

# From Vacation to Workation: Transforming Phuket into a Digital Nomad Hub

*The rapid expansion of remote work and digital technologies has transformed the way individuals engage with travel and professional life. In recent years, the concept of workation has emerged as a hybrid form of mobility in which individuals combine professional responsibilities with leisure travel. This shift has contributed to the rise of digital nomads, a growing group of professionals who rely on digital infrastructure to work remotely while residing temporarily in different destinations. As a result, tourism destinations around the world are increasingly exploring strategies to attract this emerging segment of long-stay travelers. This conceptual study examines the potential transformation of Phuket from a traditional vacation destination into a digital nomad hub within the evolving landscape of workation tourism. The study aims to explore the conceptual foundations of workation and analyze how tourism destinations can adapt to the needs of remote professionals. By synthesizing insights from the existing literature on tourism development, digital nomadism, and remote work mobility, the paper discusses the attributes that help destinations attract digital nomad communities. Particular attention is given to factors such as digital infrastructure, co-working environments, accommodation options, lifestyle quality, and supportive destination ecosystems that enable individuals to maintain productivity while experiencing travel. Phuket is considered a relevant case due to its established tourism infrastructure, international accessibility, appealing lifestyle, and growing digital connectivity. Traditionally recognized as one of Thailand's leading leisure tourism destinations, Phuket possesses several characteristics that align with the preferences of remote workers and digital nomads seeking extended stays. The study discusses how integrating tourism amenities into professional work environments could help Phuket diversify its tourism market and position itself within the global network of workation destinations. The paper also highlights theoretical and practical implications related to the transformation of tourism destinations in the digital era. The findings contribute to broader discussions on the evolving relationship between tourism, work, and lifestyle mobility. From a practical perspective, the study suggests that investments in digital infrastructure, development of co-working spaces, flexible accommodation arrangements, and supportive policy frameworks may strengthen Phuket's attractiveness for digital nomads. Overall, the study provides conceptual insights into how established tourism destinations may adapt to changing travel behaviors and the growing demand for workation experiences in the contemporary global tourism environment.*

## Introduction

The global tourism landscape has undergone a significant transformation in recent years, shaped by technological advancement, shifting work cultures, and evolving traveler motivations (Khalid et al., 2023; Schifilliti et al., 2025). Traditionally, tourism has been associated with leisure travel in which individuals temporarily escape their daily routines to relax, explore new

1 environments, and experience different cultures. However, the rapid expansion  
2 of digital technologies and remote work arrangements has begun to blur the  
3 boundaries between work and travel (Wilkesmann & Bassyiouny, 2025). As  
4 organizations increasingly adopt flexible work models and professionals gain the  
5 ability to perform their tasks from virtually any location, a new form of mobility  
6 has emerged that integrates productivity with leisure. This phenomenon, widely  
7 referred to as workation, represents a shift from conventional vacation practices  
8 toward a more flexible lifestyle in which individuals combine professional  
9 responsibilities with travel experiences (Khongsawatkiat & Agmapisarn, 2024).  
10 Workation reflects broader changes in the global labor market and the digital  
11 economy. Advances in high speed internet, cloud computing, collaborative  
12 software, and mobile technologies have enabled many professionals to perform  
13 their duties remotely without being tied to a fixed office location. As a result, a  
14 growing population of remote workers, freelancers, entrepreneurs, and digital  
15 professionals now seek destinations that allow them to maintain their work  
16 commitments while enjoying the lifestyle benefits of travel (Wąsowicz-Zaborek,  
17 2025b). These individuals, often described as digital nomads, typically prioritize  
18 destinations that offer reliable digital infrastructure, a supportive community,  
19 affordability, cultural experiences, and high quality living environments.  
20 Consequently, tourism destinations around the world are increasingly  
21 positioning themselves to attract this new segment of travelers who remain for  
22 extended periods and contribute to local economies in ways that differ from  
23 traditional short term tourists (Mancinelli & Bozzi, 2026).

