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MORALITY BEFORE KNOWLEDGE

An assessment of the impact of nomadic tourism on sustainable tourism

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ABSTRACT

Background: The development of nomadic tourism, particularly among digital nomads, represents a strategic adaptation by the tourism sector to pandemic conditions that has continued into the post-COVID-19 era. **Methods**: This study employs a qualitative literature review, synthesizing existing research on digital nomads to assess the social, economic, and environmental impacts of nomadic tourism while evaluating its potential to promote sustainable tourism. **Findings:** The review reveals that although nomadic tourism shares many characteristics with traditional tourism, differences in travelers' duration of stay and reliance on internet connectivity result in both positive and negative effects on local communities, economic equity, and environmental sustainability. **Conclusion**: The findings suggest that nomadic tourism can drive sustainable development by fostering equitable community welfare, enhancing oversight of resource utilization, and encouraging deeper cultural engagement among tourists. **Novelty/Originality of this article:** By linking the adaptive trend of digital nomadism with sustainable tourism development, this study offers innovative insights and policy recommendations that distinguish it from previous research.

KEYWORDS: digital nomads; nomadic tourism; Bali; sustainable tourism.

1. Introduction

The COVID-19 pandemic has changed the entire social, economic, and environmental order, proving that the current system is vulnerable to changes in environmental conditions. According to the World Bank Report, global economic growth shrank by 5.2% in 2020, arguably the largest decline since the second world war. Meanwhile, the economies of developing countries also shrank by 2.5% as a direct result of the pandemic, with the most significant impacts occurring in the tourism, industry, and trade sectors. Limited mobility during the pandemic is one of the factors in the global economic decline. When the COVID-19 pandemic hit Indonesia, there were border closures, travel restrictions, and lockdowns in almost all regions that stopped most travel and tourism activities. One of the restriction policies carried out by the government is for government office employees through the Circular Letter of the Minister of Administrative Reform and Bureaucratic

Reform No.19 of 2020 concerning Adjustment of the State Civil Apparatus Work System in Efforts to Prevent COVID-19 in Government Agencies. The policy of limiting community activities by the Indonesian government due to the pandemic resulted in a decrease in the economic level to -5.32% in the second quarter of 2020 (Budhi et al., 2022). The conditions of each province influence fluctuations in community mobility during the pandemic. The

decrease in community mobility to the park was highest in DKI Jakarta Province -77% and in Bali province, there was a decrease in transit mobility to the workplace by -72% and -36%.

Various efforts have been made to restore economic conditions in various countries by adapting new methods, which then also continue to the post-19 pandemic conditions. The National Economic Recovery (PEN) policy contained in Government Regulation Number 23 of 2020 concerning the Implementation of the National Economic Recovery Program in the Context of Supporting State Financial Policies for Handling the Coronavirus Disease 2019 (Covid-19) Pandemic and Facing Threats that Endanger the National Economy and Financial System Stability and National Economic Rescue, the Government of Indonesia seeks to improve the national economy with 3 main scopes, namely, increasing domestic consumption (demand), increasing business activity (supply), and maintaining economic stability and monetary expansion. According to Hilmy et al. (2022), the utilization of foreign investment, through the second home visa policy, has great potential in efforts to restore the Indonesian economy. This is done to attract tourists to visit Indonesia, especially through the tourism sector.

According to data from the World Tourism Organization (UNWTO), international tourist arrivals fell by 74% in 2020 compared to the previous year. This is the largest decline in modern tourism history. The UNWTO report also shows that global tourism revenue fell by 1.3 trillion US dollars during the period January to September 2020. According to Setyorini & Yuniarso (2021), Bali as a major tourism destination felt a huge impact. The sharp decline in the number of international and domestic tourists resulted in a significant drop in economic revenue.

The tourism sector is a sector that can adapt to pandemic conditions. This is characterized by the popularity of nomadic tourism, one of which is Digital Nomads. The term Digital Nomads is a term for people who work digitally and allow for a traveling lifestyle (Chevtaeva & Denizci-Guillet, 2021). Pandemic conditions adapt digital work that is not limited to space and time affected by habits during the pandemic. Work From Home (WFH) is popularly used for people who work digitally from home. As a result, workers are experiencing high stress due to the change in work patterns to WFH. A study conducted by the American Psychological Association (APA) in April 2020 found that 67% of respondents reported higher stress levels during the pandemic, with 62% experiencing work-related stress. Many of the WFH respondents reported difficulty in balancing work and personal life, feeling isolated, and experiencing health and financial anxiety. The adaptation of conditions has led to a greater interest in flexibility and freedom in work so that it is not limited to working from home but from remote places. The ease of work combined with mobility creates a nomadic lifestyle. According to Sukma Winarya Prabawa & Ratih Pertiwi (2020), the context of Nomads relates to the phenomenon between a sedentary work life or the choice to have a location independently. The adaptation that occurs between technology work, and lifestyle makes digital nomads popular.

