



**IMPACT OF LEISURE TOURISM ON WEEKEND REFRESHMENT: A REVIEW ON
BANGALORE CITY EMPLOYEES PERCEPTION**

Dr. S.B. Anil Kumar¹

Associate Professor, Department of MBA, S.E.A. College of Engineering and Technology,
Bangalore.

Dr. M. Krishna Naidu²

Associate Professor, Department of Management Studies, Anantha Laxmi Institute of
Technology, and Sciences (A), Anantapur, Andhra Pradesh.

Dr. D. Balaji³

Assistant Professor, Department of MBA, S.E.A. College of Engineering and Technology,
Bangalore.

ABSTRACT

Bangalore, also known as Bengaluru, is a significant hub for leisure tourism in India. In recent years, the city has seen a consistent influx of tourists, both domestic and international. As per the Ministry of Tourism's latest reports, Bangalore attracts a substantial number of visitors due to its vibrant culture, historical landmarks, and modern attractions. In this, the study of review is based on the employees perception on how much impactful after experiencing the leisure time visiting places in Bangalore and nearby areas. This is an attempt to find the effectiveness of Leisure tourism on employee refreshment from their busy tasks in workplace. This study is going to give idea on how much impact the leisure tourism for employees for their refreshments and proving needful suggestions to the employees for their planning and executions.

INTRODUCTION

Leisure tourism refers to travel undertaken for enjoyment, relaxation, and pleasure rather than for business or other purposes. This form of tourism encompasses a wide variety of activities and experiences, from visiting beaches and historical sites to engaging in adventure sports and exploring new cultures. Here are some key aspects and trends in leisure tourism like, Beach Holidays, Cultural Tourism, Adventure Tourism, Eco-Tourism, Wellness Tourism, Cruise Tourism, Urban Tourism, Rural Tourism, Culinary Tourism, Family Tourism.

BANGALORE LEISURE TOURISM

Bangalore, known as the "Garden City" and the "Silicon Valley of India," offers a variety of leisure tourism options that cater to different interests and preferences. Here's an overview of the leisure tourism attractions and activities in and around Bangalore:

1. **Lalbagh Botanical Garden:** Spread over 240 acres, Lalbagh is home to a diverse range of flora. The garden hosts flower shows and has a picturesque glasshouse inspired by London's Crystal Palace.
2. **Cubbon Park:** A green oasis in the heart of the city, Cubbon Park is ideal for leisurely walks, jogging, and picnics. The park is dotted with statues and historical buildings.
3. **Bangalore Palace:** This Tudor-style palace, built in 1878, offers a glimpse into the royal heritage of the city. Visitors can explore the opulent interiors and extensive grounds.
4. **Bannerghatta Biological Park:** Located on the outskirts of Bangalore, this park includes a zoo, a safari, a butterfly park, and a rescue center for captive animals.
5. **Ulsoor Lake:** A serene spot for boating and relaxation, Ulsoor Lake is also popular for its annual Ganesh immersion festival.
6. **Vidhana Soudha and Attara Kacheri:** The iconic Vidhana Soudha houses the state legislature and is an architectural marvel. Nearby, the red Attara Kacheri building houses the Karnataka High Court.
7. **Art Galleries and Museums:**
 - **National Gallery of Modern Art:** Features contemporary Indian art.
 - **Visvesvaraya Industrial and Technological Museum:** Offers interactive exhibits on science and technology.
 - **Karnataka Chitrakala Parishath:** Hosts art exhibitions and cultural events.

NEARBY DESTINATIONS

1. **Nandi Hills:** About 60 km from Bangalore, Nandi Hills is a popular spot for trekking, paragliding, and watching sunrise. The hilltop offers stunning views and has historical significance.
2. **Ramanagara:** Known for its rocky landscape, Ramanagara is a haven for rock climbers and adventure enthusiasts. It's also famous as the filming location of the movie "Sholay."
3. **Savandurga:** One of the largest monolith hills in Asia, Savandurga is great for trekking and offers panoramic views from the top.
4. **Channapatna:** Known as the "Toy Town," Channapatna is famous for its traditional wooden toys and crafts.
5. **Mysore:** A short drive from Bangalore, Mysore offers attractions like the Mysore Palace, Chamundi Hill, and the famous Mysore Zoo.
6. **Coorg:** Known for its coffee plantations, scenic landscapes, and pleasant climate, Coorg is a perfect weekend getaway from Bangalore.

