



A SYSTEMATIC LITERATURE REVIEW: EMOTIONAL INTELLIGENCE, POSITIVE AFFECT, AND CUSTOMER SATISFACTION IN TOURISM

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ABSTRACT

Objective: To perform a rigorous systematic review of the literature, with the aim of identify the most relevant studies on emotional intelligence and positive affect and their relationship with customer satisfaction in the tourism industry, and a bibliometric analysis of scientific production to lay the foundations of such relationships.

Theoretical Framework: This paper presents the key concepts and theories that underpin the research. Emotional intelligence, positive affect and customer satisfaction in the tourism industry are highlighted to provide a solid basis for understanding the context of the research.

Method: The methodology used in this research is based on the Constructivist Knowledge Development Process (Proknow-C), which facilitates the organisation of a systematic literature review to select and analyse bibliographical references and generate the necessary knowledge.

Results and Discussion: The resulting portfolio of 17 relevant articles in line with the object of the study made it possible to identify the main approaches proposed by the authors on this subject. In essence, the review of the literature showed a clear consensus on the relationship between the emotional intelligence and positive affect of service providers and customer satisfaction in the tourism industry.

Research Implications: This research is useful for the academic community in conducting significant and relevant research on the study axes, laying the foundations to continue advancing in future lines of research. In addition, the results are profitable from a professional standpoint. Organizations in the tourism sector may reflect on and promote best practices in developing emotional and positive affect skills among their service staff given their influence on customer satisfaction.

Originality/Value: This study contributes to the literature as scientific research on this subject remains scarce. Furthermore, the results can have an impact on the performance of tourism businesses and thus on the economic development of the destination.

Keywords: Emotional Intelligence, Positive Affect, Customer Satisfaction, Tourism, Proknow-C.

UMA REVISÃO SISTEMÁTICA DA LITERATURA: INTELIGÊNCIA EMOCIONAL, AFETO POSITIVO E SATISFAÇÃO DO CLIENTE NO TURISMO

RESUMO

Objetivo: Realizar uma rigorosa revisão sistemática da literatura para identificar os estudos mais relevantes sobre inteligência emocional e afeto positivo e sua relação com a satisfação do cliente no setor de turismo, e uma análise bibliométrica da produção científica para estabelecer a base para essas relações.

Referencial Teórico: Este documento apresenta os principais conceitos e teorias que sustentam a pesquisa. A inteligência emocional, o afeto positivo e a satisfação do cliente no setor de turismo são destacados para fornecer uma base sólida para a compreensão do contexto da pesquisa.

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Método: A metodologia adotada nesta pesquisa baseia-se no Processo de Desenvolvimento do Conhecimento Construtivista (Proknow-C), que facilita a organização de uma revisão sistemática da literatura para selecionar e analisar referências bibliográficas e gerar o conhecimento necessário.

Resultados e Discussão: O portfólio resultante de 17 artigos relevantes alinhados com o objeto do estudo possibilitou a identificação das principais abordagens propostas pelos autores sobre o assunto. Em essência, a revisão da literatura mostrou um claro consenso sobre a relação entre inteligência emocional e afeto positivo dos prestadores de serviços e a satisfação do cliente no setor de turismo.

Implicações da Pesquisa: Esta pesquisa é útil para a comunidade acadêmica realizar pesquisas significativas e relevantes sobre os eixos de estudo, estabelecendo as bases para pesquisas futuras. Da mesma forma, os resultados deste estudo são benéficos do ponto de vista profissional. As organizações do setor de turismo podem refletir e promover boas práticas no desenvolvimento de habilidades emocionais e afeto positivo entre sua equipe de atendimento, dada sua influência na satisfação do cliente.

Originalidade/Valor: Este estudo contribui para a literatura, pois a pesquisa científica sobre esse tópico ainda é escassa. Além disso, os resultados podem ter um impacto sobre o desempenho das empresas de turismo e, portanto, sobre o desenvolvimento econômico do destino.

Palavras-chave: Inteligência Emocional, Afeto Positivo, Satisfação do Cliente, Turismo, Proknow-C.

