

Digital Nomads in Peniche:

Exploring the Relation between Remote Work and Surfing

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Dissertation to obtain a master's degree in Tourism and Environment

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Abstract

The current study investigates the dynamics of digital nomadism within the surf-centric locale of Peniche (Portugal). It explores how the convergence of remote work and the surf lifestyle influences digital nomads' choice of Peniche as a destination, their integration into local communities, and their contribution to sustainable tourism. This research examines the connection between digital nomadism and surf culture in Peniche, highlighting how the integration of work and leisure shapes the lifestyle and preferences of digital nomads — adopting a mixed-methods approach, including an online survey and a focus group discussion. The results explore digital nomads' motivations, lifestyle choices, and community engagement, with a particular emphasis on their involvement in surfing activities. The findings reveal a significant interest in surfing as a lifestyle choice, though not statically significant enough to prove their decision to stay in Peniche. Central to this exploration is the concept of "workcation," a modern adaptation of work and vacation, where digital nomads balance professional commitments and the pursuit of leisure. The study reveals a community valuing flexibility, connections, and sustainable living while pointing out the critical need for improved infrastructure and services to accommodate this demographic better. These insights contribute to the broader understanding of digital nomadism and offer valuable recommendations for local stakeholders in Peniche to foster a more supportive environment for digital nomads, thereby promoting sustainable tourism and community development. This work lays the groundwork for future research on work-leisure integration and its implications for destination marketing and urban planning in surf tourism destinations. Significantly, this discussion extends beyond mere amenities to encompass the strategic use of events like the World Surfing League, which, if leveraged effectively, could substantially strengthen Peniche's position on the global stage as a premier destination for digital nomads.

Keywords: digital nomad, lifestyle, tourism, surf, Peniche

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Resumo

O presente estudo investiga a dinâmica do nomadismo digital no Município de Peniche (Portugal), centralizada no surf. Desta forma, pretende-se explorar como a convergência entre o trabalho remoto e o estilo de vida do surf na influência a escolha de Peniche como destino pelos nómadas digitais, a sua integração nas comunidades locais e a sua contribuição para o turismo sustentável. Através de uma abordagem de metodologias mistas, incluindo um inquérito online e uma discussão em grupo, o estudo explora as motivações, as escolhas de estilo de vida e o envolvimento na comunidade dos nómadas digitais, com particular destaque para o seu envolvimento em atividades de surf. Os resultados revelam um interesse relevante no surf como escolha de estilo de vida, embora não esteja diretamente associado com a decisão de ficar em Peniche. No centro desta abordagem está o conceito de "*workcation*", uma combinação moderna de trabalho e férias, em que os nómadas digitais equilibram os seus compromissos profissionais com a procura de lazer. O estudo revela uma comunidade que valoriza a flexibilidade, conceções e a vida sustentável, enquanto aponta a necessidade crítica de melhores infraestruturas e serviços para melhor acomodar este grupo demográfico. Estas perceções não só contribuem para uma compreensão mais ampla do nomadismo digital, como também oferecem recomendações valiosas para as partes interessadas locais em Peniche, no sentido de incentivar um ambiente mais favorável para os nómadas digitais, promovendo assim o turismo sustentável e o desenvolvimento da comunidade. Este trabalho estabelece as bases para futuras investigações sobre a integração trabalho-lazer e as suas implicações para o marketing de destinos e o planeamento urbano em destinos de turismo de surf. É importante salientar que esta discussão vai para além das simples comodidades, abrangendo o uso estratégico de eventos como a *World Surfing League*, que, se aproveitados de forma eficaz, podem reforçar claramente a posição de Peniche no cenário internacional como um destino de referência para os nómadas digitais.

Palavras-Chave: Nómada digital, estilo de vida, turismo, surf, Peniche

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List of Abbreviations

AESP - Associação de Escolas de Surf de Portugal (Portuguese Surf Schools Association)

CMP – Câmara Municipal de Peniche (Municipality of Peniche)

DNE - Digital Nomad Entrepreneurship

ICTs - Information and Communication Technologies

UNWTO – United Nations World Tourism Organization

WSL – World Surf League

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1. Introduction

The motivation behind this investigation originates from the personal and professional journey of the author, a native of Peniche, Portugal. Engaged in the study of Tourism, the author has also been deeply involved in the local surf culture, serving as a surf instructor for eight years, seven of which were with the *SilverCoast Surf School*. This intimate connection with Peniche's tourism, environmental concerns, and surf community uniquely positions the author to explore the emerging trend of digital nomadism in the region. Aiming to unravel the motivations driving digital nomads to Peniche, particularly their affinity towards surfing and its lifestyle. The author's observations since 2020 of an increasing number of individuals pursuing remote work opportunities in Peniche, especially during winter months, have highlighted a significant shift in the town's tourist demographics. These digital nomads, characterised by their prolonged stays, interaction with the local community, and remote work habits, offer a fresh perspective on Peniche's potential as a digital nomad hotspot. By conducting this research in English, the author aims to broaden the study's reach, acknowledging the predominance of English-speaking digital nomads and the availability of related literature in English. This choice also reflects a strategic decision to increase the study's accessibility and impact. Through this dissertation, the author seeks to provide actionable insights that could inform future tourism strategies, enhance surf culture integration, and address the needs of the digital nomad community in Peniche, thereby contributing to the town's sustainable development as a prime destination for remote workers. In the context of modern work paradigms, the coastal town of Peniche, Portugal, emerges as a natural hub for the digital nomad community. Digital nomadism, a concept that blends work with travel, often idealised as a "workcation," has been gaining traction in Peniche, a location that embodies the very essence of this lifestyle. This study explores the concept of digital nomadism in Peniche, capturing the relationship between work flexibility, leisure activities, and the importance of community as experienced by these location-independent professionals. Grounded in social constructionism, this research recognises that knowledge emerges from collective understanding and shared experiences, particularly pertinent to the digital nomad community whose lifestyle is shaped by their interactions (Berger & Luckmann, 1966).

The research adopts a mixed-methods approach, employing quantitative and qualitative data collection methods. A structured survey was administered to capture the profile of the digital nomad that chooses Peniche as a destination, allowing an in-depth examination of their demographics, motivations, professional undertakings, and lifestyle preferences. The information collected from the survey was complemented by focus group discussions, which provided a platform for digital nomads to voice their experiences, challenges, and insights, offering a qualitative dimension to the lived reality of the community in Peniche. This study seeks to validate digital nomads' presence, motivations, and needs by combining statistical data with narrative interpretations. Its objective is not only to contribute to the academic discourse on the subject but also to inform local stakeholders, including businesses, service providers, and policymakers, about how to best provide for this dynamic tourism segment. Thus, this research does not just analyse the current state of digital nomadism in Peniche but also proposes an outline for the sustainable growth of this lifestyle choice, which has implications for the future of work and tourism. It delves into their journey as digital nomads, exploring the attributes that make Peniche an attractive destination, aligning with the UNWTO's inclusive definition of tourism, which encompasses both travel and socio-cultural experiences.

2. Literature Review

2.1. Tourism

Tourism is a prevalent global phenomenon with profound implications for intellectual development and knowledge projection, facilitated by the number of journeys undertaken (Almeida, 2020). As Williams and Shaw (2011) assert, references to internationalisation permeate the tourism literature, presenting it as a catalyst, a mould, or a consequence of change. Tourists are increasingly recognised as active contributors to innovation co-production in the tourism industry, acting as pioneers and suggesting business opportunities (Williams & Shaw, 2011). Their role extends beyond mere consumption, as they become valuable sources of knowledge, necessitating a nuanced understanding of their distinctiveness compared to domestic tourists (Williams & Shaw, 2011).

International tourists undergo diverse experiences, shaped not only by their individual differences but also by deeply ingrained cultural motivations, expectations, and behaviours (Williams & Shaw, 2011). The uniqueness of tourism innovation is further moulded by the inherent mobility of tourism consumers and the broader internationalisation of movement and connectivity (Williams & Shaw, 2011). The essence of tourism as a transformative activity involving the exploration of places outside one's habitual environment aligns with the general understanding of the term (Goeldner et al., 2002). Mathieson and Wall (1982) contribute to this comprehension, defining tourism as the temporary movement of people to destinations beyond their usual places of work and residence. Attempting to delineate strict boundaries around the tourism sector proves ineffective, leading to the acknowledgement of its blurred edges (Shaw & Williams, 2004). Shaw and Williams (2004) describe tourism as a complex set of economic, political, sociocultural, and environmental processes related to tourist activities. The focus can be either on location, involving a stay away from home of at least one night, or on experiencing leisure and recreational activities undertaken away from home and the immediate neighbourhood, not necessarily involving an overnight stay (Shaw & Williams, 2004).

The definition of tourism becomes even more intricate when considering the perspectives of various disciplines. Barretto (2006) characterises tourism as an amalgamation of phenomena and relationships emerging from the movement of people and their stay in various destinations. He emphasises the dynamic element of travel and the static nature of residence, highlighting the emotional experiences outside one's habitual residence (Barretto, 2006). It is widely accepted that the core of the tourism phenomenon lies in the movement of individuals away from their customary places of residence (Cooper et al., 2007). This understanding of tourism encompasses the sociological and cultural dimensions, exploring the customs, habits, traditions, and lifestyles of both hosts and guests (Theobald, 2004). The United Nations World Tourism Organization (UNWTO) defines tourism as follows: "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes." Adopting an inclusive definition, as the one proposed by the UNWTO, that considers the nature of travel, sociocultural experiences, and the diversity of viewpoints held by researchers is necessary for this study as it explores a somewhat unrecognised aspect of the elements of tourism.

2.1.1. Tourism and Leisure

Leisure stands as a decisive element in the amount of time people dedicate to tourism, and its growth is a direct result of improved quality of life. Studies suggest that rising incomes lead to increased consumption of goods and, notably, more engagement in tourism (Almeida, 2020). The duration of work hours serves as a

structural determinant of tourism demand, where a reduction in working hours ensures the availability of essential time for travel and tourism (Almeida, 2020).

The convergence of leisure and tourism, intricately explored in various studies, is exemplified by the findings of Barbieri and Sotomayor (2013), who observed that individuals with a strong surfing identity and perceptions of benefits derived from surfing tend to favour destinations with a strong surfing appeal. This preference aligns with Stebbins' (1982) definition of serious leisure as a durable and systematic, yet happily accepted, commitment to pursuits such as sports, including surfing. According to Stebbins (1982), serious leisure involves the development of skills and knowledge, the accumulation of experience, and the expending of effort, where the leisure activity itself must carry its own reward. The phenomenon of serious leisure is also entwined with tourism, creating a mutually reinforcing relationship (Green & Jones, 2005). Serious leisure, often expressed through sports tourism, provides a passage and encourages further engagement in travel for serious leisure purposes (Green & Jones, 2005). This concept underscores how individual leisure pursuits, like surfing, can significantly influence tourism patterns and destination choices. The association between tourism and leisure is evident, with tourism seen as a form of leisure that occurs away from home, although non-leisure travel purposes are also included in tourism.

Reis and Jorge (2012) contribute to the understanding of tourism development by observing and analysing the systematic involvement of tourism with emerging trends related to leisure practices. Additionally, Barbieri and Sotomayor (2013) suggest that the motivations behind surfing trips vary, with some seeking pleasure-related rewards while others desiring benefits associated with serious leisure, such as self-expression and monetary incentives. Stebbins (1982) further explains that volunteers and amateurs, two types of serious leisure participants, make unique contributions. Volunteers relate their occupation or organisation to their clients, often driven by altruistic motives. On the other hand, Amateurs are inclined to speak proudly and frequently about their leisure pursuits, presenting themselves in terms of these pursuits when conversing with new acquaintances (Stebbins, 1982). Smith (1988) reinforces the inclusion of business, pleasure, and leisure activities in the definition of tourism, highlighting the unimportance of traveller motivations to the definition while acknowledging their significance in the marketing sector of the industry. Moreover, the traditional separation between leisure scholars and tourism scholars, resulting in distinct institutions, professions, and academic departments, hinders the active pursuit of the link between tourism and leisure.

2.1.2. Surf Tourism

An escalating focus on surf tourism has emerged within the broader panorama of sport tourism. Reis and Jorge (2012) highlight the integral relationship between sports and tourism, asserting that a sports activity attains touristic significance when directly linked to tourist activities. As a sport, surfing acts as a motivator for specific tourist segments, connecting with incentives rooted in the quality and variety of waves, surf culture, and the beach lifestyle (Reis & Jorge, 2012). The surfing media also plays a pivotal role in shaping the symbols and experiences sought by contemporary surfing tourists, transforming surf tourism into a commercially driven leisure experience with spectator elements (Ponting et al., 2005).

The significance of surf tourism extends beyond leisure, impacting the economic development of islands and coastal regions. Buckley (2002) emphasises that surf tourism has transitioned from a sporadic activity to a substantial economic opportunity for many small islands. It not only contributes to the nature, sports, and adventure tourism sectors but also aids in sustainable development by offering an alternative to activities like logging and large-scale agriculture (Buckley, 2002). However, the growth of commercial surf tourism presents

challenges, as it can lead to cultural and environmental impacts, necessitating careful management (Buckley, 2002). The structure of the surf tourism industry is comprehensively outlined in the works of Buckley, offering insights into the impacts on natural and cultural environments, product distribution, and capacity management (Dolnicar & Fluker, 2003). Understanding the behaviour of surf tourists is crucial for developing effective marketing strategies. Reis and Jorge (2012) highlight the importance of identifying the factors motivating surf tourists and shaping their destination choices. This aligns with the findings of Barbieri and Sotomayor (2013), who confirm a strong inclination among surfers toward surf tourism.

