



Bleisure travel motivations: Balancing work and leisure – a systematic literature review

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ABSTRACT

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Service quality.

The present study aims to present a systematic literature review of bleisure tourists' motivations for visiting travel destinations. We used the SLR method to critically review and analyse the previous literature and followed the systematic literature review process using the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA). The thematic analysis of the studies allowed us to define five key themes: work-related motivations, leisure- and destination-related motivations, psychological motivation, social and lifestyle motivations, and economic motivations. Further investigation showed that city image, cultural heritage, and service quality are the key motives for bleisure travellers. Also, forming social bonds through family travel and collaboration and networking through solo travel are some of the motivations. This study offers insights into bleisure travellers' motivations and implications for tourism and hospitality managers, policymakers, and service providers. As an important segment of international business travel, stakeholders must better understand this group. Diverse traveller motivations can be targeted to meet their needs, and revisiting current strategies can help the tourism sector better serve this segment. Although interest in bleisure travel motivations is increasing and scholars are paying growing attention to this topic, this review reveals a clear geographic bias, with most studies concentrated in Western and certain Asian countries. Importantly, none of the examined publications address bleisure travel motivations in the context of Oman or the broader Arab region.

Contribution/Originality: This study contributes to the existing literature by addressing a geographic gap in current research. While previous publications predominantly concentrate on bleisure travel motivations across Western and certain Asian countries, this work uniquely pioneers an exploration of these dynamics specifically within the context of Oman and the broader Arab region.

1. INTRODUCTION

Over the last few decades, the world has witnessed growth in business as well as international business travel prospects, leading individuals to journey outside their borders in search of new opportunities (Walia, Kour, Choudhary, & Jasrotia, 2023). Business travel is mainly considered to be involved in work-related professional activities and thus perceived differently from leisure travel (Chung, Choi, Yoo, & Kim, 2020). As the distinction between business and leisure travel becomes increasingly less recognizable, the trend of bleisure has recently gained popularity, and due to the growth of bleisure, there is a need to target business travelers who are interested in adding

leisure activities to their work trips (Ezeuduji, 2024). The term “bleisure” refers to combining tourism with professional responsibilities, and “bleisure travelers” are professionals who mix business trips with leisure time (Lichy & McLeay, 2018). Usually, this happens when business travelers want to stay longer to engage in leisure activities of the destinations (Ezeuduji, 2024). These activities can include hiking, visiting cultural places, sightseeing, and attending certain events. Hence, bleisure marketing aims to persuade business travelers to extend their trips by adding extra overnight stays, taking part in more leisure activities, and ultimately increasing their spending beyond the time spent at meetings, conferences, and events.

Over the past few years, growth in the tourism industry has driven higher financial investments in travel plans and packages (Kumar & Dhir, 2020). Today’s world is perceived as a leisure economy where the tourism industry capitalizes on dynamic, engaging activities aimed at generating revenue and maintaining a competitive advantage. Similarly, around the globe, various industries are adopting a blend of combining business and leisure (bleisure) in order to fulfill their organizational objectives. Thus, nowadays, business tourists are not solely traveling for work; instead, they seek to merge professional obligations with tourism and are therefore referred to as bleisure tourists (Sohaili, Aminudin, & Amir, 2022a). Leisure can be viewed as an integral component of business travel, especially when individuals journey with colleagues or partners to enhance the overall travel experience (Walia et al., 2023). Earlier studies have shown that conventional travel costs such as accommodation, transport, and meals constitute around half of total business travel expenditure, while roughly one-quarter is spent on leisure pursuits like visits to museums, galleries, guided tours, and sporting events (Ezeuduji, 2024).

The distinction between business travel and personal leisure trips is becoming less clear, especially regarding the types of activities tourists engage in. Business travelers generally spend more and take part in a wider range of leisure activities beyond their formal work commitments (Chatterjee, Chaudhuri, & Vrontis, 2022). The growth of bleisure travel indicates that travelers are willing to invest additional time and money, which can benefit the tourism industry (Ezeuduji, 2024). Urban business destinations may enhance their tourism competitiveness by incorporating attractions or events that offer visitors appealing leisure options.

There is a clear shortage of tourism services tailored to bleisure travelers; business travel remains underexploited, and the tourism sector still struggles to adequately address the requirements of the bleisure segment (Ezeuduji, 2024). Employers can support work-life balance and boost employee productivity by promoting trips that join business and leisure and by permitting family to join these journeys. To support psychological well-being and overall health during hybrid travel, organizations should consider granting extra leave or establishing targeted wellness initiatives. Consequently, organizations can capitalize on the regenerative benefits these trips provide when staff resume their normal duties. Additionally, mapping the spending patterns of corporate travelers and MICE (Meetings, Incentives, Conferences, and Exhibitions) attendees is essential for understanding their economic footprint on local enterprises and host communities (Chung et al., 2020). The HR managers and the tourism sector are required to understand the requirements of particular categories of travelers for a more professional and recreational market. For this, they need to comprehend the travel motivations and their connection with the choices of destinations. Previous studies on tourism and travelers mainly overlook travelers who are traveling for business, but they also incorporate non-business activities.

