



**E-MINDFULNESS – THE GROWING IMPORTANCE OF
FACILITATING TOURISTS’ CONNECTIONS TO THE PRESENT
MOMENT**

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6 **E-MINDFULNESS AND TOURISM CONSUMER EXPERIENCE** 7 8 9 10

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6 **E-MINDFULNESS – THE GROWING IMPORTANCE OF** 7 8 **FACILITATING TOURISTS’ CONNECTIONS TO THE PRESENT** 9 10 **MOMENT** 11 12

13 14 **ABSTRACT**

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16 **Purpose** - Mindfulness meditation is becoming increasingly mainstream, which is reflected in a rapidly growing
17 number of related technology applications. Such technology-assisted mindfulness is typically referred to as e-
18 mindfulness. The e-mindfulness trend creates opportunities for the tourism industry but also implies changed
19 consumer perspectives on tourist experiences.
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21 **Design/methodology/approach** – The paper is based on a general review of academic literature, news reports and
22 online resources regarding the offerings of related technologies.
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24 **Findings** – Implications of e-mindfulness for consumers, tourism service providers and designers of future tourism
25 experiences are outlined.
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27 **Originality/value** – This is the first paper to conceptualize e-mindfulness as a tourism trend.
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29 **Paper type** – Trend paper
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31 **Keywords:** mindfulness, e-mindfulness, technology, tourist experience, business innovation.
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INTRODUCTION

Mindfulness is described as a person's capability to self-regulate their attention by stepping away from the stream of thoughts and by taking a role of a non-reactive and non-judging observer to the things that are unfolding in the mind and the nearby surroundings in the present moment (Bishop et al., 2006). As such, it has become a practical skill to be learnt in order to overcome the stress of modern life, to deal with health issues and to enhance overall subjective wellbeing (Kabat-Zinn, 2013). Mindfulness as a concept is experiencing a renaissance in tourism research. Most recent research on this topic deals with the rethinking of the tourism sustainability agenda (Chan, 2018; Lengyel, 2018) and with ways of integrating the positive outcomes of mindfulness within the various forms of tourist experiences (Chen, Benckendorff and Scott, 2014; Chen, Scott and Benckendorff, 2017; Kirwin *et al.*, 2019; Loureiro, Stylos and Miranda, 2019).

If cultivated intentionally, a mindful state can be achieved through practice (Kabat-Zinn, 2015). To this end, there is a growing number of Information and Communication Technology (ICT) solutions that aim to teach, assist or even physically create the state of mindfulness. This combination of technology and mindfulness practice can be referred to as e-mindfulness (Tedder *et al.*, 2015).

In the case of e-mindfulness, technology acts as a mediator that enables or creates a mindful state. Thus, apart from the user, a technology and/or content provider (e.g. a holiday resort) and the use context of the application (e.g. a leisure vacation) become facilitators of the mindfulness practice. From that perspective, significant potential exists for providing more engaging, meaningful or relaxing tourist experiences (Stankov & Filimonau, 2019). This potential has been recognized by the luxury segment of the hospitality market, such as wellness and spa providers, where mindfulness has been used mostly in the form of mindfulness-based programmes for stress reduction (Buck, 2018). It has also been embraced by airlines, where mindfulness content has been added to the in-flight entertainment systems (Headspace, 2019).

The need for e-mindfulness arises from growing anxiety and stress caused by modern occupational patterns, changing lifestyles, and new technologies that consume users' attention (Kabat-Zinn, 2013; King, 2016). It is particularly pertinent in tourism, where negative spillover effects from daily life into tourist experiences (MacKay and Vogt, 2012) can hamper the achievement of mindful states across all travel phases. Accordingly, there is an emerging trend of digital-free tourism (Li, Pearce, & Low, 2018), i.e. niche tourism offers that favour digital disconnectedness (Gretzel, 2014). Here, mindfulness is a complementary process defined as "... the ability to let go of cyberspace and all that it means in order to notice and focus on something else that is enfolding in people's lives in that moment" (Suler, 2016, 298). Additionally, there are calls to raise consumer awareness of the problem of addictive technology (Alter, 2018) and advocate 'ethical' ICT designs to create more responsible, humane or positive technology (Calvo & Peters, 2019; Riva, Baños, Botella, Wiederhold, & Gaggioli, 2012; Stankov & Filimonau, 2018).