Moreover, surf tourism is defined by various scholars. Ponting (2008) characterises it as travel and temporary stay by a surfer, involving at least one night away from their usual domicile, with the primary expectation of surfing waves. Further, Dolnicar and Fluker (2003) present a definition encompassing active participation in surfing as the primary motivation for destination selection, involving travel to domestic or international locations for limited durations. Martin and Assenov (2008) adopt an inclusive stance, defining a surf tourist as anyone deliberately engaging in surfing, irrespective of skill level. The UNWTO defines sports tourism as a type of tourism activity involving travel experiences where tourists either observe as spectators or actively participate in sports events of a competitive nature. In the context of surfing, Buckley (2002) emphasises the travel distance and overnight stay, proposing that surfing becomes tourism when surfers travel at least 40 km, staying overnight, with the primary purpose of surfing. Ultimately, the intersection of sports and tourism is where surf tourism lies, serving as a bridge between economies, cultures, and environments. As this form of tourism gains popularity, it is urgent to understand its dynamics to achieve a balance between the thrill of surfing and the preservation of local cultures and environments.

2.2. The Territory of Peniche

Peniche is located on a 10-kilometer-long peninsula, with Cabo Carvoeiro at its westernmost point. Its coastline, characterised by tall cliffs and extensive beaches, overlooks the Atlantic Ocean, offering an ever-changing display of natural beauty. The Berlengas Archipelago, a group of islands northwest of Cabo Carvoeiro, contributes to the area's attractiveness. The peninsula emerged during the late 14th century as a result of sand accumulation from the sea and river, uniting the then-island of Peniche to the mainland. Since the first century, its economic landscape has been dominated by significant fishing and the production of fish food products, a tradition that persists (CMP, n.d.a). Administratively part of the Leiria district, Peniche consists of four areas: three rural villages – Ferrel, Atouguia da Baleia, and Serra d'El Rei – and one urban town, Peniche. According to 2021 census data (PORDATA, 2021), Peniche has a population of 26,429, with a slight increase since 2011. The municipality has 13,395 buildings and 21,524 dwellings, 39.5% of which are used seasonally, indicating a significant seasonal population influx. The interior regions, nurtured by rivers like São Domingos and the Ferrel stream, developed significant agricultural activities. In contrast, the coastal areas, particularly the Peniche peninsula, have focused on fishing and related industries. The municipality's primary sectors display this dual economic structure: fishing and agriculture. The secondary sector revolves around food processing, while the tertiary sector is driven by tourism and services (CMP, n.d.b). The region's natural settings, combined with its historical tradition, make it desirable to anybody seeking an interesting combination of work, leisure, and cultural activities.

2.2.1. Tourism in Peniche

Portugal, celebrated for its cultural and historical heritage, has witnessed a remarkable recovery in its tourism sector post the COVID-19 pandemic. The year 2022 marked a significant turnaround, with tourism

performance nearing the peak achieved in 2019. This resurgence was characterised by a slight decrease in overnight stays by 0.9% and a marginal drop in the number of guests by 2.3%, juxtaposed against a 15.4% increase in tourism revenue, indicating not just a quantitative recovery but also a qualitative enhancement in the value of tourism (Turismo de Portugal, 2022). The country welcomed 26.5 million guests, of whom 15.3 million were international visitors, reflecting an 83.3% and 158.5% recovery from the previous period, respectively. These figures, although slightly trailing the 2019 metrics, emphasise the sustained allure of Portugal as a global destination. The aggregate of 69.5 million overnight stays, with international visitors accounting for a substantial 46.6 million, reveals the international community's continued fascination with Portugal. The nation's tourism revenue reached an impressive €21.1 billion in 2022, surpassing the pre-pandemic figures, with the United Kingdom, Germany, Spain, France, and the USA being the top contributors to this economic improvement (Turismo de Portugal, 2022).

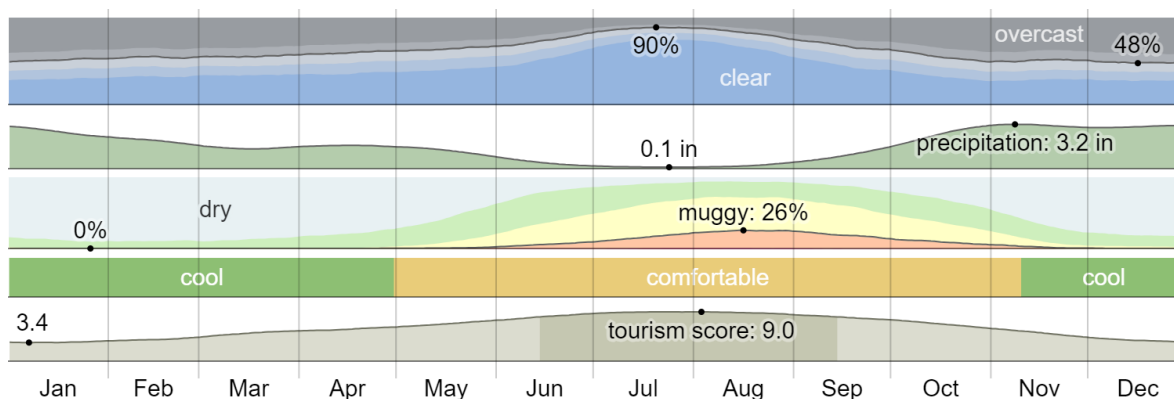


FIGURE 1 ANNUAL WEATHER PATTERNS IN PENICHE FROM JANUARY TO DECEMBER 2023 (WEATHER SPARK, N.D.)

In the context of regional tourism, Peniche stands out as a paradigm of natural splendour and cultural richness. With its coastlines and historical structures, this municipality has seen a 21.57% increase in accommodation facilities between 2018 and 2022, indicative of its growing appeal as a tourist destination (PORDATA, n.d.). The lodging capacity expanded to 2348 beds in 2022, with a corresponding increase in guest numbers and overnight stays. The number of hotels in Peniche also grew, reflecting a 25% rise from 2018 to 2022, despite a transient decline during the pandemic year of 2020 (PORDATA, n.d.). The influx of guests in Peniche paints a similar picture of recovery and growth, with foreign guests constituting 41.4% of the total in 2022, signalling a return to pre-pandemic levels. The seasonal distribution of stays is also noteworthy, with a significant proportion of nights spent between July and September aligning with the optimal weather conditions, suggested by the tourism score, as corroborated by the Weather Spark data (Figure 1). Financial indicators further substantiate the economic significance of tourism for Peniche, with total revenues from tourist accommodations showing a significant increase from €11,573 thousand in 2018 to €13,638 thousand in 2022 (PORDATA, n.d.). The occupancy rates and the distribution of guests by country of residence reinforce the conclusion that Peniche remains an enticing tourist focus.

Despite the apparent growth indicators, Teixeira (2017) cautions that the actual lodging capacity and overall tourism impact might be underreported by the statistics, which shows an even more robust tourism sector than the previously mentioned data reflects. Moreover, the sheer variety of accommodations, from traditional hotels to over 1,000 listings on platforms like Airbnb, suggests an active and multifaceted lodging environment in Peniche (Booking.com, n.d.; Airbnb.com, n.d.). The strategic development of Peniche is heavily reliant on

the untapped potential of its coastline, particularly in the field of surf tourism, which presents a unique opportunity for the long-term growth and prosperity of the region.

2.2.2. Surf Tourism in Peniche

Surf tourism in Peniche has been a remarkable contributor to Portugal’s reputation as a maritime nation, renowned for its nautical tradition and an extensive coastline favourable for water sports (THR, 2006). This tourism segment is so fundamental that the national tourism board, Turismo de Portugal, has acknowledged surfing as a decisive product in promoting Portuguese tourism. Surfing diversifies the available touristic services and revitalises regional economies by capitalising on a distinctive natural resource, the Portuguese sea (Cipriano & Sá Leal, 2012). The history of Peniche as a surfing destination dates back to the 1980s, marked by a surge in the number of surfers and related businesses. The opening of the first board factory by Nuno Taveira in 1986 and Teresa Ayala's emergence as the first female Portuguese surf champion in 1995 are notable milestones. Peniche was pushed into the global spotlight with the MEO RIP Curl Pro World Surf League Tour in 2009, establishing it as a world-class surf spot (Nunes, 2015).

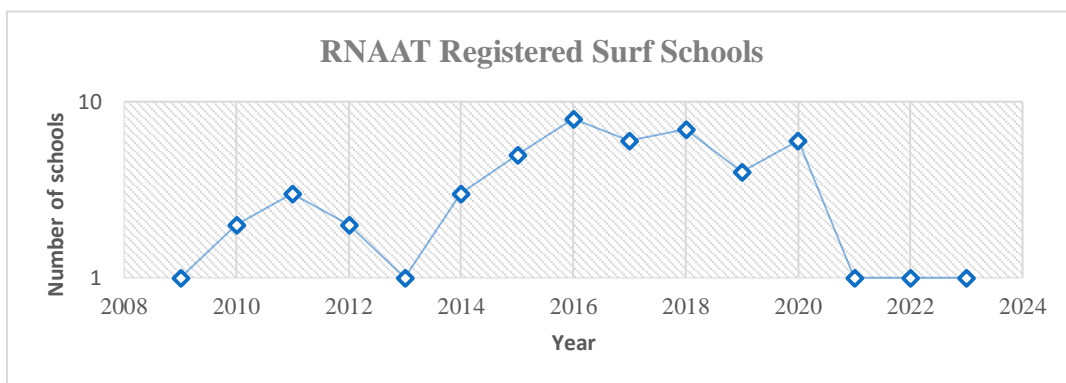


FIGURE 2 SURF SCHOOLS REGISTERED ANNUALLY (RNAAT, N.D.) (AUTHOR)

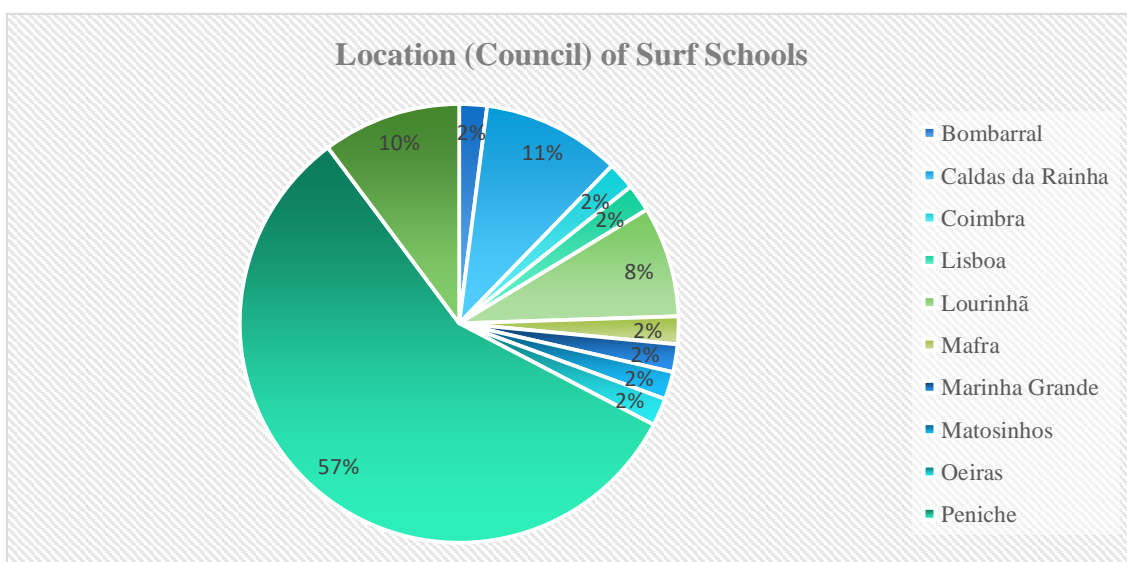


FIGURE 3 SURF SCHOOLS WITH A LICENSE TO OPERATE IN THE PENICHE COUNCIL (RNAAT, N.D.) (AUTHOR)

Figures 2 and 3 illustrates the growth of surf schools in Peniche over time, with a notable peak around 2016, indicative of the city's growing surf industry. The data also reveals that Peniche, with 57% of the surf schools

in the region, stands as a leading centre for surfing in Portugal. This concentration of surf schools highlights the city's prominence within the western sub-region of Portugal in the surf teaching sector, with 26 schools affiliated with Associação de Escolas de Surf de Portugal (AESP, n.d.), indicating a commitment to the sustainability and safety of the surf teaching sector (Springwald et al., 2019). Peniche's title as "The Wave Capital" of Portugal is sustained by the presence of numerous surf camps and schools in areas like Baleal. This growth has promoted local businesses providing accommodations, experiences, and rentals connected with surf tourism. Despite the pressure on local surfers due to increased crowds, surf tourism has stimulated job creation, enhancing the quality of life in Peniche.

