence are better able to negotiate interpersonal relationships and comprehend and control their own emotions. Decision-making, communication, and conflict resolution all improve with the capacity to identify and control emotions. Frontline employees use sympathetic language, upbeat emotions, and tailored communication to build relationships with clients, demonstrating empathy and trust. This theory is consistent with Atzil-Slonim^[21] that improvements in functioning are linked to coherence in the negative emotions experienced by clients. Self-awareness is a technique to improve emotional intelligence, as it helps gain a deeper understanding of the reasons behind actions and

develop more deliberate responses. Good language makes people feel better, giving them optimism and energy, which improves the overall experience. Frontline employees use emotive language patterns to build deep connections with consumers, raising customer happiness and loyalty. Overall, emotional intelligence is crucial for frontline employees to enhance their job satisfaction, handle difficult situations effectively, and build stronger relationships with clients.

Question 3. What particular words or statements do the frontline workers use in the tourism industry to appeal to the customer's emotions? Enumerate and explain each.

5.4. Communication

Effective communication is crucial in the tourism sector for delivering exceptional customer service and creating positive experiences for tourists. Expressions like "We're honored to have you as our guest" and "Thank you for choosing us" show clients how much you value them. This theory is consistent with Delos Reyes^[22]. Learning English can be difficult for those who don't speak the language, especially when it comes to vocabulary, grammar rules, and pronunciation. In a similar vein, salutations such as "Good day, ma'am/sir" and "We're delighted to have you here!" create a friendly and inviting environment, creating a favorable first impression. These phrases help establish rapport by displaying a sincere interest in the client's experience. This theory is consistent with the findings of Rogers^[23], who found that people value those who show a sincere interest in meeting their unique requirements. Frontline employees can improve their interactions with clients and coworkers by developing their emotional intelligence abilities. Expressions like "Thank you," "We appreciate your patience," and "We're here to help" play on consumers' feelings and demonstrate a commitment to their happiness. Reiterating phrases like "We're here for you," "Your satisfaction is important," and "We understand and will help" amplify the idea that customers' needs are valued and improving their overall experience is crucial.

5.5. Emotion

Emotions play a crucial role in shaping our perception of the environment and our experiences. Emotional intelligence helps employees handle challenges, increase job satisfaction, and forge deeper connections with clients. Emotional language is essential in connecting with customers, as it can lead to both vulnerability and strength. Empathy and understanding are demonstrated through expressions like "I understand your concern" or "I can imagine how frustrating that must be." Empathetic language also stimulates clients' interest by conveying passion for the location, events, or services provided. To move through life with authenticity and self-awareness, it is critical to recognize and comprehend them. This theory is consistent with research by Steffens et al.^[24], which found that in order for leaders to be viewed as genuine and gain support, they must be conscious of their identities as people and members of the group they are trying to lead. Personalized language, such as addressing clients by name and understanding their preferences, strengthens relationships. Baker^[25] research found that language style and emotions affect how customers perceive the credibility of a poster, website, or business. Reassuring language, such as "Don't worry, we'll take care of that for you," brings comfort and confidence to customers feeling anxious or uncertain. Emotional language is essential for employees to efficiently handle problems, boost job satisfaction, and build stronger connections with clients when they develop their emotional intelligence.

5.6. Sense of value

Frontline workers in the tourism industry use specific words and statements to establish connections with customers, fostering a sense of value and appreciation. The concept of values, as outlined by Schwartz^[26], emphasizes the intangible aspects of life such as love, kindness, compassion, and integrity. Prioritizing these attributes helps individuals live happy, meaningful lives, recognizing the delight of giving

rather than receiving and the beauty in simplicity. Sayings like "We're honored to have you as our guest" or "Thank you for choosing us" express gratitude and appreciation, giving customers a sense of value and acknowledgment for their decision. Greetings like "Good day Ma'am/sir" and "We're so glad to have you here" set the tone for a pleasurable visit. Workers emphasize the importance of developing emotional intelligence (EI) for providing excellent service, advancing in their profession, and building stronger relationships with clients and colleagues. This theory is consistent with the research of Smith^[27]. In essence, emotional intelligence (EI) is the capacity to be aware of one's own emotions and those of others. Expressing compassion and support through phrases like "Thank you," "We appreciate your patience," and "We're here to help" can evoke feelings in clients and highlight their significance. These expressions also strengthen emotional connections between frontline employees and tourists in the tourism sector, ensuring individualized support and prioritizing client needs.

