

The Potential and Prospects of Bleisure Travel and its impact on the Hospitality sector.

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Abstract

Bleisure Travel as the name implies combines both Business travel and Leisure travel. This segment of travel is growing in prominence among the young travellers. This basically involves people on business tours to extend their days to include leisure activities too. This is a growing market for the hospitality sector in terms of revenue. One of the biggest reasons why people count on Bleisure travel is the cost. Since when they are already on a business tour they can save on the cost by exploring the places too. Most of the costs are covered by their companies and so it makes a little difference if they extend their dates and time to explore the place. Another reason why Bleisure travel is becoming popular is that people can create a good work life balance. Constant business travel can make people feel exhausted and stressful. When they are able to combine leisure and entertainment to their business trips this can contribute to their mental health by reducing the stress and tensions. They are able to explore new places, the culture and customs and try out the local cuisine which gives more happiness and relaxation. Working in the offices can be monotonous and Bleisure travel can help them explore new arenas and offer unique experiences. With this new trend of Bleisure travel companies can reduce their labour turnover when they provide a better work culture to their employees.

Keywords - Bleisure, Travel, Hospitality, work, arrangements

Introduction

Bleisure Travel is a hybrid travel that is growing in popularity. Many employers support the concept of Bleisure travel as it maximises job satisfaction and people stay productive in their jobs. This is changing the future of work as people have started to combine business events with a vacation. The concept is growing in popularity since when the company pays for their business trips they only need to spend a little more money to explore the place. This helps them to save money on the airfares and accommodation. Many people take their families too on Bleisure travel to enjoy the trip together. Bleisure travel can definitely boost employee morale and motivation. Remote work is one of the drivers of Bleisure travel since now employees are allowed to work from anywhere. This has made possible for people to extend their leisure time together with their work arrangements. Another factor contributing to the rise of Bleisure travel is that people are always into exploring new and unique experiences. Travel options have become very easy nowadays since through online booking apps people are able to reserve and plan their holidays with ease. People find it difficult to have a good work life balance. In today's busy life when people are stressed out Bleisure travel can reduce their stress and a relief from their monotonous life. They can engage in activities which can give them both happiness and a good mental health.

Review of Literature

According to Dr. Atul Ramgade (2021) "One of the best things about traveling for work is that it can be combined with pleasure travel. The idea is expanding rapidly and helping travelers save money on holiday expenses while also improving their work-life balance".

S. Walia, P. Kour, P. Choudhary, A. Jasrotia (2023) From their study it is found out that inspiration and information serve as the main drivers of bleisure travel behavior.

Yoo, McIntosh & Cockburn-Wooten (2016) in his research, he examined how conference travel, which is often done for leisure, may become a leisure activity for couples when they bring a companion along. They demonstrated how attending conferences may encourage the pursuit of personal interests, fostering greater serendipity and surprising discoveries as well as fortifying marriages.

Ünal, A. (2021) it was found that leisure travellers assessed the quality of the destination's services in relation to the following dimensions: overall security and cleanliness, level of hospitality, sightseeing and attractions, transportation services, lodging and food services, and general tourist price. All of these related dimensions had an impact on travelers' intentions to return to the destination.

Lichy and McLeay (2018) they found that there are five main sorts of leisure travelers, each with a different motivation: those who are research active trailblazers, experimental learners, altruistic knowledge sharers, escapers and working vacationers.

According to Unger, O., Uriely, N., & Fuchs, G. (2016), Bleisure travel can be termed as "hybrid travel" as here both business as well as leisure travel combines.

Chung, J. Y., Choi, Y., Yoo, B., & Kim, S. (2020), In his opinion Bleisure travel is a new category of travel where travelers combine leisure activities with work visits.

Nikitina, O., & Vorontsova, G. (2015) Bleisure travel refers to travel that combines leisure and business travel into a single trip. These groups are frequently treated as different in conventional travel research, which may lead to the missing of changing travel dynamics. Understanding this difference is essential to drawing in and keeping tourists as well as creating marketing campaigns that work. Ignoring Bleisure travellers distinct qualities makes it difficult to improve their experiences.

R. Rajaguru, N. Hassanli (2018) While business visitors emphasize service quality since their organization usually covers hotel expenditures, leisure tourists seek value for money. Experiences traveling for work and pleasure also varied greatly.