Further, the predominant wind patterns from the east in late December and from the north for the rest of the year contribute to Peniche's appeal as a surf destination. The unique bathymetry combined with protection from northerly wind positions makes Supertubos one of the best beach breaks in the world (Warren et al., 2015, as cited in Teixeira, 2017). The quality of waves, the diversity of wave formations, and the captivating natural environment significantly enhance the attraction of Peniche for surf tourists. These preferences are underpinned by motivations associated with serious leisure, reflecting the importance of the destination's surf culture, freedom, and lifestyle in promotional strategies (Barbieri & Sotomayor, 2013; Reis & Jorge, 2012). Despite the advantages, there remains generalised dissatisfaction among local surfers, with many feeling that an adequate model for managing surf tourism in Peniche is needed. As surfing becomes increasingly synonymous with a certain lifestyle and economic activity, destinations like Peniche, have seen profitability in almost every surf-related business venture (Nunes, 2015; Reis & Jorge, 2012). However, the sustainability of this industry depends on the environmental awareness of surf tourists. The town is recognised as the world's first sustainable surf destination, making it crucial to manage the socio-cultural authenticity of surf culture while integrating it with tourism development. Promoting codes of conduct and educating visitors about surf culture is essential in fostering a harmonious relationship between them and the local communities (Reis et al., 2022; Springwald et al., 2019). Peniche exemplifies both the potential benefits and limitations of surf tourism, balancing economic growth with cultural preservation and environmental sustainability. The city's transformation from a local surf site to a world-renowned destination highlights the need for strategic planning and community engagement in maintaining its reputation as a major surf tourism destination.

2.2.3. Peniche as a Touristic Destination

Peniche, a Portuguese coastal city, has become a popular tourist destination, particularly for surfing. Peniche's history, demographics, and natural qualities have influenced the Portuguese surfing story, attracting surfers worldwide for over fifty years. The consistent availability of quality waves has established it not only as an essential contributor to the commercialisation of surfing tourism but also as potentially one of the most recognised surfing spots on the Portuguese coast.

Understanding Peniche within the framework of a tourism destination, as defined by the UNWTO, helps comprehend its appeal and functionality. A tourism destination is essentially a physical space, which may or may not have set administrative or analytical boundaries, where visitors can stay overnight. It is characterised by a collection of diverse products, services, activities, and experiences that form the tourism value chain. In the case of Peniche, this includes the natural surfing resources, accommodation facilities, local cuisine, cultural heritage, and other related services that cater to tourists' needs (Reis & Jorge, 2012).

Sports, particularly surfing, play an integral role in shaping the touristic appeal of Peniche. As noted by Reis and Jorge (2012), sport is a growing segment in the tourism industry, significantly influencing tourists'

destination choices and leading to the development of infrastructure catering to sports activities. Peniche's commitment to surfing infrastructures, including surf schools, equipment rentals, and competition environments, aligns with this trend, enhancing its attractiveness as a surfing destination.

2.3. Digital Work

World events such as the COVID-19 pandemic have led to a significant shift in the nature of work. The growing interest in remote work, which has not only continued since the pandemic but has also grown essential to today's tourism industry, is one noteworthy aspect of this transformation (Floričić & Pavia, 2021). This development is emphasised by Floričić and Pavia (2021), who claim that in addition to having increased, remote work is likely to continue to be a significant component of the dynamics of post-pandemic tourism. Stumpf et al. (2022) place the introduction of remote work in the context of the COVID-19 pandemic, indicating a paradigm change for employers forced to accept telecommuting arrangements made possible by technology. This era is identical to "The Great Resignation," a phenomenon in the U.S. where employees, motivated by factors like low pay and inflexible working conditions, voluntarily resigned from their positions in unprecedented numbers (Stumpf et al., 2022).

Within the context of digital work, technological interventions play an important role in determining the essence of remote work. Cook (2020) highlights the widespread availability of digital technology, especially mobile applications and software, as essential resources for organising the workday and promoting focus and efficiency. According to the majority of informants in Cook's study (2020), the use of digitally mediated disciplining tools increases with the length of travel, demonstrating the mutually beneficial connection between digital tools and the traveller's work style. Nansen et al. (2010) explore the intricate correlation between technology and the home workspace. For remote workers, integrating technology into their home environment necessitates ongoing adjustments to maintain a balance between work and personal life. The dynamics of the work-home nexus, as described by Nansen et al. (2010), emphasise the complex character of this connection, which is demonstrated across various environments and times, profoundly impacting the daily lives of digital nomads. They also highlight that digital nomads must manage their own work times, spaces, and tasks, relying on self-discipline, self-motivation, and self-organisation to maintain productivity while working remotely. To balance work and home life, digital nomads must develop effective strategies for managing their time, workload, and distractions, as well as taking personal responsibility for staying organised and motivated while working in isolation.

2.3.1. Remote Work and Traditional Work

Digital nomads' love-hate relationship with Western workplaces reveals how they balance traditional and remote work structures, highlighting the challenges they face in their search for independence and fulfilment in their careers. Cook (2020) captures the essence of digital nomadism, where individuals may initially seek liberation from the traditional office and the rigid 9-to-5 structure. However, they end up performing and reformatting these structures in their daily routines.

Reichenberger (2018) introduces the concept of location independence, revealing it as spatial freedom intricately connected to the motivation of living and working in diverse places. It allows digital nomads to construct distinctive lifestyles, accentuating the interconnected freedom to learn and experience. As they traverse various locations, the boundaries between workplace and leisure space become increasingly blurred, reflecting the evolving understanding of well-being in the area of remote work (Chevtaeva et al., 2022).

Nansen et al. (2010) provide a lens to examine the transformation of contemporary working homes, spaces that redefine the traditional boundaries between work and home, revealing the reciprocal and recursive qualities of the relationships within. The lack of stability and social ease in adopting technologies within working homes becomes evident, emphasising the need for individuals to self-manage the time and place of their labour, a theme reflected in the literature on the spatial and temporal dynamics of the emergent home-work nexus. In this dynamic environment, the unpredictability found in traditional employment arrangements necessitates an approach to self-management (Nansen et al., 2010). As Golden and Gajendran (2019) delve into the performance outcomes of telecommuting, they propose an alternate view that positions it as a work design initiative. This initiative is conceived to be particularly beneficial for jobs that demand a high level of complexity, do not require much interaction with others, or have limited social support available. It is intriguing, as it challenges the traditional belief that specific job characteristics make remote work unfeasible and suggests that there may be more flexibility in the job market than previously thought. The phenomenon of digital nomads presents a unique approach to navigating the challenges of remote and traditional work. These individuals prioritise autonomy and job satisfaction while pursuing a distinctive lifestyle that rejects traditional structures. By embracing location independence, digital nomads are able to work from any location and seamlessly integrate work and life in previously unexplored ways within contemporary working environments.

2.3.2. Gig economy

The contemporary work landscape has undergone a transformative shift driven by the influence of digital technologies and the impact of unpredictable events such as the COVID-19 pandemic. Work activities unfold within technologically mediated environments in this digital era, incorporating online platforms, virtual spaces, and mobile infrastructures, fundamentally modifying employment dynamics (Aroles et al., 2023). The gig economy has paved the way for this lifestyle by providing remote work opportunities and location autonomy. In a world increasingly defined by digital mediation, the gig economy emerges as a consequential way to work, offering individuals the opportunity to engage in online labour markets and derive income through flexible arrangements (Huang et al., 2020). This newfound professional flexibility is particularly pronounced amidst the global disruptions caused by the COVID-19 pandemic, emphasising the indispensability of adaptable work structures (Aroles et al., 2023).

Orel (2019) explains a vital gig economy dimension: freedom of movement. Individuals participating in this way of working value the ability to actively traverse geographical boundaries, aligning their work with personal aspirations. Nash et al. (2018) accentuate this notion, highlighting freelance's short-term, independent, and on-demand nature, which inherently affords a sense of autonomy in managing one's professional employment. Huang et al. (2020) further contribute to this discourse by positing that the gig economy offers a viable alternative for workers who might otherwise resort to physical migration in pursuit of conventional offline employment opportunities. Geographical freedom and the transition between diverse locations and societies are integral characteristics of the gig economy experience, as articulated by interviewees in Orel's study (2019). Cook (2020) extends the narrative by contextualising digital nomadism within the broader evolution of work practices. The seemingly unconventional practices of digital nomads, characterised by freelance, remote, and flexible work, indicate a future where such arrangements become increasingly normalised. Bonneau et al. (2023) reinforce this perspective, contending that the recent wave of organisational flexibility surpasses traditional boundaries, entering mainstream discussions of temporal and spatial freedom. As technologies continue redefining work's spatial and temporal dimensions, the seemingly

unusual practices of digital nomads offer a foresight into the future scenery of employment (Nansen et al., 2010). In turn, the combination of gig economy dynamics and digital nomadism restructures work systems and the freedom associated with it, overcoming geographical constraints and allowing individuals to pursue a more significant career path.

2.4. Digital Nomadism

Examining the characteristics of digital nomadism, we see a fundamental shift in how we view our way of life and work. As outlined by Nash et al. (2021), the understanding of digital nomadism requires an examination of various professional collectives, including stationary corporate IT support (digital workers), Amazon Turkers (gig workers), tourists (global travellers), and itinerant salespeople (nomadic workers). Even though none of these groups are digital nomads, they all provide perspectives that improve our understanding of the concept. Furthermore, Nash et al. (2021) describe digital nomads as professionals who adopt mobile work to a high degree, combining their work with travel. This characterisation sums up the essence of digital nomadism, demonstrating the way that technological advancements enable the fusion of work and a flexible, nomadic lifestyle.

2.4.1. Lifestyle and Motivations

The interpretation of the digital nomad lifestyle is versatile, with Aroles et al. (2023) emphasising the prevalence of a distorted image driven by publicity and popular descriptions. This idealised view conceals the underlying challenges and uncertainties inherent in the professional efforts of digital nomads. The alignment of digital nomadic values with current economic discourses, as highlighted by Aroles et al. (2023), introduces concerns about perpetuating existing inequalities and reinforcing forms of capitalism. Contrary to optimistic perspectives on the freedom potential of the digital nomad lifestyle, Thompson (2019) contends that it may inadvertently contribute to perpetuating inequality within the business world. While offering adaptability to the impacts of neoliberalism, the nomadic lifestyle is viewed by Thompson (2019) as a form of micro-entrepreneurship that aligns with capitalist principles, questioning the notion that it fundamentally undermines the system.

Bonneau et al. (2023) contribute by introducing the concept of 'lifestyle promoters' digital nomads who monetise their experiences, leveraging various avenues such as public speaking and online coaching. The proposed typology of Digital Nomad Lifestyle Promoters (DNLPs) further categorises digital nomads into inspirators, teachers, community managers, and influencers, illustrating the diversity of pursuits within this lifestyle. In exploring the role of social media, Bonneau et al. (2023) note its centrality in identity regulation for digital nomads. The use of online archetypes becomes essential in this process, acting as a force that influences how these individuals construct their professional personas within the digital nomad lifestyle.

Additional perspectives are offered by Reichenberger (2018) and Blackshaw (2018), who examine the motivational freedoms of adopting a nomadic digital lifestyle. While Reichenberger (2018) highlights the significant role of travel, Blackshaw (2018) explores the unique visibility-invisibility dynamic of urban exploration, demonstrating how digital nomads can experiment with freedom in unconventional ways. Stumpf et al. (2022) contribute a practical aspect, showcasing how digital nomads can effectively balance their time between business endeavours and other aspects of their lives. However, the interviews conducted by Bonneau et al. (2023) reveal a misalignment between the idealised narratives of digital nomadism presented online and the individual understandings of professional activities. By connecting these diverse perspectives, a suggested

profile of the digital nomad emerges, shaped by idealised narratives, economic motivators, the management of one's online identity through social media, and the logistics of balancing work and personal life.

2.4.2. Coworking Spaces

The emergence of digital nomadism has driven the adoption of coworking spaces, reflecting the nomadic inclination towards community-oriented work environments (Orel, 2019). These spaces not only serve as hubs for work but also function as social ecosystems, connecting digital nomads with like-minded individuals and alleviating the isolation that is often experienced. (Orel, 2019; Chevtaeva & Denizci-Guillet, 2021). Through their investigation of the coworking environment, Chevtaeva and Denizci-Guillet (2021) displayed a number of factors that are meaningful to remote workers. In relation to their coworking experiences, participants identified a sense of accomplishment and belonging, warm relationships, and self-fulfilment as essential values. However, some participants' coworking experiences were negatively brought on by high prices that did not align with their expectations or an excessive number of social events in coworking spaces.

The interaction between digital nomads and coworking spaces extends beyond the professional world. As proposed by von Zumbusch and Lalicic (2020), co-living spaces provide a holistic solution by positioning themselves as hypothetical camping grounds for digital nomads. These places not only facilitate social interactions but also play an essential role in the nomad's self-identity, creating a profound sense of belonging (von Zumbusch & Lalicic, 2020). They turn into more than just temporary homes, transforming into the centre stage of the nomadic way of life and well-being. The dynamic nature of coworking and co-living spaces aligns seamlessly with this lifestyle. Orel (2019) claims that these spaces surpass their conventional role and progress into hubs of innovation and self-fulfilment. Digital nomads, faced with the challenge of creating joint work environments, find coworking spaces not only as platforms for networking and collaboration (Thompson, 2019) but also as integral components of their nomadic journey (Orel, 2019).

Additionally, the transition of coworking spaces from temporary solutions to permanent alternatives in global cities signifies a shift in their role (Cook, 2020). These hubs are no longer confined to digital nomad hotspots but have become fixtures in metropolitan landscapes, further solidifying their significance in the evolving narrative of remote work and nomadic living (Cook, 2020). Coworking spaces offer a harmonised work-life stability for remote workers, whether these are established in their own residential area or in a touristic destination. These services serve the dual purpose of not only promoting socialisation among users but also providing the opportunity to enhance productivity at work and effectively maintain a balance between work and leisure.

