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Article

Tourism sustainability, friendly policies, and infrastructure: Digital nomads' motivations for visiting Portugal

Maria do Rosário Mira[1,2,*], Andreia Moura[1,2], Nayara Araujo[1,2]

[1] Coimbra Education School, Polytechnic University of Coimbra, 3030-165 Coimbra, Portugal
[2] CITUR-Centre for Tourism Research, Development, and Innovation, Polytechnic University of Coimbra, 3045-093 Coimbra, Portugal
*** Corresponding author:** Maria do Rosário Mira, mrmira@esec.ptl

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Abstract: This research analyses digital nomads' relationship with tourism, their motivations for travelling and their expectations of the destinations they visit. In addition, it aims to understand the lifestyle of this public and their preference for sustainable destinations, as well as the implications for policies and the organisation of tourism infrastructure, in line with their specific needs. A questionnaire was administered to users of open-access social networks or members of online digital nomad communities (n = 34), between December 2022 and March 2023. Descriptive statistics, construct validations, reliability and internal consistency of the measures were carried out and Pearson's linear correlation coefficient (r) was applied between items of the same scale and different scales. The results indicate that quality of life, life-work balance, living with other cultures, being in contact with nature, escaping from large urban centres, indulging in tourism all year round and travelling for long stays, are the main motivations of this public. The importance of quality Wi-Fi, flexible tourist services and support services is emphasised as the main attributes to be considered in tourist destinations.

Keywords: tourism; destination attribute; digital nomads; hospitality; lifestyle

1. Introduction

There are different types of digital nomads and not all of them are attracted to tourism in the same way. This chapter seeks to identify and distinguish their different characteristics, as well as understanding which types of digital nomads should be the target group for tourism. In short, those who can be considered tourists.

Attracting this type of public also involves knowing what attributes they value, what features of tourist destinations they prefer when organising their trips. Although digital nomads are a niche market with different characteristics and needs from regular holidaymakers, they can be considered as such, providing opportunities to differentiate demand. They are people who work remotely and can travel constantly, choosing destinations that meet specific requirements, such as a good internet connection.

The Adventure Travel Trade Association (Kelly and Arelano, 2021) carried out research to understand the characteristics of these tourists and how they can help tourism recover from COVID-19. The results show that these travellers are looking to experience different cultures, places with new lifestyles or better living costs, as well as interacting with other people with common interests.

According to the same source, the main countries indicated for medium and long stays are Indonesia and Thailand in Asia, Mexico and Colombia in America, and Portugal, Spain and Georgia in Europe. For short stays, the following countries are also mentioned: Brazil, Costa Rica, France, Iceland, and New Zealand (Kelly and

Arelano, 2021).

These are the tourist destinations with the best conditions for reconciling remote working with freedom of location, making the act of travelling a central point (Reichenberger, 2018), because they combine accommodation with workspaces such as cafés, coworking spaces, hotels and co-living spaces, preferably in low-density territories and where there are greater concerns about sustainability.

Identifying these travellers' perceptions of their lifestyle, how they associate remote working with freedom of location, and how they make travelling a central part of their lives, justifies the research carried out, because it contributes to designing more sustainable tourism products, especially in low-density areas, at all times of the year.

The ideal accommodation for these travellers has a comfortable workspace, a special price for long stays, a location close to the destination's attractions and quiet places for meetings.

Digital nomads seek to distance themselves from mass tourism and like to connect with other displaced people, posing challenges for the tourism industry, which will have to reorganise services, infrastructure, and procedures to adapt to the needs of these audiences, who value environmental and the social sustainability leveraged by the authenticity of tourism products (Kelly and Arelano, 2021).

In this context, the contribution of this research is associated with the clarification of the following objectives: i) understand whether digital nomads are also tourists, identifying the profile of digital nomads that is most related to tourism; ii) understand how the relationship between digital nomadism and tourism is reflected in the organization of destinations, specifically in the definition of their attributes; and iii) identify the requirements of the hotel industry to meet the motivations and expectations of this new public, making it more attractive and competitive.

2. Literature review

2.1. Digital nomads are tourists too

Schlagwein (2018a, 2018b) defines the digital nomad as a professional who makes extensive use of information systems and information technology to carry out their work digitally and online, combining this with continuous travelling and, at the extreme, even living as an expatriate. Mancinelli (2020) characterises this public as individuals who take advantage of laptops and internet networks to work remotely from anywhere, using this freedom to explore the world. A mix of tourism, leisure and work that forms a lifestyle focused on constant international travel and multiple residences.

Digital nomads, despite being travellers, may not actually consider themselves tourists, for various reasons (Gomes, 2019; Mouratidis, 2018): a) they tend to stay longer in each destination; b) they have similar consumption behaviours to residents; c) they contribute to the local economy in a distributed way over time; d) they use the full range of local services. However, this public actually carries out multiple leisure activities of a tourist nature during the periods in which they stay in a given territory. Their aim is to combine their working life with the tourist experience. Looking at this reality has led the World Tourism Organisation to consider that digital nomads fit the definition of tourists, as this lifestyle includes activities that people carry out during

their travels, staying in places other than their home, for a period of less than one consecutive year, for various purposes, including leisure (UNWTO, 2019).This idea is reinforced by Gomes (2019), who argues that digital nomads "should be seen by destinations as a niche market with different characteristics, expectations, impacts and needs from regular tourists". In this context, it can be assumed that this public is also part of the tourist group, although they may have different needs and not the usual relationship with tourism.

The importance of reflecting on this concept is associated with the diversity of types of digital nomads. We are not dealing with a homogenous group with uniform needs and characteristics:

> *"There are digital nomads who travel for years, moving regularly between countries and continents. Others are nomads for shorter periods, taking "working holidays" and sabbaticals lasting from several weeks to many months. United by a passion for travelling and new adventures, digital nomads enjoy the ability to work anywhere they can connect to the Internet" (America, 2018; Hannonen, 2020).*

Cook (2020) proposes a taxonomy of travellers according to their degree of mobility and focus on work. This classification positions digital nomads and business travellers as highly mobile and work focused. In contrast, those with a low work-relatedness are identified as tourists, as opposed to expatriates who travel for work but have a sedentary professional relationship in the new destination. Reichenberger (2018) classifies digital nomads as: a) flexible workers who do not travel for work; b) long-term travellers with permanent residence; c) fans of a migratory lifestyle without permanent residence. We also find the term nomad associated with different segments of the tourist market, characterised by young mobility, differentiated into three forms of digital nomads (Richards, 2015): Backpackers, flashpackers and global nomads.

Backpackers are characterised as long-term travellers, generally young people who travel independently without a specific destination. As they want to spend several months in different places, they tend to form 'tribes' and use cheaper accommodation, food and transport services, due to financial constraints.

Flashpackers are the modern backpackers, where the use of communication technology and mobile devices is more intrinsic. These 'tourists' combine the independent life and technological aspect of the digital nomad with the characteristics of backpackers, such as long periods of travelling and the absence of a relationship between work and travel. Pitanatri (2019) considers flashpackers to be the evolution of backpackers. They are mostly travellers over 30, who prioritize comfort, as they travel on a bigger budget and with more digital equipment, such as mobile phones, high-resolution cameras, laptops and Wi-Fi.

The third group global nomads are characterised as long-term travellers, with no logically defined destinations and without the notion of "going home" or of a nation or country. Unlike digital nomads, they do not have a strong relationship with technology to carry out their work, which can be sedentary or sporadic, with the sole aim of raising funds to move on to the next destination (Gomes, 2019; Mouratidis, 2018; Richards, 2015).

In essence, digital nomads are people who use technology to work remotely and lead a nomadic, location-independent lifestyle. This lifestyle emerged from the

integration of these three types of modern nomads, mainly flashpackers, in order to perpetuate the state of 'being on the move' (Prester et al., 2020; Frick and Marx, 2021). Richards (2015) reinforces the view that digital nomads are not driven by simple opposition to sedentary lifestyles (global nomads) or the need to form tribes (backpackers), but rather by the increased blurring of the boundaries between work and leisure brought about by digital technology. The main objective is to have the freedom to work from anywhere that has internet, in places that offer leisure activities that match their lifestyles. It also brings digital and global nomads closer to a more individualistic nomadism, which includes minimalist practices, sustainability concerns, slow travel and a multinational profile, such as an interest in different cultures, a desire to learn other languages or local gastronomic experiences, for example (Chevtaeva and Denizci-Guillet, 2021; Kelly and Arelano, 2021).

