

The Feminine Dimension of Digital Nomadism: A Qualitative Analysis of Nomadic Women's Experiences

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Abstract

Aim: The article aims to present the advantages and disadvantages of the digital nomad lifestyle from a female perspective. The theoretical part also includes the definition of digital nomadism as a global trend and the benefits of acquiring one of the newest target groups of territorial units. The research conclusions focus on territorial marketing, specifically supporting managers in creating appropriate destinations for female mobile workers.

Methodology: A qualitative approach was used with a structured interview questionnaire. The research involved 12 women who, at the time of the study, were actively leading a nomadic lifestyle in different parts of the world.

Results: The most frequently mentioned advantages of a nomadic lifestyle included freedom and mobility. The women appreciate the sense of autonomy in deciding when and where to work. Regarding the most frequently mentioned disadvantages, the participants mentioned feeling lonely and having difficulties maintaining relationships when frequently changing places of residence.

Implications and recommendations: The research allows for a better understanding of challenges and needs facing women related to their mobile lifestyle. The conclusions from the research are addressed to the authorities of territorial units. The implications are related to place marketing and can support the attraction of digital nomads to destinations.

Originality/value: The study's value can be attested by the fact that so far only two scientific articles have drawn attention to the female perspective of digital nomadism so far. According to statistics, more women are deciding to fulfill their professional duties in this mode. Given the growing share of women among digital nomads, the research findings shed light on better adapting destinations to their stay.

Keywords: digital nomadism, digital nomads, place marketing

1. Introduction

Digital nomads are one of the newest and dynamically developing groups that can be distinguished as a target segment for specific territorial units. In recent years there has been a systematic increase in the size of this group, which contributes to the growing interest in it in scientific literature. Digital nomadism is reflected in research conducted, e.g. labour market, organizational management, sociology, and tourism, whilst also being one of the distinguished key research areas in territorial marketing (Sztuk, 2025). Due to the growing importance of this phenomenon, an increasing number of publications are devoted to the empirical study of digital nomads (Bednorz, 2024), including the analysis of their demographic characteristics, preferred forms of spending time in visited destinations or factors determining the choice of location. It should be noted that so far scant research has been devoted to the female perspective of digital nomadism. The female point of view is worth exploring, especially in the context of the observed increase in the share of women in the digital nomads group (Zerva et al., 2023), which may have significant implications for the development of public policies, marketing activities, and the design of spaces friendly to mobile workers. Earlier studies have focused mainly on the general experiences of digital nomads, rarely considering the specific challenges and opportunities faced by female professionals leading a mobile professional lifestyle (Chen, 2025), hence this article aimed to identify the advantages and disadvantages of digital nomadism from the perspective of women. In order to answer this research question, 12 interviews were conducted with women from different countries who were leading a nomadic lifestyle at the time of the study. The responses provided insight into the key benefits and drawbacks of mobile working among the women surveyed. The localities that plan to increase the number of digital nomads in their strategies may want to consider the suggested practical implications.

2. Digital Nomads – Theoretical Background

The development and popularisation of mobile technologies have meant that many forms of activity, previously inextricably linked to a permanent place of residence, can now be performed virtually anywhere in the world. During the pandemic, due to the global restrictions related to the movement and limitations, many people were forced to work remotely from home, and afterwards some of them began to work permanently outside the office. This resulted in digitalisation of many places and positions, with numerous people working outside the office (Šmite et al., 2023). This is due, among other things, to the popularisation of performing duties in remote mode, which has gained widespread acceptance and become a permanent part of the work organization, and the post-pandemic period in particular has become a time of dynamic development of digital nomadism (Almeida et al., 2021).

Digital nomadism can be defined as a lifestyle that involves frequent changes of residence and work organization that allows for performing professional duties remotely, regardless of the current geographical location (Wang et al., 2018), associated with multidimensional freedom, which is manifested in mobility and flexibility in managing time and place of work (Reichenberger, 2017). Therefore digital nomads are people who, using mobile devices, can perform their professional duties virtually anywhere in the world while frequently changing their residence (Liegl, 2014). They usually stay in one location from one to three months and then move to another location (Tagliaferri, 2023), often choosing places with a warm climate where living costs are relatively low (Poulaki et al., 2023). Travelling and exploring new cities and local cultures are some of the features that distinguish digital nomads from emigres workers. If digital nomads stay in their destination for longer, they become digital labour migrants (Basaran, 2025).