2.4.3. Work and Leisure

Within the framework of digital nomadism, the correlation between work and leisure is an essential consideration that influences the motivations of individuals looking for an ideal work environment. Orel (2019) delves into the challenging nature of balancing both, emphasising it as a primary motivational driver for digital nomads. Yet, as represented in mainstream descriptions, the romanticised imagery surrounding digital nomadism, characterised by emancipation, easiness, glamour, and independence, tends to downplay the substantial effort invested in sustaining this lifestyle (Aroles et al., 2023). As identified by Aroles et al., this paradox between perception and reality provides an understanding of the numerous elements within the digital nomad experience, going beyond commonly envisioned ideals. The Millennial generation's dissatisfaction with conventional employment models has contributed to a creative inversion of priorities

among digital nomads. Thompson (2019) explains that for these individuals, travel and passion take preference, with remote work serving as a means to fund their journeys. As identified by Thompson, nomads embody a distinctive trait by orienting their choice of residence around leisure rather than employment. The imperative need for a clear distinction between work and leisure is underscored by Cook (2020), challenging the prevailing notion that digital nomads seek to collapse the boundaries between these areas. He claims that the differentiation between work and leisure necessitates innovative labour practices, suggesting a more problematic relationship than previously assumed.

The investigation of Information and Communication Technologies (ICTs) by Reichenberger (2018) demonstrates their significant impact on the concepts of work and leisure in modern Western societies. It has been recognised that the growing advancement and dependence on ICTs have transformed the basic principles of both work and leisure, highlighting the revolutionary impact of digital technology on contemporary work patterns. The complexity of work-leisure conflicts extends beyond digital devices, as highlighted by Cook (2020), who asserts that digital nomads struggle with these tensions even in touristic destinations where they choose to reside. This observation questions whether infrastructures, technologies, or designed environments actively contribute to a more evident separation between work and leisure. Reichenberger (2018) provides this narrative by emphasising the significance of overcoming traditional employment time versus leisure incompatibilities. Reichenberger challenges the conceptualisations of work and leisure by advocating for an emphasis on experiential and perceptual approaches, encouraging an in-depth comprehension of these concepts within the unique context of digital nomadism. The digital nomad lifestyle reshapes the work-leisure dynamic, demanding a careful balance while challenging the traditional work norms. Despite offering freedom, substantial effort and strategic use of ICTs are required.

2.4.4. Digital Nomads Profile

An individual way of life that combines elements of entrepreneurship, technology, and human mobility has emerged as the profile of a digital nomad, characterised by the absence of a fixed home base and an emphasis on long-term travel. The Digital Nomad Profile encapsulates an appealing group of decisions and lifestyle choices, displaying a distinctive behaviour explained by various scholarly contributions. At its core, digital nomadism embodies a deliberate rejection of a fixed home base, symbolising a departure from conventional norms and paving the way for a life characterised by extended journeys (Nash et al., 2018). This fundamental trait, identified by Nash et al. (2018), creates the groundwork for a reflective exploration into the ever-changing aspects and motivations that support the digital nomadic experience.

In seeking to understand the intricacies of Digital Nomad Entrepreneurship (DNE), scholars have contributed theoretical frameworks that broaden the scope of literature on e-commerce, entrepreneurship, information technology, and human mobility (Stumpf et al., 2022). The process model for DNE, a theoretical foundation in this field, underlines the correlation between lifestyle, mobility considerations, business acumen, and technology utilisation (Stumpf et al., 2022). It forms the foundation for digital nomads' distinct combination of work and travel, revealing an innovative synergy that defines their professional and individual aspirations. Digital nomads correspond to an apparent fusion of highly mobile professionals and lifestyle travellers, making it difficult to determine the contours of their exact profile (Hannonen, 2020). Their mobility is complex, incorporating capital, objects, information, knowledge, ideas, and cultural practices, in addition to physical relocation. Furthermore, it involves complex interactions, such as long-distance connections and telecommuting (Hannonen, 2020). In response to this complication, Reichenberger (2018) advocates acquiring more research into the travel dimensions of digital nomads, emphasising the necessity of examining their role

in shaping tourism mobilities. Reichenberger (2018) discusses the phenomenon of digital nomads, characterising them as individuals with the flexibility to work remotely and categorising them based on varying degrees of location independence. First-level digital nomads enjoy the flexibility of remote work without the commitment to constant travel and maintaining a permanent home. The second-level digital nomads incorporate extensive travel while still retaining a permanent residence, striking a balance between wanderlust and stability. At the third level are the constantly moving digital nomads, who abandon their permanent home, relying entirely on their ability to work remotely.

By focusing on the inequalities within the digital nomad community, such as passport strength and the difficulties faced by non-Westerners, Aroles et al. (2023) add an essential layer to the discourse. As mentioned by Aroles et al., this socioeconomic reality highlights the underlying inequalities that endure even among the seemingly equal opportunities of the digital nomad lifestyle. Aroles et al. (2023) point out the inequalities that exist in the digital nomad community, which are embedded in factors such as nationality and professional background. The study emphasises that the promises of digital nomadism are met with financial and legislative constraints, which are further complicated by inherent societal inequities. Huang et al. (2020) bring a cautionary note on the potential downsides of excessive geographic labour mobility, introducing an element of risk and focusing on the impact on digital unemployment and price competition. Considering these factors, Thompson's (2019) examination of the commodification of the digital nomad lifestyle provides insight into its financial aspect. The never-ending loop of selling the dream, reminiscent of a pyramid scheme, maintains the digital nomad lifestyle by attracting individuals eager to invest in networking and remote work strategies.

Overall, the collective efforts of researchers in putting forth theoretical models, conceptual frameworks, and empirical findings have enhanced our understanding of digital nomadism. The Digital Nomad Profile, as a representation of the combination of mobility, entrepreneurship, lifestyle, and socioeconomic factors, illustrates a strategic approach that individuals adopt to overcome the challenges of modern employment, leisure, and travel. This body of research lays the groundwork for policy implications, further scholarly discourse, and practical applications that can support the growing community of digital nomads in navigating the complexities they face. The ability of the workforce to adapt and innovate in the digital age is truly remarkable, and it highlights the importance of studying and advancing alternative work-life models for the future.

3. Methodology

The following chapter will present the processes behind the methods utilised to collect information from the target population chosen: the digital nomads in Peniche. Therefore, given that this is a very specific universe with the potential to share valuable viewpoints about the correlation between their motivations and the touristic destination of Peniche, the sample selection must also reflect this specificity.

3.1. Data Collection Approach

The author's deep connection to Peniche, promoted by the academic background in Environmental Tourism and professional role as a surf instructor, has been invaluable in understanding and locating digital nomads in the area. Observing online and local communities where digital nomads frequently interact adds to this understanding. The *Digital Nomads & Freelancers Baleal* Facebook group is an important tool in the research. This online platform has served as a resource, offering insights into the digital nomad community's preferences, mainly regarding accommodations and activities in Peniche. The group's name itself is indicative of its relevance to the study, bringing together individuals who blend remote work with the lifestyle that Peniche offers. Due to the convenience of internet access and the broad reach of respondents, an online survey allows for an efficient form of data collection (Evans & Mathur, 2018). Additionally, the involvement with *Largo Space*, a local business known for its coworking area, has given direct access to the digital nomad community. Being invited to their WhatsApp group has been beneficial, as it has allowed the author to immerse in their conversations and activities. This place is more than just a coworking space, it is a hub for collaborations and events customised explicitly for digital nomads. The author's experiences as a *Silver Coast A Place to Be Surf School* surf instructor have also deepened his connection to this community. Teaching made it possible to meet numerous tourists and visitors, many of whom are part of the digital nomad demographic. This role allowed observation and interaction with them outside of the digital realm, in local bars such as *Washed Up Cafe & Bar* and *Surfers Lodge Peniche* or surf spots like *Cantinho* and *Bocaxica*, which are popular among digital nomads. Based on the above, the sample for this study was constituted by convenience. Convenience sampling is the most common type of non-probability sampling, which focuses on gaining information from participants (the sample) who are "convenient" for the researcher to access (Babbie, 2016; Creswell, 2013; Neuman, 2014; Rubin & Babbie, 2016; Trochim & Donnelly, 2008). This sample method doesn't require a random selection of participants based on any set of criteria. Instead, researchers can subjectively select people at random who are available to be approached and become part of the research. Figure 4 indicates dynamic fluctuations in the nomadic population throughout the year, ranging from 200 in quieter periods to a peak of 733 during higher activity. The trend analysis (Figure 4), marking monthly arrival data from 2014 with projections extending into 2026, reveals a broader movement pattern within the digital nomad community and provides insights into seasonal variances in Peniche (Nomad List, n.d.).

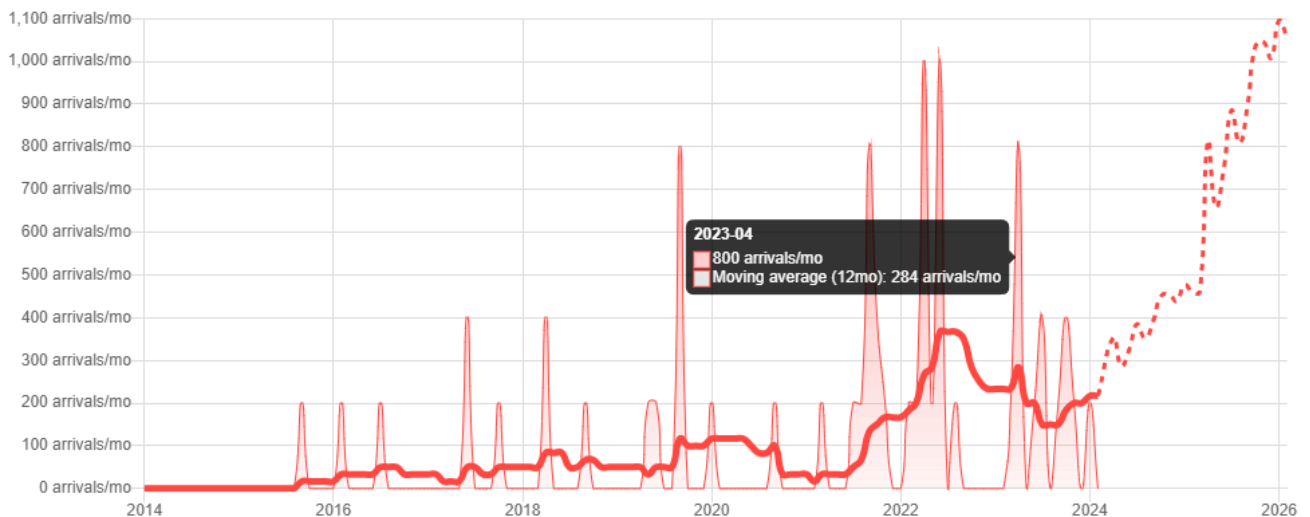


FIGURE 4 ESTIMATED NUMBER OF DIGITAL NOMADS PER MONTH IN PENICHE (NOMAD LIST, N.D.)

The research is constructed to examine the attributes of the digital nomad community in Peniche, targeting a specific audience to extract insights that are both academically enriching and practically beneficial. The primary objective is to compile data that not only deepen the academic comprehension of digital nomadism but also serve as a valuable resource for local enterprises, service providers, and policymakers (Etikan et al., 2015). This information is fundamental in formulating strategies and amenities that resonate with this group's unique needs and preferences, ultimately promoting an environment in Peniche that is both welcoming and advantageous for digital nomads and the local populace alike (Marshall, 1996). The gathered data will be instrumental in shaping a community that not only attracts but also sustains the digital nomad lifestyle, contributing significantly to the socio-economic frame of Peniche. The data was collected from July 2023 to January 2024, and approximately 50 digital nomads currently staying and working remotely in Peniche were personally approached, and flyers were distributed (Appendix 3 & 4) in their popular areas, leading to a total of 115 survey responses and the recruitment of 4 participants for a focus group session. The reach was extended via online communications, particularly through Facebook and WhatsApp groups, tapping into the digital nature of the target population (Evans & Mathur, 2018). The investigation data approach is designed to provide a holistic understanding of the digital nomad lifestyle, integrating both quantitative and qualitative data. This mixed-methods approach enriches the research, allowing for extensive results and meaningful comparisons (Creswell & Plano-Clark, 2007; Tashakkori & Teddlie, 2003).

3.2. Objectives and Hypotheses

The study aims to establish a correlation between Peniche and digital nomads, with a particular focus on their engagement in surfing. Further, it also seeks to gain a better understanding of the destination's endogenous resources and their role in making it a popular tourist spot. Additionally, the investigation intends to offer future recommendations to improve these aspects of Peniche, thereby increasing its appeal to digital nomads and surf enthusiasts. The structure involves four key objectives, each providing insights into the digital nomad lifestyle in this specific geographical context:

1. Identifying Digital Nomads in Peniche: Determine the presence and characteristics of digital nomads (levels 2 and 3 as defined by Reichenberger, 2018) in Peniche, focusing on their motivations, lifestyle choices, and preferences.

2. Understanding the Role of Surfing: Explore how surfing or the surf lifestyle influences digital nomads' decisions to stay in Peniche, including its impact on their work-life balance and well-being.
3. Community Engagement: Examine how digital nomads engage with the community and how their presence contributes to the area's economy.
4. Future Perspectives of Digital Nomadism in Peniche: Gather insights on the potential development of Peniche as a hub for digital nomads, including suggestions for improving infrastructure, services, and community.

This research is founded on four hypotheses, each formulated to identify possible inferences about the digital nomad lifestyle in Peniche:

H1. Surfing as a Key Attraction: Surfing and the associated lifestyle significantly influence digital nomads' choice to reside and work in Peniche.

H2. Community Connection: Digital nomads seek a sense of belonging and engage with local communities, enhancing their experience in Peniche.

H3. Sustainable Contribution: Digital nomads have the potential to contribute to sustainable tourism in Peniche through their lifestyle and spending habits.

