

**GTTP Research Award Competition
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Theme of the Year:

“BLEISURE” TRAVEL

A RESEARCH ON HONG KONG’S BLEISURE TOURISM: MARKET ANALYSIS AND A DESIGNATED TOUR FOR TRAVELERS.

Teacher’s Notes to the Case Study



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Questions To Ask When Reading This Case Study

1. What is the meaning of “bleisure”?
2. What are the reasons that give rise to the trends of “blesiure”?
3. What are the major concerns of business travellers to extend their stay to further enjoy the destination?
4. What are the benefits to both enterprises and employees to participate in “bleisure” travel?
5. Identify and explain the opportunities and threat for a destination to develop “bleisure” travel.
6. What are the impacts of ‘bleisure’ travel to a destination?
7. Suggest two policies that the tourism industry partners can implement to capture the “bleisure” travel market.

Learning Activities To Apply This Case Study to Your Own Country

- **Itinerary and Brochure Design Competition:** Students get into groups. Think of the bleisure travel resources they have in their country/community. Then design the itinerary for these resources and write a brochure to introduce the itinerary. Present the itinerary and the innovative elements of the trip to the teachers and classmates.
- **Role play:** Students get into groups, each student plays a role (namely, bleisure tourists, local residents, central/local government, tourism authority, travel agent, retail operator, hotel operator and so on) and think about the most possible views and interests of each role. Writing down such ideas as point-form notes and share them with other group members during discussion.
- **Group project:** Students form groups, each group make use of first and secondary sources to analysis the strength and weakness or opportunities and threats of a destination to capture the ‘bleisure’ market. Visit the site of the tourism authority and tourism service suppliers to get the updated information. Explore the innovative ways for the tourism service suppliers to help with extending the stay of business travellers. Share it with other groups. Discuss in class the common points from the findings of all the groups. Make suggestions on improvement.

1. What is the meaning of “bleisure”?

It is a term used to define professionals who mix vacation or leisure with business. It helps bleisure travelers to work more effectively, take some of the stress out and keep travelers more relaxed.

2. What are the reasons that give rise to the trends of “blesiure”?

First, people demand a higher quality of life and more balanced work-life, so they tend to add a few days on their business trip to relax.

Second, people have higher spending power than before. They can freely enjoy leisure elements without being constrained by the budget.

3. What are the major concerns of business travelers to extend their stay to further enjoy the destination?

They will concern about the budget, their own schedule, the convenience of the tourists spots and the seasonality of the destination.

4. What are the benefits to both enterprises and employees to participate in “bleisure” travel?

For enterprises, staff morale can be maintain by providing bleisure travels. It is similar to provide a health working environment to employees. The performance of the company can be guaranteed.

For employees, they can work in a relaxing situation which enhance their performance as well. They can add-on some leisure elements according to their personal interests and preferences.

5. Identify and explain the opportunities and threat for a destination to develop “bleisure” travel.

For the opportunities, Hong Kong is taking the advantage from the economic boom in Asia, it rises the number of business and the desire of leisure to enhance the quality of life. There are many hotels with high quality of services near the exhibition center and within the city center.

For threats, Hong Kong has a relatively slow speed on constructing infrastructure and lack rejuvenation on tourism products and attractions, which may hinder the development of “bleisure” tourism.

6. What are the impacts of “bleisure” travel to a destination?

It can boost Hong Kong to become an international city through the operation of MICE industry. Promoting bleisure travel can build up a positive reputation of Hong Kong which can provide exceptional services to both business and leisure travelers.

7. Suggest two policies that the tourism industry partners can implement to capture the “bleisure” travel market.

Hotel and other tourism suppliers can provide privileges for bleisure tourists, like discounts for hotel rooms (for extended- stay), free shuttle bus service (to and from the airport and tourist spots) etc.

The government can actively organize events and exhibitions which will higher the incentives for bleisure tourists to come, not only being an exhibitor, but also a participant of exhibitions and other leisure events in Hong Kong like Hong Kong Sevens.