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Mapping the Field of Digital Nomadism: A Bibliometric Analysis Using VOSviewer and R

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Abstract: This study aims to conduct a comprehensive review of research on digital nomads, focusing particularly on open-access articles published in English. The methodology employs advanced bibliometric techniques such as co-citation analysis, keyword co-occurrence, co-word analysis, trend topics, thematic evolution, and scientometric mapping. A total of 116 documents from the Web of Science, spanning the period between 2005 and March 28, 2024, were screened and analyzed using the VOSviewer, MAXQDA, and R programs. For this investigation, we utilized Biblioshiny, an R-based graphical interface of Bibliometrix, renowned for its ability to create clear visualizations of literature through text-mining functionality, revealing the conceptual and intellectual structure of the field. Distinguished by its comprehensive methodology, temporal coverage, and scope on the topic of digital nomadism, this study sets itself apart from previous articles. It traces the evolution of research in this area, offering a nuanced identification of gaps and future research opportunities. Basic findings of our study: The top five most frequently used keywords, with the highest connection power, are digital nomads, digital nomadism, remote work, nomadic work and mobility respectively. Our analysis reveals that the journals with the highest number of articles and citations in this field include World Leisure Journal, Worldwide Hospitality and Tourism Themes, Information Technology \& Tourism, Computer Supported Cooperative Work-The Journal of Collaborative Computing and Work Practices and Sustainability. When considering the number of articles and citations by country, the USA, England, Russia, Australia and Spain emerge as the leading contributors. Through highlighting information gaps and suggesting research opportunities, this study aims to contribute to the shaping of future research paths in the field of digital nomadism.

Keywords: Digital nomad, Nomadism, Nomadic lifestyle, Nomadic work, Digital wanderer.

Introduction

Digital nomadism has emerged as a prominent working model of significance in today's modern work landscape, increasingly preferred by individuals due to economic and technological advancements. This concept allows professionals to move globally while carrying out their work without being tied to a physical office (Hannonen, 2020; Matsushita, 2023). This model offers flexibility, freedom, and the opportunity to work while traveling the world, presenting a lifestyle and work approach distinct from traditional office environments. This

lifestyle is further bolstered by the growing prevalence of mobility and technology in daily life, alongside the flexible and sometimes uncertain conditions of employment (Buscher, 2014; Hannonen, 2023).

Digital nomadism embodies a concept referred to as meta-work, marked by continual and global mobility within the realm of work activities (Aroles et al., 2023). Digital nomads, representing an autonomous lifestyle and working approach (Muller, 2016), typically include professionals such as freelancers, independent consultants, and technology experts engaged in creative fields. This emerging work style, as highlighted by Müller (2016), appeals to individuals who prefer a location-independent lifestyle and seek the freedom to work from anywhere and at any time they desire. The goal of digital nomadism is to transcend the constraints of traditional office settings and achieve a harmonious balance between work and life. Reichenberger (2018) stresses that digital nomads blur the lines between work, travel, and leisure, temporarily integrating with the chosen geographical location or environment. It is reported that digital nomads often utilize local coworking spaces as their working hubs, facilitating interactions with diverse cultures (Richards, 2015).

It is posited that at the heart of digital nomadism lies the aspiration for workers to strike a balance between work and life, to explore the world, and to break free from the constraints of traditional office settings. This work model affords individuals the liberty to carry out their tasks from any location and at any time they prefer, enabling them to attain a seamless blend of work and travel. Digital nomads typically enjoy flexible working hours, seizing opportunities to engage with new cultures and experiences in the places they journey to. Digital nomadism represents an increasingly popular lifestyle that epitomizes the swiftly evolving mobile lifestyle of working and traveling digital nomads (Hannonen, 2020).

Studies investigating the impact of digital nomadism on local communities have shed light on significant aspects of this emerging lifestyle. Literature research underscores that digital nomads increasingly adopt the ethos of location independence, blurring the lines between work and personal life (Müller, 2016). In self-identification, digital nomads often employ terms such as "freedom," "inspiration," and "work-life balance" (Matos & Ardévol, 2021), expressing the ability to work "from anywhere, anytime" (Nash et al., 2021). Digital nomads embrace a lifestyle where distinctions between work, travel, and leisure fade away (Reichenberger, 2018). Understanding how digital nomads harmonize work, travel, and personal growth, along with assessing their impact on local communities, has become paramount (Moravec, 2013). For digital nomads, mobility transcends mere travel; it embodies the potential to relocate (Matos & Ardévol, 2021). The mobility of digital nomads bears environmental and social ramifications (Hannonen, 2022). This dynamic and adaptable workforce acclimates temporarily to their chosen geographic settings, maintaining a personalized lifestyle facilitated by logistics and digital infrastructure (Richards, 2015). Digital nomads frequently engage with local communities, facilitating the exchange of skills and ideas (Richards & Marques, 2012; Starbird & Palen, 2013).

The work practices of digital nomads are being shaped in a cohesive manner through the use of mobile technologies. Nomadic professionals, often managing their work across various online platforms, aim to streamline their workflows by integrating diverse project management tools, communication apps, and cloud storage services (Marx et al., 2023). Studies suggest that these workers capitalize on the flexibility offered by various locations while also ensuring synchronization with team members (Mark & Su, 2010). Furthermore, an investigation into nomadic computing systems delves into how individuals organize their mobile workspaces and conduct tasks using communication platforms (Cotroneo et al., 2007).

Digital nomadism is increasingly becoming a work model that provides individuals with freedom and flexibility to balance work and travel in the contemporary world. This lifestyle is rapidly gaining traction due to the pervasive influence of technology and globalization, thereby giving rise to novel economic frameworks. Ongoing research continues to delve into critical aspects such as job security, social welfare provisions, and strategies for long-term settlement among digital nomads (Aroles et al., 2023).

Digital nomadism remains a pivotal aspect of the evolving landscape of work, underscoring the need for enhanced research and scholarly inquiry in this domain. Concurrently, achieving work-life equilibrium, fostering robust social connections, and optimizing work settings emerge as crucial considerations for digital nomads. Existing studies within the literature offer a comprehensive view of the lifestyle, business dynamics, and ramifications of digital nomadism. It is evident that this phenomenon transcends individual preferences to become a societal and economic force. Governments increasingly recognize digital nomads as integral to policy mechanisms aimed at attracting and supporting highly skilled remote workers (Sánchez-Vergara et al., 2023).

Notably, digital nomads are drawn to specific regions through visa programs tailored to remote work opportunities and tourism-related activities. This underscores the fact that digital nomadism is not merely an

individual pursuit but an integral aspect of destination communities' and states' policy frameworks. The publications on the digital nomad serve as invaluable resources for comprehending digital nomadism and evaluating its ramifications. Nonetheless, it is also acknowledged that research and literature on this subject are fragmented and dispersed (Cook, 2023). In essence, gaining a holistic understanding of digital nomadism and systematically analyzing its variability and impacts necessitate a thorough exploration of the existing literature.