Emerging from consumer needs and technological advances, it is evident that the e-mindfulness trend creates novel opportunities for the tourism industry to monetize mindfulness, but also has the potential to change consumers' perspective on their tourism experiences (Figure 1). At the same time, monetizing mindfulness in such a manner could be problematic from certain viewpoints. Seen as a form of meditative practice or teaching, mindfulness has been an integral part of some of the world's oldest religions and traditions, from Taoism and Buddhism in Asia to Stoicism in Europe (Becke, 2014). Although mindfulness as an imminent state associated with all human beings is nowadays usually stripped from religious meaning, it still holds spiritual connotations (Lewis, 2016). Thus, the whole concept of commodification of mindfulness with the help of technology for achieving personal gains is sometimes negatively labelled as the "McMindfulness trend" (Purser, 2019).

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10 DRIVERS OF E-MINDFULNESS

11 Drivers of e-mindfulness can be attributed to increased public acceptance of general mindfulness use in various
12 scenarios (Kabat-Zinn, 2014) and the advancements in ICT that facilitate mindfulness (Bend *et al.*, 2016), making it
13 more available and tangible. Over the years, public interest in mindfulness has significantly evolved and moved
14 beyond the realm of personal lives to include different sectors of global economic activity, such as education,
15 business or even the military (Crane, 2017). Research suggests that meditation, including mindfulness, is the fastest
16 growing health trend in the US (Clarke *et al.*, 2018). The UK trials different mindfulness exercises in schools in order
17 to test their effectiveness in supporting the mental health and wellbeing of students (UK Government, 2019). It is
18 anticipated that mindfulness will grow in popularity at a global scale (ETC, 2016), mostly as a means of avoiding
19 burnout and of reaching an optimal state of mental, physical and social well-being (Ninivaggi, 2018).
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23 Facilitating online access to mindfulness resources, offering mobile phone applications, and providing other
24 mindfulness-related devices represent three basic ways of how technology could facilitate mindfulness (Diamond,
25 Zheng and Zoogman, 2017). Mobile apps attempt to bring consumer awareness to the present moment, increase
26 awareness of experiences or external surroundings, or provide feedback and/or directions to support the
27 interconnectedness between humans and nature (Diamond, Zheng and Zoogman, 2017; Van Gordon, Shonin and
28 Richardson, 2018). Currently, there are nearly 1,500 meditation and mindfulness applications available, but the
29 market has been highly-consolidated with two apps, *Headspace* and *Calm*, commanding 70% of the market share
30 (FactMR, 2019; Global Wellness Summit, 2019). The use of electronic devices to promote mindfulness is usually
31 based on simple time reminders, sensors that track body parameters and point to the level of a mindful state or
32 changes to a user's environment to make them more conducive to mindfulness (Diamond, Zheng and Zoogman,
33 2017). The key market trend is creating synergy between mindfulness mobile apps and smartwatches/wearables
34 that have integrated body sensors (FactMR, 2019). Apart from consumer gadgets, there are devices with the
35 potential of application in tourism settings that create physical conditions to induce a mindful state, such as the
36 cocoon-like meditation pod *Somadome*, which combines colour immersion therapy and audio therapy (Diamond,
37 Zheng, and Zoogman, 2017) or devices that merge mindfulness meditation with aromatherapy (Redstone, 2015).
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44 IMPLICATIONS