Mouratidis (2018) emphasises that although these types of nomads are not driven by the need to form tribes, nor do they live solitary experiences. Many become nomads because of the influence of a partner or other travellers. They often seek out other nomads to interact with at their destinations, through social networks or the use of shared workspaces.

In conclusion, what distinguishes these different types of digital nomads are their motivations in the way they associate leisure with work and how they establish a link with tourism. **Table 1** systematises the attributes of the different types of digital nomads.

Table 1. Attributes according to the different types of digital nomads.

Type	Attributes	Authors
Backpackers	Young, independent travellers with low incomes who tend to return to their place of origin.	Richards (2015); Mouratidis (2018)
	Seeking to connect with other backpackers in each destination (tribal nomads).	Richards (2015); Gomes (2019)
	Usually at a stage of life associated with the end or beginning of some cycle (graduation, entering adulthood or college, sabbatical year, among others).	Cohen (2010); Gomes (2019)
Flashpackers	Travellers in their 30s, with a limited budget and tending to return to their place of origin.	Gomes (2019); Pitanatri (2019)
	Looking for more comfort and security and using expensive digital equipment (mobile phones, cameras, laptops, etc.).	Pitanatri (2019)
	A strong relationship with the digital world.	Gomes (2019); Richards (2015); Mouratidis (2018)
	Seeking to share experiences around the world in a digital environment.	Gomes (2019); Richards (2015); Mouratidis (2018)
Global nomads	Long-term travellers, with no pre-defined destinations.	Richards (2015); Mouratidis (2018)
	Less tech-related, so they may not work digitally and do temporary sedentary jobs to raise money for travelling.	Gomes (2019); Richards (2015); Mouratidis (2018); Périssé et al. (2021)
	Looking for an experience of finding themselves and self-discovery ("find themselves").	De Loryn (2022); Mouratidis (2018)
	Focus on freedom and leisure, as opposed to work.	Chevtaeva and Denizci-Guillet (2021)
Digital nomads	Entrepreneurs and should not be catalogued with one type of generation, for example, Millennials, Generation X and Baby Boomers.	Vagena (2021)
	High mobility due to 100% digital and/or remote working, with the focus on productivity.	Cook (2022)
	They can also be long-term travellers (migrants) or short-term travellers ("workations"), as long as there is no interruption of work.	Chevtaeva and Denizci-Guillet (2021); De Loryn (2022)

Source: Own preparation.

The characteristics of digital nomads are very similar to those of tourists in general, although some particularities stand out (Chevtaeva and Denizci-Guillet, 2021): a) they tend to be remote workers with freedom of location; b) they seek out leisure activities while working; c) they are predominantly millennials and young people of Western origin; d) they tend to be professionals with higher education and above-average incomes; e) work as freelancers or entrepreneurs; f) are predominantly attracted to warm regions with a low cost of living, such as south-west Asia; g) tend to spend a minimum of 3 months, sometimes due to visa validity issues; h) use social networks to meet other digital nomads. For these reasons, they are considered an emerging target audience with strong potential to be exploited by the tourism sector, from a perspective of tourist destinations' sustainability (Schlagwein, 2018a, 2018b).

2.2. What digital nomads are looking for in tourism

In recent years, various destinations and tourism organisations have sought to better understand this new market niche that has emerged and posed new challenges for the sector. Although digital nomads and frequent business travellers are on the same mobility versus work scale, nomads choose to travel not for work, but for pleasure (Mouratidis, 2018). So, we have a new model for choosing a destination, which is not centred on the destination per se, but on a set of requirements that exist in the territory, assessed as essential (Chevtaeva and Denizci-Guillet, 2021; Cook, 2020, Reichenberger, 2018). The digital nomad's main objective is to travel constantly, not just during holidays.

This aspect can be an opportunity to combat seasonality, which is always so difficult to overcome in tourism, and to implement more sustainable tourism development policies. In addition, the digital nomad seeks to: a) experience different cultures; b) seek out places for new lifestyles (healthier and more sustainable or with a lower cost of living; c) escape from large urban centres in search of a simpler way of life; d) and interact with other digital nomads (Kelly and Arelano, 2021). The most important requirement is the existence of an excellent internet service, both in destinations and accommodation (Kelly and Arelano, 2021).

For destinations, the main factors pointed out are: a) good weather; b) low cost of living; c) the ease of obtaining a visa; d) the destination's cultural and natural attractions; e) safety and a good transport system (Kelly and Arelano, 2021). According to the same authors, accommodation requirements are: a) comfortable work space; b) special price for long stays; c) location close to the destination's various attractions; d) quiet places for meetings. Richards (2015) considers that the tourist sector most geared towards the backpacker niche market is hostels and guest houses. These were once considered alternative establishments, but today are effectively part of the tourist industry, with their own public.

The fact that these are not part of the traditional infrastructure allows travellers to distance themselves from mass tourism and make more sustainable choices, while at the same time being able to make contact with other displaced people, particularly students; and the fact that they can stay longer, extending their stay over several months, makes it easier to negotiate bookings and balance out the cost of living in the chosen destinations (Mouratidis, 2018). In turn, creating their own work encourages

the creation of hubs in various destinations and the offer of new services such as coworking, co-living, high-speed internet, and events (Richards, 2015).

Coworking spaces are shared work spaces that are used on demand (Nash et al. 2021; Orel, 2019, 2021); co-living spaces are spaces that combine a shared accommodation service with work infrastructure (Chevtaeva, 2021); and coworkations define the experience/activity characteristic of digital nomadism, because they allow work and leisure activities to be carried out simultaneously (Aroles et al., 2020; Chevtaeva and Denizci-Guillet, 2021).

In general, coworking spaces provide nomads with flexible shared or private infrastructure, such as desks or workrooms, and offer a combination of a space for productive work, with spaces that serve for integration and networking among the nomadic community (Chevtaeva and Denizci-Guillet, 2021; Cook, 2020; Green, 2020; Lee et al., 2019; Nash et al., 2021). In short, coworking/co-living could be the infrastructure needed in tourist destinations to attract and retain this public. Based on the needs of digital nomads, Kelly and Arelano (2021) make some recommendations for increasing the attractiveness of this niche market (**Table 2**).

Table 2. Digital nomad requirements.

General	Destinations	Accommodation	Tourism activities
Digital disconnection	Fast internet	Good internet connection	Connecting other Digital Nomads
Connecting with people	Good weather	Offering work spaces	Social networking
Financial facilities	Low cost of living	Special long-stay packages	Different operating and activity times
Local community	Simple Visa and Tax requirements	Proximity to services, facilities, and attractions	Local cultural experiences
Accessibility to work 24/24	Unmissable places or hidden gems	Events and community interaction	Gastronomic experiences

Source: Own preparation based on Kelly and Arelano (2021).

3. Methodology

3.1. Sample

The target population of this research is made up of people who have or have not lived digital nomad experiences in Portugal or other tourist destinations. A self-administered questionnaire (called DigitalPort) was applied using freely accessible social networks, as well as online communities of digital nomads, and 34 valid responses were collected (Bell, 2010; Ghiglione and Matalon, 2005). The questionnaire was made available from December 15, 2022, to March 5, 2023. Due to the low number of responses, it was decided to resend the questionnaire, in the English and Portuguese versions, every three weeks, totaling a total of five requests to all members of the initially identified social networks. However, despite all the efforts made, it was not possible to obtain a larger and more comprehensive sample of responses, and it was only possible to collect 34 valid questionnaires. To ensure more responses and diversity of opinions, the instrument was translated into English and was available for completion in both Portuguese and English.

The non-probabilistic convenience and intentional sample (Coutinho, 2015) consists mostly of female subjects (67.9%), aged between 25 and 49 (76.50%). Most had higher education qualifications: Diploma (11.8%), first degree (23.5%), master's

degree (20.6%), postgraduate degree (17.6%) and doctorate (14.7%) (**Table 3**).

Table 3. General characterisation of the sample.