Previous research by Simova (2023) is the most recent and comprehensive study on Digital Nomadism based on bibliometric analysis. We take this study as a starting point and reperform our literature review in April 2024. Our literature review differs from that of Simova in several ways. Table 1 compares Simova's study with ours based on several dimensions.

Table 1. Comparison of Simova's study and our study.

Basis of the Comparison	**Šímová (2023)**	**Our Study**
Time Period:	2006-2022	2005-2024
Keywords:	"digital nomad" or "nomadic work" or "neo-nomad"	"Digital Nomadism" or "Digital Nomad" or "Neo nomad" or "Nomadic lifestyle" or "Technology enabled travel" or "Nomadic Work" or "digital wanderer" or "nomadic technology" and "digital"
Methodology:	bibliometric analysis	Bibliometric, and content analysis
Total studies:	48	116
Records identified from:	Web of Science	Web of Science

In this study, digital nomadism is analyzed through a bibliometric perspective. Within this framework, we define and underscore the significance of digital nomadism, noting its growing prominence in recent scientific investigations. The aim of assessing the development and impact of these themes in the literature is to provide a scientific perspective for understanding this evolving phenomenon. The study employs a quantitative methodology, utilizing bibliometric analysis to delve into the following research questions.

RQ1. What are the general trends in publications concerning digital nomadism?
RQ2. Who are most influential players in the field of digital nomadism?
- **RQ21.** Which countries are leading (Publishing trends)?
- **RQ22.** Which universities/institutions are leading (Publishing trends)?
- **RQ23.** Which publications are the most influential?
- **RQ24.** Which publishers are leading and most influential?

RQ3. How are the conceptual structure and thematic identification of the topics?
RQ4. What are the trendiest topics in digital nomad?
RQ5. What are the factors influencing destination choice of digital nomads?
RQ6. What are the sustainable destination strategies to attract digital nomads?
RQ7. Which theories have been used to explain the phenomenon of digital nomadism?
RQ8. What can be the scope for future research?

Methodology

Database and Research Strategy

Preparing a protocol serves as a cornerstone in systematic literature reviews, ensuring meticulous planning, consistent implementation, and transparency for potential replication. In this review, we adopt the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) protocol developed by Paul et al. (2021), which has been widely used by other authors (e.g. Lim et al., 2022; Raman et al., 2022), to guide the tasks of assembling, organizing, and evaluating (Figure 1 and Figure 2).

Analysis and Findings

Publication Trends in Digital Nomadism (RQ1)

Table 2 reports basic summary descriptive analysis 116 articles sourced from the Web of Science.

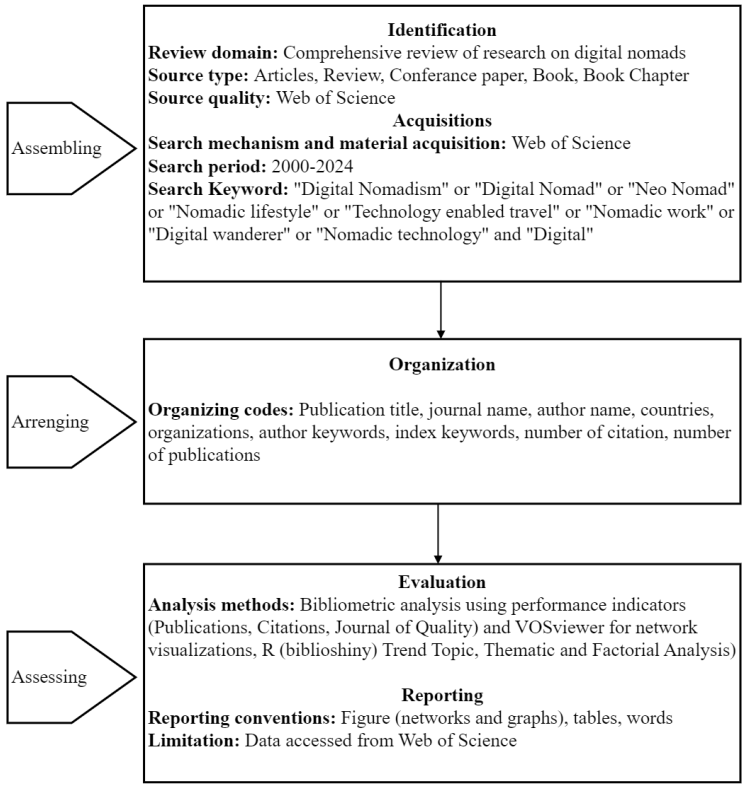

Figure. 1. SPAR-4-SLR protocol-based research design.

