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Do Green Practices Influence Pro-Environmental Behavior? An Analysis of the Role of Green Mindfulness

Odang Mara[1], Mudang Tagiya[2]

[1]Assistant Professor, Department of Management, Rajiv Gandhi University (Central), Arunachal Pradesh – 791112, India.
[2]Research Scholar, Department of Management, Rajiv Gandhi University (Central), Arunachal Pradesh – 791112, India.

Abstract

Purpose – This study aims to investigate the mediating role of green mindfulness in relationship between green practices and guest pro-environmental behavior in homestays in Arunachal Pradesh, India with special reference to Ziro valley. The study seeks to contribute valuable insights to the field of sustainable tourism by focusing on the specific dynamics at play in the ecologically diverse Ziro Valley, exploring the linkages that influence guests' environmentally friendly behaviors during their stay in homestays.

Design/methodology/approach - The study was conducted in Ziro valley of Arunachal Pradesh, India from 282 domestic tourists visiting Ziro Valley, Arunachal Pradesh, India. Structured questionnaire was used to collect the data and stratified random sampling was adopted for the study. Ordinary least square structural equation modelling (OLS-SEM) was employed to measure the hypothesized relationships.

Findings – The findings of the study show that, there exist both direct and indirect relationship between green attributes and pro-environment behavior. The mediating variable green mindfulness mediates the relationship between green attributes and pro-environment behavior among the respondents staying in the home stays in study area. The nature of mediation was partial mediation.

Research implications – The findings emphasize the potential for green initiatives to not only align with environmental goals but also enhance the guest experience, creating a unique and immersive stay. Moreover, the study highlights a shared responsibility, urging both hosts and guests to actively engage in pro-environment behavior and embrace green mindfulness.

Originality/value – This study explore the mediating role of green mindfulness between green practices and guest pro-environmental behavior in homestays in Ziro Valley, Arunachal Pradesh. The findings contribute unique insights to sustainable tourism, emphasizing the significance of green initiatives in enhancing guest experiences and fostering shared responsibility for environmental consciousness between hosts and guests.

Keywords – Green practices, Pro-Environment Behavior, Green Mindfulness, Arunachal Pradesh, Ziro Valley.

1. Introduction

The hospitality industry, a vital component of the global economy, wields a substantial environmental

footprint that poses challenges to ecological sustainability. One primary concern is the industry's intensive energy consumption, driven by the demand for extensive lighting, heating, ventilation, and air conditioning systems in hotels and accommodations. This heightened energy usage contributes significantly to carbon emissions and resource depletion. Additionally, the industry's reliance on large-scale water consumption for guest amenities and operational needs places strain on local water resources, risking depletion of aquifers and ecological imbalance. The generation of substantial waste, encompassing food waste and single-use plastics, coupled with inadequate waste management, further contributes to environmental degradation and pollution. Transportation-related emissions, associated with guest travel and the transportation of goods and services, add to the industry's environmental impact. The development of hotels and resorts often involves land conversion, leading to habitat disruption and loss of biodiversity. Moreover, the use of chemicals in hospitality operations, if not managed responsibly, can contribute to pollution. Recognizing these challenges, the industry is increasingly embracing sustainable practices, striving to mitigate its environmental impact and contribute to a more responsible and eco-conscious future. In the dynamic landscape of the hospitality industry, the imperative to embrace sustainable and eco-friendly practices has become more than a trend—it is an essential aspect that defines the industry's present and future trajectory. As the world grapples with pressing environmental challenges, hotels and establishments within the hospitality sector are increasingly recognizing the pivotal role they play in fostering a sustainable future.