H4. Infrastructure and Services: The current infrastructure and services in Peniche only partially meet the needs of digital nomads, suggesting a need for improvement to better accommodate this demographic.

3.3. Data Collection Instruments

The approach of this research is specifically designed to study the digital nomad community in Peniche. For a more in-depth exploration of this specific topic from the participants' viewpoint, the methodology should complement quantitative assessments with qualitative observations (Rosenthal, 2016). This mixed methods process provides conclusions from both sides of the spectrum (Guetterman & Fetters, 2018). It consists of two primary components: a survey and a focus group session. The survey is structured to collect primary quantitative data, including demographic details, professional backgrounds, and lifestyle preferences related to living, working, and surfing in the council of Peniche. The focus group is an interactive session designed to provide qualitative findings about the lives of digital nomads present in Peniche. This approach is essential to understanding these individuals' personal experiences, challenges, and perspectives, thus allowing for in-depth discussions about work-life balance, surfing, community engagement, and Peniche's future opportunities for digital nomadism. Utilising both methods allows the author to gain a better viewpoint of this new trend.

3.3.1. Survey

The research uses a survey deemed principally suitable for understanding a population's conditions, behaviours, values, and opinions (Quivy & Campenhout, 1998). Embracing the principles of social constructionism, this research recognises that knowledge is a product of collective understanding and shared assumptions about reality (Berger & Luckmann, 1966). This approach is fundamental in capturing the lifestyle of digital nomads, whose interactions and shared experiences shape its core, including their motivations. The

survey for this investigation is organised into three sections, each focusing on distinct yet interconnected aspects of the digital nomad lifestyle (Appendix 1). The initial section is dedicated to gathering foundational information about the respondents. It incorporates questions 1 to 16, delving into their self-identification as digital nomads, their motivations, work situations, and personal backgrounds. This includes their duration as digital nomads, preferred cities, nationality, gender, age group, marital status, number of children, and academic and professional qualifications. The aim is to construct a profile of the digital nomad presence in Peniche, collecting their diverse experiences and backgrounds. The second section, which includes questions 17 to 25, focuses on the financial and residential aspects of being a digital nomad. It addresses how they finance their lifestyle, their residency status, and their accommodation preferences. This section is essential for understanding the economic realities and living conditions of digital nomads in the area, such as their ability to cover expenses, types of accommodations chosen, and length of stay in Peniche. The final section, which includes questions 26 to 36, intends to represent the experiences and perceptions of digital nomads in Peniche. It contains questions about dietary habits, preferred methods of transportation, participation in surf-related sports, and overall satisfaction with surfing in Peniche. It also seeks to understand the factors that make Peniche appealing to digital nomads, such as water sports, local culture, and hospitality. The objective of this section is to confirm the relationship between this niche market and surfing as its primary motivation, as well as the preferences and challenges faced by digital nomads in the council of Peniche. Each part of the survey is designed to produce specific information, consequently contributing to an understanding of the digital nomad phenomenon in Peniche. The structured survey approach ensures that a wide range of relevant topics are covered, providing valuable data for the research.

3.3.1.1. Pre-test

The pre-test phase, an essential step in the research process, took one week to complete in June 2023 and was used to evaluate the survey's applicability and understanding for digital nomads in Peniche. The objective was to measure the respondents' interpretations and potential uncertainties according to established guidelines. The pre-test ensured the survey's relevance and comprehensibility and guaranteed the accuracy of the data collected. The sample used for this pre-test consisted of 15 digital nomads, from whom only one did not fit the definition set by the previously defined target audience. Out of the 15 respondents, 6 were students of the author and participated actively in the surf lessons provided by the *Silver Coast A Place to Be surf school*. The remaining 9 were approached in local establishments such as *Washed Up Cafe & Bar* and *Surfers Lodge Peniche*, which digital nomads often frequent. The respondents were encouraged to provide suggestions and comments on the survey during its completion, and the time taken to finish the survey was noted to be 14 minutes. Following the many questions from respondents about digital nomadism and its requirements, a brief definition of the introduction was added. The purpose of this addition was to provide participants with a clear understanding of the concept and its context.

To ensure the relevance and accuracy of responses, a filter item was included at the outset, asking respondents to confirm their status as location-independent entrepreneurs, freelancers, or remote employees who use technology to perform their jobs. This approach helped eliminate unqualified respondents and aligns with the research's purpose, allowing participants to reflect on aspects of the digital nomad lifestyle pertinent to the investigation (Reichenberger, 2018). The final version of the survey was developed to effectively gather demographic and professional information, as well as general lifestyle aspects of the digital nomad community in Peniche. The pre-test not only functioned as a preliminary trial, allowing the fine-tuning of questions, but

also contributed to a slight decrease of the average response duration to 11 minutes, thereby facilitating a more efficient survey process for subsequent participants.

3.3.2. Focus Group

The focus group methodology, a qualitative research technique, has been increasingly recognised for its effectiveness in various fields, including marketing, social sciences, and management. This technique involves structured group discussions to explore participants' perceptions, opinions, and attitudes towards a specific topic (Morgan, 1996; Sutton & Arnold, 2013). Its roots can be traced back to the 1950s when it became a fundamental aspect of marketing research for understanding consumer behaviour (Sutton & Arnold, 2013). The essence of a focus group lies in its collective interaction, where individuals share their experiences and perspectives, leading to a deeper understanding of areas of agreement and disagreement (Stevens, 1996). Focus groups are defined as a research technique that collects data through the interaction of a group of people on a topic determined by the researcher (Morgan, 1996). This definition underscores three crucial aspects that are integral to the technique of data collection through group discussions. Firstly, the technique is a means for obtaining information. Secondly, the interaction within the group is considered the primary source of data. Lastly, the researcher plays an active role in managing the group discussion to extract valuable findings. Focus groups are particularly useful in exploring new concepts and identifying potential opportunities, especially in cases where information is scarce and phenomena are emerging or insufficiently explored (van Kleef et al., 2005; Sutton & Arnold, 2013).

Leahy (2013) identifies seven key stages in the application of the focus group interview technique aimed at refining the development of a new product through direct contribution from target users. These stages involve identifying gaps in the market, determining potential participants, recruiting them, selecting suitable candidates, and preparing the materials for discussion. In this research's context, it allows to effectively refine Peniche's infrastructure and develop activities that cater to the needs of digital nomads. The structuring of focus group research requires determining the type of data to be collected and the approach for guiding the groups to obtain this information (Morgan, 1996). When organising the discussion, various factors must be considered, such as the level of standardisation of questions and procedures, the appropriate participants, the number and size of groups, and the ideal level of moderator involvement. The latter plays a crucial role in keeping the discussion focused on the predetermined topics and ensuring a smooth conversation without imposing unnecessary authority (Stevens, 1996; van Kleef et al., 2005). The focus group technique offers several advantages, including its interactive effect, which facilitates discussion within a group (van Kleef et al., 2005; Stevens, 1996). It allows participants to speak spontaneously and comfortably, enhancing the richness of the data. However, it also presents limitations, such as the moderator's influence on data generation and the impact of group dynamics. Both factors can lead to biased results, and it is essential to consider them while conducting group discussions. (Morgan, 1996; Jenkins, 1998).

This methodology was implemented with four participants recruited through direct outreach and flyers (Appendix 4). Recruiting digital nomads for the focus group proved challenging due to their limited availability. Nonetheless, the study's design required group discussion, resulting in the formation of a small focus group with only two to five members (Kamberelis & Dimitriadis, 2005). Scholars such as Krueger (1994) and Seggern & Young (2003) have noted that a focus group can be effective with as few as four participants. Within this group, one individual had only a year of involvement as a digital nomad, whereas the others possessed a more extensive background. Typically, such groups consist of individuals with a high level of expertise (Hague, 2002).

3.4. Data Analysis

Data analysis begins with the descriptive assessment of digital nomad community motivations in Peniche. This is followed by a data analysis using the Chi-squared tests of independence that compare the squared deviations between observed and expected frequencies by means of association in contingency tables (Agresti, 1992; Fienberg, 1980). When a large difference occurs, the Chi-squared value is high, which suggests dependence between the variables. In order to assess if this difference is significant, the test statistic is compared to the value of the Chi-squared distribution for a specific significance level (the critical value). When the test statistic exceeds the critical value, the hypothesis of independence between the variables is rejected. In this case, the p-value of the test is lower than the significance level. Therefore, it was possible to detect and describe patterns of association (or dissociation) between the various issues addressed throughout the survey. All requirements to the Chi-square test for independence were validated. However, where these were not met, the analysis was performed using exact tests to obtain accurate results (Chernick & Liu, 2002; Engels, 2009). All results were considered statistically significant at the 5% level (that is, when p-value <0.05). All data collected were treated with the statistical program IBM SPSS Statistics 29.0.

4. Results

4.1. Socio-demographic characterisation of the sample

The demographics of digital nomads residing in Peniche (Appendix 5) were analysed to understand the community's diverse characteristics. In terms of duration, the majority (43.5%) reported being digital nomads for between 1 and 3 years, while a noteworthy number (33%) recently adopted this lifestyle, having been in it for less than one year. Gender distribution showed a greater percentage of females (54.8%) compared to males (44.3%). The age group data indicated a concentration in the 25-34 (60.9%) and 35-44 (26.1%) year brackets, indicating a prevalence of young and mid-career professionals within the community. It is also important to note that 25.2% of the respondents have German nationality, followed by Czech, with 8.7%. Most digital nomads in Peniche are single (90.4%), with a notable portion of the community not having any children (93%). This demographic profile may indicate the lifestyle's appeal to individuals seeking freedom and fewer family obligations, enabling mobility and global exploration. Academic qualifications were diverse, with a notable presence of master's degree holders (48.7%) and those with a bachelor's degree (30.4%). This indicates a group with higher education levels, mainly in Social Sciences (37.5%) and Information Technology (15.2%). Professional qualifications varied, with significant representation in academic qualifications (35.7%) followed by professional certifications (22.6%) and soft skills and personal development certification (20%). Employment status was predominantly full-time (52.2%), with business owners occupying the next relevant position (18.3%). As for the sector of the current profession, Information Technology was the most represented (27%), with Business and Financial Services and Sales and Marketing each sharing the same score of (15.7%), followed by Arts, Media, and Entertainment at (13.9%). This diversity represents the variety of skills and professional backgrounds within the digital nomad community in Peniche. The preferred areas of stay were spread out, with Ferrel accounting for 49.6% of the responses. Within this, an additional 25.2% specifically mentioned Baleal—a touristic landmark in Ferrel—highlighting its popularity. Peniche was preferred by 16.5% of respondents.

The analysis in Table 1 incorporated responses from a subset of the survey questions, specifically Q1 and Q5, which addressed the degree of self-identification with the digital nomad lifestyle and the motivations for adopting it. Additionally, questions Q6 and Q6.5 were considered to assess the preferences for coastal

destinations and, particularly for Peniche. Further examination focused on responses to questions Q28, Q34, and Q36, which concentrated on the prevalence of surfing activities, the level of satisfaction with the surfing experience in Peniche, and the overall value placed on water sports within this unique context. Chi-square statistical tests were used to examine the associations between the degree of digital nomad identification and participation in surfing activities. The results revealed no statistically significant correlation between the extent of digital nomad identification and engagement in surfing (p -value = 0.742). Similarly, levels of satisfaction with surfing in Peniche and the importance assigned to water sports did not significantly vary across different levels of digital nomad identification (p -value = 0.825 and p -value = 0.152, respectively). However, the analysis revealed that a significant portion of the respondents identify with the digital nomad lifestyle and show an interest in surfing and water sports. It is particularly interesting that 72.2% of participants chose Peniche as their destination, underscoring its appeal among digital nomads. Notably, 82.6% engaged in surf-related sports, indicating a meaningful interest in surfing within the community. This suggests that while surfing is a popular activity among digital nomads in Peniche, it does not statistically significantly influence their decision to reside and work in the area. Notably, the absence of statistically significant associations in this study does not negate the qualitative value of surfing and water sports to the digital nomad community in Peniche.

