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Bleisure Motivation Towards Leisure Attraction: A Systematic Literature Review

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Abstract

Tourist motivation is an essential aspect of the tourism discipline that has resulted in discovering the reason for travel. The purpose of this study is to present the current state of academic research in bleisure tourist motivation to visit leisure attractions. This study aims to provide a systematic review of the literature published on bleisure motivation towards visiting leisure attractions. A systematic literature review is conducted, and a total of 10 critical journal articles are identified in three different databases (Google Scholar, WoS, and Scopus) from 2012 to 2022, a ten-year period from which the review procedure described in this work applies specialized method such as PRISMA. The findings show that researchers frequently found seeking knowledge and novelty, escape, fun, and resting at places that contain cultural and historical, environment and safety, tourist facilities, and convenience as important factors to motivate the bleisure tourist towards visiting leisure attractions during business trips. The theoretical contribution of this study is the provision of systematic literature evaluations, different research techniques, and viewpoints on the motivation of bleisure tourists to visit leisure attractions during business trips. It contributes to a deeper understanding of the qualities of attractions that inspire bleisure motivation towards visiting leisure attractions.
Keywords: Bleisure, Motivation, Behavioural Intention, Systematic Literature Review, PRISMA.

Introduction

The tourism and hospitality industry has become global (Lahap et al., 2016). Cheng et al (2019) noted that tourism continued to increase and diversify over the past six decades, eventually becoming one of the world's greatest, third most prominent and most significant economic contributors via tourist arrivals and receipts. The constant growth in tourist arrival and receipt every year resulted in a substantial development in the industry, especially business tourism, which is now one of the primary sectors in the industry (Anas et al., 2020; Jin et al., 2013). It generated USD0.44 billion in economic impact in 2019, with a total of 145 business tourism organized, attracting over 540,000 business tourists to Malaysia.

The Institute of Labour Market Information and Analysis (ILMIA, 2020) also stated that the global market size projected for the business tourism industry in Malaysia is to reach USD210-

USD310 billion (MYR870.66- MYR1,285.26 billion) in 2024, registering a compound annual growth rate (CAGR) of 4% from 2015 to 2024. This is because business tourists nowadays are not only travelling for business purposes. They are combining business and tourism at one go which has recently become popular (Chung et al., 2020) as they are also known as bleisure tourists. However, the blurring relationship between the concepts makes it difficult to differentiate their travel motivation during business trips (Pinho & Marques, 2019).

Motivation can be seen as a set of needs predisposing a person towards a particular tourism activity (Pizam et al., 1979). It needs to be reviewed from time to time, as stated by researchers (Lee & Crompton, 1992; Phosikham, 2010) because the rapid expansion of international tourism and the increased competition among attractions will influence the change of travel motivation and the tourism development of leisure attractions in a specific area. An increase or decrease in the number of tourists to leisure attractions will determine the income of the leisure attractions. Crompton (1979) agreed that motivation reveals the reason for travelling, which was known to be an indicator for a tourist to choose one leisure attraction. However, Yousaf et al (2018) stressed that travel motives vary among travel segments. Therefore, tourism stakeholders must understand how travel motives are connected to the tourists' vacation choices.

Given its importance as a marketing construct, some literature reviews on bleisure motivation have started to appear. For example, Lichy and McLeay (2018) recorded the highest citation 40 times thus far. Their article was titled "Bleisure: Motivation and Typologies," with a few factors established. The terms "business event travellers," "working tourist," "business tourist," and "bleisure tourist" are used interchangeably from the outset. They stated there is no standard type of bleisure tourist but could identify the types of tourists with different interests, motivations, and personal circumstances. Therefore, a systematic review as a rigorous and transparent approach will ensure the selection of the most pertinent publications (Kitchenham, 2004), as sometimes the analysis produces contradicting results. That is why it is widely used as an aid for evidence-based decision-making (Petticrew, 2001) outside the field of tourism and hospitality.