EXPERIENCES AND ACTIVITIES

1. **Food and Dining:** Bangalore boasts a vibrant food scene with a mix of traditional South Indian cuisine and international options. Areas like Indiranagar, Koramangala, and MG Road are hotspots for foodies.

2. **Shopping:** From luxury malls to local markets, Bangalore offers a diverse shopping experience. Commercial Street, Brigade Road, and UB City are popular shopping destinations.
3. **Nightlife:** The city's nightlife is bustling with numerous pubs, bars, and live music venues. Areas like Church Street and MG Road are known for their vibrant nightlife.
4. **Cultural Events:** Bangalore hosts various cultural events, music concerts, theater performances, and art festivals throughout the year.
5. **Spa and Wellness:** The city has numerous spas and wellness centers offering relaxation and rejuvenation treatments.

LEISURE TOURISM IMPACT ON EMPLOYEES

Leisure tourism, particularly weekend getaways, can have a significant positive impact on employees by providing much-needed relaxation and a break from the routine. Here are some key benefits:

1. **Stress Reduction:** Weekend trips allow employees to disconnect from work-related stress and rejuvenate. Even a short getaway can help reduce anxiety and improve mental well-being.
2. **Increased Productivity:** Taking time off helps employees return to work refreshed and more focused. A break can prevent burnout and increase overall productivity and creativity.
3. **Improved Physical Health:** Engaging in leisure activities, whether it's a hike, a beach day, or exploring a new city, encourages physical activity. This can improve cardiovascular health, boost immunity, and promote overall physical well-being.
4. **Enhanced Mental Health:** Experiencing new environments and activities can boost mood and mental health. Leisure travel offers a mental reset and can provide a sense of fulfillment and happiness.
5. **Better Work-Life Balance:** Regular weekend getaways can help employees maintain a healthier work-life balance. This balance is crucial for long-term job satisfaction and personal happiness.
6. **Strengthened Relationships:** Traveling with family or friends strengthens personal relationships and provides quality time away from the daily grind. Strong social connections are essential for emotional support and happiness.
7. **Skill Development:** Leisure travel often involves planning and adapting to new situations, which can enhance problem-solving skills and adaptability. These skills can be beneficial in the workplace.
8. **Inspiration and Creativity:** Exposure to new cultures, landscapes, and experiences can spark creativity and provide new perspectives that employees can bring back to their work.
9. **Team Building:** Company-sponsored weekend retreats or trips can foster teamwork and camaraderie among employees. These experiences can build stronger team bonds and improve collaboration back at the office.

10. Increased Job Satisfaction: Employees who feel they have the opportunity to take breaks and enjoy leisure time are often more satisfied with their jobs. This can lead to higher retention rates and a more positive work environment.

REVIEW OF LITERATURE

[Guo, \(2013\)](#) Leisure is not only a kind of human behavior, but also a complex social phenomenon. No all-encompassing definition of leisure exists to fully describe its different states and meanings under different historical stages, cultural backgrounds, and social scenes.

[Ma, \(2003\)](#) Existing interpretations of leisure focus on three perspectives: time, activity content, and psychology. From the perspective of time, a person's time can be divided into working time and free time.

[Stebbins, 1996; Liu and Li, \(2020\)](#) Apart from the time needed to maintain basic life and domestic chores, the rest of the free time is leisure time. Making full use of such time to carry out leisure activities is conducive to improving work efficiency and life satisfaction.

[McLean, \(2003\)](#) From the perspective of activity content, leisure is usually interpreted as non-work, non-obligatory and non-oppressive activities determined by personal preferences. Individuals may participate in activities that provide them with physical and mental pleasure, spiritual satisfaction, self-actualization, and the pursuit of leisure activities that cannot be obtained in their habitual activities.

