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Beyond Borders: Exploring Digital Nomadism through the Push-Pull Lens

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ABSTRACT

This research aims to identify the factors influencing the travel tendencies of digital nomad tourists within the framework of push–pull theory. A qualitative research approach was adopted, employing a phenomenological design. Semi-structured, in-depth interviews were conducted with ten digital nomads selected through purposive sampling, and the data obtained were analysed using descriptive analysis. The findings indicate that the push factors motivating digital nomads to leave their current locations include flexibility and the pursuit of freedom, escape from monotony, the search for new experiences and exploration, psychological and personal development, work–life balance and motivation, and professional opportunities. Conversely, the pull factors attracting digital nomads to specific destinations comprise internet and technological infrastructure, the availability of co-working spaces and a digital nomad community, affordable living costs, visa facilitation and legal regulations, environmental qualities and an inspiring atmosphere, touristic attractions and activities, the openness of local communities to interaction and cultural integration, as well as health, hygiene, and safety conditions. This study contributes to the literature by conceptualising digital nomadism as a holistic lifestyle and offers valuable insights into how destinations can better accommodate this expanding segment of travellers.

KEYWORDS

Digital Nomad, Digital Nomad Tourist, Travel Tendencies, Push Pull Theory.

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1. Introduction

The rise of the internet and technological advances has reduced people's dependence on time and place. During the COVID-19 pandemic, office workers were compelled to work remotely, which enabled them to experience and adapt to different work–life arrangements. As a significant outcome of these transformations, digital nomadism has emerged, allowing workers to leverage the freedom of working from anywhere with an internet connection. This shift has enabled individuals to live and travel across different regions of the world while continuing their professional activities without being tied to a physical office (Ji et al., 2024).

Digital nomads are commonly described as young, work-oriented professionals who reject the traditional 9-to-5 office structure, prioritising autonomy, flexibility, and the ability to travel while working (Cook, 2020). Consequently, they gain the freedom to choose their place of residence, with the duration of their stay in a particular country or location becoming independent of employer or company restrictions (Müller, 2016). This mobility and autonomy have generated an increased demand for tourism services among digital nomads (Gupta et al., 2024), and their participation in touristic activities at their destinations has led to their classification as tourists (Hall et al., 2019).

The digital nomad movement has rapidly become a growing segment of the global tourism market. According to a 2024 study by MBO Partners, 18.1 million American workers identify as digital nomads, representing a remarkable 147% increase since 2019 (MBO Partners, 2024). Another study estimates that the global number of digital nomads has exceeded thirty-five million (Localyze, 2024). This substantial rise, coupled with evidence of their positive socio-economic impact on host countries, has prompted destinations to explore strategies for attracting a share of this emerging tourism market (Jiwasiddi et al., 2024). In 2020, sixteen countries, including Estonia, Georgia, Spain, and Germany, introduced digital nomad visas, thereby opening their borders to this new group of travellers (Schengen News, 2020). By 2023, this number had increased to fifty-four (World Tourism Organization, 2023). As of 2024, Türkiye has also joined the list of countries offering a digital nomad visa (Go Türkiye, 2024).

In this context, digital nomadism has become a phenomenon that not only transforms individuals' lifestyles but also reshapes countries' tourism and economic policies. However, despite the growing global interest, research on digital nomads remains limited.

Existing studies in the literature have examined various aspects of digital nomadism, including its advantages and disadvantages (Mouratidis, 2018; Hensellek & Puchala, 2021; Zaki, 2024), work–life balance (Orel, 2019; Arifa et al., 2022), social and economic impacts on destinations (Jiwasiddi et al., 2024; Lazarevic-Moravcevic et al., 2024), nomadic lifestyles and the effects of co-working spaces on tourism (Putra & Agirachman, 2016; Chevtaeva & Denizci-Guillet, 2021), and the differences between digital nomads and traditional tourists (Kozak et al., 2024; Kaya-Sayarı & Coşkun, 2024). However, most of the studies on digital nomadism rely on quantitative data or remain at a conceptual level (Winarya & Pertiwi, 2020; Dreher & Triandafylidou, 2023). Hannonen (2020) emphasised that in order to better understand digital nomads' tourism behaviours, more attention should be given to the characteristics of individuals. In line with this, the primary aim of this study is to contribute to the literature by conducting an in-depth analysis to identify the push and pull factors influencing digital nomads' travel decisions.

1.1 Digital Nomad Tourists and Travel Tendencies

The flexibility that allows individuals to choose their workplace and, to some extent, their working hours also enables them to select their country of residence. Their ability to move freely from one country to another, independent of a fixed workplace (Müller, 2016), has led to their classification as digital nomad tourists (Situmorang, 2022). However, the existing definitions lack clarity and precision.

The concept of the digital nomad was first introduced by Makimoto and Manners (1997), who envisioned a lifestyle liberated from geographical and temporal constraints through technological advancements. The authors predicted a future in which individuals would be able to communicate via video link from any location in the world, access documents and images remotely, and scan global information sources regardless of their physical position. Within this framework, people would be able to sustain both their personal and professional lives independently of a fixed location and could thus become what they

termed "global nomads." This early conceptualisation offered a visionary outlook on mobility and work styles before the widespread adoption of remote technologies. Makimoto and Manners (1997) defined digital nomads as individuals who, enabled by technology, are freed from spatial and temporal limitations: "A lifestyle freed from geographical and temporal constraints by technology, allowing individuals to live and work from wherever they choose" (Makimoto & Manners, 1997). This definition presents digital nomadism not merely as a travel behaviour, but as a comprehensive lifestyle. A contemporary reflection of this vision is found in Hannonen (2020), who defines digital nomads as "individuals who adopt a location-independent lifestyle supported by technology, allowing them to work remotely while travelling." This characterisation substantiates the modern form of digital nomadism and aligns with the foundational foresight of Makimoto and Manners. Similarly, Thompson (2019) defines digital nomadism as a technology-driven lifestyle that enables individuals to travel the world while working remotely, emphasising the spatial and economic freedom such individuals can attain. This perspective illustrates that digital nomadism is not merely a work modality, but also deeply intertwined with personal autonomy and lifestyle choices.

Reichenberger (2018) categorises digital nomads into three different levels based on their degree of mobility. The first-level digital nomads are those who do not travel but have flexibility in choosing their workplace. The second-level digital nomads maintain a permanent residence but take advantage of travel opportunities. The third-level digital nomads choose to abandon their permanent residence entirely and commit themselves to a fully mobile lifestyle (Reichenberger, 2018). According to this classification, second- and third-level digital nomads can be considered digital nomad tourists.

Similarly, Toussaint (2009) categorised digital nomads into three groups: (1) The Continuous Travellers, individuals who are constantly on the move because they enjoy travelling, striving to live as simply as possible to save money, often relying on donations or sponsorships; (2) The Independent Working Travellers, individuals who choose a profession that enables them to travel while managing their work through various communication technologies; and (3) The Business Travellers, individuals who travel worldwide for work, attending client meetings and establishing a suitable living environment to meet their professional needs (Toussaint, 2009). This last group can be considered the closest category to the traditional nomadic lifestyle, and it is particularly relevant to modern digital nomads, especially those who operate as online entrepreneurs.

While the classifications of Reichenberger (2018) and Toussaint (2009) both focus on the mobility levels of digital nomads, Reichenberger's typology is grounded in spatial flexibility, whereas Toussaint's centres on lifestyle motivations. A synthesis of these two approaches reveals that digital nomadism is shaped not only by physical mobility but also by psychosocial factors such as self-efficacy and life philosophy.

Cook (2020) positioned digital nomads and other travellers on a two-dimensional scale based on "mobility" and "work orientation." According to this classification, unlike migrants (who have low mobility), backpackers (who have low work orientation), and occasional business travellers (who have moderate mobility), digital nomads exhibit both high mobility and high work orientation (Cook, 2020). Although digital nomads are both travellers and workers, they differ from traditional business travellers in certain aspects. The travel expenses of business travellers are mostly covered by their employers (Noone & McGuire, 2016), and they tend to take shorter trips with less participation in tourism activities (Hall et al., 2019). Additionally, while business travellers do not have flexibility in choosing their destinations, they may have some degree of flexibility in scheduling their programmes (Harris & Pressey, 2021). In contrast, digital nomads generally cover their own travel expenses, have a high degree of flexibility in selecting their destinations, and tend to stay longer while engaging more in local activities (Hall et al., 2019; Kozak et al., 2024).

