Article

Digital Nomads: Advances in Hospitality and Destination Attractiveness

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Abstract: As remote work goes from trend to mainstream, digital nomads are on the rise, becoming a market every destination needs to attract. Considering the needs and wants of digital nomads, this paper aims to investigate the strengths and the opportunities of Greece, as an ideal destination for digital nomads, underlining, at the same time, the opportunities and threats challenging the country's attractiveness towards this market segment. Furthermore, the authors analyze the content of website "Work From Greece: Become Digital Nomad in Greece", the official Greek website dedicated to digital nomads in order to define Greece's online presence, within this digital global community. In addition, co-working spaces in Greece are explored as an advanced form of hospitality favorable to digital nomads. The research methodology employed to draw conclusions combines a SWOT analysis and content analysis for websites of tourism businesses and organizations, as has been developed in previous research. The findings of this study reflect the current situation, providing academic and managerial implications when it comes to further research and recommendations for tourism policy and destination planning.

Keywords: digital nomads; nomad types; hospitality; co-working spaces; destination attractiveness; Greece

1. Introduction

The rapid increase in technology has affected most aspects of people's daily lives and lifestyles. The last few years have seen developments in the traditional ways of working that combine technological possibilities and constant travel. It is about digital nomads, a rising market that has emerged strongly in recent years, differentiating them from remote workers. The term digital nomad was introduced by Makimoto and Manners in 1997 and later recognized as a social phenomenon [1]. Digital nomads refer to professionals who work digitally via the internet to enable a lifestyle of constant travel and expatriation [2]. Digital nomadism is a modern phenomenon in the information-communication network society that has emerged due to mobility and digitization [3]. According to Mouratidis [4], the term digital nomad comes from digital, which means the involvement or association with the use of computer technology, and nomad, which refers to individuals who roam from one place to the other without limits. In addition, he pointed out that digital nomad trips are usually driven with two, three, or more motivations. This specific form of tourism is very closely related to the digital element, e.g., the internet or cyberspace communication [5]. As this modern phenomenon grows, there is a growing need to understand the motivations behind digital nomads' destination choices. This paper, in order to cover the research gap at a national level, examines and studies Greece as a destination for digital nomads, identifying

the prospects for development, as well as the threats. Thus, the research question is whether Greece may be an ideal destination for a digital nomad. This paper is divided into two parts, the theoretical and the empirical.

Initially, a literature review concerns a collection of relevant studies, articles from scientific papers, and other sources. The concept of nomadism, the characteristics and the motivations of nomads are analyzed in order to understand the needs and wants of this particular social group. The second part is the empirical one, which includes a multi-level analysis to investigate whether Greece is an ideal destination for digital nomads through a strategic planning tool and a content analysis. More specifically, a SWOT analysis identifies the strong and weak points of Greece as a destination for digital nomads; it recognizes the opportunities that the country may exploit in the future and the threats that have to deal with. Furthermore, a content analysis of the (dedicated to digital nomads) website "workfromgreece.gr" has been carried out, where the structure, the content, and the user-friendliness are examined. This paper concludes by summarizing the pros and cons of Greece as a destination for digital nomads, providing suggestions for improvement and further development.

2. Literature Review

2.1. Characteristics and Types of Nomads

A portrait of a digital nomad can be drawn by looking at previous research. Studies assessing the profile of digital nomads have shown that they are mainly Western, young professionals, single, highly educated, self-employed with an average income, and usually working in a field such as digital marketing, web design, software management, computer programming, as well as in distance language teaching [6,7]. Digital nomads often travel to warm places with a low cost of living (e.g., Southeast Asia). The duration of their trip is usually over three months [1] but varies considerably depending on lifestyle preferences and the visa requirements in place [8]. Digital nomadism is characterized by digital story-telling and social media, which provide a gathering place for these itinerant neophytes [9] and help demonstrate authenticity [10]. In the developing media, digital nomads describe themselves as self-determined, free, and independent [1]. The characteristics of those who choose to become digital nomads are those that inspire the study of attraction based on the needs and wants of the of digital nomad types that exist. Winarya-Prabawa and Petriwi [5] postulate that this indefatigable traveler often rents his own apartment and works as a freelancer at night to pay for his travel expenses while learning the local language during the day. The same authors explain that the benefits of nomadism include:

- Independence from the workplace;
- Combating loneliness;
- Flexibility;
- Convenience;
- Personal escape.

