

ROUTLEDGE HANDBOOK ON BLEISURE TRAVEL AND TOURISM

**Editors: Ikechukwu O. Ezeuduji, Magdalena Petronella (Nellie) Swart, Deborah Johnson,
and Bingjie (Becky) Liu-Lastres**

Call for Chapters

The Routledge Handbook on Bleisure Travel and Tourism will be a novel contribution to the current conversations and debates related to bleisure (or business leisure) travel and tourism. These include the history and evolution of bleisure travel, profiles, destinations, infrastructure, trends, corporate understanding and support, best practices, and other related perspectives that will benefit the future development of this study area. The book intends to create a platform for practitioners and academics to share new insights on ongoing bleisure travel and tourism issues. We invite original contributions: industry practices and scholarly work. This handbook aims to fill a notable gap in the current body of knowledge, by offering a holistic understanding of the diverse discussions related to bleisure travel and tourism and how this is understood and practised.

Submission Procedure

If you are interested in contributing, please email a 500–700-word chapter proposal as a Microsoft Word attachment to Ike Ezeuduji at: ezeuduji@unizulu.ac.za, and cc any or all of the following email addresses: swartmp@unisa.ac.za, DJohnson@ncksa.com, and bliulas@iu.edu on or before **30 May 2025** outlining:

- Name(s) affiliation(s) and email contact(s) of author(s)
- Your proposed title
- Which of the seven parts of the book your proposal fits
- A brief background of the study
- The aim of the chapter (What is the issue? /What is the problem under investigation?)
- The method(s) used (if applicable)
- The most important results and implications(s) (if already available).

The abstracts should be without abbreviations, footnotes, or incomplete references.

Prospective authors can direct questions and informal enquiries to the editors, whose emails are stated in this call. We will forward guidelines for preparing the full chapter and terms and definitions upon acceptance of your proposal. Final chapters should be between 5,000 and 7000 words, including references, tables, and figures.

Important dates:

Chapter proposal / Abstract submission - **30 May 2025**

Feedback on proposal submission – **30 June 2025**

Full Chapter submission – **30 September 2025**

Submission of Revised Chapters – **30 November 2025**

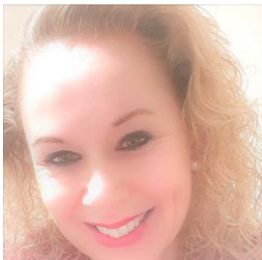
All contributions will be subjected to the standard double-blind peer review process by academics who are experts in this field of knowledge.

Thank you for your interest in submitting a chapter proposal to us. We look forward to collaborating with you on this handbook project.

Kind regards

Ike, Nellie, Debbie and Becky

The Editors

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OVERVIEW OF THE BOOK

This handbook will welcome contributions related to:

1. THE EVOLUTION OF BLEISURE TRAVEL AND TOURISM

Topics may include:

- The evolving landscape of bleisure travel (connected to the rise of remote work, and digital nomadism) [*pre, during and after the COVID-19 pandemic*]

2. BLEISURE TRAVELLERS, DESTINATIONS AND EXPERIENCES

Topics may include:

- Bleisure traveller profiles, motivations, experiences and constraints
- Bleisure destinations and experience design
- Bleisure and niche/special interest tourism

3. DESTINATIONS AND INFRASTRUCTURE FOR BLEISURE TRAVELLERS

Topics may include:

- Top global destinations catering to bleisure travellers
- How hotels, airlines, and travel companies are adapting
- The role of co-working spaces and business-friendly accommodations

4. CORPORATE POLICIES AND BLEISURE TRENDS

Topics may include:

- Corporate perspectives on bleisure travel
- How companies are adapting to bleisure travel
- HR policies and expense management for bleisure or mixed-purpose trips
- The role of flexible work policies in promoting bleisure travel

5. TRENDS SHAPING BLEISURE TRAVEL

Topics may include:

(a) The Psychology of Bleisure Travellers - Work-Life Integration and Generational Shifts

- The psychology of bleisure travellers
- Motivation and decision-making in bleisure travel
- Work-life balance and well-being benefits
- How different cultures perceive bleisure travel
- Generational shifts in work-life integration

(b) Technology, Digital Nomadism, and Bleisure Travel

- Technology and bleisure travel
- The rise of remote work, digital nomadism and bleisure travel
- Impact of digital tools, AI, and automation on travel experiences
- Virtual work environments and connectivity needs
- The role of social media in promoting bleisure tourism

(c) Sustainability and Ethical Considerations

- Carbon footprint of frequent business-leisure travellers
- Responsible tourism and local community impact
- Strategies for sustainable leisure travel
- Key principles of regenerative tourism for bleisure travellers

6. CASE STUDIES AND SUCCESS STORIES

Topics may include:

- Interviews with frequent bleisure travellers
- Corporate programmes that encourage work-life travel integration
- Success stories from hospitality, travel and tourism businesses

7. Future of Bleisure Travel and Future Research Directions

Topics may include:

- Historical perspectives on business and leisure travel
- Challenges and risks: The evolution of bleisure travel
- Predictions for post-pandemic travel behaviour
- How AI and Automation will reshape business-leisure trips
- The impact of climate policies and geopolitical changes on bleisure tourism
- How bleisure travel and tourism impact the achievement of the Sustainable Development Goals
- Future research on bleisure travel and tourism