During the pandemic, the practice of nomadic tourism has been seen in various countries around the world. Countries such as Portugal, Thailand, and Costa Rica have become popular destinations for digital nomads looking for a safe and exciting place to work remotely. However, there are differences in how each country responds to this trend. According to research Cook (2023), some countries are welcoming it with the opening of long-term visa programs specifically for workers. The recovery of the economic level of Chiang Mai City, Thailand, by attracting tourists, namely 'digital nomads' with policies from the Thai government (Jiwasiddi et al., 2024). Most 'Digital Nomads' are concerned about their resident visas, making this an opportunity for the Thai government to recover its economy. Chiang Mai city is known as an international tourist destination, apart from Bali, so it is dominated to facilitate travelers. With the "Digital Nomads", facilities for tourists can be adopted.

Despite facing major challenges, nomadic tourism has the potential to become a driving force in economic recovery on the island of Bali. By facilitating the long-term arrival of working tourists from Bali, the island can gain a stable source of income amidst the

uncertainty of the pandemic. According to research by Diah et al. (2020), special promotional efforts to attract nomads, facilities that are friendly to remote workers, and the development of strong digital infrastructure are some of the steps that can be taken to support the practice of nomadic tourism as a sustainable economic recovery tool for the island of Bali. 5 programs campaigned by the government to recover the economy, namely Work From Bali (WFB), Tourism Recovery Assistance Fund, Travel Bubble Plan, 3T capacity strengthening, and accelerated vaccination (Sudapet et al., 2021). Efforts are made to attract international and national tourists to be able to drive the Balinese economy, which focuses on the tourism sector. On the one hand, Bali is a model for other regions. WFB is one of the government's efforts to support Nomads Tourism with the aim that the rise of the tourism sector can drive the agriculture, trade, and livestock sectors.

In the post-pandemic era, nomadic tourism developed in response to globalization trends, digital technology, and lifestyle changes that allow individuals to work from anywhere. Key triggering factors include increased internet connectivity and increased flexibility in work patterns. According to a study by Wang et al. (2021), technological advancements, particularly in terms of remote communication and collaboration, allow workers to stay connected with their teams without being in the office. In addition, the development of digital platforms and applications also supports the growth of nomadic tourism by providing easy access and information about places that are friendly to digital nomads.

Sustainability is the capacity of the Earth's natural systems and human living systems to survive, develop, and adapt to changing environmental conditions over a long period in the future (Miller & Spoolman, 2018). Furthermore, Miller & Spoolman (2018) explained that there are 3 scientific principles in sustainability: dependence on solar power, biodiversity, and chemical cycles with 3 main components: natural capital, natural resources, and ecosystem services. Solar power is an inexhaustible source of energy that can be utilized by living things and as a source of energy. Interacting biodiversity, especially in food chains, provides important ecosystem services, prevents overpopulation, and provides ways for life to adapt to changing environmental conditions. The chemical cycles that occur have an important role in life both biotically and abiotically, where the waste produced can be utilized or reprocessed continuously. Natural capital is a component that drives human life and economy through natural resources and ecosystem services. Resources are material and energy components that can be utilized and obtained from nature. Ecosystem services are natural processes by the environment to support human survival.

According to Choi & Sirakaya (2006), sustainable tourism indicators include economic, social, cultural, ecological, political, and technological dimensions. One example of a tourist location that can survive environmental changes during the COVID-19 pandemic, namely Nglanggeran Village in the Special Region of Yogyakarta Province, Indonesia. According to Satiani et al. (2022), Nglanggeran Village was able to survive the COVID-19 pandemic, where the tourism sector experienced a drastic decline, by maintaining the use of agricultural products as a community livelihood. Agriculture was the livelihood of the Nglanggeran Village community in the beginning and over time, it has changed into a tourism village where some of the residents' livelihoods have changed into lodging providers. The pandemic has reduced the level of tourist visits, which has an impact on the welfare of the villagers. Communities that still maintain their traditional activities, farming activities, can survive the COVID-19 pandemic by utilizing them for their consumption. The fulfillment of other needs is carried out by bartering as a form of adaptation to the decline in financial income. Furthermore, Satiani et al. (2022) stated that sustainability does not only talk about the income received but also how to optimize the availability of existing resources to survive.

According to UNWTO, three aspects become the principles of sustainable tourism, namely the environment, economy, and socio-culture that ensure sustainability. Thus, sustainable tourism needs to pay attention to optimizing the use, management, and conservation efforts of the resources used. In addition, it respects the prevailing socio-

cultural existence, preserves noble values, and contributes to intercultural understanding and mutual tolerance. In the economic aspect, it ensures long-term economic viability, has economic value to all stakeholders, including employment and income, and contributes to poverty. The development of Nomadic Tourism, particularly digital nomads, indirectly affects the growth of the tourism sector and the condition of destinations. The Indonesian government aims to stimulate the tourism sector through nomadic tourism, especially Bali as an international destination. This effort has led to the increased growth of nomadic tourism in Bali. Generally, existing research has focused on the impacts and development of nomadic tourism. However, there is a gap of studies on sustainable nomadic tourism, particularly for Bali. To address this gap, this research aims to examine the sustainable development of nomadic tourism based on the shortcomings of its implementation.