This can be proved by Scopus, WoS, and GS, that there are no studies on a systematic literature review of bleisure motivation, especially in Malaysia. Few studies examine the motivations of bleisure tourists towards visiting leisure attractions during their business trips. However, their analysis is limited to one antecedent, a single population, and a different methodological approach. Therefore, further studies should be carried out in the future. In addition, there has not been any systematic literature review done on bleisure motivation towards leisure attractions, which leads to a gap in the literature review on bleisure motivation towards visiting leisure attractions, especially in Malaysia.

Therefore, this paper aims to present the state of systematic literature review in bleisure tourist motivation towards visiting leisure attractions. This study decided to perform the literature search on a manuscript published from 2012 until 2022, which is in line with the investigations of Cohen et al (2014); Oh and Kim (2017), which reviewed published articles from the year 2000

The present study covers all articles published on bleisure motivation towards leisure attractions between 2012 and 2022 to give a complete picture. A summary of the listed reviewed studies (see Table 3) is provided in this study.

Method

A systematic literature review examines formulated questions using systematic and explicit methods to identify, select and critically appraise relevant research. It collects and analyses data from studies that are included in the review. Through a systematic literature review, rigour in that research can be justified by allowing the identification of gaps and direction for future research. Many studies were conducted using systematic literature reviews such as in health and medicine (Griffiths et al., 2020), science and technology (Qi et al., 2020), law (Mauerhofer, 2019), and tourism and hospitality (Aminudin et al., 2020; Bore et al., 2017; Nordin & Jamal., 2020).

This study followed Moher et al (2010) in conducting a systematic research review using the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) flowchart. The flowchart was designed to ensure the researchers select relevant, appropriate papers and analyse them transparently and clearly. Therefore, there are four steps to be followed to identify and extract information, including (1) identification, (2) screening, (3) eligibility, and (4) inclusion. Before performing all the above steps, the researchers used different databases and generic search strings.

According to Mohamed Shaffril (2019), using two databases will increase the chances of reaching related articles. However, the researchers decided to use three different databases (Scopus, WoS, and GS) because some databases only contained international peer-reviewed journals but may not include other publications (Bamford & Xystouri, 2005).

Scopus is a comprehensive database of popular scientific publications (Solvoll et al., 2015). Since 1996, it has broadened its scope to social sciences (Thananusak, 2019; Zheng & Kouwenberg, 2019). All publications on Scopus are included in a database based on rigorous selection criteria to be trusted as authoritative academic research (Elsevier, 2019). While WoS database is also popular among scholars when reviewing the systematic literature review. The researchers decided to use GS as a complementary database to improve search accuracy. According to So et al (2020), GS is one of the top four most extensive and popular databases. It is easy to use and always succeeds in exploring and searching for articles (Gusenbauer & Haddaway, 2019).

Identification

By consulting dictionaries and past research, comparable and related keywords and phrases are selected. After identifying the relevant keywords, the search strings were developed in Jun 2022 using GS, WoS, and Scopus databases (Table 1). The search result in the first step obtained 824 articles.

Table 1
The Search Strings

Databases	Search Strings
Scopus	TITLE-ABS-KEY ("bleisure" OR "bleisure tourism" OR "bleisure travel" OR "bleisure tourist" OR "bleisure tourism Malaysia*" OR "bleisure tourism motivation")
WoS	TI= ("bleisure" OR "bleisure tourism" OR "bleisure travel" OR "bleisure tourist" OR "bleisure tourism Malaysia*" OR "bleisure tourism motivation")
Google Scholar	"bleisure" OR "bleisure tourism" OR "bleisure travel" OR "bleisure tourist" OR "bleisure tourism Malaysia" OR "bleisure tourism motivation"

Screening
All 824 data, then, were checked and screened. Two main steps were implemented: (1) pulling out the same items (duplicate items) and (2) using specified inclusion and exclusion criteria. Based on the first steps, 11 articles were excluded due to duplicate items. Only 813 articles remain for specified inclusion and exclusion criteria. For the second step, some criteria must be considered (Table 2) to filter the remaining articles to ensure that this study obtained quality and relevant data. As a result, 800 articles were excluded based on the determined criteria.

