
Themed editorial: How can the emergence of digital nomadism be operationalized in tourism development?

The convergence of digital nomadism and tourism development is the subject of this themed *Worldwide Hospitality and Tourism Themes (WHATT)* issue. Driven by the digital transformation of economies and evolving operational strategies, digital nomadism offers an innovative avenue to reassess the complexities of the tourism industry and promote sustainable development. This issue provides significant contributions from authors and collaborators, which offer insightful perspectives. The renewed attention from scholars and practitioners regarding digital nomadism highlights the critical need for novel strategies to revitalize the tourism industry. Undoubtedly, digital nomadism presents a captivating prospect for reconfiguring the tourism industry and fostering inclusive development.

It is a privilege to have Semra Günay and Öznur Akgış İlhan, in addition to their distinguished team that served as the theme editors for this publication. Their investigation into the pragmatic implications of digital nomadism for the advancement of the tourism industry enhances our comprehension of this paradigm-shifting phenomenon. We extend our profound gratitude to Semra Günay, Öznur Akgış İlhan, their collaborators and all study participants for their invaluable contributions.

The primary objective of *WHATT* is to furnish industry and academia with practical solutions and theoretical insights that make significant contributions. The consequences of digital nomadism exceed the context of tourism development and impact diverse aspects of economic and societal structures. Digital nomads facilitate cultural exchange, stimulate innovation and make contributions to local economies as they navigate across borders and cultures. Moreover, their adaptable work schedules disrupt conventional conceptions of employment, facilitating the emergence of novel frameworks concerning remote labor and digital enterprise. By embracing the digital nomad lifestyle, destinations can foster dynamic communities that rely on the expertise and innovation of these individuals worldwide. With the current issue, *WHATT* aims to investigate the diverse consequences of digital nomadism, providing perspectives beyond academic fields and motivating comprehensive strategies for sustainable development.

Hale Özgüt and Ali Öztüren
Managing Editors, WHATT

Digital nomadism, characterized by its mobile lifestyle and remote work capabilities, has emerged as a transformative force reshaping the tourism landscape. This issue endeavors to elucidate digital nomadism's conceptual and theoretical underpinnings while exploring its potential as a catalyst for sustainable tourism development. By examining the components of the digital nomadism industry and its implications for tourism, we aim to shed light on innovative strategies for harnessing this phenomenon to achieve broader societal goals.

One of the defining features of digital nomadism is its ability to generate prosperity in destination regions. Digital nomads, comprising individuals of diverse income and education levels, contribute to the local economy by extending their stays and engaging in



nonaccommodation spending. This presents a unique opportunity for tourism practitioners to create new markets, diversify tourism products and foster economic growth at both local and national levels. Through a multifaceted exploration of digital nomadic tourism, this issue aims to bridge existing gaps in the literature and inspire future-oriented research and policy interventions.

The articles featured in this issue offer invaluable insights for academics, students and industry representatives seeking to understand and interpret the nuances of digital nomadism. These contributions uncover lacunae in the existing literature and pave the way for informed decision-making and strategic planning in tourism development. This themed issue comprehensively explores digital nomadism's impact on tourism development. It presents a roadmap for leveraging this phenomenon to create inclusive, resilient and sustainable tourism ecosystems. We invite readers to delve into these insights and join us in shaping the future of tourism through digital nomadism.

Semra Günay and Öznur Akgış İlhan
Theme Editors

About the Theme Editors:

Professor Dr Semra Günay is academician with a geography background at the Faculty of Tourism at Anadolu University. Her research interests include tourism planning, geographic information systems (GIS), gastronomy and tourism, tourism geography and food geography. She has worked on numerous national and international tourism projects and has publications in this field.

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