24 Within this evolving context, the concept of transforming established  
25 tourism destinations into digital nomad hubs has gained increasing attention.  
26 Destinations that were historically known primarily for leisure tourism are now  
27 exploring strategies to accommodate remote workers who combine professional  
28 activities with travel experiences (Voll et al., 2023). This transformation involves  
29 more than simply attracting visitors; it requires the development of supportive  
30 ecosystems that include digital infrastructure, co working spaces,  
31 accommodation suited for longer stays, networking opportunities, and policies  
32 that facilitate remote work mobility. Such developments create opportunities for  
33 destinations to diversify tourism demand, stabilize visitor flows across seasons,  
34 and stimulate local economic development through longer visitor stays and  
35 deeper engagement with local communities (Su et al., 2025).

36 Phuket, one of Thailand's most prominent tourism destinations, presents a  
37 compelling case for examining the transition from vacation oriented tourism  
38 toward workation based mobility. For decades, Phuket has been internationally  
39 recognized for its beaches, cultural attractions, hospitality services, and vibrant  
40 tourism economy. The island has long attracted millions of international tourists  
41 seeking leisure experiences, making tourism a central pillar of the local  
42 economy. At the same time, Phuket possesses several characteristics that align  
43 closely with the needs of digital nomads and remote workers (Pongwat et al.,  
44 2026). These include an appealing tropical environment, relatively affordable  
45 cost of living compared with many Western countries, a well established  
46 hospitality sector, diverse accommodation options, and an increasingly

1 connected digital infrastructure. Such attributes position Phuket as a potential  
2 destination not only for short term vacationers but also for long stay remote  
3 workers seeking a productive yet lifestyle oriented environment (Bahri, 2024;  
4 Sawangchai et al., 2024).

5 The emergence of digital nomadism and workation trends has also been  
6 reinforced by broader global developments that encourage remote work  
7 mobility. Many organizations have recognized the productivity and flexibility  
8 benefits associated with remote work arrangements, while individuals  
9 increasingly value experiences that combine professional growth with personal  
10 well being and lifestyle exploration (Heo, Zhang, & Hua, 2026). In this context,  
11 destinations that can successfully integrate tourism amenities with professional  
12 work environments are likely to gain a competitive advantage in the evolving  
13 global tourism market. Phuket's tourism infrastructure, international  
14 accessibility, and established reputation as a world class destination provide a  
15 foundation upon which such transformation can occur (Kitika &  
16 Suwatcharapinun, 2024).

17 Despite the growing popularity of workation and digital nomad travel, the  
18 conceptual understanding of how traditional tourism destinations can  
19 strategically reposition themselves as digital nomad hubs remains limited. Much  
20 of the existing discourse focuses on the lifestyle aspects of digital nomads or the  
21 economic benefits associated with longer visitor stays, yet fewer studies examine  
22 how destinations can transition from conventional leisure tourism models toward  
23 hybrid tourism and work ecosystems (Acuner et al., 2025). Understanding this  
24 transformation is particularly important for destinations like Phuket that already  
25 possess mature tourism industries but seek to adapt to new travel behaviors and  
26 technological realities.

27 This conceptual study therefore explores the transition from vacation  
28 oriented tourism to workation driven mobility, with a specific focus on Phuket  
29 as an emerging digital nomad hub. The paper aims to examine the conceptual  
30 foundations of workation, identify the destination attributes that support digital  
31 nomad communities, and discuss how Phuket can strategically position itself  
32 within this evolving global landscape. By analyzing the intersection between  
33 tourism development, remote work culture, and digital infrastructure, the study  
34 contributes to the broader discussion on the future of tourism destinations in an  
35 increasingly mobile and digitally connected world. Ultimately, understanding  
36 the potential of workation tourism may provide insights for policymakers,  
37 destination managers, and tourism stakeholders seeking to adapt to changing  
38 traveler expectations while promoting sustainable and innovative tourism  
39 development.