2. Methods

This research was conducted using the Literature Review method. According to Xiao & Watson (2019), the stages of the literature review are used to ensure that the process is carried out systematically, structured, and reliably through problem formulation, developing a review protocol, searching for literature materials, selecting literature, assessing quality, extracting data, analyzing and synthesizing data, and reporting findings. Synthesizing information from various literature reviews can provide a deep and comprehensive understanding of the research topic (Paré et al., 2015). The researcher will also compare the results of the review to the underlying theory. The use of basic theory can be the key to analyzing the reviewed data from various perspectives (Wolfswinkel et al., 2011).

The initial stage of the research was carried out by determining the research topic through current topics and determining research questions. Furthermore, data collection was carried out from various literature on the topic of nomadic tourism focusing on Digital Nomads. The literature review was conducted to find data related to the driving factors of nomadic tourism, its impact on the economy, society, and environment, and its comparison and case studies of tourism in general and nomadic tourism. Then the researcher synthesized the results of the analysis to answer the research objectives. The main literature that researchers used in this study, namely:

Table 1. Main literature

Author	Title	Explanation
Reichenberger (2018)	Digital Nomad: A Quest for Holistic Freedom in Work and Leisure	Technological advancements encourage freedom for Digital Nomads to have a lifestyle of traveling and working. Digital nomads are a combination of professional, personal, and spatial freedom.
Prabawa & Pertiwi (2020)	The Digital Nomad Tourist Motivation in Bali: Exploratory Research Based on Push and Pull Theory	Digital Nomads who travel to Bali are motivated by their destination. These are inseparable from work, networking, and destination appeal.
Mariati et al. (2023)	Analysis of Sustainable Tourism Destination Development for Digital Nomads (Comparative Study: Lisbon-Portugal and Canggu, Bali-Indonesia)	Through the comparison of the two destinations as a favorite destination for Digital Nomads, Bali needs to make developments related to tourism attractions and accommodation.
Wahyu et al. (2024)	Digital Nomad Work Trends in Indonesia After the Pandemic	The Indonesian government's efforts to attract tourists while improving the economy. This is marked by the existence of a special visa for digital nomads.
Mancinelli (2020)	Digital nomads: Freedom, Responsibility and the Neoliberal Order	The rise of Digital Nomads is an adaptation based on work culture factors, dominating neoliberalism,

Thompson (2019)	The Digital Nomad Lifestyle: (Remote) Work/Leisure Balance, Privilege, and Constructed Community	and flexibility in the home country. A paradigm shift in employment, Digital Nomads can follow their desires and seek work remotely to fulfill their financial needs. Digital Nomads expand their network of acquaintances among their peers based on similar tastes and backgrounds to form a community
Sari et al. (2023)	Millennial Traveler Typology in the Implementation of Digital Nomad in Canggu Tourism Area	Tourism allows for the exchange of valuable cultures and experiences between tourists and local communities. This is influenced by the diverse backgrounds of travelers, bringing different perspectives and values into the communities they visit.
Melia (2022)	Knowledge Management in Digital Nomadism for Gig Economy Improvement	There is social interaction and community formation in digital nomads. This is shown by activities such as information sharing, where fellow nomads help each other and share experiences.
Hamel & Murti (2023)	Nomadic Tourism in Canggu Village: A Momentum Toward Tourism Policy Deliberation in Bali	Changes in nomads' habits that raise concerns about environmental exploitation and the negative impacts of population increase.
Choi & Sirakaya (2006)	Sustainability Indicators for Managing Community Tourism	Sustainable tourism development is ecologically responsible, socially acceptable, culturally acceptable, politically appropriate, technologically supported, and economically valuable. In doing this, it requires cooperation between stakeholders, especially local government as the closest stakeholder, and the community as the one involved.
Rakhmadi (2021)	The Role of Digital Nomads in Supporting Tourism in Indonesia: Case Study Bali	The Indonesian government must make efforts to equalize tourism in Indonesia to achieve sustainable goals. The Indonesian government can emulate the digital nomad lifestyle pattern in Bali and implement it in other areas so that the economy can develop as an alternative sector for the community.

3. Results and Discussion

3.1 Nomadic tourism factors

According to Reichenberger (2018), Digital Nomads seek to create a holistic lifestyle characterized by comprehensive freedom where work, leisure, and travel are considered enjoyable. Freedom is a dominant theme in motivating this. According to Melia (2022), Digital Nomad is a lifestyle choice that considers psychological factors, especially as a form of self-actualization. From a psychological standpoint, digital nomads often seek freedom and flexibility that allows them to work from anywhere, which in turn can provide a greater sense of control over their lives. According to Günay et al. (2024), Digital Nomads have a balanced lifestyle between time for work and time for family, for those who choose to be family nomads. The motivation towards mental health significantly influences one's decision to become a digital nomad. Working in diverse environments can reduce stress, enhance mental well-being, and stimulate creativity and productivity. This lifestyle not only supports self-actualization but also creates a better balance between work and personal life.

The environment is one of the aspects that is the main attraction for tourism, both conventional and Nomadic Tourism. In today's digital era, companies that implement a work from anywhere system must focus on providing adequate facilities and amenities for employees. Good facilities, such as laptops, cellphones, and stable internet connections, as well as supporting facilities such as coworking spaces, green open spaces, and access to natural recreation areas, are very important because they directly affect employee effectiveness and performance. The implementation of this system is strongly supported by technological advances that allow employees to work from anywhere (Evika et al., 2023).