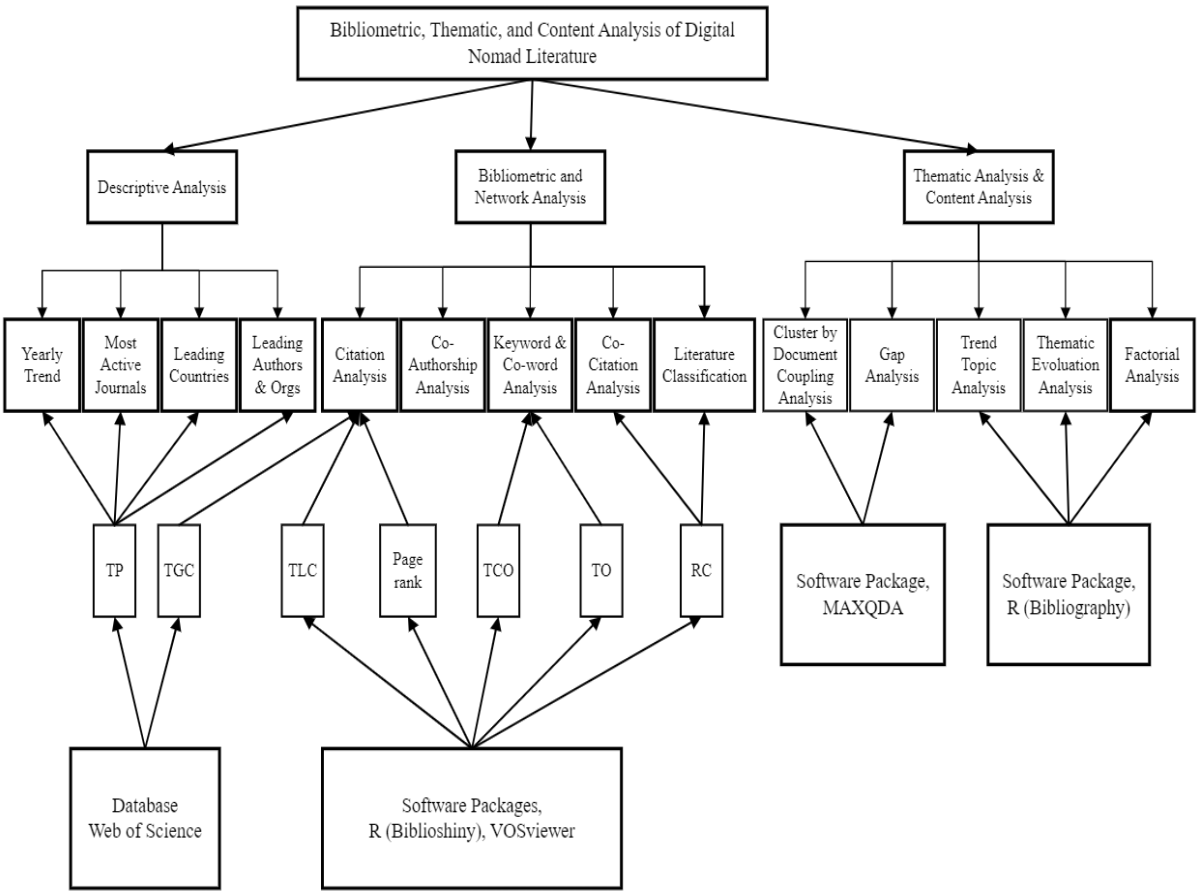

Figure 2. Research structure, the analytical framework utilized in our study, where **TP**=Total Publications; **TGC**=Total Global Citations; **TCO**=Total Co-Occurrence; **TO**=Total Occurrence; **RC**=Research Clustering; **TLC**=Total Local Citations (Adapted from Baker et al., 2020).

Table 2. Basic information about data

Main information	Results	Document information	Results	Author information	Results
Timespan	2005:2024	Keywords Plus (ID)	185	Authors	234
Sources (Journals, Books, etc)	86	Author's Keywords (DE)	463	Authors of single-authored docs	35
Documents	116	Article	78	Single-authored docs	39
Annual Growth Rate %	16.43	Article; Book Chapter	2	Co-Authors per Doc	2,34
Document Average Age	4.57	Article; Early Access	13	International co-authorships %	21.55
Average citations per doc	11.39	Article; Proceedings Paper	1		
References	4962	Editorial material	4		
		Proceedings paper	15		
		Review	3		

To address RQ1 regarding the publication research trends in digital nomadism, we conducted an analysis of the publication trend in digital nomadism using total publications by year, country, journal, contributing author, and organization. The data for this analysis was derived from the bibliographic data collected from the WoS database.

Annual Scientific Production and Average Article Citations

Figure 3a and 3b illustrate the number of annual publications and citations to digital nomadism from 2005 to early 2024. The trend indicates a notable increase in studies in this field, particularly since 2018.

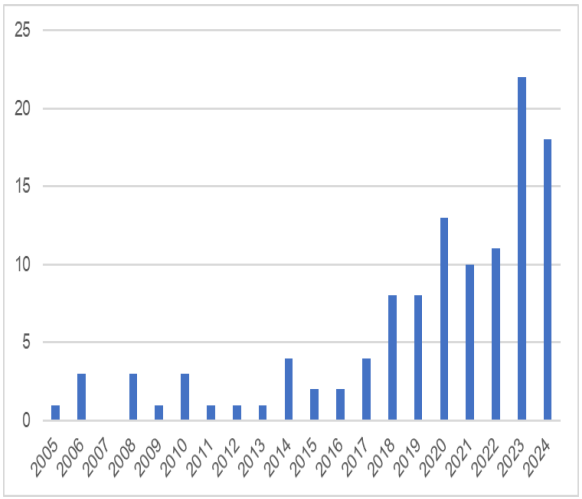

Figure 3a. Annual scientific production

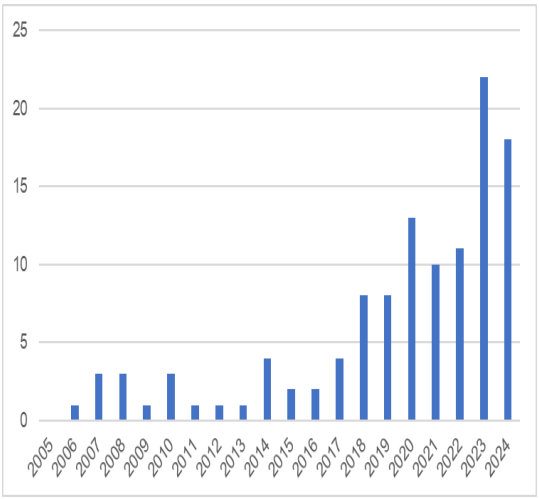

Figure 3b. Average Article citations per year

Table 3. Top 20 publishing countries in digital nomadism (2005-2024)

Rank	Countries	TP	TC	Rank	Countries	TP	TC
1	USA	16	360	11	Portugal	6	32
2	England	15	231	12	Finland	5	77
3	Russia	10	47	13	China	5	32
4	Australia	9	144	14	Canada	4	17
5	Spain	9	97	15	Norway	4	26
6	Germany	8	48	16	Sweden	4	28
7	France	7	66	17	Austria	3	128
8	Türkiye	7	0	18	Brazil	2	9
9	Czech Republic	6	91	19	Croatia	2	0
10	Netherlands	6	70	20	Estonia	2	3

TP=Total publications; TGC=Total global citations

Publishing Activity by Country (RQ21)

Digital nomad has garnered significant attention from researchers worldwide, evidenced by contributions from 108 countries. Table 3 presents the leading publishing countries in the field of digital nomadism, with the top three being the United States, the England, Russia, and Australia.

Universities/Institutions Publishing Trends (RQ22)

The 116 articles appeared in 239 organizations. The most active universities /institutions in the field of digital nomadism are presented in Table 4. The top leading university publishing in digital nomadism topic is found to be the University of Eastern Finland (TP: 8) while three US universities together (ΣTP: 19) dominate the list. The US Universities are followed by two Australian universities (ΣTP: 13), and Russia (TP: 6), Portugal (TP: 6), Türkiye (TP: 4), and Norway (TP: 4) are included in the list with one university from each.

Table 4. Top publishing organization in digital nomadism (2005-2024)

Rank	Organization	TP
1	University of Eastern Finland / Finland	8
2	University of North Carolina Chapel Hill /USA	8
3	Sydney University / Australia	8
4	Tomsk State University/ Russia	6
4	University of Minho/ Portugal	6
4	North Carolina State University/ USA	6
5	Syracuse University/ USA	5
5	University New South Wales/ Australia	5
6	Anadolu University /Türkiye	4
6	BI Norwegian Business School/Norway	4

TP: Total publications

The Most Influential Publications in Digital Nomadism (RQ23)

"RQ23. Which articles have the most influence in the field of digital nomadism?" aims to identify the most impactful publications in the field of digital nomadism. To address RQ2, we conducted an ***analysis of the citation networks*** within the dataset of 116 documents. Table 5 presents the top academic publications based on citations. According to citations, Reichenberger (2018) holds the highest number of citations with 97, followed by Dal Fiore, (2014) with 63 citations. Reichenberger (2018) is also the most locally cited work in the literature.