Regarding the characteristics of digital nomads, it is estimated that they currently number about 40-80 million worldwide (Erkic, 2025), however there are discrepancies in the literature regarding the gender structure of this group. Some authors indicate a relative balance between the number of

women and men (Johnson, 2024), while other sources suggest male dominance among digital nomads (Erkic, 2025). These discrepancies may result from the dynamic development of this phenomenon and its global nature, which makes the demographic structure of this population subject to rapid changes. The majority of digital nomads are well-educated and highly qualified specialists (Green, 2020), mostly employed in jobs related to the IT industry, marketing, graphics, education and translation since they can be carried out remotely (Bonneau & Aroles, 2021); most of them travel alone, and only 5% lead this lifestyle with a family member (Sztuk, 2023).

Digital nomads are an attractive target group from the perspective of many entities, including local government units. They are active on social media, documenting their travel experiences and formulating recommendations or opinions about the places they have visited (Bonneau & Aroles, 2021), therefore they significantly impact the image and perception of a given destination, which can ultimately affect tourist flows and the attractiveness of localities on a global scale (Mladenović, 2016). Their role in the development of the local economy is also important, hence countries are keen to attract them because these well-paid workers stimulate the local economy through the consumption of various urban products (Bednorz, 2024). Digital nomads staying in a given place for a few months use several services, such as tourist, catering, and housing facilities, thus contributing to the functioning of local businesses.

A literature review on digital nomads aptly noted that beautiful landscapes and favourable climate conditions are not the only determinants of a destination's attractiveness from their perspective (Bozzi, 2024). The destinations chosen by digital nomads must also meet several practical requirements, including transport accessibility, adequate internet infrastructure, and a high level of security, therefore some countries have implemented special visas intended for short-term nomadic digital workers (Svobodová, 2022). Insurance companies have introduced products tailored to the specific needs of digital nomads, covering a range of risks such as lost luggage, accidents, and flight delays (Genceli et al., 2024). Some localities have already changed their marketing strategies, which are developed with this group of potential customers in mind. Many destinations, seeing benefits from the stay of these temporary workers, are positioning themselves as places adapted to the requirements of digital nomads (Lacárcel et al., 2024). Identifying and analysing the negative aspects of the digital nomad lifestyle can provide valuable information for destination managers. Understanding these challenges can help cities and regions better tailor their services to the needs of this group of mobile workers, increasing their satisfaction and propensity to stay longer.

2.1. The Feminine Aspect of Digital Nomadism

US data showed that in 2019 women made up 31% of digital nomads, while in 2020 this increased to 41% (Zerva et al., 2023). At least two private groups of female nomads have been identified on Facebook, and the larger group had 90.4 thousand members in mid-2025, yet there is still a predominance of men, which can be explained by the earnings in the given industries. Men dominate in many highly paid professions that allow for fully remote work, such as software engineering, whereas women are more frequently employed in marketing or human resources management (Zerva et al., 2023).

A review of the scientific literature shows that only a two researchers have focused directly on the experience of female digital nomads, including a master's thesis on the experiences of Asian women digital nomads (Linao, 2022). The existing empirical research has provided significant insights into the experiences of digital nomads, however it offers limited insight into the perspective of women and the specific challenges they face within this lifestyle (Chen, 2025). It is acknowledged that digital nomad women tend to prefer destinations with more stable weather conditions, as well as actively seek out nomadic communities in their destinations to make new contacts (Özoğul Balyali, 2024). Based on the conducted survey, seven women digital nomads were asked to metaphorically describe their lifestyle. A positive narrative dominated the statements, with the respondents comparing digital nomadism to,

among others, “heaven”, thus emphasising its freedom, and to a “chameleon”, due to the need to adapt to new conditions, or to “corrective glasses” because this lifestyle allowed them to see new aspects that were previously invisible (Özoğul Balyali, 2024). The positive language in the statements suggests that digital nomadism is an opportunity for their self-fulfilment, autonomy, and personal development.