It is important to understand that there is limited research done on the topic of bleisure tourism, with a mix of terms including “working tourists, business event travelers and business tourists” (Sohaili, Aminudin, & Amir, 2022b). Existing studies in this field define bleisure as an extension of business travel or business work and leisure or hybrid leisure, making it conceptually ambiguous (Chung et al., 2020; Lichy & McLeay, 2018; Petrenko, Ekinil, & Provotorina, 2023). Moreover, the literature is dispersed across tourism, hospitality, HRM, and organizational behavior, which limits the development of conceptual knowledge (Rainoldi, Ladkin, & Buhalis, 2024). Due to the increase in remote work (Chatterjee et al., 2022), digital culture (Shin, Mollah, & Choi, 2023), and post-pandemic shifts (Walia et al., 2023), the existing literature does not reflect contemporary bleisure realities. Therefore, a

comprehensive literature review is essential to synthesize fragmented findings, clarify motivational factors, and identify methodological gaps to guide future business travel. Furthermore, despite the growing recognition of the work-leisure relationship, the literature concerning the intersection of business travel and leisure, often conceptualized as "bleisure" remains highly fragmented across distinct academic disciplines, primarily tourism studies, human resource management (HRM), and organizational behavior (OB). While tourism scholars frequently examine destination choice, traveler motivations, and marketing implications, HRM and OB research tends to isolate the psychosocial stressors, work-life conflict, and well-being outcomes of corporate mobility. Consequently, this systematic literature review (SLR) aims to bridge these disparate scholarly streams. Unlike existing reviews, such as Sohaili et al. (2022a), which predominantly concentrate on bleisure motivations and leisure attraction from a destination and tourism management perspective, this SLR contributes a holistic organizational lens. By integrating HRM concepts and OB models such as compensation theory and employee well-being with tourism dynamics, this review provides a novel synthesis that evaluates bleisure not merely as a travel phenomenon, but as a critical component of organizational health and modern work design.

The present study aims to present a literature review of bleisure tourists' motivations towards visiting travel destinations, particularly within the context of Oman. In this way, the paper will discuss past and future research into certain key drivers of bleisure motivation of tourists. To fulfill the objective, the present systematic literature review is guided by the following research question: What are the key themes, limitations, and future research areas in the literature addressing bleisure motivations? This study decided to perform a literature search on manuscripts published from 2014 until 2024.

1.1. Thematic Analysis

Understanding why people travel for leisure and business requires looking beyond the simple "I need a vacation" or "I need to make a business abroad" excuse. Such tourism relies on several psychological and sociological models to break down exactly what drives a person to pack their bags and head to a specific place. The foundational model of tourism marketing is the Push-Pull Framework (Crompton, 1979; Dann, 1977). It argues that a traveler's decision is driven by two distinct forces such as push factors (internal) and pull factors (external). Push factors are the psychological, social, or emotional needs that drive someone away from their home. They result from the desire to escape daily stress, the need for family bonding, seeking thrill and adventure, or simple nostalgia. Pull factors are the specific attributes of a destination that draw the traveler toward it. It can be beaches, historic architecture, favorable exchange rates, or excellent tourist infrastructure. For example, Pereira and Gosling (2019) studied push motives - such as the desire for self-knowledge and personal growth - and pull motives, which involve seeking adventures and challenges, looking for novelty, wanting stories to tell, and engaging with cultural diversity.

According to Plog (1974), each traveler's baseline personality type dictates the kind of destination the person will seek. He mapped tourist personalities across a bell curve, ranging from those who seek the familiar to those who seek the unknown. In his model called Plog's Psychographic Model, he defined psychocentrics (dependables), allocentrics (venturers) and mid-centrics. Psychocentrics seek the familiar and comfortable. They prefer highly developed tourist spots, organized tours, chain hotels, and predictable food (e.g., returning to the exact same all-inclusive resort every year). If travellers are allocentrics, they are the explorers who actively seek out non-touristy areas, cultural immersion, and high-adventure activities, preferring the novel over the comfortable. Being mid-centrics means that you want a balance. Such people will to explore a foreign culture, but they want the safety net of a well-known hotel brand or an English-speaking guide. Pleasure travel can also be a result of intrinsic (i.e., curiosity, personal growth) or extrinsic (i.e., cultural exposure, social connections) motivations. However, extrinsic motivations, such as sociocultural factors, have a stronger direct effect on the desire to travel for leisure (Mehmetoglu, 2012).

