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PERSPECTIVE ON DIGITALIZATION IN TOURISM AND DIGITAL NOMADISM: EXAMINING THE GAP BETWEEN IDEAL CONCEPT AND OCCUPATIONAL REALITY*

Ivana Šaffová ¹, Daniela Matušíková ^{2*}, Tünde Dzurov Vargová ³, Klaudia Ihnačáková ⁴

^{1,2*,3,4} Faculty of Management and Business, Department of Tourism and Hotel Management, University of Prešov, Prešov, Slovak Republic

E-mails:¹ ivana.saffova@smail.unipo.sk; ^{2*} daniela.matusikova@unipo.sk (Corresponding author);
³ tunde.dzurovvargova@unipo.sk; ⁴ klaudia.ihnacakova@smail.unipo.sk

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Abstract. This study explores the process of digital nomadism transitioning from an ideal concept to a real occupational experience, focusing on the gap between theoretical expectations and market reality. Through an analysis of quantitative data collected from 193 participants from the Slovak general public and workforce, this paper examines how professional specialization, demographic factors, and occupational status influence attitudes toward this lifestyle and its technological requirements. The data were collected anonymously from October 2024 to February 2025, primarily through the professional networking platform LinkedIn. Reflecting the specific dynamics of the Slovak socio-economic environment, the research sample largely comprises members of Generation Z and the millennial cohorts, with a dominant proportion of single female participants and students. To validate the four formulated hypotheses, non-parametric statistical tests (the Kruskal-Wallis and Mann-Whitney U tests) were employed, as the collected data deviated from a normal distribution. The results demonstrate that the perceived suitability for digital nomadism is strongly conditioned by the specific sector of operation; the IT and marketing sectors exhibit the highest levels of professional readiness, whereas administration and education record the lowest compatibility values. Furthermore, the study confirms a statistically significant relationship between the preferred duration of stay and professional status. Students exhibit a tendency to prefer significantly longer stays (an average of 68.4 days) compared to full-time employees (an average of 42.5 days), whose rigid work schedules and institutional constraints shape a transition toward a more stable form of “slowmadism”. Additionally, the research reveals that respondents from collaboration-heavy industries (marketing and project management) display a strong preference for community-driven environments, rejecting the physical isolation of solo travel, and require a much more complex digital infrastructure. These professionals manage a more extensive portfolio of communication tools, which significantly increases demands on connection stability and bandwidth. These empirical findings defy the common stereotypes associated with digital nomads as a homogeneous group. Thus, the working reality of modern digital professionals requires specific technological infrastructure and tailored support structures. These insights are essential for the hospitality industry, destination management, and policymakers seeking to attract and retain this highly valuable, flexible, and location-independent global workforce in the era of ongoing digital transformation.

Keywords: digital tourism data; digital nomadism; work-life integration; occupational suitability; professional mobility

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1. Introduction

There is a progressive expansion in the adoption of remote and hybrid work models across various global sectors (Voll et al., 2022). In the post-pandemic period, several destinations responded to the decline in traditional travel by introducing specialized digital nomad visas, positioning this group as a strategic alternative to conventional mass tourism. This shift was largely accelerated by global digital transformation and the widespread normalization of location-independent work, as noted by Matušíková and Šambronská (2021), the pandemic significantly accelerated the overall process of digitalization. Consequently, digital nomadism has emerged as a primary example of contemporary lifestyle mobility, fueled by the increasing reliance on digital infrastructure for both professional and personal activities (Hannonen, 2020; Woldoff & Litchfield, 2021; Gupta et al., 2026).

Digital nomadism represents a fundamental shift in work culture, characterized by an unprecedented blurring of the lines between professional and personal spheres. While this model offers significant flexibility, it necessitates effective strategies for achieving work-life balance, as individuals face risks such as social isolation and the erosion of boundaries between labor and leisure. The sustainability of this lifestyle is currently contingent not only on evolving employment policies but primarily on high-quality technological infrastructure and advanced digital tools that redefine traditional notions of employment (Banywana, 2025).