UNA REVISIÓN SISTEMÁTICA DE LA LITERATURA: INTELIGENCIA EMOCIONAL, AFECTO POSITIVO Y SATISFACCIÓN DEL CLIENTE EN TURISMO

RESUMEN

Objetivo: Realizar una rigurosa revisión sistemática de la literatura, con el fin de identificar los estudios más relevantes sobre inteligencia emocional y afecto positivo y su relación con la satisfacción del cliente en la industria turística, y un análisis bibliométrico de la producción científica para sentar las bases de dichas relaciones.

Marco Teórico: En este trabajo se presentan los principales conceptos y teorías que sustentan la investigación. La inteligencia emocional, el afecto positivo y la satisfacción del cliente, en la industria turística, destacan, proporcionando una base sólida para comprender el contexto de la investigación.

Método: La metodología adoptada en esta investigación se fundamenta en el Proceso de Desarrollo del Conocimiento Constructivista (Proknow-C), el cual facilita la organización de una revisión sistemática de la literatura para seleccionar y analizar referencias bibliográficas y generar el conocimiento requerido.

Resultados y Discusión: El porfolio resultante de 17 artículos relevantes en consonancia con el objeto del estudio permitió identificar los principales enfoques propuestos por los autores sobre este tema. En esencia, la revisión de la literatura mostró un claro consenso sobre la relación entre la inteligencia emocional y el afecto positivo de los prestadores de servicios y la satisfacción del cliente en la industria turística.

Implicaciones de la investigación: Esta investigación es útil para que la comunidad académica realice investigaciones significativas y relevantes sobre los ejes de estudio, sentando las bases para seguir avanzando en futuras líneas de investigación. Asimismo, los resultados son provechosos desde el punto de vista profesional. Las organizaciones del sector turístico pueden reflexionar y promover buenas prácticas en el desarrollo de habilidades emocionales y de afecto positivo entre su personal de servicio, dada su influencia en la satisfacción del cliente.

Originalidad/Valor: Este estudio contribuye a la bibliografía, ya que la investigación científica sobre este tema sigue siendo escasa. Además, los resultados pueden repercutir en el rendimiento de las empresas turísticas y, por ende, en el desarrollo económico del destino.

Palabras clave: Inteligencia Emocional, Afecto Positivo, Satisfacción del Cliente, Turismo, Proknow-C.

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1 INTRODUCTION

International tourism seems to be consolidating strong growth in 2022 despite post-pandemic uncertainty and the negative economic outlook due to the war in Ukraine. This steady recovery might have resulted from the revival of pent-up demand for international travel for more than 18 months, coupled with the easing and lifting of travel restrictions. The regions that showed the fastest recovery were Europe and the Middle East, during the first semester of 2022, with arrivals reaching 74 and 76% of 2019 levels, respectively (OMT, 2022). This recovery trend poses short- and medium-term competitive challenges for tourism organizations.

In this digital era of the 4.0 revolution, many tourism organizations are turning their efforts into implementing digital transformation strategies and incorporating innovative technology into their processes, such as artificial intelligence, virtual reality, robots, and the metaverse (Fernández-Alles and Cuadrado-Marqués, 2014; Fiallos-Moncayo, 2019; Verma *et al.*, 2022). However, hospitality is one of the main reasons for the differentiation of tourism companies. Therefore, the role of human talent must stand out as a key strategic axis for their competitive differentiation (Kusluvan *et al.*, 2010; Armenski *et al.*, 2018; Costa *et al.*, 2021).

Efficient frontline staff performance and connection with the client when providing a service are crucial for raising the levels of competitiveness in tackling environmental challenges (Crosby and Stephens, 1987; Parasuraman *et al.*, 1988; Eiglier *et al.*, 1989; Bitner *et al.*, 1990; Gronroos, 1994; Bettencourt *et al.*, 2001; Spencer-Matthews and Lawley, 2006; Yee *et al.*, 2008; Wang *et al.*, 2016). Therefore, the characteristics and abilities of the staff become essential elements of the service and, by extension, of the corresponding companies (Jiju *et al.*, 2004; Martín-Ruiz *et al.*, 2012; Cambra-Fiero *et al.*, 2014). In the tourism industry, with a high frequency of service encounters, strategic management based on frontline staff is a fundamental element for laying the foundations of differentiation (González-González and García-Almeida, 2021).