Table 5. Top 10 articles based on citations and pagerank analysis (2005-2024)

Rank	Publication	TLC	TGC	TGCPY	Rank	Publication	PRS
1	Reichenberger (2018)	39	97	13,8	1	Reichenberger (2018)	0.0353
2	Dal Fiore (2014)	12	63	5,7	2	Mancinelli (2020)	0.0284
3	Cook (2020)	23	59	11,8	3	Nash (2018)	0.0281
4	Mancinelli (2020)	27	59	11,8	4	Cook (2020)	0.0278
5	Nash (2018)	0	55	7,8	5	Orel (2019)	0.0258
6	Bean (2006)	0	50	2,6	6	Hannonen (2020)	0.0245
7	Richards (2015)	17	50	5	7	Richards (2015)	0.0232
8	Olga (2020)	22	47	9,4	8	Dal Fiore (2014)	0,0217
9	Orel (2019)	20	47	7,8	9	Bozzı (2020)	0,0157
10	Wang (2020)	9	42	8,4	10	Green (2020)	0,0117

TCL: Total Local Citations, **TGC:** Total Global Citations, **TGCPY:** TGC per year, **PRS:** Page Rank Score

The table reports total citation to the 116-article analyzed in journal indexed in the Web of Science. PageRank analysis serves as an alternative approach in gauging the prestige of a publication. It is an extension of the original algorithm developed by Brin and Page (1999), which was designed to prioritize web pages based on Google search (Tandon et al., 2021). This metric increases as the publication in question gets cited by other highly cited publications. It's important to note that an increase in citations does not always signify high prestige, as the correlation between citations and prestige can vary (Baker et al., 2020). Table 5 also displays the findings from the PageRank analysis. It seems there is a discrepancy where articles with fewer global and local citations tend to have a higher PageRank. Notably, this discrepancy is also noticeable between the outcomes of

PageRank and ranking based on number of citations. This result indicates that the prestige of a publication may not always rely on the quantity of citations it receives; rather, it might be influenced by how often it contributes to another high-quality research. Reichenberger (2018) is found to be the most influential publication in both methods. However, Dal Fiore (2014) and Cook (2020) seem to be in the lower ranks while Mancinelli (2020), Nash (2018), Cook (2020) and Orel (2019) find better place in PageRank Scores

Leading and Influential Publishers in Digital Nomadism (RQ24)

The 116 articles appeared in 86 journal. Table 6 presents 10 journals with the greatest number of publications on digital nomadism. The top journal among others is the World Leisure Journal with eight publications and 99 total citations. On the other side the journal Information Technology & Tourism collecting total of 206 citations with five publications seems to be the most influential with an average citation of 12.4 while the journal of Worldwide Hospitality and Tourism Themes collecting no citation as of May 2023 with seven publication looks the least influential journal. However, it should be kept in mind that the total citation numbers are sensitive to the publication dates of the papers as well. All top journals are indexed in WoS and the most frequent publisher among the top ten journals is SAGE publications followed by Springer Nature. The academic impact of leading journals publishing on digital nomadism based on several indicators can be seen in Table 7. Based on all parameters taken into account, including the year the first article was published, the journal of Information Technology & Tourism is deemed to be the most influential, as predicted by Table 6. In contrast, the journal of Worldwide Hospitality and Tourism Themes is not included in this ranking.

Table 6. Top 10 publishing journals in digital nomadism (2005-2024) ranked based on the number of total publications.

Rank	Name of Journal	TP	TC	TC/TP	Publisher	Index
1	World Leisure Journal	8	99	12.4	Taylor & Francis	ESCI
2	Worldwide Hospitality and Tourism Themes	7	0	0.0	Emerald	ESCI
3	Information Technology & Tourism	5	206	41.2	Springer Nature	SSCI
4	Computer Supported Cooperative Work-The J. of Collaborative	4	46	11.5	Springer Nature	SCI-E/SSCI
5	Sustainability	4	4	1.0	MDPI	SSCI
6	Tomsk State University Journal	3	6	2.0	Tomsk State Uni.	SSCI
7	Journal of Destination Marketing & Management	2	32	16.0	ScienceDirect	SSCI
8	Journal of Information Technology	2	6	3.0	SAGE Publications	SCI-E/SSCI
9	Social media & Society	2	33	16.5	SAGE Publications	SSCI
10	Journal of Travel Research	2	6	3.0	SAGE Publications	ESCI

TP: Total Publications; **TGC:** Total Global Citations; **TC/TP:** Average citation per publication

Table 7. Contributing journal indexes in field of usability testing research

Rank	Journal	h index	g index	m index	TC	TP	PY start
1	Information Technology & Tourism	5	5	1	206	5	2020
2	World Leisure Journal	5	8	0.833	99	8	2019
3	Computer Supported Cooperative Work-The Journal of Collaborative Computing and Work Practices	3	4	0.273	46	4	2014
4	Journal of Destination Marketing & Management	2	2	0.5	32	2	2021
5	Journal of Information Technology	2	2	0.667	6	2	2022
6	Social Media & Society	2	2	0.4	33	2	2020
7	Transfers-Interdisciplinary Journal of Mobility Studies	2	2	0.5	6	2	2021
8	Advances in Tourism, Technology and Systems, Vol 2	1	1	0.333	3	1	2022
9	Annals of Leisure Research	1	1	0.143	97	1	2018
10	Annals of Tourism Research	1	1	1	3	1	2024

h index: h number of publications cited at least h times; **g index:** g number of publications receiving at least g citations; **m index:** is defined ash/n, where is the h-index and n is the number of years since the first published paper of the scientist; **TC:** total citations; **TP:** number of publications; **PY start:** publication year start

Conceptual Structure of the Related Topics (RQ3)

The selected keywords have been determined to best reflect the content of the publications and provide information about the topics covered. Additionally, through the use of network and text analysis, the keywords and patterns embedded in these words reveal the composition of the publications (Damar & Ozdagoglu, 2022). ***Factor analysis*** is conducted on the author keywords using the Multiple Correspondence Analysis (MCA) method. Factor analysis reduces the dimensionality of the data, allowing for the representation of data in lower dimensions (Bibliometrix, 2020). In the study, a ***conceptual structure map*** is created by clustering the proximity and distance of keywords used together or separately in the articles through factor analysis. Thus, the ***thematic structures***, developed applying Conceptual Structure Factorial Analysis based on Multiple Correspondence Analysis through the Bibliometrix package in R integrated into the Biblioshiny user interfaces, is shown in Figure 4.