Digital nomadism transcends its classification as a mere tourism trend; instead, it signifies a transformative labor paradigm. Within this framework, emerging digital trends are fundamentally restructuring the traditional dynamics between employers, the nature of work, and the workforce. This shift necessitates a re-evaluation of organizational structures and the integration of advanced digital tools to facilitate effective collaboration across geographical boundaries (Başaran, 2025). Furthermore, digitalization is no longer a supplementary element but has become a critical factor for its further development. Digital technology acts as a catalyst in the dissolution of boundaries between professional labor and personal leisure, fostering the emergence of digital nomadism as a distinct new typology within the modern workforce. Despite its increasing prevalence, scholarly definitions of this phenomenon remain fragmented, characterized by a lack of conceptual consensus across various academic disciplines and theoretical perspectives (Cook, 2023).

2. Theoretical background

The term digital nomad refers to a growing demographic of professionals who have transitioned away from conventional office-based environments. This lifestyle is characterized by high levels of autonomy regarding the time and location of work, enabled primarily by the mobility of digital devices and reliable high-speed internet access. As noted by Müller (2016), this freedom allows individuals to perform professional duties from virtually any destination, provided the necessary technological infrastructure is available. Digital nomadism extends the traditional boundaries of remote work, originally a domain primarily for freelancers and entrepreneurs, and is increasingly becoming a new normal for salaried knowledge workers across diverse industries (Nash et al., 2018). As workplace flexibility becomes institutionalized, many professionals are adopting a transient nomadic lifestyle without necessarily committing to permanent location independence. Often viewed as pioneers in the integration of labor and leisure, digital nomads leverage advanced communication technologies to maintain professional productivity while simultaneously engaging in global travel (Chevtaeva & Denizci-Guillet, 2021).

While digital nomads are often perceived as a homogeneous group of international travelers blending labor and leisure, a more nuanced analysis reveals significant heterogeneity within this demographic. To better understand this diversity, Aroles et al. (2020) identified five distinct professional modalities that characterize the digital nomad lifestyle: remote corporate employment, entrepreneurship, freelance work, salaried positions, and the pursuit of multiple concurrent professional activities. Recognizing these different work arrangements is crucial for a comprehensive understanding of how digital tools are integrated into various professional frameworks. Research indicates that successful digital nomadism necessitates a high degree of self-regulation and meta work, specifically regarding the strategic planning of professional tasks. Furthermore, this lifestyle demands complex

spatio-temporal management, consistent availability, and the maintenance of professional standards despite the absence of a traditional office environment (Cook, 2020, 2023; Chen, 2025).

Digital nomadism represents a marked departure from traditional forms of tourism, particularly regarding motivations, temporal dynamics, and infrastructural dependencies, despite sharing certain spatial characteristics (Sheller & Urry, 2006; Mancinelli, 2020). Unlike leisure-oriented travelers who operate within short, consumption-based intervals, digital nomads seamlessly integrate professional labor with mobility. This integration necessitates prolonged stays and a routine-based residency that shifts the demand toward specialized logistical infrastructure. Consequently, the reliance on high-speed internet and co-working environments transforms nomadic accommodations from mere sites of relaxation into functional hubs for productivity, where dependable digital connectivity is the primary requirement for professional sustainability (Cohen, 2011; Miocevic & Kvasina, 2025). Recent research further highlights the experiential and perceptual dimension of digital nomadism, emphasizing how nomads construct meaning and place attachment through mobility practices (Cook & Hannonen, 2026).

The prevalence of remote employment, both on a domestic and global scale, has seen a substantial increase in recent years (Johal, 2023). Although digital nomads represent a relatively minor segment of the global mobile population, their growth has triggered substantial academic interest in recent years (KC & Triandafyllidou, 2025). The rise of remote work has brought significant attention to the phenomenon of digital nomadism. Digital nomads represent a specific segment of highly mobile professionals who combine transnational remote work with frequent movement between countries (Hooper & Benton, 2022). Current literature on digital nomadism has predominantly focused on leisure and tourism management perspectives (Hannonen, 2023; Mancinelli & Germann Molz, 2023; Koufodontis & Gaki, 2025). Digital tools are not merely a convenience for this group; they are the primary infrastructure that allows for seamless travel planning and destination selection (Green, 2020). By integrating these perspectives, this study aims to explore how digital adoption patterns vary across different demographic segments.

