

**BUILDING THE
FUTURE OF TOURISM**

**VOL
01**

**FUTURE
TOURISM
TRENDS**

**TOURISM IN THE
CHANGING WORLD**

**CANAN TANRISEVER
HÜSEYİN PAMUKÇU
ANUKRATI SHARMA**

Future Tourism Trends Volume 1

Building the Future of Tourism

Series Editor: Anukrati Sharma

The world is entering the Third Millennium in which great changes are expected in all areas of human interest, life and activity. These changes have been brought on by past and present man-made events, which have had both positive and negative consequences. The coming millennium will be marked by significant social, political, demographic and technological changes, and will definitely differ from the last century. The future will bring more leisure time, a higher standard of living, and a better quality of life for us all. This series examines recent and the most probable changes and gives a wide range of visionary insights, as well as operational takeaways

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INVESTOR IN PEOPLE

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Preface

In today's world, where the world is becoming a global village, and we are observing this more clearly with the Covid19 epidemic, it is inevitable that tourism trends will differ. As the world entered a rapid digitalisation process with the epidemic, environmental concerns also came to the fore. Today's 'new tourists' are more seasoned travellers looking for untested vacation experiences. One of the main features of the new tourist is the need to get away from the monotony of daily life and achieve self-realisation in different ways. The tendency of 'self-actualisation' coincided with a period when technology was intense, causing a renewal in tourism as in every field. External environmental conditions heavily influence the international tourism market. The rise in the level of welfare in developed countries, the increase in leisure time, the experience of people in travel and the change in their socio-demographic structures have led to the emergence of new tourism trends in the travel market. The socio-demographic structure, in which changes such as the increase in the active youth population, the late marriage age, the increase in the number of families with multiple incomes, the increase in the number of families without children and the number of adults living alone are observed, causes significant changes in the demand for travel and leisure time. The resulting tourist types and needs reveal more specific travel types and activities. The active tourism concept has replaced the passive tourism concept. In this book, we tried to reveal future tourism trends by considering the current trends. In this context, Vol 1 is Tourism in Changing World and Vol 2 is Technology Advancement, Trends and Innovations for the Future in Tourism. We wish you a pleasant school.

Dr Canan Tanrisever
Dr Hüseyin Pamukçu
Dr Anukrati Sharma

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Part 1

Bleisure Tourism

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Chapter 1

Bleisure Tourism: Business and Leisure Together

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Learning Objectives

After reading and studying this chapter, you should be able to:

- understand the definitions and principles of business, leisure and bleisure tourism;
- understand the impacts and contributions of bleisure tourism on the environment;
- understand the bleisure tourist profile and the role of stakeholders.

Abstract

The concept of bleisure is a tourism term that has emerged recently and has become popular. Participation of employees, especially managers and people in business who go on business trips, in leisure activities during their full-time business trips has revealed the bleisure trend. Although bleisure has emerged as a term in recent years, it has been seen that people combine vacations and business trips in previous years.

Considering the research on bleisure tourism, it is thought that bleisure tourism can be helpful to increase employee productivity. The fact that individuals who go on business trips very often are away from their family or friends can create a social deformation. However, people who go on business trips within the scope of bleisure tourism sometimes can take their close friends or family members with them. This provides extra motivation for bleisure tourists and increases work efficiency. However, it is beneficial to plan bleisure tourism. Excessive entertainment or shopping can lead to distraction, being late for work and being over budget on a business trip. For

this reason, bleisure should be planned jointly with tourism agencies and companies.

Bleisure tourism will benefit business travellers, travel companies, hotels, restaurants, other tourism businesses and local people. For this reason, it is necessary to focus on studies related to bleisure tourism, a new tourism trend.

Keywords: Bleisure; tourism; business; leisure; new tourism trends; niche

Introduction

Bleisure tourism is a form of tourism that has become increasingly popular in recent years. ‘Bleisure’ combines business and leisure and refers to doing tourist activities during business trips. This form of tourism allows people to explore local attractions and have a broader tourist experience during their business trips. Bleisure tourism has become popular, especially with the increase in technological developments and more frequent business trips. Business travellers take advantage of bleisure tourism opportunities when they want to explore the tourist attractions in their places, have cultural experiences and relieve stress with activities outside of work. Including touristic activities during business trips, while offering a new market to the tourism industry, also makes it a more attractive option for business travellers. Thanks to bleisure tourism, travel companies, hotels, restaurants and other touristic businesses acquire new customers, while business travellers enjoy discovering different cultures while doing their jobs. Therefore, bleisure tourism has become essential for travellers and the tourism industry (Mercan, 2022).

This chapter will consider the concept of bleisure tourism in more detail and discuss the advantages, disadvantages, trends and future potential of this form of tourism. In addition, suggestions were made by referring to issues such as what should be done in the sectoral and academic sense about bleisure tourism.

Business Tourism

According to the definition of The United Nations World Tourism Organization (UNWTO), business tourism refers to the activities of people travelling to and staying in places outside their environment for commercial purposes. It includes all activities where work is the primary cause of departure, same-day travel and overnight stays. However, it does not include commutes and regular work journeys of business people in their local area (Wootton & Stevens, 1995).