Emotional intelligence (EI) refers to the ability to perceive and understand one's emotions and those of others, knowing how to regulate and manage emotions in interpersonal relationships and using this ability to guide in a productive manner thought and actions (Salovey and Mayer, 1990; Goleman, 1998; Boyatzis, 2009).

In turn, positive affect (PA) is defined as the degree to which people recognize and identify a positive state of mind and pleasantly engage with their environment (Lyubomirsky *et al.*, 2005; Avia and Vázquez, 2011). According to Fernández-Abascal (2019), the proposal of a bipolar affective valence indicates that a two-dimensional analysis includes, on the one hand,



PA, which refers to a set of emotions with a positive hedonic tone (pleasant emotions), whose motivational tendency is approach, and on the other hand, negative affect, which refers to a set of emotions with a negative hedonic tone (unpleasant emotions), whose motivational tendency is avoidance.

Cavelzani *et al.* (2003) proposed that EI and PA are particularly effective in business contexts involving social components and interpersonal relationships with complementary interests, for example, employees and customers.

CS has been defined in many ways, but according to Pizam *et al.* (2016), citing the World Tourism Organization (1985), CS is a psychological concept expressing the feeling of well-being resulting from meeting product or service expectations. This definition supports the proposal relating CS to EI and PA. Outlined by Oliver (1980), the Expectancy Disconfirmation Theory (EDT) states that consumers purchase or repurchase goods and services according to pre-established performance expectations; once the product has been purchased or used, these expectations are compared with the perceived performance, therefrom deriving the concept of satisfaction when confirming the consumer's expectations in this process.

Although cognitive attributes—for example, those indicated in the service quality gap model (SERVQUAL; Parasuraman *et al.*, 1988)—are the foundation of the customer experience (Kim and Perdue, 2013), affective attributes, such as emotion, have a strong impact on service quality, as indicated by Holbrook and Hirschman (1982) and Escobar-Rivera *et al.* (2019).

According to Liao (2007) and Stock *et al.* (2017), marketing and management research has focused on the role of frontline staff in the service sector to create consistently pleasure experiences for clients and on the effect on creating purchasing processes and customer loyalty.

In the tourism industry, service providers must interact directly with the client, which is why such meetings require EI and PA to know how to manage them (Prentice, 2016; Fernandes *et al.*, 2018). Service meetings in industries with high personal involvement are characterized by emotionally charged moments; therefore, emotionally intelligent employees with a positive mood are more likely to take advantage of the emotional level of the meeting. Furthermore, as stated by Prentice (2020a), service staff EI is considered an essential factor to the customer's perception of service quality and, therefore, to the degree of CS. In short, customers feel positive emotions during service when staff demonstrate EI and PA (Miao *et al.*, 2019; Prentice 2020b).

Considering the above, the main axis of this study is centered on the role of EI and PA of service staff in the tourism sector and their perceived value in CS. In this context, studies conducted by Kim *et al.* (2012), Lee and Ok (2015), and Genc and Gutertekin (2018) should be



cited. However, this line of research remains incipient (Tsaour and Ku, 2019), thus highlighting that this field of study is still mostly unexplored.

This study performed a rigorous, systematic literature review to identify the most relevant studies on EI, PA, and CS in tourism industry and a bibliometric analysis of the scientific production selected. Using the Knowledge Development Process-Constructivist (Proknow-C) methodology, the literature review was structured to select theoretical references and to construct the necessary knowledge (Vieira *et al.*, 2019). The resulting portfolio of 17 relevant articles in line with the object of study made it possible to identify and analyze the main approaches proposed by the authors on this subject and based on them, to define limitations and future lines of research.

2 METHODOLOGY

The methodology used in this study is based on the Proknow-C method proposed by Ensslin *et al.* (2010). The Proknow-C method, according to Vieira *et al.* (2019), is a systematic process following a series of procedures for establishing a final portfolio of studies in line with the central research theme.

The methodological process is designed in three stages. The first stage is related to article selection from a database, the second to the filtering process of the selected articles and the third to the analysis of the articles included in the final portfolio, according to De Carvalho *et al.* (2020). The steps corresponding to the different stages of the methodology are shown below.