3. Methodology

In order to answer the question about the advantages and disadvantages of a nomadic lifestyle from the perspective of women digital nomads, a qualitative approach was used. The study was conducted based on structured interviews, whose participants were an international group of women actively practicing a mobile lifestyle at the time of the study. The respondents were selected via social media platforms such as Facebook, Instagram, and WhatsApp, and chosen from dedicated groups of digital nomads residing in different countries. In the recruitment process, no selection criteria were introduced, such as age or citizenship, however a distinction was made based on the length of the conducted lifestyle.

The literature on qualitative methods, including interviews, lacks a uniform consensus on the minimum size of the research sample (Glinka & Czakon, 2021), due to the absence of clearly developed procedures regarding the required sample size (Boddy, 2016). Despite this, some authors suggested that the minimum number of interviews conducted in qualitative research should be 10-15 (Kvale, 2010).

Twelve digital nomads participated in the study, and each of them was informed about the purpose of the research. The interviews were conducted between May and June 2025, nine of which in written form (message exchange) due to the time difference between the researcher and the respondents, whilst three interviews were in the form of voice messages. Each participant answered the following three questions:

1. How long have you been living the digital nomad lifestyle?
2. How long do you stay in a given location?
3. What are the main advantages and difficulties associated with this lifestyle?

4. Results

In the first question, the participants were asked to indicate how long they had lived a nomadic lifestyle. Analysis of the responses showed significant variation in the length of experience, ranging from 1.5 months to 9 years (Figure 1). The average time practicing digital nomadism in the surveyed group was approximately 4 years. Three participants had over 8 years of experience, while two were relatively new to this lifestyle, having started it less than a year earlier. The surveyed group was, therefore, characterised by diversity in terms of seniority, however those with several years of experience predominated, which allowed for obtaining a representative overview of the experiences of digital nomads.

In the next question, the participants were asked to specify the length of their stay in a given location before changing their destination. The analysis of the declared lengths of stay showed significant variations – most women digital nomads preferred medium-term stays lasting from a few weeks to about 3 months (Table 1), allowing them to settle in a given location while maintaining mobility and flexibility. Additional statements, provided in the form of comments, suggested that decisions regarding the length of stay are often due to the situation and made on an ongoing basis depending on the conditions, the attractiveness of the location, and/or the well-being of the respondents.

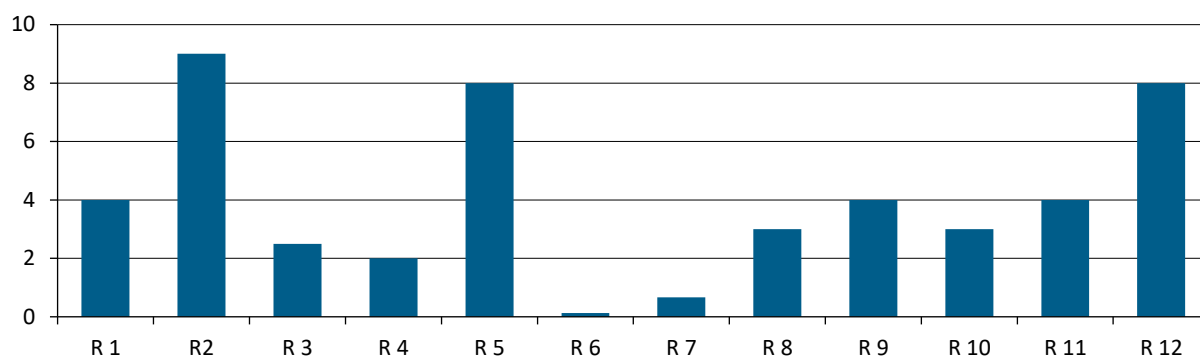


Fig. 1. Length of the nomadic lifestyle

Source: own elaboration.