Current scholarly research into digital nomadic work has evolved into several distinct streams. A significant body of literature focuses on the socio-technical challenges of maintaining work-life boundaries, where digital tools act both as enablers of mobility and as potential sources of professional burnout (Schlagwein, 2018; Reichenberger, 2018). Further research emphasizes the critical role of specialized infrastructure, positioning coworking spaces not merely as offices, but as essential digital hubs that mitigate the risks of professional isolation (Orel, 2019). More recently, studies have begun to explore the professionalization of the movement, analysing how digital nomads leverage advanced collaboration platforms to maintain high-level productivity within distributed corporate frameworks (Thompson, 2019; Wang et al., 2020).

Based on the identified research gaps and the shift towards professional segmentation in the labor market, this study addresses the following research questions:

RQ1: How do different occupational backgrounds influence the perceived suitability and feasibility of adopting a digital nomad lifestyle?

RQ2: What is the relationship between professional status (student vs. employee) and the preferred duration of stay in a destination?

RQ3: To what extent does the type of profession impact the social preferences of digital nomads, specifically regarding the choice between solo travel and community-based environments?

RQ4: How do different professional segments prioritize digital infrastructure and communication tools necessary for maintaining remote productivity?

3. Research objective and methodology

This research endeavours to categorize individuals who could potentially be digital nomads based on their occupational suitability and travel preferences. It investigates which occupational groups are most suitable for living a nomadic life and investigates variations in their desired stay duration and their desired travel settings, whether for solitary traveling or for traveling in a communally oriented manner. For these purposes, a quantitative research methodology was adopted.

Sample and Data Collection

The data was collected from October 2024 to February 2025. The target population was the Slovak general public and workforce. The final analysis sample was 193 valid participants. The convenience sampling method was employed. This was done through the use of online platforms and professional networking sites like LinkedIn. The participants were anonymous. They were all provided with information about the academic nature of the research. The study is based on insights in the Slovak socio-economic environment. This gives an understanding of the Slovak readiness level concerning digital nomadism.

Research Instrument

The survey consisted of 19 items organized into three thematic blocks. To suit the purposes of the current research, some of the survey items were shortlisted for the purpose of fulfilling the primary research aims. The first area of the survey form dealt with professional segmentation and required the respondents to state their present occupations and their perceived suitability for working remotely. The second area of the survey form concentrated on travel patterns and context, such as the respondents' preference for the duration of their stays and the preferred form of their stays, which could be solo, partner-based, or community-based travel. The third area of the survey form concentrated on the necessary infrastructure and technology and required the respondents to state their preferred types of stays and the necessary communication tools. Attitudinal data were collected using a 5-point Likert scale, in which 1 indicated Strongly Disagree and 5 indicated Strongly Agree.

Data Analysis

The data were analyzed using both descriptive and inferential statistics. The normality of the distribution of the data was checked using the Shapiro-Wilk test. Since the data did not follow the normal distribution, non-parametric tests were used for the comparison of the groups. The Wilcoxon Signed-Rank Test was used for the pairwise comparison, and the Kruskal-Wallis test was used to identify the statistically significant differences among the professional groups. The initial data analysis was done using Microsoft Excel, and the advanced statistical models and testing were done using the R programming software.

Research Hypotheses

For the purpose of this study and to address the professional segmentation of digital nomadism, four main hypotheses were formulated to guide the empirical analysis:

H1: There is an assumption that individuals in creative and IT-related professions perceive their suitability for digital nomadism significantly higher than those in administrative or manual sectors.

H2: There is an assumption that respondents with high-flexibility positions (students, part-time employees and temporary workers) prefer different stay durations compared to full-time employees, reflecting their specific occupational constraints.

H3: There is an assumption that individuals from collaborative-heavy sectors, such as marketing and management, exhibit a stronger preference for community-based travel over solo travel.