First stage: (1) Defining the search axes; (2) defining the keywords of each search axes; (3) defining the keywords of each search axes; (4) selecting the databases; (5) searching for articles in the databases with the keywords; and (6) subjecting the keywords to an adherence test.

In this study, the following research axes were defined: “EI”, “PA”, “CS”, and “tourism”. For the “EI” axis, the following keywords were selected: EI and emotional skills. For the “PA” axis, the following keywords were selected: PA and positive emotions. For the “CS” axis, the following keywords were selected: CS and customer experience. Lastly, for the “tourism” axis, the following keywords were selected: tourism and hospitality. After defining the keywords, combinations were made, resulting in a total of 48 combinations.

The search was performed with keyword combinations in the Web of Science (WoS) database, Clarivate Analytics, which is considered one of the bibliographic databases of



references, and citations of the largest and most prestigious journals widely used in the academic community.

The search was performed with keyword combinations using the following fields: title, abstract, and keywords. The search by year of publication was restricted to articles published in peer-reviewed academic journals from 2001. Ultimately, this first stage was concluded by performing an adherence test of keywords according to Dos Santos and Petri (2015). This test consists of randomly selecting specific articles from the resulting compendium of articles to identify the keywords in each of them. This test allows us to assess whether the title, keywords, or abstract include those selected in this study, so that the final portfolio is, as much as possible, aligned with the central objective of this research.

Second stage: (1) Removing repeated articles; (2) reading the titles for alignment; (3) reading the abstracts for alignment; and (4) reading the full-length articles for alignment.

Following the steps of the second stage, we excluded duplicate articles from the first compendium of articles. Then, we read the titles, followed by the abstracts and, lastly, the full-length articles to adequately filter and select articles completely aligned with the central research objective. Once this second stage was completed, the final portfolio of articles was obtained.

Finally, during the third and last stage of the Proknow-C methodology, the articles included in the portfolio were analyzed. This analysis comprised reviewing the full-length articles and summarizing the results with the main conclusions.

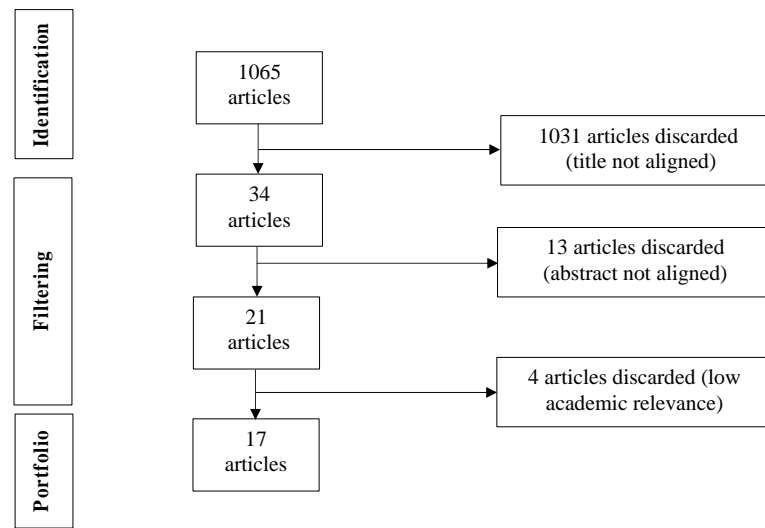
3 RESULTS

Using the Proknow-C methodology, the search yielded an initial portfolio of 1065 articles. First, a selection process was performed, filtering by title to discard articles not directly related to the main topic of research. In this step, a total of 1031 articles were discarded. Subsequently, the abstracts of the remaining 34 articles were read, discarding 13 articles, which were not directly related to the main object of study. The remaining 21 articles were read in depth to confirm that they were fully aligned with the research axes. However, 4 articles whose academic relevance was low, and which were written in Korean were removed from the portfolio. The final portfolio comprised 17 articles, representing the most significant and relevant literature on “EI”, “PA”, “CS”, and “tourism” (Figure 1).



Figure 1

Systematic literature review. Process implemented.



Source: The authors.

Table 1 outlines the bibliographic portfolio resulting from the first two stages of the Proknow-C method.

Table 1

Portfolio of publications in WoS around the central axes of research.