In the contemporary context, marked by escalating environmental concerns, green practices have become paramount for addressing urgent global challenges. With climate change, resource depletion, and pollution threatening the planet's well-being, adopting eco-friendly measures is imperative. Green practices play a pivotal role in mitigating climate change, conserving resources, and safeguarding public health. As the world grapples with the consequences of environmental degradation, sustainable initiatives offer a pathway to economic stability by reducing operational costs and promoting responsible business practices. Moreover, the growing demand for environmentally conscious products and services underscores the significance of green practices in meeting consumer expectations and fostering corporate social responsibility. In an era of interconnected global challenges, the adoption of green practices is not only a strategic choice but a moral imperative, reflecting a collective commitment to building a sustainable future for generations to come.

Green initiatives, ranging from energy-efficient lighting and water conservation measures to waste reduction and locally sourced amenities, not only align with the broader environmental goals but also enhance the appeal of home stays to eco-conscious travellers. These practices contribute to a unique and immersive guest experience, fostering a sense of connection with the local environment. Moreover, adopting green practices in home stays reflects a commitment to responsible tourism and positions these accommodations as stewards of both local communities and the global environment. In this way, green practices in home stays serve as a catalyst for sustainable tourism, creating a positive ripple effect that benefits both hosts and the planet.

In the realm of home stays, the significance of green practices extends beyond hosts alone; it is a shared responsibility where travellers, as guests, also contribute to better sustainability by adopting pro-environment behaviour and embracing eco-friendly practices during their stays. Pro-environment behaviour among guest signifying a collective commitment to sustainable practices. When guests actively engage in environmentally conscious behaviour, such as reusing towels, minimizing energy consumption, and properly disposing of waste, they contribute significantly to the overall sustainability efforts of hotels

and accommodations. Encouraging PEB among guests not only reduces the ecological footprint of their stay but also aligns with the industry's broader goals of environmental responsibility. This shared commitment between guests and the hospitality sector promotes a more sustainable and eco-friendly travel experience, ultimately shaping a positive and responsible image for the industry and fostering a collective ethos of environmental consciousness.

The significance of Pro-Environment Behaviour (PEB) among guests in the hospitality industry intertwines seamlessly with the concept of green mindfulness. When guests actively practice green mindfulness—making environmentally conscious choices and exhibiting sustainable behaviours—it enhances the overall sustainability of their stay. Embracing green mindfulness entails a heightened awareness of one's impact on the environment and a commitment to making eco-friendly decisions, aligning perfectly with the principles of PEB. By integrating green mindfulness into their travel habits, guests not only contribute to the broader sustainability goals of the hospitality industry but also cultivate a deeper sense of responsibility and connection with the environment during their stay. This collective commitment, shared between guests and the industry, underscores the transformative power of conscientious choices in fostering a more sustainable and environmentally mindful hospitality experience.

Nestled in the picturesque state of Arunachal Pradesh, India, Ziro Valley is a verdant paradise renowned for its breathtaking landscapes and rich cultural heritage. Designated as a UNESCO World Heritage Site, this tranquil valley captivates with its lush rice fields, traditional Apatani villages, and the scenic Ziro Music Festival. The small and beautiful valley attracts not only nature enthusiasts and culture aficionados but also eco-conscious travellers seeking an immersive experience. Currently, there are 43 official record home stays in Ziro Valley, and this number has increased, providing visitors with more opportunities to experience the unique blend of sustainable practices and the vibrant traditions of Northeast India.

The existing literature has explored the topic of green practices, but notably, there is a noticeable gap in the research when it comes to home stays. While studies on green practices have been conducted in various contexts, the specific dynamics within home stays remain relatively unexamined. Additionally, there is a dearth of studies exploring the potential mediation effect of green mindfulness in this domain. Furthermore, despite the growing importance of sustainable tourism, the specific case of Ziro Valley in Arunachal Pradesh remains unexplored, with no prior studies conducted on the interplay between green practices, PEB, and green mindfulness within the unique setting of Ziro Valley. This research aims to address these gaps by providing valuable insights into sustainable practices, guest behaviors, and the mediating role of green mindfulness in the specific context of home stays, focusing on the unexplored territory of Ziro Valley.