Similarly, Nash et al. (2018) define digital nomadism through four core elements: digital work, short-term (gig) employment, nomadic labour, and a desire for global travel. They emphasise that these four components are intrinsically intertwined with digital technologies, framing digital nomadism not merely as physical mobility but as a work practice rooted in production within digital environments and based on flexibility.

On the other hand, it has been argued that digital nomads can be classified under the category of "slow tourism" due to their tendency to stay in destinations for extended periods (Putra & Agirachman, 2016).

Moreover, their long-term stays allow them to interact more with local communities and adopt certain aspects of the local culture, distinguishing them from traditional tourists (Kozak et al., 2024). In terms of destination preferences, digital nomads typically choose locations that offer cultural and recreational opportunities, as well as natural beauty, while also ensuring proximity to urban centres. This preference is largely driven by their need for advanced technological infrastructure to sustain their work (Pecsek, 2018).

From a social and economic perspective, digital nomads do not merely travel as tourists; rather, they represent a group that can stay in the regions they visit for months, make regular contributions to local businesses, and increase demand for various services (Richards, 2015). Therefore, understanding which destinations digital nomads prefer, the factors they consider while travelling, their travel frequency, and their lifestyle choices is expected to provide valuable insights into the tourism industry, destination management, and local economies. Identifying the factors influencing individuals' destination choices is crucial for the effective planning of tourism activities, making it highly significant for the industry as a whole (Kassean & Gassita, 2013). One of the theories used to explain tourists' travel tendencies is the Push and Pull Theory, introduced by Graham Dann in 1977. Dann (1977) posed the question, "What motivates people to travel?" and conducted interviews with 422 tourists to investigate their reasons for travelling. His findings suggested that individuals' motivations stem from two key concepts: anomie (a sense of weakened social ties and isolation) and ego enhancement (the pursuit of self-esteem, status, and recognition). The first group consists of individuals who travel to escape their daily routines, while the second group includes those who travel to expand their knowledge about the world (Dann, 1977).

Most discussions on tourist motivation tend to revolve around the concepts of push and pull factors (Antara & Prameswari, 2018; Liro, 2020). Push factors refer to socio-psychological needs that drive individuals to travel, whereas pull factors are the motivations stimulated not by the traveller themselves but by the destination (Crompton, 1979). These factors explain how individuals are pushed to make travel decisions by their intrinsic motivational variables and pulled by the characteristics of a destination (Yoon & Uysal, 2005).

While the Push and Pull theory has traditionally been employed to explain conventional tourist behaviour, it also holds significant potential for adaptation to the travel patterns of digital nomads, which are often characterised by multiplicity, circularity, and flexibility. In this context, "push" factors—such as the desire to escape corporate work or pursue greater personal autonomy—tend to form the core motivations for adopting a digital nomad lifestyle. Conversely, "pull" factors—such as robust internet infrastructure, affordable living costs, and a sense of community—play a critical role in destination choices. Therefore, an adapted application of the theory should not only address destination appeal but also integrate considerations of work–life balance and technological infrastructure.

Although most existing studies are grounded in quantitatively oriented conceptual frameworks, a deeper understanding of digital nomads' motivations calls for qualitative inquiry—particularly through phenomenological approaches. Current research tends to emphasise economic and technological variables when explaining why digital nomads choose certain destinations, often overlooking more subjective dimensions such as individual experiences, identity transformations, and feelings of community belonging.

2. Literature Review

Digital nomadism has garnered increasing attention in tourism literature, particularly as a rapidly expanding lifestyle trend in the post-COVID-19 era. In this context, existing studies have explored the lifestyle (Reichenberger, 2018; Kozak et al., 2024), motivations (Hall et al., 2019; Prabawa & Pertiwi, 2020; Zaki, 2024), and destination selection criteria (Kocaman, 2021; Poulaki et al., 2025; Uğur, 2025) of digital nomads through various theoretical lenses. Notably, the push and pull theory has frequently been applied to better understand the travel decision-making processes of this group (Prabawa & Pertiwi, 2020; Zaki, 2024). Studies utilising platforms such as Nomad List have investigated digital nomads' perceptions of destinations (Demirel İli, 2023; Taşdelen, 2023). Findings from these studies—particularly those focusing on Turkey—highlight a positive perception of cultural and natural richness, alongside concerns regarding infrastructure, security, and bureaucratic processes. As a result, strategic planning aimed at attracting digital nomads is gaining increasing importance for destinations (Ji et al., 2024; Zhou et al., 2024). Unlike

traditional tourist typologies, digital nomads tend to prioritise long-term liveability, working conditions, and a sense of community (Düzgün & Akın, 2022; Khodabandeh Tousarvandani, 2024). Some researchers approach digital nomadism from a postmodern perspective, positioning nomads as post-tourists who transcend conventional binaries (Kaya-Sayarı & Coşkun, 2024). Gender-focused research has also emerged, highlighting stimuli specific to female digital nomads (Özoğul Balyali, 2024), while other studies explore food preferences and attitudes towards local brands (Miocevic & Kvasina, 2025; Miocevic et al., 2025). Contemporary methodologies such as social media analysis and netnography have been used to examine the discourse, mobility patterns, and communal aspects of digital nomadism (Tiberius et al., 2024; Bahri, 2024). Additionally, the structural dimensions of the phenomenon—such as visa policies and governmental strategies—are receiving growing scholarly attention (Poulaki et al., 2023; Bednorz, 2024).

Taken together, these studies underline that digital nomadism is a multidimensional phenomenon situated at the crossroads of tourism, migration, lifestyle, and digitalisation. Building upon this foundation, the present study aims to examine digital nomads' travel motivations through the lens of the push and pull theory, offering a structured framework to better understand their destination choices

Existing studies on the travel tendencies of digital nomads are largely conceptual and predominantly rely on quantitative research methods, limiting the ability to explore their motivations in depth. Therefore, this study aims to examine digital nomads' travel tendencies within the framework of push and pull theory. Accordingly, the main research question of this study is formulated as follows:

"What are the push and pull factors influencing the travel tendencies of digital nomads?"

3. Research Methodology

This study was designed using a qualitative research approach and a phenomenological research design. The phenomenological design seeks to explore how individuals experience and make sense of a particular phenomenon, aiming to reveal the essence of their lived experiences. Additionally, phenomenological research focuses on the experiences of participants who have encountered the same phenomenon (Creswell, 2014; 2020). To understand the motivations behind tourists' travel behaviours, the Push–Pull Theory provides a significant theoretical framework. This theory examines the internal (push) motivations that drive individuals to travel and the external (pull) factors that make a particular destination attractive. Push factors arise from an individual's intrinsic desires, such as the urge to explore, the pursuit of new experiences, or the need to escape routine life. In contrast, pull factors are external influences related to a destination's offerings, including natural attractions, cultural appeal, economic opportunities, or technological infrastructure. These two factors represent fundamental elements in shaping individuals' travel decisions (Dann, 1977). In this context, the study employs a deductive approach to identify the travel tendencies of digital nomad tourists and, based on these tendencies, determine the push and pull factors influencing their travel behaviour.

Qualitative research focuses on achieving a deep understanding of the reality of events, which is why it is generally framed around "what" and "how" questions (Creswell, 2020). In this context, the main research question and its related sub-questions have been formulated as follows:

Main Research Question:

- What are the push and pull factors influencing the travel tendencies of digital nomads?

Sub-Research Questions:

1) What are the key differences between digital nomad tourists and traditional tourists?
2) What are the primary purposes of digital nomad tourists' travels?
3) What are the advantages and disadvantages of travelling as a digital nomad?
4) What are the main challenges encountered while travelling as a digital nomad?
5) How does being a digital nomad tourist impact individuals' lives?
6) How would you describe your previous travel experiences as a digital nomad?
7) What are the expectations of digital nomad tourists from a destination?

The population of this study consists of approximately 13,000 Turkish digital nomads registered on NomadList, the largest digital nomad platform. The sample includes individuals who have travelled at least once under the identity of a digital nomad. In line with the purpose of the study—to explore the travel motivations of digital nomad tourists in depth—purposive sampling was employed. The selection of participants aimed to reach individuals who have embraced the digital nomad lifestyle and have first-hand experience with it. Accordingly, three main criteria were used for inclusion: (1) participants must self-identify as digital nomads, (2) they must have travelled at least once as a digital nomad, and (3) they must be capable of articulating their travel motivations based on these experiences.

