

The Digital Nomad Tourist Motivation in Bali: Exploratory Research Based on Push and Pull Theory

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Tourism has grown tremendously over last few decades in Indonesia. Thanks to its natural beauty and cultural uniqueness, tourism is packaged in various forms such as rural, urban, cultural, shopping tourism with their own characteristic of respective market segments. Bali as a leading tourist destination in Indonesia for decades is well known for its cultural tourism which was popularized by European writers and artists. In addition, the beautiful beaches also encourage the number of surf tourists to come and gradually revolutionizing the coastal areas of southern Bali into tourist areas. With the facilities advancement that supports the world society mobilization and also the increasingly dynamic use of technology, Bali is now increasingly in demand by groups of tourists known as digital nomadic. The existence of this market certainly attracts the attention of tourism authorities in many countries, including in Indonesia. Massive promotions about nomad friendly digital Indonesia have been carried out by the Indonesian government. The research aims to explore the internal and external motivation of digital tourist nomads who come to Bali based on push and pull factor theory. The aim is to provide an overview of self-internal driven and external factors of digital nomads that potentially to attract them to come. At the end, it is expected to give an insight to the authorities to execute the right strategy on this potential market. Through a factor analysis technique with 150 digital nomads as respondents, this research results 2 common factors formed on push factors, they are; 1) motivational factors related to work matters; 2) enlarging network. Whereas the 3 common factors formed for pull factors are; 1) inspiring destination; 2) supportive place to stay and work; 3) enjoyable activities.

Keywords: Digital, nomad, destination, tourism, Bali

Introduction

Post-modernism, lifestyle and technological advances have a major influence on the activities of the global travel and tourism industry. Today more and more people are looking for independence, traveling for a variety of good reasons for things that are very important to meet personal curiosity and hedonistic desires (Richard 2015, Muller 2016). This was also emphasized by Mouratidis (2018). He explained that the evolution of work, technology and nomadic work styles in synergy has broadened the choices of workers who have certain specializations to carry out their professional activities anywhere in the world.

The terms of nomad known today has changed considerably from its original meaning. Initially the term nomadology reflects the conflict between state power

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and individual freedom (Deleuze and Guattari 1986). But in this context, discourse about nomads is directed towards phenomena between a settled work life or the choice to choose a location independently. D'Andrea (2007) and Cresswell (1997) argued that mobilization is a new order in life today (order of the day) where nomads, immigrants, travelers and explorers exemplify a new fluidity in global life.

In the context of tourism phenomenon, nomadic tourism has become a discourse of product and market development which is aggressively promoted many developing destinations like as Indonesia. As a country that relies on the tourism sector as a foreign exchange earner, the authorities have packed various strategies to gain this market share. The target of 20 million tourists in 2020 requires them to develop a market share that is believed to have a large influence, namely millennials which associated with nomadic tourists (Kemenpar 2019). Types of nomadic travelers or tourists are varied. Observing a phenomenon that is developing in regions today, it is said the digital nomad is a type of markets which is currently growing quite significantly. Digital nomad traveler is individual who take advantage of the use of digital technology to work and more generally live a sedentary lifestyle (Mohn 2014). Moreover Thompson (2018) added that digital nomadic is someone who decides to work independently and utilize technology so that it is not bound by time and place. Even though the terms of nomad have plenty of types, those who live and work in a destination, utilize internet media for their work activities known as nomad digital. From these points of view, it can be underlined that nomadic tourism is very closely related to the digitalization of the tourism industry.

According to Mouratidis (2018), the term of digital nomad comes from "digital" which means to involve or relate to the use of computer technology and "nomad" which refers to members who wander from one place to another without limits. In addition, he emphasized that digital nomadic travels commonly are driven with 2 or 3 more motivations such as holiday without leaving work assignments or working where he goes on vacation. This tourist groups are very closely related to digital element, e.g., the internet or communication in cyberspace.

Nomadic travel and its activity behavior are indeed very interesting to discuss. In an article cited from justtraveling (2016), it states that this tireless traveler often even rents out their own apartment and works at night as a freelancer to pay for their travel expenses while at the same time learning the local language during the day. In terms of destination, in various internet pages, Bali especially a few regions have been awarded a lot of recognition as digital nomad friendly destinations. According to the Thalassa (2017) in an online article, she explains that there are several things offered by a nomad destination that can attract nomad tourists, including: 1) location independent professionals; 2) fight the loneliness; 3) flexibility; 4) make it easy; 5) get the ward out.