Thompson [7] states that digital nomads are workers who work remotely and are usually employed in the fields of web design, programming, or online marketing. He also mentioned that digital nomads are a very different type of worker than teleworkers (remote workers). This type of work, in recent decades, has turned into a trend in which employees choose to work from home so that they can save money on transportation, avoid confusion at work, and have the option of a flexible schedule for activities or employment with children at home. In fact, the literature states that digital nomads are highly influential individuals [5]. They produce digital content that motivates the public, through creative and innovative ideas, to be aware of problems that people face in several places. Nonetheless, digital nomads share common characteristics with other types of nomads but also have significant differences that set them apart, making them a distinct market. According to Winarya Prabawa and Pertiwi [5], a typology of nomads indicates ten different groups. Accepting this typology without delving into relevant criticism, since it is not the purpose

of this paper, the authors summarized the main characteristics (profile) per each type as follows in Table 1:

Table 1. The Characteristics of Nomad Types.

Type	Description (Characteristics)
Digital Nomads (DN)	• new destinations • move consistently • working in places that have good internet access on weekdays • technology related • building startups • leisure on weekends
Spiritual Nomads (SN)	• spiritual goals • meaning and inspiration • interact and share their spiritual ideas
Quick-Time Nomads (QTN)	• employees permitted to holiday frequently • travel quite intensively • high cost
Corporate Nomads (CN)	• work in a large company • the work does not require physical presence (remote workers) • work from home or from other places (with employee status)
Half-and-Half Nomads (HHN)	• balanced activity between working time and leisure in one trip • seasonal employees (specific season/specific destination) • once the contract is completed, they can take a full vacation
Offline/Classic Nomads (OCN)	• classic nomadic type/expats • skills such as street performers, English teachers, cooks, and diving instructors • destinations with low pay, according to the local salary • become part of the local society
Volunteers/House sitting Nomads (VN)	• no exchange of money in this nomad model • traveler who visits a place as a volunteer (e.g., house sitter with benefits, such as free accommodation and food)
Rich Nomads (RiN)	• free and flexible in their travels • wealth and fortune • lottery, inheritance, or a successful career
Retired Nomads (RN)	• travel nomadically • seek for nomadic lifestyle • a dream come true after completing their family obligations • retirement is the only travel resource
Home Nomads (HN)	• building meaningful and conscious lives without travelling • seeking adventure and invigoration in their homeland

Source: [5], processed by the authors.

Evidently, there are common characteristics that may indicate a way to attract more nomad types using a destination marketing plan. In any case, it seems that several types of nomads, especially digital nomads, corporate nomads, and quick-time nomads, need to

ensure their working capacity during their stay in a destination. Therefore, a new trend in hospitality has appeared, namely, co-working spaces.

2.2. Advances in Hospitality: Co-Working Spaces

Co-working spaces are also a point of reference for digital nomads. They are workplaces that can be described as shared work environments where different types of workers, mainly freelancers, work at different degrees of specialization in the field of knowledge [1]. As mentioned by Spinuzzi [11], the new trend is about "working alone together". Co-working spaces have been widely studied, with an emphasis on aspects of work, such as similarities in growing businesses [12], as well as the relationship between collaboration and innovation [13]. There is a distinction between corporate and individual co-working spaces. Corporate co-working spaces are those owned by large companies with a hierarchy and a campus-like environment. Individual co-working spaces are those that mainly target freelancers, startups, and local companies [14]. Regarding individual co-working spaces, urban cities mainly serve the needs of the local market [15], while co-working spaces in digital nomad hotspot destinations cater to foreign visitors.

As the new advances in digital and mobile technologies continue to evolve and more "digital nomads" move away from conventional office environments, more resources are needed to define, structure, and resource their physical "techno-spaces" [16]. The new normal for a growing number of workers is that coworking is also becoming a nomadic and tourist practice [1,17]. Within the phenomenon of digital nomadism, the idea of coworking spaces as destinations is currently the most prominent [18].

Co-working spaces seem to benefit digital nomads as they have a positive impact on their mobility, their flexibility, and their attitude toward work and cooperation, as well as the balance between work and leisure. The sector of co-working spaces is fast growing in accordance with the growth of the digital nomads market segment since they are seeking benefits from the combination of work and leisure by traveling all around the world [19]. Initially, they are definitive of the community of digital nomads and remote workers. The reasons are due to collaborations and inclusions in new networks that are developing in those places. Co-working spaces are also environments where the work process can be supported and individuals can improve their access to new opportunities [19]. Furthermore, as Berbegal-Mirabent [20] postulates, coworking spaces are found to be spatially concentrated in the inner districts of cities while the exciting atmosphere of inner-city neighborhoods is a major magnet for Millennials, a generation with a strong propensity for walkable areas that allow them to live near their friends and the amenities they need.

It is worth mentioning that nowadays, "hospitality refers to a segment of the service industry, that includes hotels, sports, events, co-working spaces, and other tourism-related sectors", being essential for economies, societies, clients, and employees [21]. Since ancient times, hospitality has been the main pillar of civilization and the principle of tourism in Greece, being an act of care towards visitors/foreigners (in the places they visit). However, it is mentioned that Greek citizens separate temporary tourists from visitors who have Greece as a refuge or a permanent residence. With workplaces in Greece being a part of hospitality it is perceived that the visitor separation mentioned above favors digital nomads and users of co-working places in general, making Greece a more attractive destination compared to other hospitality countries [22].

