

## REVIVAL OF A NEW TYPE OF TOURISM: STAYCATION

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**Abstract:** *This paper presents an old type of tourism–staycation and its synonyms–agrocation, daycation, flexcation, holistay, and nearcation. Staycation shares some features with hocabance tourism, home exchanging, homestay tourism, near-home/proximity tourism, residential tourism, and second-home tourism. The paper presents the factors limiting vacationers' ability to travel away from home, thus turning them into staycationers–economic, health, political, and social disruptions, as well as staycation objectives, activities, advantages/benefits, and risks.*

**Key words:** *staycation, staycation objectives, staycation activities, staycation advantages/benefits, staycation risks*

### INTRODUCTION

The American-English term staycation (a blend from stay “period of living in a place” and vacation “a fixed holiday period between terms in universities and law courts”), first used in a U.S.A. newspaper (Cincinnati Enquirer, July 18, 1944), is defined as “a holiday spent in one's home country rather than abroad, or one spent at home and involving day trips to local attractions” [1,5,7,27], as “slowing down, rethinking ordinary life and changing assumptions” [2,23,25] or as “a stay-at-home vacation [8,22]. Its British-English version is holistay (a blend from holiday “an extended period of leisure and recreation, especially one spent away from home or in travelling” and stay “period of living in a place”).

Other similar types of tourism are:

- Agrocation (a blend from agro- < “agricultural” and vacation “a fixed holiday period between terms in universities and law courts”) is defined as “a way of spending free time in which tourists stay in farms in suburban villages and often participate in farm activities” [2,4,10,12,20];

- Daycation (a blend/from day “each of the twenty-four-hour periods, reckoned from one midnight to the next, into which a week, month, or year is divided, and corresponding to a rotation of the earth on its axis” and vacation “a fixed holiday period between terms in universities and law courts”) is “a day trip or one-day vacation” [6,16] or “a day trip to a resort, hotel, etc. that does not involve staying the night” [26,27];

- Flexcation (a blend/from flexible “able to be easily modified to respond to altered circumstances” and vacation “a fixed holiday period between terms in universities and law courts”), a type of vacation allowing staycationers to benefit from flexible and transparent cancellation policies; to benefit from more expansive dog friendly offerings; to benefit from services aligned to wellness in body and mind; [7,15] to benefit from the importance of “keeping it local”; [9,13,18] to benefit from the proliferation of new and emerging markets; to book last minute stays; to focus on health and safety; and to reprioritise accommodation facilities [11,14,17,24].

- Nearcation (a blend from near “at or to a short distance away; nearby” and vacation “a fixed holiday period between terms in universities and law courts”), a synonym of staycation, means “a vacation taken near home” [3,5,8,19].

According to Rosu [21], mobility in staycation is a case of near-home/proximity tourism.

### MATERIALS AND METHODS

The material used in this paper consists in literature on staycation—articles and books. The method used in the exploration of the literature on staycation is a qualitative media analysis.

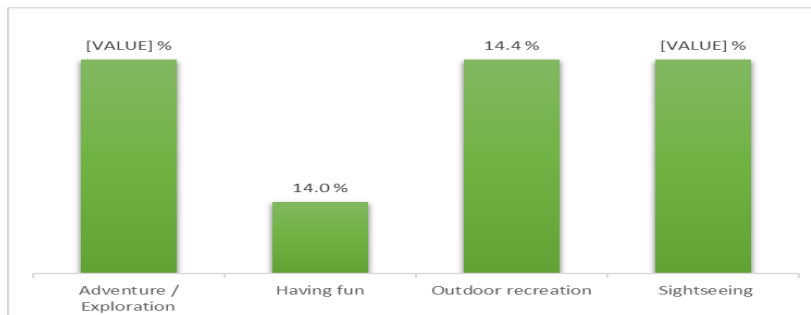
### RESEARCH RESULTS

Staycation has been encouraged by *factors limiting vacationers' ability to travel away from home*:

- *Economic disruptions* such as currency exchange rates that do not favour travel outside of one's country of residence, gas price reaching record heights, the global financial crisis in 2007–2008, the economic recession in 2009;
- *Health disruptions* such as the COVID-19 pandemic;
- *Political disruptions* such as *coups d'état*;
- *Social disruptions*.

Besson [3] has synthesized the most discussed objectives for a staycation in literature (Figure 1): *adventure/exploration* (14.4%); *outdoor recreation* (on a beach, in park, pool, or yard, in the wilderness) (14.4%); *sightseeing* (local attractions, culture venues, and landmarks) (14.4%); *having fun*: art and craft projects as self-expression, do-it-yourself, movies, fair- and play-grounds (14.0%).

All of the categories overlapped and interlinked: for instance, outdoor recreation was commonly understood as exploration, and one of the main purposes of exploration was to have fun.”