Business tourism has grown enormously since the 1980s. It continues to grow faster than any other form of tourism, despite being shaken by the decline in national and international economic activity in the first half of the 1990s. Business travellers increased at a faster rate than leisure tourists as a whole. At the same time, business tourism is less seasonal than other types of tourism and is less sensitive to demand fluctuations than holiday tourism. As a result, business

travellers are a significant source of demand for hotel accommodations, and hotels rely heavily on business travel to stay occupied throughout the week. Business tourism accounts for at least two-thirds of the occupancy rate of leading hotels, 80–90% of the three- and four-star hotel market, and 50% of budget hotels.

Business tourism finds its way into many different fields and sectors. Diplomatic, economic and trade meetings between representatives of different countries, scientific and technical information exchange, meetings to communicate the results of certain research and development projects, cultural and educational meetings, sports competitions, etc. Special events are included in the scope of business tourism. There are many types of business tourism. These include individual trips, group trips and MICE (Meetings, Incentives, Conferences and Exhibitions). According to information from other sources (Davidson & Cope, 2003; Newstrom & Scannell, 1998; Nicula & Elena, 2014):

- Individual business trips, which are common in many professions and therefore travel outside the city where the relevant persons reside.
- Meetings that include a wide variety of events (conferences, seminars, team building, product launches, annual meetings, etc.) of companies or associations to facilitate communication with or between employees, customers, suppliers and shareholders.
- Various trade shows and exhibitions for product presentation in general.
- Incentive trips and trips that employees receive from the employer as a reward for good results in the relevant job.
- Corporate events, which include great entertainment offered by companies to their most valuable customers or potential customers to establish or develop business relations, are considered within the scope of business tourism.

Leisure Tourism

The concept of leisure (leisure) emerges from the word ‘licere’, which means to be on leave or free. First, licence, which is a Latin word, was transferred to French as ‘Loisir’, and later, this word, which expresses the time of complete freedom, was transferred to English as leisure and was used as a leisure time concept in the international literature (Kando, 1975).

Leisure is the period individuals have for activities and experiences they voluntarily participate in to have fun freely (Kaplan, 1975). Argan (2007) defined leisure time as time outside of working hours without the purpose of earning money. Metin (2013), on the other hand, defined leisure time as the period in which people use their free time, other than the time they work, to earn money in line with their wishes.

Since the early ages, human beings have started to use the time left over from their compulsory work with better quality to improve themselves and gain various experiences over time. For this reason, the concept of leisure has emerged. The first findings on the distinction between leisure and work time are based on the history of ancient Greece. In the ancient Greek era, leisure was a process in which

truth and knowledge were sought, and one thought about eternal truths. Greek nobles and philosophers used their spare time for knowledge, art, recreation and social activities (Barakazi, 2021; Çelik, 2021). In the ancient Roman period, they believed in the good use of free time to have productive work time. Due to this perception, mass recreation activities, sporting events, gladiator fights and other games have emerged. It is known that during this period, Roman emperors built baths, amphitheatres and arenas for the benefit of the public in order to protect their sovereignty (Metin, 2013). The Middle Ages was a period when religious beliefs were more dominant. In this period, with the prohibition of leisure activities by the church in Christian society, people spent their free time performing worship and religious rites in churches. However, despite the churches' bans, people still did not give up on activities such as travel, entertainment and music. In Islamic society, leisure time is based on social or individual benefit. Instead of idleness or wasted time, people have dealt with more beneficial activities such as education (Aytaç, 2002; Chick, 1984). After many years, improvements in business life occurred, thanks to the unions in the 19th century. When social scientists started to work on leisure time, and the effect of the right of leisure on the productivity of production began to be proven, leisure time became a legal right for people. With the development of tourism, industrialisation and urbanisation, the concept of leisure has gained its current meaning (Juniu, 2000).

Leisure activities are activities in which people voluntarily participate in their free time for entertainment. In another definition, leisure activities are all of the passive and active activities a person performs in his spare time (Howe & Carpenter, 1985). In addition to this, Karakucuk (2005) stated that educational activities are also included in leisure time activities. Therefore, many activities that people do for entertainment can be leisure time activities. However, while the activities that an individual participates in for fun are a leisure time activity, the same activity can be a business for different individuals. Therefore, in order for the activity that a person is in to be called a leisure activity, the person must have chosen freely (Karakuş & Gürbüz, 2007).

Hazar (2009) classified leisure time activities in six different ways. These are:

- (1) Leisure activities according to how they participate: These are the activities in which active or passive roles are taken.
- (2) Leisure time activities by venue: These are activities held indoors or outdoors.
- (3) Leisure activities by nationality: These are national or international activities.
- (4) Leisure time activities by age: These are activities carried out according to the participation of children, youth, adults and third generation.
- (5) Leisure activities according to the number of participants: These are activities with individual or group participation.