Furthermore, adapted from Maslow's renowned Hierarchy of Needs, Philip Pearce's Travel Career Ladder suggests that a tourist's motivations evolve in a predictable sequence as they accumulate travel experience. At the

foundational level, individuals seek basic relaxation and bodily recuperation to escape daily exhaustion, which eventually progresses to a desire for safe stimulation and a break from routine. As their "travel career" advances, motivations shift toward relationship needs by strengthening bonds with loved ones, and later toward self-esteem and development, where travelers seek status or the mastery of specific skills, such as undertaking a specialized culinary tour. Ultimately, highly experienced travelers reach the apex of fulfillment, where their journeys transform into profound vehicles for deep personal growth, spiritual meaning, and true self-actualization. Thus, following Tasci and Milman (2023), pleasure travelers often seek subjective well-being benefits, such as mental relaxation and positive psychological effects, which significantly influence their satisfaction and intention to travel again. However, nowadays we can clearly notice that social media has an important role in shaping travel motivations by providing information about destinations, sharing experiences, and influencing travel decisions (İştin, 2020).

Business travel is often motivated by professional needs such as knowledge sharing, networking, and client demands. These trips are seen as mechanisms for innovation, sales, and organizational growth (Law, Lin, & Tan, 2025; Li, Lu, & Chi, 2018). As they can be stressful due to workload and disrupted routines, incorporating leisure activities, such as cultural or social experiences, can reduce stress and enhance overall satisfaction (Park, 2024). Originating from work-leisure relationship models and frequently contrasted with spillover theory, the compensation theory of leisure and tourism posits that individuals utilize travel to deliberately offset the psychological, physical, or social deprivations experienced within their daily work environments. Leisure crafting was elevated in weeks characterized by high job strain in combination with high autonomy at home. In contrast, an active home context (i.e., simultaneously high home demands and high home autonomy) showed no association with leisure crafting. On a weekly level, leisure crafting was additionally positively linked to the satisfaction of relatedness and autonomy needs, but not to the satisfaction of competence needs (Petrou & Bakker, 2016). In pursuit of cognitive and physical homeostasis, employees subjected to highly structured, monotonous, or cognitively demanding tasks tend to seek out travel experiences that offer contrasting conditions, such as unstructured time, elevated autonomy, or intense physical release. Xia, Wang, and Wang (2022) examined how leisure satisfaction is associated with psychosexual adjustment, focusing on both compensation theory and social learning theory. They analyzed how psychosexual adjustment varies among diverse personality types. In addition, they examined the interaction between personality and leisure satisfaction using person - environment fit models. Following their findings, leisure satisfaction had a significant positive correlation with psychosexual adjustment. Individuals belonging to the four personality types differed in their levels of psychosexual adjustment. The resilient group achieved the highest scores, whereas the overcontrolled group obtained the lowest. These results indicate that personality and leisure satisfaction interact with one another.

Consequently, within the broader context of human work modeling and holistic well-being analysis, travel behaviors can serve as a diagnostic mirror for organizational health. A workforce demonstrating a consistent preference for high-escapism or purely restorative tourism often indicates the presence of systemic psychosocial or ergonomic stressors, revealing how leisure choices are actively employed to compensate for the restorative elements the daily work system fails to provide (Sirgy, Kruger, Lee, & Yu, 2011).

Within Human Resource Management (HRM), leisure and tourism are increasingly conceptualized not only as employee absence, but as critical mechanisms for human capital investment and psychological recovery. HRM operationalizes this relationship through formalized practices such as paid time off, flexible work arrangements, and leisure guidelines designed to explicitly mitigate work-role conflict and prevent employee burnout (Hudson & Hudson, 2023; Park, Lehto, & Kang, 2025). By establishing institutional frameworks that encourage psychological detachment and resource replenishment during vacations, organizations leverage travel as a strategic restorative intervention. Consequently, modern organizational structures view the active facilitation of leisure, whether through rigid boundaries protecting off-duty time or the formal integration of leisure into corporate mobility, as an essential structural component that enhances long-term productivity, employee retention, and holistic well-being (Adhiatma, Muna, & Fachrunnisa, 2019).