2.3. Challenging Greece on Digital Nomadism and Sustainability

Nonetheless, the global tremendous acceleration towards remote work in large part became evident during the COVID-19 pandemic crisis. Evidently, the number of American digital nomads increased to 49.3% from 2019 (7.3 m) to 2020 (10.9 m) [23]. Kuppens [24] postulates that "Slowmadism", consisting of slow travel and a special touch in the local culture of each destination, can often prove to be just the kind of travel that a remote digital nomad needs. The same author asserts that staying for several months in the same place

allows many benefits that they would not otherwise enjoy. "Slowmadism" allows workers to stay more focused on work while having time to make friends, build a community, and discover as many aspects of a city (or region) as possible. For many digital nomads, this forced adjustment to their travel plans has been a particularly positive experience. In fact, "digital slowmadism" assures six benefits for digital nomads that include the building of deeper connections with fellow travelers and/or the locals, the establishment of a routine in favor of time management, getting to know the destination deeper when it comes to the local culture and daily life, giving back through volunteering programs that characterize slow travel, money saving, and the protection of the environment due to fewer travel commutes and a lower carbon footprint [25]. These benefits actually reflect the main principles of sustainable tourism development since these destinations welcome tourists with social sensitivity and environmental consciousness. At the same time, in 2020 mass tourism became virtually non-existent. This allowed digital nomads to discover new destinations from a unique perspective, observing many attractions that were usually full of tourists but had suddenly become empty. Digital nomads were able to explore countries without the overwhelming crowds that are usually present, like Lisbon, Chang Mai, and Mexico City. Social media was flooded with images of digital nomads enjoying empty beaches, landmarks, and normally busy city streets with a fraction of the usual crowd [26].

Working abroad has always been an issue under discussion when it comes to the conditions under which remote work becomes possible. At this point, it is worth mentioning that in Portugal, digital nomads contributed to the hospitality industry during the COVID-19 pandemic crisis since their numbers increased due to the remote work that intensified during this period [27]. Thus, as the phenomenon of digital nomads started to expand, things were gradually changing and countries were adopting the idea of digital nomad visas [28]. Table 2 records the roadmap regarding digital nomad visas, followed by competitive destinations in the Mediterranean.

Table 2. Digital Nomad Visa Roadmap in Mediterranean Destinations.

Digital Nomad Visa					
Visa Information	**Spain**	**Portugal**	**Croatia**	**Italy**	**Greece**
Digital Nomad Visa	Yes	Yes	Yes	Yes	Yes
Who can apply for a Visa?	- Anyone of non-EEA/non-EU nationality employed by a company registered outside Spain who needs an internet connection to work. - Self-employed internet workers whose incomes come from abroad or, at most, 20% of their income comes from Spanish-registered companies. - Anyone who meets the other criteria stated later in the guide under the subheading.	- Anyone who is not of EU and EEA nationality. - Anyone who is either self-employed or employed by a company outside of Portugal. - Anyone who can provide proof that they are allowed to work remotely. - Anyone who can provide proof of a steady monthly income that is higher than the mandated minimum.	- Non-EU/EAA citizens who are salaried employees of a non-Croatian company. - Non-EU/EAA citizens who are freelancers working for non-Croatian clients and/or companies. - Non-EU/EAA citizens who are self-employed and providing services to non-Croatian clients.	- A non-EU citizen. - Self-employed or employed by a company outside Italy. - Individuals who perform highly qualified work using telecommunications technology.	- Anyone of non-EU and non-EEA (European Economic Area) nationality employed by a company registered outside Greece who needs an internet connection to work. - Anyone who meets the other criteria stated later in the guide under the subheading.
Digital Nomad Visa Cost (in EUR)	EUR 80	Temporary visa: EUR 75 Residency visa: EUR 90	EUR 80–130	To be specified	Visa fee: EUR 75 + Administrative fee: EUR 150
Digital Nomad Visa Length	1 year	4 months for the temporary stay visa and 1 year for the residence visa.	1 year	1 year	1 year
Minimum stay requirement	At least 6 months per year	None	None	Not specified	At least 6 months per year
Extension of Visa	Up to 5 years	Up to 5 years	No Apply for a visa again after being out of Croatia for 6 months.	Yes to be specified for how long.	Up to 2 years After that, it is possible to extend the visa every 2 years.
Minimum income requirements	EUR 2332 (~USD 2501) per month	EUR 3040 (~USD 3260) per month	EUR 2539.31 (~USD 2737.43) per month	To be specified	EUR 3500 (~USD 3774) per month.
Processing time for Visa application	20 calendar days	3–4 months	Between 3 and 4 months	To be specified	Processing time for Greece digital nomad visa approval is 10 days. Processing time for Greece digital nomad visa issuance is around 30 working days.
Application for Visa and Family Members	Apply for spouse and children	Apply for spouse and children	The minimum income requirements increase by 10% for every family member that applies with digital nomad.	To be specified	Apply for spouse and children

Source: [29], Pumble.com (accessed on 12 August 2023), processed by the authors.

