



Preferential Analysis on Leisure and Bleisure And A Cross - Sectional Study on Bleisure Tourism the New Travel Trend.

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ABSTRACT: This study is based on the preferential view of the corporate employees whether they are going prefer leisure or bleisure according to their taste and preferences as bleisure can be defined as a term to describe travel that combines both the form of business travelers extending their trip, to enjoy leisure activities and whereas leisure is where one is not working or occupied; free time. As the employees are awarded for the hard work that they have done inside the organization they are rewarded with various incentives like paid leaves bleisure and leisure and by knowing their preferences and taste it would be beneficial for the organization to compensate the employee. As the company is the one bearing all the expenses, and the new emerging tourism trend Bleisure has been on a boon since the fall of 2022, and in order to analyse this new trend we have also taken a peer-reviewed cross-sectional study to know about the new travel trend and why the employees prefer to go on leisure rather to go on leisure.

KEY WORDS: The Paramountcy of Bleisure And Leisure, The Impacts of Bleisure And Leisure on Employees Performance, Bleisure The New Trend, A Cross Sectional Review.

INTRODUCTION:

This paper is a result from peer reviewed cross-sectional information, leisure is a state of mind which naturally is characterised and-obligated time and willing sanguinity. It can involve expansive exertion or no exertion. The crucial component is a station which fosters a peaceful and productive co-existence with the rudiments in one's terrain. rest, also, is a block of unoccupied time, spare time, or free time when we're free to rest or do what we choose. rest is time beyond that which is needed for actuality, the effects which we must do, biologically, to stay, alive (that is, eat, sleep, exclude, rehabilitate, and so on) and subsistence, the effects we must do to make living as in work, or prepare to make a living as in academy, or pay for what we want done if we don't do it ourselves. rest is time in which our passions of coercion should be minimum It's optional time, the time to be used according to our own judgement or choice. Leisure is free time, i.e.

- Non-work.
- Non-obligated.
- Non-constrained.

The word 'bleisure' is a carryall (an amalgamated word) of 'business' and 'rest'. As the name implies, bleisure trip is a type of trip that's part business and part rest. In recent times, the practice has come decreasingly popular among trippers and companies. In an decreasingly chaotic world, business trippers have decided for a happy medium between commercial responsibility when working abroad, and using this time for particular guests, similar as walking tenures, hikes, sand days or making use of the hostel gym. There are a many different ways to witness bleisure trip,

but the rubberneck generally opts to either extend on the front or back end of the trip, or take musketeers and family along for the lift, fitting in quality time in between work commitments. The belief is that the happier the business rubberneck, the more productive they'll be and thus the better return on investment for the company.

THE OBJECTIVES OF THE STUDY

1. To find what the actual need of the employees while travelling.
2. To know about the preferences of the employees' weather they prefer bleisure or leisure.
3. To do a cross sectional analysis on the new tourism trend.

NEED OF THE STUDY:

this study will help in the purpose of researching of the preferences and tastes of the different kinds of employees which help the researchers to find the basics needs and preferences of the kinds of travel that the employees would prefer more.

THE PARAMOUNTCY OF BLEISURE AND LEISURE:

Bleisure trip, as the name implies, is simply a blending of business and rest trip. There are two main types of bleisure trip business passages or group business trip that's extended on the front or back end of a visit, and business passages taken with musketeers and family coming along for the lift.

1. Bleisure trip and workcations can be an egregious palm for numerous workers, as amalgamated trip offers not only the occasion for fresh relaxation, but the capability to enjoy gests that might not else be readily available. In other words, business trip no longer needs to be rigorously transactional; Good particular gests during business trip can boost hand morale, cultivate a positive mindset, and be invigorating – and any ultramodern business proprietor knows the significance of hand well- being.
2. rather of fleetly transitioning from trip to business, bleisure allows workers to use weekends to relax and enjoy the position they're visiting. This fresh time can help insure their particular requirements are met in addition to work requirements, and eventually gives them a chance to recharge their tropical internal and physical batteries. also, workcations allow workers to enjoy an hourly- demanded change of decor without using holiday days or putting work liabilities on hold.
3. bleisure passages and workcations can also encourage hand autonomy, which in turn can help make employer-hand trust. Besides perfecting a hand's sense of well- being, bleisure and workcations can help increase job satisfaction, all of which ripples outward to appreciatively influence hand retention and engagement.