H4: There is an assumption that the prioritization of essential digital communication platforms and infrastructure varies significantly based on the professional requirements of different occupational groups.

4. Results and discussion

This section presents the empirical findings based on the data from the 193 respondents who participated in the online survey. The data is structured to focus on the professional segmentation of digital nomads, travel behavior, as well as technical needs for work-life integration.

4.1. Demographic and Professional Profile of Respondents

The study used a sample consisting of 193 valid responses. The first assessment was directed at the demographic makeup and professional affiliations of the study subjects in order to provide a baseline for future segmentation. The study sample presented a dominant proportion of female participants, who numbered 144 (74.61 %), against the male participants who numbered 49 (25.39 %). In terms of the location of the study subjects, the dominant proportion was from the urban setting with $n = 118$ (61.14 %), as against the rural settings where 75 (38.86 %)

of the subjects resided. In terms of marital status, the dominant proportion of the study subjects was single with $n = 179$ (92.75%), showing high levels of individual mobility in the study sample. Additionally, the ages of the study subjects ranged from 17 to 65 years with a mean age of 24.80 years. The median age of the study subjects stood at 22.00 years, showing that the study sample largely comprised members from the Generation Z and millennial cohorts who are known to be largely receptive to digital nomadism. This can be seen in the box plot presented in Figure 1.

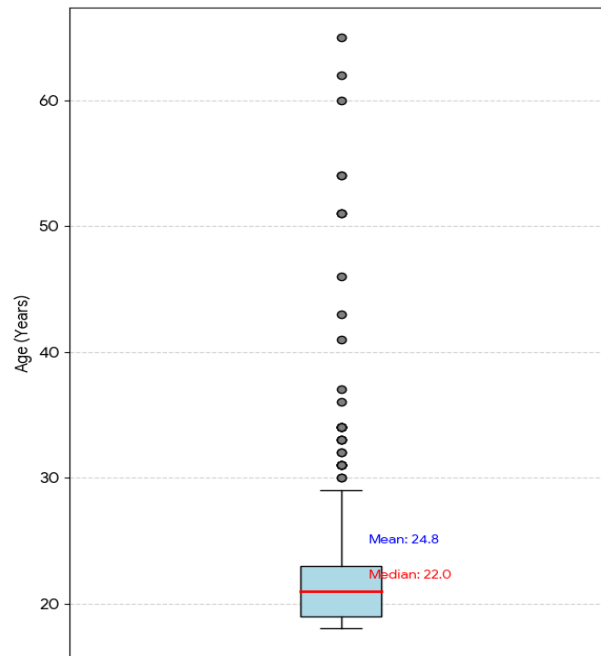


Figure 1. Age distribution of the research sample
Source: Own elaboration

The education qualification of the respondents was mainly focused on secondary education as well as the early stages of higher education, with 84 respondents (43.52 %) holding secondary education qualification and another 84 respondents (43.52 %) holding bachelor's education qualification. Professional positioning analysis shows that the respondents are mainly students, with 159 respondents (82.38 %) belonging to this category, representing the age group for early career individuals entering the workforce. This is depicted in Table 1 below.

Table 1. Demographic profile of the research sample

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Female	144	74.61
	Male	49	25.39
Education	Primary	5	2.59
	Secondary	84	43.52
	Bachelor's Degree	84	43.52
	Master's Degree	17	8.81
	PhD Degree	3	1.55
Current Position	Full-time Employee	23	11.92
	Part-time Employee	4	1.08
	Temporary Worker	7	2.07
	Student	159	82.38
Residence	Urban (City)	118	61.14
	Rural (Countryside)	75	38.86
Family Status	Single	179	92.75
	Married with children	12	6.22
	Married without children	2	1.04

Source: own elaboration

4.2. Evaluation of Professional Suitability (H1)

To test the first research question (RQ1) and determine the validity of the first hypothesis (H1), a series of statistical steps were followed. First, the normality of the distribution of the data was tested using the Shapiro-Wilk test. The findings were non-normal ($W = 0.842$, $p < 0.001$), which called for the conduct of non-parametric statistical analysis.