Mediterranean countries indeed follow bureaucratic processes for visa issues while Greece needs to facilitate some of them by adopting the practices of competitive countries.

In any case, digital nomads are differentiated from other traveler types, given the "serious leisure" [30] that characterizes their stay in a destination, which is actually their employment-based location. Therefore, they search thoroughly for the regulations (visa, health documentation, taxation) and circumstances (internet speed, cost of living) that allow them to exist effectively and work integrally in a destination [31]. In Greece, there are certain tax terms and conditions for a digital nomad visa to be issued. More specifically, the individual's (digital nomad's) monthly income should be at least EUR 3500, and they should not have been tax residents in Greece for the last five years. In the case of spouses who do not have their own income and want to stay in the country, an additional amount of EUR 700 is added to the monthly income of the applicant spouse under the same tax statement. Respectively, an amount of EUR 525 is added for the case of a minor child. The application is made at the Greek consulate at a cost of EUR 75 per application and is valid for one year. To extend their stay, a new application is needed; its validation lasts for another three years [32]. Furthermore, there are three levels of taxation applicable to remote workers in Greece, depending on the visa type and length of stay in the country:

- Tax exemption applies if one stays up to twelve months in Greece. Despite the possibility of tax exemption, it is worth noting that in this particular case, public health care or education services are not included;
- Tax residence with a period of stay from six to twelve months, where the digital nomad becomes a tax resident in Greece and pays income tax based on their monthly income categorization;
- Taxation of digital nomads. The Greek state provides a 50% tax reduction to digital nomads who apply for a digital nomad visa if they stay for two years. Nevertheless, there are certain actions to be undertaken in order for this discount to be acquired [32].

Given the aforementioned, Greece is a destination that meets the requirements of being an ideal destination for digital nomads or other niche nomad markets; it presents a tourist profile of an extended stay, relatively high daily expenditure, and respect for the local community and environment, moving towards sustainable tourism development. However, there is room for improvement through effective market targeting.

3. Research Methodology

The research question concerns whether and to what degree Greece is an ideal destination for digital nomads. Aiming at a multifaceted investigation of the topic and furthering of the literature review, the research methodology involves a SWOT analysis for digital nomads in Greece and a content analysis of the website "workfromgreece.gr", which is the official digital DMO for this market. The objective of the analysis is to construct the correlation between the weaknesses and strengths for the potential ability to link an organization to threats and opportunities to benefit the organization. The SWOT analysis helps an organization to understand where it is, either in relation to competitors or in a general situation, identifying the opportunities and prospects, exploiting the advantages they have, and, finally, facing the possible threats and weaknesses [33]. Furthermore, according to Vitouladity [34], in a highly competitive environment, tourism destinations need to acknowledge their strengths and weaknesses in terms of product; meanwhile, content analysis is suggested as a research tool able to analyze several forms of communications, helping researchers to make inductions by identifying (objectively and systematically) designated features of messages. The following SWOT analysis is based on secondary data collected upon the completion of a relevant literature review. The authors assert that strengths concern the competitive advantages of Greece as a destination for digital nomads, weaknesses refer to the bureaucracy met in Greek public administration, opportunities concern the potential that digital nomads may bring to strengthen Greek tourism products, and threats refer to the external environment that may affect a destination. Content analysis is a method that is qualitative and concerns the study of texts, focusing on the

frequency of specific terms, narratives, or concepts presented. The analysis can count the number of lines or the amount of space occupied by various topics [35]. In the case of analyzing a web page, content analysis is conducted based on ease and accessibility to the user. According to Garett et al. [36], the way a website is designed significantly determines whether visitors explore the website in depth, i.e., do not stay on the home page and leave satisfied with what they received. At this point, it is worth mentioning that this study employs a content analysis related to tourism websites which have been developed by Paschalidis and Poulaki [37] and Katsoni and Poulaki [38] and concerns four (4) pillars of brand communication towards users (identity, accessibility/user-friendliness, information quality, online transactions).