		N	**%**
Gender	Female	23	67.6
	Male	11	32.4
	Missing value	0	0
	Total	34	100
Age	Between 25 and 34	15	44.1
	Between 35 and 49	11	32.4
	Between 50 and 64	8	23.5
	Between 18 and 24	0	0
	Over 65	0	0
	Missing value	0	0
	Total	34	100
Qualifications	First Degree	8	23.5
	Masters	7	20.6
	Postgraduate	6	17.6
	PhD	5	14.7
	Diploma	4	11.8
	Secondary Education (12th year)	2	5.9
	Other	1	2.9
	Other (Executive Course)	1	2.9
	Missing value	0	0
	Total	34	100
Work	Employment	21	61.8
	Self-employment (freelance)	9	26.5
	Entrepreneur	2	5.9
	Other (Scholarship holder)	1	2.9
	Other (Unemployed)	1	2.9
	Missing value	0	0
	Total	34	100
Current address	Portugal	30	88.8
	Spain	1	2.9
	Italy	1	2.9
	USA	1	2.9
	Missing values	1	2.9
	Total	34	100

Source: Own preparation based on SPSS software output (24.0).

Professional activities related to technology, advertising and digital marketing predominated, with 11 types of professions. Of these, customer services (n = 7) and teaching (n = 6) stood out. Regarding employment, 61.8 per cent are employees, 26.5 per cent are freelancers and 5.9 per cent are entrepreneurs or businesspeople. It also

emerged that 61.8 per cent (n = 21) consider themselves to be remote workers and 26.5 per cent (n = 9) adopted this lifestyle at least three years ago. Of the countries chosen for long stays, Portugal stands out, with 26 (76.4%) subjects choosing this destination as one of their favourites. For short stays, the preference was for France, with 61.7 per cent of respondents (n = 21) (**Table 4**).

Table 4. Profile of respondents and choice of tourism destination.

		N	**%**
Profile	Remote worker	21	61.8
	Digital nomad	5	14.7
	Others	4	11.7
	Missing value	4	11.7
	Total	34	100
Digital nomad / remote worker	3 years	9	26.5
	1 year	5	14.7
	5 years	2	5.9
	Less than 1 year	2	5.9
	2 years	1	2.9
	4 years	1	2.9
	6 years	1	2.9
	8 years	1	2.9
	10 years	1	2.9
	12 years	1	2.9
	15 years	1	2.9
	Missing value	5	14.7
	Total	34	100
Long-stay tourism destinations	Portugal	26	76.4
	Brazil	7	20.5
	Thailand	5	14.7
	Germany	4	11.7
	Spain	3	8.8
	United Kingdom	3	8.8
	France	3	8.8
	Indonesia	3	8.8
	Mexico	3	8.8
	Colombia	2	5.8
	USA	2	5.8
	Mozambique	2	5.8
	Missing value	1	2.9
	Total	34	100

Table 4. (*Continued*).

		N	%
Short-stay tourism destinations	France	21	61.7
	Brazil	14	41.1
	Spain	9	26.4
	Italy	4	11.7
	Germany	3	8.8
	United Kingdom	3	8.8
	Iceland	2	5.8
	USA	2	5.8
	Switzerland	2	5.8
	Ireland	2	5.8
	Missing value	3	8.8
	Total	34	100

Source: Own preparation based on SPSS software output (24.0).

Regarding their tourist experience in Portugal, 52.9% (n = 18) have never had an experience as a digital nomad, although 79.4% (n = 27) intend to visit the country soon. Urban centres and coastal cities attract this public most, corresponding to 35.2% (n = 12) of the responses (**Table 5**).

Table 5. Desire to visit Portugal.

		N	%
Favourite Portuguese regions	Urban centres	6	17.6
	Coastal cities (and islands)	6	17.6
	Inland cities	4	11.7
	Rural areas	4	11.7
	Missing value	0	0
	Total	34	100
Visit Portugal in the next 24 months	Yes	27	79.4
	Perhaps	5	14.7
	No	2	5.9
	Missing value	0	0
	Total	34	100

Source: Own preparation based on SPSS software output (24.0).

3.2. Measures

As this topic has not yet been studied in the specialist literature (Hannonen, 2020), a previous study was carried out (Mira et al., 2023), indicating the key concepts that guided the organisation of the survey into scales and providing clues for the constituent items (**Table 6**).

The DigitalPort questionnaire assesses the relationship between digital nomads' lifestyle and their connection with tourism (Mouratidis, 2018). It consists of four scales and a set of questions to characterise the type of respondents, presented at the

end of the survey (sociodemographic variables). The structure of the scales is as follows:

- ADT: Attributes of Tourism Destinations Measure—made up of 34 items, assessing the importance of tourism destination attributes for digital nomads;
- AIDT: Measure of Ideal Attributes of Tourism Destinations—made up of 36 items, assessing the importance of the ideal tourism destination attributes for digital nomads;
- EVND: Lifestyle Measure—made up of 30 items, assessing the importance of the most valued attributes in digital nomads' lifestyle;
- PPET: Personal Preferences Measure—made up of 34 items, assessing the importance of the most valued elements in digital nomads' working conditions and style.

Table 6. Theoretical basis of the scales and items.

Scale	Theme	Authors
Attributes of Tourism Destinations (ADT)/Ideal Attributes of Tourism Destinations (AIDT)	Networked information / digital technology and equipment	Makimoto (2013); Hannonen (2020); Schlagwein (2018a, 2018b); Périssé et al. (2021)
	International mobility	Hannonen (2020)
	Nomad community	Sutherland and Jarrahi (2017); Nash et al. (2021)
	Destination characteristics	Chevtaeva and Denizci-Guillet (2021); Cook (2020); Reichenberger (2018); Shawkat et al. (2021); Tyutyuryukov and Guseva (2021); Wang et al., (2020).
	Destinations	Mouratidis (2018); MacRae (2016); Richards (2015).
Lifestyle (EVND)/Personal Preferences (PPET)	Travelling as a lifestyle choice	Reichenberger (2018)
	Attributes of nomads	Chevtaeva (2021); Chevtaeva and Denizci-Guillet (2021); Schlagwein (2018a, 2018b)
	Leisure-work balance	Hannonen (2020); Wang, Schlagwein (2018)
	Work and networking infrastructure	Chevtaeva and Denizci-Guillet (2021); Cook (2020); Green (2020); Hong (2021); Lee et al. (2019); Nash et al. (2021); Orel (2019, 2021); von Zumbusch and Lalicic (2020)
	Entrepreneurship and organisational strategy	Aroles et al. (2020); Cook (2022); O' Regan (2021); Reichenberger (2018); Vagena (2021)
	Economic/Tax benefits	Kulakhmetova et al. (2018); Prester et al. (2020); Sutherland and Jarrahi (2017); Wang et al. (2019)

Source: Own preparation.

The measurement scale had a Likert-type rating scale format, with seven response options: 1) not at all important; 2) not very important; 3) moderately important; 4) neutral; 5) important; 6) very important; 7) extremely important.

The construct validity of the questionnaire was carried out with the participation of six experts, correcting the construction of some items that were ambiguous and/or had semantic repetitions. Reliability and internal consistency tests were carried out on the measures and their constituent items, using Cronbach's alpha coefficient (α) (Hair et al., 2009). We followed the criteria proposed by these authors, who suggest that internal consistency coefficients above 0.70 (α) indicate adequate convergence and reliability of the measures. In addition, a value of 0.80 (α) is generally considered an indicator of good internal consistency.

3.3. Data analysis techniques

The data were processed using descriptive statistics (mean, median, mode, standard deviation, minimum and maximum value per response option and outliers), using the SPSS (Statistical Package for the Social Sciences) program, version 24.0 for the Windows operating system. The non-response rate (missing values) was found to be equal to or less than 3%, which did not compromise the reliability of the results (Mâroco and Garcia-Marques, 2006).

The dispersion measures (standard deviation, minimum and maximum values) show that the answers are distributed across the different options on the scale (between 1 and 7). As this was an exploratory study and the sample of subjects was somewhat small (n = 34), we opted for a descriptive study of the data, whose statistics would allow us to highlight new patterns of relationships between the constructs analysed.

This was completed with analyses of the sample's normality (asymmetry (Sk) and kurtosis (Ku)) and correlation, using Pearson's linear correlation coefficient (r), between items from the same scale and from different scales (Pestana and Gageiro, 2014). The analysis of associations between variables without implications of causality followed the criteria for magnitude values ranging from -1 to 1, considering the value of $|r| < 0.10$ a negligible correlation, $|r| < 0.30$ a weak correlation, $|r| < 0.50$ a moderate correlation and $|r| \geq 0.50$ a good correlation and $|r| \geq 0.70$ a strong correlation (Cohen, 2010).

