

THE EMPLOYEE AS MANAGER OF GUESTS' EMOTIONS

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Emotions and tourist experiences are in vogue in the researches about guests' satisfaction in the hotel enterprises, mainly due to the evolution of information society and knowledge for a society that seeks emotional experiences during the consumption of products and services. In this context, it can be said that there is a tendency for the consumption of emotions and experiences. Thus, differentiated tourism products and services are available to consumers so that they can satisfy their needs to live different experiences and emotions. This article aims to propose a methodology to analyze the management of guests' emotions under the employee's perspective. It is understood that the importance of this perspective it's due to the connection that the employee has with the customer to provide a service, which is of great importance for the management of the guests' emotions. As regards the research methodology we have used the role play, storytelling and storyboard developed from the approach of Design Thinking. As a result, it was found the effectiveness of using the proposed method to assess the management of emotions guest within the hotel businesses.

KEY WORDS: *emotions, guests, hotel management, Design Thinking, human resources.*