Table 1. Length of stay at the destination

Respondent	Time of Stay	Notes
1	A few days – a few months	<i>Just a few days; other times I stay a few weeks or a few months. The longest was over two years, and that was a bit too long for my taste.</i>
2	3 days – 6 months	<i>It depends on the destination.</i>
3	1– 4 months	-
4	5 days – 5 months	<i>I like to feel settled in a place and not rushed.</i>
5	3 – 6 weeks	<i>It depends on whether I like it, so I usually book a one-way flight and book my first week in a place. If I like it, I extend my stay, and if I don't like it, I move on to the next place.</i>
6	2 months	-
7	1– 3 months	<i>I like to stay longer and not travel as much.</i>
8	1 week – 1 year	<i>I purposely try to stay in one place longer, I really miss the community and the feeling of 'home'.</i>
9	1– 3 months	-
10	1.5– 6 months	<i>It really depends on the climate in a given country.</i>
11	2 weeks – 3 months	-
12	2 weeks – 5 months	<i>What I do and talk about to other digital nomads is a cycle of short stays (a few weeks) and slow nomadism (a few months).</i>

Source: own elaboration.

In the third question, the respondents were asked to present their perspectives on the advantages and disadvantages of leading a nomadic lifestyle. In terms of positive aspects, they all mentioned at least three benefits resulting from such a mode of living. The most frequently indicated advantages were freedom in making decisions and flexibility (Figure 2).

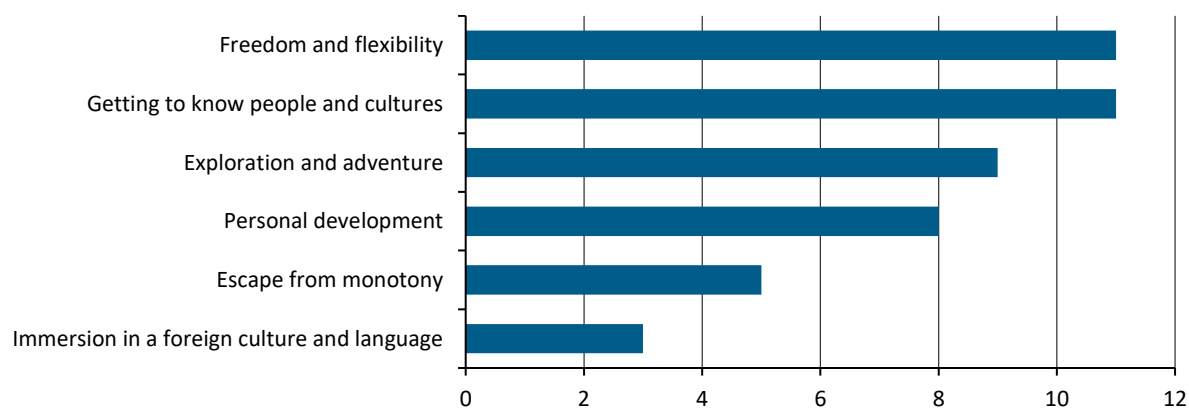


Fig. 2. Advantages of the nomadic lifestyle

Source: own elaboration.

Eleven out of the twelve respondents emphasised that the key aspect of nomadism was flexibility, which allows for independent management of duties, place of stay, and daily schedule. For Instance, Respondent 1 spoke about the quintessence of freedom a nomadic lifestyle offers: *You can wake up and decide what you want to do. You can stay or go, try new things, meet new people.* Respondent 10 also mentioned the autonomy associated with digital nomadism and the lack of the need to remain in uncomfortable situations: *You learn how to move on, how to trust, how to accept things as they are, but I think the best thing about it is that you can leave whenever you feel uncomfortable.*

An equally important advantage indicated by the respondents was the possibility of establishing new interpersonal contacts and learning about different local cultures. In addition, Respondent 7 also stated: *It's a chance to spend a longer time in beautiful areas that in my traditional life I could only visit for a few days during a short vacation. It's a chance to meet a lot of different people - locals in the place I am in and other travellers, nomads or displaced people.*