2. METHODOLOGY

The SLR method is widely regarded as a key research method for critically examining and synthesizing existing literature on a specific subject or topic (Liberati et al., 2009). This study adopts the systematic literature review procedure proposed by Moher, Liberati, Tetzlaff, Altman, and The PRISMA Group (2010), utilizing the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) flowchart (Figure 1). The flowchart is employed to help researchers identify and select pertinent and suitable studies, and to ensure that their analysis is conducted in a transparent and coherent manner. Thus, a three-step process was followed to identify and analyze relevant literature, which included identification, screening, and inclusion of the papers. Before performing all the steps, eligibility criteria were fixed. Empirical studies published in peer-reviewed journals from 2014–2024, written in English, were selected for this review. Formal inter-rater reliability was not statistically calculated. However, any disagreements regarding study inclusion were resolved through consensus between two reviewers, and if not a consultation with a third reviewer was arranged.

2.1. Identification

The Google Scholar, Scopus and Web of Science Core Collection databases were used to search the comparable and related generic combinations of keywords selected for the present research. For this purpose, we predefined search terms and chose Boolean operators OR and AND. The search combinations are presented in Table 1. Initially, the search result generated 1594 articles. Due to the fact that it included the duplicated records, we had to delete 54 records before screening.

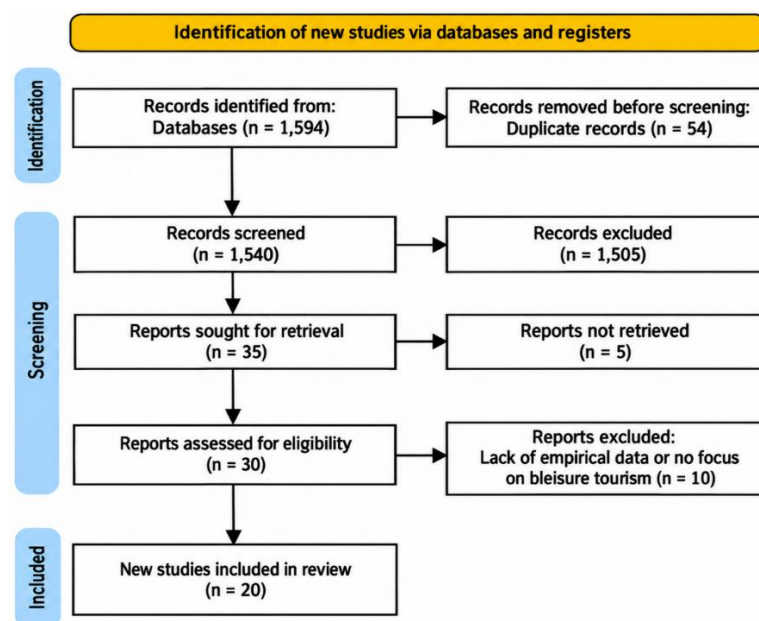


Figure 1. Flow Diagram.

Source: Haddaway, Page, Pritchard, and McGuinness (2022).

Table 1. The search strings.

Databases	Search Strings
Google Scholar	"Bleisure tourism" OR "Bleisure tourists" OR "Bleisure tours" OR "Bleisure travelers" OR "bleisure tourism motivation" OR "Motivation of bleisure tourists" AND "Oman" OR "Arab region"
Scopus	TITLE-ABS-KEY "Bleisure tourism" OR "Bleisure tourists" OR "Bleisure tours" OR "Bleisure travelers" OR "Bleisure tourism in Oman" OR "bleisure tourism motivation" OR "Motivation of bleisure tourists" AND "Oman" OR "Arab region"
Web of Sciences Core Collection	TI= "Bleisure tourism" OR "Bleisure tourists" OR "Bleisure tours" OR "Bleisure travelers" OR "Bleisure tourism in Oman" OR "bleisure tourism motivation" OR "Motivation of bleisure tourists" AND "Oman" OR "Arab region"

2.2. Screening

Using inclusion and exclusion criteria (Table 2), the papers that were published in languages other than English, published in a book series, book chapters, encyclopedias and/or theses were excluded from the list. Only those papers were selected that were published in the English language, between the years of 2014–2024 and were published as peer-reviewed journal articles or proceeding papers. After the screening, 1505 articles were excluded and only 35 articles were left for retrieval. Unfortunately, we were not able to find the full text of 5 articles using Library Search and inter-library loan to request for order them from other libraries before the decision of excluding.

Table 2. The inclusion and exclusion criteria.

Criterion	Inclusion	Exclusion
Publication years	2014–2024	<2014
Language	English	Non-English
Publication status	Published, article in press	Preliminary findings, ongoing research, under review
Type of publication	Peer-reviewed article, proceeding paper	Book series, book chapter, encyclopedia, dissertation and thesis, letters, commentaries, editorials, web content, government documents, reports

The eligibility checking – full text screening allowed us to exclude 10 papers due to the lack of empirical data or no focus on bleisure tourism.