4. Findings

4.1. SWOT Analysis

Strengths: there are key competitive advantages for Greece as a tourist destination, which may attract digital nomads as follows:

- Geographic location (a "polynesian" nature, which is a global tourism market);
- European Union member (provides advantages to its citizens, i.e., freedom to live, work, and study in any member state);
- Social Progress Imperative (SPI) index of Greece (better country for citizens' satisfaction and coverage of their personal needs [39]);
- Taxation transfer (for digital nomads, which may be reduced under certain criteria [40]);
- Greek tourism product (well-known Greek culture and hospitality, special and alternative tourism forms addressed to the motivated visitors [41]);
- Advances in hospitality (significant growth in the co-working spaces market).

Opportunities: digital nomads as a market may contribute to the further strengthening of Greece as a destination brand for several reasons:

- Hibernation [strengthening of sparsely populated areas];
- Co-working space creation [strengthening hospitality forms];
- Revenue generation [hospitality businesses and property owners, state (taxation)];
- Destination promotion [digital nomad communities, social networks];
- Seasonality mitigation (extended stay, local community, entrepreneurship [42]).

Weaknesses: despite the strengths and the opportunities, Greece presents weaknesses heavily related to public administration and a lack of innovative thinking as follows:

- Low speed of internet (the ranking being of an average level [43]);
- Urbanization (population concentrated in certain areas [44]);
- Infrastructure and resources (in several regions, especially islands, there are problems such as water supply, electricity, and other resources [45,46]);
- Bureaucracy (prevails in the public administration and affects both digital nomads and the economic development of the country [47]);
- Co-working spaces (compared to other European countries, Greece is still in the embryonic stage of development [1]);
- Seasonality (the phenomenon of seasonality due to being a "sun and sea" destination [41]).

Threats: digital nomads, in terms of perceived risk, are no different from other target groups; so, threats from the external environment, at a destination level, also apply here:

- Lack of stability [regarding the image of Greece];
- Inflation [unstable economic environment];
- Competition [with other countries targeting digital nomads (visas)];
- COVID-19 [fear of a new pandemic crisis and lockdown];
- International war scene [fear or threat of war];
- International crises [energy sector, food sector];
- Perceived risk [any type of risk for individuals].

4.2. Content Analysis

The website "workfromgreece.gr", is a website, which was created under the auspices of the Greek Ministry of Tourism and the Ministry of Digital Governance. The aim of the website is to promote Greece as a destination for digital nomads. More specifically, the website's initial display screen has the title "Become a Digital Nomad in Greece" in bold font. With a background of pleasant images from Greece, at first glance, one may notice the call to the visitor to choose Greece as a digital nomad. This elaborate call contains text with information and reasons to entice the visitors. It is about a large space with categories such as climate, lifestyle, cost of living, people, culture, and food. Furthermore, the website emphasizes the following topics:

- Locations that operate and have the infrastructure for digital nomads;
- Experiences of people who have become digital nomads;
- Blog that involves social media as a source of information, opinions, and experiences;
- Section titled "Working from Greece be like..." with photos from the website's Instagram and from other digital nomads who have shared publicly their experiences;
- Official GNTO website link "discovergreece.com";
- Work from Greece Bot Assistant;
- Digital Nomads Community that refers to the people who currently are or have already been digital nomads in Greece and are willing to help with information, advice, etc., for potential digital nomads;
- Co-working spaces, hotels, Airbnb, Booking.com, and other website suggestions that are provided;
- Leisure activities suggestions;
- Internet speed and time difference, useful for scheduling phone calls and/or digital meetings.

Table 3 presents the website content analysis performed by the authors based on a prior study regarding a destination's online presence [37]; it divides the content of the website into four main pillars that involve identity, accessibility/user-friendliness, quality of information, and ability to complete online transactions. Another study followed the same methodology, adjusted appropriately, to analyze the content of an airline website [38]. Similarly, the subsections of each pillar have been adjusted to the content of "workfromgreece.gr":

Table 3. "workfromgreece.gr" Content Analysis.

Identity	
Link (URL)	https://workfromgreece.gr/ (accessed on 14 September 2022)
Logo	WORKFROMGREECE.GR
Slogan	No
Information about the website–About us	No
ACCESSIBILITY–USER FRIENDLINESS	
Rank in search engines	First place on Google, first place on Yahoo, first place on Bing
Search keyword	"workformgreece"
Compatibility with mobile devices	Yes
Languages used	One—English

Table 3. *Cont.*

Change language on every page	No
Communication capabilities	Contact Form and "Digital Assistant"
Existence of FAQ	Yes
Personalized search options	No
Ease of navigation	Yes
Personalization according to user status	No
Login service	No
Connecting to social media	Yes
QUALITY OF INFORMATION	
Existence of maps on the home page	Yes
Search for information using maps	Incomplete
Photo quality	Good
Existence of video	No
Existence of slide images	Yes
Calendar of events	No
Accessibility information	No
Information for catering businesses	Yes
Information about accommodation businesses	Yes
Information about the history of the destination	No
Information about culture	Yes
Architecture information	No
Information about gastronomy	No
Information about archaeological museum sites	No
Information on indicative service prices	Yes
Shop opening hours and public services	No
Information on public health services	No
Transportation information	No
Current weather information	No
Availability of printed promotional material in digital format	No
Linking to other websites of other organizations and bodies	Yes
POSSIBILITY OF TRANSACTIONS–ONLINE SALES	
Book flight tickets	No
Reservation of ferry tickets	No
Accommodation booking	No
Reservation of rental cars-motorcycles	No
Book activities services	No
Referral to private business links	Yes

Source: [38], processed by the authors.