2. Literature review and hypothesis development

2.1.Green practices

Green practices, as defined by Sánchez-Flores, Cruz-Sotelo, and Ojeda-Benitez (2020), encompass environmentally friendly actions aimed at fostering environmental protection and promoting sustainable development. In the hospitality industry, green practices, as defined by Teng et al. (2012) and Chan (2013), involve promoting hoteliers' initiatives to reduce solid waste, conserve water and energy, lower operational costs, and safeguard the natural environment. Moise et al. (2021) suggest that green practices encompass environmentally friendly measures that inspire hoteliers to create dedicated programs for the conservation and promotion of environmental health.

In the hospitality industry, green practices involve eco-friendly actions and programs aimed at enhancing the image of establishments, whether they be hotels, resorts, restaurants, or homestays (Moise et al., 2021). These initiatives, crafted to mitigate adverse environmental impacts, ultimately contribute to securing the long-term success of hotels (Foris et al., 2020). Green practices in hotels and other hospitality units significantly manifest in the implementation of energy efficiency procedures, solid and liquid waste management practices, and water conservation—the core focus areas (Fukey & Issac, 2014).

2.2.Pro-environment behavior

According Steg & Vlek (2009), pro-environmental behavior (PEB) is defined as voluntary actions by individuals or groups that minimize harm and contribute to the preservation of the environment. Pro-environmental behavior (PEB) holds leading significance in addressing contemporary environmental challenges. Accordign to Kaiser et al., (2007) PEB comprises of six indicators namely (1) energy conservation, (2) mobility and transportation, (3) waste avoidance, (4) recycling, (5) consumerism, and (6) vicarious behaviors toward conservation. These six indicators can be used to measure the pro environmental behavior of each individual. Pro-environment behavior contributes significantly to climate change mitigation. By embracing practices that reduce carbon emissions, promote renewable energy sources, and support eco-friendly initiatives, individuals become helpful in fighting the adverse effects of climate change on a global scale (Steg et al., 2014). In addition to the above, it supports long-term sustainability. By incorporating environmentally friendly practices into daily life, individuals actively participate in creating a sustainable future, ensuring the preservation of natural resources for generations to come (Thomas & Sharp, 2013).

2.3.Green mindfulness

Green mindfulness refers to “a state of conscious awareness in which individuals are implicitly aware of the context and content of environmental information and knowledge” (Chen et al., 2015). Green mindfulness enables individuals to engage in non-judgmental observations of their environment, focusing on various stimuli in the present moment. By drawing upon complete awareness, it encourages individuals to provide non-evaluative descriptions of these observations, thereby enhancing the practice (Hwang & Lee, 2019). Individually, green mindfulness plays a crucial role in promoting sustainable lifestyles. As individuals become more mindful of their environmental impact, they are likely to adopt and advocate for practices that contribute to an eco-friendlier way of living. In hospitality industry, green mindfulness allows hospitality establishments to minimize their ecological footprint. This can involve adopting energy-efficient technologies, implementing waste reduction strategies, and incorporating sustainable sourcing practices for food and amenities. By doing so, hotels and restaurants contribute to environmental conservation and demonstrate a commitment to responsible business practices (Dharmesti et al., 2020).

2.4.Relationship between green practices and pro-environment behavior

Guest and tourist are more likely to engage in Pro-Environmental Behavior (PEB) in a tourism setting when the destination and hospitality segment exhibit pro-environmental attributes (Miller et al., 2015). A hotels or resort’s eco-friendly features play a crucial role in facilitating guests' PEB. For instance, the presence of general and recyclable bins in homestays or hotels empowers guests to dispose of waste properly and encourages recycling behavior. Beyond recycling policies, consumers consider water and energy conservation attributes as key features in hotels (Millar, Mayer, & Baloglu, 2012). As a result, the incorporation of green attributes in hotels contributes to assisting guests in actively practicing PEB. Based on the aforementioned reasoning, we posit the following hypothesis:

H1: Green practices have a positive impact on pro-environment behavior

2.5.Relationship between green practices and green mindfulness

The influence of green practices or attributes on green mindfulness is a dynamic interplay between environmental cues and individual awareness (Chan et al., 2015). Green practices, encompassing sustainable initiatives and environmentally friendly attributes, play a pivotal role in shaping individuals' levels of green mindfulness. Exposure to such practices within various settings, such as hotels and tourism facilities, serves as a catalyst for heightened environmental awareness. In the study conducted by Deb, Sharma & Panchapakesan (2023) on "Sustainable Practices, Mindfulness, Tranquility, and Well-being: A Mixed-Method Approach," exploring the interplay between sustainable practices, mindfulness, tranquility, and well-being in hotels and rural homestays. The findings reveal a positive correlation among these factors, and mindfulness is identified as a constructive moderator. When individuals encounter and engage with green attributes, such as energy-efficient technologies, waste reduction measures, or conservation programs, it fosters a deeper understanding of the ecological impact of their choices. These environmental cues act as stimuli, prompting individuals to reflect on their behaviors and adopt a more conscientious approach toward sustainability. Green mindfulness, in this context, emerges as a product of the ongoing interaction between individuals and the environmentally conscious features surrounding them. Moreover, the positive impact of green practices on green mindfulness extends beyond immediate awareness to the cultivation of a sustainable mindset. The incorporation of eco-friendly attributes in various settings not only encourages responsible behavior but also contributes to a broader cultural shift toward environmental stewardship (Fischer et al., 2017). Consequently, the relationship between green practices or attributes and green mindfulness highlights the influential role that environmentally conscious features play in shaping individuals' attitudes and behaviors towards a more sustainable future.

H2: Green practices have a positive impact on green mindfulness.

2.6.Relationship between green mindfulness and pro-environment behavior

Green mindfulness, characterized by a heightened awareness and sensitivity to environmental concerns, plays a crucial role in shaping individuals' Pro-Environmental Behavior (PEB). When people possess green mindfulness, they are more attuned to the environmental impact of their choices and actions. In the context of hotels and tourism, this means being more aware of sustainable practices, energy conservation, and waste reduction (Langer & Moldoveanu, 2000). Individuals with green mindfulness actively seek out and engage with Pro-Environmental Behavior options within hotels. Their heightened consciousness regarding environmental well-being becomes a motivating factor, influencing them to make choices that align with sustainability goals. In essence, green mindfulness acts as a catalyst for environmentally conscious decision-making and actions, fostering a positive impact on Pro-Environmental Behavior within the hospitality industry (Bahl et al., 2016). Consequently, the following hypothesis has been proposed:

H3: Green mindfulness has a positive impact on pro-environment behavior

"In this study, we argued that the green practices has a positive impact on pro-environmental behavior. Furthermore, the relationship between a green practices and pro-environment behavior is asserted to be mediated by the green mindfulness. Green practices are positioned as the antecedent in the research framework, leading to pro-environment behavior as the consequent. Meanwhile, green mindfulness is posited as a mediating factor. The conceptual framework for the study is shown in Figure 1.