4. Findings

4.1. Exploratory analyses

Tables 7–10 summarize the results of the descriptive analyses, calculating the mean, median, mode, standard deviation, minimum and maximum value per response option. From these measurements, it was possible to observe that the response tendency is distributed across almost all options on the scale, indicating great variability in the response. Furthermore, the mean, median and mode were similar in almost all items, which suggests less dispersion due to the extreme values (outliers) of the scale, thus concluding the study of the different scales in terms of measures of central tendency and to dispersion measures. The study of the reliability of the different scales was carried out by analysing internal consistency through the calculation of Cronbach's alpha coefficient (α). The instrument is considered to have an adequate reliability index when α presents values equal to or greater than .70 (Marôco and Garcia-Marques, 2006) (e.g. **Tables 7–10**).

4.1.1. Scale of tourism destination attributes (ADT)

Table 7 shows the items on the ADT Scale in descending order of average score (μ). The highest average values correspond to the items: ADT 7 'Fast internet networks', ADT6 'Safe internet networks', ADT23 'Safe destination', ADT1 'Technological infrastructure' and ADT33 'Religious/racial/sexual tolerance'. The items with the lowest average score (μ) are: ADT10 'Tourism businesses in the territory', ADT34 'Existence of nightlife (parties, bars, events)', ADT5 'The digital nomad concept is known in the destination/territory' and ADT27 'Existence of Hostel/Couchsurfing'.

Regarding the answer to the open and optional question "Other. What is it?" two answers were obtained: "Exploration of abandoned villages" and "Banks to open a current account to receive payments". To summarise, the most valued aspects are associated with:

- Technological infrastructure, speed and security of the Internet network;
- Safety at the destination.

Table 7. Scale of tourism destination attributes (ADT).

	N	Mean	Median	Mode	Standard deviation	Variance
ADT7 Fast internet networks	34	6.18	7.00	7	1.678	2.816
ADT6 Safe Internet networks	34	5.97	7.00	7	1.732	2.999
ADT23 Safe destination	34	5.97	7.00	7	1.784	3.181
ADT1 Technological infrastructure	34	5.76	7.00	7	1.776	3.155
ADT33 Religious/racial/sexual tolerance	34	5.68	6.00	7	1.753	3.074
ADT4 Digital communication systems	34	5.47	6.00	7	1.958	3.832
ADT16 The territory's basic infrastructure	34	5.47	6.00	7	1.813	3.287
ADT11 Transport within the territory	34	5.44	6.00	7	1.812	3.284
ADT2 Networked information that facilitates the exchange of information	34	5.41	6.00	7	1.940	3.765
ADT3 Digital technologies	34	5.41	6.00	7	1.940	3.765
ADT32 Existence of gyms or outdoor areas for physical activity	34	5.38	6.00	7	1.596	2.546
ADT14 Local community hospitality	34	5.29	5.50	7	1.697	2.881
ADT18 Quality of life in the territory	34	5.29	6.00	7	1.784	3.184
ADT30 Lower cost of living than in country of origin	34	5.26	6.00	7	2.064	4.261
ADT28 Existence of hotels and accommodation with long-stay packages	34	5.24	5.50	7	1.653	2.731
ADT13 Comfortable workspaces	34	5.21	6.00	7	2.226	4.956
ADT15 Transport to the territory	34	5.21	6.00	7	1.805	3.259
ADT24 A good transport network	34	5.21	6.00	7	1.981	3.926
ADT8 Good accessibility between cities/regions	34	5.09	6.00	7	1.960	3.840
ADT9 The territory's natural or cultural resources	34	5.06	5.00	7	1.774	3.148
Cronbach Alpha (α) = 0.980	-	-	-	-	-	-

Source: Own elaboration based on SPSS output (24.0). Scale: '1= not at all important'; 7= extremely important'.

4.1.2. Scale of ideal tourism destination attribute (AIDT)

The items with the highest average values (μ) are: AIDT2 'Fast Internet', AIDT6 'Telecommunications networks', AIDT10 'Easily obtained tourist visa', AIDT29 'Good structure of holiday flats (AirBNB)', AIDT27 'Existence of computer networks', AIDT28 'Accommodation with special long-stay packages' and AIDT4 'Low cost of living'. The items showing the lowest average values are the following: AIDT31 'Time zone equivalent to country of origin', AIDT32 'Destination publicity/marketing', AIDT23 'Existence of international events and conferences in the destination', AIDT22 'Need for workers in digital professions in the destination' and AIDT21 'Destination's ability to attract investment' (**Table 8**).

The open-ended question 'Other. Which?" did not produce any relevant results. To summarise, respondents say that tourist destinations should ideally have the

following characteristics to be attractive to this type of public:

1) Fast Internet, communication networks and computer networks;
2) A good structure for holiday flats, such as AirBNB, or accommodation with special packages for longer stays;
3) Easy granting of visas for longer stays;
4) Preference for areas with a low cost of living.

Table 8. Scale of Ideal Tourism Destination Attributes (AIDT).

	N	Mean	Median	Mode	Standard deviation	Variance
AIDT2 Fast internet	34	6.21	7.00	7	1.629	2.653
AIDT6 Telecommunications networks	34	5.82	7.00	7	1.749	3.059
AIDT10 Easily obtained tourist visa	34	5.56	6.00	7	1.744	3.042
AIDT29 Good structure of holiday flats (AirBNB)	34	5.50	6.00	7	1.830	3.348
AIDT27 Existence of computer networks	34	5.47	7.00	7	2.259	5.105
AIDT28 Accommodation with special long-stay packages	34	5.47	6.00	7	1.879	3.529
AIDT4 Low living costs	34	5.44	6.00	7	1.878	3.527
AIDT8 Hospitality from local people	34	5.41	6.00	6	1.635	2.674
AIDT9 Friendly policies to attract digital nomads	34	5.41	6.00	7	2.032	4.128
AIDT24 Existence of telecommunications equipment	34	5.41	6.50	7	2.017	4.068
AIDT26 Destination's natural and cultural resources	34	5.41	6.00	7	1.777	3.159
AIDT1 Technological equipment	34	5.35	6.00	7	1.952	3.811
AIDT18 Existence of nomadic communities on social networks	34	5.26	6.00	6	1.601	2.564
AIDT15 Valuing multiculturalism and globalism	34	5.24	6.00	7	1.939	3.761
AIDT11 Existence of a digital nomad visa	34	5.15	6.00	7	2.245	5.038
AIDT36 Presence of other nomads, friends or influencers	29	5.14	5.00	5	1.597	2.552
AIDT5 Access to work 24/7	34	5.12	6.00	7	2.306	5.319
AIDT16 Tourism products or services that reflect the destination's identity	34	5.12	5.00	5	1.647	2.713
AIDT17 Tourism activity based on knowledge	34	5.12	5.00	5	1.665	2.774
AIDT7 Fluency in the local language or English	34	5.09	5.00	5	1.730	2.992
AIDT19 Active local community	34	5.09	5.00	7	1.848	3.416
AIDT3 Pleasant weather	34	5.03	5.00	7	1.714	2.939
AIDT34 The destination has places unknown to traditional tourism (hidden gems)	34	5.00	5.00	7	1.775	3.152
Cronbach Alpha (α) = 0.976	-	-	-	-	-	-

Source: Own elaboration based on SPSS output (24.0). Scale: '1= not at all important'; 7= extremely important'.

4.1.3. Lifestyle scale (EVND)

The items with the highest average values are those referring to personal values or preferences such as: 'EVND13 Quality of life', 'EVND19 Work-life balance', 'EVND12 Freedom', EVND11 Mobility, 'EVND10 Adopting flexible working models', 'EVND24 Meeting people', 'EVND3 Living in contact with nature', 'EVND5 Looking for places to experience other lifestyles', 'EVND23 Having a life that is not traditional/conventional', 'EVND4 Socialising with other cultures'. Items with less relevant averages were: 'EVND18 Flexibility of hotel industry schedules',

'EVND30 Ease of selling my products and services', 'EVND8 Knowing how to live as an immigrant' and 'EVND7 Travelling for short stays' (**Table 9**).

The answer "Other. Which one?" produced a result: "To have new experiences and they do not have to be touristy".

Table 9. Lifestyle scale.