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## 1 Literature Review

### 3 *Conceptualizing Workation and Digital Nomadism*

5 The concept of workation has emerged as a response to changing patterns  
6 of work and travel in the digital age. Traditionally, vacations were associated  
7 with temporary leisure activities during which individuals disengaged from  
8 professional responsibilities. In contrast, workation represents a hybrid  
9 arrangement where individuals continue to perform their professional tasks  
10 while staying in travel destinations that offer leisure and lifestyle benefits (Koll  
11 et al., 2025). This shift reflects broader transformations in the global workforce  
12 where technological advancements allow many occupations to be performed  
13 remotely. Remote communication platforms, cloud based systems, and portable  
14 digital devices have significantly reduced the need for workers to remain  
15 physically present in traditional office environments (Mancinelli & Bozzi,  
16 2026).

17 Digital nomadism is closely linked with the workation phenomenon. Digital  
18 nomads are individuals who rely on digital technologies to carry out their  
19 professional work while moving between different locations. Unlike  
20 conventional tourists who visit destinations primarily for leisure purposes,  
21 digital nomads often remain in a location for extended periods, combining daily  
22 work routines with exploration and cultural experiences (Moussa et al., 2022;  
23 Orel et al., 2025). This lifestyle is increasingly attractive to professionals such  
24 as software developers, designers, consultants, writers, marketers, and  
25 entrepreneurs who can operate independently of geographic constraints.

26 The motivations behind workation and digital nomad mobility extend  
27 beyond economic considerations. Many remote workers seek greater autonomy,  
28 flexibility, and improved quality of life. The ability to work from attractive  
29 destinations offers opportunities to experience new cultures, environments, and  
30 lifestyles while maintaining professional productivity. As a result, destinations  
31 that offer pleasant living conditions, reliable digital connectivity, and vibrant  
32 social environments have become particularly appealing to this group of  
33 travelers (Swetha et al., 2026).

34 Workation also represents a transformation in the way tourism is  
35 conceptualized. Instead of being limited to short term leisure visits, tourism  
36 experiences are becoming integrated into everyday life for remote workers. This  
37 integration blurs the traditional distinction between work spaces and leisure  
38 spaces, leading to the emergence of destinations that function simultaneously as  
39 tourism hubs and temporary professional environments (Wąsowicz-Zaborek,  
40 2025a). The growing popularity of this lifestyle indicates that tourism  
41 destinations may increasingly need to adapt their infrastructure and services to  
42 accommodate individuals who require both productive work settings and leisure  
43 opportunities.

*1 Destination Attributes for Digital Nomad Hubs*

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3 The transformation of tourism destinations into digital nomad hubs requires  
4 a set of supporting attributes that differ from those traditionally associated with  
5 leisure tourism. While natural attractions and recreational experiences remain  
6 important, digital nomads typically evaluate destinations based on additional  
7 factors related to their professional and lifestyle needs (Zhou et al., 2024). One  
8 of the most critical elements is reliable digital infrastructure. High speed internet  
9 connectivity, widespread availability of Wi Fi, and stable communication  
10 networks are essential for remote workers who depend on digital tools to perform  
11 their tasks and maintain communication with clients or employers (Chivandi &  
12 Mlilo, 2024; Mitra & Paul, 2025). Accommodation options also play an  
13 important role in attracting digital nomads. Unlike short term tourists who often  
14 stay in hotels for brief periods, digital nomads usually prefer accommodation  
15 suitable for extended stays. Serviced apartments, co living spaces, and rental  
16 properties that offer comfortable work environments are particularly appealing.  
17 Such accommodation arrangements allow remote workers to establish temporary  
18 routines while maintaining productivity and work life balance (Bednorz et al.,  
19 2025).