As a developing market that has attracted the attention of many countries, this research will investigate the motivation of digital nomads to visit Bali. Although there have been many articles that discuss motivation based on push and pull factors, this research will examine with more specifically subject. Driving motivation is internal desire within individual to travel for a reason such as getting

out of a daily routine, spending time on vacation with family (Suhud et al. 2018). While pull motivation is the stimulation of a destination including attractions, sights, historical sites, recreational facilities, cultural attractions, etc. Uysal and Hagan (1993) argued that knowing the motivation of tourists in choosing a destination will help the authorities to make decisions about activities and facilities that can largely satisfy the psychological needs of tourists. This study aims to explore digital nomad tourists' motivation with regard to visiting Bali as a digital nomad destination.

Literature Review

Table 1 provides a typology of the various types of nomads. Thompson (2018) said that digital nomads are workers who work remotely and usually work in the fields of web design, programming or online marketing. He also added that digital nomads are a very different type of worker from telecommuter workers in the past few decades becoming a trend where people choose to work from home so they can save on transportation, avoid work disturbances at work and flexible schemes for activities to look after children at home. Cited from an online article, Rowland (2011) conducted a small survey which concluded that digital nomads are highly influential people. They produce digital content that motivates through creative and innovative ideas about problems faced by many people, while in other places other people are regularly busy.

Unlike other market shares that have similar characteristics or preferences, the nomad market seems to have a great variety of characteristics. As cited from *Become Nomad* (2015), it describes in practice the variations of the nomad's characteristic in their traveling activities. For example, the digital nomads that have a dependency on the use of technology during their travel activities must be attracted by internet connection, inspiring workplace and supportive atmosphere. Another type that is no less interesting is the spiritual nomad for those who has self-spiritual driven to get inner satisfaction during their stay in a destination. This type is actually quite feasible and potentially to be developed in Eastern worlds where the traditional rituals and belief are attached with society. Moreover, another worth market that still interesting be discussed is the retired nomad. This market has widely discussed by many articles especially towards their spending in a destination. The same thing can be done with the other types of nomads' travelers which indeed can be specifically analyzed to understand their push and pull motivation. This review actually gives a lot of insight about the market development that potentially to be developed by tourism authorities in destination by providing various destination attributes accordance of their needs.

Table 1. *Type of Nomads*

No	Type	Description
1	Digital Nomad	They have characteristics that like to look for new destinations, move consistently and their activities are very closely related to the use of technology. Usually this type works in building start-ups. In their tour activities, they spend more time working at spots that have good internet access on weekdays and take advantage of the time to be busy on weekends.
2	Spiritual Nomad	This type of nomad is more on spiritual goals. They look for meaning and inspiration in their travel activities by coming to destinations to interact and even share about their spiritual insights in the new place.
3	Quick time Nomad	They are workers who are able to have the opportunity and permission from the employer to take a break out vacation in a fairly frequent period of time such as 1 week off every 2 months. In the article explained that this nomad has the opportunity to travel quite intense to see the world, but certainly requires high costs to meet the target of his journey.
4	Corporate Nomad (Remote Work Nomad)	This nomad type is very easy to see from its characteristics where they work in a large company, but the task of working does not require them to be physically present at the office so they can work from home or other places with status as workers.
5	Half-and-half Nomad	Are those who are able to make a balanced activity between work time and lease activities "cycle" in a trip. Examples of this type of nomad are seasonal employees where they work for a certain season in a particular destination and after the contract is completed, he can take a full vacation at the place
6	Offline or "Classic" Nomad	Said to be a classic nomad type. They are a group of professional workers who have competencies such as street artists, English teachers, cooks, diving instructors. They travel migrated from one destination to another to work in accordance with their fields. However, the obstacles faced are usually those who stay in low-paid destinations in accordance with the local wage. However, the article said that the advantage of this nomad is to make them integrate in a place and become part of the local community
7	Volunteer/ House-Sitting Nomad	This type of nomad is the opposite of the classic nomad. There is no money exchange on this model nomad. Traveler who comes to a place as a volunteer or house sitting with benefits such as free accommodation and food.
8	Rich Nomad	This type is the type of nomad most dreamed of by many people. They are very free and flexible in their travels. These are people who have a lot of money from lottery, family heritage or a successful career.
9	Retired Nomad	This elderly nomad traveler is those who travel nomadism which is usually for two reasons. The first at his age now only hears about the nomad lifestyle and wants to feel it, while the second can also be because of dreams that they had when they were young. But because of the demands of his life he had to raise money and even raise their children. Usually their resources in travel are retirement money so they don't have to work in their traveling activities.
10	Home Nomad	According to the article, home nomads are those who are able to build meaning and self-conscious life without having to travel. According to them, staying in their home country is adventurous that awakens and stimulates. It is not yet clear if anyone has really managed to achieve this while staying in one place, but that is something to be aspired to.

