From Mindset to Practice: How Employees’ Attitudes Impact Tourism Businesses’ Sustainability Practices

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ABSTRACT
Recognizing that attitudes can drive positive behavioral intentions, the study examines the effects of tourism business employees’ attitudes toward sustainable tourism on their involvement in economic, socio-cultural, environmental, political, and technological sustainability practices. The results of the 389 questionnaires completed by the employees revealed that employees’ attitudes toward sustainable tourism significantly affect the involvement of tourism businesses in sustainable practices. Importantly, these insights suggest that tourism businesses should prioritize cultivating a pro-sustainable mind-set among employees, enhancing training that links sustainability and business viability, and continuously aligning their sustainability strategies with changing societal standards. This study contributes to the literature on tourism businesses and sustainable tourism development, offering actionable insights for new policy interventions.

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Introduction
Tourism businesses serve as primary economic drivers for tourism destinations, making invaluable contributions to both micro and macro economies in developing and developed countries (Butowski, 2021; Dolnicar, 2023). The global focus on the Sustainable Development Goals (SDGs) highlights the pressing need for sustainability across various sectors, including tourism (Dolnicar, 2023; Rasoolimanesh et al., 2023b). Notably, SDG 12, focusing on sustainable consumption and production, is significant for tourism businesses. Achieving SDG 12’s objectives requires sectors like tourism to adopt responsible consumption and production patterns. This approach contributes to sustainability and ensures long-term business competitiveness and attractiveness (Dolnicar, 2023; Scheyvens & Cheer, 2022). Given the critical role of tourism businesses in sustainable development, this study aims to examine the effects of tourism business employees’ attitudes toward sustainable tourism on their involvement in economic, socio-cultural, environmental, political, and technological sustainability practices. In line with this, the tourism industry’s