The benefits you can get from leisure travel are incredible, and are a big part of people's lives. Lucky for us, technology has afforded us the chance to travel anywhere, if only we take the time to actually travel.

1. traveling gives you that general sense of freedom and awe and makes you feel more alive. It doesn't count what state or country you end up going to- what matters is that you decided to get out and travel. Likewise, as the old byword goes, there's no time like the present, so more be on your way if you want to reap all the benefits rest trip has to offer.
2. traveling can make you see that indeed there's life after death or a major loss, and that you can go on living your life. When you immerse yourself in new gests and see the prodigies the world has to offer, you'll realize that everything is possible. This doesn't mean that you'll be healed incontinently; rather, traveling can take you one step forward to healing yourself.
3. traveling is a great way to bond with your loved ones because you'll be down from the stresses of work and typical family life. When you travel, you'll also get to know further about your family since nothing will distract you from having the time of your lives. Eventually, what matters in life is your family relations and the good and delightful recollections you produce together, not the plutocrat you have in your bank.

4. When traveling, you'll get to witness and see the world, and keep all the recollections you have from your peregrinations. You meet new people which can turn into lifelong musketeers, or fall head over heels with a place that you'll come back to visit time and time again. Every single trip is different, and you'll treasure each and every second of it by yourself or with a loved one.

THE IMPACTS OF BLEISURE AND LEISURE ON EMPLOYEES PERFORMANCE:

A sustainable career is one in which “workers remain healthy, productive, happy and exploitable throughout its course and that fits into their broader life environment” still, achieving employability throughout the span of a career in a way that also fits with and existent's broader life environment is a grueling task, which involves managing complex relations between work and non-work disciplines. While the relations between individualities' family life and the work sphere are decreasingly well understood fairly little is known about the part that rest plays, despite it being an important part of the “broader life environment” of the working-age population. There are multiple ways in which rest may play a part within a sustainable career including, for illustration, the direct creation of health and life satisfaction In this paper we concentrate on one specific medium which may connect rest with the performance pointers of a sustainable career and test a model linking rest conditioning to coffers needed for individualities to proactively manage their career over time.

1. individualities' agency plays a critical part in managing sustainable careers. In order to align their career with their requirements and preferences, and with a dynamic labor request, individualities need to prepare for and anticipate change and show action in pursuing their career pretensions Doing so requires a range of particular coffers individualities need to be flexible in order to acclimate to changes; and they need to have the coffers to be visionary in order to bring about change themselves.
2. Drawing on Conservation of coffers (COR) proposition argue that for careers to be sustainable, the coffers needed to manage them need to be saved and generated over the course of an existent's career span. In the environment of COR, coffers are defined as “objects, particular characteristics, conditions, or powers that are valued by the individual” COR proposes that the loss of coffers is psychologically dangerous to individualities, and that they will be motivated to help it, and to recover coffers that were lost. While resource loss has a more significant impact than resource gain, individualities are also motivated to acquire new coffers and accumulate coffers that equip them for unborn challenges propose that individualities who are visionary in conserving and acquiring the coffers that can help them attain their career pretensions are more likely to achieve career sustainability. In this paper we apply this COR approach to sustainable careers, and probe how coffers critical for careers can be acquired in the sphere of rest.
3. Careers are bedded in individualities' broader life surrounds and factors outside of work will impact careers the integration between career and particular and family life constitutes a defining point of a sustainable career To date, exploration on the goods of non-work disciplines on career issues has concentrated primarily on family- work relations). still, as youngish generations stay until latterly in life to come parents and spend longer ages outside of long- term romantic hookups, rest (rather than family) is an aspect of particular life that's likely to play a central part in individualities' lives and have an adding influence on their careers. therefore rest presents an intriguing sphere for the examination of sustainable career at the crossroad of work and the “broader life environment” (rest might act as a source of openings for renewal that argues is a crucial point of a sustainable career. Yet, the goods of rest on the coffers that contribute to career sustainability have entered little attention to date.