20 Another important attribute is the availability of co working spaces and  
21 professional environments. Co working spaces provide dedicated work areas,  
22 meeting rooms, and networking opportunities for remote professionals. These  
23 environments not only support productivity but also foster a sense of community  
24 among individuals who may otherwise experience social isolation while working  
25 remotely. The presence of such facilities contributes to the development of  
26 collaborative ecosystems where digital nomads can interact, exchange ideas, and  
27 build professional networks (Eban, 2025; Rasethunsa, 2023).

28 Cost of living is also a significant factor influencing the choice of  
29 destination. Many digital nomads seek locations where living expenses are  
30 relatively affordable compared with major metropolitan areas in their home  
31 countries. Destinations that offer reasonable accommodation costs, affordable  
32 food options, and accessible transportation systems are more likely to attract  
33 long stay remote workers (Ji et al., 2024). At the same time, lifestyle quality  
34 remains an essential consideration. Pleasant climate, cultural diversity, safety,  
35 recreational opportunities, and vibrant social environments contribute to the  
36 overall attractiveness of a destination for workation experiences.

37 Government policies and visa regulations can also influence the development of  
38 digital nomad hubs. Some destinations have introduced specialized visas or long  
39 stay permits designed specifically for remote workers (Akgış İlhan et al., 2025).  
40 Such policies facilitate extended stays and provide legal frameworks that support  
41 international mobility for professionals who work online. Supportive regulatory  
42 environments, combined with infrastructure development and community  
43 engagement, play a critical role in shaping destinations that successfully attract  
44 digital nomad populations (Poulaki et al., 2023).

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1 *Phuket as an Emerging Workation Destination*

2  
3 Phuket has long been recognized as one of Thailand's most prominent  
4 tourism destinations, attracting visitors from around the world due to its natural  
5 beauty, hospitality services, and cultural attractions. Historically, tourism  
6 development in Phuket has focused primarily on leisure oriented experiences  
7 such as beach tourism, recreational activities, and short term holiday stays.  
8 However, the evolving dynamics of global travel and remote work have created  
9 opportunities for Phuket to expand its tourism profile beyond conventional  
10 vacation tourism (Pattanameteewit, 2025). Several characteristics make Phuket  
11 particularly suitable for the development of workation tourism. The island offers  
12 a combination of attractive environmental conditions, established tourism  
13 infrastructure, and accessibility that aligns with the preferences of digital  
14 nomads. Its tropical climate, coastal landscapes, and diverse leisure activities  
15 provide an appealing lifestyle environment for individuals who wish to balance  
16 work responsibilities with relaxation and exploration. At the same time, Phuket's  
17 hospitality sector provides a wide range of accommodation options ranging from  
18 luxury resorts to long stay apartments that can support extended visitor stays  
19 (Acuner et al., 2025).

20 The presence of international airports and transportation connectivity  
21 further strengthens Phuket's position as a potential hub for remote workers.  
22 Accessibility allows digital nomads to travel conveniently between Phuket and  
23 other regional or global destinations, which is particularly important for  
24 individuals who maintain international professional networks. In addition, the  
25 growth of digital infrastructure and increasing availability of co working spaces  
26 on the island have begun to create environments that support professional  
27 productivity alongside tourism experiences (Chuanchen & Wei, 2025). Local  
28 communities and businesses in Phuket are also increasingly recognizing the  
29 potential benefits associated with attracting digital nomads. Unlike short term  
30 tourists who may spend only a few days in a destination, digital nomads typically  
31 remain for weeks or months, contributing to local economies through  
32 accommodation, dining, transportation, and other services. Their longer stays  
33 can help stabilize tourism demand and create more consistent economic activity  
34 for local businesses (Basu, 2024).