2.3. Inclusion

Only 20 articles were found to be eligible for inclusion in the present study (Figure 2). Some of the articles didn't include bleisure terms in their title but used the concept in their study and for this, those few papers were also included.

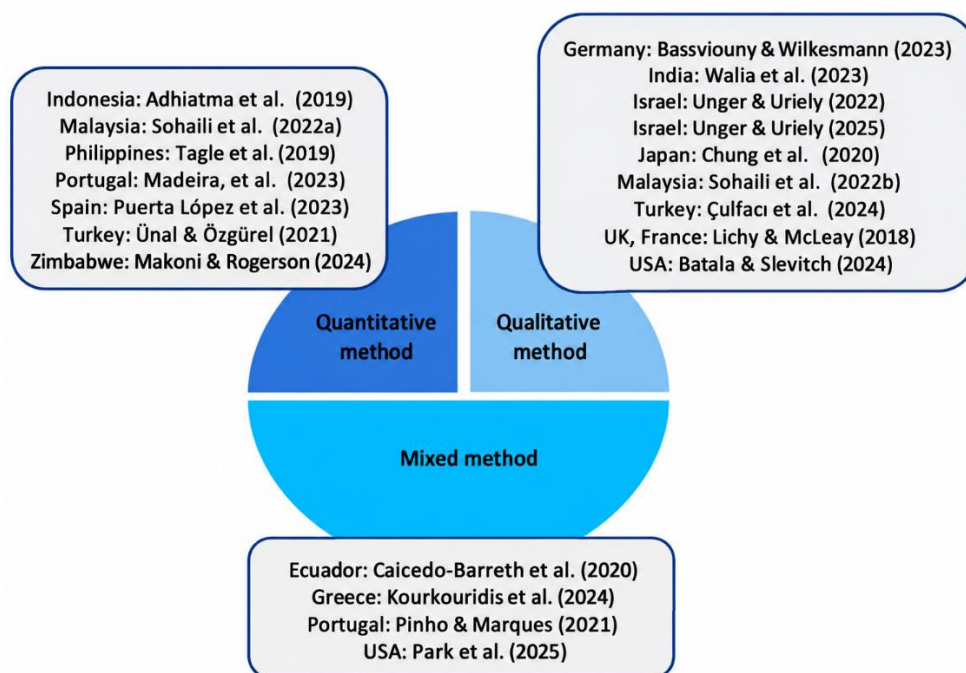


Figure 2. Eligible for inclusion papers.

Source: Adhiatma et al. (2019); Bassviouny and Wilkesmann (2023); Batala and Slevitch (2024); Chung et al. (2020); Çulfacı, Onursoy, and Akin (2024); Caicedo-Barreth, Pavón, and Santos (2020); Lichy and McLeay (2018); López, Martínez, and Alvarado (2023); Madeira, Rodrigues, Palrão, and Santos (2023); Park et al. (2025); Pinho and Marques (2021); Sohaili et al. (2022a); Sohaili et al. (2022b); Tagle, Amores, Francisco, Winter, and Bernabe (2019); Unger and Uriely (2025); Walia et al. (2023); Makoni and Rogerson (2024); (Kourkouridis, Frangopoulos, & Salepaki, 2024); Ünal and Özgürel (2021) and Unger and Uriely (2022).

2.4. Descriptive Analysis of the Results

Over the past decade, interest in this research area has remained low, likely because the concept of bleisure is still new. From our analysis, the first paper on bleisure was published in 2018 and only 2020 showed a slight increase and this trend has shown an increasing trend in 2024. This shows that bleisure is still an under-researched area and needs the attention of researchers. Regarding the countries, it is a mix of Asia, Europe, and America, however, more papers are from Turkey and USA in recent years. As expected, there is no paper from Oman. As illustrated in Figure 2, the methodological landscape of the reviewed bleisure literature is categorized into qualitative, quantitative, and mixed-method approaches, mapped alongside the geographic origins of the studies. Quantitative approaches (seven studies) demonstrate a similarly broad global distribution, heavily featuring research from emerging markets and European destinations to measure destination competitiveness and behavioral intentions. Qualitative methods represent the most prevalent research design (nine studies), capturing traveler motivations across diverse regions, including Europe, North America, the Middle East, and Asia. Conversely, mixed-method approaches remain the least utilized (four studies), primarily emerging from the Americas and Southern Europe. This distribution highlights a strong scholarly reliance on qualitative and quantitative silos, indicating a potential gap and future opportunity for more integrated, mixed-method empirical research in the field of bleisure tourism.