BLEISURE THE NEW TREND:

This trend presents a new occasion for stint and exertion providers. The growing bleisure member largely consists of both millennials and more educated trippers. Both groups have their own purchasing habits, different from the typical sightseer. By reaching them at the right place and time with special offers, you gain an advantage over challengers. In addition, the occasion to boost your referrals and positive reviews online can have a long- term impact on your business., we need to look at what exactly bleisure is and what characterizes bleisure trippers. This way, we 'll get a better understanding of the trend.

What's bleisure?

Bleisure is a blend between “business” and “rest”. It means combining work passages with fun conditioning while abroad. In simple terms, bleisure mixes business trip with entertainment. This trip style is getting more common according to studies. Consider this data quoted by Forbes 78 of millennials designedly add particular time on a business trip(source Chase) 57 of companies have a policy for youthful workers to extend business passages with holiday time(source AMEX Global Business Travel) 74 of frequent business trippers wish their commercial trip policy included a budget for entertainment(source Swapnil Shinde,Co-Founder and CEO of Mezi) And while normal business passages last 2 days on normal, bleisure peregrination can frequently be 6 days long or further. Not only do the stats back it up, but numerous companies see considerable goods from bleisure trip on their nethermost line. For illustration, trip agency Cheap air reports over 20 periodic profit growth in bleisure trip for the last 3 times straight. There are numerous reasons bleisure trip is on the rise. To start with, it’s salutary for hand satisfaction and it costs next to nothing for employers. Tickets are frequently cheaper when you stay over Saturday. This means companies do n’t spend important redundant while perfecting staff morale and attracting better gift. In fact, Booking.com suggests that 30 of people would accept a job with a lower payment if it offers further business passages.

Away from offering cheaper aeroplane tickets, airlines, and trip agents encourage bleisure through their deals and marketing. This is no surprise – they also get redundant profit through referral freights and longer stays. In addition, more and more companies are jilting the office and work ever, making it easier to work and travel for fun at the same time. This is magnified by freelancers and indie entrepreneurs who travel nearly full- time, also known as “digital gadabouts”. still, consider vesture incipency Par en Par which creates apparel specifically for bleisure trippers, if that’s not enough to prove bleisure is a thing.

Why is bleisure trip popular?

The biggest perquisite for adding a rest element to commercial trip is being suitable to visit a destination at a lower price point. However, they will save on airfare, hostel apartments, If an hand goes to a conference. also, if the hand decides to method a many holiday day on to the trip, they may get hostel and auto reimbursement abatements for being a business rubberneck.

Other popular reasons include the following

Reduced carbon footmark: For trippers concerned about carbon emigrations, combining business with rest prevents fresh air trip to their named locale.

occasion to see new places: Business passages frequently take people to metropolises they may not have else visited. Adding a many redundant days to a trip allows for time to explore the girding area and not be stuck in one area of the megacity.

occasion to recharge: Business trip can frequently be stressful. A redundant couple of days turned on to the end of a trip to help workers relax so they can be more productive when returning to the office.

lower time down from loved ones. numerous trippers are bringing their families and musketeers on business passages, letting them spend time and enjoy a trip together after the work is done.

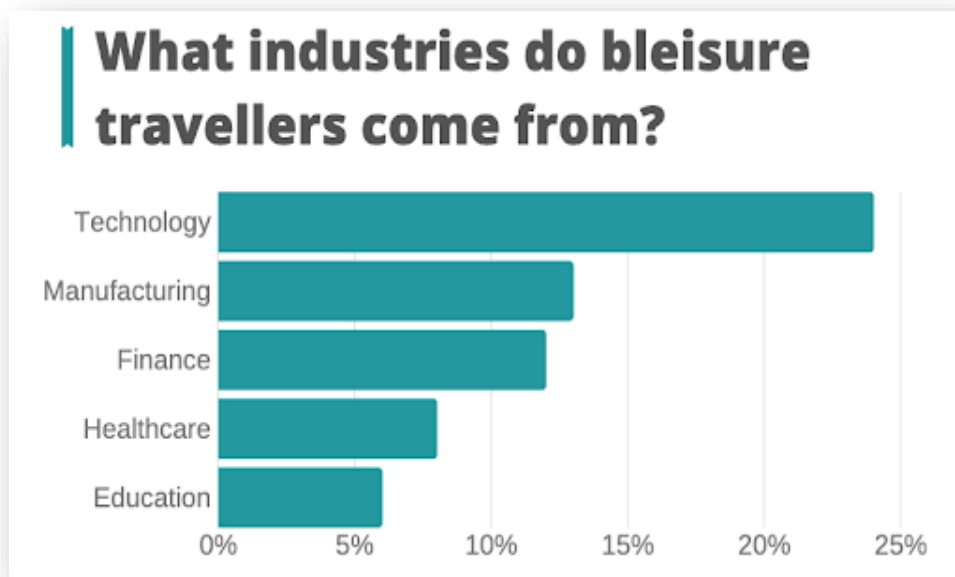
What makes a good bleisure trip destination?