	Authors	Year	Title	Journal	Citation count WoS	Quartile/Index
1	Collishaw <i>et al.</i>	2017	The authenticity of positive emotional displays: client responses to leisure service employees	<i>Journal of Leisure Research</i>	39	Q2/JCR
2	Del Chiappa <i>et al.</i>	2014	Emotions and visitors' satisfaction at a museum	<i>International Journal of Culture, Tourism and Hospitality Research</i>	74	Q2/JCI
3	Escobar <i>et al.</i>	2019	Delightful tourism experiences: a cognitive or affective matter?	<i>Tourism Management Perspectives</i>	19	Q1/JCR
4	Goswami & Sarma	2019	Modelling customer delight in hotel industry	<i>Global Business Review</i>	8	Q3/JCI
5	Gountas <i>et al.</i>	2007	Exploring consumers' responses to service	<i>International Journal of Culture, Tourism</i>	10	Q2/JCI



			providers' positive affective displays	<i>and Hospitality Research</i>		
6	Gracia & Grau	2011	Positive emotions: the connection between customer quality evaluations and loyalty	<i>Cornell Hospitality Quarterly</i>	114	Q1/JCR
7	Kim <i>et al.</i>	2012	Emotional intelligence and emotional labor acting strategies among frontline hotel employees	<i>International Journal of Contemporary Hospitality Management</i>	108	Q1/JCR
8	Lam <i>et al.</i>	2021	The impacts of cultural and emotional intelligence on hotel guest satisfaction: Asian and non-Asian perceptions of staff capabilities	<i>Journal of China Tourism Research</i>	15	Q3/JCI
9	Park <i>et al.</i>	2018	Servicescape, positive affect, satisfaction and behavioral intentions: the moderating role of familiarity	<i>International Journal of Hospitality Management</i>	74	Q1/JCR
10	Prentice	2016	Leveraging employee emotional intelligence in casino profitability	<i>Journal of Retailing and Consumer Services</i>	39	Q1/JCR
11	Prentice	2019	Managing service encounters with emotional intelligence	<i>Journal of Retailing and Consumer Services</i>	35	Q1/JCR
12	Prentice	2020a	Emotional intelligence and tourist experience: a perspective article	<i>Tourism Review</i>	7	Q1/JCR
13	Prentice	2020b	Enhancing the tourist experience with emotional intelligence	<i>Tourism Review</i>	18	Q1/JCR
14	Prentice & King	2011	The influence of emotional intelligence on the service performance of casino frontline employees	<i>Tourism and Hospitality Research</i>	59	Q2/JCI
15	Ribeiro & Prayag	2018	Perceived quality and service experience: mediating effects of positive and negative emotions	<i>Journal of Hospitality Marketing & Management</i>	43	Q1/JCR
16	Tsaur & Ku	2017	The effect of tour leaders' emotional intelligence on	<i>Journal of Travel Research</i>	31	Q1/JCR



			tourists' consequences			
17	Ustrov <i>et al.</i>	2016	<i>Insights into emotional contagion and its effects at the hotel front desk</i>	<i>International Journal of Contemporary Hospitality Management</i>	23	Q1/JCR

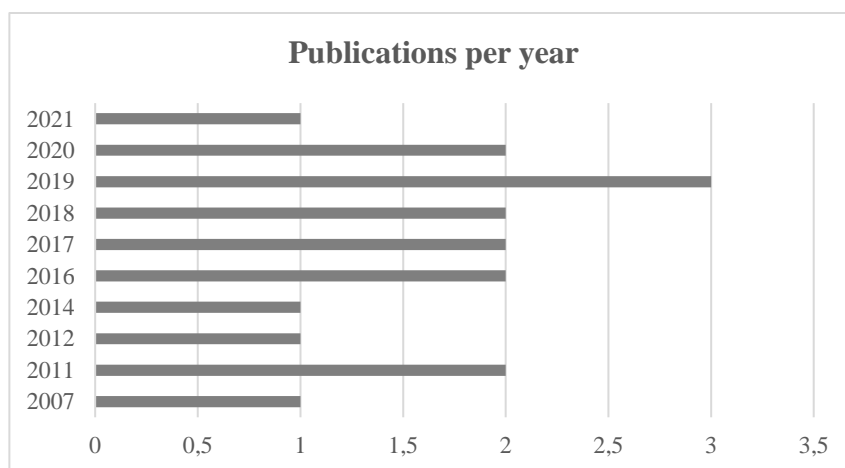
Source: The authors.