To reach potential participants, collaboration was established with the "Digital Nomad Türkiye" community, an active platform for digital nomads based in Turkey. From among the community members, 20 individuals who voluntarily agreed to participate were initially contacted for preliminary interviews. Following these interviews, 10 participants who met the selection criteria, demonstrated experiential diversity, and were able to provide rich and relevant responses were chosen for the main data collection process. Additionally, to minimise potential challenges in accessing participants, snowball sampling was also utilised. The final sample size was determined in accordance with qualitative research principles—based on research questions, the richness of the data, and the process of data analysis (Merriam, 2013)—and in-depth interviews were conducted with ten participants.

The data for the study were collected through semi-structured interviews using an interview form. The questions included in the interview form were developed by the researchers based on relevant literature and sources such as Chevtaeva (2021), Prabawa & Pertiwi (2020), Rakhmadi (2021), Thompson (2021), Vagena (2021), and Wiranatha et al., (2020). The interview form consists of two sections. The first section includes questions about participants' demographic information, while the second section contains eleven open-ended questions and their follow-up questions, designed to identify push and pull factors based on the travel tendencies of digital nomads.

Participants were clearly informed about the purpose of the study, and their voluntary participation was requested. All interviews were conducted online between April and May 2024 by the researchers. The interviews lasted approximately 30–45 minutes, and audio recordings were taken with participants' consent. The collected data were transcribed, and to prevent data loss, each researcher independently verified the transcriptions against the audio recordings. To ensure participant confidentiality, participants were coded as "P1, P2...P10".

To ensure the validity and reliability of the study, data triangulation was achieved by verifying the data obtained from the interview forms with relevant literature. Additionally, participant validation was conducted during the interviews to prevent misunderstandings and minimise data loss. Following the transcription process, the data were analysed using MAXQDA 20 software. A deductive approach was employed, applying the descriptive analysis method to categorise the data into codes and themes. To ensure accuracy and prevent coding loss, the coding process was meticulously reviewed by the researchers. Furthermore, to enhance the consistency of the findings, the data analysis was conducted separately by the researchers, followed by a comparison to identify common findings, thereby implementing researcher triangulation. Direct quotations from participants were included to further strengthen the validity of the study, ensuring that their perspectives were accurately represented.

4. Findings

An analysis of the participants' profiles reveals that the majority are single, male, and hold an undergraduate degree. Their professions predominantly fall within online-based fields such as software development, digital marketing, digital design, media, advertising, e-commerce, and digital content creation. Regarding their places of residence outside travel periods, most participants reside in major Turkish cities, particularly Istanbul, Antalya, and İzmir. Additionally, they engage in both domestic and international travel. While some participants spend the entire year travelling, others undertake three to four trips annually.

Table 1. Demographic Characteristics and Additional Information

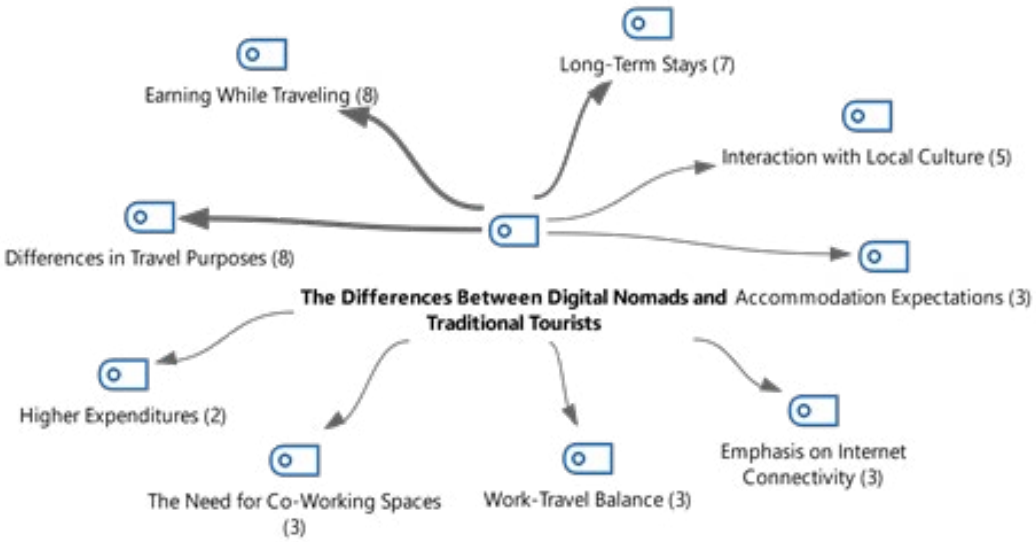
Participant	Gender	Age	Marital Status	Educational Background	Occupation	Place of Residence	Travelled Destinations	Frequency of Travel
P1	Male	22	Single	Bachelor's Degree	Software and IT	Istanbul	Domestic and international	3 times
P2	Male	28	Single	Bachelor's Degree	Digital Marketing Specialist	Ardahan	Domestic	3-4 trips
P3	Female	33	Married	Bachelor's Degree	Digital Design	Istanbul	Primarily international	Entire year
P4	Male	25	Single	High School	Digital Marketing Specialist	Antalya	International	Entire year
P5	Male	26	Single	Associate degree	Video Editing	Manisa	Domestic and international	2 times
P6	Female	27	Single	Bachelor's Degree	Media and Advertising	Istanbul	Primarily international	20 times
P7	Male	30	Single	Bachelor's Degree	Software Developer	Ordu	Primarily domestic	3-4 trips
P8	Male	23	Single	Bachelor's Degree	Digital Content Creator	Izmir	International	Entire year
P9	Male	31	Single	Bachelor's Degree	E-commerce	Adana	Domestic and international	1-2 international, 3-4 domestic
P10	Male	33	Married	Bachelor's Degree	E-commerce	Istanbul	Primarily international	Entire year

Source: Own Elaboration

In the study, participants were asked to identify the distinguishing factors between digital nomad tourists and traditional tourists to gain a clearer understanding of their travel motivations. Accordingly, the question *"What are the key differences between digital nomad tourists and traditional tourists?"* was posed to the participants. The responses indicated that the most prominent differences between traditional tourists and digital nomad tourists include earning while travelling (f=8), differences in travel purposes (f=8), long-term stays (f=7), and interaction with local culture (f=5) (Figure 1).

Participant P6 expressed their thoughts as follows: *"Digital nomads generally stay longer in the places they visit. This is due to both the continuity of their work schedule and the limited amount of free time they have."* Similarly, P8 stated: *"Traditional tourists travel for vacation; they go to a destination for a short period to relax, have fun, and explore, and then they return home. Digital nomads, on the other hand, work while travelling."* Emphasising the importance of internet access, P4 noted: *"Traditional tourists usually do not experience issues when there is no internet connection, whereas for digital nomads, internet access is a crucial criterion."* This statement clearly highlights the priorities of digital nomads.