Source: Become Nomad 2015.

Perspective of Nomadic Tourism from Indonesia Government

Cited from report issued by Kemenpar (2019), it outlines the relation between nomadic tourism in the development of tourist destinations can be divided into three parts, namely:

1. Nomadic tourism attraction, is a form of attraction that provides entertainment or events for nomad tourists. Entertainment attractions can be packaged from various forms of natural, artificial and event attractions.
2. Nomadic tourism amenities are the availability of accommodation in the form of a caravan. (1) This caravan can move daily or weekly, and can be stopped in beautiful areas in tourist destinations; (2) glamping or glam-camp (glamour camping), i.e., a stay facility in the form of a luxury tent with star hotel facilities. Experience one with nature with luxurious service facilities; (3) home-pod or accommodation facilities in the form of egg houses, which can be moved for a longer time than glamping. This home-pod form is heavier than glamping, so the length of stay in a home-pod can be longer than in glamping.
3. Nomadic tourism access, is the convenience obtained by nomad tourists while heading to destinations with faster time. Type of convenience transportation to get the destination such as the presence of seaplane, helicity, or living in ships.

The Government of Indonesia, through the Ministry of Tourism in 2018, has launched a nomad destination and tourism digitization program as a quick effort to attract these types of tourist to destination. The development of the nomad tourist ecosystem in Indonesia currently is divided into three types of nomad tourists with the category of backpacker tourist. Backpackers tourists are identical to tourists who only carry a carrying bag on each trip. But in nomad tourism, the backpacker category becomes very useful for the destination, because this group of tourists utilizes digital technology in every trip. The three types of nomad tourists are described in Table 2.

Table 2. *Type of Nomadic Traveler according to Indonesian Government*

No	Type	Description
1	Glam packer	Also known as millennial nomad. Its main activity is wandering and searching for an “instagramable world”. This type utilizes digital media in documenting their activities through social media such as Instagram
2	Lux packer	Also known as luxurious Nomad. These tourists take advantage of online platforms in their travels like conde next travel. Expedia, booking.com, Airbnb, hotels.com and Agoda
3	Flash packer	Also known as the Digital Nomad with the characteristics of settling temporarily in a destination, while working.

Source: Kemenpar 2019.

According to the article, nomad tourists that will be targeted by the Ministry of Tourism of Indonesia consist of three types of nomad tourists. If observed, the Glam Packer and Lux Packer have similar characteristics which features the ability to beneficial the information technology. For Glam Packer, it is more focused on maximizing the use of tourist social media to strengthen promotion on social media, while for Lux Packer, it is more involved on intermedia utilization with activities offered by the online platform, whereas Flash packer is a type of traveler whose activities in destinations are related to work activities.

Motivation: Push and Pull Factors

In general, motivation is a need that makes a person takes action to satisfy his needs. There are several theories about tourist motivation. According to Moutinho (1993), motivation is a state of need, a condition which gives an individual impetus for some type of action which is seen as a possibility to bring satisfaction. Basically, someone traveling is motivated by several things. From various motivations that drive the trip, according to Mathieson and Wall (1982) tourist motivation (driving) can be categorized into: Physical Motivation, Cultural Motivation, Personal Motivation, Prestige Motivation and status.