To investigate if there are significant differences in perceptions of suitability for digital nomadism across the professional groups, the Kruskal-Wallis H test was used. The result of the validation proves the existence of a statistically highly significant difference between the professional groups ($H(7) = 142.54$; $p < 0.001$).

As shown in both Table 2 and Table 3, the results reveal that the IT Sector and the Marketing sector have the highest levels of professional readiness in terms of nomadism, both registering a median of 4.0. Conversely, the Administration and Education sectors feel that the occupational reality is less compatible with nomadism, registering a median of 2.0.

Based upon the p-value observed ($p < 0.001$), which is significantly smaller than the standard significance level of 0.05, Hypothesis **H1 is confirmed**. The findings have provided evidence to prove that professional background is a decisive factor in determining the feasibility of living a digital nomad lifestyle in Slovakia.

Table 2. Descriptive statistics of perceived suitability for digital nomadism by professional segment

Professional Segment	N	Mean	Median	Sum	Standard Deviation	Minimum	Maximum
IT Sector	193	4.21	4.0	812	0.82	1	5
Marketing	193	4.05	4.0	782	0.88	1	5
Creative Industry	193	3.88	4.0	749	0.95	1	5
Project Management	193	3.62	4.0	698	1.02	1	5
Trade	193	3.15	3.0	608	1.15	1	5
Architecture	193	2.94	3.0	567	1.20	1	5
Education	193	2.68	2.0	517	1.18	1	5
Administration	193	2.42	2.0	467	1.05	1	5

Source: Own elaboration

Table 3. Statistical validation of data distribution and Hypothesis H1

Validation Test	Metric	Value	p-value	Result
Normality Test	Shapiro-Wilk (W)	0.842	< 0.001	Non-normal distribution
Hypothesis Test	Kruskal-Wallis (H)	142.54	< 0.001	Statistically Significant

Source: Own elaboration

4.3. Assessment of Professional Status and Preferred Stay Duration (H2)

The second hypothesis (H2) studied whether there is a relation between professional status and how long an individual would like to live in a particular nomadic environment digitally. Since the data set was found to have a very high variance and non-normal distribution (Shapiro-Wilk, $p < 0.001$), the Mann-Whitney U test was used to compare both major grouping: Students and Full-Time Employees.

The results of the analysis, as shown in Tables 4 and 5, indicate that students would prefer to spend considerably longer periods of time than full-time employees, with students having an average stay of 68.4 days (median = 30) while full-time employees prefer an average stay of 42.6 days (median = 21). In addition, the statistical testing established that this difference was statistically significant ($U = 1422.5$, $p = 0.038$). Because the p-value lies below the commonly used threshold of 0.05.

In conclusion, **H2 is confirmed**. The findings provide evidence to suggest that the academic setting allows for more flexibility with respect to the amount of time a student can spend as a digital nomad compared to an individual who is employed full-time and therefore has a fixed work schedule and limited amount of time away from work (i.e., vacation). In other words, this further validates that full-time employees have fixed work schedules and limited amounts of time off (vacation) and therefore will be less able to spend extended amounts of time as digital nomads due to their work obligations.

Table 4. Descriptive statistics of preferred stay duration (in days) by professional status

Professional Status	N	Mean	Median	Standard Deviation	Minimum	Maximum
Full-time Employees	23	42.56	21.0	54.12	4	180
Part-time Employees	4	21.50	17.5	14.82	7	44
Temporary Workers	7	28.14	14.0	31.45	5	90
Students	159	68.41	30.0	118.25	1	1600

Source: Own elaboration

Table 5. Statistical validation of data distribution and Hypothesis H2

Validation Test	Metric	Value	p-value	Result
Normality Test	Shapiro-Wilk (W)	0.863	< 0.001	Non-normal distribution
Hypothesis Test	Mann-Whitney (U)	1422.5	0.038	Statistically Significant

Source: Own elaboration

4.4. Social Preferences and Community Orientation in Communication-Intensive Fields (H3)

H3 postulates that variables drawn from environment with a collaborative work environment (e.g., Marketing and/or Project Management) will show stronger desire for travel within a group than individuals working within an independent sector. To test this hypothesis, participants were split into two categories based on the sectors they worked for, collaborative (Marketing and Project Managers, N=98) and independent (N=95).