45 CONSUMERS: TECH-SAVVY CONSUMERS OR MODERN BUDDHAS?

46 The general openness of tourists to new experiences (Lengyel, 2015) makes the tourism context a suitable
47 environment for adopting e-mindfulness. According to Loureiro *et al.* (2019, 4), mindful tourists can be described as
48 "... those who pay attention to the present moment (not in the past or future), attending to the actual somatic
49 sensations lived at the destination in an open, non-reactive and non-judgment, rather [than] tourists [who] accept
50 their present emotions and thoughts". However, since various personal motivations, attitudes and/or technology
51 acceptance levels drive the use of technology to achieve mindful states, it would be reasonable to assume that users
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3 would range from tech-savvy consumers, willing to try a new toy to relax, to modern buddhas that strive to cultivate
4 mindful states in every activity.
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6 Providing e-mindfulness services can be seen as a genuine gesture of sincere care for customer wellbeing which
7 respects the contemporary consumers' needs, values the service doctrine in the tourism industry, and creates space
8 for improving consumer loyalty. At the same time, mindful consumers are more able to perceive such care and more
9 likely to build deep relationships with providers or places (Kang and Gretzel, 2012). In contrast, a negative rebound
10 effect could also happen. Consumers' awareness of their own consumption patterns and their focus on the non-
11 materialistic views could influence the desire to consume (Ndubisi, 2014), posing a threat to current business models
12 employed in the tourism domain.
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15 16 17 **EXPERIENCE: ALTERING TOURISM CONSUMER EXPERIENCE WITH E-MINDFULNESS – A** 18 **SWITCH FROM AN AUTOPILOT TO A MINDFUL STATE**

19 Whether considered from a socio-cognitive (Moscardo, 1996) or meditative perspective (Chen, Scott, &
20 Benckendorff, 2017) mindfulness is generally viewed as a factor that significantly enhances the tourist experience.
21 Consumer attention can be seen as a limited resource through which consumers filter the external and internal
22 stimuli into their awareness (Ooi, 2005). Being in the mindful state during the consumption process challenges
23 current notions of tourists as superficial and easily-distracted consumers. Here the concept of e-mindfulness
24 becomes particularly relevant as the main components of mindful tourist experiences, i.e. paying attention to the
25 experience, living in the present, building non-elaborate and/or non-judgmental awareness (Kang and Gretzel, 2012;
26 Chen, Scott and Benckendorff, 2017), come into play.
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29 A number of mindfulness-based interventions are extremely relevant for tourist experiences, such as being mindful
30 while walking and/or eating (Thompson and Waltz, 2007). With a "living-in-the-moment" attitude, consumer
31 attention is focused on a particular feeling, object or the wholeness of the moment and the surroundings (Chittaro
32 and Vianello, 2014). This may prompt conscious consumers to better engage with whatever is currently unfolding in
33 the present moment using the omnipresent access to ICT. This provides multiple opportunities to boost profitability
34 for tourism service providers. For example, consumers that are mindful of their 'unhealthy' relationship with
35 technology may consciously decide to break their addictive habit during their hotel stay. Less time spent by guests
36 on mobile phones creates more time to explore the hotel offerings and, potentially, to consume services that would
37 otherwise go unnoticed.
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41 In relation to non-judgmental awareness associated with mindfulness, it can be argued that a mindful consumer will
42 be more tolerable of errors in tourism service provisions. For example, if patience, one of the main mindfulness
43 attitudes, is cultivated among tourists, then delays in on-time service provision would not contribute too much to
44 consumer dissatisfaction and could even be seen as useful time for self-reflection.
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47 48 49 **PROVIDERS: A WELLNESS SERVICE OR A PATH TO MINDFUL TOURISM SERVICE PROVIDERS?**

50 A tourism service provider's perspective on e-mindfulness would largely depend on business goals that drive the
51 adoption of mindfulness as a service component. These can include rather simplistic offerings of e-mindfulness as
52 wellness services to respond to growing consumer demand for quick solutions that reduce travel anxiety or stress.
53 However, mindfulness, in general, cultivates kind and perceptive attitudes, actions and behaviours to the self, society
54 and the environment (Fischer *et al.*, 2017). Tourism providers could strive to create more transformational
55 experiences with the adoption of e-mindfulness. This scenario implies the necessity for mindful organizing
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(Ramaswamy and Ozcan, 2014) underpinned by mindful leadership and mindful employees (Reb and Choi, 2014), that are able to grasp the sensibility of this offering. The expected outcomes of this scenario can thus extend beyond the subjective wellbeing of consumers and business profitability, by supporting the mindfulness movement's universal goal of wider social change (Steidle, 2017).