[Newman et al., \(2014\)](#) From the psychological perspective, “leisure” mainly emphasizes people's subjective attitudes and feelings. Leisure is regarded as a free, relaxed, sublimated, and unrestrained mental state, which is not only of pleasure value, but also of great significance to health, and the promotion of subjective well-being.

OBJECTIVES

1. To study the impact of leisure tourism on employee refreshment.
2. To find the challenges and opportunities of Leisure tourism in Bangalore.
3. To give the suggestions towards betterment of employee refreshment.

HYPOTHESIS

1. **H₁:** There a relationship between employee refreshment with leisure tourism.

H₀: There no relationship between employee refreshment with leisure tourism.

RESEARCH METHODOLOGY

Primary Data: The primary data was collected from the employees who are working in Krishnarajapuram area of Bangalore city, and had experience with the leisure tourism. The data was collected through the google link shared to the employees for data collection. The period of study is between 20th Saturday, 21st Sunday, and 22nd Monday of July, 2024. The respondents are connected through online and offline personal interview also.

Secondary Data: The secondary data was found by observing the studies and analysis given by the various authors from selected online and offline magazines, newspapers, research articles, thesis and text books etc,...

SAMPLING METHOD

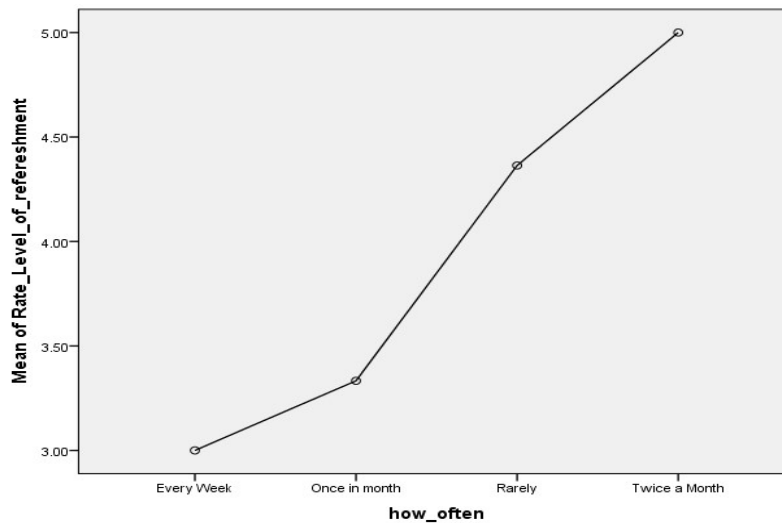
Respondents: The respondents are the Krishnarajapura, Bangalore city employees who had refreshment experience with leisure tourism. A total respondent who has responded is 51 on both online form and personal interview.

Research Method: For data collection the stratified data sampling technique was used. So, in the total area of population data has randomly segregated in subgroups based on the required characteristics and made the sample size for quality analysis.

DATA ANALYSIS USING MEANS PLOTS

A "means plot" is a type of graphical representation used in statistics to display the means (average values) of a variable across different groups or categories. This type of plot helps in visualizing the central tendency of the data within each group and can be useful for comparing the average values between different categories.

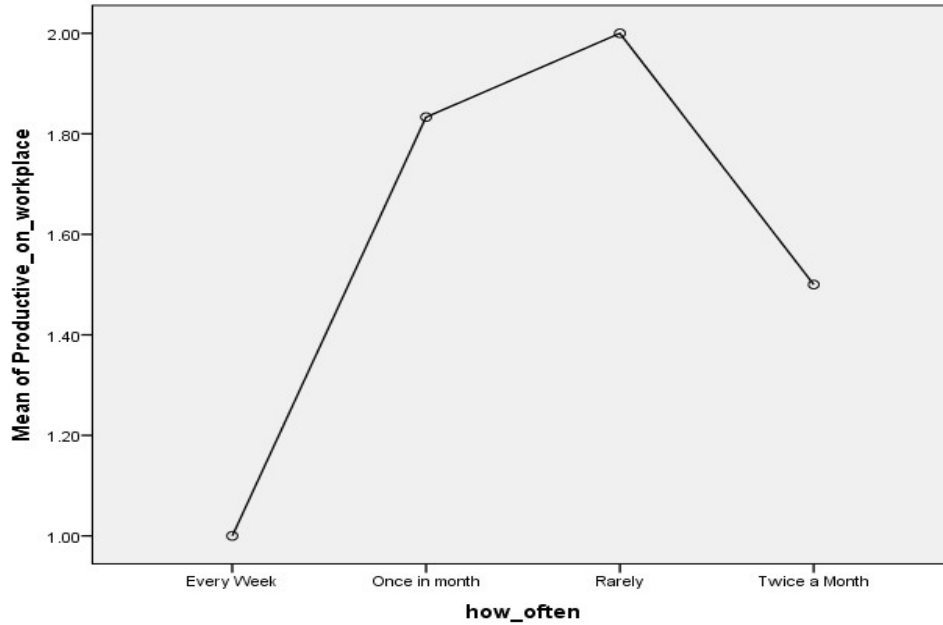
GRAPH -1: RESPONDENTS LEVEL OF REFRESHMENT AFTER ENGAGING IN WEEKEND LEISURE TOURISM