Other frequently mentioned advantages of digital nomadism included exploring new places and experiencing adventure (9 participants) and personal development (8 participants). Respondent 11, among others, mentioned the development resulting from the many places visited: *Every place teaches you something new about yourself and others.* The participants stressed that each change of location was an opportunity to get to know themselves better, gain new skills and experiences, and also an effective escape from the monotony of everyday life (5 women expressed this opinion). Slightly less often, only in three cases, the chance for deeper immersion in the local culture and a foreign language was indicated – an experience that would be much more difficult to achieve in traditional, short-term stay.

Regarding the disadvantages of a nomadic lifestyle, the most frequently mentioned one by nine respondents was loneliness and the short-term nature of established relationships (Figure 3).

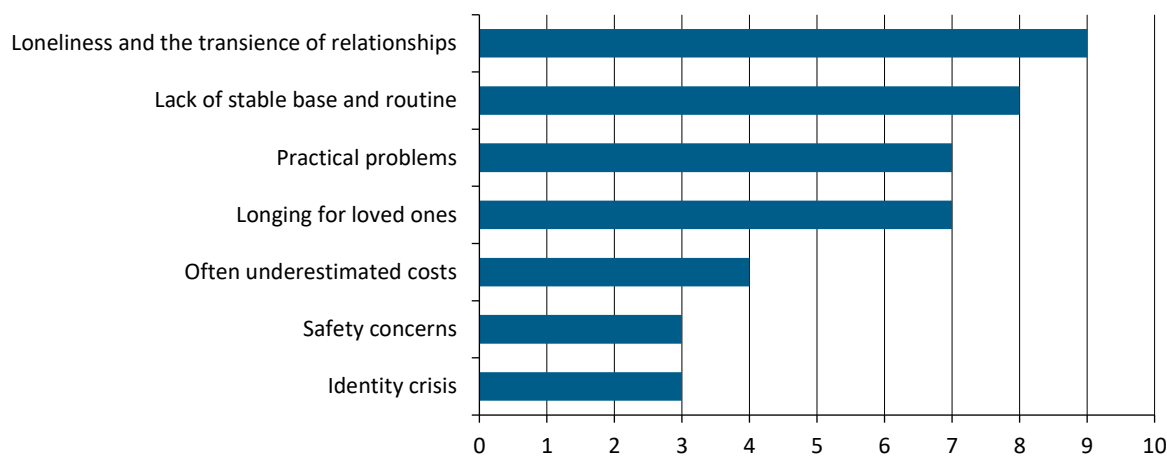


Fig. 3. Disadvantages of the nomadic lifestyle

Source: own elaboration.

Although greater flexibility is a key feature of this way of functioning, eight out of the 12 digital nomads perceived the lack of a stable routine and permanent place of residence as a source of discomfort. One of the participants drew attention to the difficulty of living in rooms decorated according to the taste of others, emphasising that the inability to adapt the interior to her preferences often caused frustration. The participants also suggested that long-term separation from loved ones was a significant problem – as expressed by seven women.

Seven respondents indicated the practical difficulties resulting from frequent changes in the place of residence, primarily in the scope of performing professional duties remotely. In this context, several women indicated poor or unstable internet connection in many places they visited. Respondent 5: *Sometimes you get to a place, and you think you're going to work, and the Wi-Fi is five megabits, and*

there's no Wi-Fi in the area. Another aspect that made functioning challenging was the transport of luggage; one of the respondents described health problems resulting from lifting heavy suitcases during her move. Respondent 3: *Very heavy suitcases damaged my spine... now I have chronic sciatica pain.*

For four respondents the unpredictable costs and expenses accompanying frequent residence changes, especially in foreign countries, also proved to be a significant challenge. Another aspect that three women pointed out was the lack of a sense of security. These threats can manifest themselves in various forms. Two women indicated situations in which they experienced threats from strange men. Respondent 7 drew attention to this problem: *As a woman I sometimes feel afraid of unknown men. I have been stalked or followed several times.* One respondent described attempts at fraud on the part of local sellers that she experienced.