Question 4. In what situations does the language of emotions are being applied by the tourism frontliners in dealing with customers? Cite specific situations.

5.7. Customer interaction

Effective client engagement requires attentiveness to their needs, prompt responses, and going above and beyond to satisfy them. The English language can increase confidence and lower anxiety, as demonstrated by Ceneciro^[14]. This involves welcoming clients warmly, responding to questions or grievances in a comforting manner, endorsing travel-related products and services in a detailed manner, and expressing gratitude in a heartfelt way. This aligns with Bacala^[28], which emphasize understanding customer demands, personalizing services, and fostering an atmosphere where clients feel appreciated and understood. Emotional language is particularly useful when clients share their stories, voice concerns, or make decisions. For instance, hotel receptionists may use upbeat language to comfort guests concerned about late check-ins, while tour guides may use sympathetic language to share tourist delight about attractions. Emotional language is widely used in front-line tourism contacts, both positive and negative contexts, such as welcoming guests and handling complaints.

Question 5. What are the benefits of the tourism sector from a frontliner who has a good language of emotions in terms of dealing with customers in the tourism sector? Enumerate the benefits.

5.8. Addressing concern

Empathy and understanding are crucial when people express concerns. It's important to respond with respect and a willingness to resolve issues. This concept aligns with Kolomý^[29], as moral emotion and respect are mutually exclusive. Effective handling of customer emotions reduces friction and maintains a healthy work environment. Therefore, paying close attention to concerns and addressing them is essential. The tourism industry's success is largely due to frontline workers with strong emotional intelligence and communication skills. This theory aligns with Whitmeyer^[30] theory that a potential trustee's reputation increases confidence based on reputation ease. Murro^[31] study found that educational support can close the learning gap and boost career and entrepreneurial programs. The benefits include better client satisfaction, favorable reviews, higher return business rates, and a more reputable company for customer service. These factors contribute to the sector's growth in tourism and revenue generation. Competent frontliners in the industry are also essential for desirable hospitality roles, as they can forge strong bonds with guests and handle challenging situations with ease.

Question 6. What is the added value to the tourism frontliner if one has the skills in using the language of emotions in dealing with customers? Explain the added value.

5.9. Interaction

The ability to develop deeper, more meaningful connections with clients is the additional value for a frontline tourism worker who is proficient in the language of emotions. Frontline employees can foster loyalty and promote repeat business by emotionally connecting with customers. This theory is consistent with what Van Tonder^[32] found. The relationship between chosen sub-dimensions and affective commitment, a key factor in customer citizenship, and service quality is uncertain, but improved rapport leads to less stress, increased satisfaction, and increased productivity in roles. As a result, competent frontline employees are more likely to report higher levels of job satisfaction and more prospects for professional growth. This concept is consistent with the findings of Abu-Tineh^[33] which showed that standards for career development, acquiring a professional license, and the influence on enhanced professional competencies for career advancement were not significant. Emotional communication skills enhance handling challenging situations, build client relationships, and promote personal growth, highlighting the significant value emotional language mastery offers to front-line tourism workers.