The top cited paper is “Bleisure: motivations and typologies” published in the Journal of Travel and Tourism Marketing, published in 2018 (Lichy & McLeay, 2018).

2.5. Thematic Analysis of Bleisure Travel Motivation Factors

The present systematic review revealed that topics related to bleisure travel have increasingly attracted academic attention, particularly since 2020. The thematic analysis of the 20 selected studies revealed that bleisure travel motivations are multidimensional and extend beyond traditional travel. Bleisure travel is considered different from leisure travel as its purpose is not only family-oriented leisure activities, but also work-related professional activities as well (Chung et al., 2020). For this, it is challenging to understand bleisure tourists' motivations because it focuses on work and emotional elements together, its structure is complex, and there is a lack of sufficient theoretical evidence on the topic (Çulfacı et al., 2024). After careful consideration of all 21 selected studies for thematic analysis, leisure travel motivation factors are divided into five key themes (Table 3).

Table 3. Thematic Synthesis.

Theme	Key motivation factors	Representative studies
Work-related Motivations	Work flexibility, remote work, and experiential learning	Chung et al. (2020); Lichy and McLeay (2018); Pinho and Marques (2021) and Ünal and Özgürel (2021)
Leisure and Destination-related Motivations	Culture, Destination attractiveness	Batala and Slevitch (2024); Chung et al. (2020); Lichy and McLeay (2018) and Madeira et al. (2023)
Psychological Motivation	Well-being, relaxation, stress reduction, work-life balance	Batala and Slevitch (2024); Çulfacı et al. (2024); Ezeuduji (2024); Lichy and McLeay (2018) and Park et al. (2025)
Social and Lifestyle Motivations	Destination service quality, Family time, Experiential learning, Engagement	Chung et al. (2020); Petrenko et al. (2023) and Ünal and Özgürel (2021)
Economic Motivations	Cost saving, shared travel expenses	Lichy and McLeay (2018); Pinho and Marques (2021) and Petrenko et al. (2023)

2.6. Work-Related Motivations

Bleisure travel has now become accepted and adopted by organizations as a crucial part of work in contemporary society (Tsaur & Tsai, 2023). Work-related motivations are the most frequently cited bleisure travel driver. Work flexibility, remote working arrangements, self-sufficiency, and organizational support enable employees to extend

their business trips (Chung et al., 2020; Lichy & McLeay, 2018). Ünal and Özgürel (2021) argue that bleisure travelers enrich their work-related knowledge and experience by exchanging ideas, opportunities, and information with other business-related employees. Some professionals try to use their free time in network building and collaborating with other individuals. Such motivations can help them to drive career development and for this, their organizations also facilitate them through connections and social networks among individuals of the same profession (Lichy & McLeay, 2018). Through experiential learning, such travelers can be inspired by learning from travel and exploration and can turn their travel into an opportunity to develop their skills and knowledge. Bleisure travel can be considered a means of increasing employees' motivation and quality of work and life, as work, leisure, and happiness are interrelated. Pinho and Marques (2021) argue that bleisure travelers feel more pleased with their work quality and work-life balance and report greater focus than non-bleisure travelers. These findings suggest that instead of an individual leisure decision alone, bleisure travels can be embedded into organizational and work structure dynamics.

2.7. Leisure and Destination-Related Motivations

These motivations focus on the destination's attractiveness. These include local culture, historical places, unique local cuisine and visiting art galleries and museums (Chung et al., 2020). City image, culture, and heritage are some of the key motives to motivate bleisure travelers, as visitors are largely influenced by the image of the city, entertainment, culture, and heritage of the visited city (Richards, 2018). Visitors often choose to prolong their visit so they can fully enjoy everything the city has to offer (Chung et al., 2020). Business travelers, entrepreneurs, executives and others take part in recreational activities during their free time outside of the event (Madeira et al., 2023) and that's why entertainment experiences are valuable for leisure travelers. According to Lichy and McLeay (2018), bleisure destinations need to offer more attractions and safe entertainment places, which can help them to increase the stay time of the visitors.

Cultural attributes of the visited place also contribute to visitors' intention not only to stay for a long time but also to revisit the place (Madeira et al., 2023). Importantly, due to busy and tight schedules, bleisure travelers mainly look for short-term activities, including visiting local museums or traditional markets (Batala & Slevitch, 2024). That's why cultural heritage can be a key motivational factor for travelers. Destination appeal is a core determinant of bleisure behavior, where destination characteristics, when interact with work-related factors, shape bleisure decisions.

