

THE MARKETING OF MINDFULNESS IN HOSPITALITY USING DIGITAL APPS

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ABSTRACT

Mindfulness, while not a commodity in the traditional sense, has increasingly become salable and therefore, marketable. Evolving from the meditation practices of Buddhism, mindfulness has been incorporated into Western life in areas as varied as psychology and corporate teambuilding to general health/wellness and, of course, yoga practice and retreats. Mindfulness accoutrements are marketed and sold with the message that these tangible items will contribute to one's ability to be mindful and therefore reap the benefits of mindfulness. However, this research examines the marketing of *the practice of mindfulness itself*, specifically through digital apps, in the yoga retreat hospitality sector.

Keywords: marketing, mindfulness, digital apps, yoga retreats, ethics