TABLE 1 DIGITAL NOMAD LIFESTYLE CHOICES AND SURFING ENGAGEMENT IN PENICHE

H1. Surfing as a Key Attraction: Surfing and the associated lifestyle significantly influence digital nomads' choice to reside and work in Peniche.		Do you practise any surf-related sports? (Q28)			How satisfied are you with surfing in Peniche? (Q34)						Do they value water sports in Peniche? (Q36)		
		No (%)	Yes (%)	p-value	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	p-value	No (%)	Yes (%)	p-value
To what extent do you consider yourself a digital nomad? (Q1)	I do not identify as a digital nomad	0	2.6	0.742	0	0	0	1	1.9	0.825	0.9	1.7	0.152
	Do not really consider yourself a digital nomad, but have some aspects of the lifestyle	0.9	17.4		0	0	1.9	8.7	8.7		4.3	13.9	
	I somewhat identify as a digital nomad	4.3	40.9		1	0	5.8	22.1	16.3		4.3	40.9	
	Fully embrace the digital nomad lifestyle	4.3	29.6		1	1	7.7	11.5	11.5		7.8	26.1	
What motivated you to become a digital nomad? (Q5)	Escape the traditional office job	1.7	18.3	0.160	0	0	1	12.5	6.7	0.546	6.1	13.9	0.297
	Lifestyle	0.9	25.3		1	0	4.8	12.5	9.6		5	21.7	
	Location independence and flexibility	6.1	46.1		1	1	9.6	17.3	21.1		8	45.2	
	Tourism	0.9	0.9		0	0	0	1	0		0	1.7	
How many destinations by the ocean did they choose? (Q6)	0	1.7	6.1	0.476	1	0	1.9	2.9	1	0.080	1.7	6.1	0.936
	1	2.6	27.8		0	1	4.8	13.5	11.5		5.2	25.2	
	2	3.5	29.6		0	0	7.7	10.6	14.4		6.1	27	
	3	1.7	27		1	0	1	16.3	11.5		4.3	24.3	
Do they choose Peniche? (Q6.5)	No	4.3	23.5	0.177	1	0	6.7	10.6	7.7	0.284	5.2	22.6	0.790
	Yes	5.2	67		1	1	8.7	32.7	30.8		12.2	60	

^a NOTE: EACH SURVEY QUESTION IS IDENTIFIED BY THE “Q” LETTER FOLLOWED BY A NUMBER (E.G. Q28 – QUESTION NUMBER 28 OF THE SURVEY; APPENDIX 1)

Further, analysis of the data related to hypothesis (H2) sought to determine whether digital nomads seek a sense of belonging and engage with local communities in Peniche, as detailed in Table 2. This hypothesis was examined through responses to questions Q1 and Q5, which address digital nomad identification and motivations, and Q6 and Q6.5, focusing on the preference for coastal destinations and Peniche. Additional questions about shared accommodations (Q22), networking (Q23), community value (Q32), and hospitality/customer service (Q36.5) also played a role in this analysis. Chi-square tests were conducted to explore associations between digital nomad identification, motivations, and preferences for community engagement, shared accommodations, and networking. The results indicated no significant association between the level of digital nomad identification and preferences for shared accommodations (p-value = 0.151), networking (p-value = 0.765), or community engagement (p-value = 0.287). Although these findings are statistically non-significant, the data displays a balanced distribution of housing preferences and networking methods, which implies a diverse community engagement within the digital nomad population.

TABLE 2 DIGITAL NOMAD COMMUNITY ENGAGEMENT AND ACCOMMODATION NETWORKING PREFERENCES IN PENICHE

		Do they prefer to share accommodations?			Do they prefer to network or use booking platforms?			Do they surf with a company?			Do they value the community in Peniche?		
		(Q22)			(Q23)			(Q32)			(Q36)		
		No (%)	Yes (%)	p-value	Booking platform (%)	Networking (%)	p-value	No (%)	Yes (%)	p-value	No (%)	Yes (%)	p-value
H2. Community Connection: Digital nomads seek a sense of belonging and engage with local communities, enhancing their experience in Peniche.													
To what extent do you consider yourself a digital nomad? (Q1)	I do not identify as a digital nomad	2.6	0	0.151	2.1	0	0.765	2.6	0	0.127	1.7	0.9	0.287
	Do not really consider yourself a digital nomad, but have some aspects of the lifestyle	10.4	7.8		10.5	7.4		7	11.3		13.9	4.3	
	I somewhat identify as a digital nomad	22.6	22.6		26.3	20		14.8	30.4		36.5	8.7	
	Fully embrace the digital nomad lifestyle	13	20.9		17.9	15.8		14.8	19.1		21.7	12.2	
What motivated you to become a digital nomad? (Q5)	Escape the traditional office job	10.4	9.6	0.733	11.6	8.4	0.751	7	13	0.739	11.3	8.7	0.171
	Lifestyle	13	13		12.6	13.7		8.7	17.4		19.1	7	
	Location independence and flexibility	25.2	27		31.6	20		22.6	29.6		41.7	10.4	
	Tourism	0	1.7		1.1	1.1		0.9	0.9		1.7	0	
How many destinations by the ocean did they choose? (Q6)	0	3.5	4.3	0.992	6.3	2.1	0.672	4.3	3.5	0.749	7	0.9	0.084
	1	15.7	14.8		14.7	11.6		12.2	18.3		26.1	4.3	
	2	15.7	17.4		21.1	14.7		12.2	20.9		23.5	9.6	
	3	13.9	14.8		14.7	14.7		10.4	18.3		17.4	11.3	
Do they choose Peniche? (Q6.5)	No	11.3	16.5	0.305	18.9	9.5	0.257	13.9	13.9	0.200	23.5	4.3	0.155
	Yes	37.4	34.8		37.9	33.7		25.2	47		50.4	21.7	

* NOTE: EACH SURVEY QUESTION IS IDENTIFIED BY THE “Q” LETTER FOLLOWED BY A NUMBER (E.G. Q28 – QUESTION NUMBER 28 OF THE SURVEY; APPENDIX 1)

Table 3 presents the analysis of the hypothesis (H3) concerning the potential contribution of digital nomads to sustainable tourism in Peniche through their lifestyle choices, including participation in surfing, dietary habits, transportation methods, and preferences for walking. Data was collected from digital nomads in Peniche, focusing on their self-identification as digital nomads (Q1), their selection of Peniche as one of the most favoured ocean destinations (Q6.5), participation in surfing (Q28), preferences for walking (Q27), transportation choices between motorised vehicles and public transport (Q27.5), and dietary choices between conventional and alternative diets (Q26).

TABLE 3 SUSTAINABLE LIVING CHOICES AMONG DIGITAL NOMADS IN PENICHE: ALTERNATIVE DIETS AND TRANSPORTATION PREFERENCES

H3. Sustainable Contribution: Digital nomads, through their lifestyle and spending habits, have the potential to contribute to sustainable tourism in Peniche.		Do they follow alternative diets? (Q26)			Do they prefer to walk? (Q27)			Do they use public transport, or do they use a vehicle? (Q27.5)		
		No (%)	Yes (%)	p-value	No (%)	Yes (%)	p-value	Motorised vehicle (%)	Public transport (%)	p-value
To what extent do you consider yourself a digital nomad? (Q1)	I do not identify as a digital nomad	2.6	0	0.272	0.9	1.7	0.469	3.5	0	0.421
	Do not really consider yourself a digital nomad, but you have some aspects of the lifestyle	13	5.2		4.3	13.9		29.8	1.8	
	I somewhat identify as a digital nomad	24.3	20.9		8.7	36.5		35.1	10.5	
	Fully embrace the digital nomad lifestyle	18.3	15.7		4.3	29.6		17.5	1.8	
Do they choose Peniche? (Q6.5)	Not Peniche	11.3	16.5	0.021	6.1	21.7	0.593	22.8	3.5	1
	Peniche	47	25.2		12.2	60		63.2	10.5	
Do you practise any surf-related sports? (Q28)	No	7	2.6	0.355	3.5	6.1	0.114	10.5	1.8	1
	Yes	51.3	39.1		14.8	75.7		75.4	12.3	

^a NOTE: EACH SURVEY QUESTION IS IDENTIFIED BY THE “Q” LETTER FOLLOWED BY A NUMBER (E.G. Q28 – QUESTION NUMBER 28 OF THE SURVEY; APPENDIX 1)

From the data, there appears to be considerable interest in sustainable living among the digital nomads in Peniche. Although the chi-square statistical tests reveal no significant influence of digital nomad identification on their choices of transportation method (p-value = 0.421) or walking habits (p-value = 0.469), a statistical significance was observed in the association between choosing Peniche as a destination and the adoption of alternative diets (p-value = 0.021, p-value < 0.05, Figure 5). Additionally, 81.7% prefer walking or bicycling as modes of transportation, demonstrating a commitment to environmentally friendly transportation. Nonetheless, a notable 86% of participants reported using motorised vehicles, which may highlight a reliance on personal convenience or the availability of local transport rather than a lack of desire for sustainable options. This trend suggests that while digital nomads in Peniche are predisposed to sustainable practices in some areas, particularly dietary habits, the local infrastructure may not fully support or incentivise the use of public transportation.

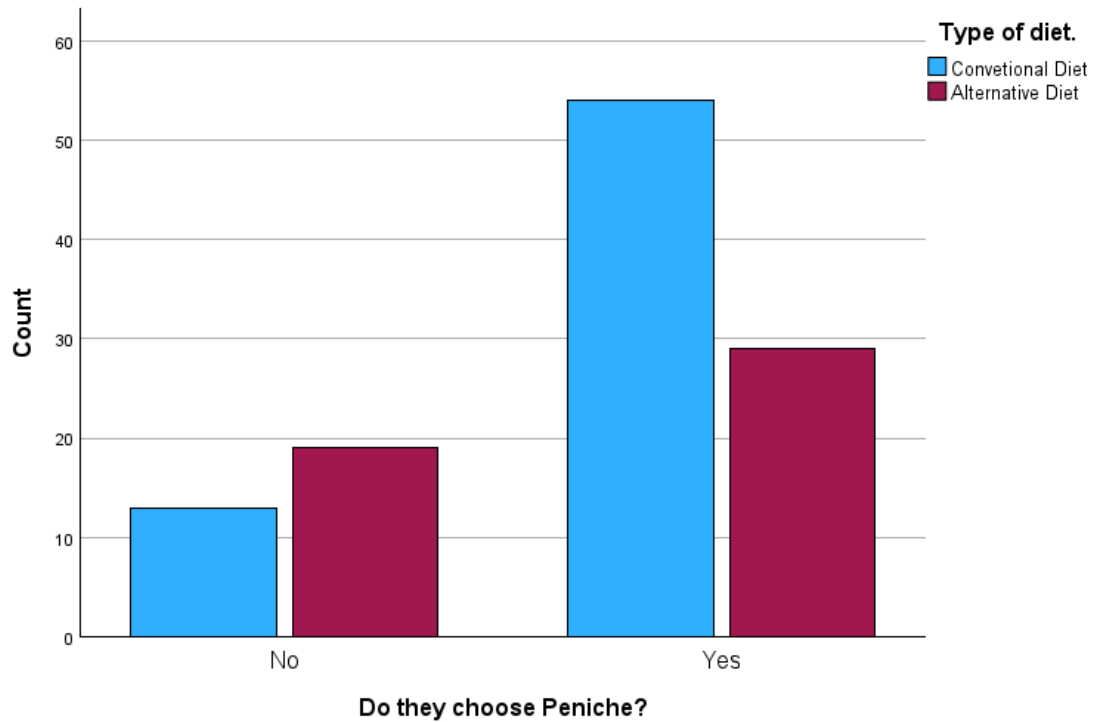


FIGURE 5 CORRELATION BETWEEN ALTERNATIVE DIETARY CHOICES AND PREFERENCE FOR PENICHE AS A DESTINATION

This study, detailed in Table 4, explores the hypothesis (H4), which suggests that the current infrastructure and services in Peniche only partially meet the needs of digital nomads. The analysis focuses on digital nomads' selection of Peniche as their preferred destination (Q6.5), their satisfaction with surfing in Peniche (Q34) and their preferences regarding accommodations (Q22), booking platforms (Q23), use of motorised transportation (Q27.5), participation in surf schools (Q32), and perceptions of infrastructure or equipment insufficiencies at the beach (Q35).

TABLE 4 INFRASTRUCTURE AND SERVICES SATISFACTION AMONG DIGITAL NOMADS IN PENICHE

H4. Infrastructure and Services: The current infrastructure and services in Peniche only partially meet the needs of digital nomads, suggesting a need for improvement to better accommodate this demographic.		Do they choose Peniche?			How satisfied are you with surfing in Peniche?					
		(Q6.5)			(Q34)					
		No (%)	Yes (%)	p-value	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	p-value
Do they prefer to share accommodations or act more individually? (Q22)	No	11.3	37.4	0.305	1	1	7.7	17.3	22.1	0.407
	Yes	16.5	34.8		1	0	7.7	26	16.3	
Do they prefer to network or use booking platforms? (Q23)	Booking platforms	18.9	37.9	0.257	1.1	1.1	8	23	20.7	0.946
	Networking	9.5	33.7		1.1	0	8	21.8	14.9	
Do they use public transport, or do they use a vehicle? (Q27.5)	Motorised vehicle	22.8	63.2	1	4	0	14	30	38	1
	Public transport	3.5	10.5		0	0	2	4	8	
Is there infrastructure or equipment missing by the beach? (Q35)	Lack of information on each surf spot	12.5	54.2	0.065	4.2	0	0	29.2	33.3	0.729
	Pollution or debris	20.8	12.5		0	0	4.2	12.5	16.7	
Do they have surf lessons? (Q32)	No	22.1	51	0.132	1.9	1	13.5	36.5	20.2	0.004
	Yes	3.8	23.1		0	0	1.9	6.7	18.3	

^a NOTE: EACH SURVEY QUESTION IS IDENTIFIED BY THE “Q” LETTER FOLLOWED BY A NUMBER (E.G. Q28 – QUESTION NUMBER 28 OF THE SURVEY; APPENDIX 1)

The results indicate a division in accommodation preferences, with 34.8% preferring shared living spaces, highlighting the community's diverse housing needs (p-value = 0.581). The use of booking platforms dominated personal networking, suggesting that digital nomads prioritise convenience (p-value = 0.612). Despite an apparent preference for sustainable transportation methods, a significant number of respondents still opted for motorised vehicles, 63.2%, reflecting potential gaps in local transportation infrastructure (p-value = 0.317). Most notably, participation in surf schools was significantly associated with higher satisfaction levels with surfing in Peniche (p-value = 0.004, p-value < 0.05), underscoring the importance of surf-related services in the digital nomad experience, represented in Figure 6. This indicates that surf schools may play a necessary role in improving the overall experience of digital nomads in Peniche, potentially due to the added social and learning aspects these schools provide.