Table 2
The Inclusion and Exclusion Criteria

Criterion	Inclusion	Exclusion
Document Type	Journal (research article), Proceeding paper	Book series, book chapter in a book, thesis, and citation document
Language	English	Non-English
Timeline	2012-2022	<2012
Publication Stage	Final, Article in Press	Handbooks, Encyclopedias, Dissertation, and Thesis

Eligibility
The remaining 13 articles were analyzed for eligibility. These publications were thoroughly reviewed based on their titles, abstracts, and principal contents to determine if they met the inclusion criteria and were suitable for deployment in the current study and attainment of its goals. Thus, based on a predetermined criterion, one article failed to meet the requirements since it lacked empirical evidence and did not focus on bleisure travel. Finally, only ten remaining articles were used for this research (Figure 1 and Table 3).
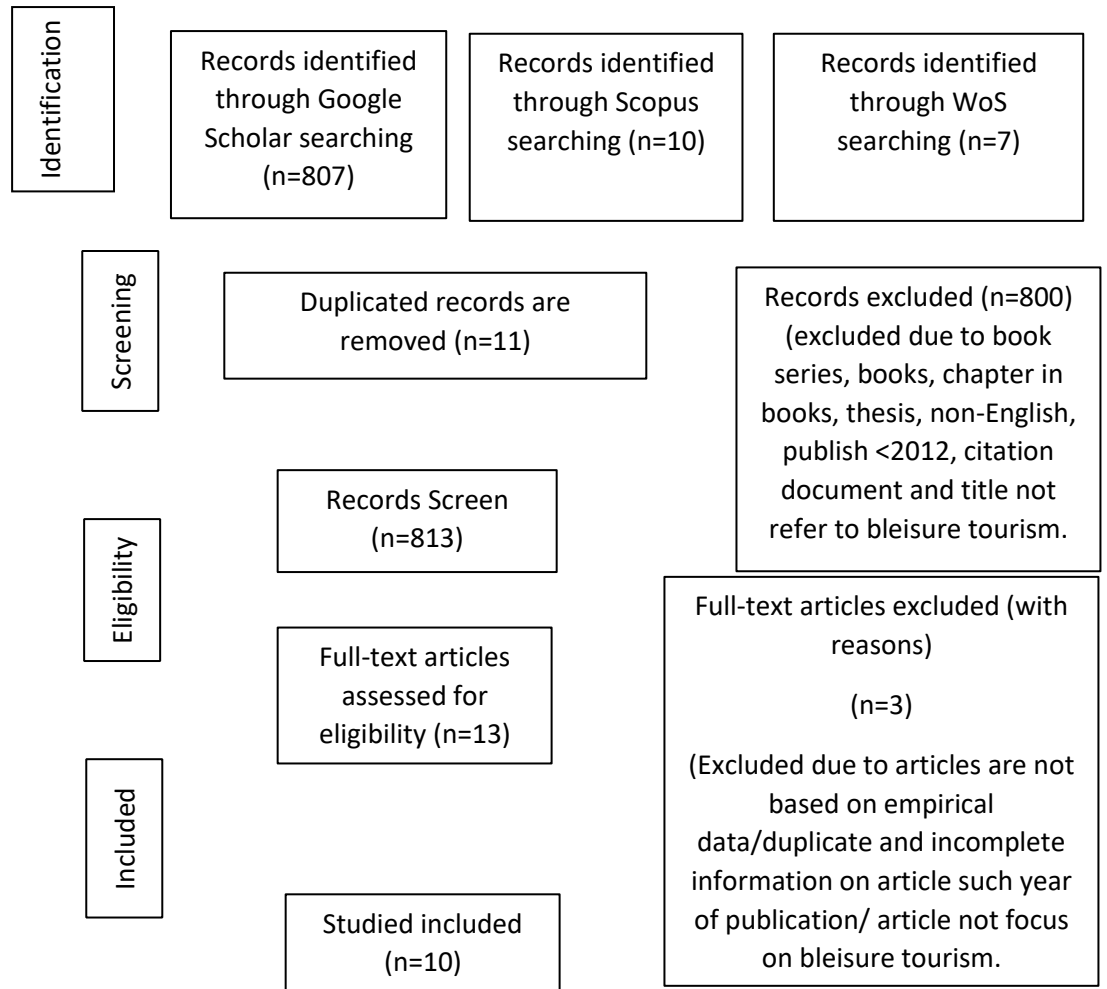
Figure 1: Flow Diagram of the Study (Adapted from Moher et al., 2010)