	N	Mean	Median	Mode	Standard deviation	Variance
EVND13 Quality of life	34	6.03	7.00	7	1.660	2.757
EVND19 Work-life balance	34	6.00	7.00	7	1.723	2.970
EVND12 Freedom	34	6.00	7.00	7	1.651	2.727
EVND11 Mobility	34	5.88	7.00	7	1.771	3.137
EVND10 Adopting flexible working models	34	5.68	6.00	7	1.770	3.135
EVND24 Meeting people	34	5.65	6.00	7	1.574	2.478
EVND3 Living in contact with nature	34	5.65	6.00	7	1.574	2.478
EVND5 Looking for places to try other lifestyles	34	5.59	6.00	7a	1.559	2.431
EVND23 Having a life that is not traditional/conventional	34	5.59	6.00	7	1.777	3.159
EVND4 Socialising with other cultures	34	5.53	6.00	7	1.600	2.560
EVND26 Interacting with other digital nomads	34	5.47	6.00	7	1.710	2.923
EVND14 Entrepreneurship	34	5.35	6.00	7	1.704	2.902
EVND21 Choose destinations according to favourite seasons (winter/summer)	34	5.32	6.00	7	1.870	3.498
EVND20 Flexibility of human resources to deal with these professionals	34	5.32	6.00	7	1.804	3.256
EVND9 It is a lifestyle	34	5.32	6.00	7	1.870	3.498
EVND1 'Escaping' large urban centres	34	5.29	6.00	7	1.851	3.426
EVND25 Belonging to online communities	34	5.26	5.50	7	1.693	2.867
EVND29 Work in a space that allows networking with the digital nomad community	34	5.21	5.00	7	1.737	3.017
EVND2 Living a simpler, more minimalist life	34	5.21	6.00	7a	1.629	2.653
EVND22 Tourism all year round	34	5.15	5.50	7	1.909	3.644
EVND15 Quality of the tourism experience	34	5.12	6.00	7	1.950	3.804
EVND6 Travelling for a long stay	34	5.03	5.00	6a	1.660	2.757
Cronbach Alpha (α) = 0.975	-	-	-	-	-	-

Source: Own elaboration based on SPSS output (24.0). Scale: '1= not at all important'; 7= extremely important'.

4.1.4. Personal preference scale (PPET)

As for the personal preferences of digital nomads, the highest average values correspond to the items PPET27 'Wifi', PPET33 'Freedom of schedule' and PPET12 'Freedom of location', PPET4 'Working from home', PPET20 'Climate control (air conditioning, heating, etc.)', PPET13 'Being able to do leisure activities while working', PPET21 'Fully equipped kitchen', PPET32 'Transfers to airport/bus terminal/transport at destination', PPET31 'Office furniture in accommodation', PPET29 'Gardens, parks, tennis courts, etc', PPET19 'Support services (cleaning, laundry, etc)', PPET2 'Occasionally change my work location'. The item with the lowest average was PPET18 'Shared accommodation, like colivings' with an average μ = 3.88, followed by: PPET11 Having a migratory lifestyle without permanent residence PPET3 Constantly changing my work location, PPET26 Babysitting,

PPET23 Car parking and PPET34 Time zone different from my country of origin (**Table 10**).

The open-ended question 'Other. Which?" did not produce any relevant results.

Table 10. Scale measuring personal preferences.

	N	Mean	Median	Mode	Standard deviation	Variance
PPET27 WiFi	34	6.35	7.00	7	1.631	2.660
PPET33 Freedom of timetable	34	5.97	7.00	7	1.784	3.181
PPET12 Having freedom of location	34	5.74	7.00	7	1.912	3.655
PPET4 Working at home	34	5.71	6.50	7	1.835	3.365
PPET20 Climatization (air conditioning, heating, etc.)	34	5.59	6.50	7	1.794	3.219
PPET13 Carrying out leisure activities while working	34	5.56	6.00	7	1.829	3.345
PPET21 Fully equipped kitchen	34	5.53	6.00	7	1.745	3.045
PPET14 Working as a freelancer or entrepreneur	34	5.41	6.00	7	1.893	3.583
PPET32 Transfers to the airport/bus terminal/drop-off at destination	34	5.38	6.00	7	1.970	3.880
PPET31 Office furniture in the accommodation	34	5.32	6.00	7	1.965	3.862
PPET29 Gardens, parks, tennis courts, etc.	34	5.32	6.00	7	1.821	3.316
PPET19 Support services (cleaning, laundry, etc.)	34	5.29	6.00	7	1.750	3.062
PPET2 Occasionally changing my work location	34	5.21	6.00	7	1.839	3.381
PPET9 Contribute to the local economy	34	5.21	6.00	7	1.839	3.381
PPET15 Travelling to tropical/windy climates	34	5.21	6.00	7	1.903	3.623
PPET17 Private holiday accommodation	34	5.06	6.00	7	1.808	3.269
PPET5 Working in a coworking space	34	5.06	6.00	6	1.999	3.996
PPET28 Printer, webcam and other office equipment	34	5.03	6.00	7	2.067	4.272
PPET16 Licensed accommodation	34	5.00	5.50	7	1.792	3.212
PPET8 Become part of the local community at the destination	34	5.00	5.00	7	1.859	3.455
Cronbach Alpha (α) = 0.961	-	-	-	-	-	-

Source: Own elaboration based on SPSS output (24.0). Scale: '1= not at all important'; 7= extremely important'.

4.2. Correlation analyses between scales and constituent items

To clarify the results that allow us to explain the specific objectives of this study, we chose to apply Pearson's linear correlation coefficient (r), between items on the same scale and different scales (Pestana and Gageiro, 2014), results that are presented in **Tables 11** and **12**. This analysis allows us to find associations without causal implications between variables and is applied when the sample meets the following assumptions, namely: i) the sample does not differ from the normal distribution (asymmetry (Sk) and kurtosis (Ku); ii) the sample consists of more than 30 respondents (Cohen, 2010). This author's criteria were followed for magnitude values that vary between −1 and 1, considering the value of $|r| < 0.10$ a negligible correlation, $|r| < 0.30$ a weak correlation, $|r| < 0.50$ a moderate correlation and $|r| \geq .50$ a good correlation and $|r| \geq 0.70$. a strong correlation. What we want to observe with this analysis is to know the degree of association between items on the same scale and, subsequently, between items on different scales, trying to find patterns of theoretical congruence that validate the previously presented constructs.

Table 11. Pearson's correlation between items of the ADT and AIDT scales.