The conceptual structures of studies in the digital nomad field are clustered into three groups. The first group (blue cluster) clusters around topics such as digital nomadism, migration, digital nomad, mobility, identity, pastoral digital nomadism, nomadic computing, movement. The second group (red cluster) is clustered around topics such as climate.change, adaptation, ethnicity, technology. The last group (green cluster) consists of the topics such as remote.work, neoliberalism, citizenship and work.

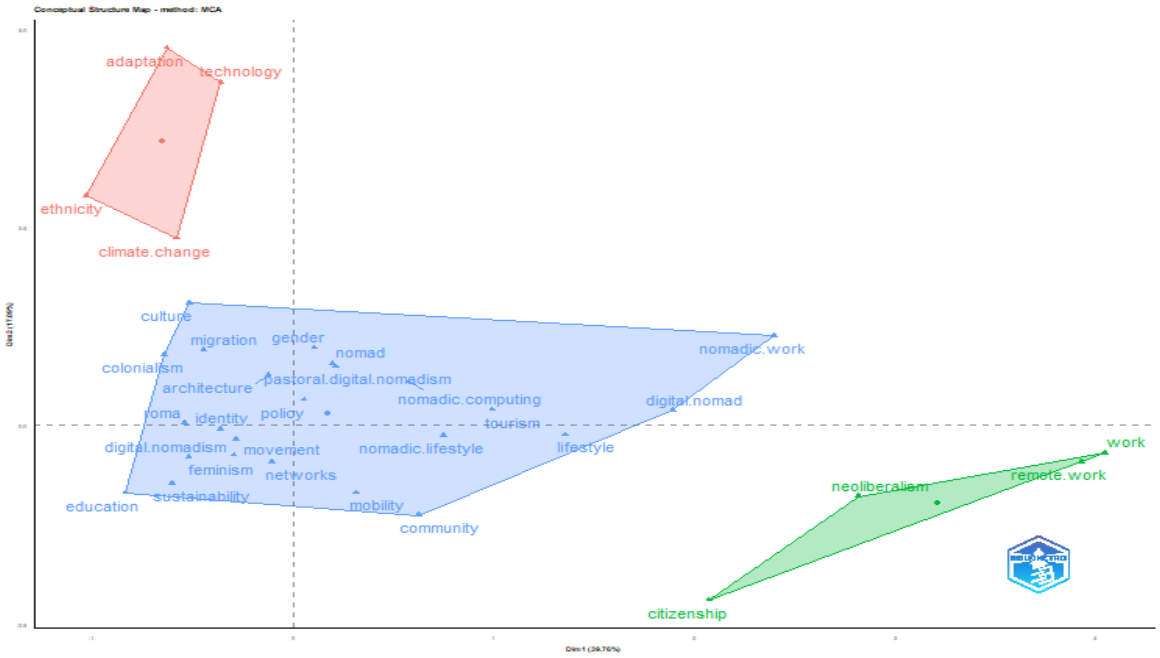

Figure 4. Conceptual structure map

Thematic Map and Evolution (RQ3)

Thematic analysis is an analytical approach that involves systematically extracting qualitative data (such as text) from a set of documents (such as articles, interviews) in order to identify, analyze, and report on recurring themes (Lim et al., 2022). The bubble size is determined by the word occurrences in the cluster. The X-axis indicates the ***importance*** of a research issue and shows ***network cluster centrality***, or the ***degree of interaction*** with other graph clusters. ***Density***, a measure of a cluster network's internal strength and theme expansion, is represented by the Y-axis (Alkhammash, 2023). The thematic map analysis comprises the identification of four distinct themes: the "***motor theme***," the "***niche theme***," the "***emerging or declining theme***," and the "***basic theme***." *The* ***motor theme***, also known as the dominant or primary theme, embodies the primary focus of the map by capturing significant patterns and trends in the data. Conversely, the ***niche theme*** serves as a supplementary secondary theme, representing specific aspects or subtopics related to the overarching theme of

the map, providing additional context and insights. The terms "**emerging or declining theme**" are utilized to characterize spatial patterns on the map, with the former indicating a decrease in size or intensity of a feature across different areas, and the latter signifying an increase. The ***basic theme*** encompasses the integration of other significant themes on the map, including the ***motor theme***, presenting a comprehensive understanding of the mapped data and the interrelations among various themes (Aras, 2023).