**Figure 1. The most discussed activities for a staycation**

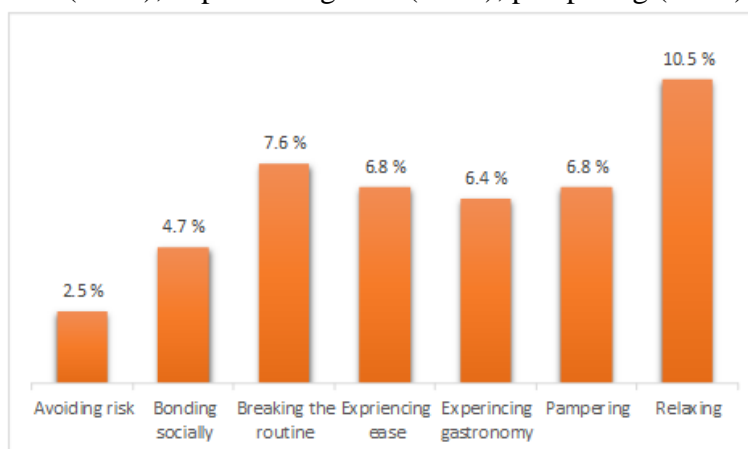
Source: own interpretation after Besson [3]

Staycation and holistay refer to spending off-work time engaging in *leisure activities at home or close to home* such as:

- Exploring one's locality (city/town): cemeteries, (amusement/theme) parks, local/regional eco-museums/museums, local cultural/gastronomic festivals, outdoor events, theme tourist trails (biking, dog-trekking, horse-riding, walking), tourist attractions, etc. not seen before;
- *Identifying how people use a (culturally) familiar environment for everyday aesthetic enjoyment* and how that influences restoration;
- Relaxing at home: taking a break from daily routine and indulging in enjoyable activities such as cooking, gardening, listening to music, reading, watching movies, etc.;
- Spending quality time with loved ones: planning fun activities with family and friends, such as barbecues, game nights, picnics, playing basketball, using the backyard pool, etc.;

- Trying new hobbies: learning a new hobby or skill, such as gardening, learning a foreign language, painting, photography, etc.

Most discussed objectives for a staycation in literature (Figure 2): relaxing (10.5%); breaking the routine (7.6%); experiencing ease (6.8%); pampering (6.8%).



**Figure 2. The most discussed objectives for a staycation**

Source: own interpretation after Besson [3]

**Advantages/benefits of staycation:**

- Developing economy through tourism diversification;
- Distancing mentally from everyday worries;
- Engaging in resource-providing rather than resource-consuming activities;
- Engaging more in physical and social activities and less in obligatory activities;
- Enjoying relaxation and rest without the stress of travel (jet lag, long drives, packing, waits at airports, etc.);
- Experiencing feelings of remoteness in places with novel and fascinating qualities, free of chores;
- Experiencing higher hedonic well-being;
- Experiencing lower ruminative thinking;
- Increasing local benefits through tourism;
- Inducing wellbeing during crisis situations (pandemics);
- Making the vacation affordable due to staycation vouchers;
- Making the vacation cheaper due to low/no lodging costs and to minimal travel expenses;
- Recharging one's batteries;
- Reducing environmental impact (carbon emissions) caused by air travel;
- Saving the tourist industry due to staycation vouchers;
- Sleeping more.

**Risks of staycation:**

- Allowing being contacted by business/social contacts through e-mail;
- Being tempted to contact business/social contacts through e-mail;
- Being tempted to work at least part of the time and, thus, practicing **workcation** (a blend from **work** “activity involving mental or physical effort done in order to achieve a purpose or result” and **vacation** “a fixed holiday period between terms in universities and law courts”), i.e., “going on vacation and still doing some work as if being at one's regular workstation”;
- Experiencing difficulties adhering strictly to such policies as “no e-mail checking” or “no television watching”;

- Experiencing difficulties resisting to advertisers'/retailers' offers such as optional trips (encouraging staycationers to spend more money than planned);
- Falling into their daily monotony;
- Including household errands, projects, and other menial tasks in their vacation.

## CONCLUSIONS

The following conclusions can be drawn from the presentation above:

- The term staycation has a synonym—holistay—and several related terms—agrocation, daycation, flexcation, and nearcation;
- Staycation terminology is not yet defined—it seems to share the same features with hohocance tourism, home exchanging, homestay tourism, near-home/proximity tourism, residential tourism, and second-home tourism;
- Several factors limit vacationers' ability to travel away from home, thus turning them into staycationers: economic, health, political, and social disruptions;
- There are specific staycation objectives;
- There are specific staycation activities;
- Staycation has several advantages/benefits, with half of the references under Bibliography on the relationship between staycation and the COVID-9 pandemic (during and after it) and on the impact of the pandemic on tourism actors and tourists;
- Staycation also involves risks.

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