Figure 1. The Differences between Digital Nomad Tourists and Traditional Tourists

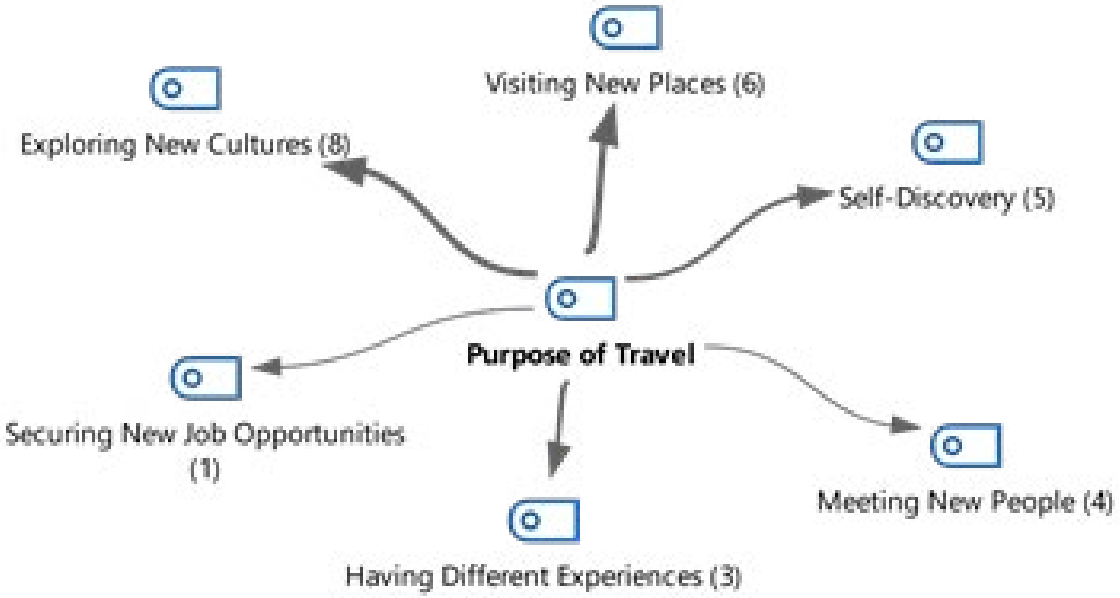


Source: Own Elaboration

Participants were asked the question: *"What are the primary purposes of digital nomad tourists when travelling?"* The responses revealed that the main purposes of travel among digital nomads include exploring new cultures (f=8), visiting new places (f=6), self-discovery (f=5), meeting new people (f=4), and experiencing different lifestyles (f=3) (Figure 2).

Participant P4 described how their travel motivations evolved over time: *"At first, my goal was to see new places and try new flavours, but over time, it shifted towards meeting people, hearing different stories, and sharing my own. Now, my travels are mostly about getting to know more people."* Similarly, P3 emphasised multiple aspects of their motivation: *"I choose to travel to learn through experience, explore new cultures, connect with new people, and create business opportunities."* Participant P1 highlighted the role of digital nomadism in balancing work and travel, stating: *"I wanted to see new places, but working five days a week made it impossible. Digital nomadism is the perfect way to use my time efficiently while exploring new destinations."* The travel motivations of digital nomads, which focus on cultural exploration and social interaction, necessitate the development of cultural events and community-based experiences in destinations.

Figure 2. Purpose of Travel



Source: Own Elaboration

Participants were asked the question: *"What are the advantages and disadvantages of travelling as a digital nomad tourist?"* Among the advantages of being a digital nomad, flexible working conditions (f=7), the opportunity to travel the world (f=5), and meeting new people and cultures (f=5) were the most frequently mentioned benefits (Table 2).

Participant P8 highlighted the privilege of constant travel, stating: *"The biggest advantage is that we get to travel the world, what could be better than that?"* Similarly, P2 emphasised the professional opportunities that arise through networking: *"I can build a network and establish collaborations. For example, when I travel, I can contribute significantly to the social media management or marketing of the hotel I stay at. In this way, my digital nomad travels create new job opportunities for me."* Additionally, P3 emphasised the freedom that digital nomadism offers, stating: *"You don't have to wake up early in the morning. There are no dictated time slots—you simply enjoy the freedom."*

Among the disadvantages of being a digital nomad tourist, the most frequently mentioned challenges were feelings of loneliness (f=6), difficulties in adaptation and cultural integration (f=5), and psychological and work management challenges (f=4).

Participant P5 described the challenges of loneliness and self-motivation, stating: *"Since you are completely on your own, the feeling of loneliness can sometimes be overwhelming. You have to motivate yourself."*

Additionally, P8 highlighted the difficulties digital nomads face due to constant travel: *"You need to have strong adaptation skills because you are always on the move. Loneliness can be an issue since you are frequently in different countries. You might meet new people in a destination, but after a while, you are no longer there. For me, this is the biggest disadvantage."*In addition to flexibility and travel freedom, loneliness and adaptation challenges are also critical for digital nomads; therefore, destinations should offer services that foster social connection and enhance psychological resilience.

Table 2. Advantages and Disadvantages of Being a Digital Nomad Tourist

Theme	Code	Frequency	Percentage (%)	Theme	Code	Frequency	Percentage (%)
Advantages of Being a Digital Nomad	Flexible Working Conditions	7	33.36	Disadvantages of Being a Digital Nomad	Feelings of Loneliness	6	28.6
	Opportunity to Travel the World	5	23.8		Difficulties in Adaptation and Cultural Integration	5	23.8
	Meeting New People and Cultures	5	23.8		Psychological and Work Management Challenges	4	19.04
	New Job Opportunities	2	9.52		Internet Infrastructure	4	19.04
	Increased Creativity	2	9.52		Health, Security, and Border Protocols	2	9.52

Souce: Own Elaboration

Another sub-research question posed to participants was: *"How would you describe your previous travel experiences as a digital nomad tourist?"* To address this question, participants were asked about their past travel experiences (Table 3), travelled destinations (Figure 3), reasons for choosing these destinations (Figure 4), and how they spent their leisure time at these locations (Figure 5).

A significant number of digital nomads stated that they prefer less popular destinations (f=7) when selecting their travel locations. Participant P10 expressed this preference, stating: *"I try to choose places that are not frequently visited by tourists."* Similarly, P5 highlighted their avoidance of mainstream locations, saying: *"I try not to choose popular places. For example, when I went to Thailand, I never visited highly touristy places like Phuket or Pattaya because they are pure chaos."* This response emphasises how overcrowded destinations can negatively impact the travel experience. Conversely, participant P4, who prefers popular locations, noted the challenges of working in such environments: *"Yes, very popular places can be attractive. For instance, the reason I went to Bali was that there were so many people there. However, I realised that in such places, it is difficult to focus on people, and even harder to concentrate on work."* This statement highlights the drawbacks of crowded destinations for digital nomads.

Among the types of accommodation preferred by participants during their travels, mid-range accommodation establishments (f=9) and shared accommodation services (f=8) emerged as the most frequently chosen options.

Participant P3, who has experienced various accommodation types, shared their perspective: *"We stayed in hostels; we also carried a tent and occasionally camped. In villages, the locals often invited us into their homes, allowing us to spend time with them and stay there. However, in popular cities, we mostly preferred hostels where we could meet new people and engage in shared experiences."* Participant P4, who predominantly chooses shared accommodation services such as Airbnb, emphasised the need for personal space and comfort: *"We usually prefer staying in Airbnb accommodations because we are people who need our own space. Having my own space is important for conducting meetings comfortably and staying in a more convenient environment. Additionally, our budget allows for this choice. I have also stayed in hostels from time to time.*

The results indicate that digital nomad tourists generally prefer to stay in their chosen destinations for one month or longer (f=7). Participant P5 described how their travel duration preferences evolved over time: *"During my first trips abroad, I usually stayed for seven to ten days, sometimes even just two or three days were enough. However, now I make an effort to stay for at least a month in the places I visit. I believe this duration is necessary to build deeper relationships with the local people and better understand their way of life."*

Regarding expenditure categories, participants reported that their travel expenses were primarily allocated to accommodation, food and beverage, activities, and transportation. Participant P2 emphasised the necessity of basic needs, stating: *"The largest portion of my spending goes to accommodation and food because these are essential needs."* Similarly, P1 highlighted the significance of transportation costs, explaining: *"Generally, my biggest expenses are flight tickets and accommodation. Apart from that, food costs are also quite high; however, the cost of activities varies depending on the destination."* Digital nomads' preference for less crowded destinations, mid-range and shared accommodation options, and long-term stays necessitates the adaptation of tourism infrastructure and services to align with these preferences.

