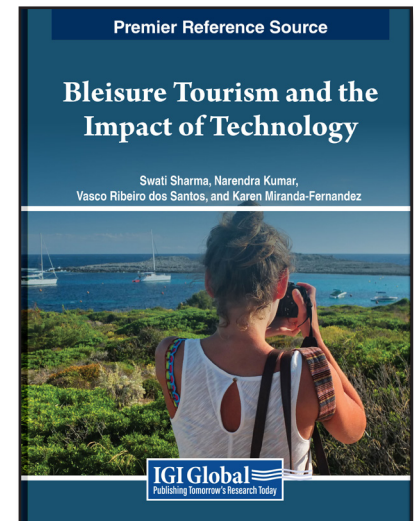


Bleisure Tourism and the Impact of Technology

Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

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Description:

In today's fast-paced world, professionals often struggle to balance their work commitments and personal well-being, particularly during business trips. The conventional approach to business travel usually prioritizes work over relaxation and exploration, leaving travelers feeling overwhelmed and burnt out. As a result, there is a growing need for a solution that allows individuals to seamlessly integrate work and leisure, fostering a healthier and more fulfilling travel experience.

Bleisure Tourism and the Impact of Technology is a comprehensive reference source that explores the evolution and significance of bleisure tourism. It provides readers with valuable insights into how they can transform their business trips into enriching experiences. From practical strategies for blending professional commitments with leisure activities to case studies on successful bleisure destinations, this book equips readers with the knowledge and tools they need to embrace this transformative trend.

With its comprehensive coverage of bleisure tourism, including discussions on digital tools, sustainable practices, and future trends, this book is an indispensable guide for academics, industry professionals, educators, and students. By understanding and embracing the principles of bleisure travel, readers can enhance their travel experiences and contribute to a more sustainable and balanced approach to business travel.

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- Blending Work and Leisure
- Cultural Nuances
- Destination Development
- Digital Tools
- Government Initiatives
- Emergence of Bleisure Travel
- Employee Well-Being and Productivity
- Networking
- Sustainable Bleisure Travel
- Time Constraints
- Travel Logistics
- Work-Life Balance

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