CONCLUDING REMARKS

While the tourism industry has started to utilize e-mindfulness, there is currently no dedicated stream of research connecting e-mindfulness and tourist experiences. At the same time, there is a strong potential in e-mindfulness to offer a new perspective on the issue of digital overload during tourist experiences. While existing approaches to cope with the problem favour digital disconnectedness in the form of temporally limited or blocked access to technology during holidays, e-mindfulness, when properly adopted as an attitude which does not hold either positive or negative associations with technology, could aid consumers in changing their perspective of technology use. This would allow them to use technology in more meaningful ways, as suggested by Newport (2019). Most importantly, e-mindfulness could be more strongly associated with its potential to fulfill tourists' eudemonic motivations (Lengieza, Hunt and Swim, 2019) and to encourage wider social innovation and change (Steidle, 2017). This stands in contrast to most current market offers that promote personal goal-oriented uses of e-mindfulness tools.

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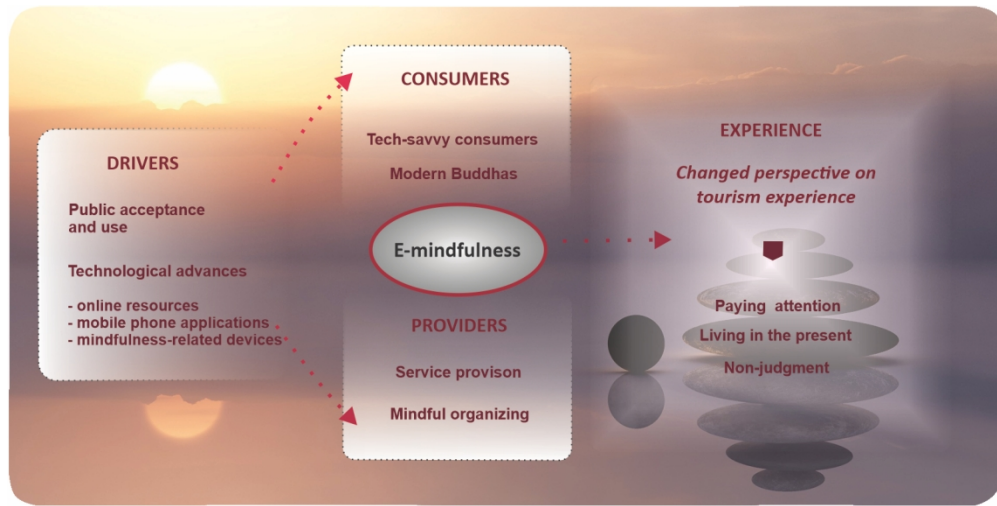
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Logical flow of e-mindfulness inclusion into tourism consumer experience.

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13 **ABSTRACT**

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16 **Purpose** - Mindfulness meditation is becoming increasingly mainstream, which is reflected in a rapidly growing
17 number of related technology applications. Such technology-assisted mindfulness is typically referred to as e-
18 mindfulness. The e-mindfulness trend creates opportunities for the tourism industry, but also implies changed
19 consumer perspectives on ~~tourism-tourist~~ experiences.
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21 **Design/methodology/approach** – The paper is based on a general review of academic literature, news reports and
22 online resources regarding ~~the~~ offerings of related technologies.
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24 **Findings** – Implications of e-mindfulness for consumers, tourism service providers and designers of future tourism
25 experiences are outlined.
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27 **Originality/value** – This is the first paper to conceptualize e-mindfulness as a tourism trend.
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29 **Paper type** – Trend paper
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31 **Keywords:** mindfulness, e-mindfulness, technology, ~~tourism-tourist~~ experience, business innovation.
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INTRODUCTION