According to Melia (2022), interpersonal social interactions among digital nomads use internet technology for self-management, information understanding, knowledge sharing, and community building. The presence of fellow digital nomads is very supportive of this activity, as they often share experiences and skills, and provide mutual support in an environment that is often new and different. The presence of Digital Nomads in a destination is a consideration for other Digital Nomads to visit the destination (Günay et al., 2024). This indicates that the destination can fulfill the needs of digital nomads, where social interaction and the presence of fellow digital nomads are crucial to their lives and work. These communities build effective knowledge management systems through digital media, enabling access to and sharing of information, as well as the development of new skills. The presence of digital nomad communities also opens up opportunities for collaboration and innovation, creating a dynamic and productive work environment.

The driving factors for nomadic tourists to visit a destination are related to work and expanding networks, while the attractive factors include inspiring destinations, supportive living and working environments, and enjoyable activities (Prabawa & Pertiwi, 2020). According to Ji et al. (2024), The four aspects that can attract the interest of Digital Nomads are local tourism activities, digital transformation, health content development, and the creation of residential environments. Developing local tourism services and building a friendly local image are key points for Digital Nomads to stay and visit tourist attractions.

Digital Nomads may settle for long periods, so their safety and comfort need to be considered. The availability of facilities and infrastructure, especially internet access, which supports their work activities, as well as offerings of tourist attractions such as the sea and nature (Günay et al., 2024). Internet connection is a priority for digital nomad travelers. Internet connection is a priority for digital nomad tourists. Digital nomad tourists cannot live without a stable internet connection; they will feel very anxious if they are not connected when they need it (Prabawati, 2020).

Reichenberger (2018) further states, that the popularity of the Digital Nomads phenomenon is shaping a new type of tourism beyond the common definition of tourism and tourists in general and creating a new type of traveler. Bali has become one of the main destinations for digital nomads in Indonesia. With good digital infrastructure, a friendly culture, and an attractive natural environment, Bali attracts many remote workers who want to combine work with a more relaxed lifestyle. Government programs such as "Work From Bali" (WFB) further support this phenomenon by providing digital nomads with friendly facilities.

Demographically, Digital Nomads visiting Canggu, Bali, come from various countries and are also domestic, in contrast to Digital Nomads visiting Lisbon who are mostly from the European Union (Mariati et al., 2023). Digital Nomads in Canggu consider Canggu to be more economically affordable to support a nomadic lifestyle. The existence of Digital Nomads in a destination is a consideration for Digital Nomads to visit the destination (Günay et al., 2024). The majority of tourists who come to Bali use a visit visa with a 30-day visit stay permit. Visit visas provide convenience for tourists, especially the requirements for obtaining visa-free visits that are not so difficult to increase their desire to come to Indonesia (Hilmy et al., 2022).

In 2022, the Indonesian government, through the Ministry of Tourism and Creative Economy, has implemented a unique Visa program specifically for digital nomads. The regulation was made to boost the economy, attract tourists, and introduce Indonesia to the rest of the world. One of the important steps in this program announced that foreigners can

work online for up to six months without paying taxes using a B211A visa (Wahyu et al., 2024). The regulations governing this are listed in the Regulation of the Minister of Law and Human Rights (Permenkumham) of the Republic of Indonesia No. 22 of 2023 concerning Visas and Stay Permits and Permenkumham of the Republic of Indonesia No. 11 of 2024 concerning Amendments to the Regulation of Permenkumham of the Republic of Indonesia No. 22 of 2024, where Digital Nomads can use a limited stay visa (B211A) or a limited stay permit with a set period. This regulation facilitates digital nomads to temporarily settle in Indonesia, especially Bali. With a special visa, Indonesia becomes more attractive to remote workers, leading to an increase in tourists, diversification of local income, and introducing Indonesia as a premier destination. This policy supports the growth of the creative economy and sustainable tourism, creating a conducive environment for global work mobility and encouraging cultural interactions and knowledge exchange between digital nomads and local communities.

3.2 Nomadic tourism impact analysis

3.2.1 Economy

The development of nomadic tourism can open up business and employment opportunities for local communities to overcome the issue of economic inequality and urbanization practices (Situmorang, 2019). In the context of tourism growth in Bali, the accommodation sector plays a vital role in supporting local economic sustainability. The demand for comfortable lodging facilities continues to increase along with the arrival of digital nomads. This provides a great opportunity for homestay owners to grow their business. Homestays can boost the local economy by creating jobs and increasing community income. To overcome the limited number of rooms, homestay owners can add accommodation in the form of glam camp, egg pod, or other portable accommodation (Mahadewi, 2018). In addition, improving homestay facilities is important. By providing kitchens, internet, and comfortable workspaces, homestays can attract more digital nomads who need connectivity and comfort to work.

Apart from a comfortable place to stay to work, another facility that digital nomads are looking for is a coworking space. Local Balinese people can turn their place into a comfortable workspace by providing coworking spaces that allow digital nomad travelers to work properly. In this coworking space, they can meet friends from the same profession and find new colleagues who can support their work (Prabawati, 2020). The increasing style of working remotely has encouraged coffee shops to adapt to provide adequate facilities for working remotely. The availability of Wi-Fi and a comfortable atmosphere like at home makes visitors spend time working while ordering food can be a consideration for coffee shop owners amid declining visits. Flexibility, adaptability, and originality are aspects that turn coffee shops into coworking spaces while still providing space to work, socialize, and collaborate (Dewi et al., 2021).

