





# DOES MINDFULNESS LEAD TO SUSTAINABILITY CONSCIOUSNESS WHILE DELIVERING HOTEL SERVICE?

## Abstract

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*Purpose* – This study aims to examine the influence of mindfulness on service providers' sustainability consciousness within the hotel industry, specifically investigating its impact across environmental, societal and economic dimensions in the context of achieving SDG-12 (responsible production and consumption).

*Methodology/Design/Approach* – The research employed a quantitative approach, surveying 255 hotel professionals in northwestern India. The study utilized structural equation modeling for analysis grounded in theoretical frameworks including Mindful Consumption and Triple Bottom Line Theory.

*Findings* – The results revealed a complex relationship between mindfulness and sustainability consciousness among hotel service providers. Mindfulness demonstrated a positive correlation with environmental consciousness. However, contrary to expectations it showed negative relationships with both societal and economic consciousness dimensions.

*Originality of the research* – This study presents a novel investigation into the role of mindfulness as a potential catalyst for sustainable service delivery in the hospitality sector. It uniquely examines the multi-dimensional impact of mindfulness on sustainability consciousness among hotel service providers which offers new insights into how mental states influence sustainable practices in the hospitality industry. The research contributes to the growing body of knowledge on achieving SDG-12 through behavioural and cognitive approaches in service-oriented sectors.

**Keywords** Sustainability Consciousness, Mindfulness, Environmental well-being consciousness, Societal well-being consciousness, Economic well-being consciousness

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## INTRODUCTION

Sustainability has turned to be one of the most critical concerns for life globally, and the hospitality industry has remained among those industries responsible for about 1% of global greenhouse gas emissions, consuming large volumes of water, energy, and non-renewable resources (Sustainable Hospitality Alliance, 2022). This industry has been under increased pressure with regard to the adoption of environmentally friendly practices, given the high environmental impact and resource-intensive nature of the industry (Legrand et al., 2013). As hedonic icons of indulgence and extravagance, the ecological footprint or mark on the natural environment and society contributed by hotels is immense. On the other hand, this challenge presents an opportunity to redefine the industry's approach to sustainability by exploring the transformative potential of mindfulness as a catalyst for fostering sustainability consciousness among hotel service providers. Imagine staying in a hotel where every interaction with the provision of service is done with an added element of mindfulness: staff members are mindful not only of the needs of their guests but also of the greater impact of their activities. In this mindful environment, replacing towels and preparing food are considered in light of perspectives such as resource conservation, waste management, and carbon footprint (Kim & Choi, 2013; Doornich & Lynch, 2024). It is in a world where sustainability is not a buzzword, but a lived reality or ethos of service delivery.

Although mindfulness represents one of the oldest wisdom traditions, it has more recently become of interest to academic researchers as a practice that can effect transformation in a wide range of domains. In essence, the practice of mindfulness is characterized by a state of awareness of the current moment and of attention, through which the practitioner realizes an aware residence of the here and now without constraints from the circle of ruminative thought patterns or habitual behaviours (Baer et al., 2006; Brown & Ryan, 2003; Kabat-Zinn, 2003). This increased awareness has been studied and praised a great deal for its added advantages, which also include emotional regulation, reduced stress levels (Hülshager et al., 2013; Keng et al., 2011), better work efficiency, and much-enhanced decision-making skills (Reb et al., 2014; Zhang et al., 2014). When it comes to sustainability issues, mindfulness is of considerable interest to both researchers and practitioners, as its applications

are seen in the ways it can influence environmentally active behaviours and cultivate a sense of relatedness toward the natural world. Empirical studies have shown that individuals who are more mindful also tend to behave in an ecological way: being more willing to undertake energy-saving behavior (Barbaro & Pickett, 2016; Geiger et al., 2018) and reduce waste (Bahl et al., 2016; Panno et al., 2018), and making ecological choices within consumption (Fischer et al., 2017; Ericson et al., 2014). This is explained by increased awareness stemming from the practice of mindfulness, which allows them to perceive how their particular acts are related to one another and even affect the environment in general.

While the number of related studies is growing, the hospitality industry directly linked to the well-being of both the environment and society has not been given much attention in terms of mindfulness for sustainability awareness. By nature, hotel operations involve the use of an immense amount of water and energy with the production of a lot of waste (Legrand et al., 2013). Further, with the industry depending heavily on global supply chains and having an impact of its own on local communities, it calls for a holistic approach to sustainability that is environmental as well as socio-economic in nature (Boley & Uysal, 2013; Kim & Choi, 2013). Sustainability consciousness involves an intricate concept, not some form of basic environmental awareness. It includes deep understanding and reflections of the interlinked relationships between environmental, societal, and economic welfare (Rau et al., 2019; De Lira et al., 2022). Environmental well-being consciousness (ENWBC) entails acute awareness of the environmental impacts of hotel activities about guest accommodations (3, 4). Societal well-being consciousness (SWBC) involves understanding the contribution that a hotel makes toward the local communities where the hotels operate to ensure operations are positive and cultural heritage is respected (Kim & Choi, 2013; Doornich & Lynch, 2024). Economic Well-being Consciousness (EWBC) ensures that equal balance is struck between sustainability initiatives and profitability concerns. It is a mindset wherein one recognizes the interdependence of these three pillars and the delicate balance required in striving for truly sustainable behavior. Yet, it is of utmost importance to raise the level of awareness for sustainability among frontline service providers in hotel service delivery because the employees personify hospitality and present the face of the hotel industry.

