

## The Conceptualization of “Escape” as a Benefit of Recreational Consumption

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This research focuses to conceptualize “escape” as an of recreation consumption. Recreation provides range of benefits. Visitors have their expected level of benefit based the perceived benefit of consumption. As literature shown in the fields of study, visitors expect more “escape” especially when they visit outdoor recreation places. On the other hand, green concept of the natural environment gets more public attention. Management in the field of outdoor recreation has no empirical tools were developed to measure the visiting benefits like “escape” especially in Sri Lankan context. The qualitative approach has been done with thematic analysis to answer the research question.

The content of each selected 20 journal articles were coded based on the themes to identify the latent idea of the phenomenon. The analysis of this research revealed the conceptualization of “escape” as a benefit of recreational consumption. These findings reveal that several factors influence for escape. According to that the most influential factors are autonomy, enjoying nature, introspection, social escape and physical escape. Apart from that the factors like self-expression, intellectuality, novelty, reducing tension, sensual enjoyment, cognitive stimulation and relaxation also could be affected. Finally, the paper concludes with suggestion for further research. Accordingly, Escape is a recreation benefit. It is a symptom of psychological pleasure. This can be used to measure SEAPI scale. But this scale is not measured. Accordingly, this research suggests that further How to measure “escape” as a benefit and what are the outdoor recreation consumption index.

**Keywords:** Recreation Benefit, Escape, SEAPI Scale, Botanical Garden, Green Walking Routes

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