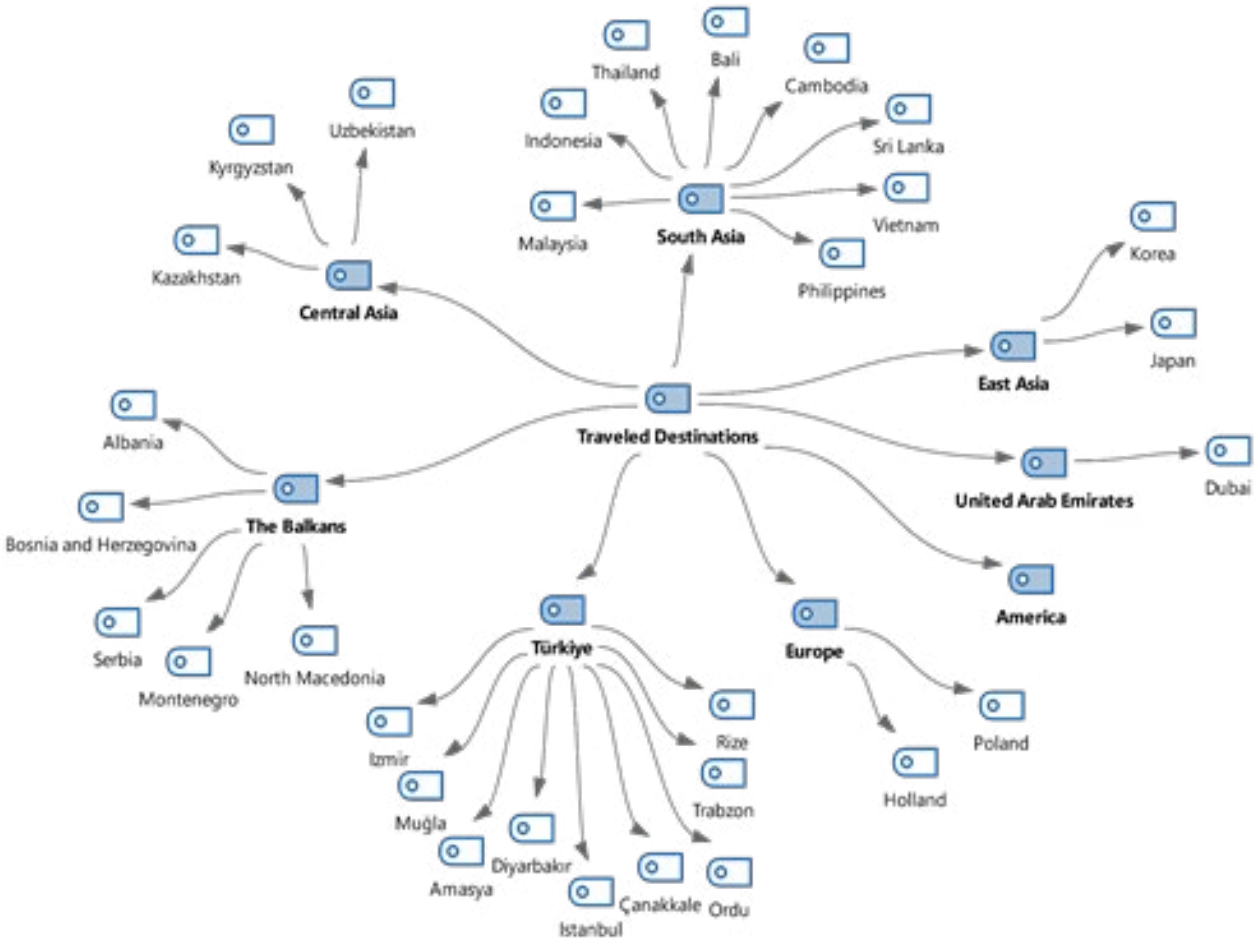
Table 3. Information about Previous Trips as a Digital Nomad Tourist

Category	Theme	Code	Frequency	Percentage (%)	Theme	Code	Frequency	Percentage (%)
Information about the undertaken trip	Popular destination	Preferred	3	30	Expenditure categories	Accommodation	8	40
		Not preferred	7	70		Food and Beverage	6	30
	Accommodation type	Shared accommodation services (e.g., Airbnb)	8	47.06		Activity	3	15
		Mid-range accommodation establishments	9	52.94		Transportation	3	15
	Duration of stay	1 month or longer	7	70				
		Less than 1 month	3	30				

Souce: Own Elaboration

The destinations visited by participants as digital nomad tourists are presented in Figure 3. Participant P10 shared their preference for Southeast Asia, stating: *"I specifically chose Southeast Asia. Over the past year, I have frequently travelled to this region, and for the past year and a half, I have also been visiting Central Asia. I spent around six months in countries like Kyrgyzstan and Kazakhstan. Southeast Asia stands out due to its affordability and its vibrant 24-hour social life."* Similarly, P4 expressed a preference for visa-free destinations, explaining: *"In Türkiye, I have travelled to Ordu, Trabzon, and Rize. Abroad, I usually choose visa-free countries. For this reason, this year I preferred the Balkans and visited Serbia, Bosnia and Herzegovina, Albania, Kosovo, Montenegro, and North Macedonia. Later, I travelled to Asia, visiting countries such as Malaysia, Indonesia, Thailand, Cambodia, Vietnam, and Sri Lanka at the beginning of 2020."* Digital nomads' preference for destinations offering affordable living costs and visa convenience highlights the importance of incentivising visa policies and strategies that balance living expenses in destination management

Figure 3. Travelled Destinations



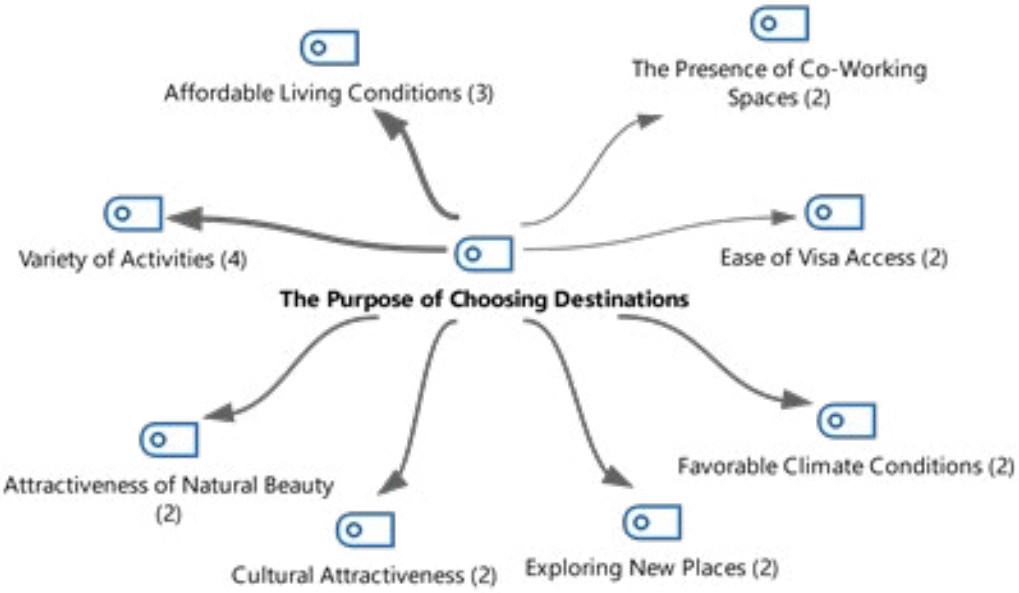
Souce: Own Elaboration

To determine the pull factors of the destinations preferred by digital nomads, participants were asked about their reasons for choosing these locations. The responses are presented in Figure 4. The most prominent reasons include variety of activities (f=4), affordable living conditions (f=3), cultural attractiveness (f=2), attractiveness of natural beauty (f=2), favourable climate conditions (f=2), and ease of visa access (f=2).

Participant P3 described their trip as fulfilling a childhood dream, stating: *"I have a passion for Asia, so I wanted to ride horses in Kyrgyzstan. It was a childhood dream, and I finally made it happen."* Highlighting the importance of low living costs, P6 shared: *"I mainly prefer Europe because the flights are shorter. However, my second choice is definitely Asia, due to both the time zone advantage and the much more affordable living conditions compared to Europe."*

Since factors such as low cost of living, cultural and natural appeal, and visa convenience are decisive in digital nomads' destination choices, emphasising these features in destination strategies can provide a competitive advantage.

