

Digital Nomads as Post-Tourists: Ordinary vs. Extraordinary Consumer Experiences in Tourism

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Cite as:

Marr Kimberley, Dickinger Astrid, Guia Jaume (2020), Digital Nomads as Post-Tourists: Ordinary vs. Extraordinary Consumer Experiences in Tourism. *Proceedings of the European Marketing Academy*, 49th, (64508)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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Abstract

Digital Nomadism is a growing niche form of tourism mobilities in which location independent workers choose to travel and engage in both tourism and remote work. Building on existing research, the phenomenon is examined through the lens of post-tourism, specifically blending the experiences of ordinary and extraordinary. Through qualitative interviews with self-identified digital nomads in Spain & Portugal and an inductive thematic analysis, a conceptual model is developed identifying push and pull motivation factors as well as nomadic strategies including ordinary work routines and extraordinary tourism experiences and how digital nomad practices balance them both. The consumption behavior and motivators indicated serve as a platform for further research as well as valuable insight in a growing tourism market segment for destinations

Keywords: *digital nomad; consumer experience; mobilities*

Track: Tourism Marketing