2.8. Psychological Motivation

Psychological motivation is associated with a person's well-being, relaxation, and stress reduction from work. People engage in bleisure activities as a way to reduce job-related pressure and everyday stress. Previous research has indicated that for "family-oriented" individuals, bleisure travel helps achieve work-life balance by allowing them to bring their families (Çulfacı et al., 2024). These preferences strengthen their social bonding and also support them in enhancing their mental health and overall well-being (Ezeuduji, 2024). Organizations use this tactic by allowing their workers to join their family members during the trips to increase their productivity and wellness (Batala & Slevitch, 2024).

For some individuals, there is a quest for independence and freedom during business trips. According to Çulfacı et al. (2024), some individuals have a desire to independently decide for themselves and handle their own travel arrangements and experiences, which can be a motivation for bleisure travel. Such individuals are "experiential learners", who try to seek informational experiences and opportunities to acquire the desired new knowledge (Lichy & McLeay, 2018). Today's organizations are in dire need to provide wellness initiatives for mental health and well-being (Ezeuduji, 2024). By designing travels of employees as bleisure travels, organizations can get sustainable effects that bleisure travelers will have after their journey.

2.9. Social and Lifestyle Motivations

These motivations can be a desire to engage socially, family time, or personal fulfillment. Some studies argue that business travelers extend their trips as they want to spend more time with their family members or alone by engaging in meaningful social and cultural experiences. Visitors often prolong their trips to fully enjoy everything the city has to offer (Chung et al., 2020). At present, business travel and leisure travel are interconnecting due to the interest of bleisure travelers to stay longer for leisure activities. The destination service quality can also play a key role in anticipating more bleisure travelers. A primary motivational factor lies in how tourists perceive and evaluate the quality of services provided at the destination (Ünal & Özgürel, 2021). Tourists usually evaluate the destination service quality by considering the difference between their expectations and their experience related to a touristic place or product. Travel destinations are combinations of products and services. The managers and organizers of such destinations can ensure the satisfaction of tourists related to these products and services by providing them expected experience. The comfort of a suitable workplace with necessary amenities for work efficiency and flexibility is an essential requirement of bleisure tourists (Petrenko et al., 2023). Such needs are now being recognized by the hotel chains around the world.

2.10. Economic Motivations

Economic motivations include cost savings, time efficiency, and travel optimization. These factors can be significant in bleisure travel decision-making. Previous literature consistently indicates that business travelers are usually motivated to stay longer when given financial advantages (Millar, Mayer, & Baloglu, 2012; Pinho & Marques, 2021). The literature clearly shows that when employers fully or partially cover transportation and accommodation, extending a trip for leisure is less expensive than taking a separate vacation (Lichy & McLeay, 2018; Petrenko et al., 2023).

This also allows travelers to allocate their personal resources to leisure activities, thereby enhancing the perceived value of the trip. This can be more relevant when travelers are going on long travels, where airfare costs are considered a significant barrier to standalone leisure trips. These opportunities to extend business travel for leisure activities increase the affordability of trips and broaden access to destinations that might otherwise be financially unaffordable. It is important to identify the role of economic factors in understanding bleisure travel, as it is primarily a financially driven practice shaped by organizational structures, individual resource constraints, and perceived value, rather than by experiential or well-being considerations alone.

3. IMPLICATIONS

The present study offers several theoretical and practical implications to the tourism literature in several ways. Initially, despite the size of this growing sector, there is a lack of research in the field of the bleisure travel market. Previous work focuses mainly on leisure and seems outdated and irrelevant with the bleisure travel motivations. The present study is among the very few studies that use SLR to find motivational factors of the bleisure tourists. Based on the results of this study, an effective marketing strategy can be developed to cater to customers with distinct requirements, traits, and actions (Batala & Slevitch, 2024).

Previous work identifies business and leisure travelers as different segments in tourism (Chen, 2000; Lo, Cheung, & Law, 2002; Millar et al., 2012). By synthesizing fragmented findings into five cohort themes, the study contributes by investigating the motivations for hybrid travel mode, which is bleisure travel, as a key segment in this sector. Another implication of the study is the identification of psychological and life style alongside work-related and economic drivers. This increases its relevance in organizational behavior and mobility research beyond the tourism field. Moreover, this study highlights the need for future studies to adopt theory-driven approaches instead of treating bleisure motivations as isolated variables.

3.1. Practical Implications

The findings of this research offer valuable understanding of what motivates bleisure travelers and suggest practical implications for managers and service providers in the tourism and hospitality sector. Being an essential segment of the international business travel market, managers and policymakers need to build their awareness and understanding of this segment (Çulfacı et al., 2024). Travelers have diverse motivational factors that can be addressed to meet their needs. The expansion of this segment has opened up new possibilities for the tourism industry, and by reassessing certain strategies, they can more effectively address the needs of bleisure travelers. For employers, it is crucial to understand that bleisure travels also help employees towards well-being, flexibility, and lifestyle, which suggests that organizations need to have supportive travel and HR policies, including remote work options, flexible scheduling, and proper guidelines to combine business and leisure travels.