	AIDT2	**AIDT5**	**AIDT6**	**AIDT3**	**AIDT4**	**AIDT7**	**AIDT1**	**AIDT8**	**AIDT9**	**AIDT10**	**AIDT11**	**AIDT15**	**AIDT16**	**AIDT17**	**AIDT18**	**AIDT19**	**AIDT24**	**AIDT26**	**AIDT27**	**AIDT28**	**AIDT29**	**AIDT34**	**AIDT36**
ADT1	0.876**	0.665**	0.747**	0.381*	0.750**	0.707**	0.715**	0.723**	0.599**	0.748**	0.511**	0.641**	0.714**	0.675**	0.609**	0.717**	0.679**	0.646**	0.685**	0.706**	0.625**	0.663**	0.529**
ADT2	0.691**	0.666**	0.692**	0.424*	0.647**	0.567**	0.824**	0.680**	0.624**	0.664**	0.549**	0.626**	0.610**	0.669**	0.832**	0.725**	0.792**	0.503**	0.742**	0.644**	0.529**	0.598**	0.677**
ADT3	0.644**	0.680**	0.728**	0.379*	0.597**	0.612**	0.824**	0.661**	0.524**	0.628**	0.563**	0.602**	0.506**	0.585**	0.754**	0.691**	0.784**	0.406*	0.646**	0.552**	0.444**	0.528**	0.649**
ADT4	0.700**	0.692**	0.751**	0.411*	0.675**	0.641**	0.851**	0.685**	0.597**	0.693**	0.598**	0.648**	0.574**	0.680**	0.781**	0.725**	0.824**	0.500**	0.695**	0.630**	0.516**	0.575**	0.624**
ADT6	0.905**	0.600**	0.929**	0.398*	0.712**	0.780**	0.756**	0.860**	0.787**	0.868**	0.711**	0.589**	0.713**	0.789**	0.582**	0.616**	0.750**	0.742**	0.654**	0.777**	0.703**	0.651**	0.422*
ADT7	0.962**	0.582**	0.785**	0.451*	0.753**	0.767**	0.693**	0.812**	0.680**	0.752**	0.516**	0.676**	0.727**	0.773**	0.580**	0.708**	0.614**	0.778**	0.649**	0.771**	0.740**	0.692**	0.488**
ADT8	0.649**	0.594**	0.553**	0.423*	0.598**	0.686**	0.427*	0.631**	0.622**	0.606**	0.596**	0.473**	0.701**	0.749**	0.552**	0.667**	0.535**	0.746**	0.545**	0.746**	0.596**	0.679**	0.352
ADT9	0.730**	0.420*	0.550**	0.378*	0.565**	0.660**	0.458**	0.608**	0.489**	0.537**	0.378*	0.612**	0.672**	0.726**	0.506**	0.654**	0.425*	0.790**	0.446**	0.710**	0.560**	0.673**	0.350
ADT11	0.769**	0.473**	0.675**	0.376*	0.600**	0.703**	0.503**	0.694**	0.632**	0.696**	0.490**	0.530**	0.703**	0.745**	0.596**	0.657**	0.513**	0.770**	0.510**	0.774**	0.626**	0.706**	0.398*
ADT14	0.789**	0.618**	0.763**	0.424*	0.662**	0.734**	0.663**	0.883**	0.790**	0.762**	0.625**	0.577**	0.692**	0.802**	0.651**	0.648**	0.610**	0.803**	0.619**	0.754**	0.624**	0.684**	0.453*
ADT15	0.748**	0.525**	0.645**	0.468**	0.723**	0.722**	0.477**	0.638**	0.579**	0.646**	0.546**	0.540**	0.715**	0.788**	0.578**	0.757**	0.567**	0.785**	0.525**	0.784**	0.619**	0.709**	0.319
ADT13	0.615**	0.892**	0.663**	0.268	0.514**	0.601**	0.652**	0.684**	0.610**	0.633**	0.661**	0.697**	0.596**	0.696**	0.732**	0.717**	0.649**	0.522**	0.589**	0.541**	0.443**	0.560**	0.567**
ADT18	0.688**	0.536**	0.532**	0.552**	0.656**	0.659**	0.456**	0.674**	0.634**	0.569**	0.602**	0.444**	0.565**	0.671**	0.502**	0.571**	0.521**	0.773**	0.543**	0.699**	0.603**	0.612**	0.274
ADT23	0.930**	0.539**	0.775**	0.486**	0.827**	0.787**	0.647**	0.773**	0.656**	0.707**	0.501**	0.580**	0.703**	0.766**	0.491**	0.663**	0.610**	0.778**	0.590**	0.782**	0.710**	0.651**	0.334
ADT24	0.662**	0.664**	0.544**	0.319	0.651**	0.560**	0.647**	0.581**	0.460**	0.474**	0.381*	0.642**	0.605**	0.709**	0.765**	0.831**	0.630**	0.621**	0.594**	0.641**	0.472**	0.681**	0.491**
ADT28	0.792**	0.493**	0.644**	0.479**	0.717**	0.713**	0.640**	0.737**	0.674**	0.784**	0.513**	0.625**	0.635**	0.749**	0.583**	0.638**	0.616**	0.740**	0.716**	0.812**	0.701**	0.744**	0.496**
ADT30	0.758**	0.744**	0.609**	0.512**	0.837**	0.681**	0.683**	0.631**	0.580**	0.648**	0.515**	0.695**	0.659**	0.793**	0.721**	0.883**	0.737**	0.713**	0.726**	0.764**	0.646**	0.752**	0.639**
ADT16	0.818**	0.573**	0.753**	0.366*	0.685**	0.701**	0.542**	0.710**	0.637**	0.671**	0.534**	0.562**	0.742**	0.794**	0.530**	0.665**	0.542**	0.803**	0.477**	0.698**	0.594**	0.640**	0.238
ADT32	0.563**	0.407*	0.503**	0.561**	0.498**	0.525**	0.344*	0.519**	0.529**	0.444**	0.331	0.352*	0.593**	0.564**	0.517**	0.512**	0.364*	0.520**	0.428*	0.524**	0.410*	0.471**	0.331
ADT33	0.862**	0.542**	0.682**	0.477**	0.753**	0.689**	0.663**	0.788**	0.642**	0.626**	0.436**	0.593**	0.675**	0.750**	0.582**	0.701**	0.579**	0.764**	0.606**	0.710**	0.638**	0.652**	0.403*

Source: Own elaboration based on SPSS output (24.0).

Table 12. Pearson's correlation between the items of the EVND PPET scales.

	PPET2	PPET4	PPET5	PPET8	PPET9	PPET12	PPET13	PPET14	PPET15	PPET16	PPET17	PPET19	PPET20	PPET21	PPET27	PPET28	PPET31	PPET32	PPET33
EVND1	0.480	0.267	0.462	0.449	0.391	0.228	0.424	0.146	0.180	0.265	0.266	0.356	0.384	0.391	0.467	0.180	0.198	0.375	0.544
EVND2	0.319	0.315	0.406	0.631	0.613	0.320	0.479	0.257	0.240	0.363	0.304	0.435	0.382	0.387	0.474	0.439	0.376	0.456	0.586
EVND3	0.508	0.593	0.392	0.621	0.549	0.643	0.765	0.518	0.601	0.623	0.604	0.633	0.677	0.732	0.782	0.385	0.371	0.690	0.763
EVND4	0.384	0.519	0.502	0.673	0.580	0.582	0.673	0.466	0.550	0.592	0.555	0.646	0.627	0.635	0.704	0.536	0.541	0.645	0.675
EVND5	0.485	0.624	0.407	0.627	0.559	0.704	0.795	0.552	0.642	0.683	0.632	0.679	0.739	0.740	0.810	0.455	0.500	0.704	0.802
EVND6	0.097	0.232	0.127	0.216	0.316	0.470	0.404	0.372	0.257	0.183	0.242	0.091	0.177	0.235	0.388	0.009	0.071	0.191	0.358
EVND9	0.306	0.452	0.384	0.645	0.606	0.491	0.628	0.406	0.432	0.588	0.478	0.627	0.583	0.587	0.607	0.538	0.333	0.508	0.666
EVND10	0.496	0.632	0.434	0.424	0.366	0.672	0.656	0.520	0.569	0.554	0.640	0.599	0.653	0.675	0.775	0.326	0.466	0.541	0.678
EVND11	0.529	0.660	0.421	0.350	0.324	0.653	0.666	0.575	0.574	0.620	0.665	0.637	0.690	0.688	0.791	0.365	0.394	0.613	0.728
EVND12	0.579	0.720	0.459	0.434	0.399	0.749	0.763	0.601	0.646	0.665	0.680	0.692	0.736	0.726	0.878	0.373	0.467	0.671	0.802
EVND13	0.584	0.739	0.474	0.393	0.345	0.690	0.723	0.546	0.640	0.672	0.696	0.706	0.747	0.737	0.880	0.371	0.471	0.682	0.788
EVND14	0.179	0.306	0.181	0.067	0.170	0.374	0.265	0.442	0.425	0.258	0.259	0.228	0.208	0.231	0.412	0.178	0.372	0.338	0.303
EVND15	0.492	0.594	0.402	0.276	0.221	0.464	0.516	0.430	0.663	0.702	0.625	0.664	0.638	0.658	0.663	0.428	0.361	0.666	0.602
EVND19	0.622	0.748	0.501	0.397	0.363	0.717	0.750	0.595	0.647	0.677	0.700	0.703	0.774	0.766	0.819	0.281	0.421	0.580	0.759
EVND20	0.518	0.570	0.566	0.443	0.409	0.544	0.568	0.474	0.580	0.637	0.607	0.746	0.698	0.627	0.671	0.526	0.517	0.629	0.634
EVND21	0.491	0.770	0.481	0.209	0.200	0.542	0.610	0.441	0.713	0.651	0.792	0.655	0.700	0.698	0.726	0.374	0.399	0.591	0.675
EVND22	0.475	0.592	0.419	0.307	0.233	0.476	0.514	0.461	0.634	0.735	0.682	0.631	0.620	0.622	0.586	0.414	0.375	0.573	0.518
EVND23	0.518	0.687	0.399	0.385	0.296	0.618	0.651	0.493	0.662	0.685	0.640	0.673	0.686	0.727	0.752	0.267	0.395	0.592	0.637
EVND24	0.528	0.635	0.450	0.456	0.434	0.663	0.702	0.589	0.601	0.666	0.625	0.633	0.634	0.677	0.699	0.236	0.381	0.573	0.687
EVND25	0.274	0.367	0.309	0.481	0.449	0.687	0.548	0.731	0.556	0.629	0.460	0.454	0.416	0.382	0.459	0.543	0.292	0.459	0.474
EVND26	0.344	0.403	0.417	0.563	0.518	0.679	0.592	0.669	0.575	0.544	0.461	0.418	0.381	0.381	0.471	0.510	0.305	0.431	0.521
EVND29	0.451	0.495	0.459	0.573	0.556	0.747	0.697	0.674	0.793	0.662	0.594	0.508	0.514	0.503	0.605	0.555	0.317	0.525	0.599

The inter-correlation between scales and constituent items using Pearson's correlation (r) enabled two types of results to be extracted: a) the correlation matrix between the ADT and AIDT scales indicates the attributes which, in the respondents' opinion, are decisive in choosing to travel to a particular tourist destination (**Table 11**); b) the correlation matrix between the EVND and PPET scales indicates the association between digital nomads' lifestyle and their personal preferences in tourism destinations (**Table 12**).

