

Abstract

- This study aims to **evaluate research on mindset from theoretical perspectives, traditions, and common limitations** that have implications for ethical consumption in tourism and hospitality. It intends to synthesize the state of knowledge and establish a research agenda using a semi-systematic literature review to explore the impact of mindsets on sustainable consumption in tourism.
- It demonstrates that literature started utilizing the mindset concept in the past decade using several approaches: **fixed and growth mindsets, deliberative and implemental mindsets, learning and performance goal orientations, and prevention and promotion mindsets.**
- The results suggest that **tourism businesses can design experiences that change the mindset toward more sustainable consumption.** Changing tourists' mindset is one approach to developing more environmentally friendly tourism. This research fulfils a **critical need to examine the mindset concept as a foundation for tourism experiences to achieve mindful consumption,** which is urgently needed, especially within the tourism and hospitality sector.

Objectives

This study intends to **examine research on mindset from theoretical perspectives, traditions, and common limitations** that have implications for ethical consumption in tourism and hospitality. It intends to synthesize the state of knowledge to explore the impact of mindsets on sustainable consumption in tourism.

Results

The study demonstrates that literature started utilizing the mindset concept in the past decade using several approaches: **fixed and growth mindsets, deliberative and implemental mindsets, learning and performance goal orientations, and prevention and promotion mindsets** (Gottfredson and Reina, 2021)

Moreover, **tourism and hospitality research only recently integrated this concept** (Oppewal et al., 2015). Furthermore, most tourism articles showed that the mindset is a moderating (rather than independent) factor for behavior change because most tourism activities start and take place in the mind (Li et al., 2019).

In addition, **understanding tourists' mindset is essential for tourism development and requires further exploration** (Hung, 2018) because consumer research indicates that **mere citizen education is not enough to reverse or offset mindlessness consumption** as it is driven by daily market drivers and encouragements to consume mindlessly (Bahl et al., 2016).

Practical Implications

The study provides **clear implications for mindful consumption, which is one of three theoretical perspectives of consumer behavior linked to sustainable consumption research** (Lim, 2017). The results suggest that tourism businesses can design tourism experiences that change the mindset toward more sustainable consumption. Changing tourists' mindset is one approach to **developing more environmentally friendly tourism** (Dolnicar, 2020) through the intangible consumption facet (mindful mindset caring for nature).

Furthermore, **the results justifies mindset theory application in hospitality and tourism research which is still limited** (Fong et al., 2021). Therefore, this study directly correlates with climate change reduction, which recently received increasing attention in the tourism and hospitality sector (Taheri and Rahimi, 2019).

