

Chapter 8

An Analysis of Emerging Future–State Hotel Factors Impacting Job Satisfaction: An Eye to the Future

ABSTRACT

This narrative explores the historical progression of workforce development through four generally accepted categorical periods of technological disruption and societal transformation referred to as industrial revolutions. The fourth industrial revolution has also catalyzed workforce development creating a concept called the gig economy, which features a workforce that individually contracts with companies, rather than seek permanent employment, to provide goods and services. Next, it evaluates how these different periods of societal change, and the gig economy impacts job satisfaction, insecurity, and engagement for hotel front desk employees. The chapter provides practical recommendations for leadership to minimize these outcomes including a review of Guaxni, a series of cultural values from eastern societies that can have beneficial results when integrated into Western workplaces. Finally, this chapter also evaluates the impact of emerging artificial intelligence (AI) technologies on the job satisfaction, insecurity, and turnover intent of hotel front-desk employees.

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INTRODUCTION: THE FOUR INDUSTRIAL REVOLUTIONS

For as long as there has been organized civilizations, the concept of work has existed. The history of work is a complex and non-linear discovery that occurs in phases of dramatic and rapid development followed by significant periods of sustaining routines that preserve the status quo. In many cases, both scenarios are identified simultaneously either separated by geography, industry, or both. A review of the history of work that isn't focused on a specific industry or geography can therefore be challenging to assemble and summarize. As such, it isn't the technique this essay will adapt.

Rather, the trajectory of work will be mapped out across four different periods of rapid development that have been identified as industrial revolutions. Each of these phases have been accompanied by significant change in societal norms, cultural values and expectations surrounding work. After all, a study of work and the individuals who seek it is often a study of society. Workers reflect the values of their society, after all, and this continues to be as true in the 21st century as it was at the dawn of time.

The four industrial revolutions have a common element and that is the introduction of disruptive technology that catalyzes a scope and dimension of change that is impactful in how much changes as well as how long the change lasts. In many cases, changes made during one of the four revolutionary periods continue to be intact in modern times. These changes become integrated into everyday life and newer generations who were born after disruption occurred come to know changes as how life should just be having never experienced anything differently. The four industrial revolutions have taken place in a relatively short period of time, spanning less than 400 years. This is not a surprising reflection; Technology is primarily known to be able to increase the speed at which things are done. For example, in 2023, retail banking services are available 24 hours a day, 7 days a week via an app on one's mobile device. One can deposit, transfer, or withdraw money. One can set up new accounts and conduct a variety of other activities that – less than ten years ago – required a visit to a retail branch.

The first industrial revolution is largely thought to start in the mid eighteenth century and is characterized by the mechanization of industries. The invention of the steam engine allowed for significant upscaling of capacity to extract coal which fueled the mechanization of many industries of the day. The most significant disruption was felt in the agriculture industry where mechanization

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