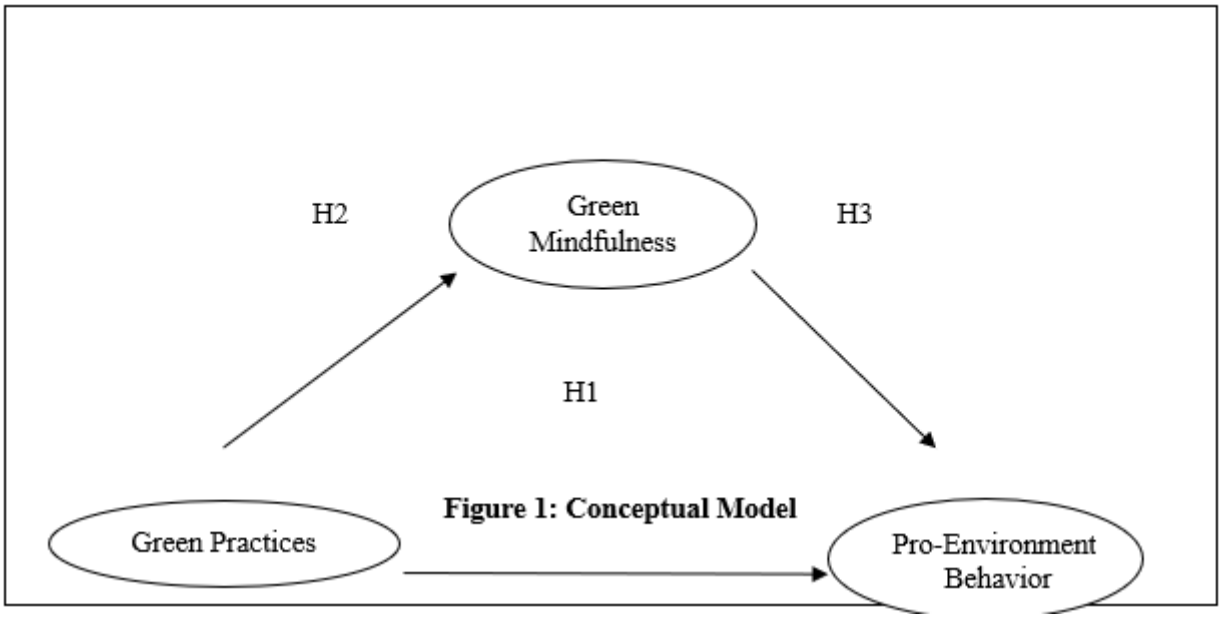

Figure 1: Conceptual Model

3. Methodology

3.1.1. Study area

The present study was conducted in Ziro valley in Arunachal Pradesh, India. Ziro valley is located in Lower Subansiri district of Arunachal Pradesh. The valley is famous tourist place and known for its unique fish-cum paddy cultivation. According to official records, the valley currently offers 44 homestays, in addition to various hotels and resorts. Located approximately 105 kilometers from Itanagar, the capital of Arunachal Pradesh, Ziro valley captivates visitors with its unique cultural and agricultural practices.

3.1.2. Research instrument

In this present study, all the scale items measuring the variables were adapted from literature; however, small modification was done to the item statements to make it understandable for respondents. Five items measuring home stay green practices was adapted from the study conducted by Manaktola & Jauhari (2007). Seven items adopted from Miller et al. (2015) were used to measures guest's pro-environment behavior while five items measure green mindfulness were adopted from the study by Amel et al. (2009). All of these measurement items used were in 5-point Likert scale.

3.1.3. Sample design and data collection

In this study, the sample population was domestic tourist staying in the homestays. Stratified random sampling was employed to draw the sample from the population. According to Hair et al., 2013, the sample size for the study should be ten times the number of items in the questionnaire. In this study, the number of items was seventeen, accordingly, the sample size for the study was (n x 10) i.e. 17 x 10 = 170 domestic tourists. However, to have a better result, the researcher attempts to draw higher sample size and distributed 300 questionnaires out of which 263 was received and 248 was usable. Hence the final sample size was 248.

3.1.4. Analysis of Data

SPSS version 21.0 was employed to conduct descriptive statistics and reliability analysis on the collected data, and to evaluate the demographic profile of the respondents and the internal consistency of the constructs. As per the guidance provided by Anderson and Gerbing (1988), the measurement scales were then subjected to scrutiny to confirm their convergent and discriminant validity. Confirmatory factor

analysis (CFA) was used to establish composite reliability. Subsequently, structural equation modelling (SEM) was conducted using AMOS (Analysis of Moment Structure) software to validate the relationships among biospheric value, environmental concern, and private sphere behavior.