5.10. Resolution

Strong communication and emotional intelligence skills are crucial for dispute resolution and enhancing the reputation of the travel industry. This theory is consistent with Angelidis^[34]. There is a strong correlation between Ethical ideology is strongly correlated with emotional intelligence, with higher ratings. Effective emotional language skills lead to better customer satisfaction, favorable reviews, higher repeat business rates, and a better reputation for customer service, ultimately boosting tourism and income production. Resolving challenges head-on is essential, as it enables individuals to be competent, accurate, determined, trustworthy, and courageous. This theory aligns with Fadillah^[35] research, emphasizing the need for literacy instruction to ensure individuals are capable of making informed decisions and taking risks. The theory emphasizes the importance of moral fortitude and dedication to objectives, aligning with Langevin^[36] study that supervisory trust mediates the relationship between goal commitment, feedback, and participation. It suggests that resolving challenges can lead to success in all aspects of life. Competent front-of-house staff are highly sought-after for hospitality roles, as they can handle challenging situations and client complaints effectively. Effective emotional language can result in satisfied clients, favorable evaluations, and a pleasant workplace culture, underscoring the significance of resolution-oriented strategies in the travel and tourism sector.

5.11. Connection

Emotional intelligence and communication skills are crucial for building customer relationships, loyalty, and repeat business. These skills make work more fulfilling, less stressful, and contribute to job satisfaction and career advancement. By understanding and connecting with consumers' emotions, frontline employees can build deeper, more meaningful relationships, increasing customer loyalty and repeat business. This ability also makes work less stressful, more rewarding, and opens up professional growth prospects. Research by Arnold^[37] supports this theory, emphasizing the importance of flexibility in awareness engagement in social contexts. Employers prioritize communication and emotional intelligence, enhancing the recognition and opportunities for professional advancement for frontline employees. This aligns with Fung^[38] study, which suggests that inclusive rules are insufficient for democracy. Emotional language enhances frontline workers' ability to manage challenging situations and fosters good customer relationships, supporting their professional and personal development. Emotional language improves client connections, increases job satisfaction, and opens up opportunities for professional progression in the tourism industry.

6. Conclusion

In conclusion, the language of emotions plays a crucial role in the travel and tourism sector. Customers' experiences, happiness levels, and general relationships with the company are all shaped by it, in addition to how they view and engage with it. Therefore, in order to establish a deeper connection with their clients, organizations in this sector must become experts at using emotional language. Being able to arouse happy feelings can be a big competitive advantage in the tourist sector, where memories and experiences are the main products. Emotional language can assist in communicating experiences and elicit the appropriate emotional reaction, whether it's the joy of a family trip, the serenity of an isolated break, or the excitement of exploring a new place. The tourist sector relies heavily on the language of emotions to build relationships with its clientele. It's an effective tool that can shape a customer's choices, improve their experience in general, and create enduring bonds with them. Businesses are able to communicate more successfully and connect with customers on a more profound and intimate level by using emotional language that speaks directly to their feelings and senses. Better customer service can also result from knowing and employing the language of emotions. Businesses may increase customer happiness, cultivate loyalty, and establish trust by showing empathy for their customers, recognizing their emotions, and reacting accordingly.

Conflict of interest

The authors declare no conflict of interest.