In the subsequent analysis of the portfolio, only one lead author was identified: Catherine Prentice, who authored 5 articles related to the central research axes. Prentice, a pioneer in EI and CS research in tourism, primarily addressed the casino sector. The other authors had penned only one article in the aforementioned portfolio.

Figure 2 shows the results of the bibliometric analysis by year of publication. The articles were published between 2007 and 2021. The incipient research on PA in the tourism sector began with Gountas *et al.* (2007), whereas the first article on EI and CS in this sector was published by Prentice (2011). In terms of the number of articles published per year, 2 articles were published in 2011, 2016, 2017, 2018 and 2020, and 3 articles in 2019; therefore, 2019 was the most prolific year in this area. As shown below, research on the main axes of this study is incipient and remains scarce.

Figure 2

Years of publication of the articles included in the bibliographic portfolio.



Source: The authors.

Figure 3 shows the cloud analysis of the keywords included in the articles of the portfolio under study: the larger the word is, the higher its frequency will be.



Table 2

Objectives, sample, and results of the 17 articles of the bibliographic portfolio.

N°	Objectives and sample	Results
1	Exploring customer perceptions and emotional expressions and assessing whether customer perceptions of authenticity influence satisfaction and loyalty among 132 clients of fitness instructors at a fitness club (Canada).	Perceived enthusiasm was directly correlated with fitness instructor customer satisfaction; positive affect also partly mediated a link between perceived enthusiasm and fitness instructor CS.
2	Assessing whether emotions can be considered a suitable variable to segment 410 visitors at a museum and influence CS (Sardinia, Italy).	The group with higher positive emotions reported perceiving a higher level of attractiveness and uniqueness at the museum and felt more satisfied than the other group.
3	Empirically identifying delighted consumers and factors associated with these memorable touristic experiences when surpassing the satisfaction threshold among 400 tourists (Girona, Spain).	The positive affective state of the consumer seems to be strongly influenced by the cognitive-affective aspects, more specifically, by three main factors of the tourist service, namely, the interaction with the consumer, the staff, and service availability. However, the happiness of the tourist is also highlighted as the main affective dimension.
4	Empirically identifying delighted hotel guests by providing them with unexpected benefits along with the basic service among 500 guests in 65 hotels (Northeast India).	Exceeding hotel guests' expectations affects their perception of pleasant surprises, which in turn affects their happiness. This happiness, along with the perceived excitement and positive feelings, creates a delightful experience for them.
5	Discussing the importance of the relationship between positive affective displays by service providers, the value of a "real" smile within the consumers' perception of authentic service delivery, and how these relate to satisfaction and future intentions among 1160 international airline customers.	There is a strong positive relationship between affective displays, overall service satisfaction, and life satisfaction.
6	Testing a loyalty model based on the favorable evaluation of quality by the consumer, which continues with positive feelings towards the establishment and ends with loyalty behavior among 586 hotel and 571 restaurant customers from 120 Spanish establishments.	Service quality increases the positive affect response, which in turn increases consumer loyalty.
7	Testing the antecedents and consequences of emotional labor acting strategies in the hotel industry among 353 frontline hotel employees (Busan, Korea).	Frontline employees' EI was significantly and positively related to service recovery performance.
8	Examining the relationship between hotel guests' perceptions of EI and staff cultural intelligence. Evaluating the relationship between EI and cultural intelligence and its impact on the overall satisfaction of 279 hotel guests (Hong Kong, China).	There is a strong positive correlation between guest perceptions of hotel frontline staff EI and cultural intelligence. Additionally, the data point to a strong link between EI, cultural intelligence, and guest experiences in service interactions with frontline staff.
9	Identifying relationships between two "servicescape" dimensions, that is, substantive and communicative servicescape, and PA, satisfaction, and behavioral intentions of 150 hotel guests (La Rioja, Spain).	Both substantive and communicative "servicescape" positively influence the PA of hotel guests, which has a positive impact on satisfaction, which, in turn, significantly increases usage intentions/behavior.
10	Describing the role of frontline staff in providing high-quality service in casinos and analyzing how management may foster the	Presents a new resource with a high potential for casinos to improve business performance and financial growth, in addition to providing new perspectives on the role of EI in organizations.