According to Prabawati (2020), the mobility of digital nomads is dominated by using motorbikes. This makes it easier for them to move from one place to another, given the lack of facilities for pedestrians and the absence of adequate sidewalks. Narrow streets and heavy traffic make it difficult for cyclists or pedestrians to navigate the streets. However, this condition has opened up opportunities for locals to start new businesses, one of which is motorcycle rental. With the increasing number of digital nomads, the demand for motorcycles also rises. Motorcycle rental businesses become an additional source of income for residents, creating new job opportunities while meeting the high mobility needs of tourists.

In addition, nomadic tourism on the island of Bali also supports sustainable development, which is characterized by income from tourists. The more competitive the tourist destination will attract more tourists to visit, and tourists will spend more money on the tourist destination. As a result, the Gross Domestic Product (GDP), economic growth of the country, and the economic welfare of the community will increase (Yakup, 2019). In

general, Bali is directly confronted with concepts of neoliberalism that are widely exposed to be explored and exploited by the forces of capitalism. It is estimated that there are already around 3000 users of special nomadic tourist visas (Hamel & Murti, 2023). This visa is expected to have an impact on economic growth, especially in tourism, for Bali as a major tourist destination in Indonesia. The ease of entry and stay for digital nomads through this special visa provides short-term economic benefits. It can stimulate economic growth, as well as encourage investment in the tourism sector.

Digital Nomads are not just about freedom and mobility but also involve responsibility, adaptation to neoliberalism, and the economic strategies used to maintain this lifestyle (Mancinelli, 2020). Mancinelli (2020) further explains, that although digital nomadism offers flexibility and unique economic opportunities, this lifestyle poses economic challenges such as complex financial management and dependence on digital infrastructure. Digital Nomads need to have financial management skills and adapt to economic changes. They often employ Geoarbitrage strategies, which involve leveraging cost-of-living differences between countries to maximize income and minimize expenses. By working remotely, they choose to live in countries with low living costs and high incomes.

However, the increasing number of tourists turning into digital nomads raises issues regarding their status as foreign tourists or freelancers in Bali. The arrival of foreign tourists should provide an increase in income for local communities, but it becomes a challenge in its management. This is characterized by a shift due to digital nomads who currently should only make Bali a place of work being misused as a place to generate income for their interests. With this, the problem that must be studied is the legal problems related to tourists, especially digital nomads, in terms of Indonesian laws and regulations (Lantika & Permadhi, 2024). Therefore, the government has tightened the rules regarding foreign workers so that tourists cannot easily abuse activities in Indonesia to increase national welfare by maximizing domestic employment for local people (Nugraha et al., 2023).

According to Hamel & Murti (2023), the easy entry of digital nomads on the one hand does provide an economic boost, but over time, this can cause problems. The concept of nomadic tourism is closely linked to neoliberalism, where high mobility and labor flexibility are the hallmarks. Bali, as a popular destination, is fertile ground for capitalist exploration and exploitation, where foreign capital can easily enter and dominate sectors of the local economy. This may deepen economic and social inequalities in Balinese society, as economic gains tend to be enjoyed by a handful of people or large entities, while local communities may face increased living costs and loss of access to resources.

3.2.2 Social

The impact on those who become Nomads in families, especially their children, is that it can support their physical, intellectual, and emotional development with more time together and memories formed (Günay et al., 2024). Tourism is not only about visits to beautiful and exotic places but also about cultural exchange. Tourism allows for the exchange of cultures and experiences between tourists and local communities. This is influenced by the different backgrounds of tourists (Sari et al., 2023). The presence of digital nomads also helps overcome the problem of loneliness often experienced by remote workers by forming a solid and supportive community, strengthening social ties between local residents and nomads. This happens because Bali Island is a favorite destination that can indirectly open up opportunities to become a gathering place for people with various abilities from all over the world, which will certainly also affect the social life of the local community (Nugraha et al., 2023).

The gathering of many people in tourism enhances socio-cultural interactions between tourists and local communities, enriching cultural experiences and strengthening social cohesion. Tourism is a leading sector and a key driver for regional development and improving community well-being. The increase in tourism destinations and investment has made this sector one of the key factors in job creation (Ramdoni et al., 2022). The development of nomadic tourism will not only increase business opportunities for local

residents but can also increase the spirit of mutual cooperation between fellow villagers. In addition, there will be an exchange of knowledge and technology for the surrounding community (Situmorang, 2019).

The nomadic lifestyle of Digital Nomads, especially for those traveling alone, suggests feelings of isolation and loneliness (Thompson, 2019). Digital Nomads' cultural and communication differences with locals limit their social lives. Thompson (2019) further explains that Digital Nomads form communities for those who feel the same way through their online platforms. This shows that the presence of their peers can describe the conditions and situation of the destination to accept Digital Nomads. On the other hand, this can be an opportunity for the destination where Digital Nomads can promote it to their peers.