35 At the same time, the transformation of Phuket into a digital nomad hub  
36 requires careful consideration of sustainable development and community  
37 integration. Balancing the needs of long stay remote workers with the interests  
38 of local residents and traditional tourism markets is essential for maintaining  
39 social and economic harmony. Infrastructure planning, environmental  
40 management, and community participation will play important roles in shaping  
41 how workation tourism evolves within the destination (Hunt & Thaveeseng,  
42 2024).

43 As global mobility patterns continue to evolve, Phuket's potential transition  
44 from a conventional vacation destination to a workation oriented hub represents  
45 an important area of conceptual exploration. Understanding the attributes that  
46 support digital nomad communities and examining how these attributes align

1 with Phuket's existing tourism ecosystem provides valuable insights into the  
2 future development of tourism in the digital era (Rillo et al., 2025) (Moussa et  
3 al., 2024).

## 6 **Methodology**

8 This study adopts a conceptual research design to explore the transformation  
9 of Phuket from a traditional vacation destination into a potential digital nomad  
10 hub within the context of workation tourism. Conceptual research focuses on  
11 developing theoretical understanding and synthesizing existing knowledge to  
12 explain emerging phenomena (Salawu et al., 2023). In this study, the  
13 methodology is based on an extensive review and interpretation of existing  
14 academic literature, industry reports, policy discussions, and tourism  
15 development perspectives related to workation, remote work mobility, and  
16 digital nomadism (Arslan, 2024).

17 The research process involves examining scholarly discussions on the  
18 evolution of tourism behavior, particularly the shift from short term leisure travel  
19 toward hybrid travel patterns that combine work and tourism experiences.  
20 Relevant literature on digital nomads, remote work environments, tourism  
21 destination development, and lifestyle mobility is analyzed to identify key  
22 themes and conceptual relationships (Heo et al., 2026). Through this approach,  
23 the study integrates insights from tourism studies, mobility studies, and digital  
24 economy perspectives in order to understand how emerging forms of travel  
25 influence destination development strategies.

26 In addition to academic literature, the study considers secondary sources that  
27 discuss the characteristics of destinations that attract digital nomads. These  
28 include discussions related to digital infrastructure, accommodation patterns,  
29 community environments, lifestyle factors, and tourism ecosystems that support  
30 extended stays (Hannonen, 2025). By synthesizing these perspectives, the  
31 research develops a conceptual understanding of how established tourism  
32 destinations may adapt their structures to support workation based travel.

33 The analysis is interpretative in nature and aims to explain the conditions  
34 and attributes that may facilitate the positioning of Phuket as a digital nomad  
35 hub. This methodological approach allows the study to explore theoretical  
36 implications and propose insights for tourism development, destination  
37 management, and future research related to workation tourism.

## 40 **Discussion of the Study**

42 The emergence of workation represents a significant shift in the relationship  
43 between tourism, work, and mobility. The traditional understanding of tourism  
44 has long been centered on temporary leisure travel where individuals disengage  
45 from their professional responsibilities. However, the increasing adoption of  
46 remote work has altered this conventional model by allowing individuals to

1 maintain productivity while traveling. This transformation has created new  
2 opportunities for tourism destinations that are capable of supporting both  
3 professional activities and leisure experiences (Cook, 2023). In this context,  
4 Phuket demonstrates considerable potential to evolve from a conventional  
5 vacation destination into a workation oriented hub that attracts digital nomads  
6 and remote professionals. One of the key elements that supports this  
7 transformation is Phuket’s established tourism infrastructure. The island has long  
8 developed accommodation facilities, hospitality services, transportation  
9 networks, and recreational attractions that cater to international visitors. These  
10 existing resources provide a strong foundation for accommodating long stay  
11 visitors who seek both comfort and convenience during their workation  
12 experiences (Pongwat et al., 2026). Digital nomads often require environments  
13 that allow them to balance work commitments with relaxation and social  
14 engagement, and Phuket’s lifestyle environment offers many of these qualities.