There are numerous factors in choosing to extend a business trip into a rest. Some of the top factors include the following.

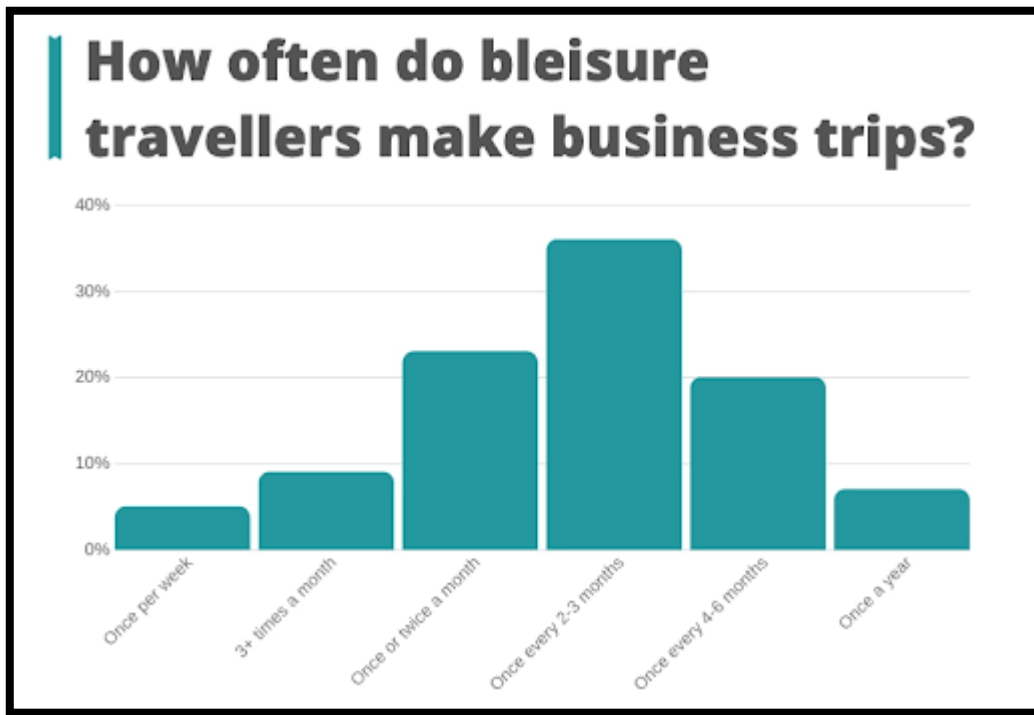
1. Pail list position. This may be a far- flung locale that a rubberneck would else no way sees.
2. Easy- to- navigate megacity. This includes access to galleries, motorcars, lift shares and auto settlements as well as its walkability.
3. Variety of caffs. This is especially important for trippers who are food suckers.
4. Variety of conditioning. This includes galleries, literal lode stones, out-of-door shopping and other entertainment.
5. Safety and security. Destinations with low crime rates are important, especially to solo trippers.
6. Affordability. locales need to have lodging, caffs and conditioning at several different price points.
7. Beyond destination gratuities, there are other factors that trippers must consider. That includes fresh particular costs, how close it's to the weekend and whether musketeers and family can go.