Mindfulness is described as a person's capability to self-regulate their attention by stepping away from the stream of thoughts and by taking a role of a non-reactive and non-judging observer to the things that are unfolding in the mind and the nearby surroundings in the present moment (Bishop et al., 2006). As such, it has become a practical skill to be learnt in order to overcome the stress of modern life, to deal with health issues and to enhance overall subjective wellbeing (Kabat-Zinn, 2013). ~~Mindfulness is starting to emerge as a new and promising field as a concept is experiencing a renaissance in tourism research. Most of existing recent research on this topic deals with the rethinking of the tourism sustainability agenda (Chan, 2018; Lengyel, 2018) and with the ways of integrating the positive outcomes of mindfulness within the various forms of tourism-tourist experiences (Chen, Benckendorff and Scott, 2014; Chen, Scott and Benckendorff, 2017; Kirwin et al., 2019; Loureiro, Stylos and Miranda, 2019).~~

If cultivated intentionally, a mindful state can be achieved through practice (Kabat-Zinn, 2015). To this end, there is a growing number of Information and Communication Technology (ICT) solutions that aim to teach, assist or even physically create the state of mindfulness. This combination of technology and ~~the~~ mindfulness practice can be referred to as e-mindfulness (Tedder et al., 2015).

In the case of e-mindfulness, technology acts as a mediator that enables or creates a mindful state. Thus, apart from the user, a technology and/or content provider (e.g. a holiday resort) and the use context of the application (e.g. a leisure vacation) become facilitators of the mindfulness practice. From that perspective, significant potential exists for providing more engaging, meaningful or relaxing ~~tourism-tourist~~ experiences (Stankov & Filimonau, 2019). This potential has been recognized by the luxury segment of the hospitality market, such as wellness and spa ~~businesses providers~~, where mindfulness has been used mostly in the form of mindfulness-based programmes for stress reduction (Buck, 2018). ~~It has also been embraced or~~ by airlines ~~companies~~, where ~~various~~ mindfulness content has been added to ~~the~~ in-flight entertainment systems (Headspace, 2019).

The need for e-mindfulness arises from growing anxiety and stress caused by modern occupational patterns, changing lifestyles, and new technologies that consume users' attention (Kabat-Zinn, 2013; King, 2016). It is particularly pertinent in tourism, where ~~the~~ negative spillover effects from daily life into ~~tourism-tourist~~ experiences (MacKay and Vogt, 2012) ~~can~~ hamper the achievement of mindful states across all travel phases. Accordingly, there is an emerging trend of digital-free tourism (Li, Pearce, & Low, 2018), i.e. niche tourism offers that favour digital disconnectedness (Gretzel, 2014). Here, mindfulness is a complementary process defined as "... the ability to let go of cyberspace and all that it means in order to notice and focus on something else that is enfolding in people's lives in that moment" (Suler, 2016, 298). Additionally, there are calls to raise consumer awareness of the problem of addictive technology (Alter, 2018) and advocate 'ethical' ICT designs to create more responsible, humane or positive technology (Calvo & Peters, 2019; Riva, Baños, Botella, Wiederhold, & Gaggioli, 2012; Stankov & Filimonau, 2018).

Emerging from consumer needs and technological advances, it is evident that the e-mindfulness trend creates novel opportunities for the tourism industry to monetize mindfulness, but also has ~~a the~~ potential to change consumers' perspective on their tourism experiences (Figure 1). ~~At the same time, monetizing mindfulness in such a manner could be problematic from certain viewpoints of view. Seen as a form of meditative practice or teaching, mindfulness has been an integral part of some of the world's oldest religions and traditions, from Taoism and Buddhism in Asia to Stoicism in Europe (Becke, 2014). Although mindfulness as an imminent state associated with all human beings is nowadays usually stripped from religious meanings and in the context of the modern sense is world usually stripped from religious meanings, it still holds spiritual connotations (Lewis, 2016). -Thus, the whole concept of commodification of mindfulness with the help of technology for achieving personal gains could receive is sometimes negatively labelled as the a negative label of being a "McMindfulness trend" (Purser, 2019).~~

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11 12 DRIVERS OF E-MINDFULNESS 13