Thus, they are in a great position of influencing the perceptions and experience of guests on the whole (Cech et al., 2018; Jones et al., 2016). A service provider characterized by a commitment to sustainability acknowledges the environmental consequences of their operations. This includes prudent utilization of towels and linens and conscientious management of energy usage in guest accommodations. Overcoming perceptual barriers is also crucial, achieved by using vivid demonstrations, images, and representations to showcase sustainable practices compellingly. Providing feedback to guests on the impacts of their actions, such as the pounds of CO<sub>2</sub> saved by turning off lights, enhances this effort. Empowering guests with control over their in-room consumption through feedback via apps is highly advised. Therefore, providing timely, thoughtful, and user-friendly information is essential to meet the demands of today's mindful guests (Barber & Deale, 2014). Hotel service professionals are attuned to the societal implications of their service, ensuring that the hotel's operations contribute positively to the local community and respect cultural heritage (Boley & Uysal, 2013; Kim & Choi, 2013). Concomitantly, they maintain an acute awareness of economic well-being considerations, striking a harmonious balance between sustainability and profitability. While former research has predominantly focused on the effects of mindfulness in pro-environmental behaviours (Barbaro & Pickett, 2016; Wamsler et al., 2018) and sustainable consumption (Fischer et al., 2017; Ericson et al., 2014), less focus has been placed on how exactly mindfulness influences the three dimensions of sustainability consciousness: environmental, societal, and economic. This dearth of literature therefore justifies the urgent need for a comprehensive investigation into the role of mindfulness in shaping sustainability consciousness amongst hotel service providers (Ert et al., 2016; Li et al., 2018; Choi et al., 2022; Peng & Chen, 2019).

In this regard, addressing this gap will significantly allow the industry to unlock useful insights necessary for developing strategic initiatives aimed at cultivating a culture of mindfulness, which is the concept that has been proposed herein as that aiming to strike a harmonious balance between the offering of luxury hospitality and sustainable practices (Zamanillo Tamborrel & Cheer, 2019). This pursuit is not merely an intellectual one, but very important in meaning for the future of the hospitality industry and its role in shaping a more sustainable world. With enhanced awareness of the environment and societal concerns, those hotels that embrace sustainability consciousness will be ready to meet the risen demands of eco-conscious travellers and help drive the broader societal shift toward sustainable living (Doornich & Lynch, 2024). We seek to explore in depth how the practice of mindfulness and the three dimensions of environmental, societal, and economic well-being consciousness interplay, especially how such practices can change the hospitality service delivery toward more sustainable operations.

## 1. THEORETICAL FRAMEWORK

The Theory of Mindful Consumption suggests that mindfulness can enhance individuals' awareness of their consumption patterns, leading to more conscious and sustainable choices (Sheth et al., 2011). Mindfulness has the potential to help individuals disrupt old habits and form new ones, especially when they become aware of factors that detrimentally affect sustainability. This theory posits that mindfulness cultivates present-moment awareness, enabling individuals to become more attuned to the consequences of their actions, including the impact on the environment and society. For hospitality service providers, mindfulness can aid in disrupting unsustainable routines like excessive towel/linen changing, inefficient energy use, and food waste generation during meal preparation and service. In the hospitality industry, several studies have explored the role of mindfulness in promoting

sustainable consumption practices among hotel guests (Chan, 2019; Doornich & Lynch, 2024). The present study also employs the tenets of the triple bottom line (TBL) theory to address the issue of sustainability, first coined by John Elkington in 1994 in an article of California Management Review which delineates three trajectories: environment, economy, and society (Gimenez et al., 2012). Sustainability entails the simultaneous consideration of economic performance, environmental integrity, and societal well-being at a comprehensive level (Carter and Rogers 2008; Elkington, 1997; Ert et al., 2016;). The study proposes that dimensions of sustainability consciousness are built upon the triple bottom line theory. This framework has been widely adopted in the hospitality industry, with studies investigating the implementation of sustainable practices in hotels (e.g., Cech et al., 2018; Jones et al., 2016; Legrand et al., 2013). For instance, hotel housekeepers exhibiting environmental consciousness may prioritize resource conservation through reduced water and energy usage during cleaning. Restaurant staff with societal consciousness ensure respect for cultural heritage and support for local communities in sourcing ingredients and menu offerings (Jones et al., 2016). The Objective Self-Awareness Theory (Duval & Wicklund, 1972) motivates hotel service professionals to be cognizant of the discrepancies between their actions and personal or societal sustainability standards (Li et al., 2018; Choi et al., 2022; Peng & Chen, 2019). By increasing their level of self-awareness, professionals have the opportunity to bridge this gap and align their actions with their dedication to environmental conservation, social accountability, and financial sustainability. (Cech et al., 2018; Jones et al., 2016; Ert et al., 2016; Zamanillo Tamborrel & Cheer, 2019). For instance, self-aware front desk staff may recognize opportunities to promote sustainable tourism activities and amenities to guests. Mindful hotel managers can make economically viable decisions that balance sustainability initiatives with profitability considerations. The Theory of Environmental Information suggests that the availability and processing of environmental information can shape individuals' attitudes and behaviors towards environmental sustainability (Golob & Kronegger, 2019). For example, providing training and information on eco-friendly housekeeping techniques can encourage hotel housekeepers to adopt more sustainable cleaning practices. Clear signage and messaging about towel/linen reuse programs can promote participation from both guests and staff (e.g., Kim & Choi, 2013; Hwang & Wen, 2009).