	contribution of staff EI to income growth in the casino in a theoretical study.	
11	Describing the roles of frontline employees in delivering casino service quality and analysing how management can nurture employee EI's contribution to casino revenue growth in a perspective article.	Analyses how employee EI can manage and regulate emotionally charged service encounters which subsequently affect customers' perception of employee behaviours and service performance over service encounters. These encounter performance forms customers' perception of casino service quality which leads to customer loyalty and ultimately casino profitability.
12	Assessing the impact of EI on the job performance of 152 frontline casino employees (Australasia).	EI is a significant predictor of job performance of frontline casino employees in the high-roller market.
13	Examining the influence of employee EI on job satisfaction, job rotation intention, and consumer response, focusing on service interactions between casino dealers and gambling customers in 22 casinos (Macau).	EI is significantly related to consumer response, and job satisfaction and job turnover have a significant impact on consumer response.
14	Discussing how EI can be incorporated into the tourism sector to enhance the tourist experience through managing the service encounter between tourism service representatives and tourists in a literature review article.	EI is proposed to be incepted into the tourism context through its influence on the service encounter between tourism service representatives and tourists. The service encounter is diagnosed as being emotionally charged through discussing tourism offerings, emotional labour performance and tourist attributions.
15	Examining the effects of three dimensions of perceived quality (service quality, food quality, and restaurant ambience) and emotions on the overall customer service experience in 665 Brazilian restaurant diners (United Kingdom).	All hypothesized relationships were significant, except for the relationship between restaurant ambience and negative emotions. Positive emotions mediated the effect of perceived quality on the customer service experience.
16	Assessing whether the EI of tour guides influences the PA of tourists, their perception of the information, and their satisfaction with the tour guide among 526 tourists (Taiwan).	The EI of tour guides could foster the PA of tourists and the tour guide-tourist relationship and enhance the satisfaction of the tourists.
17	Empirically testing a refined model of emotional contagion and its effects on the hospitality sector by analyzing 573 frontline service interactions in 47 hotels (Catalunya, Spain).	No relationship was found between the internal mood of frontline staff and their displayed emotions. However, the latter improved customer mood and, to a large extent, satisfaction.

Source: The authors.

4 DISCUSSIONS

By detailed analysis of the content of Table 2, a series of results of interest were extracted in this study. Thus, for example, of the 17 articles included in the bibliographic portfolio, three, namely, [10], [11] and [13], are conceptual and perspective articles, whereas the other 14 articles report quantitative studies exploring relationships between the research axes addressed in this study and other variables, showing the relationship between PA and customer positive affect and CS and finally customer loyalty.

Two key lines of research emerged from the analysis. The first concerns EI, with studies determining that EI can foster customer PA and lead to satisfaction, and the second concerns PA, whose articles confirm a positive and direct relationship between the PA and CS.



In the first line of research, related to EI, article [7] indicated that EI is significantly and positively related to service recovery performance and that such performance positively affects CS. Article [8] identified a strong relationship between EI and the experience of interaction with guests. The conceptual articles [10] and [11] propose that EI should be included in the tourism context since employees with greater EI achieve better performance in service meetings because they manage to influence the regulation of the customers' mood, which in turn influences the customer's perceived quality of service. Conversely, study [12] identified that EI is a predictor of service performance. Lastly, article [16] concluded that the EI of tour guides can promote PA among tourists, thereby enhancing their degree of satisfaction with the tour.

In the second line of research, articles [1], [2], [3], [4], [6], [9], [15], [16], and [17] show the relationship between PA and positive emotions and CS, customer perception of quality, or customer delight. For example, article [1] suggested that PA played a moderating role in the relationships between customer perception and satisfaction. Articles [3] and [4] suggest that customer happiness or perception of positive feelings affects the degree of CS. Article [5] reported a strong and positive relationship between affective displays and customer satisfaction; article [9] reported that hotel guests' PA, influenced by the "servicescape," positively impacted their degree of satisfaction. Article [15] revealed that PA mediates the effect of perceived quality on the customer service experience in restaurants. Lastly, also on positive affect, article [17] concluded that the emotions displayed by hotel staff (not their mood) improved customer mood and, to a large extent, satisfaction.