With the presence of digital nomads, the level of heterogeneity in Balinese society has become even higher. According to Hamel & Murti (2023), over time, this provides an opportunity for people to learn, adapt, and meet in public spaces to appreciate and respect each other. The dynamics of conflict can be transformed into a more harmonious order of diversity, although it cannot be ignored that there is a crucial aspect, namely respect for identity. Misunderstanding in this regard can lead to racist issues. Racial issues arise when ethnic or cultural identities are not respected. Actions that belittle certain cultures can be considered discriminatory, leading to tension and conflict. Local cultures may feel threatened by the foreign cultures brought by digital nomads, so the greatest challenge is maintaining the local cultural identity amidst the global influx brought by newcomers.

3.2.2 Environment

The concept of coworking space development that is not permanent and blends with nature also has a positive impact on the environment, so it does not deviate from its essence as a conservation area. Nature conservation will be increasingly carried out because this is a tourist attraction. Several tourist attractions that will be developed will be environmentally based, such as ecotourism, agro-tourism, and educational tourism (Situmorang, 2019). According to Faraji Vaghaslo et al. (2024), sustainable ecotourism development is the right direction to preserve the environment and fulfill the economic and social demands of the community if stakeholders pay attention to environmental indicators. The local government has an important role as a party that applies and monitors the implementation of sustainability. Ecotourism makes the environment its attraction so environmental protection efforts become important to realize its sustainability implementation. Furthermore, Faraji Vaghaslo et al. (2024) stated that sustainable ecotourism development can also support biodiversity conservation efforts, community welfare, and economic stability in developing countries.

Furthermore, compared to digital nomads, conventional tourism has a higher carbon footprint. This is due to the intensity of airplane use in conventional tourism trips, where tourists often travel long distances in a short period. Some of the main sources of carbon emissions in the tourism industry include energy use from transportation, energy use in hotels and tourist destinations, food and beverage consumption, and waste production. Conversely, digital nomads settle for longer periods in a country, reducing flight frequency and having the opportunity to choose an eco-friendly lifestyle. They also generate lower carbon footprints by working remotely, reducing the need for daily travel and contributing to global emissions reduction.

In developing countries, the use of non-renewable energy still dominates as an energy source and the tourism sector relies on visits from developed countries. The tourism sector in developing countries has a role in environmental change, especially in the aspect of energy use, including tourists' energy use at destination locations and the mobility of air transportation use (Gössling, 2000).

According to Wahyu et al. (2024), digital nomads value mobility and enjoy a collaborative work environment. In Bali, the increased mobility of digital nomads impacts local infrastructure, such as traffic congestion and increased utilization of natural resources.

This temporary population surge also increases the burden on public services and facilities. According to Hamel & Murti (2023), digital nomads in Bali were originally people who had a very deep concern for the environment and just worked and enjoyed life. However, recently, the existence of digital nomads seems to have changed significantly. They don't just want to work, they also want to live and own property in Bali. This desire drives them to buy land and build villas or homestays as their residence.

This change raises concerns about the exploitation of the environment and the negative impact of an increasing population of digital nomads on Bali. According to Hamel & Murti (2023), in the past, most digital nomads in Bali were known to have a high social spirit and actively participated in social programs to help the Balinese community. This participation includes activities such as cleaning up the environment, supporting local initiatives, and helping the local community. Lately, only a small portion of digital nomads have been actively engaged in social activities. The increase in the number of digital nomads and this shift in attitude add pressure to the environment. Existing infrastructure must bear a heavier burden, and the construction of new properties often occurs without regard for environmental conservation. Environmental exploitation is becoming a prominent issue, particularly with the rising number of villas and homestays built by digital nomads.

3.3 Comparison of nomadic tourism with other tourism fields

Tourism in Indonesia is experiencing rapid development, especially with the emergence of the nomadic tourism trend, which significantly impacts the economy and local communities. Bali, as a favorite destination for digital nomads, offers various facilities and infrastructure that support this lifestyle. This phenomenon shows that the presence of digital nomads not only enriches the social and economic dynamics in Bali but also opens up new opportunities for the tourism sector in other regions of Indonesia. Among the things that are different from tourism in general, a striking difference is the duration of stay. According to Nugraha et al. (2023), digital nomads tend to be nomadic, which means that they do not only inhabit one place but move between destinations. Despite this, digital nomads tend to stay longer in one place compared to conventional tourists who generally visit for a shorter period. This longer duration of stay allows digital nomads to impact economic, social, and environmental aspects, especially in the tourism sector.

Besides Bali, North Sumatra Province also shows great potential for nomadic tourism. Both offer stunning natural beauty, unique cultural richness, and the warmth of local communities as their main attractions. The diversity and uniqueness of tourist destinations in both places offer travel experiences that support the concept of nomadic tourism. According to De Fretes et al. (2023), the fundamental difference between nomadic tourism in North Sumatra and Bali lies in the characteristics and their relationship with available tourism infrastructure. Bali has a well-integrated infrastructure, including easy transportation access, diverse accommodations, and various supporting facilities. Conversely, North Sumatra, as a tourism destination still in development, may face challenges related to infrastructure that is not yet fully prepared to support the concept of nomadic tourism. Limited access to transportation, lack of variety of accommodation, and limited tourism support facilities can be obstacles to the implementation of nomadic tourism in North Sumatra (De Fretes et al., 2023). Nonetheless, the rich natural and cultural potential of North Sumatra provides opportunities for the development of nomadic tourism concepts that can attract tourists.