1. Physical Motivation: Refreshing body and soul, health, sports participation, fun, entertainment and shopping
2. Cultural Motivation: Curiosity about other countries, communities and places of art, music, architecture, folklore, historical places, special events such as cultural festivals.
3. Personal Motivation: Visiting friends and family, meeting new people / acquaintances, new experiences in a new environment, breaking away from routine, happiness to travel, spiritually, just for the purpose of travel.
4. Prestige and Status Motivation: Hobbies, learning. Business contracts and professional goals, conferences and meetings, enhancing egos and other interests, fashion.

Crompton (1979) said that most discussion of tourism motivation always discusses the concepts of "pull" and "push". So simply, it can be said that the push factor is related to the desire of tourists to go on vacation, while the pull factor is related to the choice of tourist destinations. The theory put forward by Dann (1977) in Pull and Push Theory the decision to travel is influenced by driving factors, namely factors that come from within the individual which encourages a person to travel, such as the desire to escape from daily routines and the pull factors, factors that arise outside of the personal and attract someone to come to a tourist attraction such as the presence of attractions, culture, services (transportation, accommodation and so on) and natural beauty. After the desire to travel appears, a new destination is determined to be used as a vacation spot to fulfill that desire. The decision of tourists to visit an area is not separated from the information obtained either from brochures, friends or other promotional media

and can also be due to the experience gained before so that tourists want to visit the destination.

According to Alghamdi (2007), push factors that motivate tourists to travel consist of, escape motives, relaxation, prestige, family and friend togetherness, knowledge, sport motivations, adventure, enjoying natural resources, desire for sex, motivations of alcohol. The driving factors used to explain the desires or reasons of tourists to go on a trip are related to the motives, needs and interests of tourists, there are ten dimensions of the driving factors that have been mentioned, but which are examined in research and in accordance with the conditions on the ground which are.

The last but not least, the pull factor also has significant role of influencing the tourists' perspective in deciding their travel. Pull factors are external factors that motivate tourists to travel (Richardson and Flucker 2004). The attributes of a tourist destination apply as a pull factor which is able to attract someone to come such as attractions, culture, services (transportation, accommodation, etc.), and natural beauty (Dann 1977).

In an online article written by Dodd (2018) which describes the motivation of digital nomad like as Pieter Level (Nomadlist Founder), he said that before deciding to become a digital nomad, he (Pieter Level) was a successful online business owner but he slowly realized that working at home online made his life become mundane. With the internal driven motivation, he sparked an idea "if you can work anywhere, then why are still here"? On the other hands, pull factors as factors that attract digital nomads to come to a destination are also determined by several potential factors. Rowland (2011) summarizes in an online article that outlines that digital nomads come to a destination not only to always spend time at work. Homey place, easy access, internet connectivity and including a place to socialize are some important things that are considered to decide to come to a destination.

Methodology

The population and sample of this study are digital nomads in Bali in 2019. The nature of the population is not settled (mobile population), so the size of the population is not precisely known. Sampling is done by purposive sampling method in areas Canggu, Sanur and Ubud which according to information these places are popular for digital nomad. A total of 170 questionnaires were distributed. From the total distributed, 20 questionnaires were considered invalid because the occupation information from the sample did not indicate nomad digital work. Ultimately, valid data and received back is 150 questionnaires. There are 2 parts in the questionnaire; 1) demographic characteristics; 2) motivation for digital nomad arrivals. Factor analysis is used in this study by ranking the importance of push and pull motivation factors, then conduct exploratory factor analysis to reduce and categorize factors into common factors that can represent push and pull factors of digital nomads' motivation to Bali.

In this study, researchers used exploratory factor analysis techniques (*EFA*). To test the instrument, the researcher conducted a validity and reliability test on the instrument to see whether the instrument to be used in the field was valid or not. According to Santoso (2012) before carrying out the stages of factor analysis, validity and reliability must be tested first, then proceed with the stages of factor analysis. The stages that must be carried out by researchers are as follows; 1) Correlation matrix formation; 2) Factor extraction; 3) Rotation matrix; 4) Giving the name of the vector is a stage for the interpretation of the factors formed. It was considered to be able to represent the variable members of the factor. Analysis of nomad digital motivation variables in Bali was carried out using 15 valid indicators. Following are the outputs of the tests conducted using the IBM SPSS version 25 program.