The correlations between the items in each pair of scales obtaining an average score greater than five and greater congruence and harmony between the mean and median in the exploratory analyses are presented, assuming the following parameters: moderate correlations (<0.50) and strong correlations ($|r| \geq 0.50$) and extremely strong correlations ($|r| \geq 0.70$). The correlation matrix presented in **Tables 11** and **12** refers to the associations between the items that fit the defined criteria, and we chose not to present the overall tables due to their large size.

4.2.1. Determinants of tourism destinations

Table 11 shows the intercorrelation between the items on the ADT and AIDT scales. The items with the highest average response on both scales are: 'ADT7 Fast Internet networks' (μ = 6.18) and 'AIDT2 Fast internet' (μ = 6.21). These show an extremely strong correlation (r = 0.962) with each other. The main associations with 'ADT7 Fast internet networks' are:

1) 'AIDT8: Hospitality of local people' (r = 0.812);
2) 'AIDT16: Tourism products or services that reflect the destination's identity' (r = 0.727);
3) 'AIDT17: Tourism activity supported by knowledge' (r = 0.773);
4) 'AIDT26: Destination's natural and cultural resources' (r = 0.778);
5) 'AIDT28: Accommodation with special long-stay packages' (r = 0.771).

And with item 'AIDT2 Fast internet' they are:

1) 'ADT6: Secure internet networks' (r = 0.905);
2) 'ADT1: Technological infrastructure' (r = 0.876);
3) "ADT23: Safe destination" (r = 0.930);
4) "ADT16: Territory's basic infrastructure" (r = 0.818);
5) "ADT32: Religious/racial/sexual tolerance" (r = 0.862).

There are also strong associations between items on the two scales, such as:

1) 'ADT6 Safe Internet networks' and 'AIDT10 Ease of obtaining tourist visas' (r = 0.868);
2) 'ADT6 Safe Internet networks' and 'AIDT17 Knowledge-based tourism activity' (r = 0.789);
3) 'ADT23 Safe destination' and 'AIDT4 Low cost of living' (r = 0.827);
4) 'ADT23 Safe destination' and 'AIDT7 Fluency in the local language or English' (r = 0.787);
5) 'ADT16 The territory's basic infrastructure' and 'AIDT26 Destination's natural and cultural resources' (r = 0.803).

The main attribute related to working style also appears in the association 'AIDT5 Accessibility to work 24/7' with 'ADT13 Comfortable workspaces' (r =

0.892). Community and local hospitality are also important attributes, with equally strong correlations:

1) 'AIDT8 Hospitality of local people' and 'ADT14 Local community hospitality' (r = 0.883);
2) 'ADT14 Local community hospitality' and 'AIDT9 "friendly" policies to attract Digital Nomads' (r = 0.790);
3) 'AIDT19 Active local community' and 'ADT24 A good transport network' (r = 0.831);
4) 'ADT30 Lower cost of living than in country of origin' with AIDT19 Active local community (r = 0.883).

Finally, regarding the relationship between items from different scales, and considering Cohen's (2010) criteria ($|r| < 0.30$), only 3 variables show weak correlations;

1) 'ADT16 The territory's basic infrastructure' and 'AIDT36 Presence of other nomads, friends or influencers' (r = 0.238);
2) 'ADT13 Comfortable workspaces' and 'AIDT3 Pleasant climate' (r = 0.268).

4.2.2. Determinants of lifestyle and personal preferences

Analysis of the relationship between the EVND and PPET scales suggests that not all items are associated in the same way. Overall, the correlations between the variables are not as strong as those found for the destination attribute scales. However, links are still established between lifestyle characteristics and personal preferences, which fall within the values of correlations considered strong or very strong ($|r| \geq 0.70$) (**Table 12**).

The item with the highest average response 'PPET27 WiFi' shows strong relationships with various values that characterise lifestyle:

1) EVND5 'Looking for places to try other lifestyles' (r = 0.810);
2) EVND13 'Quality of life' (r = 0.880);
3) EVND19 'Work-life balance' (r = 0.819);
4) EVND12 'Freedom' (r = 0.878).

The same item (PPET27 WiFi) also shows strong relationships with various values associated with work:

1) PPET12 'Having freedom of location' (r = 0.731);
2) PPET4 'Working from home' (r = 0.795);
3) PPET13 'Being able to carry out leisure activities while working' (r = 0.795).

In addition, item 'PPET27 WiFi' establishes associations with preferential conditions when choosing accommodation:

1) PPET17 'Private accommodation' (r = 0.743);
2) PPET19 'Support services (cleaning, laundry, etc.)' (r = 0.770);
3) PPET20 'Climatization (air conditioning, heating, etc.)' (r = 0.776);
4) PPET21 'Equipped kitchen' (r = 0.774).

Aspects related to types of accommodation show preferences for 'PPET16 Licensed accommodation' and 'PPET17 Private accommodation' (r = 0.804), which are associated with each other and with more specific accommodation requirements:

1) 'PPET19 Support services (cleaning, laundry, etc.)' (r = 0.831 and r = 0.722);

2) ‘PPET20 Climatization (air conditioning, heating, etc.)’ (r = 0.820);
3) ‘PPET20 Air conditioning (air conditioning, heating, etc.)’ and ‘PPET21 Fitted kitchen’ (r = 0.924);
4) ‘PPET19 Support services (cleaning, laundry, etc.)’ and ‘PPET21 Fitted kitchen’ (r = 0.860).

In addition, there was an association between accommodation preferences ‘(PPET16 Licensed accommodation’ and ‘PPET17 Private accommodation)’ and lifestyle characteristics, such as ‘EVND22 Tourism all year round’ (r = 0.735 and r = 0.682). Some correlations also clarify how the two types of accommodation can be considered preferential:

1) ‘PPET16 Licensed accommodation’ is associated with ‘EVND22 Tourism all year round’ (r = 0.735); and with ‘EVND15 Quality of the tourist experience’ (r = 0.702);
2) ‘PPET17 Private accommodation’ is associated with ‘EVND21 Choosing destinations with the preferred seasons (winter/summer)’ (r = 0.792), ‘EVND19 Work-life balance’ (r = 0.700), ‘EVND13 Quality of life’ (r = 0.696) and ‘EVND12 Freedom’ (r = 0.680);
3) ‘ADT18 Quality of life in the territory’ and ‘AIDT36 Presence of other nomads, friends or influencers’ (r = 0.274).

5. Discussion

This study was based on a line of research into digital nomadism in relation to sustainable tourism, presenting data evaluating different aspects of the tourist destination from the perspective of actual or potential digital nomads. The links between variables related to digital technology, communication systems and the internet, and the destination’s characteristics (infrastructure and attractions) stood out, as well as various aspects related to quality and lifestyles. There was a strong association between destinations’ real and ideal attributes and the presence of good internet networks and technological infrastructure, which reinforces the technological perspective associated with tourist destinations (Frick and Marx, 2021; Hong, 2021; Schlagwein, 2018). Social and psychological aspects, such as destination safety, religious/racial/sexual tolerance and the hospitality of the local population, as well as the quality of life in the territory, also stand out and are valued by respondents. According to the literature, the choice of destination is not centred on the destination per se, but mainly on requirements considered to be determining factors and existing in the territory (Chevtaeva and Denizci-Guillet, 2021; Cook, 2020; Reichenberger, 2018).

From the perspective of tourist destinations, the results suggest that the most attractive thing for digital nomads will be the ease of obtaining tourist visas, a good structure for holiday flats and sustainable, natural and cultural resources. According to Chevtaeva and Denizci-Guillet (2021), the characteristics of digital nomads, such as the ability to work remotely from anywhere, enjoy leisure activities while working and spend at least three months in one place - often due to visa restrictions - can be reflected in accommodation offers with special packages for extended stays; availability of work options 24 h a day, 7 days a week; and in the existence of specific visas for digital

nomads.