## 2. LITERATURE REVIEW AND DEVELOPMENT OF HYPOTHESIS

### 2.1 MINDFULNESS: AN OVERVIEW

Mindfulness fosters pro-environmental behaviours like reduced consumption (Barbaro & Pickett, 2016; Geiger et al., 2018), waste reduction (Bahl et al., 2016; Panno et al., 2018), sustainable choices (Fischer et al., 2017; Ericson et al., 2014). In hospitality, its sustainability potential is explored given the industry's impacts (Boley & Uysal, 2013; Legrand et al., 2013). Ericson et al. (2014) found mindful individuals exhibited 33% lower ecological footprints compared to non-mindful counterparts. Barbaro and Pickett (2016) revealed that inducing a mindful state increased connectedness to nature and ecological behaviours. Geiger et al. (2018) discovered mindfulness indirectly promoted ecological behaviours through nature connectedness and mindful consumption. Panno et al. (2018) highlighted mindfulness facilitated cognitive reappraisal, enabling alignment of actions with environmental values and goals. They conceptualized mindfulness enhancing present-moment awareness, emotional regulation, self-awareness to influence sustainable consumption antecedents. Zamanillo (2019) examined mindfulness deepening human-service connections, e.g., mindful servers being present for guests. Mindful employees also exhibited higher engagement, aiding guest experiences and sustainability. Li, Y., 2018 found proactive mindfulness benefited employee well-being, service recovery. Gaps exist addressing societal, economic sustainability consciousness (Rau et al., 2019; Severo et al., 2019), service provider focus (Cech et al., 2018; Jones et al., 2016), empirical work on mindfulness-sustainability consciousness link in service delivery (Ert et al., 2016; Choi et al., 2022; Peng & Chen, 2019). Future research on moderators like culture, leadership, individual differences longitudinal/intervention designs exploring training impacts is needed to inform strategies promoting holistic sustainability consciousness among hospitality workforces (Zamanillo Tamborrel & Cheer, 2019; Kim & Choi, 2013; Doornich & Lynch, 2024).

Mindfulness has emerged as a transformative tool for enhancing sustainability consciousness by cultivating deeper awareness, ethical sensitivity, and interconnectedness with nature and society. It has been found that integrating mindfulness-based contemplative pedagogy into accounting education in Indonesia facilitated a significant mindset shift among students, reshaping their core values and perceptions toward pro-social and environmentally responsible behaviors (Efferin & Soeherman, 2024; Rathakrishnan et al., 2025). Extending this understanding, facets of mindfulness such as outer awareness and insight foster sustainable attitudes and behaviors through mediators like connectedness to nature and prosocialness, emphasizing mindfulness as a pathway to inner change that influences outward ecological engagement (Jansen et al., 2024). In the context of tourism, it is demonstrated that resident mindfulness not only enhanced hospitality but also reduced negative tourist stereotypes by encouraging self-transcendence and perspective-taking, thereby promoting socially sustainable host-guest interactions (Plietzsch et al., 2024; Antwi et al., 2025). Complementing these findings, green mindfulness among Malaysian university students and revealed that values, environmental knowledge and perceived institutional responsibility significantly influenced students' green consciousness while spirituality and goal difficulty were less impactful (Kumar, 2025).

## 2.2 MINDFULNESS AND SUSTAINABILITY CONSCIOUSNESS WITHIN HOSPITALITY PARADIGM

The hospitality industry is increasingly recognizing the importance of mindfulness and sustainability consciousness in enhancing employee creativity, customer satisfaction, and environmentally responsible behaviors. Mindfulness, the practice of being present and attentive to the current moment, has been found to be a key driver of employee creativity (Gip et al., 2022). An organizational culture that tolerates errors allows employees to be more mindful and creative without fear of failure. Furthermore, mindfulness training programs have shown positive impacts on employee well-being and job performance. This cultivated mindfulness seems to extend beyond just employees to customers as well. Guests who exhibit higher levels of “green mindfulness” - an awareness of their environmental impact - are more likely to engage in pro-environmental behaviors (PEBs) during their hotel stays (Dharmesti et al., 2020). Their pre-existing green habits from home also predict PEBs, suggesting mindfulness and sustainability begin well before arriving at the hotel. By providing green amenities and sustainable hotel features, properties can further activate these intrinsic values and behaviors among environmentally-conscious travellers. For the luxury hotel segment, sustainability-focused marketing messages resonate more deeply than customer service narratives (Amatulli et al., 2021). Communicating their environmental commitments enhances luxury hotels’ perceived integrity and booking intentions, especially for environmentally-concerned consumers. This highlights how green mindfulness transcends socioeconomic segments - from economically conscious to luxury clientele, sustainability holds increasing importance.