Leisure activities according to recreational types in terms of functionality: These activities are attended in the sense of commercial, aesthetic, social, health, physical, artistic, cultural and touristic.

Bleisure Tourism

The fact that individuals combine their travels with purposes such as business, entertainment, education and travel and include friends or family members in these travels makes their travels more enjoyable. Bleisure tourism has emerged as more and more individuals plan their business trips by blending them for different daily purposes. Bleisure seems to have become a popular word in the tourism industry, and it refers to leisure activities with business travel (Çetinsöz & Hazarhun, 2020).

Leisure tourism is defined as a concept derived from the combination of the concepts of work and leisure, which was derived to describe the travel behaviour of business travellers, sometimes their friends, family or colleagues who want to extend a trip to explore the destination visited (Ali & Schmitz, 2018). According to another definition, Sardest and Ivanauskas (2019) defined bleisure tourism as combining individuals' business and leisure intentions, conceptually illustrated in Fig. 1.1.

When the literature on bleisure tourism was examined, it was seen that the definitions made were made with similar expressions, such as combining business and entertainment intentions. Accordingly, the concept of Bleisure tourism can be defined as the use of leisure time by having fun with leisure activities in the destination with family, friends or alone when they go on business trips, or extending the length of stay in business travel depending on the entertainment and activity opportunities of the destination.

Bleisure has already become a way of life for many international business travellers. Business travellers, like leisure travellers, plan to include at least one

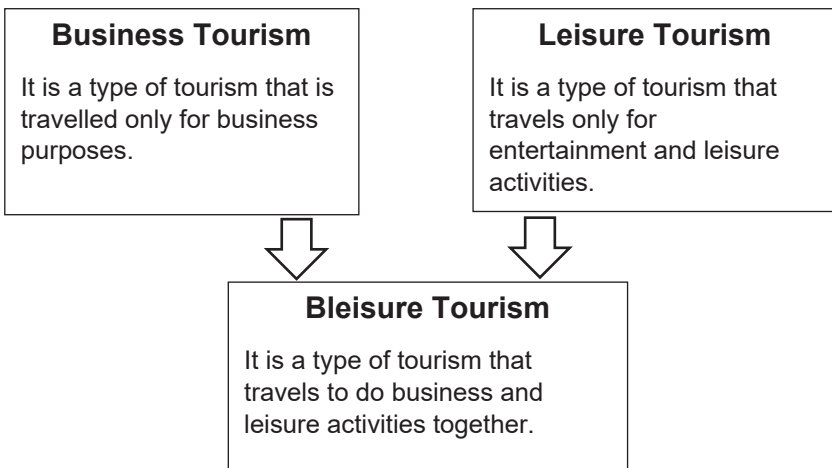


Fig. 1.1. Bleisure Tourism Concept. *Source:* Sardest and Ivanauskas (2019).

leisure activity. About four out of five respondents say adding leisure time to business trips adds value to their work duties. Thus, the participants agree that bleisure helps them gain cultural experience and knowledge about the cities they travel to. While employees' desire for bleisure is growing daily, most businesses are unaware of it; however, bleisure can benefit the business world by motivating employees to become productive and engaged in their work.

As a result, since only business trips have negative aspects for employees, adding the element of entertainment to the same business trip and transforming it into bleisure travel reduces the negative impact of business travel and motivates employees and makes business trips beneficial for both parties (Chen et al., 2016; Sardest & Ivanauskas, 2019).

Bleisure Tourist

The fact that employees make their business trips more enjoyable by removing the barriers between work and leisure activities during a business trip has made them bleisure tourists. Pinho and Marques (2021) defined bleisure tourists as professionals who avoid work stress by mixing business trips with leisure time (Mercan, 2022).

The majority of Bleisure tourists are millennials born between 1981 and 1996. Mainly, it is seen that participation in bleisure tourism is high in the 25–40 age group, it started to decline in the 40–55 age group and there is less participation in the 55 and older age group. When these limited studies are examined, it is seen that people in business, managers and academicians are the occupational groups that participate most in bleisure tourism activities. Congress, conferences, scientific research and commercial relations are the most significant factors that enable people who feed bleisure tourism to become bleisure tourists (Alp & Yazıcı Ayyıldız, 2020; Çetinsöz & Hazarhun, 2020; Kasalak et al., 2019; Lichy & McLeay, 2018).

In their study, Lichy and McLeay (2018) defined five different bleisure tourist typologies that do not have a standard feature of bleisure tourists and vary according to each tourist's personality traits, wishes and motivations.

- **Experiential Learners:** Tourists in this category are usually young managers or people just starting. They are single, have no dependents, are hungry for knowledge and learning and want to improve themselves and travel domestically and internationally constantly.
- **Escapers:** Bleisure tourists who seek travel opportunities to escape from the boredom of the day and routine work and who want to experience the unknown results of travel are called escapers.
- **Working Vacationers:** They are childless individuals who do not miss the opportunity to combine work and fun, even though they plan to finish their work first during their travels, with professional obligations at the forefront.