15 Digital connectivity is another important factor influencing the feasibility of  
16 Phuket as a digital nomad destination. Reliable internet access and the  
17 availability of co working spaces are essential for individuals who rely on digital  
18 platforms to conduct their professional activities (Grimley et al., 2026). As the  
19 demand for remote work environments grows, destinations that invest in digital  
20 infrastructure and professional working environments are more likely to attract  
21 long stay remote workers. Phuket has already begun to see the emergence of co  
22 working spaces and digital communities that support this evolving form of  
23 mobility (Engelhardt & Rogers, 2026).

24 The economic implications of attracting digital nomads are also significant.  
25 Unlike traditional tourists who typically stay for short durations, digital nomads  
26 often remain in destinations for several weeks or months. Their extended stays  
27 contribute to local economies through spending on accommodation, food,  
28 transportation, and other daily services (Klimsch & Puapradit, 2023). This form  
29 of tourism may create more stable economic activity compared with highly  
30 seasonal tourism patterns. As a result, the development of workation tourism  
31 may help diversify tourism markets and provide more consistent economic  
32 opportunities for local businesses (Treesuk, 2025; Tsonev & Basmadzhieva,  
33 2023).

34 At the same time, the transformation of Phuket into a digital nomad hub  
35 requires careful planning and sustainable management. The growth of long stay  
36 remote workers may influence housing markets, local infrastructure demand,  
37 and community dynamics (Boonkrong et al., 2025). Ensuring that tourism  
38 development benefits local communities while preserving environmental and  
39 cultural resources is essential for maintaining long term sustainability.  
40 Collaboration between policymakers, tourism stakeholders, and local  
41 communities will therefore be necessary to manage the opportunities and  
42 challenges associated with workation tourism (Khongsawatkiat & Agmapisarn,  
43 2024).

44 Overall, the shift from vacation based tourism toward workation oriented  
45 mobility reflects broader changes in the global economy and workforce.  
46 Phuket’s combination of lifestyle attractiveness, tourism infrastructure, and

1 accessibility positions it as a promising location for the development of digital  
2 nomad communities (Boonkrong et al., 2025). By recognizing these emerging  
3 trends and strategically adapting its destination development, Phuket may  
4 strengthen its position in the evolving global landscape of workation tourism.  
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## 7 **Implications of the Study**

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### 9 *Theoretical Implications of the Study*

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11 The transformation of tourism by the emergence of workation and digital  
12 nomad mobility is a growing area of interest in tourism and mobility studies (Ji  
13 et al., 2024). This conceptual study contributes to the theoretical understanding  
14 of how tourism destinations evolve in response to changes in global work  
15 patterns and digital connectivity. Traditionally, tourism research has focused  
16 largely on leisure travel, seasonal visitation patterns, and short term tourist  
17 experiences (Ladkin et al., 2023). The rise of remote work challenges these  
18 traditional frameworks by introducing new forms of mobility in which travel is  
19 no longer limited to leisure purposes but becomes integrated into everyday  
20 professional life.

21 One theoretical implication of this study lies in expanding the conceptual  
22 boundaries of tourism. The emergence of workation demonstrates that tourism  
23 experiences are increasingly embedded within broader lifestyle practices.  
24 Individuals who participate in workation do not separate work and leisure in the  
25 same way as traditional tourists (Stich et al., 2025). Instead, they engage in a  
26 hybrid form of mobility that combines professional productivity with  
27 recreational experiences. This shift suggests that tourism scholars may need to  
28 reconsider traditional definitions of tourists, travelers, and tourism experiences.  
29 The integration of work and travel indicates that tourism can function not only  
30 as a leisure activity but also as a component of lifestyle mobility within the  
31 digital economy (Bassyiouny & Wilkesmann, 2023).