What underlying psychology drives this green mindfulness? Studies indicate that pride and mindfulness cultivate greater public self-awareness, which in turn leads to improved customer satisfaction and citizenship behaviors like recycling (Crego et al., 2021). Mindful individuals feel a sense of accountability and responsibility to society. This self-awareness mediates the pride-satisfaction and pride-eco-behavior relationships, emphasising mindfulness’ key role. Diving deeper into the mindful consumer psyche, highly mindful guests seek out sustainable hotel information and amenities that provide emotional, environmental, and social benefits (Barber & Deale, 2014). Their mindfulness facilitates sustainable decision-making by considering situational factors and understanding their impacts. Masterfully marketing to this segment requires recognizing their nuanced motivations. From a practical perspective, the mindfulness facet of “acting with awareness” shows a direct positive correlation with self-reported sustainable behaviors (Amel et al., 2009). Being consciously present and deliberate seems to drive eco-friendly actions more than purely observing one’s surroundings. However, feeling externally connected did not predict sustainability, highlighting mindfulness’ cognitive rather than emotional roots. Mindfulness also proves vital for cultivating positive organizational behavior in hotels. Authentic leadership fosters collective mindfulness, which enhances team thriving - a state of vitality and learning (Wu & Chen, 2019). This collective thriving then inspires prosocial acts like proactive customer service. By prioritizing authenticity and presence, hotels can create an upward spiral of mindfulness, thriving, and care for stakeholders. For service providers like online travel agencies (OTAs) and tour operators, there exists an opportunity to cater to the mindful, sustainability-conscious customer segment. Developing digital platforms and booking flows that highlight sustainable hotel options, local eco-friendly experiences, and emotional/social impact narratives can drive differentiation. Successfully marketing to this segment requires understanding their nuanced motivations around environmental preservation for future generations. Simultaneously, OTAs can apply nudge techniques grounded in mindfulness principles to encourage more sustainable travel choices during the booking process.

Sustainability consciousness integrates environmental consciousness, societal well-being consciousness, and economic well-being consciousness into a cohesive paradigm (Manchanda et al., 2023). It reflects a holistic approach where individuals actively consider and balance environmental, societal, and economic factors in their decisions and actions, fostering a mindful and comprehensive commitment to responsible and resilient living. Environmental consciousness reflects comprehension, awareness of environmental issues, attitudes, and willingness for lifestyle changes (Krause, 1993; Schlegelmilch et al., 1996; Berglund et al., 2014). It correlates with purchasing and consuming organic food influenced by ecological concerns (Kriwy and Mecking 2012). Enterprises embrace the environmental movement due to shifting consumer preferences, leading to market demand for eco-friendly products (Peattie and Charter, 1992; Olsson & Gericke, 2017; Grunert, 1993). Mindfulness practices can significantly enhance environmental well-being consciousness among hotel service providers. By fostering a state of present-moment awareness, mindfulness enables individuals to become more attuned to their surroundings and the environmental impacts of their actions. This heightened awareness can lead to a deeper understanding of ecological issues and a greater willingness to adopt sustainable practices in hotel operations. Mindful hotel staff may be more likely to notice and reduce waste, conserve energy, and implement eco-friendly policies in their day-to-day activities. In light of above-mentioned concepts, following research hypothesis got derived.

*Hypothesis 1: There exists a significant impact of mindfulness on the environmental well-being consciousness of hotel service providers.*

Societal well-being consciousness pertains to recognizing, beliefs, and actions directed towards collective welfare, cultural variety, fair treatment, and community welfare (Bahl, 2016). It involves mitigating prejudices and biases through mindfulness, fostering a receptive mindset towards changing biased perspectives (Greenwald and Banaji, 1995; Brumbaugh and Grier, 2013). Socially responsible consumer behavior stems from the inclination to participate in actions beneficial to others (Eisenberg

and Mussen 1989; Mohr et al. 2001). The societal implications of mindfulness in the hospitality industry are significant. By fostering non-judgmental awareness and empathy, these practices enhance the capacity of staff to respond to the diverse needs of guests, colleagues, and the local community with greater acuity. This heightened sensitivity can manifest in more inclusive and culturally attuned service delivery, thereby nurturing a sense of social responsibility and community engagement within the sector. The resultant atmosphere of mutual understanding and respect contributes to a more harmonious and equitable hospitality environment. In this context, second hypothesis ( $H_2$ ) got derived.

*Hypothesis 2: There exists a significant impact of mindfulness on the societal well-being consciousness of hotel service providers.*

The concept of economic well-being involves consciousness that encompasses recognitions, beliefs, and behaviors oriented towards financial security, equal economic opportunities, and sustainable prosperity (Dittmar, 2005; Jackson, 2005). This includes choices with regard to sustainable products, reduction of harmful consumption habits, voluntary simplicity, debt-free consuming, and collaborative consuming when it comes to sustainability (Mont, 2004; Sheth et al., 2011; Iwata, 2006). The diversified approach considers individual well-being, as well as societal and environmental impacts, and thus gives a wide perspective with regard to economic dimensions within sustainable choices of consumption (Sheth et al., 2011). From an economic point of view, the impacts of mindfulness on the consciousness of hotel service providers are complex and influence deeply. Mindful practices nurture a fuller awareness of the long-term economic consequences of operational decisions, thus balancing considerations of short-term financial returns against sustainable economic practices. This enhanced consciousness can spark responsible resource utilization measures, good labour conditions, and focused approach towards the creation of continuous value to all shareholders in terms of employees, guests, and the economy of the local community. It is important to note that while this approach strengthens the individual economic sustenance of hospitality entities, it forms a basis for the wider economic well-being of communities where these entities may operate. Thus, the study posits the third hypothesis as follows;