Figure 4. The Purpose of Choosing Destinations

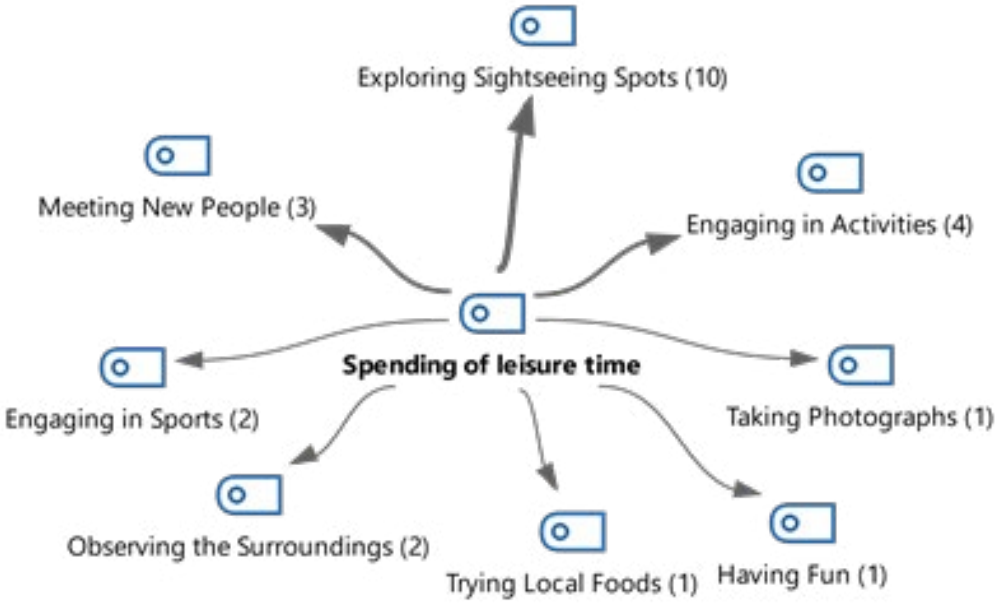


Souce: Own Elaboration

Information regarding how participants spend their leisure time in the destinations they travel to as digital nomads is presented in Figure 5. Participants primarily spend their free time exploring sightseeing spots (f=10), engaging in activities (f=4), meeting new people (f=3), and observing their surroundings (f=3).

Participant P4 shared their experiences, stating: *"I usually go surfing. That is why I have been into surfing in Bali and Sri Lanka for the past few years. Besides surfing, I spend my time enjoying natural attractions, waterfalls, and hiking."* Similarly, P5 emphasised the importance of discovering new places and meeting people, explaining: *"The main reason I travel is to see the people and lifestyles of the places I visit. I know the world is vast, so exploring new places and meeting new people helps me broaden my perspective."* Digital nomads' preference for nature-based and socially interactive activities during their leisure time necessitates that destinations expand such experience offerings and integrate them into their promotional strategies.

Figure 5. Spending of Leisure Time



Souce: Own Elaboration

Participants were asked the question: *"How does being a digital nomad tourist impact individuals' lives?"* The responses indicate several positive effects, including providing work motivation (f=6), enhancing performance (f=5), and establishing collaboration (f=3). On a psychological level, while an increase in happiness (f=3) was reported, some challenges such as adaptation difficulties (f=3) and mental fatigue (f=2) were also noted (Table 4).

Participant P10 emphasised the sense of vitality and renewal brought by the digital nomad lifestyle, stating: *"Being a digital nomad tourist has a highly positive impact on my work performance because I am constantly in motion. Meeting new people in a new country positively affects my life in every aspect."* Similarly, P5 highlighted the role of intrinsic motivation in shaping performance, stating: *"As humans, we are not always happy; we go through different emotions. However, I can say that being a digital nomad significantly enhances my performance."* Participant P4 discussed the personal growth aspect, explaining: *"Perhaps not physically, but mentally and spiritually, it develops my mind and personality. When I return to Türkiye, my family and friends notice the changes in me."* Additionally, P1 noted both the psychological benefits and mental exhaustion that come with digital nomadism: *"It has a really positive psychological impact; it increases my happiness. Although it can be mentally exhausting at times, overall, the effects are positive in every way."* Lastly, P3 expressed how avoiding a sedentary lifestyle contributes to their happiness, stating: *"It is often said that travellers are happier, and I completely agree. Staying in one place is against my nature; I cannot find the same level of joy in anything else as I do in travelling."* The positive effects of digital nomadism on work motivation, performance, and psychological well-being highlight the need for developing social and digital infrastructures in destinations that support the productivity of nomads.

Table 4. The Impact of being a Digital Nomad Tourist on Individuals' Lives

Category	Theme	Code	Frequency	Percentage (%)	Theme	Code	Frequency	Percentage (%)
Impact on Life	Work-Life	Providing motivation	6	37.5	Psychological	Increase in happiness	3	27.27
		Enhancing performance	5	31.25		Adaptation difficulties	3	27.27
		Establishing collaboration	2	12.5		Disconnected relationships	2	18.18
		Risk of financial hardship	2	12.5		Mental fatigue	2	18.18
		Establishing work-life balance	1	6.25				
	Mental	Relaxation	1	20		Longing for the past	1	9.09
		Positive impact	3	60				
		Staying fit	1	20				

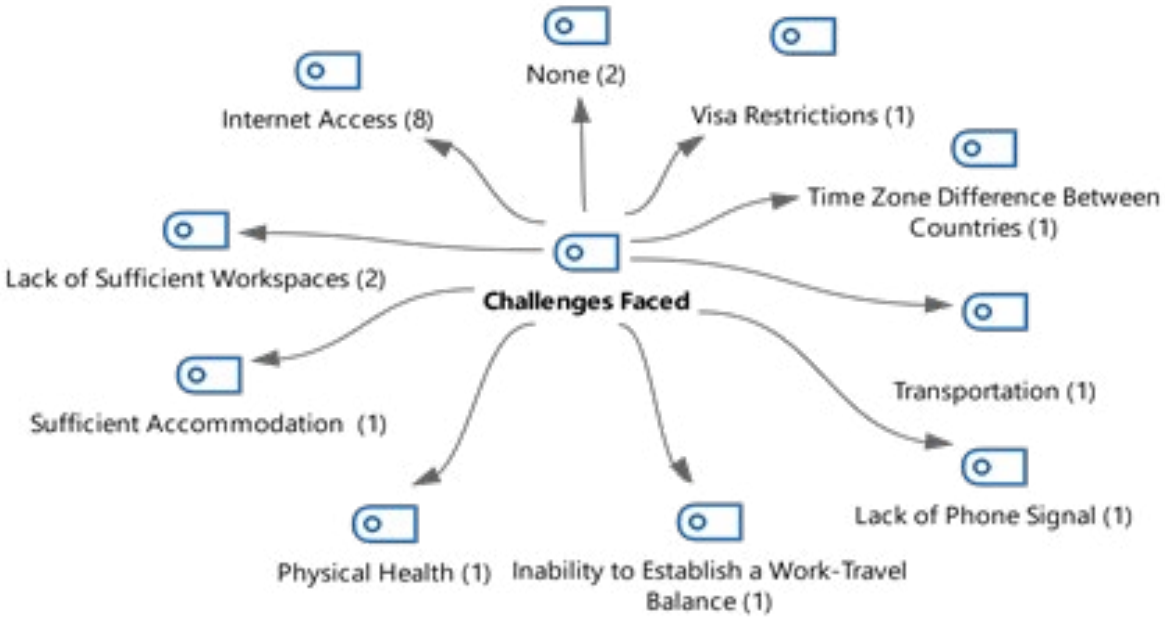
Souce: Own Elaboration

Participants were asked the question: *"What are the main challenges faced while travelling as a digital nomad?"* (Figure 6).

Among the most significant challenges, internet access emerged as an essential requirement for digital nomads. Participant P2 highlighted the issues related to internet connectivity, stating: *"Internet access can sometimes be problematic; it is not always available everywhere, or the connection may not be sufficient. That is why I arrange my own connection while travelling. However, my expectation is that the places I visit provide reliable internet access."* Additionally, visa restrictions were mentioned as a major limitation affecting freedom of movement. Participant P1 explained: *"Visa regulations can be challenging because they directly impact the length of my stay. If I want to stay longer, I am often forced to change countries."* Another key issue was the lack of sufficient workspaces, which affects productivity. Participant P6 expressed their frustration, stating: *"Not having an appropriate or sufficient workspace is one of the challenges I face when trying to get my work done."* This response underscores the importance of adequate working environments for maintaining efficiency as a digital nomad. Digital nomads' essential needs—such as internet access, visa

restrictions, and lack of adequate workspaces—necessitate that destinations strengthen their digital infrastructure and implement regulations suitable for long-term stays.