In terms of study site, articles [3], [4] [5], [6], [7], and [17] were conducted in hotels, where they demonstrated the relationship of PA and EI with CS, customer experience, or loyalty. Articles [12] and [13] were performed in casinos, where they established a relationship between frontline staff EI and their satisfaction with work performance and CS. Articles [15], in restaurants; [1], in a fitness club; and [4], in airlines, reported that authentic demonstrations of PA influence the overall satisfaction of customers. In addition, [16] was conducted in the context of a tour operator, highlighting the importance of tour guide EI for PA and therefore CS, and article [2] analyzed visitors of a museum.

Lastly, by geographical location, studies in articles [3], [9], and [15] were conducted in Spain, whereas the other studies were conducted in countries such as Canada, India, Australia, Italy, Korea, China, the United Kingdom, and Taiwan.



5 CONCLUSION

The Proknow-C method has enabled the authors of this study to select a bibliographic portfolio consisting of 17 scientific articles fully aligned with the research axes: EI, PA, and CS in tourism. The analysis of this portfolio focused on aspects such as authors, year of publication, and journal and on aspects of interest related to the journal, such as impact factor, category, or quartile.

Similarly, the analysis extracted a series of discussions from different perspectives. Thus, for example, only 3 of the articles reported conceptual studies, whereas all others were empirical studies. Moreover, Prentice, with 5 studies, was the predominant author in this portfolio, and while such articles have been published since 2007, they remain scarce. Therefore, interest in the relationship between the axes analyzed in this study is still incipient.

A set of conclusions can also be derived from the in-depth reading and analysis of the main results presented in the 17 articles. Thus, there is a clear consensus on the relationship between EI and PA of service providers in the tourism industry, in its different areas, such as hotels, restaurants, casinos, among others, and CS.

The conclusions derived from this research are therefore useful from both academic and professional points of view.

On the one hand, this research should be useful for the academic community in conducting significant and relevant research on the study axes, laying the foundations to continue advancing in future lines of research: (1) conducting empirical studies, applied to tourism in specific contexts (hotels, restaurants or tour operators); or other areas of the service sector such as hospitality, to highlight the influence of EI and PA on CS, for example, or even to assess the effect of service staff emotions on various aspects of CS (loyalty or referrals) compared with other cognitive factors; (2) investigating the impact of EI and PA on other outcomes in the tourism industry, such as, employee satisfaction or financial performance; (3) developing models and measures of EI and PA that are specific to the tourism industry; (4) identifying moderating variables and examining their effects on the relationship between EI, PA, and CS; (5) investigating the role of technology, such as, chatbots or virtual assistants, in enhancing EI and PA in the tourism sector; (6) developing longitudinal studies that can help to understand the long-term effects of EI and PA on CS; (7) exploring how negative emotions or negative affect, such as anger or frustration, impact on CS and how they can be effectively managed or minimized; and (8) extending research to different countries and assessing whether cultural and geographical factors play a key role in the relationships between EI, PA, and CS.



On the other hand, the results of this study should be useful from a professional standpoint. Organizations in the tourism sector may reflect on and promote best practices in developing emotional and PA skills among their service staff given their influence on CS. For instance: (1) hiring employees who exhibit high levels of EI and PA as they can better handle customers interactions in a positive and empathetic manner; (2) offering training and development opportunities that focus on EI and positive affect skills. These programmes can help staff to identify and manage emotions, to communicate with customers or to handle difficult interactions; (3) encouraging a positive work environment by providing opportunities for professional development or creating a supportive and collaborative team culture, where employees are more likely to stay satisfied and engaged; (4) providing regular feedback and recognition to staff members on their EI and PA abilities can help them to feel motivated and valued; (5) supplying wellness programmes that support physical and emotional health, such as, mindfulness or stress management.

Overall, EI and PA are essential to providing exceptional customer experiences in the tourism industry. Managers who cultivate emotional and PA skills and use them to improve their service encounters can expect CS and drive business success.

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