*Hypothesis 3: There exists a significant impact of mindfulness on the economic well-being consciousness of hotel service providers.*

### 3. RESEARCH METHODOLOGY

This study utilized a survey-based approach to investigate the impact of mindfulness on sustainability consciousness of hotel service providers while providing services. Applying purposive sampling technique, a total of 255 sample data were collected from 5 Northwestern Indian cities, Jaipur, Delhi, Ahmedabad, Jodhpur and Udaipur, using a structured questionnaire, which comprises the measurement items related to mindfulness, environmental well-being consciousness, societal well-being consciousness and economic well-being consciousness. Purposive sampling was employed to target 350 frontline hotel service providers (e.g., housekeepers and front desk staff with  $\geq 1$  year of experience in guest-facing roles) in 3–5-star hotels ( $\geq 50$  rooms) across Jaipur, Delhi, Ahmedabad, Jodhpur and Udaipur selected based on urban location and sustainability alignment, as Indian hotels and restaurants are increasingly aligned with international standards in terms of service quality and a Westernized operational mindset. Participants were contacted via HR departments by email or phone, followed by in-person questionnaire distribution with informed consent; of those approached, 255 usable responses were received (72.9% response rate) with potential biases proactively addressed through diverse demographics in light of the growing emphasis on sustainability within the hospitality sector. The northwestern region was selected to control for regional variations in cultural norms, economic conditions and hospitality industry practices ensuring a concentrated sample within a specific context aligned with the study's focus on sustainability consciousness influenced by the region's collectivistic cultural orientation. Responses were collected on a five-point Likert type scale ranging from 1-strongly disagrees to 5-strongly agree. Subsequently, the primary data have been analysed applying confirmatory factor analysis (CFA) and structural equation modelling. The Mindful Attention Awareness Scale (MAAS), developed by Brown and Ryan (2003), was employed in this study to assess mindfulness levels. The MAAS is a 15-item scale designed to measure dispositional mindfulness, defined as open or receptive awareness of and attention to what is occurring in the present moment (Brown & Ryan, 2003). To ensure content validity and contextual relevance, the original 15-item MAAS underwent a rigorous adaptation process involving consultations with five experts (three hospitality management professors with PhDs and over 10 years of experience in sustainability research, and two industry practitioners with 15+ years in hotel operations). Items were retained or discarded based on criteria including relevance to the hotel service context (e.g., applicability to guest-facing roles), non-redundancy, and pilot study factor loadings ( $>0.60$ ), resulting in the selection of 9 items that were deemed most appropriate and non-redundant for the current study's context, representing three sub-constructs of mindfulness: awareness, attention, and auto-pilot behavior. The items measuring sustainability consciousness were sourced from the instrument developed by Gericke et al. (2018). To ensure contextual relevance for the Indian hospitality industry, the original 27-item scale underwent a similar rigorous adaptation process through the same expert review and criteria, focusing on alignment with local practices; from the initial items, a subset of 9 was carefully selected to assess the three subconstructs of sustainability consciousness: environmental well-being consciousness, societal well-being consciousness, and economic well-being consciousness, thereby establishing robust content validity for both scales. Structural equation model was done taking

MAAS items as exogenous variables and sustainability consciousness as endogenous variable. The survey was administered online using a structured questionnaire between October 2024 and November 2024 with an average completion time of 12–15 minutes. Prior approval was obtained from the Institutional Ethics Committee of the Central University of Rajasthan and all participants provided informed consent before participating. Participation was entirely voluntary and anonymity was ensured.

### 3.1 SAMPLE PROFILE

The respondents in this study comprises a well mix of demographics, i.e, 63.9% were male, 49% were between 21-40 years of age, 57.6% had more than ₹50,000 income (see Table 1). Therefore, the findings based on this data can have valid implications for the practitioners and policy-makers as well.

Table 1: Demographic profile of the respondents

	Particulars	Frequency	Percentage
<b>Gender</b>	Male	163	63.9
	Female	92	36.1
<b>Age Group</b>	Below 20 Years	29	11.4
	21-30 Years	125	49.0
	31-40 Years	52	20.4
	41-50 Years	37	14.5
	51 Years and above	12	4.7
<b>Income Levels</b>	Below ₹25,000	57	22.4
	₹25,001- ₹50,000	51	20.0
	₹50,001-₹75,000	89	34.9
	₹75,001-₹100,000	33	12.9
	₹100,001 and above	25	9.8