Another potential tourism destination in Indonesia is Pulau Sangiang, located in the Sunda Strait. Its natural beauty, including white sandy beaches, coral reefs, and marine biodiversity, serves as its main attraction. The main challenge for Pulau Sangiang is its limited infrastructure and accessibility. Accommodation facilities and services are limited, with only rented houses available, without any official hotels or resorts. Limited internet connectivity also poses a challenge for digital nomads. These limitations hinder the development of tourism and the local economy, thus tourism activities in Pulau Sangiang need to be developed and managed professionally. The readiness of the local community to

the entry of tourism is considered to be ready to face various potentials and impacts that arise, but the local community has not been able to maximize this potential due to a lack of capital and support from the Banten Provincial government itself (Zhafirah & Nugraha, 2022)

The case studies above have their strengths, weaknesses, and challenges. Nomadic tourism in Bali can be a sustainable model if managed well, while Sangiang Island can maintain its cultural and environmental heritage with proper regulation and infrastructure improvements that can affect the well-being of its people. Both approaches offer valuable insights into how tourism can contribute to economic recovery and social well-being while considering sustainable environmental impacts. In the future, it is hoped that the government will pay more attention to more adequate signal coverage in all regions to remote areas (Zidan et al., 2023). This is not only to support digital tourism activities but to optimize the development of tourism trends in Indonesia that are evenly distributed.

In addition, digital literacy in Indonesia has also developed very rapidly. This makes the digitization sector important. Many local and private businesses are implementing digital or hybrid work. With increasing digital literacy, the practice of working digitally has the potential to expand throughout Indonesia. However, the uneven distribution may cause difficulties in each region (Wahyu et al., 2024). According to Rakhmadi (2021), to realize this, the Indonesian government can imitate the digital nomad lifestyle pattern in Bali and apply it in other areas to increase tourism in Indonesia so that the economy can develop as an alternative sector for the Indonesian people. Nomadic tourism in Bali has successfully attracted tourists from around the world to enjoy the beauty of Indonesia. The presence of digital nomads not only contributes to Bali's development but also opens up new potential for tourism development in other areas of Indonesia. With plenty of underutilized space, there is a significant opportunity to improve and develop infrastructure and facilities in these areas. This could make Indonesia a preferred destination for digital nomads and tourists in general.

Interestingly, the concept of nomadic tourism has also developed in various parts of the world with different approaches, as seen in nomadic tourism in Iran. According to Nemati & Hanifezadeh (2023), nomadic tourism in Iran, especially in the Shahsavan tribe. Tourist attractions in Iran are dominated by historical tourism but still have the potential to develop sustainable tourism experiences by combining traditional nomadic life with the needs and interests of modern tourists. It shows a rich cultural diversity, such as the Lor, Kurdish, Turkish, Baluch, Arab, and Turkmen tribes that have traditions and cultural traits attractive to tourists. Nomadic tourism in Iran also has great economic potential by utilizing the existing cultural, climatic, and social structures.

Unlike in Bali, where digital nomads often influence the local culture, in Iran, nomadic tourism tends to focus more on how tourists can experience and appreciate the traditional nomadic lifestyle. Travelers in Iran get the opportunity to live with nomadic communities, understand their traditions, and learn about a way of life that has endured for centuries. This not only provides an immersive experience for travelers but also helps maintain and preserve the unique nomadic culture.

However, the challenges facing these two forms of tourism are also different. Nomadic tourism in Iran requires training and awareness programs appropriate to the nomadic lifestyle to capitalize on tourism opportunities and ensure equitable participation of nomadic communities. On the other hand, nomadic tourism in Bali faces challenges in infrastructure development and sustainable management of environmental impacts. While both forms of tourism offer great potential for economic and cultural sustainability, their implementation requires different approaches according to the local characteristics of each destination.

3.3 Nomadic tourism towards sustainable tourism

The many aspects involved in sustainable tourism create an intricate and interdependent complexity. According to Ozturk (2016), the tourism sector can provide

positive economic and social impacts but can hurt the environment. Inappropriate policies in planning and implementation can cause environmental degradation that can affect economic and social aspects. This is what hinders a sustainable system. According to Sharpley (2020), the tourism sector can contribute to sustainable development through the concept of Sustainable growth. This approach is an alternative that can be used to realize the contribution of sustainable tourism to sustainable development. The concept of Sustainable growth emphasizes the importance of reducing the environmental and social impacts of the tourism industry. The development of nomadic tourism, especially digital nomads, has positive and negative impacts on social, economic, and environmental aspects.

The economic aspect has challenges related to income distribution and employment opportunities for local communities. Although tourism can be a significant source of income, it does not guarantee that all levels of society can benefit equally. This can also be seen in the level of welfare of local communities. According to Dwyer (2023), all the wealth owned by a tourist destination has a role in the income of tourist destinations as capital stock. This has its role and contribution to the income of a tourist destination. The development of nomadic tourism in the tourism sector requires supervision from stakeholders. In this case, preventing the control of economic opportunities and the creation of local community welfare.