References

1. Cuic Tankovic, A., Kapeš, J., & Benazić, D. (2023). Measuring the importance of communication skills in tourism. *Economic Research-Ekonomska Istraživanja*, 36(1), 460–479. <https://doi.org/10.1080/1331677X.2022.2077790>
2. Lindquist KA, MacCormack JK, Shablack H. The role of language in emotion: predictions from psychological constructionism. *Front Psychol*. 2015 Apr 14;6:444. doi: 10.3389/fpsyg.2015.00444. PMID: 25926809; PMCID: PMC4396134.
3. Kim, YK., Sullivan, P. Emotional branding speaks to consumers' heart: the case of fashion brands. *Fash Text* 6, 2 (2019). <https://doi.org/10.1186/s40691-018-0164-y>
4. Erdogan Koc, E., Boz, H., (2019). Emotions and developing emotional intelligence in tourism and hospitality businesses. DOI: 10.1079/9781786398314.0015
5. Youssef, (2023). Soft Skills and Interpersonal Skills for Tourism and Hospitality Industry. Retrieved from https://link.springer.com/referenceworkentry/10.1007/978-981-99-3895-7_7-1
6. Graetz, F. (2000). Strategic change in leadership. *Management Decision*. DOI: 10.1108/00251740010378282
7. King, Z. 2003. "New or Traditional Careers? A Study of UK Graduates' Preferences". *Human Resource Management*, 13 (1) : 5 – 27.
8. Yunus, K. and Li, S. 1 October 2005. "Matching Job Skills with Needs". *Business Times*,
9. Gerou, A. (2024). Monitoring emotions throughout the onboard customer journey – evidence from the travel and tourism industry. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2024.2318883>
10. Calaro, M.F., Vicente, M., Chavez, J.V., Delos Reyes, M.J., et al., (2023). Marketing Campaigns Leading to the Purchase of Accommodation Products: A Content Analysis. *Journal of Namibian Studies: History Politics Culture, Journal of Namibian Studies*, 33 (2023): 4221–4236
11. Zhang, J., Chen, Q., Lu, J., Wang, X., Liu, L., Feng, Y., (2023). Emotional expression by artificial intelligence chatbots to improve customer satisfaction: Underlying mechanism and boundary conditions. *Tourism Management*. DOI:10.1016/j.tourman.2023.104835
12. Brown, J. L., & Smith, C. M. (2019). An Examination of Student Performance in Pre-Requisite Coursework and Upper Division Nursing Coursework. *Journal of Nursing & Interprofessional Leadership in Quality & Safety*, 2 (2). Retrieved from <https://digitalcommons.library.tmc.edu/uthoustonjqualsafe/vol2/iss2/4>
13. Muhammad KashifAhmad M. H.Ali Khan M. W. (2022). An Empirical Study Of Emotional Labor On Customer Loyalty Intentions With Mediating Role Of Perceived Service Quality In Banking Sector. *International Journal of Industrial Management*. DOI: 10.15282/ijim.13.1.2022.7037
14. Cencero, C.C., Estoque, M.R., Chavez, J.V., (2023). Analysis of Debate Skills to the Learners' Confidence and Anxiety in the Use of the English Language in Academic Engagements. (2023). *Journal of Namibian Studies : History Politics Culture*, 33, 4544-4569. <https://doi.org/10.59670/jns.v33i.2812>