Originality

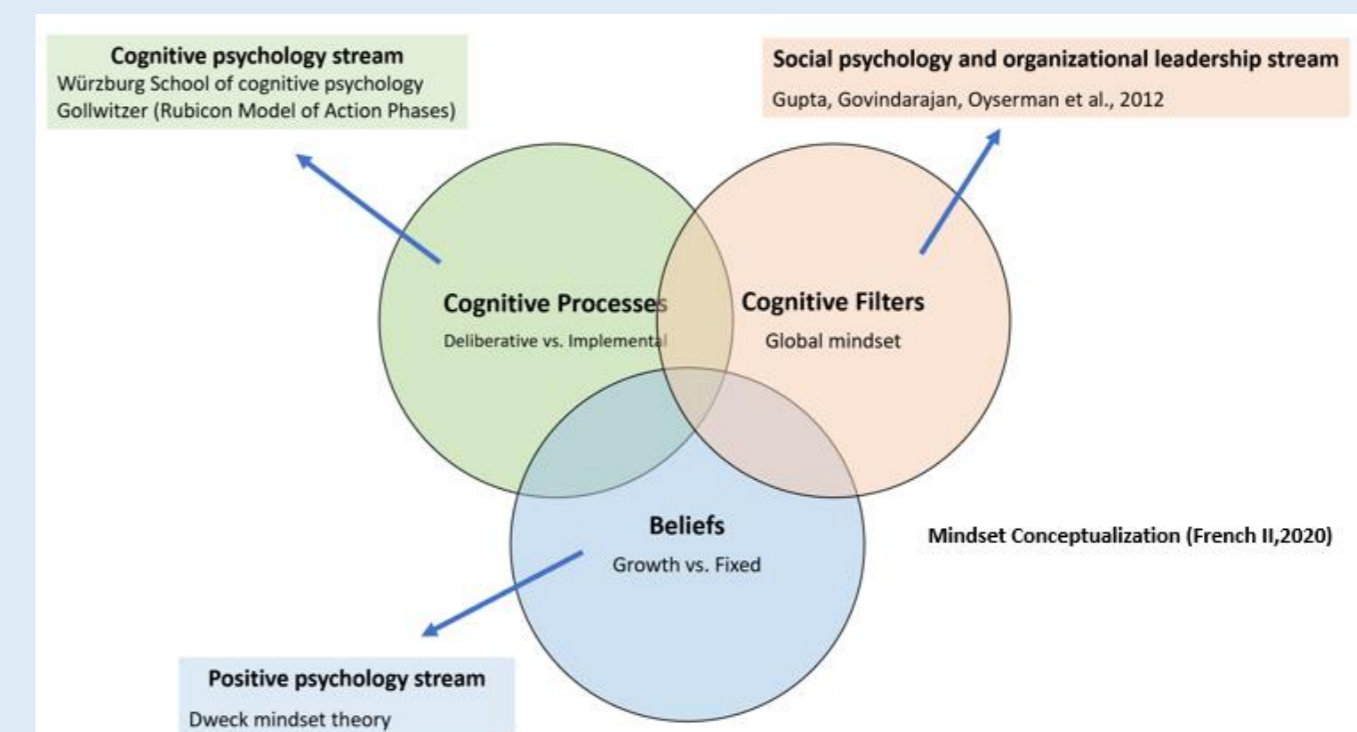
This study fulfils a **critical need to examine how psychological essentialism related to individuals' implicit beliefs about various personal attributes is linked to consumption behavior** (Fong et al., 2019).

However, **no previous article has attempted to review the different concepts that frame such mindset spectrum in literature and how these concepts developed over time from a sustainable and ethical consumption perspective.** Therefore, this poster can establish a theoretical alignment to develop tourism experiences to achieve mindful consumption, which is urgently needed, especially within the tourism and hospitality sector (Olya et al., 2019b).