Figure 6. Challenges faced as a Digital Nomad Tourist



Souce: Own Elaboration

Participants were asked the question: *"What are the expectations of digital nomad tourists from a destination?"* The results indicate that the highest-rated factors are internet quality (4.5), local culture (4.3), and natural attractions (4.2), suggesting that digital nomads prioritise reliable internet for work while also seeking cultural engagement and immersive experiences in their surroundings. Additionally, safety and hygiene (4.1) and the variety of restaurants and cafés (4.1) emerged as key expectations, highlighting the importance of a secure environment and diverse dining options. Furthermore, affordable cost of living (3.5) reflects a preference for budget-friendly experiences. However, factors such as local people's foreign language proficiency (2.7), social media-friendly locations (2.7), and shopping opportunities (2.6) were ranked lower in importance compared to other expectations (Table 5).

Participant P2 outlined their primary expectations from a destination, stating: *"Hygiene is a top priority for me. The variety of food, the quality of restaurant and hotel dining services, and the availability of activities and natural attractions significantly influence my destination choices. The presence of local cultural events also plays a role in my decision-making process. Moreover, a high-speed internet connection is essential, as it enables me to interact and collaborate with other travellers. Accessibility is another important factor; while I don't necessarily prefer remote locations, ease of transportation to my destination is a key consideration for me."*Digital nomads' expectations from destinations—such as internet quality, cultural experiences, natural attractions, and hygiene—necessitate prioritising these elements in destination marketing and infrastructure investments

Table 5. Participants' Expectations from the Destination

Factors	Average	Factors	Average
Internet Quality	4.5	Affordable cost of living	3.5
Local culture	4.3	Networking opportunities	3.4
Natural attractions	4.2	Variety of public transport options	3.4
Safety and hygiene	4.1	Hosting of international guests by the destination	3.3
Variety of restaurants/cafés	4.1	Ease of access to the destination	3.1
Interaction with other digital nomads	4.0	Beaches	3.0
Day trip opportunities	3.9	Entertainment venues	3.0
Leisure activities	3.7	Local people's foreign language proficiency	2.7
Co-working spaces	3.7	Social media-friendly locations	2.7
Climate	3.6	Shopping opportunities	2.6

Source: Own Elaboration

5. Conclusion

This study examined the travel motivations of digital nomads based on the Push and Pull Theory. The findings identified the push factors that encourage digital nomads to leave their current locations as follows:

- Flexibility, Pursuit of Freedom, and Escape from Monotony: The desire to work independently of a fixed office – preference for flexible working hours – willingness to work location-independently – avoidance of routine and monotonous life – inclination towards continuous new experiences.
- New Experiences and Exploration: Interest in discovering different cultures and meeting new people – desire to explore various cities and countries – aspiration to experience local cultures.
- Psychological and Personal Development: The pursuit of happiness – sense of renewal – pursuit of mental well-being – desire for self-discovery – acquisition of new skills – access to personal growth opportunities.
- Work–Life Balance and Motivation: The opportunity to work with greater motivation – desire to enhance productivity – urge to explore inspiring and creativity-enhancing spaces.
- Professional Opportunities: The opportunity to establish new collaborations – chance to expand professional networks – ability to explore new job opportunities.

The pull factors that attract digital nomads to specific destinations have been identified as follows:

- Internet and Technological Infrastructure Access: Availability of high-speed and reliable internet – strong technological infrastructure.
- Co-Working Spaces and the Presence of Other Digital Nomads: Availability of co-working spaces – sufficient work environments for digital nomads – opportunities to work alongside other digital nomads.
- Affordable Cost of Living: Reasonable costs for accommodation, transport, and food – price–performance ratio – availability of high living standards.
- Visa Facilitation and Legal Regulations: Long-term visa policies – special visa programmes for digital nomads.
- Environmental Factors and Inspiring Atmosphere: Mild and comfortable climate conditions – natural beauty and environmental attractiveness – an inspiring atmosphere shaped by art, nature, or urban life.
- Touristic Attractions and Activities: Diversity of cultural and touristic sites – experience-driven opportunities for adventure, nature, art, and social activities – variety of accommodation options – ease of access to the destination – availability of alternative public transport options.
- Openness of Local Communities to Interaction and Cultural Integration: Local population's foreign language proficiency, hospitality, and willingness to engage socially – an environment where digital

nomads can integrate into the local community – a setting that is open to cultural exchange and diversity.
- Health, Hygiene, and Safety Conditions: Accessibility of healthcare services – a hygienic, safe, and peaceful living environment

This study examined the travel motivations of digital nomads within the framework of the Push and Pull Theory and identified distinctive push factors such as the desire for freedom, personal growth, psychological well-being, and work–life balance. Likewise, pull factors such as high-speed internet access, affordable cost of living, cultural diversity, and strong digital infrastructure were found to significantly influence destination choices. These findings offer a theoretical extension of the classical Push–Pull Theory by illustrating its applicability to new, digitally enabled forms of mobility and tourism.

While the push–pull framework provided a clear structure for analysing motivations and destination factors, this study further recognises the porous boundaries and interdependencies between these categories. For example, work–life balance simultaneously acts as a push factor (driving departure from rigid routines) and a pull factor (attracting towards destinations that support both productivity and leisure). Similarly, digital infrastructure not only draws nomads (pull), but also enables the greater flexibility and personal development that push them from their current environments. Acknowledging these overlaps enriches the theoretical nuance of the Push–Pull model and better captures the hybrid nature of digital nomadism.

A detailed examination of the study's findings reveals key differences between traditional tourists and digital nomad tourists, primarily in terms of travel purpose, travel duration, the ability to work and earn income while travelling, and interaction with local culture. While the travel motivations of traditional tourists are often driven by curiosity, entertainment, and leisure, digital nomads approach travel as a lifestyle, where maintaining a work–life balance takes precedence. Reichenberger (2018) also highlights that digital nomads adopt a holistic lifestyle that prioritises professional, spatial, and personal freedom, aiming to integrate work and personal life in a balanced and fulfilling way. Another significant difference between these two tourist groups is the duration and timing of their travels. For traditional tourists, holidays are a form of leisure, during which they completely detach from work and do not integrate their professional lives into their travel experiences. In contrast, digital nomads continue working while travelling, allowing them to stay in destinations for longer periods and perceive the cities or countries they visit as temporary homes. This extended stay enables digital nomads to engage more deeply with local cultures. Additionally, total travel duration is another key distinction. Unlike traditional tourists, digital nomads do not need to set aside designated holiday time for travel. Instead, they combine work and travel seamlessly, eliminating the need for extended breaks from their careers. This enables them to travel for longer periods overall. These findings align with those of Betre (2022), who similarly noted that digital nomads' ability to work while travelling allows them to sustain long-term mobility.

This study highlights the key distinctions between digital nomads and traditional tourists in terms of travel purpose, duration, income generation, and cultural engagement, positioning digital nomadism not merely as a travel practice but as a holistic lifestyle. This finding aligns with Reichenberger's (2018) characterisation of digital nomads as individuals who prioritise professional, spatial, and personal freedom. By demonstrating that traditional tourism frameworks inadequately capture the complexity of digital nomad behaviour, the study contributes theoretically to the literature on travel motivation and tourist typologies.

The study also highlights that one of the most defining differences between digital nomads and traditional tourists is their ability to generate income while travelling. Furthermore, digital nomad tourists tend to spend more money at their destinations than traditional tourists, with experience-based spending being a significant factor. However, since their travels are long-term, digital nomads tend to budget carefully and adopt a more frugal approach to expenses. Thompson (2019) also emphasised that digital nomads not only focus on work but also dedicate a considerable amount of time and financial resources to hobbies and leisure activities. Similar to the findings of Jiwasiddi et al., (2024), this study indicates that digital nomads tend to prefer accommodations that foster collective experiences, such as co-living spaces with shared workspaces. Another major distinction is their strong reliance on digital technologies, with uninterrupted internet access being one of their top priorities when choosing a destination. These results are

consistent with the findings of İli & Büyükbaykal (2023), Milošević (2020), and Prabawa & Pertiwi (2020), who similarly highlighted the critical role of technological accessibility for digital nomads.

This study demonstrates that one of the most fundamental distinctions between digital nomads and traditional tourists lies in their ability to generate income while travelling. Digital nomads tend to engage in experience-based spending, yet they adopt budget-conscious strategies to sustain long-term travel. Their preference for co-living accommodations with shared workspaces also emphasises the socio-technological nature of this lifestyle. Furthermore, their strong reliance on digital technologies—particularly the demand for uninterrupted internet access—highlights how technological needs significantly shape destination choices. These findings contribute theoretically by underlining the role of digital infrastructure in redefining tourism behaviour in the context of mobile work.