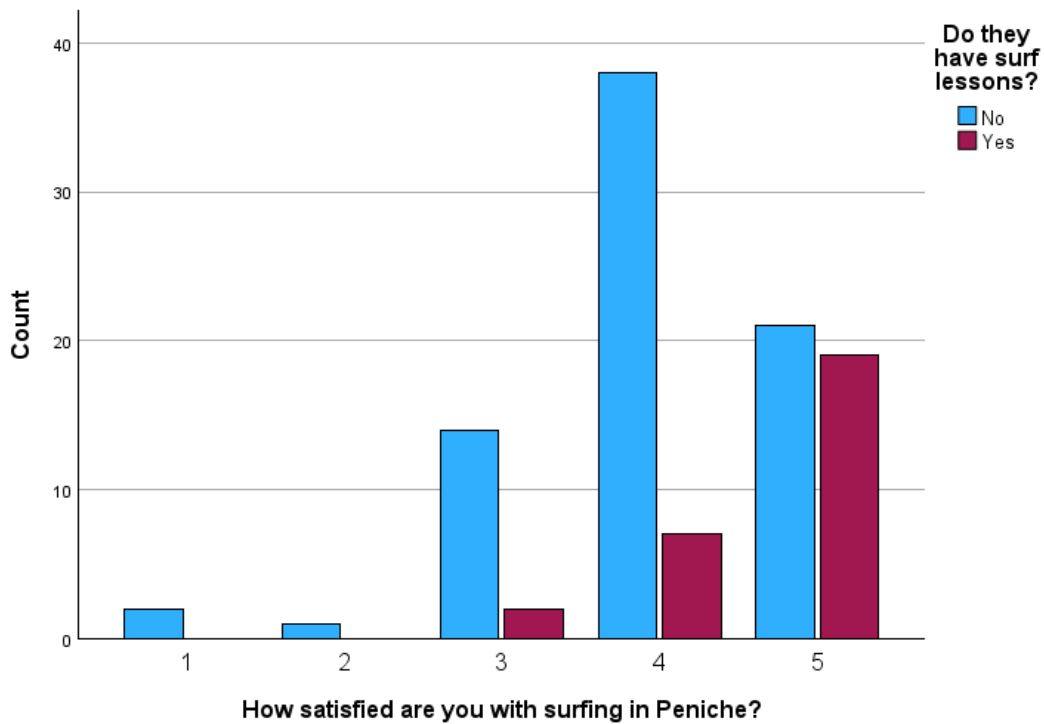


FIGURE 6 THE IMPACT OF SURF SCHOOL LESSONS ON SURFING SATISFACTION IN PENICHE (1 – VERY DISSATISFIED 2 – SOMEWHAT DISSATISFIED 3 – NEITHER SATISFIED NOR DISSATISFIED 4 – SOMEWHAT SATISFIED 5 – VERY SATISFIED)

4.2. Focus Group

The focus group participants clearly articulated their interest in Peniche, mentioning elements that make it an ideal destination for digital nomads. Key factors drawing them to this coastal town included "surf," "being surrounded by nature," and "calmness." The experiences of four digital nomads living in Peniche were explored, each with a distinct background and experience in the nomadic lifestyle:

- I. Participant I, a 31-year-old German woman, has been a digital nomad for four years. She has integrated her love for surfing with her digital nomad lifestyle in Peniche, choosing Baleal, Ferrel, as her home. Her decision to potentially sell her Munich apartment underscores her commitment to this lifestyle.
- II. Participant II, a 24-year-old Swedish woman, has three years of digital nomad experience. Her hybrid work arrangement as a consultant, balancing remote work with occasional Lisbon office visits, demonstrates the flexibility of her lifestyle.
- III. Participant III, a 43-year-old Italian man, has been a digital nomad for ten years. His long-standing relationship with Peniche, coupled with his global travels as a photographer, showcases a balance of professional passion and personal attachment to surfing in Baleal.
- IV. Participant IV, a 30-year-old German woman, recently adopted the digital nomad lifestyle for about one year, encouraged by a surf lesson voucher in one of Peniche’s surf schools, reflects her quick integration into the community and her choice of Ferrel for her residence, indicating her fresh bond with Peniche.

They expressed the importance of coworking spaces in Peniche, reflecting a common need amongst digital nomads for a structured work environment. Participants I and III found a balance working from home, but

others, like Participant IV, faced challenges: "I had a 10-use pass to go to *Largo Space*, but it took me almost two years to use it. I am too lazy to go out, and it is just not worth it." This comment demonstrates the need for more appealing and accessible coworking options. Participant II also highlighted the difficulty of maintaining concentration at home, aligning with the discussion on how coworking spaces are essential for productivity by offering a solution to the isolation and distractions of remote work. Participant II also expressed this sentiment by pointing out the difficulty of maintaining concentration at home. These experiences align with the investigation's discussion on coworking spaces as essential for productivity, offering a solution to the isolation and distractions of remote work.

Participant I suggested, "Well, I think one of the Facebook groups was already created for this idea, but what would be nice around here is networking. For example, I am working in Information Technology, and another person is as well, and people can kind of find their way into each other through something. That something is missing. Find a way to connect more with people who work in the same area. Some meetups." This consensus on the need for coworking spaces demonstrates their importance as infrastructures for digital nomads, representing more than just workspaces by offering networking, collaboration, and community-building opportunities. Participants I, II, and III mentioned that coworking spaces are a necessity for digital nomads, allowing them to create routines and simulate a traditional work and life environment.

Surfing emerged as a central theme and the topic with the most interactions during the focus group session, emphasising its significance in the daily lives of digital nomads in Peniche. Participant II emphasised its benefits: "It is a workout, but it is super fun, and especially for mental health, I think it is really good." Participant III expressed a deep connection with the sport: "Surfing is perfect for me. Very good, I could stay in the water all day." These reflections illustrate how surfing transcends being a mere sport, influencing their social interactions, mental health, and overall well-being. Both participants I and IV shared a unique perspective, "Sometimes you meet people out in the supermarket when you get coffee or parking lot, and you go like I have seen him like 17 times in the water surfing and now we say hello," and "Feeling part of a group and surfing with the longboard group is really special for me. It was particularly memorable when my friend and I shared a wave because normally I am very anxious in the water." This highlights how surfing encourages community bonds and shapes the social structure of their experience in Peniche. The focus group's emphasis on surfing aligns with the dissertation's notion that leisure activities are integral to lifestyle choices, shaping the experiences and community engagement of digital nomads.

Participant III stated, "Surfing is a topic that you can always throw onto the table to talk to anyone who surfs, anywhere, no matter the age, country, or skill level. Friends, people that annoy you in the water. If you put people from different ages and countries at the table, and you put surf in the middle of the table, you can talk with everybody. It does not matter what the age or where they come from, not even the level; everyone shares experiences." Surfing is not merely a recreational activity but a significant lifestyle choice that shapes the daily routines, social interactions, and overall well-being of digital nomads. Understanding this aspect is required to comprehend how digital nomads integrate into their temporary homes, contributing to and benefiting from the local surf culture.

The discussion also underscored the need for Peniche to evolve in ways that equally accommodate digital nomads, tourists, and the local community. Participants provided insights into the specific areas needing improvement. Participant I emphasised the necessity for more green spaces, stating, "Peniche needs more green spots around the council, especially inside the city." This sentiment was echoed by Participant II, who also highlighted the need for better parking and roads. These enhancements are necessary not just for

aesthetics but for improving the quality of life and making Peniche more liveable and attractive. However, Participant I also mentioned, “I do not think that Baleal and Ferrel can hold more tourists in August and July, so I think it’s not important to make it more appealing”, pointing out the existing infrastructural limitations in supporting the entire population in the council of Peniche.

Insights from the focus group also helped to understand the role of digital nomads in promoting sustainable tourism and supporting the local economy. Participant IV mentioned, “I order the vegetable boxes from *Fazendinha*, and I think there is another one called *Horta da Rosa*, and they deliver to your door.” Supporting local businesses like *Fazendinha* and *Horta da Rosa* highlights a conscious effort to positively impact the community. This behaviour aligns with the growing trend towards responsible tourism, where visitors are mindful of their effect on the destinations they visit. The digital nomads' preference for local markets, as mentioned by Participant II, “I try to always go to the local market in Peniche”, along with their support for eco-friendly initiatives, reflects a commitment to sustainability and community engagement. Participant II noted the rapid growth in tourism, saying, "Just from the two and a half years that I have been here, I already noticed a big difference, so I think it is growing a lot." However, this growth brings challenges, with unanimous concerns shared about the rising cost of living and its impact on affordability for both digital nomads and the local community.

The word cloud generated from the focus group discussions visually represents the key themes that emerged, with larger words like “Peniche,” “Surf,” “community,” “work,” “water,” and “beach” indicating their centrality to the conversation (Figure 7). This qualitative data, characterised by word frequency, provides an illustrative complement to the survey results, enriching the understanding of the experiences and priorities of digital nomads in Peniche. The term "surf", appearing in larger font size, suggests that surfing is a dominant activity among the group, likely contributing significantly to the lifestyle and daily routines of the participants. It is not just a pastime but part of the identity and culture in Peniche, which can be assumed as a fundamental attraction for the digital nomads' choice of location. The frequent appearance of "community" reflects the social aspect of their lifestyle, indicating that digital nomads in Peniche likely seek and find a sense of belonging, potentially facilitated by shared interests such as surfing. The visibility of "work" in the cloud indicates its importance and the likely challenges of balancing remote work with the leisure aspects of the digital nomad lifestyle, particularly in an environment that offers various distractions. Achieving a balance between work and leisure activities, such as surfing, is a critical aspect of the digital nomad experience.

Smaller yet significant words like "connect," "food," "waves," and "festival" point to other essential aspects of the digital nomads' experiences. "Connect" may denote the value placed on networking and social interactions, further supported by the mention of words like "people" and "community." "Food" indicates the relevance of local cuisine and dietary habits, possibly reflecting both the enjoyment and the challenges faced by digital nomads with specific dietary preferences or restrictions, as discussed in the focus group. "Waves" reaffirms the significance of surfing, and "festival" could reference cultural events and the potential for Peniche to include such activities. Overall, the word cloud provides a visual summary of the key topics and themes that characterise the digital nomad community in Peniche. It captures their priorities, the challenges they face, and the aspects they appreciate the most about their chosen lifestyle and location.

accommodation preferences and transportation choices indicated a split between individualism and community, with a balance of shared living spaces and private accommodation and a preference for motorised vehicles despite an interest in sustainable living. The focus group discussions shed light on these figures, highlighting the community-building aspects of shared accommodations and the potential gap in local infrastructure that may inhibit more sustainable transportation habits. As reflected by the survey, the high levels of education and the concentration of professionals in fields such as Information Technology and Social Sciences reflect a skilled and versatile community capable of working remotely (Nansen et al., 2010). This correlates with the focus group's emphasis on the need for coworking spaces, pointing to a demand for work environments that facilitate productivity and networking among similarly skilled professionals. This echoes the literature's emphasis on the value of shared work environments for boosting productivity and facilitating social interaction among remote workers (Orel, 2019; Chevtaeva & Denizci-Guillet, 2021; Zumbusch & Lalicic, 2020)

In summary, the combined survey and focus group data characterise the digital nomad community in Peniche as being attracted to the area's natural beauty and surfing opportunities, valuing community and connection, and showing an inclination towards sustainable living, yet facing challenges with local infrastructure that could better support their lifestyle. These findings suggest future development and research directions, particularly in improving local facilities to support the growing community and understanding the interaction between digital nomads' professional and leisure activities. Participants also commented on the potential for tourism growth and suggested improvements such as greener spaces, better coworking services, and leveraging events like the World Surfing League to enhance Peniche's appeal and representation. These insights could significantly influence future urban and community planning efforts, aiming to make destinations like Peniche more attractive to the global digital nomad community by addressing their unique needs and preferences (Reichenberger, 2018; Müller, 2016).

6. Conclusions

The study of digital nomads in Peniche reveals a connection between professional flexibility, leisure activities, and community engagement, with the region's surfing culture and natural beauty emerging as significant attractions. These elements shape the nomadic experience, influencing lifestyle choices and daily routines. Demographic insights indicate that many digital nomads in Peniche are relatively new to the lifestyle, primarily single and highly educated, with a significant representation in the Social Sciences and Information and Technology sectors. This profile delineates a community seeking both professional fulfilment and leisure activities such as surfing, which serves as a critical factor for well-being and community integration.

Findings from the focus group discussions emphasise the importance of surfing not just as a recreational pursuit but as a community-building activity, reflecting shared values among digital nomads. The sense of belonging and connection promoted through surfing enhances their well-being and integration into local culture. It further supports mental health, facilitates social interactions, and counters the potential isolation of remote work. Coworking spaces emerge as hubs for productivity, networking, and community building, offering environments that balance work and leisure. The demand for such spaces underscores a desire for this balance, suggesting that future developments in Peniche should focus on expanding these facilities to better accommodate the digital nomad community. Despite the growth of tourism and the influx of digital nomads, challenges such as affordability show the need to balance a digital nomad-friendly environment with Peniche's cultural and economic sustainability. To address these issues, leveraging this information could help make Peniche more livable and attractive for both digital nomads and the local community. Additionally,

discussions highlight Peniche's potential to boost its appeal through cultural events, such as surf festivals, which could strengthen community bonds and provide additional networking opportunities.

Looking ahead, this dissertation establishes a groundwork for further exploration of the relationship between digital nomadism and local communities, especially in surf tourism destinations such as Peniche. Future studies could examine the long-term effects of digital nomad influx on local economies, cultural landscapes, and environmental sustainability. Investigating the changing needs of this demographic, especially in the wake of global shifts towards remote work, could yield critical insights for policymakers, urban planners, and local stakeholders aiming to harmonise the growth of digital nomadism with sustainable development objectives. Moreover, the promising interest in coworking spaces among digital nomads suggests it presents a significant opportunity to investigate how these environments can be refined to support both productivity and community engagement. Identifying the specific attributes of coworking spaces that most effectively foster a sense of belonging and professional efficiency could guide the development of future facilities, thereby improving the appeal of destinations like Peniche for the global digital nomad community.