Chevtaeva and Denizci-Guillet (2021) also point out that digital nomads are mainly attracted to warm regions with a low cost of living, such as south-west Asia. In agreement, the 'Pleasant climate' variable was a relevant item for respondents, with a strong correlation with the attributes of 'Level of quality of life in the territory', 'Lower cost of living than in the country of origin' and 'Existence of gyms or outdoor areas for physical activities. In addition to the local communities in the destinations, there is a large virtual community of digital nomads on platforms such as social networks and specialised websites, including Nomad List. These interactions are important because they help nomads decide where to go and how to organise their trips. Face-to-face communities, in turn, are useful for meeting people when they arrive at their destination and finding activities to do as a group. This aspect is reinforced in the results by the strong relationships between the items 'AIDT18 Existence of nomad communities on social networks' with 'ADT2 Networked information that facilitates the exchange of information' and 'ADT13 Comfortable workspaces.

These results reinforce the importance of the coworking spaces available to the nomadic community. They are spaces for productivity and meeting places for social and leisure activities (Schlagwein, 2018a; Sutherland and Jarrahi, 2017; Nash et al., 2021; Von Zumbusch, 2020).

Regarding the perspective on lifestyle and personal preferences, the items with the highest mean values on the lifestyle scale are: 'EVND13 Quality of life' ($\mu = 6.03$), 'EVND19 Work-life balance' ($\mu = 6.00$) and 'EVND12 Freedom' ($\mu = 6.00$). These are strongly related to the personal preference variables which had higher average response scores 'PPET27 WiFi' ($\mu = 6.35$) 'PPET33 Freedom of schedule' ($\mu = 5.97$), 'PPET12 Having freedom of location' ($\mu = 5.74$, 'PPET4 Working from home' ($\mu = 5.71$). The data presented show that digital nomads who are motivated by tourism strongly value quality of life, freedom and mobility, and the work-life balance, as well as being motivated by entrepreneurship because they attribute greater flexibility to managing their work. The literature review already pointed to these values and their association with a lifestyle that makes it possible to reconcile work and leisure, integrating tourist activities into their way of life (Aroles et al., 2020; Frick and Marx, 2021; Prester et al., 2020). For the same reasons, this type of public enjoys meeting people, experiencing different lifestyles, socialising with other cultures and interacting with other nomads (Gomes, 2019). Living in a more sustainable way, in contact with nature, choosing destinations with pleasant climatic seasons, escaping from large urban centres and touring all year round, always looking for a quality tourist experience, are also motivations that guide their travel choices (Kelly and Arelano, 2021).

Another interesting fact regarding destination attributes is that the highest average values correspond to items such as the availability of Wi-Fi, office furniture in the accommodation, printer, webcam and other office equipment, equipped kitchen, air conditioning and support services. There are also facilities such as airport/bus terminal transfers, the possibility of travelling around the destination and the presence of gardens, parks, tennis courts and other leisure facilities (Chevtaeva and Denizci-Guillet, 2021; Gomes, 2019; Kelly and Arelano, 2021).

Garcez (2022) emphasises that digital nomads are attracted to places that offer a sustainable, welcoming, comfortable, and scenic environment, as well as a wide variety of food and accommodation options. Although gastronomic experiences are valued by the scientific community, this aspect is not evident in the results. This quest for sustainability is implicit in the items 'EVND4 Socialising with other cultures', which has a high average response and high correlation with 'EVND24 Meeting people' and 'EVND5 Looking for places to experience other lifestyles'; and 'AIDT15 Valuing multiculturalism and globalism' with 'AIDT19 Active local community' and 'AIDT17 Tourism activity supported by knowledge'. Places that want to attract digital nomads must offer a good internet connection as well as activities that add value to their daily lives (Chevtaeva and Denizci-Guillet, 2021; Garcez, 2022; Gomes, 2019; Schlagwein, 2018). At the same time, digital nomads prefer destinations with flexible prices and early discounts (Kelly and Arelano, 2021; Reichenberger, 2018; Schlagwein, 2018).

In general, these results indicate that digital nomads favour a very flexible and free lifestyle in which they can manage the balance between work and leisure, combining it with a more sustainable tourist experience. Figure 1 makes it easier to see the determinants and factors that can influence, to a greater or lesser extent, the choice of destination and the organisation of the offer from a sustainable perspective (Chevtaeva and Denizci-Guillet, 2021; Schlagwein, 2018; Shawkat et al., 2021; Tyutyuryukov and Guseva, 2021; Wang et al., 2020) (**Figure 1**).

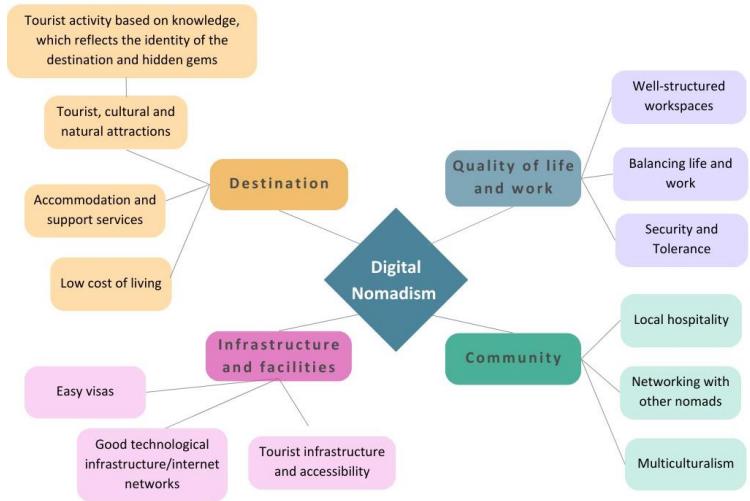

Figure 1. Determinants of tourism destinations with the greatest attractiveness to digital nomads (Source: Own preparation).

To summarise, digital nomads highly value quality of life, freedom and mobility, the work-life balance, the flexibility of human resources and the possibility of meeting new people, experiencing different lifestyles and living with other cultures (Cook, 2020; de Loryn, 2022; Orel, 2019, 2021; Périssé et al., 2021). It is also important for them to live more sustainably, in contact with nature, to escape from large urban centres, to experience tourism all year round and to travel for long stays (Chevtaeva and Denizci-Guillet, 2021; Garcez, 2022; Kelly and Arelano., 2021). In addition, the study emphasises the importance of having access to quality Wi-Fi, office furniture in

the accommodation and support services such as cooking and air conditioning, as well as freedom of schedule and location and accommodation prepared and priced specifically for long stays.

6. Conclusion

Digital nomads are tourists. They may have different characteristics, needs and expectations from traditional tourists, but they also have a strong motivation to travel and a strong urge to occupy their leisure time with tourist activities. For this public, travelling is essential and central to their lifestyle. This is a consequence of technological advances and the maturing of youth mobility, but the different digital nomads participate in tourist activities throughout their lives. The focus is no longer just on migration and the purpose of travelling to a new destination, but on their own nomadic lifestyle (Mouratidis, 2018). What is important to realise is that there are various market segments within this public, and that they need to be differentiated and the offer diversified according to their motivations, expectations, and economic capacity.

This research can contribute to the development of sustainable planning and destination marketing policies, as well as serving as an input for consumer behaviour studies. Regarding consumer behaviour in the context of sustainable tourism, it is believed that the research has helped to identify the profile of this segment, with specific patterns of behaviour. This information can help to develop specific and more sustainable tourism products for digital nomads, meeting the needs that arise during their journeys, guaranteeing the provision of services that were not previously considered. This requires the implementation of targeted policies to ensure that the tourism industry can adapt and offer more authentic and sustainable experiences that meet this public's needs and expectations.

In addition, as this is a relatively new and under-researched topic, it would be interesting to study the nomadic lifestyle further, especially in Portuguese, and identify other characteristics of this group. It would also be interesting to deepen studies related to the economic and social impacts of digital nomads on tourism, as well as analysing the perspective of the tourism offer in relation to this market segment in Portugal and making comparisons with other destinations.

In essence, the integration of sustainability principles in the development and management of tourism destinations is not only a necessity for environmental preservation but also a key driver of long-term success in the highly competitive tourism industry. By aligning with the values and preferences of digital nomads and the contemporary traveller, destinations can thrive while preserving their unique cultural heritage, natural resources, and overall appeal.

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