Batala, B., & Slevitch, L. (2024). When it comes to planning leisure activities, "amenities" and "being nearby to the tourist attractions" become more important considerations for leisure visitors. They choose to "change the hotel" after the business portion since, in most cases, it is tough to locate a hotel that satisfies all those requirements.

Significance of the Study

The study explores the scope and potential of Bleisure travel and the factors that contribute to its growth. It studies how Bleisure travel can be a source of revenue for the hospitality sector and how companies can popularise this novel concept to ensure job satisfaction and employee retention. The study also investigates into the driving forces behind Bleisure travel and how it redefines the work life balance. It also examines how Bleisure travel is transforming the Hospitality industry.

Objectives of the Study

- To study the scope of Bleisure Travel.

- To study the potential of Bleisure Tourism.
- To study the importance of Bleisure Travel.
- To examine the Prospects of Bleisure Travel on the Hospitality Industry.
- To explore how Bleisure travel can transform the Hospitality Sector.

The Importance of Bleisure Tourism

Many factors have contributed to the growth and popularity of Bleisure travel. One of the prominent factors is remote work where today people are able to work from any part of the world and so they are able to go on a vacation along with their work arrangements. Another element is the global connectivity. With an increase in the use of Social media and Internet people can stay connected with their work even if on a vacation. The pandemic has also added to this when people remained confined to their homes for a very long and were not required to remain in a specific location for their jobs. Bleisure travel gives an opportunity to relax and complete their work in ease. Many Bleisure travellers are taking their families too which has generated an additional revenue and income for the hospitality Industry. We will have an increasing number of Bleisure travellers by 2025 due to the globalisation of business. Due to their busy work schedules when people are not able spend time with their families Bleisure travel can help them to go on a vacation with their loved ones without compromising their work. Also when companies pay out their business trip a little more needs to be spend when they take their family along with them. This can save on the cost.

So, two main factors contribute to this rising trend of Bleisure Tourism. One is the globalisation of business and valuing personal life over professional life.

Some of the Challenges in Bleisure Travel

Most of the companies don't include Bleisure travel as they find it unproductive while you extend your trip to include leisure too. Some people find this even more disturbing as they feel that companies make them work more and they cannot do justice to their vacation and they carry their work mentally throughout this period. One has to understand the company policy to know if any kind of assistance will be provided in case of any emergency or if they need to purchase travel insurance in addition for an extended leisure travel. The working culture of the organization matters a lot since many employees find it uncomfortable to disclose their employers that they are on Bleisure travel. So even on Bleisure travel it is important to set the boundaries and limits so that they can make them available for work at certain times and the rest take a holiday break.

Findings and Suggestions

Bleisure travel includes Business travel combined with leisure travel. Bleisure travel is undoubtedly a growing market segment because of the flexible work arrangements. Remote work has become very common where employees can work from anywhere. Bleisure travel can generate good revenue for the hospitality industry because this can increase the occupancy rates in the hotel industry. The increasing number of work stations is one of the major developments that combine work and vacation into a single package. When travellers are more conscious in opting sustainable travel practices the industry is also contributing towards more sustainable and ethical travel practices. To attract the remote workers the hotel industry is engaging in practices that can attract the work professionals by providing alternate work spaces. When you are going for a conference you can save some of the travel costs since the company is

also paying you for this. Some people find it hard to set aside time even on Bleisure travel when you have to stay connected with your work for longer hours. But the future of work is changing and no doubt Bleisure can increase employee morale and productivity if outlined in the right path.

Conclusion

Bleisure is undoubtedly a growing travel segment which has good prospects in the future of travel. This helps to have better work life balance and is definitely going to attract new employees to the industry. This will increase employee morale and motivation as in today's stressful jobs people can have entertainment and also stick to their work schedules. Bleisure travel can be an important source of revenue for the hotel sector if people extend their stays to include leisure too in their business trips. People can welcome their families too in Bleisure travel which won't make them rush back to their homes after their work obligations. Hotels can think about offering incentives as well as low rates to people on Bleisure trips. Corporate sector being one of the key markets for the Hotel Industry they can make use of this novel concept in the most productive way. For survival each business demands more working hours which place employees on strenuous schedules. It can result in both mental and physical issues. This growing work life balance needs more happier and productive staff. On account of this Bleisure travel is definitely going to be a promising Industry.

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