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Title:

Putting the Workers First: Antecedents Of Pro-Environmental Behavior in the Hospitality Industry

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Abstract:

Sustainability is vital for the hospitality industry to address major environmental issues. Stakeholders' growing ecological awareness is pushing organizations to adopt sustainable practices, e.g., ecological worldview (EW), environmental concern (EC), through employee environmental engagement (EEE), and environmental knowledge (EK), to foster employees' pro-environmental behavior (PEB). The purpose of this study was to examine the impact of EW and EC on PEB through EK and EEE as a serial mediation approach among employees of the hotel Malaysian hotel industry. This research used a quantitative methodology based on a positivist approach. The sample of 449 respondents was randomly targeted via standard questionnaires. Around 313 responded with a response rate of 70%, which is sufficient for data analysis to achieve this study's objectives. Structural equation modeling (SEM) analysis revealed that EK and EEE serially mediated the relationship between EW, EC, and PEB employees in the Malaysian hotel industry. This research also discusses important implications for line managers, employees, and the hospitality industry.