An additional challenge, signalled by three women, was an identity crisis manifested in difficulties in identifying with a specific place or territory. This can result in a weakened sense of belonging and a lack of understanding by others. Respondent 1: *You come home feeling a completely different person, and they (family and friends) don't understand that. It can cause additional loneliness. At the same time, staying in many places for several weeks or months means getting used to the local culture and routine.* However, frequent changes of place of residence and immersion in a new culture also cause a feeling of alienation, as mentioned by respondent 12: *You feel like you belong to every international community but, in fact, to none of them in its entirety.*

The remaining disadvantages of a nomadic lifestyle were mainly related to fulfilling professional duties and social relationships. Respondent 9 had reservations about the equipment of coworking offices: *Disadvantages include finding a suitable home, often unsuitable coworking offices, and ways or opportunities for frequent social gatherings.* Respondent 12 added that being in unique places can disrupt her focus on work: *Living among diverse and beautiful landscapes can be distracting when working because sightseeing is very tempting, so it is difficult to be productive.* Another disadvantage, mentioned by Respondent 8, was coping with changing time zones.

5. Conclusions and Further Research Directions

Based on the interviews conducted among women digital nomads, it can be assumed that their mobile lifestyle is appreciated primarily for freedom, flexibility, and complete autonomy. The respondents could change their location and surroundings at any time without consequences, being consistent with the results of previous research among a group of digital nomads, which showed that their philosophy of life was freedom (Günay et al., 2024). The interviewed women particularly appreciated the opportunity to meet new people, and importantly several of them referred to not only local people but also to other digital nomads. This confirms that digital nomads actively seek out communities in their destinations, organize joint events, and establish mutual relationships because contact with people leading similar life style gives them a sense of comfort (de Loryn, 2023). A probable reason for searching for other nomads, apart from exchanging experiences and recommendations, is that lasting relationships with residents are difficult to maintain (Beaumont, 2019). In addition, the nomadic lifestyle reduces monotony and, according to the surveyed women, allows them to develop themselves in various areas, e.g. language skills, independence, decision-making, planning, and organizing oneself.

It is worth noting that only 3 out of 12 women indicated immersion in local culture as an advantage. Nomads perceive themselves as 'aware' visitors who care about thoroughly understanding the uniqueness of local culture, distinguishing them from tourists (Beaumont, 2019; Poulaki et al., 2025). However, the literature shows that the way digital nomads spend their free time is not significantly different from traditional tourists when it comes to learning about the local culture of a place (Thompson, 2019). From the perspective of the local authorities, empirical analysis leading to a consensus on the immersion of digital nomads in local culture, their contribution to the development of local economies, and their overall engagement in learning and experiencing local traditions could

be useful, and would help to better adapt the offered products and marketing communication of cities to digital nomads.

One of the most significant disadvantages of digital nomadism, indicated by 9 out of the 12 respondents, was the difficulty in maintaining long-distance relationships and the loneliness associated with it, which probably causes an active search for other nomads in the visited places. Most of the surveyed women also miss their loved ones.

Although digital nomadism can be associated with a trend in the labour market (Nikolaiets et al., 2023), this lifestyle has disadvantages that can make it challenging to fulfill professional duties. Digital nomads deliberately choose destinations with access to a stable, fast internet connection, which is one of the most important features of the destination from their perspective (Lhakard, 2022), however some complained about a very weak internet network, which makes remote work impossible. Another problematic issue could be the distraction from work caused by staying in beautiful, exotic places. Although digital nomads are active users of coworking spaces in destinations (Sztuk, 2023), research among female nomads showed that they believe that offices are sometimes not adjusted to their needs. Digital nomads appreciate the fact that using such coworking spaces does not require long-term commitments and that they can contact other specialists there (Chevtaeva, 2021). What destinations can affect is the creation of such spaces and ensuring that coworking offices are well-adapted and maintain the highest standards, enabling remote work and being open to user suggestions. It is likely that with the development of the trend of remote work and digital nomadism, it will be necessary to clearly identify the requirements of users of coworking spaces.