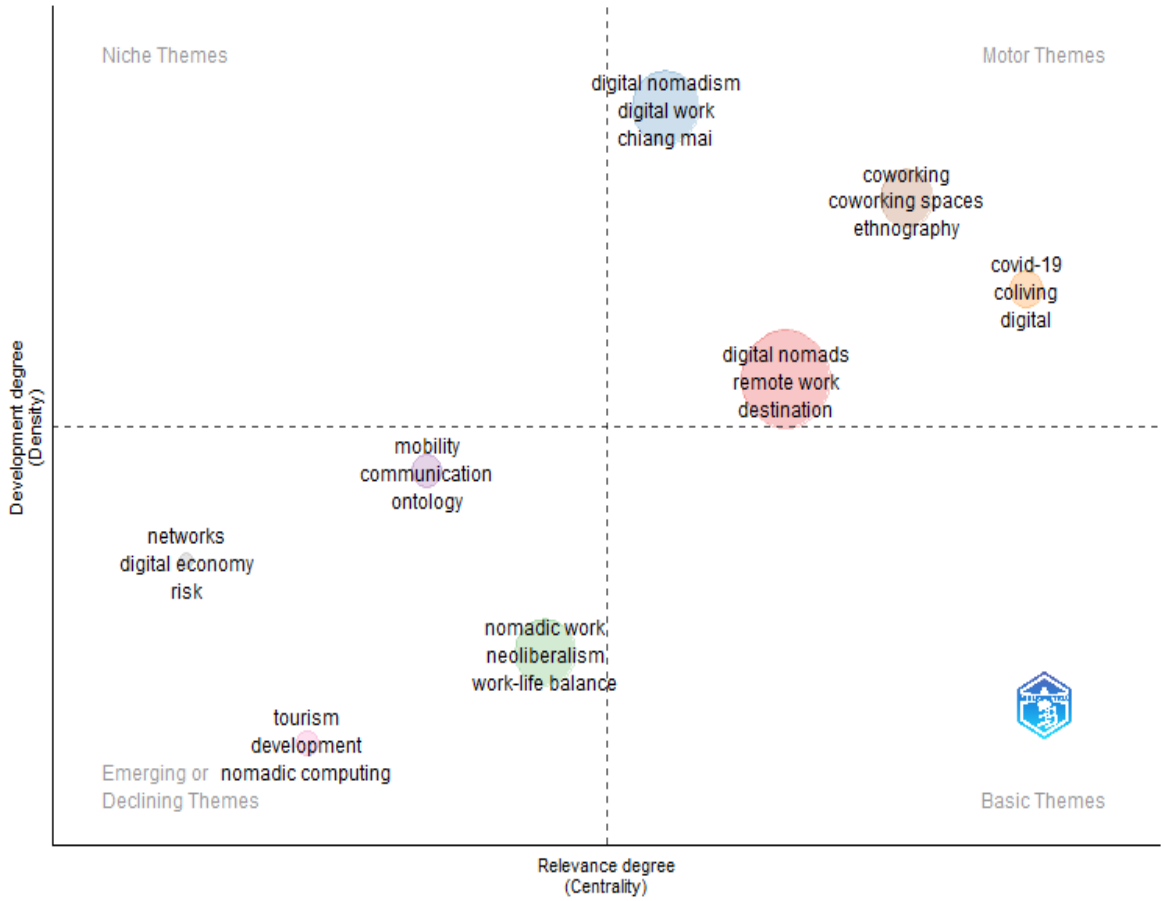

Figure 5. Thematic map

Graphing themes revealed the following: (a) ***motor themes*** (first quadrant, top right): high centrality and density in the cluster network indicate that themes are well-developed and important for organizing a research topic; (b) ***niche themes*** (second quadrant, top left): high density and low centrality indicate that themes are of limited relevance; (c) ***emerging or declining themes*** (third quadrant, left bottom): low centrality and low density indicate that themes are *marginal* and *minimally* developed; (d) ***basic themes*** (fourth quadrant, right bottom): *high centrality* and *low density* hint at their minimal development. In this context, the thematic map analysis of studies on digital nomads is presented in Figure 5. Accordingly, in the first cluster of "***motor themes"***, the keywords "*digital nomadism*" and "*digital work*". In the second cluster keywords such as "*digital nomads*," "*remote work*" and "*destination*" are gathered. In the "***emerging themes"*** quarter, the first cluster include keywords like "*tourism*" "*development*" and "*nomadic computing*" whereas the second cluster encompasses "*network*", "*digital economy*" and "*risk*". Keywords; "*mobility*", "*communication*" and "*ontology*" show a mutual approximation as third cluster while "*nomadic work*", "*neoliberalism*" and "*work life balance*" forms a group as fourth cluster. The **niche themes** and **basic themes** quarter are not occupied by any keyword.

Trendiest Topics in Digital Nomadism (RQ4)

Keyword Analysis is conducted to envisage the trendiest topics in the field of digital nomadism. Table 8 and Figure 6 show the most frequently used keywords in digital nomad field namely "digital nomad" (46), "digital nomadism" (24), "remote work" (16).

Table 9 and Figure 6 shows the top keywords based on the frequency of their occurrence

Table 8a. Top keywords by the frequency (Author Keywords)

Author Keywords	**F**
Digital Nomads	46
Digital Nomadism	24
Remote Work	16
Nomadic Work	13
Mobility	8
Covid-19	5
Digital Work	5
Coworking	4
Neoliberalism	4
Tourism	4
Coworking Spaces	3
Destination	3
Development	3
Ethnography	3
Lifestyle	3
Lifestyle Mobility	3
Mobile Work	3
Networks	3
Work-Life Balance	3
Total	156

F: Frequency

Table 8b. Top keywords by the frequency (Abstract Keywords)

Author Keywords	**F**
Digital	438
Nomads	192
Nomadism	140
Research	105
Study	84
Social	78
Nomadic	75
Paper	73
Workers	58
Nomad	56
Tourism	56
Mobility	54
Lifestyle	53
Mobile	50
Article	49
Travel	43
Analysis	42
Spaces	42
Development	39
Total	1727

F: Frequency

Trend Topics and Its Evolution by Time (RQ4)

RQ4. What is the trend topic of research in digital nomad?" aims to identify the trend topics in digital nomad. To answer RQ4, we analyzed the trend topic of 116 documents. Trend topic analysis is performed to comprehend the initial trends in the field. This type of analysis presents a distribution graph illustrating time on the horizontal axis and the most commonly utilized terms (topics) on the vertical axis. It serves as a graphical depiction in which each topic is linked with a year indicating when that topic was observed. Such analysis is employed to gain insights into the progression of research within a particular domain (Kaur, 2024).

Figure 6. WordCloud (Abstract keywords)

Figure 7 depict the trending topics over the period. Topics such as "*digital nomad*", "*remote work*" (Al-Hadi and Al-Aufi, 2019; Bonneau et al., 2023; Atanasova, 2022; Cook, 2023; Eager et al., 2022; Kabachnik & Ryder, 2013; Levinson & Hooley, 2014; James & Southern, 2019; Marushiakova & Popov, 2020; Suliman and Açıkgöz, 2022), "*tourism*" (Arisoy, 2024; Bassyiouny & Wilkesmann, 2023; Borges, 2022), "*nomadic work*" (Al-Masslawi, et al., 2017; Bean & Eisenberg, 2006), "*mobility*" (Aroles et al, 2023; Cigdemli et al., 2024) and "*identity*" (Levinson & Hooley, 2014;; Marx et al., 2023; Michaud et al., 2022; Prester et al., 2023; Jarrahi et al., 2019; Sánchez-Vergara et al., 2023; Marx et al., 2023; Michaud et al., 2022) gained momentum. Determining the latest trend topics is a critical strategic step in conducting innovative research and maintaining a leadership role in the field. Additionally, it facilitates reaching a broad audience and contributes to the advancement of the field by filling knowledge gaps.