32 The study also contributes to the growing literature on digital nomadism and  
33 lifestyle migration. Digital nomads represent a distinct category of mobile  
34 professionals who rely on digital technologies to sustain their work while  
35 relocating across destinations (Gupta et al., 2026). Unlike conventional migrants  
36 who relocate permanently or tourists who travel temporarily, digital nomads  
37 occupy an intermediate space characterized by temporary yet extended stays in  
38 different destinations. The conceptual exploration of Phuket as a digital nomad  
39 hub highlights the importance of understanding how destinations adapt to this  
40 emerging form of mobility. By focusing on the transformation of a well  
41 established tourism destination into a workation environment, the study adds to  
42 theoretical discussions regarding the relationship between tourism infrastructure,  
43 lifestyle mobility, and digital work practices.

44 Another important theoretical implication relates to destination  
45 development and competitiveness. Traditional tourism competitiveness models  
46 often emphasize factors such as natural attractions, cultural heritage, hospitality

1 services, and accessibility (Song & Xu, 2024). While these factors remain  
2 important, the emergence of digital nomad tourism introduces additional  
3 elements that influence destination attractiveness. These include digital  
4 infrastructure, co working environments, extended stay accommodation, and  
5 supportive social ecosystems. The study suggests that the competitiveness of  
6 tourism destinations in the digital era may increasingly depend on their ability  
7 to support remote work environments alongside leisure tourism experiences.

8 The study also highlights the intersection between tourism development and  
9 the digital economy. As remote work becomes more widely accepted across  
10 industries, tourism destinations may begin to function as temporary living and  
11 working environments for globally mobile professionals. This phenomenon  
12 challenges traditional distinctions between tourism spaces and residential  
13 spaces. From a theoretical perspective, the emergence of workation destinations  
14 reflects the broader restructuring of spatial relationships between work,  
15 residence, and leisure. Destinations such as Phuket may therefore be understood  
16 not only as tourism locations but also as temporary professional environments  
17 within global digital networks (Shin et al., 2024).

18 Furthermore, the study contributes to conceptual discussions on sustainable  
19 tourism development. The attraction of digital nomads who stay for longer  
20 durations may influence tourism patterns by reducing dependence on short term  
21 mass tourism flows. Longer stays can encourage deeper engagement with local  
22 cultures, communities, and everyday environments (Jiwasiddi et al., 2024). At  
23 the same time, the presence of long stay visitors may introduce new social and  
24 economic dynamics that require careful management. Understanding these  
25 dynamics contributes to broader theoretical debates on how tourism destinations  
26 can evolve in ways that balance economic opportunities with social and  
27 environmental sustainability. Finally, this study provides a foundation for future  
28 empirical research. As workation continues to grow as a global trend, researchers  
29 may explore various aspects such as the motivations of digital nomads, the  
30 experiences of local communities, the economic impacts of long stay remote  
31 workers, and the policy frameworks that support digital nomad mobility. The  
32 conceptual insights generated through this study therefore contribute to the  
33 development of future research agendas in tourism, mobility studies, and digital  
34 economy research.

### 35 36 *Practical Implications of the Study*

37  
38 In addition to its theoretical contributions, this study offers several practical  
39 implications for policymakers, tourism authorities, destination managers, and  
40 local stakeholders interested in developing Phuket as a workation destination.  
41 The growing global community of digital nomads and remote professionals  
42 presents new opportunities for tourism destinations seeking to diversify their  
43 visitor markets and strengthen economic resilience. Understanding how Phuket  
44 can position itself as an attractive location for workation tourism may help  
45 stakeholders design strategies that align with emerging travel behaviors. One  
46 practical implication relates to the importance of digital infrastructure

1 development. Reliable and high speed internet connectivity is a fundamental  
2 requirement for remote workers who depend on digital platforms to perform their  
3 professional tasks. Tourism authorities and local governments may therefore  
4 consider prioritizing investments in digital infrastructure across the island.  
5 Expanding internet coverage, ensuring stable connectivity, and supporting  
6 digital service providers can significantly enhance Phuket’s attractiveness to  
7 digital nomads who require dependable communication networks for their work.