### 3.2 RESULTS AND DISCUSSION

To assess the validity, reliability, and dimensionality of the study constructs, measurement model analysis was conducted utilizing AMOS 22 software, applying the Maximum Likelihood estimation method. The investigation encompassed four latent variables: Mindfulness, Environmental Well-being Consciousness (ENWBC), Societal Well-being Consciousness (SWBC), and Economic Well-being Consciousness (EWBC). All latent constructs of sustainability consciousness were operationalized as first-order factors. For the purpose of validity assessment, however, mindfulness was conceptualized as a second-order latent variable comprising three sub-constructs: awareness, attention, and auto-pilot behavior. Prior to analysis, the dataset was screened and cases with missing values (<2%) were removed to ensure data integrity. The model fit indices for mindfulness demonstrated satisfactory goodness-of-fit, indicating congruence between the hypothesized model and the observed data ( $\chi^2/df = 0.957$ , GFI = 0.981, NFI = 0.968, RMR = 0.007, RMSEA = 0.001). These results suggest that the proposed factor structure adequately represents the underlying construct of mindfulness. To evaluate the dimensional fit of the three sub-constructs of sustainability consciousness (SC), a separate measurement model analysis was performed. The results yielded acceptable fit indices ( $\chi^2/df = 1.935$ , CFI = 0.978, GFI = 0.973, RMR = 0.015, RMSEA = 0.051), providing empirical support for the proposed dimensionality of the SC construct.

### 3.3 VALIDITY AND RELIABILITY TEST

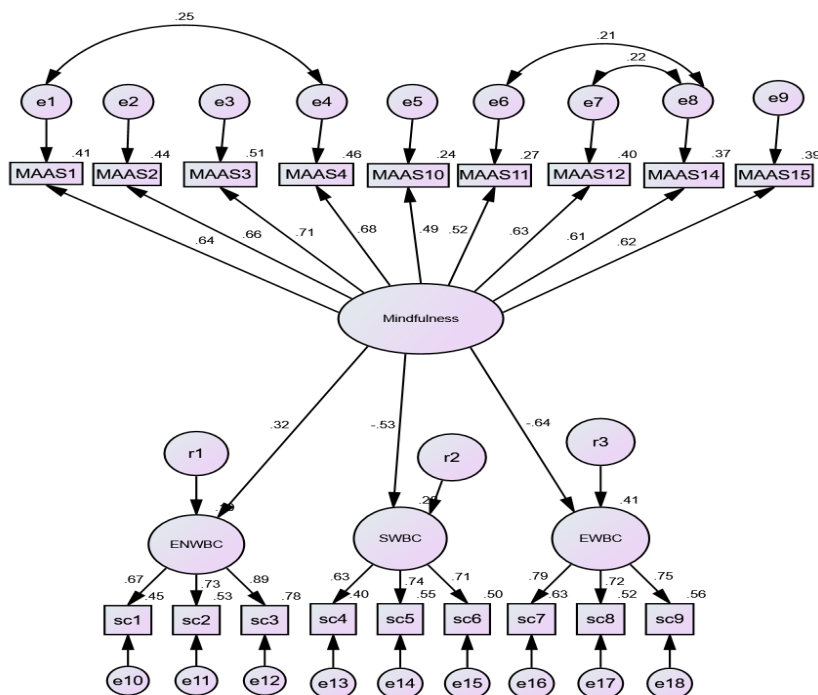
Upon achieving a satisfactory measurement model fit, the study proceeded to evaluate the measurement model’s standardized factor loadings, reliability, and validity (Table 2). The results revealed standardized factor loadings exceeding the recommended threshold of 0.50 (Hair et al., 2014). All constructs demonstrated Cronbach’s alpha values surpassing 0.8, indicating reliable internal consistency. To assess convergent validity, average variance extracted (AVE) values were calculated for each construct, yielding results above or approximating 0.5, while composite reliability (CR) values exceeded 0.7. These findings suggest that the items employed to measure the constructs exhibit satisfactory convergent validity.

Table 2: Measurement model summary

Variables and Items	Factor Loading	Alpha	AVE	CR
Mindfulness		0.855		
Awareness			0.573814	0.801343
MAAS1	0.795			
MAAS3	0.746			
MAAS15	0.730			
Attention			0.530643	0.77208
MAAS2	0.706			
MAAS4	0.714			
MAAS14	0.764			
Auto-pilot behaviour			0.582709	0.807285
MAAS10	0.771			
MAAS11	0.761			
MAAS12	0.758			
ENWBC		0.800	0.549324	0.784266
SC1	0.697			
SC2	0.701			
SC3	0.819			
SWBC		0.732	0.489973	0.741684
SC4	0.646			
SC5	0.751			
SC6	0.699			
EWBC		0.792	0.593079	0.813819
SC7	0.788			
SC8	0.766			
SC9	0.756			

#### 4.4 STRUCTURAL EQUATION MODEL ANALYSIS

Table 2: Structural Equation Model Analysis



The hypotheses were empirically tested using structural equation modelling (SEM) via AMOS 22 software (Figure 2). Both direct and indirect effects were examined. Environmental Well-being Consciousness (ENWBC), Societal Well-being Consciousness (SWBC), and Economic Well-being Consciousness (EWBC) served as outcome latent variables, with Mindfulness functioning as the predictor latent variable. As previously noted, of the original 15 measurement items in the MAAS scale, only 9 items deemed most contextually relevant were incorporated into the SEM path diagram. The model estimation results, as presented in Table 3, provided substantial evidence in support of the previously derived hypotheses. Specifically, the findings indicate that mindfulness among hotel employees significantly influences their sustainability consciousness.