Table 3
List of reviewed studies

No	Author	Source	Title	Method	Sample size	Citation
1.	Lichy & McLeay (2018)	Journal of Travel and Tourism Marketing	Bleisure: Motivations and Typologies.	Quali	24	40
2.	Chung et al (2020)	Asia Pacific Journal of Tourism Research	Bleisure Tourism Experience Chain: Implications for Destination Marketing.	Quali	N/A	15
3.	Rittichainuwat et al (2020)	Tourism Management Perspectives	Resilience to Crises of Thai MICE Stakeholders: A longitudinal study of the Destination Image of Thailand as a MICE-destination.	Mixed	467	10
4.	Pinho & Marques (2021).	International Journal of Tourism Cities	Business Tourism in Porto: An Empirical Investigation of the Potentialities and Development Challenges.	Mixed	N/A	3
5.	Bi et al (2020)	Journal of Travel and Tourism Marketing	A Bittersweet Experience! The Effect of Mixed Emotions on Bleisure Tourists' Revisit Intention.	Quanti	260	3
6.	Adhiatma et al (2019)	Jurnal Dinamika Manajemen	Business and Leisure "Bleisure" in Organization: Antecedents and Outcomes	Quanti	117	2
7.	Keadplang (2018)	International Humanities, Social Sciences, and Arts	Competitiveness Development of Wellness Tourism Destination toward VIP experience for Bleisure Tourists	N/A	N/A	1
8.	Caicedo-Barreth et al (2020)	European Journal of Tourism Hospitality	Competitiveness of Guayaquil Towards Bleisure Tourism	Mixed-method	434	1

		and Recreation				
9.	Walia et al (2021)	Tourism Recreation Research	COVID-19 and the Bleisure Travellers: An Investigation on the Aftermaths and Future Implications.	Quali	30	1
10.	Unal & Ozgurel (2021)	Tourism and Recreation	A Research on Determining the Destination Quality Perceptions and Intentions to Revisit of Bleisure Tourists: İstanbul Case	Quanti	460	0

Findings

General Trends of Data

Interest in bleisure tourism research for the last decade indicates an irregular pattern of publication numbers as they fluctuate each year. From 2017 to 2018, there was a consistently low level of interest in this research area, with only one and two articles being published. From 2018 to 2019, the publication numbers remain stagnant at only two papers. Only 2020 showed a slight improvement of four papers from previous years, but the difference in publication between these years is still slight. It showed that research on bleisure tourism is in its infancy and received less attention among researchers.

The review shows Portugal, South Korea, Turkey, and Thailand are the most productive countries in publishing the article. As expected, bleisure tourism is yet not being considered in Malaysia. This indicates that bleisure tourism has not received much attention from Malaysian researchers as it is a new trend.

However, it could be seen that there is an equal priority for each type of methodological approach (qualitative, quantitative, mixed-methods, and conceptual) in this field, with three articles on each approach for all the publications. It is consistent across the decades, starting from 2018 to 2021.

Lastly, the top-ranked paper is from the Journal of Travel and Tourism Marketing, published in 2018, with 40 citations. The author is from France, while the second-ranked article is from South Korea, published in the Asia Pacific Journal of Tourism Research with 15 citations in 2020, and the third rank article is from Thailand with 10 citations. The researchers also found that all the articles had the same citation numbers on GS.

Factors Motivating Bleisure Tourists Towards Leisure Attraction

The review has resulted into three main categories, which are 'Seeking Knowledge and Novelty", "Escape" and "Fun and Resting." As supported by Lichy et al (2018), "Seeking Knowledge and Novelty" are the most frequently reported motives that motivate bleisure tourists to visit leisure attractions. Furthermore, bleisure tourists must increase their intercultural competencies. The scenario reveals that bleisure tourists will be motivated if they feel that the leisure attractions could give them a chance to experience what they had been reading in a book as a substitute. "Escape" was the second factor contributing to the bleisure motivation towards leisure attraction. Several researchers (Crompton, 1979; Lo & Lee, 2011)

agreed that bleisure tourists could see or do something unusual in a different place with different people and seek autonomy from spouses, children, and colleagues (Cai et al., 2015). "Fun and Resting" is the third factor contributing to bleisure motivation towards leisure attractions. Bleisure tourists need to seek work-life balance in a different culture".