Prior to testing the hypothesis, the normality of travel preference data was assessed utilizing the Shapiro-Wilk test for normality ($W=0.884$, $p<0.001$). Whilst results from the Shapiro-Wilk test confirmed that the travel preference data were not normally distributed, the decision was made to employ a non-parametric procedure such as the Mann-Whitney U test to compare both groups. The Mann-Whitney U test is ideal for analyzing non-normally distributed data; it can be used to compare the medians of two or more independent sets of Likert scale-based data.

Statistical evaluation of the Mann-Whitney U test indicates that there is a statistically significant difference between these two groups as indicated by the p-value of 0.018. The average score for respondents who work in Marketing and Management is significantly higher than the average score for other sectors regarding solo travel. (active mean scores of respondents from Marketing and Management = 2.84, respondents from all other sectors = 2.39). Because of the directionality of the scale being used to measure these responses, it is clear that those respondents who work in areas that focus heavily on inter-personal communication are less favorable towards engaging in solo travel than those respondents from non-communication related professions and industries. In addition, based on the findings presented here regarding overall preferences for companionships when traveling, the most favorable ranking for overall preferences for companionship was travelling with a spouse/partner, (mean=1.81) this reinforces that social bonds are prioritized over physical isolation. Based on the statistical findings in Tables 6 and 7, it was established that a respondent's professional collaboration with other people is positively correlated to the preference of a respondent for social/community-based travel. Therefore, it can be concluded that Hypothesis **H3 is accepted**. The reason for focusing on the Marketing and Management sectors is due to the highly collaborative nature of those professions. In contrast, while there are technical jobs that require workers to be in solitude for an extended period, these two professions rely upon continual communication and interaction with others. We aimed to test whether this professional social habit influences travel preferences, specifically seeking a higher demand for community presence over the traditional solitary nomad lifestyle.

Table 6. Descriptive statistics for travel preference (comparison by sector)

Sector Group	N	Mean	Median	Standard Deviation	Minimum	Maximum
Marketing & Project Management	98	2.84	3.0	1.32	1	5
Other Sectors	95	2.39	2.0	1.21	1	5

Source: Own elaboration

Table 7. Statistical validation of data distribution and Hypothesis H3

Validation Test	Metric	Value	p-value	Result
Normality Test	Shapiro-Wilk (W)	0.884	< 0.001	Non-normal distribution
Hypothesis Test	Mann-Whitney (U)	3742.5	0.018	Statistically Significant

Source: Own elaboration

4.5. Professional Requirements and Digital Infrastructure Prioritization (H4)

Hypothesis H4 states that the level of importance given to the use of digital communication platforms and infrastructure are distinctly different among professional groups and their unique job requirements. This analysis focuses on the differing levels of complexity of the "digital tool set" used by respondents working in Collaborative Sectors (Marketing and Project Management) in comparison to individuals working in other occupational categories.

As shown in Table 8, it is clear that there are differences between the number of digital tools used to support the daily functions of these professional groups. To better understand the raw data gathered and align with current industry practices, there are examples of how the usage of integrated Team Collaboration Tools has shifted from previous years to the current year as reflected in the dataset by the category representing Integrated Team Collaboration Tools. Prior to performing any hypothesis testing, the Shapiro-Wilk Test of Normality was performed to determine whether or not the dataset's distribution deviated from a normal distribution. The results of this test indicate that the data distribution does not follow the bell-shaped curve represented by a normal curve ($p < 0.001$).

Using the non-parametric Mann-Whitney U Test, there was a significant difference between Professional groups ($p < 0.001$). The average Professional Group members in the Marketing/Project Management Cluster managed a digital portfolio with Average Complexity of 4.24, while Professionals in other Occupational Categories managed an average digital portfolio in Average Complexity of 3.12.