5. Discussion

Undoubtedly, the characteristics and the types of nomads in Section 2.1. indicate that digital nomads are a particular niche market that destinations need to attract. Extended stay along with a decent daily expenditure per capita may prove very stimulating for local economies. Additionally, other nomad types seem to behave like digital nomads. Following the profile of each nomad type, as developed by Winarya-Prabawa and Pertiwi [5], the authors invoke several working hypotheses in order to check a possible clustering of nomad types. According to Bailey [48], working hypotheses are made when there is a suspected relation between two variables and when producing data that may be tested in quantitative terms regarding a statistical generalization that may be valid in most cases. The authors assert that the different nomad types can be outlined quantitatively through hypotheses regarding four main characteristics of customer profiles, in pairs: time sensitivity and price sensitivity; working time and travel frequency (time), by using a scale from zero to three where zero expresses "none", one "little", two "moderate" and three "high". These working hypotheses' quantitative output concerns scatter diagrams (one per pair); while combining the results, interesting findings arise when it comes to cause-and-effect relationships in terms of the characteristics of each type (Table 4).

Table 4. Working Hypotheses in Outlining the Profiles of Nomad Types.

Acronym	Price Sensitivity	Time Sensitivity	Travel Frequency	Working Time	Nomad Type
DN	1	2	3	3	Digital Nomad
CN	2	2	3	3	Corporate Nomad (Remote Work Nomad)
QTN	2	3	3	2	Quick-Time Nomad
OCN	3	1	3	2	Offline/Classic Nomad
RiN	0	0	3	0	Rich Nomad
RN	2	0	2	0	Retired Nomad
VN	3	2	2	2	Volunteer/House Sitting Nomad
SN	3	2	3	2	Spiritual Nomad
HHN	2	2	2	2	Half-and-Half Nomad
HN	0	1	0	2	Home Nomad