4. Analysis and Discussions

4.1.1. Demographic profile

The demographic profile of respondents is presented in Table 1. The data reveals a predominant male representation (62.10%), complemented by a diverse age distribution, notably with the 21-30 age group being prominent (29.84%). Education levels vary, with a substantial number having completed graduation (38.31%). Occupationally, students constitute a significant portion (43.55%), and the primary purpose of their visit is predominantly recreational (75.00%). These findings underscore the diverse and dynamic nature of the respondent group, providing valuable insights for shaping targeted strategies and initiatives in the tourism and hospitality sector in Arunachal Pradesh.

Table no. 1. Profile of respondents

Variables	Category	Frequency	Percentage (%)
Gender	Male	154	62.10
	Female	94	37.90
Age (in years)	Upto 20	45	18.15
	21 - 30	74	29.84
	31 – 40	69	27.82
	41 – 50	34	13.71
	Above 50	26	10.48
Education	Upto middle school	22	8.87
	Elementary	43	17.34
	Higher Secondary	57	22.98
	Graduation	95	38.31
	P.G or Higher	31	12.50
Occupation	Pvt. employee	32	12.90
	Govt. employee	26	10.48
	Business	24	9.68
	Researcher	19	7.66
	Self-employed	39	15.73
	Student	108	43.55
Purpose of visit	Recreation	186	75.00
	Business	13	5.24
	Official	21	8.47
	Education	28	11.29

Source(s): *Survey data (2023)*

4.1.2. Measurement model

The measurement model for this study comprises three variables: green attributes, pro-environment beh-

avior (PEB), and green mindfulness. To assess the reliability and validity of these constructs, Confirmatory Factor Analysis (CFA) was employed using the Maximum Likelihood Estimation (MLE) method. Following the guidelines presented by Hair et al. (2015), a commonly accepted threshold for Average Variance Extracted (AVE) is 0.5 or higher, while the recommended threshold for construct reliability (CR) stands at 0.7 or higher. Additionally, factor loadings within the range of 0.6 to 0.7 may be considered acceptable, provided that other indicators of construct validity are favourable. Table 2 highlights the factor loading and reliability of the construct after CFA. The results indicate that factor loading, reliability, AVE, and composite reliability meet the threshold values.

Table 2: Measurement model – Factor loading, reliability, AVE, CR

Variables	Items	Factor loading	Cronbach alpha	AVE	Composite Reliability
Green attributes	GA1 -	0.68	0.811	0.52	0.78
	GA2 -	0.72			
	GA3 -	0.68			
	GA4 -	0.67			
	GA5 -	0.72			
Pro-Environment Behavior	PEB1 -	0.55	0.823	0.56	0.86
	PEB2 -	0.63			
	PEB3 -	0.62			
	PEB4 -	0.69			
	PEB5 -	0.78			
	PEB6 -	0.65			
	PEB7	0.88			
Green Mindfulness	GM1 -	0.88	0.792	0.66	0.85
	GM 2 -	0.64			
	GM 3 -	0.89			
	GM 4 -	0.75			
	GM 5 -	0.62			
Source(s): AMOS output					

The results of the factor analysis revealed that the factors exhibited adequate values for GFI (goodness-of-fit index: 0.9 or higher), AGFI (adjusted goodness-of-fit index: 0.9 or higher), RMSR (root mean square residual: 0.05 or lower), and p-value (0.05 or higher), thus confirming their convergent validity.

Table 3. Discriminant validity

	Green Attributes	PEB	Green Mindfulness
Green Attributes	**0.61**		
PEB	0.51	**0.65**	
Green Mindfulness	0.49	0.52	**0.71**

The discriminant validity of the constructs was also accessed using Fornell-Larker criterion. In Table 3, the square of AVE values for each construct are highlighted in bold, while the remaining values represent

the squared correlation coefficients between the constructs. The findings show that obtained AVE values are greater than squared correlation coefficients, demonstrating that construct variance was more pronounced than the shared variance between constructs. Overall, these findings provided sufficient evidence in supporting the discriminant validity of the measures (Hair et al., 2006).