Source: SPSS Analysis result Using field survey

Inference: The above table describing about “the level of refreshment after engaging in weekend leisure tourism by the respondents. As per the above plot diagram the respondents who are visiting twice in a month to the leisure tourism is impacting positively for weekend relaxation, and also next following by the respondents who will visit rarely for leisure tourism places. However, the respondents who visits weekly not getting weekend refreshments.

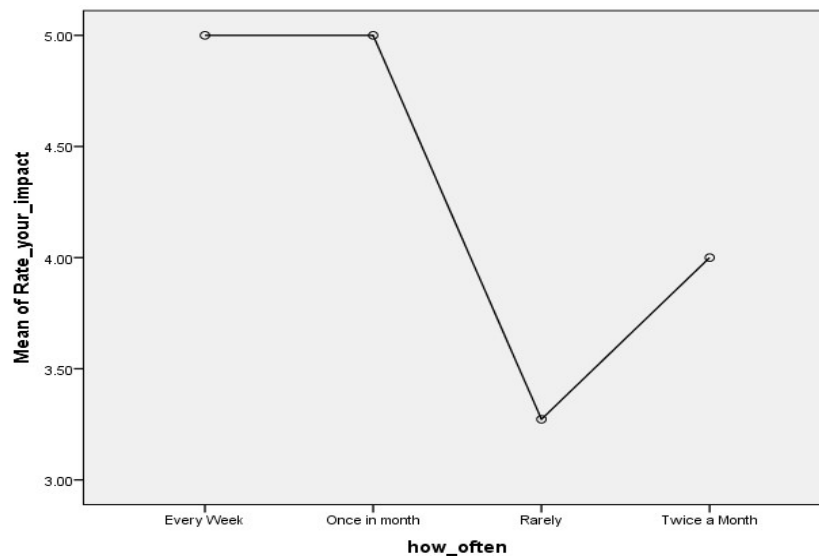
GRAPH-2: IMPACT OF LEISURE TOURISM ON PRODUCTIVITY AT WORKPLACE



Source: SPSS Analysis result Using field survey

Inference: The above table describing about “how much productive at workplace after having a weekend involvement in leisure tourism” by the employees. As per the above plot diagram the respondents who are visiting rarely to the leisure tourism is impacting productive at workplace after weekend relaxation with leisure tourism, and also next following by the respondents who will visiting once in a month for leisure tourism places also impacting productive at workplace. However, the respondents who are visiting every week not getting productive at workplace.