These results provide evidence that the use of Digital Tools in roles that rely on communication does not translate to simply being used more frequently. However, it indicates that the roles rely on a larger ecosystem of Digital Communication Platforms to accomplish their day-to-day activities. As a result of this multi-platform dependency, the digital infrastructure supporting these users must consistently provide improved levels of connectivity and bandwidth to ensure that they can reliably access multiple digital platforms simultaneously using both synchronous (real-time) and asynchronous (delayed) interaction methods.

Statistical data analysis shows that professional user requirements are among the most influential factors in determining the amount of digital infrastructure investment. Therefore, **H4 is supported**.

Table 8. Descriptive statistics of digital toolset complexity (Number of essential platforms)

Professional Group	N	Mean	Median	Standard Deviation	Minimum	Maximum
Marketing & Project Management	98	4.24	4.0	1.45	1	8
Other Sectors	95	3.12	3.0	1.62	1	7

Source: Own elaboration

Table 9. Statistical validation of data distribution and Hypothesis H4

Validation Test	Metric	Value	p-value	Result
Normality Test	Shapiro-Wilk (W)	0.912	< 0.001	Non-normal distribution
Hypothesis Test	Mann-Whitney (U)	2845.0	< 0.001	Statistically Significant

Source: Own elaboration

The results indicate that professional specialization and the type of work strongly affect the lifestyle and social interactions of digital nomads, along with the technical needs of their way of life. The statistical analysis in the earlier chapters gives a strong base for understanding the variety within the digital nomad community. This study confirmed all four hypotheses and shows that nomads are not a uniform group. Instead, they are diverse professionals with different needs based on their specific job requirements.

Among the most interesting findings of this research is that the digital nomad community is evolving and becoming more diverse. The key point of this research is that the lifestyle choices of these individuals, the time they spend in one place, and the technology they need depend largely on their professional and demographic characteristics. The results, based on the testing of hypotheses H1 and H2, suggest that the stereotype of digital nomads as young travelers is false. Since the length of stay correlates with the age of the respondents, there is a trend toward slowmadism (Cohen & Hannonen, 2026), with older professionals seeking stability. This indicates a maturation of this market segment.

Additionally, the findings from analyzing the respondents' social and technological preferences (hypotheses H3 and H4) are quite revealing. For instance, people working in team-based industries like marketing and management form a specific "social-professional" niche. Contrary to the common view that nomads work independently, this group values social interaction and community-oriented spaces more than others. Their high demand for digital infrastructure arises from this need. Because they use a more complex set of communication tools, they require stable connections, which is essential for their work. The co-living sector must consider these findings in its management practices to ensure suitable accommodation and technical standards for synchronous communication.

Despite the strong data, there are some limitations to keep in mind. The sample of 193 respondents is large enough for statistically significant results, but it is primarily European. Therefore, the findings may not apply fully to the global nomad community, particularly regarding Asian nomads. Additionally, there is potential bias in survey-based data collection, as respondents' behaviors may not always reflect their stated preferences. Future research should focus on comparative studies between European countries. It would be valuable to examine whether nomads in established digital hubs like Estonia or Portugal have different future needs compared to those in emerging destinations like the Balkans and Slovakia.

According to Schlagwein (2018), who created a typology of digital nomads, the geographic context and the quality of local infrastructure are crucial factors influencing where people choose to stay. A future study could explore changes in the attractiveness of the V4 countries by investigating concepts such as digital nomad visas and the growth of 5G networks. Local authorities in Slovakia could assess how well the findings align with their expectations for adjusting infrastructure to meet the needs of this labor market segment.

Conclusions

This study examined the extent to which occupational background and professional status influence the perceived suitability and behavioural patterns associated with digital nomadism, using empirical data collected from 193 respondents in the Slovak socio-economic context. The findings provide strong evidence that digital nomadism cannot be understood as a homogeneous lifestyle, but rather as a structurally differentiated phenomenon shaped by occupational constraints, work flexibility, and professional requirements. The results confirm that individuals working in IT, marketing, and other highly flexible or collaborative sectors perceive significantly higher suitability for digital nomadism compared to those in administrative, educational, or less location-independent professions. Furthermore, professional status also plays an important role, as students demonstrate a significantly higher preference for longer stays in destination environments than full-time employees, reflecting differences in temporal flexibility and work obligations.