4.1.3. Structural model

In this study, structural equation modelling (SEM) was employed to validate hypotheses, and AMOS 21.0 was utilized for empirical results through maximum likelihood estimation (MLE). The findings of the structural model are presented in Table 4, and overall fit measures in SEM suggest that the model fit was satisfactory (χ^2 /df= 2.99, GFI = 0.929, RMSEA = 0.039, AGFI = 0.892). All estimated paths are statistically significant, and all hypotheses are confirmed. It was found that green attributes significantly influence pro-environment behavior ($\beta = 0.61$, $p < 0.05$), this implies that individuals who perceive or possess green attributes are more likely to engage in pro-environmental activities. While green attributes significantly influence green mindfulness ($\beta = 0.89$, $p < 0.05$) and green mindfulness significantly impact pro-environment behavior ($\beta = 0.73$, $p<0.05$).

Table 4 Results of hypothesis testing

Hypothesis	Path coefficients	CR value	p-value	Inference
H1: Green Attributes → PEB	0.61	2.45	0.00**	*Supported*
H2: Green Attributes → Green Mindfulness	0.89	4.82	0.01**	*Supported*
H3: Green Mindfulness → PEB	0.73	3.65	0.00**	*Supported*
Source(s): AMOS output				
χ^2 /df= 2.99, p-value = 0.00, GFI = 0.929, AGFI = 0.892, RMSEA = 0.039 **p<0.05				

The results, illustrated in Fig. 2, reveal that all paths are positive and significant, thereby supporting H1, H2 and H3 in this study.

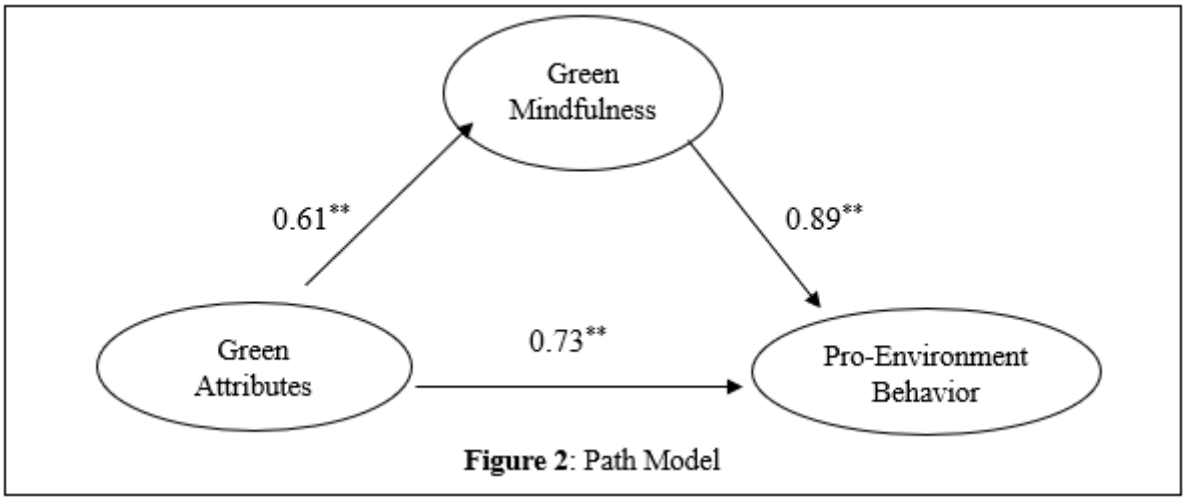

Figure 2: Path Model

The indirect impact of green mindfulness on green attributes and pro-environmental behavior was ascertained through bootstrapping analysis, revealing both statistically significant and positive effects as shown in Table 5.