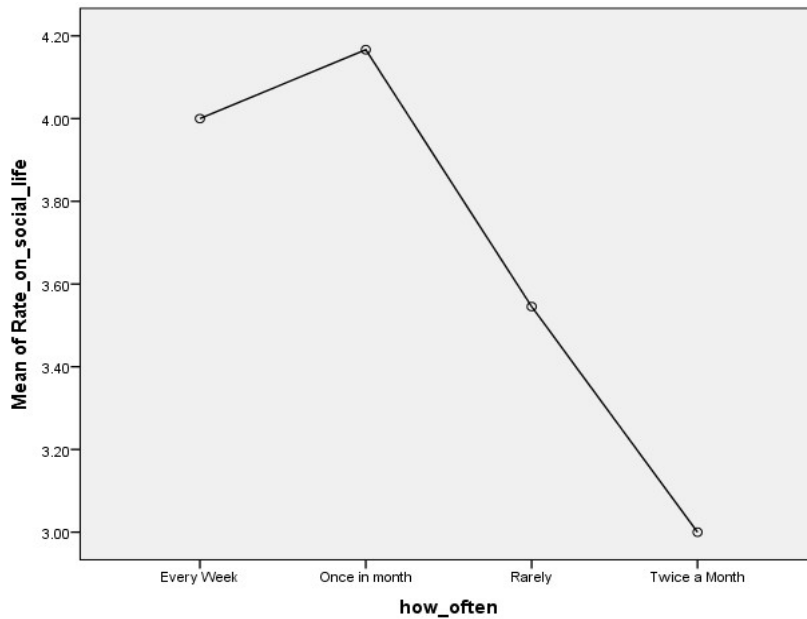
GRAPH -3: IMPACT OF WEEKEND LEISURE TOURISM ON RESPONDENTS MOOD AND STRESS LEVELS



Source: SPSS Analysis result Using field survey

Inference: The above table describing about “how much impact the weekend leisure tourism on employee’s mood and stress levels”. As per the above plot diagram the respondents who are visiting every week the leisure tourism is impacting effectively on their moods and stress levels. and also next following by the respondents who will visiting once in a month for leisure places also impacting same on effectively on their Moods and stress levels. However, the respondents who are visiting rarely are not affecting on their moods and stress levels.

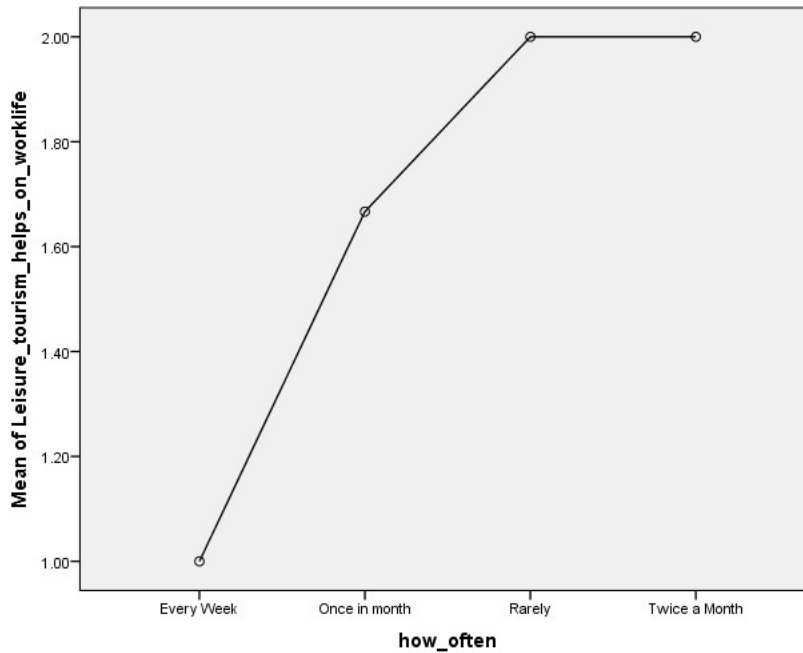
GRAPH -4: IMPACT OF WEEKENDS LEISURE TOURISM ON YOUR SOCIAL LIFE



Source: SPSS Analysis result Using field survey

Inference: The above table describing about “the impact of weekends leisure tourism on employees’ social life”. The above plot diagram representing the respondents who are visiting once in a month to the leisure tourism is impacting on their social life, and also next following by the respondents who are visiting every week to the leisure tourism places also impacting on their social life. However, the respondents who are visiting leisure tourist places twice in a month are finding no impact on their social life.

GRAPH -5: IMPACT OF WEEKEND LEISURE TOURISM ON RESPONDENTS WORK-LIFE BALANCE



Source: SPSS Analysis result Using field survey

Inference: The above table describing that “the weekend leisure tourism helps to improve the employees’ work-life balance”. The above plot diagram showing the respondents who are visiting twice in a month and rarely to the leisure tourism places is impacting more on respondents of work-life balance, and also next following by the respondents who are visiting once in a month to the leisure tourism places also impacting on their work-life balance. However, the respondents who are visiting leisure tourist places every week are finding no impact on respondents’ work-life balance.