A CROSS SECTIONAL REVIEW:

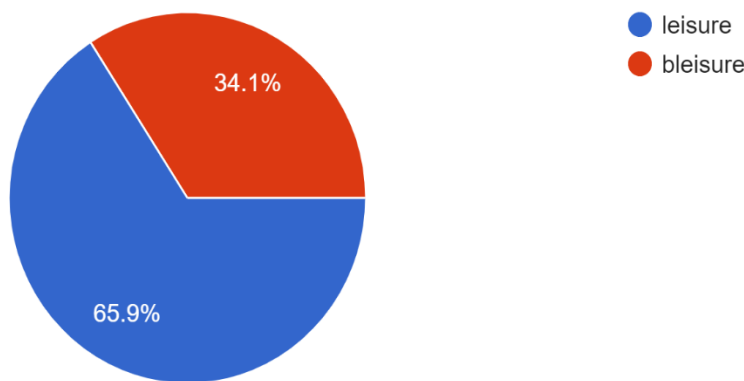
This is a cross sectional review of bleiure where we will get to know, which sector do they come from?, and how often do they get bleisure travellers. And as well as the preferential response of bleisure and leisure.



1. The majority of bleisure travelers come from the Technology/IT/Software industry, accounting for 24% of all bleisure travelers.
2. Among bleisure travelers, 13% come from the manufacturing industry.



1. On average, bleisure travelers take around 6 trips per year globally.
2. The UK has the highest number of bleisure trips among European countries with an average of 6.5 trips per year.
3. The majority of bleisure travelers (36%) make overnight business trips once every 2-3 months.



1. Leisure has 34.1% of the acceptance from the employees
2. Bleisure has 65.9% of the acceptations from the employees

METHODOLOGY

This is a study where we will get to know about the bleisure and leisure and their preferential analysis, as the primary data is taken from peer reviewed information since this is a cross sectional analysis and the secondary data is taken from the journals, articles, and other thesis.

LITERATURE REVIEW:

This study is based on the information taken from the peer reviewed information based on the cross-sectional analysis, both the bleisure and leisure are considered as a part of the preferential basis where bleisure is considered as the hybrid form of the both leisure + business travel. So, this study also explains about the new tourism trend bleisure travel as it has been on a boon since the fall of 2022. And has set its path to become the new hour of need. The main issue that this study tends to solve is the evidence gap as most of the information is misunderstood by other peers as a combination of leisure only and not bleisure plus leisure. This study tends to solve this issue by providing the data through the different variable data like the descriptive statistics or the independent t- test, or the sample cross summary. By taking the information from the peer reviewed questionnaire by calculating the responses by strongly agree or strongly disagree.

RESULTS AND DISCUSSION:**TABLE-1**

Group Statistics					
	TOURIS	N	Mean	Std. Deviation	Std. Error
SCORE	BLEISURE	20	42.2550	25.37212	5.67338
	LEISURE	20	23.6000	18.82719	4.20989

TABLE-2**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means							
SCORE		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
SCORE	Equal variances assumed	3.464	.070	2.641	38	.006	.012	18.65500	7.06473	4.35320	32.95680
	Equal variances not assumed			2.641	35.056	.006	.012	18.65500	7.06473	4.31365	32.99635

Table 2 shows that the sig p value of one side and the p value of two sided are different from each other so hypothesis 1 is valid so the h1 is supported.

TABLE-3**Independent Samples Effect Sizes**

		Standardize	Point	95%	Confidence
		r ^a	Estimate	Interval	Upper
SCORE	Cohen's d	22.34063	.835	.183	1.477
	Hedges' correction	22.79400	.818	.179	1.448
	Glass's delta	18.82719	.991	.286	1.675

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

CONCLUSION:

This study shows the preferences and tastes of the corporate employees of various sectors of how they are preferred on the basis of tourism bleisure and leisure this study answers the questions like **why, who, whose**. on the basis of tourism this study aims to improve the understanding of the researches on how they choose the employees to go on a trip weather it maybe leisure and bleisure it will help them to compensate the employees fairly based on the work that they have done inside the organization as they are awarded with various incentives like paid leaves(bleisure or leisure) this cross-sectional analysis aims to know weather the employees strongly agree or they strongly disagree to a trip (bleisure).

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