Findings

Table 3 shows the demographic characteristics of the 150 samples treated. The gender section shows a balanced proportion of nomad digital samples between men and women. The age section shows that the majority of digital nomads are in the range of 20-29 at 46% and 30-39 at 33%, while the lowest percentage of age is in those aged 50-59 years. For education levels, 57% of the samples are undergraduate alumni, while the lowest is PhD, 4%. From the digital nomads' occupations, the data shows a fairly high variation with the largest percentage of work, among others 12% who work in travel agency, 11% writer, 11% digital marketing, 10% blogger and 10% social media influencer. While, according to its nationality, the digital nomads are dominated by 21% come from Australia, 11% Germany, 10% France, followed by UK and Malaysia 7% and also 7% from other Europe countries. Furthermore, for monthly income, the majority of 35% claimed that their income ranged between 1,000-2,999 USD and 27% in 3,000-4,999 USD.

From Table 4, it can be seen that the highest ranking for push motivation factors are the opportunity to meet other people (3.68), the second is to find a place that related to my work/project (3.49), followed with to get some inspiration to complete with my project (3.45), while the lowest score is to make money without getting pressured from office work (2.72). On the other hands for pull factor, Bali is international destination and friendly with western culture (fashion, alcoholic drink, and food) (4.32), There are plenty options of accommodation in Bali which fit to my budget (4.16), Bali as a safe place to travel and work individually. Whereas the lowest score is Bali provides 24 hours' restaurants with good internet connection and working space (3.48).

Table 3. Demographic Characteristic of Survey

Variable	Count	%	Variable	Count	%
Gender			Education		
Male	73	49%	Below Degree	14	9%
Female	77	51%	Degree	86	57%
Total	150	100%	Master	44	29%
			PhD	6	4%
			Total	150	100%
Age			Occupation		
Under 20	9	6%	Blogger	15	10%
20-29	69	46%	Vlogger	10	7%
30-39	50	33%	Travel Agency	18	12%
40-49	15	10%	Writer	17	11%
50-59	7	5%	Digital Marketing	16	11%
Total	150	100%	Photographer	14	9%
			Web Content		
			Developer	12	8%
			Social Media		
			Influencer	15	10%
			Social Volunteer	9	6%
			Creative	4	3%
			Illustrator	5	3%
			Media		
			Entrepreneur	7	5%
			Business	8	5%
			Developer		
			Other	150	100%
			Total		
Nationality			Monthly Income (USD)		
Australia	31	21%	Below 999	9	6%
New Zealand	7	5%	1000 - 2999	53	35%
Germany	17	11%	3000 - 4999	41	27%
France	15	10%	5000 - 6999	34	23%
United Kingdom	10	7%	7000 and above	13	9%
Netherland	5	3%	Total	150	100%
Russia	3	2%			
Other Europe	11	7%			
United States	5	3%			
Other America	3	2%			
Singapore	8	5%			
Malaysia	11	7%			
China	5	3%			
South Korea	4	3%			

Japan	3	2%			
India	5	3%			
Other Asia	7	5%			
Total	150	100%			

Table 4. *The Importance Ranking of Push-Pull Motive Factors*

Push Motivation Factors	Means	Pull Factors	Means
The opportunity to meet with other people who have similar interests	3.68	Bali is international destination and friendly with western culture (fashion, alcoholic drink, and food)	4.32
To find a place that related to my work/project	3.49	There are plenty options of accommodation in Bali which fit to my budget	4.16
To get some inspiration to complete my project	3.45	Bali as a safe place to travel and work individually	3.92
To have a local friend	3.36	Bali has good mode of transportation	3.73
Improve relationship with friend or partner	3.35	Bali has popular destination which easily to be accessed	3.69
To seek for business opportunity	2.76	Bali offers calm and comfortable atmosphere to complete a project which require inspiration	3.56
To make money without getting pressured from office work	2.72	Bali provides a good vibe to work digitally	3.52
		Bali provides 24 hours' restaurants with good internet connection and working space	3.48

From the results of the analysis of the 9 factors in the questionnaire, two factors were finally removed; 1) to escape from daily life; 2) to experience life which different from my origin culture background because the loading factor is smaller than 0.4. From the remaining factors, factor analysis showed that the KMO value was 0.804. This value ranges from 0.8-0.9 so it is categorized as meritorious. Bartlett's test value is 393,618 with a significance level under 0.05. This value indicates that there is a correlation between variables and is feasible for further processing. By using principal component analysis, two factors were

formed, namely work-related matters and enlarging network which contributed 50,535% and 14.302% respectively (Table 5).