Evidently, there is a relation between variables (paired values), e.g., half-and-half nomads (HHN) present the same scaling for time/price sensitivity (Figure 1) and working time/travel frequency (Figure 2). The same scaling between paired values also appears for retired nomads (RN) and spiritual nomads (SN). Furthermore, similar profiles when it comes to the combination of the paired values are evident for digital nomads (DN), despite the fact that they appear less sensitive in terms of costs since their travel behavior requires fewer expenditures; corporate nomads (CN); and quick-time nomads (QTN). On the other hand, similar profiles are indicated for volunteer nomads (VN), spiritual nomads (SN), and offline/classic nomads (OCN). These findings may have significant implications for tourism destination managers when drawing their strategic plan for attracting nomad types and avoiding perceived deceptions through false messages in marketing communications [49]. Undoubtedly, in an open discourse where the trend towards dissolving the distinction between work and leisure is strengthening [50], it is of high importance for destination managers to target digital nomads. Certainly, an efficient website may always prove to be the tip of the spear in such actions.
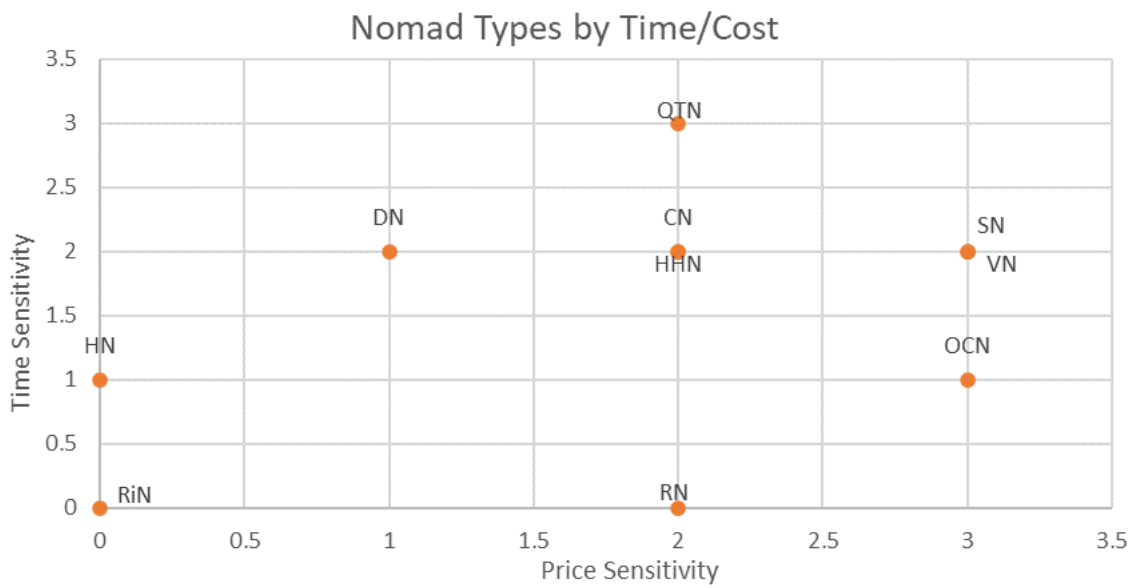
Figure 1. Working Hypotheses on Time Sensitivity/Price Sensitivity per Nomad Type.
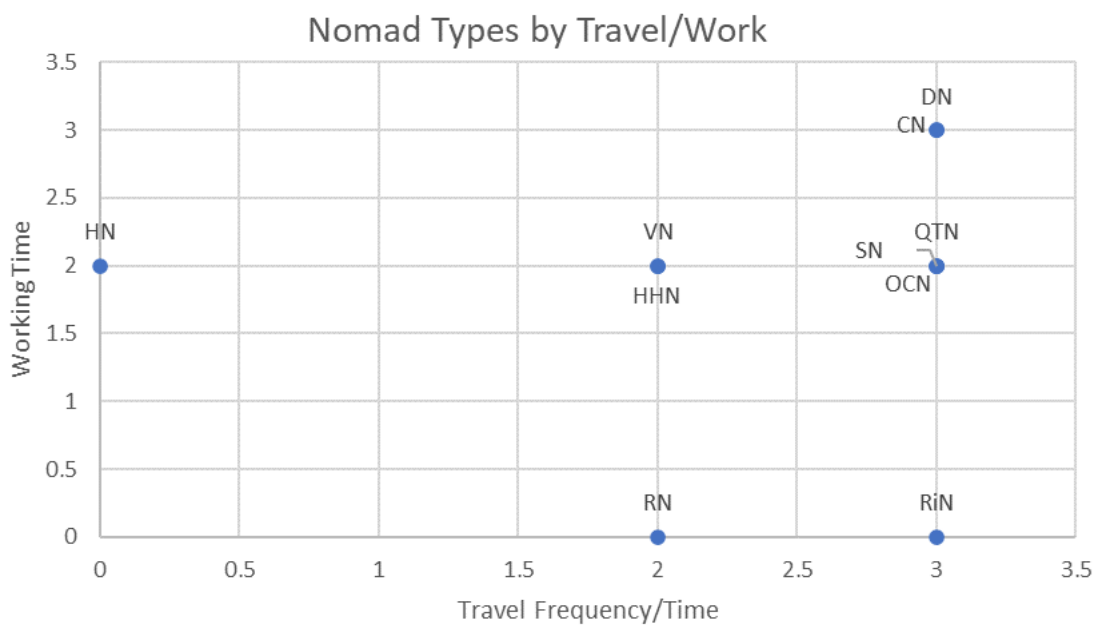

Figure 2. Working Hypotheses on Working Time/Travel Frequency.