Table 5 Indirect effect				
Relationship	**β**	**Confidence Interval**		**Decision**
		Lower	**Upper**	
Green Attributes → Green Mindfulness → PEB	0.212*	0.183	0.263	*Supported*
* *Significant at 0.05*				

According to Zhao et al. (2012), when both a direct and an indirect relationship exist between an independent variable and a dependent variable through a mediating variable, the mediation impact is considered as partial. Therefore, the study revealed that green mindfulness plays a partial mediating role between green attributes and pro-environment behavior (PEB).

Implications

The study's implications highlight the vital role of sustainable practices in Ziro Valley's home stays, guiding hosts to adopt eco-friendly measures. The findings emphasize the potential for green initiatives to not only align with environmental goals but also enhance the guest experience, creating a unique and immersive stay. Moreover, the study highlights a shared responsibility, urging both hosts and guests to actively engage in pro-environment behavior and embrace green mindfulness. Implementing these insights can contribute to the valley's sustainability, fostering a positive image for the hospitality industry and nurturing a collective ethos of environmental consciousness in Ziro Valley.

Limitations and future research

The present study was conducted in Ziro Valley, Arunachal Pradesh, India, which may limit the generalizability of its findings to regions with different socio-cultural or environmental contexts. The sample size of 248 respondents might not fully capture the diversity of the population, potentially affecting the extent to which findings can be generalized. Additionally, the cross-sectional nature of the study constrains the establishment of causal relationships. Furthermore, the use of self-reported data introduces the possibility of response biases, including social desirability bias. Future research may expand beyond Ziro Valley, Arunachal Pradesh, India, to diverse regions for enhanced generalizability. A larger and more diverse sample size, longitudinal designs, and diverse data collection methods can address limitations. Exploring specific mechanisms behind the mediation role of green mindfulness and considering additional contextual factors will contribute to a more comprehensive understanding of the dynamics between green attributes, green mindfulness, and pro-environmental behavior.

Conclusions

In conclusion, this study sheds light on the intricate dynamics of sustainable practices, pro-environment behavior (PEB), and green mindfulness within the context of home stays in Ziro Valley, Arunachal Pradesh. The findings highlight the significance of green initiatives for hosts, guiding them in adopting practices that align with environmental goals and enhance the overall guest experience. The shared responsibility between hosts and guests in practicing PEB and embracing green mindfulness emerges as a key theme, emphasizing the transformative power of conscientious choices in fostering a sustainable and environmentally mindful hospitality experience. As Ziro Valley, Arunachal Pradesh, India continues to captivate eco-conscious travelers, this research contributes valuable insights to promote responsible tourism and sustainable practices within this unique cultural and natural setting.

Appendix

Items for variables	
Variable	**Items**
Green attributes (5-items)	GA1 – "The home stay actively practices waste recycling".
	GA2 – "Energy-efficient appliances and lighting are utilized in the home stay".
	GA3 – "The home stay encourages guests to minimize water usage".
	GA4 – "The property uses eco-friendly cleaning products and practices".
	GA5 – "The home stay has visible communications about green practices"
Pro-Environment Behavior (7-items)	PEB1 – "In the homestays, where possible, I carefully sort my waste into either recycling or rubbish".
	PEB2 – "I support recycling behavior during my stay in the hotel or homestay".
	PEB3 – "I switch off the lights that are not in use".
	PEB4 – "I make an effort to unplug chargers and electronic devices when they are not in use".
	PEB5 – "I use water wisely during my stay at the hotel or homestay".
	PEB6 – "I try to save water when showering in the hotel".
	PEB7 – "I turn off the tap while brushing my teeth or washing my face".
Green Mindfulness (5-items)	GM1 – "For getting my linen changed, I reflect on the environment".
	GM 2 – "For getting my towels changed, I reflect on the environment".
	GM 3 – "When showering in the hotel, I carefully consider the environment".
	GM 4 – "When leaving the room, I am mindful of turning off the power".
	GM 5 – "When throwing out my rubbish, I am mindful of where to put it".
Source(s): Adapted from Amel et al., 2009; Barber & Deale, 2014; Manaktola & Jauhari, 2007; Miller et al., 2015	

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