Table 3: Result of the structural equation model analysis

Path	Path Coefficient	P Value	Hypothesis
Mindfulness → ENWBC	.317	0	Supported
Mindfulness → SWBC	-.639	0	Supported
Mindfulness → EWBC	-.531	0	Supported

CMIN/df = 1.601, IFI= 0.952, TLI=0.942, CFI=0.951, RMSEA = 0.049

## CONCLUSION AND IMPLICATIONS

Results from this study show that mindfulness can actually play a pivotal role in fostering sustainability consciousness, especially in hotel service delivery. Through mindfulness, service providers raise their consciousness to the present moment by being attentive to serve with increased consideration for environmental, societal and economic implications of their act towards contributing to the bigger goals of sustainable development. Such a positive relationship between mindfulness and environmental well-being consciousness heightens the awareness of needing more mindful practices among providers of hotel services. For instance, a housekeeper can become more conscious of which appliances are outdated and guzzle more water and energy or which amenities are single-use and result in more unnecessary waste. The increased awareness may allow them to think about greener alternatives such as energy-efficient appliances or even reusable amenities for reducing the hotel's carbon footprint. Similarly, a food-serving hotel employee will become more conscious of food waste and take necessary actions to minimize it by sharing meals in sensible portions or by offering doggy bags. These small yet significant actions driven by mindfulness can collectively contribute to the hotel's sustainability efforts and align with the principles of environmental stewardship (Manchanda et al., 2023).

Another interesting result that the study shared was the negative correlations of mindfulness with both societal well-being consciousness and economic well-being consciousness. One potential explanation for these negative associations could be the concept of "attentional narrowing" (Brefczynski-Lewis et al., 2007) where mindfulness may inadvertently focus individuals' attention on the present moment and immediate surroundings, potentially overshadowing broader societal and economic considerations. Talking about attentional narrowing, the research affirms that stronger pro-environmental tendencies are associated with increased attention to environmentally relevant stimuli. Also provides evidence that individuals who frequently engage in pro-environmental behaviors tend to allocate their attention toward objects and signals that are beneficial to the environment, suggesting a link between pro-environmental tendencies and attentional biases. This relationship was observed across studies, with priming (situational) and cultural (chronic) factors moderating the connection between these tendencies and attentional processes (Meis-Harris et al., 2021). Also, cultural orientations of the guests provide substantial evidence on how their perception and priorities of societal and economic well-being consciousness might look like. While for the guests with individualistic cultural backgrounds, the role of personal experiences and immediate gratification may be much more significant and can override a broader societal and economic relevance (Hanley et al., 2015). Guests from collectivistic cultures may become more attuned to the interconnectedness of individual actions and impacts on society and the economy. This cultural diversity among guests can make it challenging for service providers to cater to a wide range of societal and economic well-being consciousness levels through mindfulness practices alone. It is crucial to recognize that societal and economic well-being consciousness often involve factors beyond the immediate control of service providers, such as organizational policies, community engagement initiatives, and market dynamics (Jones et al., 2016). While mindfulness may enhance personal insight and awareness for the present moment, it may not necessarily lead to developed consciousness regarding these larger socio-economic elements in the near term. Interestingly, this study infers that mindfulness may have a positive influence on the consciousness of economic well-being in the long term.

The negative relationships between mindfulness and societal well-being consciousness and economic well-being consciousness may stem from India's collectivistic culture (Hofstede, 1980) which emphasizes group harmony over individual economic focus potentially limiting mindfulness' broader impact. In particular, this collectivistic orientation may suppress the economic consciousness dimension by prioritizing communal harmony, service quality, and shared welfare over individual financial considerations, leading staff to focus more on meeting guest or group expectations rather than on cost efficiency or long-term economic sustainability. Organizational structures in hospitality often rigid and task-focused may restrict service providers' ability to prioritize societal and economic considerations (Rashkova et al., 2024). Job roles, such as housekeeping or front desk

may further constrain mindfulness to immediate tasks overshadowing long-term socio-economic awareness. These findings suggest that mindfulness training should be tailored to address cultural and organizational barriers.

Mindfulness can also transcend the cultural resistance to change in the local community by making service providers more aware of how interconnected their actions are and the broader societal impact they create. The study also underlines a comprehensive and multi-faceted approach to fostering a holistic sustainability consciousness among hotel service providers. Thus, mindfulness is a significant agent in the augmentation of environmental awareness, it must be complemented with stakeholder engagement initiatives, economic sustainability education programs, and organizational policies and incentives that realign according to the Triple Bottom Line principles (Elkington, 1997). Therefore, hotels can develop an integrated strategy for enhancing the consciousness of sustainability among service staff by incorporating mindfulness with these other complementary strategies. In this respect, contribute to the general aim of attaining development sustainably and promoting overall sustainability in the hospitality industry, as well as beyond the industry. The study also brings out that fostering a holistic sustainability consciousness among hotel service providers requires a multi-dimensional approach. Although mindfulness may bring in environmental awareness by itself it may not provide a comprehensive solution for societal and economic dimensions of sustainability. These include running mindfulness trainings, stakeholder engagement with respect to sustainable practices of hotels, education on economic sustainability, and implementation of sustainable-oriented organisational policies and incentives. Therefore, this research study addresses a critical gap by vouching the relationship between mindfulness and sustainability consciousness within the hospitality industry. The conceptual framework of this study also extends the triple bottom line theory by adding the nuances of mindfulness with sustainability consciousness. Sustainability consciousness can reach exceptional levels in the presence of mindfulness among individuals. Longitudinal studies or intervention-based research designs can provide more robust insights into the possible causal effects of mindfulness on sustainability consciousness. The present study focused only on hotel service providers in the north-western region of India. Further research may investigate these relationships in different cultural contexts or across sectors within the hospitality industry to enhance generalisability. Qualitative research methods can include interviews or focus groups, which may give a richer understanding of service providers' experiences and perceptions that relate to mindfulness and sustainability consciousness, complementing quantitative results.