In addition to occupational suitability and mobility duration, the study also highlights meaningful differences in social and technological preferences across professional groups. Respondents from collaborative and communication-intensive sectors show a stronger preference for community-based travel arrangements, while also demonstrating higher dependence on complex digital infrastructures and multiple communication platforms. These findings indicate that digital nomadism is not only shaped by occupational mobility, but also by varying degrees of social orientation and technological dependency embedded within different professional environments.

From a theoretical perspective, the study contributes to the literature by reinforcing the argument that digital nomadism represents a segmented and occupation-dependent form of mobility rather than a universally

accessible lifestyle. It extends existing research by empirically demonstrating how professional structure influences not only perceived feasibility of nomadic work, but also travel behaviour and digital infrastructure needs. From a practical perspective, the findings have important implications for employers, policymakers, and destination managers. Rather than applying uniform remote work policies, a differentiated approach is required that reflects the diverse needs of occupational groups. In particular, the development of digital infrastructure, co-working environments, and digital nomad visa schemes should consider the heterogeneity of professional profiles and their varying levels of dependency on connectivity and social interaction.

Overall, this study demonstrates that digital nomadism is evolving into a more complex and stratified form of labour mobility, shaped by the intersection of occupational structure, digital transformation, and changing work–life expectations in the post-pandemic era.

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Ivana ŠAFFOVÁ is an internal PhD candidate at the Faculty of Management and Business at the University of Prešov, at the Department of Tourism and Hotel Management. Her research activities primarily focus on the phenomenon of digital nomadism in the context of global tourism, the digital development of tourism, and current trends in the tourism industry. She publishes the results of her research in both national and international scientific journals and conference proceedings. She actively participates in research activities and international cooperation in the field of tourism, contributing to the advancement of knowledge in this area.

ORCID: <https://orcid.org/0009-0002-3507-0108>

Daniela MATUŠÍKOVÁ is an associate professor at the Faculty of Management and Business at the University of Prešov, at the Department of Tourism and Hotel Management. Her research interests include the digital development of tourism, current tourism trends, as well as rural tourism and agritourism, circular economy and others. She is a member of many foreign scientific councils and editorial boards of international journals and organized events such as international congresses and conferences. In addition to many international activities, she is also a member of the Sustainability Academic Network. During her twenty years of academic experience, she has completed 14 international mobilities at universities in Europe and beyond.

ORCID: <https://orcid.org/0000-0002-6141-7454>

Tünde DZUROV VARGOVÁ is an Assistant Professor at the Department of Tourism and Hotel Management, University of Prešov, Slovakia. She obtained her PhD in Management at the University of Prešov and holds a Master's degree in Cultural and Tourism Management from Constantine the Philosopher University in Nitra. Her research focuses on sustainable tourism development, destination management, regional competitiveness, and the implementation of digital and environmental innovations in tourism enterprises. She has authored and co-authored more than 100 domestic and international scientific publications, including articles indexed in Scopus and Web of Science, book chapters, and academic monographs. Her recent research addresses sustainable tourism indicators, circular economy in tourism, smart tourism systems, environmental innovations, service quality management, and stakeholder collaboration in tourism development. Dr. Dzurov Vargová is actively involved in tourism development projects, cross-border cooperation initiatives, and regional strategic planning, contributing to the integration of academic research and practical implementation in tourism management.

ORCID: <https://orcid.org/0000-0002-6167-2359>

Kludia IHNAČÁKOVÁ is an external PhD candidate at the Faculty of Management and Business at the University of Prešov, at the Department of Tourism and Hotel Management. Her research activities primarily focus on the phenomenon of digitalization in tourism sphere in the context of tourism digital competences and passportization. As well as the expert in the field of tourism as former long-term manager, she publishes the results of her research based on practical experience on national and international level. She actively participates in project and research activities and international cooperation in the field of tourism.

ORCID: <https://orcid.org/0009-0006-2429-7955>

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