


Chapter 12

Mobile Apps in Bleisure Tourism: Enhancing Travel Experience, Work–Life Balance, and Destination Exploration

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ABSTRACT

This study aims to achieve four primary objectives: first, to evaluate how mobile apps improve travel productivity and efficiency by streamlining logistics and simplifying planning for both business and leisure activities; second, to investigate how these apps support the integration of work and leisure by providing tools for remote work, task management, and peer communication; third, to explore how mobile apps enhance the quality and authenticity of bleisure experiences by helping travelers discover new places and immerse themselves in local culture; and finally, to construct a comprehensive framework for mobile apps in bleisure tourism for use by multiple stakeholders, including travelers, travel companies, the hospitality industry, employers, local tourism boards, and app developers. This study highlights the significance of mobile technology in optimizing the bleisure travel experience.

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INTRODUCTION

Bleisure tourism is a phenomenon that has emerged as a result of the increasing convergence of work and leisure in today's interconnected society (Batala & Slevitch, 2024). Travellers can maximise their time in destination locations by combining work obligations with leisure activities when using this hybrid strategy to travel (Lichy & McLeay, 2018). The idea of “bleisure tourism” is a reflection of changing views on work-life balance and merging freedom with flexibility. Further, the increasing role that technology is playing in influencing travel tastes and behaviours has only given impetus to the movement of bleisure tourism. Because of this, mobile applications have become essential tools for leisure travellers, providing a plethora of features to improve travel experience overall, expedite trip arrangements, and enable remote work.

The way tourists organise, schedule, and navigate travel experiences has changed dramatically as a result of the rapid adoption of smartphones and other mobile devices (Kim et al., 2023). Numerous smartphone apps now exist to meet the various demands of bleisure travellers, offering tools for managing itineraries, scheduling travel, finding lodging, keeping track of expenses, and discovering new places. With the help of these apps, travellers can maximise their time and resources while on the road thanks to their simplicity, effectiveness, and customizability (Madeira et al., 2021). Through the utilisation of mobile technology, travellers who are on a bleisure trip can effectively switch between work and recreation, increasing productivity without compromising their recreational pursuits.

The notion of travel efficiency, which involves travellers making the most of their limited time in destination settings, is central to the concept of bleisure tourism. Travel logistics are greatly simplified by mobile apps, which make it simple for users to organise and coordinate their itineraries (Briliana & Prasetio, 2018). These applications provide a one-stop solutions for all needs related to travelling, from making hotel and flight reservations to planning ground transportation and other activities. In addition, the incorporation of real-time updates and notifications guarantees a seamless and hassle-free travel experience by keeping travellers informed about modifications to their schedule.

Mobile apps not only improve travel efficiency, but also enable the integration of business and leisure by offering tools for remote work, task management, and communication. Maintaining productivity when travelling is crucial for leisure travellers, and smartphone apps provide a number of ways to make this easier (Sia et al., 2023). With the help of these apps, travellers may stay connected and productive from anywhere in the world, whether they are accessing work emails, working together on documents, or taking part in virtual meetings. Moreover, functions like

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