14 Drivers of e-mindfulness can be attributed to increased public acceptance of general mindfulness use in various
15 scenarios (Kabat-Zinn, 2014) and the advancements in ICT that facilitate mindfulness (Bend *et al.*, 2016), making it
16 more available and tangible. Over the years, public interest in mindfulness has significantly evolved and moved
17 beyond the personal-realm of personal lives to include different sectors of global economic activity, such as
18 education, the business sector or even the military (Crane, 2017). Research suggests that meditation, including
19 mindfulness, is the fastest growing health trend in the US (Clarke *et al.*, 2018). The UK trials different mindfulness
20 exercises in schools in order to test their effectiveness in supporting the mental health and wellbeing of students
21 (UK Government, 2019). It is anticipated that mindfulness will grow in popularity at a global scale (ETC, 2016),
22 mostly as a means of avoiding burnout and of reaching an optimal state of mental, physical and social well-being
23 (Ninivaggi, 2018).
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26 Facilitating online access to the mindfulness resources, offering mobile phone applications, and providing other
27 mindfulness-related devices represent three basic ways of how technology could facilitate mindfulness (Diamond,
28 Zheng and Zoogman, 2017). Mobile apps attempt to bring consumer awareness to the present moment, increase
29 awareness of experiences or external surroundings, or provide feedback and/or directions to support the
30 interconnectedness between humans and nature (Diamond, Zheng and Zoogman, 2017; Van Gordon, Shonin and
31 Richardson, 2018). Currently, there are nearly 1,500 meditation and mindfulness applications available, but the
32 market has been highly-consolidated with two apps, *Headspace* and *Calm*, commanding 70% of the market share
33 (FactMR, 2019; Global Wellness Summit, 2019). The use of electronic devices to promote mindfulness is usually
34 based on simple time reminders, sensors that track body parameters and point to the level of a mindful state or
35 changes to a user's environment to make them more conducive to mindfulness (Diamond, Zheng and Zoogman,
36 2017). The key market trend is creating synergy between the mindfulness mobile apps and smart-watches/wearables
37 that have integrated body sensors (FactMR, 2019). Apart from consumer gadgets, there are devices with the
38 application potential of application in tourism settings that create physical conditions to induce a mindful state, such
39 as the cocoon-like meditation pod *Somadome*, that-which combines colour immersion therapy and audio therapy
40 (Diamond, Zheng, and Zoogman, 2017) or devices that merge mindfulness meditation with aromatherapy (Redstone,
41 2015).
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48 IMPLICATIONS 49

50 51 52 CONSUMERS: TECH-SAVVY CONSUMERS OR MODERN BUDDHAS?

53 The general openness of tourists to new experiences (Lengyel, 2015) makes the tourism context a suitable
54 environment for adopting e-mindfulness. According to Loureiro *et al.* (2019, 4), mindful tourists can be described as
55 "... those who pay attention to the present moment (not in the past or future), attending to the actual somatic
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3 sensations lived at the destination in an open, non-reactive and non-judgement, rather [than] tourists [who] accept
4 their present emotions and thoughts". However, since various personal motivations, attitudes and/or technology
5 acceptance levels drive the use of technology to achieve mindful states, it would be reasonable to assume that users
6 would range from tech-savvy consumers, willing to try a new toy to relax, to modern buddhas that strive to cultivate
7 mindful states in every activity.
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10 Providing e-mindfulness services can be seen as a genuine gesture of sincere care for customer wellbeing which
11 respects the contemporary consumers' needs, values the service doctrine in the tourism industry, and creates space
12 for improving consumer loyalty. At the same time, mindful consumers are more able to perceive such care and more
13 likely to build deep relationships with providers or places (Kang and Gretzel, 2012). In contrast, a negative rebound
14 effect could also happen. Consumers' awareness of their own consumption patterns and their ir focus on the non-
15 materialistic views could influence the desire to consume (Ndubisi, 2014), posing a threat to current business models
16 employed in the tourism domain.
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20 EXPERIENCE: ALTERING TOURISM CONSUMER EXPERIENCE WITH E-MINDFULNESS – A 21 SWITCH FROM AN AUTOPILOT TO A MINDFUL STATE 22