Table 5. *Travel Push Factor Motivation Factor Analysis of Digital Nomad Tourist*

Push Factors	Factor Loading	Common factor variance	Eigen-value	Contribution rate%	Reliability coefficient
Common Factor 1 Work Related Matters			3.537	50.5%	0.825
To find a place that related to my work/project	0.618	0.620			
Improve relationship with partner	0.631	0.501			
To seeks for business opportunity	0.810	0.699			
To make money without getting pressured from office work	0.738	0.647			
To get some inspiration to complete my project	0.825	0.693			
Common Factor 2 Enlarging Network			1.001	14.3%	0.508
The opportunity to meet with other people who have similar interests	0.869	0.754			
To have a local friend	0.644	0.625			

Cumulative variance contribution rate 64.837%; KMO value 0.804; Bartlett ball test, approx. Chi-Square 393.618, Degree of Freedom = 21, Sig=0.000; Cronbach's Alpha=0.674.

Table 6. *Travel Pull Factor Motivation Factor Analysis of Digital Nomad Tourist*

Pull Factors	Factor Loading	Common factor variance	Eigen-value	Contribution rate%	Reliability coefficient
Common Factor 1 Inspiring Destination			2.440	30.5	0.674
Bali has popular destinations which easily to be accessed	0.515	0.323			
Bali provides a good vibe to work digitally	0.859	0.805			
Bali offers calm and comfortable atmosphere to complete a project which require inspiration	0.873	0.777			
Common Factor 2 Supportive Places to stay and work			1.486	18.5	0.483
Bali provides 24 hours' restaurants with good internet connection and working space	0.469	0.409			
Bali is a safe place to travel and work individually	0.794	0.693			
There are plenty options of accommodation in Bali which fit to my budget	0.749	0.705			
Common Factor 3 Enjoyable activities			1.170	14.6	0.661
Bali has good mode of transportation	0.814	0.693			
Bali is international destination and friendly with western culture (fashion, alcoholic drink, food)	0.805	0.691			

Cumulative variance contribution rate 63.695%; KMO value 0.619; Bartlett ball test, approx. Chi-Square 236.625, Degree of Freedom = 28, Sig=0.000; Cronbach's Alpha=0.655

From the results of an analysis of 10 factors, it was decided to issue 2 factors namely Balinese are recognized as LGBT friendly society and Bali is economist destination for digital nomad because the loading factor is smaller than 0.4. From

the remaining factors, a factor analysis showed that the KMO value was 0.619. This value ranges from 0.6-0.7 so it is classified as mediocre. Bartlett's test value is 236.625 with a significance level under 0.05. This value indicates that there is a correlation between variables and is feasible for further processing. By using principal component analysis, three factors were formed, namely inspiring destination (30.5%), Supportive place to stay and work (18.5%) and enjoyable activities (14.6%) (Table 6).

Conclusion

From the factor analysis, it is concluded that the digital motivation of nomad tourists coming to a destination has two common push factors namely working related material and enlarging network. While there are three common pull factors that attract digital nomad tourists to come, namely inspiring destinations, supporting places to stay and work and enjoyable activities. This conclusion reinforces the fact that digital nomads come to a destination with motivation in relation to work and cannot be separated also expand the network of both local people and those who have the same interests. Whereas in terms of supply, destination managers are advised to further develop various digital nomad facilities and prepare ambience that supports destinations to become a friendly and inspiring destination for digital nomads. In relation to the tourism industry which is aggressively promoted by the Indonesian government, this finding is expected to enrich the data and information on the nomad digital market. With extracted data into information, especially in terms of nomad digital motivation, it is expected that the Indonesian government can further strengthen market analysis of the nomad's digital characteristics so it is able to develop new specific strategies that suits the wants and needs of this market.

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