Furthering the content analysis, as has been developed already (Section 4.2), it is suggested that "workformgreece.gr" should implement several steps to be more helpful to a potential digital nomad or any other similar nomad profile. Evidently, the content should include more options, such as articles and suggestions about activities, hotels, alternative forms of tourism, restaurants, etc. This way, digital nomads will have easy and quick access. More specifically, when it comes to the structure of the homepage, it is suggested that a search engine be added at the top. Also, it would be more helpful if a map with pins in different parts of Greece was placed, in which the user could click on a pin and receive information about the destination. Thus, they will be able to compare places faster, in order to find the ideal destination for them. Figure 3 presents a website structure, as proposed by the authors.
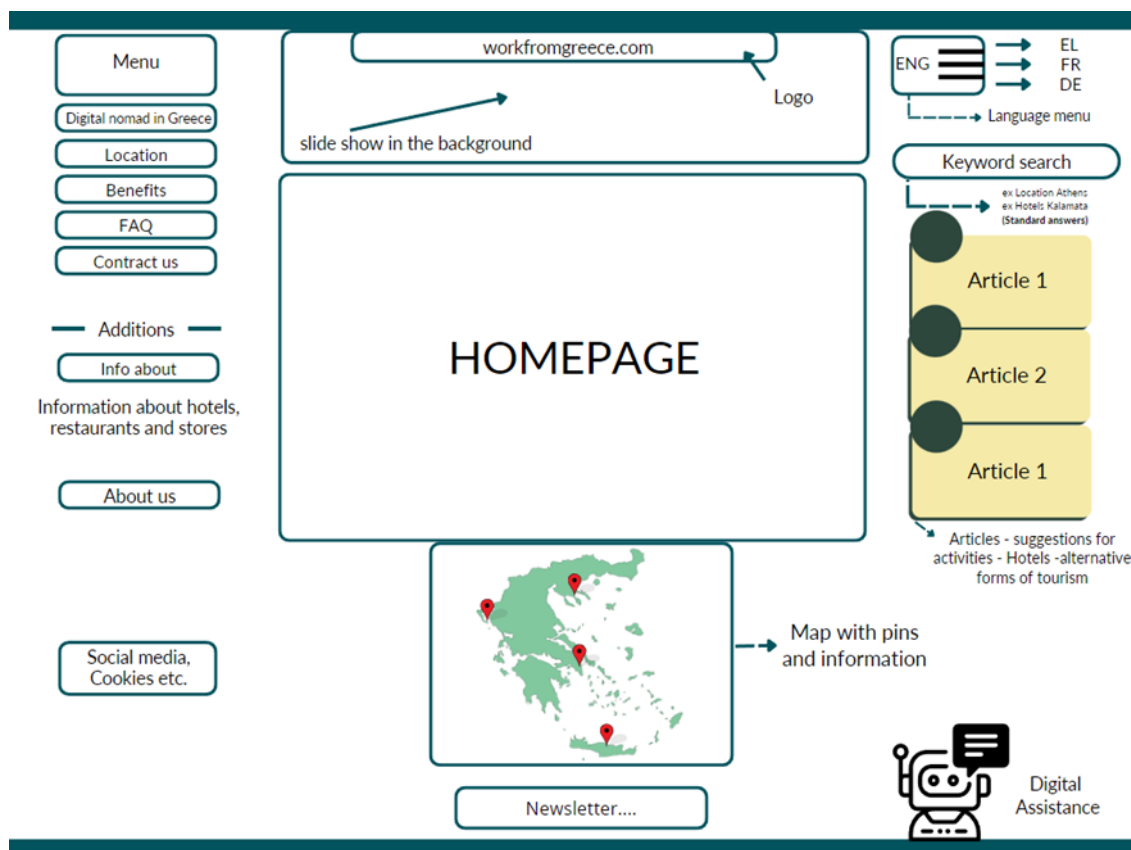
Figure 3. Website Structure Proposal (elaborated by the authors).

Furthermore, it would be more convenient for potential digital nomads to be able to auto-translate the website in their maternal language, not only in English. At the same time, to improve website accessibility, it is suggested that the website ensure disability friendliness in order to facilitate people with special needs, e.g., visually impaired, with learning difficulties, photosensitivity, etc. Practically, this can be achieved by providing audio-visual means, reading texts, and other means of facilitation. Furthermore, information on gastronomy, public healthcare, and public transport would make the website even more convenient for its visitors. Undoubtedly, destinations should always invest in creative placemaking to address the needs of different market segments "providing security and new social, economic and cultural opportunities for all" [51].

6. Conclusions

To conclude, it is evident that digital nomads constitute a modern method of employment in which Greece should invest. More specifically, Greece needs to promote its strengths and exploit its opportunities through media and social networks, lifestyle, hospitality, and cultural heritage, not only when it comes to metropolitan areas but in regional areas as well, in order to avoid the phenomenon of urbanization. At the same time, attention should be paid to the necessary resources, such as water, electricity, internet speed, and co-working spaces. Regarding the latter, it is worth investing in advances in hospitality, such as co-working spaces, as the combination of work and leisure is of high importance for digital nomads. Through funding tools, locals would be able to extend the times of operation of their enterprises related to accommodation and food services in order to serve nomads efficiently throughout the year.

Greece needs to better implement its services in terms of digital nomadism. More specifically, bureaucracy reduction should be ensured by digitizing the procedures related to safety, residence, etc. Competition analysis, benchmarking, and monitoring are necessary

to observe the differentiation points that each country uses to attract digital nomads and act accordingly through marketing strategies. A form of synergy may be found between countries, which could promote the mutual exchange of nomads based on their wants and needs being met in each country. Undoubtedly, such an undertaking requires low-fare tickets, frequent flights and connections between these countries, discounts on accommodation, lower foreign exchange, and lower taxation. In any case, when it comes to digital nomads, destination attractiveness requires innovative thinking, advances in hospitality, and extroversion.

The next steps, when it comes to the academic research on digital nomads and Greece as an ideal destination to attract this market segment, require the analysis of the existing data of digital nomads that have already chosen Greece as a temporary residence at least one time. Such data may be found in cooperation with related bodies, such as the management team of workfromgreece.com.

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