8 Another practical implication involves the development of co working  
9 spaces and professional environments. Dedicated workspaces equipped with  
10 modern facilities can play an important role in supporting productivity for  
11 remote professionals. The presence of co working spaces also fosters networking  
12 opportunities and social interaction among digital nomads. Local entrepreneurs  
13 and businesses may explore opportunities to establish co working hubs that  
14 integrate professional facilities with social and community activities. Such  
15 environments can contribute to the development of vibrant digital nomad  
16 communities within the destination.

17 Accommodation strategies also represent an important area for practical  
18 development. Since digital nomads often stay for longer periods compared with  
19 traditional tourists, accommodation providers may consider offering flexible  
20 rental arrangements and facilities that support both living and working needs.  
21 Serviced apartments, co living spaces, and long stay packages can be particularly  
22 attractive to remote professionals seeking comfortable environments for  
23 extended stays. Hotels and resorts may also adapt certain facilities to  
24 accommodate guests who require quiet workspaces and reliable connectivity.  
25 Marketing and destination branding strategies can also benefit from recognizing  
26 the growing demand for workation experiences. Tourism promotion efforts may  
27 highlight Phuket’s lifestyle environment, cultural diversity, natural attractions,  
28 and supportive work environments. Emphasizing the ability to combine  
29 productivity with relaxation may help position Phuket as an appealing  
30 destination for digital nomads seeking balance between professional  
31 responsibilities and personal well being. Digital marketing campaigns,  
32 partnerships with remote work communities, and international promotion  
33 initiatives may further strengthen Phuket’s visibility within global digital nomad  
34 networks.

35 Community engagement and sustainable planning are also essential  
36 considerations. The growth of digital nomad populations may influence housing  
37 demand, local infrastructure usage, and social dynamics within the destination.  
38 Policymakers and local stakeholders may therefore consider strategies that  
39 ensure tourism development benefits local communities while maintaining  
40 social balance. Encouraging collaboration between local residents, businesses,  
41 and digital nomad communities may foster positive interactions and cultural  
42 exchange.

43 Finally, policy frameworks may play a crucial role in facilitating workation  
44 tourism. Governments may consider regulatory measures that support long stay  
45 visitors who work remotely while residing temporarily in the destination. Clear  
46 guidelines related to visas, taxation, and residency arrangements can help create

1 an environment that encourages international professionals to choose Phuket as  
2 a workation destination. By aligning policy initiatives with tourism development  
3 strategies, Phuket may strengthen its capacity to attract digital nomads while  
4 ensuring responsible and sustainable tourism growth. Overall, the practical  
5 implications of this study highlight the importance of strategic planning and  
6 collaboration among multiple stakeholders. By recognizing the opportunities  
7 presented by workation tourism and developing supportive environments for  
8 remote professionals, Phuket may successfully transition from a traditional  
9 vacation destination into a dynamic hub for digital nomad communities in the  
10 evolving global tourism landscape.

### 11 *Limitations and Future Studies*

12 This study has several limitations that should be acknowledged. First, the  
13 research adopts a conceptual approach and does not include empirical data or  
14 field-based evidence. As a result, the arguments presented rely primarily on  
15 interpretations of existing literature and theoretical discussions on workation,  
16 digital nomadism, and tourism development. Second, the study focuses  
17 specifically on Phuket as a potential digital nomad hub, which may limit the  
18 generalizability of the insights to other tourism destinations with different socio-  
19 economic and infrastructural conditions. Third, the study does not examine the  
20 perspectives of key stakeholders such as residents, tourism businesses,  
21 policymakers, or digital nomads themselves. Their experiences and perceptions  
22 could provide deeper insights into the practical realities of workation tourism.  
23 Future research may address these limitations by conducting empirical  
24 investigations, surveys, or case studies that explore the impacts and experiences  
25 associated with workation tourism in Phuket and similar destinations.  
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