23 Whether viewed-considered from a socio-cognitive (Moscardo, 1996) or a-meditative perspective (Chen, Scott, &
24 Benckendorff, 2017) mindfulness is generally viewed as a factor that significantly enhances the tourist experience.
25 Consumer attention can be seen as a limited resource through which consumers filter the external and internal
26 stimuli into their awareness (Ooi, 2005). Being in the mindful state during the consumption process challenges
27 current notions of tourists as superficial and easily-distracted consumers. Here the concept of e-mindfulness
28 becomes particularly relevant as the main components of mindful tourist experiences, i.e. paying attention to the
29 experience, living in the present, building non-elaborate and/or non-judgmental awareness (Kang and Gretzel, 2012;
30 Chen, Scott and Benckendorff, 2017), come into play.
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33 A number of mindfulness-based interventions are extremely relevant for tourist experiences, such as being mindful
34 while walking and/or eating (Thompson and Waltz, 2007). With a "living-in-the-moment" attitude, consumer
35 attention is focused on a particular feeling, object or the wholeness of the moment and the surroundings (Chittaro
36 and Vianello, 2014). This may prompt conscious consumers to better engage with whatever is currently unfolding in
37 the present moment using the omni-present access to ICT. This provides multiple opportunities to boost profitability
38 for tourism service providers. For example, consumers that are mindful of their 'unhealthy' relationship with
39 technology may consciously decide to break their addictive habit during a-their hotel stay. Less time spent by guests
40 on mobile phones creates more time to explore the hotel offerings, and potentially, to consume services that would
41 otherwise go unnoticed.
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44 In relation to the non-judgmental awareness associated with mindfulness, it can be argued that a mindful consumer
45 will be more tolerable of errors in tourism service provisions. For example, if patience, one of the main mindfulness
46 attitudes, is cultivated among tourists, then delays in on-time service provision would not contribute too much to
47 consumer dissatisfaction and could even be seen as a-useful time for self-reflection.
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52 PROVIDERS: A WELLNESS SERVICE OR A PATH TO MINDFUL TOURISM SERVICE PROVIDERS? 53

54 A tourism service provider's perspective on e-mindfulness would largely depend on business goals that drive the
55 adoption of mindfulness as a service component. These can include rather simplistic offerings of e-mindfulness as
56 wellness services to respond to growing consumer demand for quick solutions for-that-reducing-reduce travel anxiety
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or stress. However, mindfulness ~~in general, in general,~~ cultivates kind and perceptive attitudes, actions and behaviours to the self, society and the environment (Fischer *et al.*, 2017). Tourism providers could strive to create more transformational experiences with the adoption of e-mindfulness. This scenario implies the necessity for mindful organizing (Ramaswamy and Ozcan, 2014) underpinned by mindful leadership and mindful employees (Reb and Choi, 2014), that are able to grasp the sensibility of this offering. The expected outcomes of this scenario can thus extend beyond ~~the~~ subjective wellbeing of consumers and business profitability, by supporting the mindfulness movement's universal goal of wider social change (Steidle, 2017).

CONCLUDING REMARKS

~~While the tourism and hospitality industry has started to utilize e-mindfulness, there is currently no dedicated stream of research that connecting would connect e-mindfulness and tourist experiences. At the same time, there is a strong potential in e-mindfulness to offer a new perspective on approach to the issue of digital overload during tourism experiences. While existing approaches to cope with the problem favour digital disconnectedness as in the form of temporally limited or blocked experience of limited and/or not at all existing access to technology during holidays, e-mindfulness, when properly adopted as an attitude which does not hold either positive or negative associations with technology, could aid consumers in changing their perspective of technology use. This would and in allowing them to use technology in more meaningful waysly use, as suggested by Newport (2019). Most importantly, e-mindfulness could be more strongly associated with its potential into fulfilling tourists' eudemonic motivations of tourists (Lengieza, Hunt and Swim, 2019) and to encourage wider social innovation and change (Steidle, 2017). This stands in contrast to most, in contrast to the current market offers that favours promote personal goal-oriented motivation uses of e-mindfulness tools use.~~

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