

<p align="center">The role of employee emotional intelligence in enhancing the hotel brand image: the viewpoint of five-star hotels customers</p>	<p align="center">عنوان البحث</p>
<p align="center">د. نبيل علي بدران</p>	<p align="center">الباحث</p>
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<p>This study aimed to detect the relationship and the role of employee emotional intelligence and the excellency of the hotel brand image of the customers. The study uses the descriptive methodology to survey the viewpoint of customers. The research random sample comprises about 191 participants selected randomly and the study survey was published online. The researcher used the descriptive analytical method which revealed a number of statistical methods including different related descriptives, one way ANOVA, and simple regression. SPSS version (28) was used in data analysis. Findings of the study stated that there is a positive direct effect between employee emotional intelligence in its five dimensions and the excellency of the hotel image brand in the viewpoint of customers. The total mean of all dimension was within the "agree" scale. Customers reinforced positive support to different aspects of employee emotional intelligence. The study raises a set of solutions and recommendations, the most important of which is paying attention to the psychological and social aspects of workers and focus on sympathy in training courses. The study added a sincere share to literature about this relationship.</p> <p>Keywords: emotional intelligence, self-awareness, self-regulation, motivation, social skills, hotel image, five-star hotels</p>	<p align="center">الملخص باللغة الإنجليزية</p>