To strengthen the linkage with SDG-12, we explicitly connect our findings to specific targets of this goal. Our study shows that mindfulness enhances environmental well-being consciousness among hotel service providers directly supporting SDG-12.2 (sustainable management and efficient use of natural resources) and SDG-12.5 (reducing waste generation). By fostering a mindful approach, hotels can implement practices that minimize resource use and waste aligning with these targets. Furthermore, while our findings indicate a negative correlation with societal and economic well-being consciousness, this highlights the need for comprehensive sustainability training that addresses all dimensions of the Triple Bottom Line as advocated by SDG-12.6 (encouraging companies to adopt sustainable practices).” Our study contributes to SDG-12 by enhancing understanding of how individual consciousness can drive behaviors that support specific targets and indicators. For instance, the positive correlation between mindfulness and environmental well-being consciousness can lead to reduced waste generation, aligning with indicator 12.5.1 (national recycling rate). Although our study does not directly measure recycling rates, it provides insights into the psychological drivers that can encourage such behaviors among hotel service providers. Moreover, by fostering a culture of sustainability through mindfulness, hotels can move towards more efficient resource use, which supports the broader goals of SDG-12.2.

## LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

While this study provides valuable insights into the relationship between mindfulness and sustainability consciousness among hotel service providers, several limitations must be acknowledged to contextualize the findings and guide future research.

First, the study was conducted exclusively in the northwestern region of India specifically in the cities of Jaipur, Delhi, Ahmedabad, Jodhpur and Udaipur. This geographic focus introduces potential cultural bias as the findings may reflect cultural norms, values and practices specific to this region. For instance, India's collectivistic cultural orientation (Hofstede, 1980) may influence how hotel service providers perceive societal and economic well-being consciousness potentially differing from individualistic cultures where personal experiences and immediate gratification may take precedence. This cultural specificity limits the generalizability of the results to other cultural contexts such as Western or East Asian hospitality settings where mindfulness practices and sustainability priorities may manifest differently. Future research should explore these relationships in diverse cultural settings to assess whether the observed effects of mindfulness on sustainability consciousness hold across varied socio-cultural environments.

Second, the generalizability of the findings is constrained by the sample's focus on hotel service providers. The hospitality industry encompasses a wide range of sectors including restaurants, tour operators and event management which may exhibit different dynamics in terms of mindfulness and sustainability consciousness. Additionally, the study's reliance on a purposive sampling technique while appropriate for targeting relevant respondents may introduce selection bias potentially overlooking perspectives from other employee roles or less accessible hotels. Expanding the sample to include a broader range of hospitality sectors and employing random sampling techniques could enhance the external validity of the findings.

Third, the study's quantitative approach while robust for establishing relationships between mindfulness and sustainability consciousness may not fully capture the nuanced experiences and perceptions of service providers. Qualitative methods such as in-depth interviews or focus groups could provide richer insights into how cultural factors, organizational policies and individual differences shape the application of mindfulness in sustainable service delivery. For example, qualitative data could reveal how service providers interpret societal well-being consciousness in light of local community dynamics or how economic pressures influence their sustainability priorities. Furthermore, various moderators and mediators related to organizational structures and leadership can be analyzed within the model.

Finally, the negative correlations observed between mindfulness and societal and economic well-being consciousness warrant further investigation. These unexpected findings may be influenced by unexamined moderators such as organizational culture, leadership styles or employees' prior training in sustainability practices. The cross-sectional nature of the study restricts the ability to draw definitive causal inferences between mindfulness and sustainability consciousness, and thus the results should be interpreted as correlational rather than causal. Future longitudinal or intervention-based research is therefore recommended to examine potential long-term effects and trajectories of mindfulness on sustainability consciousness. Longitudinal or intervention-based studies could help clarify whether mindfulness training programs tailored to address societal and economic dimensions could mitigate these negative associations over time. To address these limitations, future research should adopt a mixed-methods approach, incorporating qualitative insights to complement quantitative findings. Cross-cultural studies comparing hospitality sectors in different regions could further elucidate the role of cultural bias in shaping sustainability consciousness. Future research could explore how role-specific interventions enhance holistic sustainability consciousness. Additionally, exploring the impact of mindfulness interventions such as targeted training programs could provide practical insights for fostering holistic sustainability consciousness across environmental, societal and economic dimensions in the hospitality industry.

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