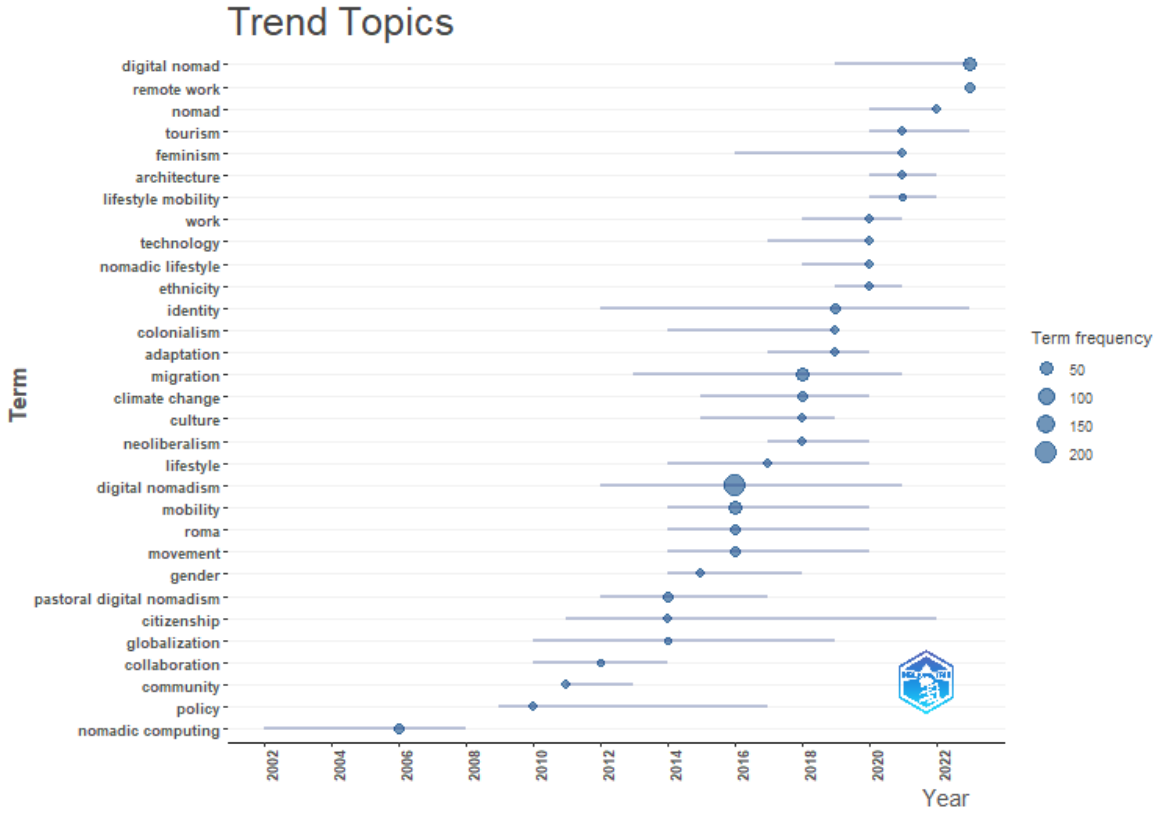

Figure 7. Trend topics

Factors Influencing Destination Choice of Digital Nomads (RQ5)

"RQ5. What are the factors influencing destination choice?" To answer RQ5, we have identified the factors influencing destination choice through the use of content analysis (Table 9). The results obtained through content analysis exhibit similarities with some studies found in the literature: The work identities of nomadic workers generally focus on "*connectivity*", "*access*", and "*coordination*" (Mark & Su, 2010). Among the factors that influence the next location preference of digital nomads, "*connectivity*" is particularly effective (Lacárcel et al., 2024). Digital nomads have the freedom to explore the world by conducting their work through computers and internet connections. Individuals who adopt this work model often work by traveling to various geographical regions without being tied to a fixed office.

Among the factors influencing digital nomads' choice of their next location are "*employment*", "*retirement*", "*gastronomy*", "*coworking*", "*job motivation*", "*culture*", "*customer service*", "*connectivity*", "*working hours*", "*visa issues*", and "*loneliness*" (Lacárcel et al., 2024).

Table 9. Factors influencing destination choice of digital nomads

Rank	Factors	F
1	Coworking	15
2	Cultural and social diversity	12
3	Employment	11
4	Mobility challenges	11
5	Climate and weather conditions	9
6	Job motivation	8
7	Visa issues	8
8	Connectivity	7
9	Infrastructure difficulties	6
10	Health services and safety	5
11	Social networks and community connections	5
12	Natural beauty and activities	4
13	Accessibility and transportation convenience	3
14	Gastronomy	2
15	Customer service	2
16	Loneliness	2
17	Legal and regulatory conditions	2
18	Retirement	1
19	Working hours	1
20	Cost and economic situation	1
21	Career opportunities	1
Total		116

F: Frequency

Mobility challenges and infrastructure difficulties (Cotroneo et al., 2007) also impact destination selection. Nomadic workers develop various strategies to conduct their work with mobile technologies. Ethnographic research reveals how nomadic workers seek resources to create their mobile offices, synchronize with others across different time zones, and navigate strategies when lacking local infrastructure knowledge (Mark & Su, 2010).

Sustainable Destination Strategies to Attract Digital Nomads (RQ6)

What are the sustainable destination strategies to attract digital nomads? To answer RQ6, we have identified the sustainable destination strategies through the use of content analysis (Table 10). Through our content analysis, it has become apparent that the rising popularity of digital nomadism as a work model necessitates the need for various regulations to accommodate this emerging form of work. Digital nomadism is becoming an increasingly preferred work model, necessitating various regulations for this new way of working.

The results obtained using content analysis exhibit similarities with some studies found in the literature. For instance, Zhou at al. (2024) posit that digital nomadism is seen as a new tourist movement creating an important area for management and marketing with smart destination strategies as a new form of tourist mobility, bringing opportunities and challenges for destination management. Their model is considered offering professionals the

freedom to carry out their work flexibly while creating new tourism and business opportunities. Besides, Putra and Agirachman (2016) advocate that with the rise of digital nomadism, smart destinations necessitate much more competitiveness by considering the needs of nomadic workers, travel arrangements, and social requirements with new understanding tourism focusing the concept of digital nomadism has created a creative transformation in the tourism industry to attract the global consumers of this new market.

Table 10. Sustainable destination strategies

Rank	Strategy	F
1	To create communities to strengthen the social connections of digital nomad	12
2	Regulations regarding work and travel flexibility	9
3	Providing flexibility in visa and accommodation	7
4	Provision of safe and suitable working environments	5
5	Establishment of appropriate legal framework for job security and social rights	4
6	Development of smart destination strategies and support for digital nomads' destinations	4
7	Development of secure technological solutions for data privacy and security	4
8	Regulations regarding job opportunities and social security	3
9	Technological infrastructure for digital nomads	2
Total		**50**

F: Frequency

Furthermore, Reichenberger (2018) suggests the need for flexibility in visa and accommodation arrangements for digital nomads, as they frequently travel and live in different geographical regions for short periods. This is directly related to the fact that digital nomads often travel between countries and work in various geographic regions. On the other hand, Aroles et al. (2023) emphasize the uncertainties digital nomads may face regarding job security and social benefits. Therefore, it is necessary to establish an appropriate legal framework for digital nomadism. The regulation of issues such as the protection of workers' rights, insurance, and social security is important for the sustainability of digital nomadism and the well-being of nomadic workers. Zhou et al. (2024) highlight the necessity of developing smart destination strategies that attract and support digital nomads. These strategies should provide solutions for the work, travel, social life, financial situation, and basic needs of digital nomads. Matsushita (2023) and Michaud et al. (2022) theorize that developing suitable coworking spaces and technological infrastructure for digital nomads is important. Digital nomads often balance work and travel, and they express the need for specific spaces for both activities. These spaces should have the infrastructure to allow digital nomads to work efficiently and conduct their business.

Digital nomads work by using different workspaces and technologies, benefiting from the advantages of the flexible work model. However, to ensure the successful sustainability of this work model, it is necessary to provide suitable working environments and strengthen technological infrastructure (Nash et al., 2021). Digital nomads prioritize data privacy and security; therefore, secure technological solutions need to be developed for them (Calzada, 2023; Bonneau et al., 2023). Especially after the COVID-19 pandemic, providing safe and suitable working environments that digital nomads can prefer has become crucial. Regulations for digital nomadism should focus on areas such as visa and accommodation flexibility, job security and social rights, smart destination strategies, coworking spaces, and technological infrastructure. These regulations can be important steps in improving the working and living conditions to attract digital nomads and ensuring the sustainability of this new work model for local people, companies local and central governments of the destinations. In this regard, the characteristics and needs of digital nomads reflect the changes and opportunities in the modern working world. Digital nomads can sustain their work in different geographical regions due to flexible working hours and spaces. However, these flexibilities require the establishment of certain regulations and infrastructure (Zhou et al., 2024).