Other than that, the review also highlights four criteria of leisure attractions they preferred during their business trips which are cultural and historical sites, safe environmental areas, convenience, and complete tourist facilities. Caicedo-Barreth et al (2020) stated that providing bleisure tourists with a diversity of leisure attractions (cultural and historical sites) will allow them to relax after their demanding work. With special added value (safe environmental area, convenience, and complete tourist facilities including accessibility, connectivity, acquisition of products online, high-quality service, and other innovative aspects) compared to the traditional offer will allow the country to earn from the biggest spender, thus create the necessary loyalty to gain recognition as a bleisure tourism city.

The Implication of the Study
Practical Implication
The results obtained from the data provides a practical implication in helping the Malaysian government, other relevant institutions (business tourism organisers and tourism marketers), and tourism-related companies (travel agencies). It helps to identify which motivation factors motivate the bleisure tourists to visit leisure attractions during their business trips.

This implication is important for the government, organisers, and marketers as a planner and decision-makers to view bleisure tourist motivation from their leisure perspectives compared to their business perspectives because the trend in combining business and leisure at one go is currently increasing. This action can enhance and improve appropriate marketing strategies, thus reducing the cost as the government, organisers and marketers can plan a suitable marketing approach that meets their demands and interest.

Theoretical Implication
Studies have been done on the motivation of bleisure tourists towards leisure attractions. However, as far as the researcher knows, there is still a lack of studies that focus on using systematic literature review methods for bleisure tourist motivation toward leisure attraction, especially in Malaysia.

From an educational perspective, this study contributes to some critical questions that researchers must consider when considering bleisure tourism. This is because a systematic literature review highlights different research approaches and perspectives on the motivation of bleisure tourists towards leisure attractions. It leads researchers to realize and recognize the growing development in bleisure tourism that helps enrich knowledge in travel behaviour.

Limitations of the Study
This study has some possible drawbacks. First, since the data were collected from three different types of databases, GS, Scopus, and WoS, some variation may represent a limitation of the research because other databases use different criteria. WoS and Scopus are databases known for providing a volume of articles that are of the same quality as the world's leading scientific journals. However, GS is not a well-known database. Still, it is gaining attention among writers because this database can ensure academic rigour where articles are increasingly organized and always realized over time.

While the period is the second limitation that can be considered for this study, this is because this study analyzed all bleisure tourism articles published between 2012 and 2022. Therefore, future studies may examine other periods. In addition, future studies can also consider sampling techniques, statistical methods, research results, and recommendations.

Conclusion

The tourism industry needs to play its role because the diversity of market segmentation has different needs and interests. In this study, an institution can understand and think of a suitable approach for the other market segmentation demands and interests to help increase the arrival of tourists as well as help increase income.

Throughout all the literature, several factors play an important role in attracting the bleisure tourist to visit leisure attractions during their business trips. During the 10 years, seven main motivation factors emerged: seeking knowledge and novelty, escape, fun and resting, environment and safety, cultural and historical, tourist facilities, and convenience. To fulfil the aims of this research, the researchers employed the PRISMA technique, which entails examining publications from three sources (Scopus, WoS, and GS).

The results revealed that not only to the bleisure tourist but also to the tourism-related institutions and agencies. With all of this commitment towards reviewing the bleisure tourist motivation, it can strengthen any tourism-related institutions and tourism-related agencies' marketing approach as they can modify or create offers or packages that suit their demands and interest. It would not only help reduce the seasonal pattern but also reduce the cost of marketing.

Future research in this field must consider the increasing trend of bleisure tourists who combine business and tourism during their business trips abroad as a new concept because this trend has received less attention in Malaysia. The authors also emphasize that this action can expand the study of the motivation and tourist behavioural intention towards visiting leisure attractions in Malaysia because the quality of a systematic review can lead to the advancement of tourism, especially business tourism.

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