Hypothesis Test:

1. **H₁:** There a relationship between employee refreshment with leisure tourism.

H₀: There no relationship between employee refreshment with leisure tourism.

ANOVA ANALYSIS

ANOVA			
		Sig.	Result
How important is leisure tourism for your weekend relaxation?	Between Groups	.000	H ₁ : Accepted
	Within Groups		
	Total		
How would you rate your level of refreshment after engaging in weekend leisure tourism?	Between Groups	.000	H ₁ : Accepted
	Within Groups		

	Total		
Do you feel more productive at workplace after a weekend involving leisure tourism?	Between Groups	.001	H ₁ : Accepted
	Within Groups		
	Total		
Rate your impact of weekend leisure tourism affect your mood and stress levels.	Between Groups	.000	H ₁ : Accepted
	Within Groups		
	Total		
Give your Rating on the impact of weekends leisure tourism on your social life.	Between Groups	.223	H ₀ : Accepted
	Within Groups		
	Total		
Do you believe that weekend leisure tourism helps to improve your work-life balance?	Between Groups	.048	H ₀ : Accepted
	Within Groups		
	Total		
Overall results			H₁: Accepted

Source: SPSS Analysis result Using field survey

The above table describing the overall impact of leisure tourism on employee refreshment. The results on level of refreshment, productivity at workplace, and employee, moods and stress levels are impacting showing less than 0.005 of marginal error and remaining on social and work life balance is more than marginal error of 0.005. Majority of results are less than 0.005 of marginal error it seems alternative hypothesis “There a relationship between employee refreshment with leisure tourism” is accepted.

LIMITATIONS OF THE STUDY

1. The period of study is done between weekends (Saturday & Sunday) and Monday, maybe perception will be varied if done other than those days.
2. This study is only limited to Krishnarajapura area of Bangalore city.

FINDINGS

1. It is to found that the respondents who are visiting twice in a month to the leisure tourism is impacting positively for weekend relaxation, and also next following by the respondents who will visit rarely for leisure tourism places. However, the respondents who visits weekly not getting weekend refreshments.
2. It is to found that the respondents who are visiting rarely to the leisure tourism is impacting productive at workplace after weekend relaxation with leisure tourism, and also next following by the respondents who will visiting once in a month for leisure tourism places also impacting productive at workplace. However, the respondents who are visiting every week not getting productive at workplace.
3. It is to found that the respondents who are visiting every week the leisure tourism is impacting effectively on their moods and stress levels. and also next following by the respondents who will visiting once in a month for leisure places also impacting same on effectively on their Moods and stress levels. However, the respondents who are visiting rarely are not affecting on their moods and stress levels

4. It is to found that the respondents who are visiting once in a month to the leisure tourism is impacting on their social life, and also next following by the respondents who are visiting every week to the leisure tourism places also impacting on their social life. However, the respondents who are visiting leisure tourist places twice in a month are finding no impact on their social life.
5. It is to found that the respondents who are visiting twice in a month and rarely to the leisure tourism places is impacting more on respondents of work-life balance, and also next following by the respondents who are visiting once in a month to the leisure tourism places also impacting on their work-life balance. However, the respondents who are visiting leisure tourist places every week are finding no impact on respondents' work-life balance.

SUGGESTIONS

1. It is to suggest that, visiting local and regional leisure tourist visit places will impacts more on employee refreshments. But, avoid to visit same place every week and do visit monthly twice or rarely for refreshments.
2. It is to suggest that, do visit leisure tourist places at least rarely or monthly once for effective productivity at workplace by the employees.
3. It is to suggest that, visiting every week the leisure tourism is impacting effectively on employee moods and stress levels.
4. It is to suggest that, visiting leisure tourism once in a month or weekly once will impacts on their social life
5. It is to suggest that, visiting leisure tourism once in a month or weekly once will impacts on their social life
6. It is to suggest that, visiting twice in a month and rarely to the leisure tourism places is impacting more on employee of work-life balance.
7. It is to suggest that, the leisure tourism is on of the best tool for employee personal and professional development that must engage.