15. Chavez, J.V., Cuilan, J.T., Adalia, H.G., (2024). Message patterns through discourse analysis on the concept of apology and forgiveness during Ramadan among college students practicing Islam. *Environment and Social Psychology*. DOI: <https://doi.org/10.54517/esp.v9i3.2043>
16. Braun V, Clarke V, (2006) Using thematic analysis in psychology DOI:10.1191/1478088706qp063o
17. Sabdani-Asiri, M. L. ., Chavez, J. V. ., & DPA, K. I. S. S. . (2024). Analysis Of Public Speaking Resources And Alternative Improvement Strategies Among Academic Leaders With Public Speaking Woes. *Migration Letters*, 21(S6), 817–831. Retrieved from <https://migrationletters.com/index.php/ml/article/view/8005>
18. Sumaiya B.Srivastava S.Jain V.Prakash V., (2021). The Role of Effective Communication Skills in Professional Life. *World Journal of English Language*. DOI: 10.5430/wjel.v12n3p134.
19. Heinzelmann, N., Hölftgen, B., Tran, V., (2021). Moral Discourse Boosts Confidence in Moral Judgments. Penultimate version, forthcoming in *Philosophical Psychology*.
20. Serrat, O. (2017). *Understanding and Developing Emotional Intelligence*. In: *Knowledge Solutions*. Springer, Singapore. https://doi.org/10.1007/978-981-10-0983-9_37
21. Atzil-Slonim D, Eliassaf A, Warikoo N, Paz A, Haimovitz S, Mayer T, Gurevych I. Leveraging natural language processing to study emotional coherence in psychotherapy. *Psychotherapy (Chic)*. 2024 Mar;61(1):82-92. doi: 10.1037/pst0000517. Epub 2024 Jan 18. PMID: 38236227.
22. Delos Reyes, R.B., Tongkoh, A.L., Chavez, J.V., (2023). Transitional Challenges And Factors Affecting English-Speaking Learners In Learning The Filipino Language. (2023). *Journal of Namibian Studies : History Politics Culture*, 33, 1720-1744. <https://doi.org/10.59670/jns.v33i.3141>
23. Rogers, J. and Smith, M. (2011), "Demonstrating genuine interest in students' needs and progress: Implications for student satisfaction with courses", *Journal of Applied Research in Higher Education*, Vol. 3 No. 1, pp. 6-14. <https://doi.org/10.1108/17581181111150865>
24. Steffens, N.K., Wolyniec, N., Okimoto, T.G., et al.,(2021). Knowing me, knowing us: Personal and collective self-awareness enhances authentic leadership and leader endorsement. *The Leadership Quarterly*, <https://doi.org/10.1016/j.leaqua.2021.101498>
25. Baker, M.A. and Kim, K. (2019), "Value destruction in exaggerated online reviews: The effects of emotion, language, and trustworthiness", *International Journal of Contemporary Hospitality Management*, Vol. 31 No. 4, pp. 1956-1976. <https://doi.org/10.1108/IJCHM-03-2018-0247>
26. Schwartz, S. H. (2012). An Overview of the Schwartz Theory of Basic Values. *Online Readings in Psychology and Culture*, 2(1). <https://doi.org/10.9707/2307-0919.1116>
27. Smith, D., (2002). *Emotional Intelligence - Emphasizing an Important Skill for Information Systems Students*. Department of Information Systems University of Cape Town.
28. Bacala S. A.Abordaje J. L.Labrador L. M.Bacatan R. J.Bacatan J. (2024). The Influence of Service Quality on Customer Engagement in Kaputian Beach Park. *Cognizance Journal of Multidisciplinary Studies*. DOI: 10.47760/cognizance.2024.v04i01.015
29. Kolomý V. (2023). Kant on Moral Feeling and Respect. *Kantian Review*. DOI: 10.1017/S1369415422000504
30. Whitmeyer J. M. (2000). Effects of Positive Reputation Systems. *Social Science Research*. DOI: 10.1006/ssre.1999.0663
31. Murro, R.A., Lobo, J.G., Inso, A.R.C., Chavez, J.V., (2023). Difficulties of parents with low educational attainment in assisting their children in modular distance learning during pandemic. *Environment and Social Psychology*. DOI: <https://doi.org/10.54517/esp.v9i1.1957>
32. Van Tonder E.Petzer D. J. (2021). Affective commitment, service quality and selected sub-dimensions of customer citizenship behavior: a study of ride-hailing services. *TQM Journal*. DOI: 10.1108/TQM-08-2020-0185
33. Abu-Tineh A. M.Romanowski M. H.Chaaban Y.Alkhatib H.Ghamrawi N.Alshaboul Y. M.(2023). Career Advancement, Job Satisfaction, Career Retention, and Other Related Dimensions for Sustainability: A Perception Study of Qatari Public School Teachers. *Sustainability*. DOI: 10.3390/su15054370
34. Angelidis J.Ibrahim N. A. (2011). The Impact of Emotional Intelligence on the Ethical Judgment of Managers. *Journal of Business Ethics*. DOI: 10.1007/s10551-011-1158-5
35. Fadillah I. S.Warliah W. (2022). Implementasi Pendidikan Literasi di Wilayah Azzainiyah, Pondok Pesantren Nurul Jadid. *MANAZHIM*. DOI: 10.36088/manazhim.v4i1.1624
36. Langevin P.Mendoza C. (2021). Motivating Managers' Goal Commitment: Participation, Feedback, and Trust. *SSRN Electronic Journal*. DOI: 10.2139/ssrn.3849415
37. Arnold A. J.Winkelman P.Dobkins K. (2019). Interoception and Social Connection. *Frontiers in Psychology*. DOI: 10.3389/fpsyg.2019.02589
38. Fung, A. (2008). The principle of affected interests: An interpretation and defense. In *Representation: Elections and Beyond* (pp. 236–268). Utah State University Press.