When it comes to destination preferences, digital nomad tourists and traditional tourists approach the factor of popularity differently. Traditional tourists tend to choose well-known, highly developed, and popular destinations, whereas digital nomads often seek less-explored, off-the-beaten-path, or less crowded locations. However, digital nomads also show a tendency to favour destinations that have become popular due to facilities and infrastructure specifically catering to their needs.

The study findings indicate that the primary travel motivations of digital nomad tourists include exploring new places, discovering new cultures and people, gaining diverse experiences, and self-discovery. These results align with several existing studies in the literature (Müller, 2016; Reichenberger, 2018; Thompson, 2019; Stickel, 2020; Hannonen, 2020).

Additionally, the findings reveal that travelling as a digital nomad tourist offers various advantages, such as flexible working conditions, the ability to travel the world without pausing one's career, and opportunities to meet new people and cultures. Furthermore, this lifestyle has been found to create new job opportunities and enhance creativity. One of the most significant insights of the study is that the digital nomad lifestyle also presents notable challenges. The most frequently mentioned difficulty was the feeling of loneliness. Being constantly away from home can lead to a lack of belonging, ultimately causing feelings of isolation. This finding is consistent with the study conducted by Lacárcel et al. (2024), in which digital nomads reported struggling with loneliness due to prolonged separation from family and familiar social circles.

The study reveals that, unlike traditional tourists, digital nomads tend to favour less crowded, lesser-known, and more authentic destinations, although they may also be drawn to popular locations that offer specialised infrastructure catering to their needs. Furthermore, their primary travel motivations—cultural exploration, diverse experiences, and self-discovery—suggest that digital nomadism constitutes not merely a form of travel but a multifaceted lifestyle emphasising flexibility, creativity, and professional growth. However, the study also highlights significant psychological challenges, particularly feelings of loneliness and lack of belonging. These findings contribute theoretically by positioning digital nomadism as a lifestyle that necessitates a reconsideration of the balance between individual freedom and social connectivity in contemporary mobility patterns.

Additionally, while exploring new places and meeting new people were described as exciting aspects of digital nomadism, frequent adaptation to new environments can become mentally exhausting over time. Based on these findings, psychological and work management challenges have been identified as key disadvantages of the digital nomad lifestyle, including difficulties in maintaining self-discipline, lack of motivation, and challenges in focusing on work. In addition to these psychological and work-related challenges, the study highlights issues related to accessing healthcare services in certain countries and security risks as further disadvantages. Furthermore, border crossing regulations and visa procedures can restrict the mobility of digital nomads, complicating their travel experiences. Another critical challenge relates to internet access, which is a fundamental necessity for digital nomads. The need to be constantly connected can become an added burden. Several previous studies have identified additional challenges digital nomads face, including limited access to co-working spaces, noisy work environments, high accommodation costs, and a lack of privacy (Chevtaeva, 2021). Moreover, isolation, time zone differences, financial uncertainty, cultural barriers, limited social life, and health and safety risks have also been listed as common difficulties (Verma, 2023). These findings align with the studies conducted by Cook (2020, 2023)

and Zaki (2024), further emphasising that while digital nomadism offers unique opportunities, it also presents significant challenges that must be navigated.

To gain a deeper understanding of the push and pull factors influencing digital nomad tourists, this study collected detailed information about their previous travel experiences. The findings indicate that the data obtained from participants align with the fundamental dynamics distinguishing digital nomad tourists from traditional tourists. Additionally, the study found that digital nomads primarily prefer mid-range accommodation establishments and shared accommodation alternatives. The two main reasons behind this preference are economic considerations and opportunities for social interaction. From an economic perspective, digital nomads typically plan long-term stays, making luxury hotels less financially viable. Instead, they opt for more cost-effective accommodation options that allow them to better manage their expenses over extended periods. Moreover, shared accommodations provide valuable networking opportunities, enabling digital nomads to connect with individuals from diverse professional backgrounds, build new collaborations, and expand their social and professional networks. These findings are consistent with the study by İli & Büyükbaykal (2023), which also revealed that digital nomads prefer shared accommodation due to its potential for fostering social and professional connections.

The study reveals that while exploring new places and meeting new people are cited as exciting aspects of the digital nomad lifestyle, the continuous need to adapt to new environments can lead to mental fatigue. Psychological and work-related challenges—such as difficulties in maintaining self-discipline, loss of motivation, and problems with work concentration—highlight the need to evaluate digital nomadism not only in terms of spatial freedom but also in relation to its psychosocial sustainability. Furthermore, limited access to healthcare services, safety concerns, visa restrictions, and the demand for constant connectivity emerge as structural barriers that complicate mobility. In addition, the preference for mid-range and shared accommodation among digital nomads is driven not only by economic considerations but also by the desire to form social networks. These findings emphasise the multi-dimensional nature of digital nomadism and suggest that it should be conceptualised as a layered phenomenon requiring new analytical categories in tourism theory.

The findings of this study indicate that affordable cost of living and visa facilitation are among the most significant pull factors influencing digital nomads' destination choices. Additionally, factors such as diverse experience opportunities, natural beauty, climate conditions, the availability of co-working spaces, and opportunities to connect with other digital nomads were also highlighted as important considerations. The significance of these destination selection criteria has been emphasised in several studies within the literature (Reichenberger, 2018; Wiranatha et al., 2020; Thompson, 2021; Mira et al., 2024). For destinations seeking to position themselves as digital nomad tourism hubs, understanding and catering to these factors is of great importance, as they play a critical role in ensuring a sustainable and productive digital nomad lifestyle.

Furthermore, participants' responses regarding how they spend their free time at destinations clearly highlight the importance of touristic attractions. Most participants expressed that they make an effort to visit must-see locations and engage in experience-driven activities. The study also suggests that adopting the digital nomad lifestyle is often linked to a personal journey of self-discovery. Exploring different cultures and natural environments allows individuals to push their boundaries, step out of their comfort zones, and develop new perspectives, ultimately guiding their personal growth and transformation.

Understanding the challenges faced by digital nomads is essential for developing solution-oriented approaches that enhance their experience. Among the most significant barriers, participants identified internet access as the primary challenge. While this may be an expected factor, the findings clearly emphasise that internet availability is a non-negotiable necessity for digital nomads. This issue extends beyond internet infrastructure alone—accessibility and reliability must also be taken into account. Additionally, border protocols and visa regulations emerged as another major obstacle. Just as visa policies influence destination preferences, they also determine mobility restrictions for digital nomads. The findings suggest that countries offering visa advantages, such as ease of application and longer stay durations, are more attractive to digital nomads. The study also highlights the importance of co-working and, at times, isolated workspaces, reinforcing the idea that digital nomads seek environments that balance collaboration and focused work. Similar findings were reported by Chevtaeva (2021), who emphasised that co-working

spaces are highly valued by digital nomads, as they provide a sense of community, a comfortable work environment, convenience, and opportunities for knowledge-sharing and collaboration.

These findings demonstrate that affordable living costs, visa facilitation, strong digital infrastructure, and opportunities for social interaction are key determinants in digital nomads' destination choices. Digital nomadism is revealed not merely as spatial mobility but as a lifestyle that supports personal growth and productivity. Moreover, addressing structural needs such as internet access, visa procedures, and suitable workspaces is essential for sustaining this lifestyle, requiring a multidimensional reconsideration of digital nomadism within tourism theory.

This study provides a comprehensive analysis of digital nomad tourists' travel motivations, destination preferences, lifestyles, and challenges, highlighting their key differences from traditional tourists. The findings indicate that flexibility, freedom, cultural experiences, and long-term stays are among the primary motivations for digital nomads, whereas internet access, feelings of loneliness, and border-crossing procedures pose significant challenges. Furthermore, cost of living, digital infrastructure, climate, social connections, and visa facilitation were identified as critical factors influencing destination choices. The study's results demonstrate that digital nomadism is not merely an individual lifestyle choice but also an emerging tourism trend with significant economic and social implications for destinations. Supporting sustainable digital nomad mobility is a strategic necessity, both for enhancing individuals' quality of life and for destinations seeking to capitalise on the opportunities presented by digital nomad tourism.

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