GENERAL SUGGESTIONS FOR LEISURE TOURISM PLANNERS:

- **Plan Ahead:** Planning a trip in advance ensures that everything is organized and stress-free.
- **Unplug:** Encourage employees to disconnect from work emails and messages during their time off.
- **Choose Relaxing Destinations:** Opt for destinations that offer relaxation and minimal stress, such as nature spots or quiet retreats.
- **Incorporate Physical Activities:** Include activities that promote physical health, such as hiking, biking, or swimming.
- **Reflect and Recharge:** Use the time away to reflect on personal and professional goals and return with a clear mind.

CONCLUSION

Bangalore's blend of natural beauty, historical landmarks, cultural experiences, and modern attractions makes it a versatile destination for leisure tourism. Whether you're looking for a quick city escape, an adventure in the hills, or a cultural immersion, Bangalore has something to offer every type of traveler. Weekend getaways and short leisure trips are more than just a break from

the routine; they are an investment in the overall well-being of employees. By promoting mental and physical health, fostering creativity, and enhancing job satisfaction, leisure tourism can lead to a more motivated, productive, and happy workforce.

REFERENCES

1. Guo, L.-F. (2013). The study of leisure: the philosophy of life. *J Zhejiang Gongshang Univ.* 1, 88–95. doi: 10.14134/j.cnki.cn33-1337/c.2013.01.010
2. Ma, H.-D. (2003). Leisure in the history of human culture and ideology – from the perspective of history, culture and philosophy. *Stud. Dialectics Nat.* 1, 55–65. doi: 10.19484/j.cnki.1000-8934.2003.01.012
3. Stebbins, R.-A. (1996). Cultural tourism as serious leisure. *Ann. Tour. Res.* 23, 948–950. doi: 10.1016/0160-7383(96)00028-X
4. McLean, F. (2003). Service quality management in hospitality, tourism and leisure: J. Kandampully, C. Mok and B. Sparks (Eds.), *The Haworth Press*, Binghamton, NY, 2001. *Tour. Manag.* 24, 115–116. doi: 10.1016/S0261-5177(02)00038-9
5. Newman, D.B., Tay, L., and Diener, E. (2014). Leisure and subjective well-being: a model of psychological mechanisms as mediating factors. *J. Happiness Stud.* 15, 555–578. doi: 10.1007/s10902-013-9435-x
6. Prasad, Y. H., & Kumar, S. A. (2020). Impact of perceived risk on online impulse buying with special reference to Anantapur district. *Stud. Ind. Place Names*, 40(18), 2079-2089.
7. Kumar, S. A. Role of Social Media in Marketing Management With Reference to Online Customers.
8. S.B. Anil Kumar (2019), Religious tourism in India: issues and challenges, *International journal of emerging technologies and innovative research*.
9. Balaji, B. L., & Pyari, D. (2023). Reforming Early Childhood Education Programs in Rural Areas of India: Equity in Preschool Education. *International Society for Technology, Education, and Science*.
10. Vandana, D. P., & Kumar, R. (2023). The relationship between physical health and psychological impact of happiness in teachers. *Journal for ReAttach Therapy and Developmental Diversities*, 6(5s), 431-440.
11. Dayal, P. (2022, November). Psycho-socio and biographical variables: Scientific aptitude and secondary school students. In *AIP Conference Proceedings* (Vol. 2481, No. 1). AIP Publishing.
12. Chahar, D. A Study Of Teachers Collectiveefficacy In Relation To Certain Psychosocial Attributes And Demographic Variables Of Teachers In Secondary Schools.
13. Pyari, D. (2011). Theory and distance education: At a glance. In *2011 5th International Conference on Distance Learning and Education IPCSIT* (Vol. 12, pp. 94-99).
14. Muddgal, A., & Pyari, D. (2016). A Comparative Study of Anxiety, Depression and Stress among medical and engineering students. *International journal of scientific research*, 5(3), 41-44.