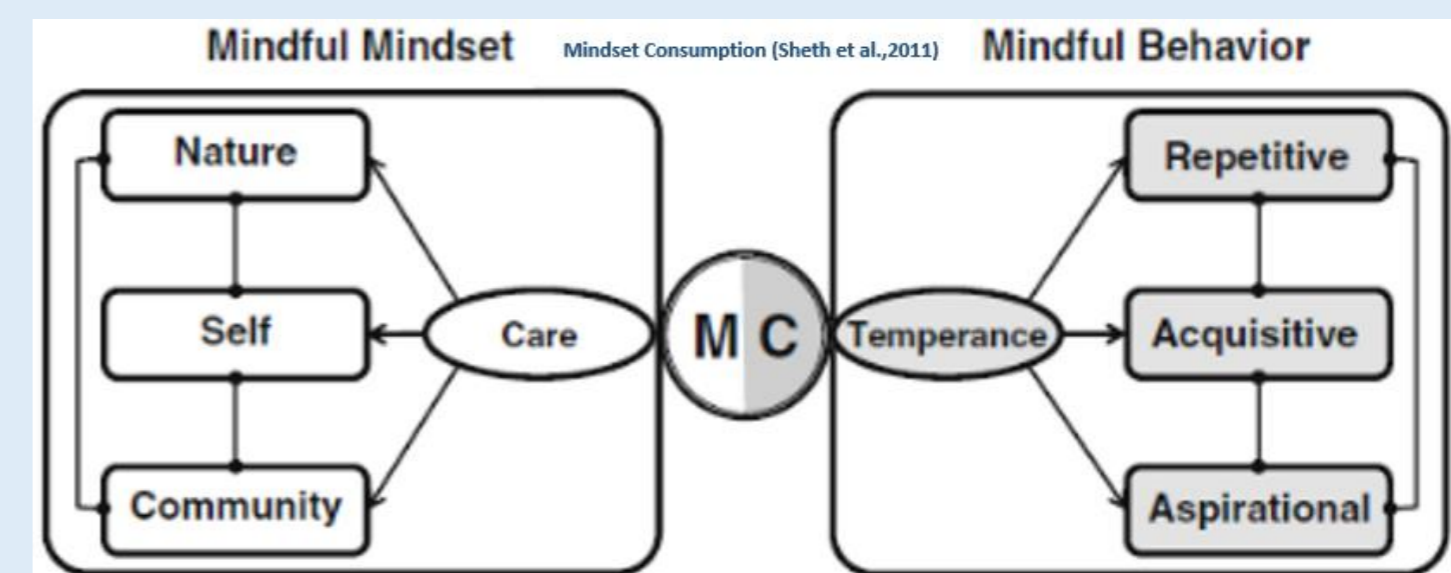
Introduction and Theory

Prior research suggests that mindsets influence consumer and organizational behaviours, including tourists' behaviours (Japutra and Hossain, 2021). Mindsets refer to implicit knowledge structures, also known as implicit theories, that people possess regarding the malleability of their personal qualities (Seo et al., 2019). According to previous studies, the two implicit theories of personality (entity theory and incremental theory) shape mindsets (Japutra et al., 2019). While people can differ on where they fall along the mindset spectrum, many will lean towards one side (Özduran and Tanova, 2017).

Mindset Theory: Conceptualizations of mindset can be categorized as the sum of activated cognitive procedures for a particular task (cognitive psychology stream), cognitive filters (social psychology and organizational leadership stream), or beliefs (positive psychology stream), as noted by **French II (2020)**. However, these conceptualizations do not fall neatly into three separate classifications as each stream represents multiple points with permeable boundaries.



According to Sheth et. al., (2011), there are two main facets to consumption: intangible (i.e., the **consumer's mindset** pertaining to attitudes, values, and expectations surrounding consumption behavior) and tangible (i.e., the **consumer's behavior** of engaging in consumption). Both facets assume an imperative role in dealing with the problem of unsustainable consumption because consumer attitudes and values influence consumption choices. The core attribute for **mindful mindset** centers on consumer sense of care relative to the consequences of consumption with three realms within this core attribute: carrying for self, carrying for community, and carrying for nature.



Mindful consumers view themselves as social objects with acute awareness of others in the environment. The satisfaction of lower-level needs (e.g., safety, belongingness) can be met through basic consumption, but consuming in a manner that meets higher-level needs (often for the overall good) is more difficult. Consumers who engage in mindful consumption make conscious choices in accordance with their values and preferences (Lim, 2017).

Methodology

This study employs a **semi-systematic literature review based on various mindset search terms combined with tourism terms** using several databases (Scopus, Web of Science, Education Resources Information Center, and ScienceDirect). After shortlisting results based on connection to the mindset theory, articles were evaluated **based on how the mindset concept was approached and empirically examined.**

Then, the contribution of each academic article in consumer research was explicitly examined for its potential in mindful consumption to reduce climate change. This reduction requires substantial shifts in mindset (Duchi et al., 2020), thus changing consumer behavior (Murphy and Dweck, 2016).

Because the mindset concept has been conceptualized differently and studied by various scholars within diverse disciplines (French II, 2020), a full systematic review of all articles about this topic is not possible. Therefore, **several search strategies are implemented to develop a research loop composed of search terms** (such as "tourist mindset"; "traveler mindset"; "growth mindset" and "tourism"; "mindset" and "consumption") to generate relevant results (Snyder, 2019).

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