A shortcoming that can be identified from the social aspect is the lack of involvement and active participation of local communities in tourism development and management. Lack of community involvement can result in inequitable distribution of economic benefits from the tourism sector to local communities (De Fretes et al., 2023). In addition, there is a potential social conflict between the needs of tourism and the sustainability of local culture that also needs to be considered. Digital nomads tend to stay for a certain period of time so that they have longer interactions with local communities. In addition, digital nomads also form communities for their peers. The cultural differences and exclusivity that are formed have the potential to cause conflict and eliminate local culture. This can be anticipated by providing knowledge to existing tourists regarding the prevailing local culture through community involvement.

In the environmental aspect, uncontrolled tourism development can hurt ecosystems and environmental sustainability. An increase in the number of tourists can lead to environmental degradation, increased waste, and damage to natural habitats. Lack of awareness of environmental conservation and strict regulations in tourism management can threaten the sustainability of natural resources and local ecosystems. Tourism development requires the development of facilities and infrastructure that support tourism activities. The capital required, in addition to the construction of facilities and infrastructure, is also required for the maintenance of existing resources. Especially for tourism that relies on natural and cultural attractions. Tourism activities do not have to replace traditional activities as the livelihood of local communities, but rather a synergy between community elements to create sustainable tourism (Satiani et al., 2022).

According to the International Labour Organization (2012), Indonesia has tremendous natural and cultural resources to offer in the tourism sector. However, several weaknesses make the country less competitive. One of the main problems is the lack of infrastructure and human resources capable of managing the impact of residents and visitors on natural and cultural resources. According to the Travel and Tourism Competitiveness Index by the World Economic Forum, Indonesia is considered weak in several key aspects. Policies and regulations that do not adequately support tourism development, lack of attention to environmental and cultural preservation, and safety and security issues make tourists hesitant to visit. Inadequate healthcare services and limitations in access to and use of information and communication technology are also obstacles. This indicates that Indonesia has great potential in the tourism industry but still requires improvement and enhancement to achieve its goals.

Efforts to create sustainable tourism based on local communities require synergy between stakeholders, such as community involvement, and government (Choi & Sirakaya, 2006). Sustainable tourism development requires planning and management by

stakeholders. Local governments, which have direct authority over local communities, need to involve local communities in policy-making to maximize their participation. Local communities also need to create consideration boards, as representatives of the community or residents, as an effective way of local community participation. Policies that need to be at the local community level include development control policies, environment-related policies, and visitor safety and security policies. Policy-making also needs to reflect ethics and responsibility under community values.

4. Conclusions

The development of Nomadic Tourism, especially Digital Nomads, adds variety to the tourism sector in Indonesia. The increasing popularity of digital nomads began as an adaptation to life patterns during the pandemic and continues to the current post-pandemic. In addition, technological developments also support work that is not limited by time and space. This has encouraged the development of digital nomads who have a balanced lifestyle between work and travel. Bali, which is one of the regions in Indonesia that makes the tourism sector its main income, is one of the popular destinations for digital nomads. The Indonesian government supports the development of Nomadic Tourism through the tourism sector, by providing a B211A visa. This policy is carried out to mobilize the tourism sector by attracting foreign capital to invest in Indonesia in an effort to recover the economy after the COVID-19 pandemic.

Broadly speaking, the supporting factors of Nomadic Tourism and tourism generally do not have contrasting differences. The similarities between these types of tourism are that they have destination attractiveness, ease of mobility, and facilities and infrastructure such as transportation and housing. The contrasting difference is that nomadic tourism has a longer stay duration and internet facilities' availability. Digital nomads tend to stay in a place to enjoy the attractiveness of the destination. The availability of telecommunication network facilities is an important aspect where it is needed to work remotely. This trigger impacts social, economic, and environmental aspects.

The positive impacts of nomadic tourism in Bali include increased local income, job creation, and diversification of the local economy. Sectors such as accommodation, food and beverage, and coworking space services have seen a significant increase in demand. Transforming places into cozy spaces by providing coworking spaces allows digital nomad travelers to meet up with peers, and even find new colleagues to support their work. In addition, the presence of digital nomads also encourages innovation and collaboration between locals and travelers, enhancing cultural and skill exchange. A comfortable and inspiring environment can improve employee productivity and well-being. Many digital nomads choose work locations that offer natural beauty and tranquility, such as beaches in Bali. In addition, the presence of open green spaces and access to natural environments can help employees reduce stress and improve mental well-being. The appeal of an environment that offers beautiful scenery, complete facilities, and a conducive atmosphere is an important factor in attracting digital nomads. The negative impacts of the development of nomadic tourism are the misuse of status by tourists as an effort to fulfill the economy towards lifestyle, intercultural interaction, the formation of new communities, increased utilization of resources and space, and increased mobility.

Nomadic tourism's efforts towards sustainable tourism are carried out through the negative impacts caused. The goal is to eliminate existing obstacles to sustainability, from economic, social, and environmental aspects. Equitable distribution of community welfare and tightening and monitoring of the status of tourists can reduce abuse. understanding of tolerance by the community and understanding of tourists of local culture can prevent social and cultural conflicts. Policies and the provision of facilities and infrastructure can limit the increase in resource and space utilization and mobility of digital nomads.

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