The Theories Explaining the Phenomenon of Digital Nomadism (RQ7)

RQ7. Which theories have been used to explain the phenomenon of digital nomadism? Content analysis has been used to answer the question (Table 11). In the literature, the phenomenon of digital nomadism has been explained with the following theories in terms of causal relationships, emphasized factors, and situations: Social Theories of Risk, (Atanasova et al, 2024; Ehn et al., 2022; Klyagin et al., 2018), Lifestyle Mobilities Framework, (Mancinelli, 2020), Crime Pattern Theory (Miocevic, 2024), Realistic Group Conflict Theory (Miocevic, 2024), Marketing Theory (Schwarz, 2023), Modernity Theory, (Xiao and Lutz, 2024), Miller's Theory of Materiality (Schwarz et al., 2023), Neo-tribe theory (Zumbusch & Lalicic, 2020), Identity Theory (Marx et al., 2023), Stakeholder Theory (Hannonen et al., 2023), Individualization Theory (Kannisto, 2016),

Lifestyle Mobilities Framework (Cohen et al., 2015), Maslow's Hierarchy of Needs (Kaufman, 2023), Urban Theory (Jung & Buhr, 2022). The theories which were employed to explain the concept of digital nomadism and its interaction with other variables in previous publications are gathered and considered useful for the future researchers in grasping the basics of the mechanisms in the relevant theories.

Table 11. The theories explaining the phenomenon of digital nomadism

Rank	Theories	F
1	Identity Theory	4
2	Social Theories of Risk	3
3	Miller's Theory of Materiality	1
4	Urban Theory	1
5	Maslow's Hierarchy of Needs Theory	1
6	Lifestyle Mobilities Framework	1
7	Stakeholder Theory	1
8	Individualization Theories	1
9	Crime Pattern Theory	1
10	Realistic Group Conflict Theory	1
11	Marketing Theory	1
12	Neo-tribe Theory	1
13	Modernity Theory	1
Total		**18**

Literature Based Recommendations for Future Research (RQ8)

The Web of Science database was selected for this study due to several reasons: it stands out as the most updated, accurate, efficient, and reliable database for bibliometric analyses; it covers a wide variety of publication formats, including full-text articles, reviews, editorials, conference proceedings (both journal and book-based), abstracts, technical papers, and chronologies; it encompasses more than 90 million records, surpassing the 69 million records of Scopus; it offers a broader temporal coverage compared to Scopus; and it consistently yields results for the same query used with similar search parameters across time (Kaur, 2024; Yan & Zhiping, 2023; Wang et al., 2023; Tsai et al., 2023; Tan et al., 2024). Reviewing the findings from content analyses, the study proposes the following five research agendas to advance the literature on digital nomadism.

Table 12. Future research recommendations

Main theme	Sub-theme	F
Digital nomad lifestyle and sustainable tourism	Travel habits	5
	Environmental impacts	6
	Contributions to sustainable Tourism	7
Carbon footprint and digital nomadism	Carbon footprint	3
	Sustainable travel practices	5
Community dynamics and digital nomads	Social	8
	Economic impacts	4
The impact of digital nomadism	Local communities	3
	Economy	2
	Tourism	8
	Society	3
Total		**54**

This study combines the future recommendations taken mostly recommended from the previous studies as shown in below. Despite much research on board digital nomad, several areas merit additional work. Here are some research gaps that future researchers could address.

1. To comprehend the relationship between digital nomadism and sustainability, there is a need for a more comprehensive study on the travel habits of digital nomads, their environmental impacts, and their contributions to sustainable tourism.

2. Investigating the relationship between carbon footprint and digital nomadism, and exploring ways to mitigate the environmental impact of digital nomads through sustainable travel practices and remote work arrangements.
3. Research could be conducted on the dynamics of communities formed by digital nomads and their social and economic impacts.
4. Understanding the role of collaborative work at the local community level is of critical importance to better grasp the impact of digital nomads on the communities they inhabit. For instance, the utilization of shared workspaces, meetings, and café areas can have a significant influence on the contributions of digital nomads to the local economy and their integration into community life. However, issues such as socio-spatial segregation effects and the expansion of spaces related to these areas are still not fully understood. Therefore, future research should delve into how digital nomads play a role in local communities in more detail and provide further insights on this matter.
5. Future research focusing on the geo-economic characteristics of digital nomadism and its impact on destination choice is crucial for filling the knowledge gaps in this field. Specifically, understanding the factors that influence digital nomads' choice of destinations is vital for providing better service to the tourism industry and developing sustainable tourism policies. Such research can help us better understand the impact of digital nomadism on regional economies, the tourism industry, and societal structures.
6. Through the comprehensive review of literature, no singular theory was found that could adequately explain the phenomenon of digital nomadism on its own. Simultaneously, it became evident that the multifaceted phenomenon of digital nomadism eludes a singular theoretical explanation. We contend that there exists a notable gap resulting from the absence of a comprehensive perspective and the adoption of a narrow focus in these theories as they explore specific contexts of the digital nomad phenomenon.

Conclusion

This study contributes significantly to the field in several aspects. Initially, it scrutinizes the publication trends within this domain by analyzing annual publications, alongside contributions from publications, publishers, universities/ institutions, and countries. Secondly, it identifies pivotal studies and authors through the examination of citation and co-authorship networks. Thirdly, it delineates the intellectual landscape of this field by uncovering prevalent themes and intellectual structures via co-occurrence and co-citation analyses, aiding scholars in steering clear of stagnation and propelling the field forward. Fourthly, through the amalgamation of bibliometric analysis and systematic literature review, this study offers a comprehensive and impartial exploration of the literature under review. Finally, it outlines four prospective avenues for future research to steer scholarly inquiry in this realm. Consequently, our study provides a comprehensive overview of the research landscape concerning digital nomadism utilizing a bibliometric analysis and structured literature review.

Nevertheless, this study might be constrained by a certain methodological limitation, which could be addressed by future research. Future bibliometric studies may consider the inclusion of other databases, such as Scopus, EBSCO, or Google Scholar could provide more information for future analyses.

Recommendations

Authors of this study recommend future business researchers in digital nomad to examine the analyses and acquire guidance and insight into the topics they may focus on in their own studies and also find journals, countries and other authors that may be interested in their work.

Scientific Ethics Declaration

The authors declare that the scientific ethical and legal responsibility of this article published in EPSTEM Journal belongs to the authors.

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