15. Pyari, D. (2011). Environmental stewardship and religion. *International Journal of Educational Research and Technology*, 2(1), 26-35.
16. Pyari, D., & Muddgal, A. (2017). Effect of Emotional Intelligence: Academic Achievement and Higher Secondary Students. *Asian Journal of Research in Social Sciences and Humanities*, 7(10), 127-141.
17. Balaji, B. L., & Pyari, D. (2023). Reforming Early Childhood Education Programs in Rural Areas of India: Equity in Preschool Education. *International Society for Technology, Education, and Science*.
18. Joshi, K. A., Pyari, D., & Shukla, N. K. (2022). Incorporating Idealistic Approach Of Curriculum Transaction In Schools With Technology To Inculcate Ethics Among Students To Reduce Future Misconducts. *Journal of Pharmaceutical Negative Results*, 3824-3828.
19. Jeevitha, T. U., & Das, S. (2021, March). A physical interpretation of the Newman Penrose formalism and its application to Bertrand Spacetime II. In *Journal of Physics: Conference Series* (Vol. 1849, No. 1, p. 012022). IOP Publishing.
20. Jeevitha, T. U., Raibagkar, P., & Das, S. (2020). A Newman Penrose approach to Bertrand spacetime in general relativity. In *Journal of Physics: Conference Series* (Vol. 1451, No. 1, p. 012006). IOP Publishing.
21. TU, J., & Das, S. (2019). A Pedagogical Relook at Bertrand's Theorem. *Resonance*, 24(11), 1235-1251.
22. Das, S., Prabhu, K., & Kar, S. (2013). Higher order geometric flows on three-dimensional locally homogeneous spaces. *Journal of Mathematical Physics*, 54(1).
23. Das, S., & Kar, S. (2012). Bach flows of product manifolds. *International Journal of Geometric Methods in Modern Physics*, 9(05), 1250039.
24. Prabhu, K., Das, S., & Kar, S. (2011). On higher order geometric and renormalization group flows. *Journal of Geometry and Physics*, 61(10), 1854-1867.
25. Das, S., Prabhu, K., & Kar, S. (2010). Ricci flow of unwarped and warped product manifolds. *International Journal of Geometric Methods in Modern Physics*, 7(05), 837-856.
26. Desikan, K., & Das, S. (2017). A New Class of Cosmological Models in Lyra Geometry in the Presence of Particle Creation. *International Journal of Pure and Applied Physics*, 13(4), 303-309.

27. Das, S., Prabhu, K., & Kar, S. (2010). Ricci flow of unwarped and warped product manifolds. *International Journal of Geometric Methods in Modern Physics*, 7(05), 837-856.
28. Sangeeta, Atul, Aggarwal, P. K. (2022). Determinants Of Financial Literacy And Its Influence On Financial Wellbeing-A Study Of The Young Population In Haryana, India. *Финансы: теория и практика*, 26(5), 121-131.
29. Lakshmi, Sangeeta., VANITHAMANI, M., Arun, R., & Dhanasekaran, P. (2023). Digital Payments Amongst Rural Population: A Study In Chennai. *Journal of Namibian Studies: History Politics Culture*, 35, 12-22.
30. Sangeeta, Aggarwal, P. K., & Panwar, A. K. (2022). Association between Financial Knowledge, Financial Attitude and Financial Behaviour among Young Population in India. *Review of Business and Economics Studies*, 10(4), 45-54.
31. Prakash, Sangeeta, Dutta, Cordova, W., Martel, G. R., Alvi, S., & Rao, P. C. (2024). Integrating TAM and TPB towards behavioural intention to use social networking sites by small and medium business entrepreneurs. *Journal of Infrastructure, Policy and Development*, 8(8), 5811.
32. Sangeeta, Aggarwal, P. K., & Panwar, A. K. (2022). Assessing the Association of Socio-Demographic Factors with Financial Literacy of Academic Employees in Haryana. *Industrial Engineering Journal*, 15(10).
33. Sangeeta, Aggarwal, P. K., & Panwar, A. K. (2022). Association Between Financial Knowledge, Financial Attitude Financial Behaviour Among Young Population In Rural Area, Haryana, India. *NeuroQuantology*, 20(16), 4150.