Several of the respondents talked about situations related to a violation of their sense of security. The empirical research shows that the level of crime in a given place was also an important aspect for almost half of the respondents, influencing the decision to choose a destination (Sztuk, 2023). The countries and cities that create their image as ideal destinations for digital nomads should closely examine their security systems. One of the women mentioned that locals often treated her as traditional tourist and, as a result, attempted to commit financial fraud. A good practice would be to create an Internet tab on the official websites of cities, recommending verified residential, gastronomic and other facilities that digital nomads can use. The analysed statements also showed that the advantages were more repetitive, while the disadvantages of the nomadic lifestyle were more diverse among the respondents.

As a priority direction for future research, the author proposes 'slowmadism' (Basu, 2024), a slower form of digital nomadism described by one of the respondents, which involves changing the destination after a more extended period (over 3 months) than in the case of the normal mode of digital nomadism. Looking more closely at this phenomenon, the literature on the subject does not present satisfactory empirical research. It would be worth exploring all directions related to this form of work and travel, e.g. organization of one's life, use of the city's facilities on offer, the generally understood consumption, as well as observing this trend in the longer term.

Future research should also focus on the previously mentioned identification of digital nomads' needs for coworking offices. Shared office spaces are used not only by digital nomads but also 'startups' looking for knowledge transfer (Luo & Chan, 2020). Providing digital infrastructure is a key element that can influence the satisfaction of digital nomads and their recommendation of a place to others.

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Kobięcy wymiar cyfrowego nomadyzmu: jakościowa analiza doświadczeń cyfrowych nomadek

Streszczenie

Cel: Artykuł ma na celu przedstawienie zalet i wad cyfrowego nomadyzmu z perspektywy kobiet. W części teoretycznej zaprezentowano definicje cyfrowego nomadyzmu jako globalnego trendu i korzyści z pozyskania tej jednej z najnowszych grup docelowych przez jednostki terytorialne. Wnioski z przeprowadzonego badania związane są z obszarem marketingu terytorialnego, a w szczególności służą wsparciu lokalnych zarządców w tworzeniu odpowiednich miejsc docelowych dla mobilnych pracowników.

Metodyka: Zastosowano podejście jakościowe przy wykorzystaniu narzędzia w postaci kwestionariusza wywiadu ustrukturyzowanego. W badaniu wzięło udział 12 kobiet, które w czasie badania aktywnie prowadziły nomadyczny tryb życia w różnych częściach świata.

Wyniki: Do najczęściej wskazywanych przez respondentki zalet nomadycznego stylu życia należą wolność i mobilność. Badane kobiety szczególnie cenią sobie poczucie autonomii w decydowaniu, kiedy i gdzie pracują. Odnośnie do najczęściej wymienianych wad uczestnicy badania wspomnieli o poczuciu samotności i trudnościach w utrzymywaniu relacji przy częstej zmianie miejsca zamieszkania.

Implikacje i rekomendacje: Badania pozwalają na lepsze zrozumienie szans, wyzwań i potrzeb kobiet związanych z ich mobilnym stylem życia. Wnioski z badań kierowane są głównie do władz jednostek terytorialnych. Implikacje te dotyczą marketingu terytorialnego i mogą wspierać przyciąganie cyfrowych nomadów do określonych destynacji.

Oryginalność/wartość: Wartość badania może być potwierdzona faktem, że dotychczas tylko w dwóch artykułach naukowych na świecie zwrócono uwagę na kobiecą perspektywę cyfrowego nomadyzmu. Według statystyk coraz więcej kobiet decyduje się na realizację obowiązków zawodowych w tym trybie. Biorąc pod uwagę rosnący odsetek kobiet wśród cyfrowych nomadów, wyniki badań rzucają światło na kwestię lepszego dostosowania miejsc docelowych do ich pobytu.

Słowa kluczowe: cyfrowy nomadyzm, cyfrowi nomadzi, marketing miejsc