The findings indicate that the bleisure travelers can bring work-life balance by integrating their business and leisure, working flexibly or remotely, and traveling with families. To cater to these unique needs, tourism companies can assist such travelers by aligning their activities with their work including weekend extensions at lower prices and guided cultural and historical city tours. For families, the organizers or destination management can have activities that surround the families including theme parks, zoos, and shopping mall visits. Thus, the hotel employees and staff also needed to be knowledgeable about all these activities and places. The managers of the organizations can collaborate with tourism companies that can offer assistance and advice in organizing and coordinating travel plans and bookings. The organizations can also promote such travel for their employees to promote their wellness and productivity which can be beneficial for the organizations in the future.

3.2. Policy Implications

For employers, recognizing the benefits of bleisure requires introducing these practices within corporate travel policies. Policymakers within organizations must explicitly define the parameters of bleisure to mitigate legal and financial ambiguities. It is crucial to update the policies to clearly define the boundaries of corporate liability versus personal responsibility, particularly regarding health, safety, and travel insurance during the extended leisure trip. It is needed to establish transparent financial policies detailing expense allocations (e.g., stipulating that the company covers the return flight, while the employee is responsible for extended accommodation) to ensure compliance with corporate tax regulations. Rather than viewing bleisure as a mere perk, organizations should formally integrate it into their Occupational Health and Safety and burnout-prevention frameworks, establishing standardized protocols for remote work and flexible scheduling during these hybrid trips. Furthermore, policymakers and organizations should adapt regulatory and infrastructural frameworks to capture the economic potential of bleisure. Local governments and national tourism boards are suggested to review short-term visa regulations, potentially introducing or streamlining hybrid visa categories that seamlessly accommodate the blending of business and extended leisure. To maximize the economic spillover of bleisure travelers, municipal authorities could also establish policies that foster partnerships between corporate event organizers, local transport authorities, and cultural heritage sites, facilitating integrated, extended-stay tourism passes that incentivize travelers and their families to remain in the destination longer.

3.3. Research Gaps and Contextual Directions

Despite growing interest in bleisure travel motivations and researchers' focus on this topic, this review highlights a pronounced geographic concentration of research in Western and selected Asian countries. Notably, none of the reviewed research papers have examined bleisure travel motivations within the context of Oman or the Arab world. Oman has an increasing role in the region's business and tourism economy, and within Oman Vision 2040, its strategic focus is more on economic diversification and tourism development. Oman's cultural norms, organizational practices and institutional frameworks may shape bleisure travel motivations in ways that can be different from those identified

in existing studies, thereby limiting the generalizability of current findings of the research work. Future research should prioritize Oman- or Arab-focused studies to examine context-specific bleisure motivations and assess the applicability of existing frameworks in the Omani setting.

4. CONCLUSIONS

Despite the growth of the bleisure sector, limited academic research has been conducted in this area. The present study aimed to address this timely research gap. The main objective of the current SLR was to review studies focusing on bleisure tourism and travelers in the tourism industry from 2014 to 2024 and to understand certain motivational factors of bleisure travelers for these travels. Our results deliver valuable insights into what motivates these travelers and suggest significant implications for managers, policymakers, and tourism service providers. The findings of the study revealed that city image, cultural heritage, and service quality can be the key motives for bleisure travelers. Also, making social bonds through family travels and collaboration and networking through alone travels are some of the motivations for the bleisure travelers. Future research can use these motivations and further explore them by conducting quantitative or qualitative research in this area. Additionally, the researchers can examine bleisure outcomes such as well-being, job performance and destination loyalty to get a clearer understanding. As work and travel continue to merge, a deeper understanding of the bleisure travel motivations is essential to advance both scholarly inquiry and evidence-based approach. As organizations increasingly adopt sustainable development goals, future research should explore the synergy between bleisure and Green Human Resource Management (GHRM). Scholars should investigate whether offering bleisure opportunities incentivizes pro-ecological employee behavior for extended leisure time at the destination. Future studies should also explore how national initiatives, such as Oman Vision 2040, and specific local infrastructural developments impact destination selection for international bleisure travelers.

While this systematic literature review provides a comprehensive synthesis of bleisure travel motivations, several limitations must be acknowledged. The findings are constrained by the selected databases, search strings, and inclusion criteria. Relevant studies published in other languages than English or in regional journals may have been excluded, potentially omitting valuable local perspectives.

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