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8. Appendices

Appendix 1: Online survey.

Survey

This text is merely an introductory excerpt to clarify the theme and concept:

The current survey is being conducted as part of a master's degree dissertation on digital nomads in Peniche. Digital nomads combine work with travel, adopting the new concept of "workcation." To answer this survey, respondents must have worked remotely and stayed in the Peniche council area, or they must currently be working remotely and staying in the Peniche council area, which includes Atouguia, Peniche, Serra D'el Rey, Ferrel, and the well-known region within Ferrel known as "Baleal."

Survey link available on Google Forms: <https://forms.gle/8eLUjPqLgpKDUVuF6>

Section 1: Introduction and Demographics of Digital Nomad Identity and Background

Self-identification as a digital nomad (Profile)

Motivations

1. To what extent do you consider yourself a digital nomad?
 - A. Fully embrace the digital nomad lifestyle
 - B. Somewhat identify as a digital nomad
 - C. Not really consider yourself a digital nomad, but have some aspects of the lifestyle
 - D. I do not identify as a digital nomad

2. Select one option. What is your current work situation and location in relation to Peniche Council?
 - A. I have worked remotely and stayed in Peniche
 - B. I am currently working remotely and staying in Peniche
 - C. I have never worked remotely and never stayed in Peniche
 - D. Other. Indicate which: (Open – Ended)

3. Select all that apply. Indicate which of the following describes your work as a digital nomad:
 - A. Remote employee working for a company
 - B. Freelancer, a self-employed freelancer providing services to clients
 - C. Entrepreneur, running your own business
 - D. Other. Indicate which: (Open – Ended)

4. Select one option. Indicate for how long you have been a digital nomad:
 - A. Less than 1 Year
 - B. In between 1 to 3 Years
 - C. In between 3 to 5 Years
 - D. More than 5 Years

5. Select one option. What motivated you to become a digital nomad?
 - A. Location independence and flexibility
 - B. Escape the traditional office job
 - C. Lifestyle
 - D. Tourism
 - E. Other. Indicate which: (Open – Ended)

6. (6.5) Name the three cities that you have enjoyed the most while travelling as a digital nomad:
 - A. (Open–Ended)

7. Indicate your nationality:
 - A. (Open–Ended)

8. Select one option. Indicate which gender you identify as:

- A. Male
- B. Female
- C. Prefer not to disclose
- D. Other. Indicate which: (Open – Ended)

9. Select one option. Indicate which group age you belong:

- A. 18 – 24 Years
- B. 25 – 34 Years
- C. 35 – 44 Years
- D. 45 – 54 Years
- E. 55 – 64 Years
- F. 65 and over

10. Select one option. Marital status:

- A. Single
- B. Married
- C. Divorced
- D. Widowed

11. Select one option. Indicate how many children do you have:

- A. None
- B. 1
- C. 2-4
- D. More than 4

12. Select one option. Indicate which is your academic qualification:

- A. Some high school, no diploma
- B. High school graduate, diploma, or the equivalent
- C. Some college credit, no degree
- D. Trade/technical/vocational training
- E. Associate degree
- F. Bachelor's degree
- G. Master's degree
- H. Professional degree
- I. PhD degree
- J. Other. Indicate which: (Open – Ended)

13. Select one option. Indicate in which area is your academic qualification:

- A. Natural sciences
- B. Social sciences

- C. Applied sciences
- D. Interdisciplinary sciences
- E. Formal sciences
- F. Humanities
- G. Information Technology
- H. Other. Indicate which: (Open – Ended)

14. Select one option. Indicate in which area you hold professional qualifications:

- A. Professional certifications
- B. Technical and vocational qualifications
- C. Academic qualifications
- D. Regulatory certifications
- E. Soft skills and personal development certification
- F. On-the-job experience
- G. Language skills
- H. Other. Indicate which: (Open – Ended)

15. Select the option that best describes your current employment status:

- A. Employed Full-Time
- B. Employed Part-Time
- C. Seeking opportunities
- D. Retired
- E. Unemployed
- F. Business owner
- G. Other. Indicate which: (Open – Ended)

16. Select the sector that best describes your current profession:

- A. Arts, Media, and Entertainment
- B. Business and Financial Services
- C. Education
- D. Government and Public Administration
- E. Healthcare and Social Assistance
- F. Hospitality and Tourism
- G. Information Technology
- H. Research and Development
- I. Transportation and Logistics
- J. Sales and Marketing
- K. Cryptocurrency trading
- L. Other. Indicate which: (Open – Ended)

Section 2: Financial, Residential, and Lifestyle Aspects

Financing the digital nomad lifestyle

Residential status, booking and accommodation preferences

Environmental decisions

17. Select up to three options. How did you finance your transition to become a digital nomad?

- A. Angel investor
- B. Bank loan
- C. Bartering (exchange goods or services as a substitute for cash)
- D. Bootstrapping (self-funding from savings)
- E. Business Incubator or Accelerator
- F. Crowdfunding
- G. Employer
- H. Factoring/Invoice advances
- I. Grants
- J. Immediate cash flow from remote job
- K. Partnership, e.g. licensing
- L. Support from family
- M. Support from friends
- N. Severance (compensation payment employees may receive when they leave employment at a company)
- O. Venture capital
- P. Prefer not to disclose
- Q. Other. Indicate which: (Open – Ended)

18. Are you currently able to cover your total monthly expenses with the income from your remote work?

- A. Yes
- B. No
- C. Prefer not to disclose

19. Do you currently hold a permanent residency in any country?

- A. Yes (Continue) *
- B. No (Skip to 21)
- C. Prefer not to disclose (Skip to 21)

20. What is the city and country of your permanent residency? (Continue) *

- A. (Open–Ended)

21. Select one option. In which region of the council of Peniche have you stayed, or are you currently staying?

- A. Atouguia da Baleia
- B. Serra d'el Rey
- C. Ferrel
- D. Peniche
- E. Baleal (a specific area within Ferrel)
- F. I'm just staying for the day

22. Select the option that best describes your type of accommodation:

- A. Auto caravan
- B. Apartment
- C. Hostel
- D. Hotel
- E. Shared room
- F. Shared apartment
- G. Couch surfing
- H. Other. Indicate which: (Open – Ended)

23. Select one option. Which app/website do you normally use to book your accommodations when travelling to Peniche?

- A. Booking (Skip to 26)
- B. Airbnb (Skip to 26)
- C. Trip Advisor (Skip to 26)
- D. Expedia (Skip to 26)
- E. Hotels.com (Skip to 26)
- F. Trivago (Skip to 26)
- G. Agoda (Skip to 26)
- H. None, I now live here. (Continue 2) **
- I. Other. Indicate which: (Open–Ended) (Skip to 26)

24. Select one option. How long have you been residing in the council of Peniche? (Continue 2) **

- A. Less than 1 Year
- B. In between 1 to 3 Years
- C. In between 3 to 5 Years
- D. More than 5 Years

25. Select one option. Which of the following options best describes your current housing situation? (Continue 2) **

- A. Renting a place
- B. Owning a house
- C. Living in a mobile home

D. Other. Indicate which: (Open – Ended)

Section 3: Experience and Perception in Peniche

Satisfaction with surfing in Peniche and challenges faced.

Factors representing the appeal of Peniche as a destination for digital nomads

26. Select the option that best describes your dietary habits:

- A. Omnivore
- B. Paleo
- C. Vegetarian
- D. Vegan
- E. Other. Indicate which (Open – Ended)

27. (27.5) Select up to three options. What type of transport do you use on a daily basis?

- A. Bicycle
- B. Electric bike
- C. Gyropod/Hoverboard
- D. Public transport
- E. Walking and running
- F. Scooters
- G. Electric car
- H. Motorized vehicle
- I. Other. Indicate which: (Open – Ended)

28. Do you practice any surf-related sport?

- A. Yes (Continue 3) ***
- B. No (Skip to 36)
- C. Other: Indicate which: (Open – Ended) (Skip to 36)

29. Select one option. Which type of board do you use? (Continue 3) ***

- A. Shortboard
- B. Funboard (Softboard)
- C. Longboard
- D. Bodyboard
- E. Windsurf
- F. Kitesurf
- G. Foil board
- H. Other. Indicate which: (Open – Ended)

30. Select one option. What is your surf level? (Continue 3) ***

- A. Complete beginner
- B. Beginner
- C. Intermedium
- D. Advanced
- E. Expert
- F. Professional

31. Select one option. How many times do you surf per week? (Continue 3) ***

- A. 1
- B. 2-3
- C. 4-5
- D. 6 or more

32. Select up to three options. Who do you normally surf with? (Continue 3) ***

- A. Alone
- B. Significant other
- C. Coworkers or colleagues
- D. Friends
- E. Instructor
- F. Other. Indicate which: (Open – Ended)

33. Select up to three options. Where do you normally surf? (Continue 3) ***

- A. Prainha
- B. Lagido
- C. Gigi
- D. Almagreira
- E. Cantinho
- F. Bocaxica
- G. Supertubos
- H. Middle of the bay
- I. Cerros
- J. Consolação
- K. Molhe leste
- L. Pico da mota
- M. Other. Indicate which: (Open – Ended)

34. On a scale (Likert) of 1 to 5. How satisfied are you with surfing in Peniche? (Continue 3) ***

1 – Very dissatisfied 2 – Somewhat dissatisfied 3 – Neither satisfied nor dissatisfied 4 – Somewhat satisfied
5 – Very satisfied

35. Select up to three options. Which of the following bothers you the most while practising surfing in Peniche? (Continue 3) ***

- A. Crowd
- B. Pollution or debris
- C. Inexperienced or disrespectful surfers
- D. Surf schools
- E. Localism
- F. Cold water/Cold weather
- G. Parking
- H. High surfboard rental costs
- I. Lack of information on each spot
- J. Other. Indicate which: (Open – Ended)

36. Select up to three factors that you believe best represent the appeal of Peniche as a Digital Nomads destination:

- A. Water sports
- B. Beaches and natural scenery
- C. History and culture
- D. Gastronomy and local cuisine
- E. Accommodations
- F. Affordability
- G. Hospitality and customer service
- H. Other. Indicate which: (Open – Ended)

Appendix 2: Script of the focus group session.

Focus Group

Objective:

The objective of this focus group script is to gain valuable observations and insights from digital nomads in Peniche in order to optimise their experience. The focus will be on exploring work-life balance, the influence of surfing, engagement with the local community, and the future prospects of digital nomadism in Peniche.

Final Goal:

By conducting this focus group, I aim to achieve the following:

1. **Identify Attraction Factors:** Understand the factors that attract digital nomads to Peniche as a remote working destination, including the natural beauty, surf spots, cultural heritage, and general appeal of the region.
2. **Explore the Role of Surfing:** Observe how surfing contributes to the well-being and work-life balance of digital nomads in Peniche. Understand the importance of the surfing community in developing relationships that allow for a "sense of belonging."
3. **Engaging with the Local Community:** To study how digital nomads actively engage with the local economy, support small businesses, and contribute to sustainable tourism in Peniche. Highlight experiences where participants feel connected to the local community through tourism-related activities.
4. **Future Perspectives:** Obtain recommendations and insights from participants on improving the digital nomad experience in Peniche. These include infrastructure, services, and community support suggestions to improve the digital nomad experience.

Target audience:

The focus group participants include digital nomads who are currently staying and working remotely in the municipality of Peniche. Their diverse backgrounds, experiences, and motivations contribute to a rich and varied discussion by providing valuable perceptions about the lifestyle of digital nomads in Peniche.

Timing:

The focus group is planned to last approximately 1 hour. This time will be divided into different sections, allowing for an approach to each specific topic related to work-life balance, surfing, tourism, local involvement, and the future prospects of digital nomadism in Peniche.

Objectives	Questions
<p>Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Welcome and introductions: Ask each participant to briefly introduce themselves, mentioning their name, background, and how long they have been in Peniche. • Icebreaker question: Set a fun question to break the ice and create a positive atmosphere, such as "Share one thing you love about being a digital nomad in Peniche." Alternatively, "Share 	<p>Introduction (5 minutes)</p> <ol style="list-style-type: none"> 1. Please introduce yourself, including your name, background, and how long you have been in Peniche as a digital nomad. 2. Let us break the ice with something that is "easy" to think of. Share one thing you love about being a digital nomad in Peniche or one unexpected challenge you have faced while working remotely here.

<p>one unexpected challenge you have faced while working remotely in Peniche."</p>	
<p>Work and Digital Nomad Lifestyle (15 minutes)</p> <ul style="list-style-type: none"> • Discuss motivations: Ask each participant what motivated them to choose Peniche as a location for their remote work and how it aligns with their digital nomad lifestyle. • Work environment: Inquire about their preferred work setup, challenges they have encountered, and how they maintain productivity while being in Peniche. 	<p>Work and Digital Nomad Lifestyle (15 minutes)</p> <ol style="list-style-type: none"> 1. What motivated you to choose Peniche as a location for your remote work? How does it align with your digital nomad lifestyle? 2. Could you describe your preferred work setup in Peniche? Have you encountered any specific challenges related to remote work, and how do you overcome them? How do you maintain productivity in this environment?
<p>Surfing and Well-being (15 minutes)</p> <ul style="list-style-type: none"> • Importance of surfing: Explore how surfing contributes to their well-being as digital nomads and its impact on work-life balance. • Impact of surf community: Explore how the surf community in Peniche has contributed to the participants' experience as digital nomads, developing connections and providing a sense of belonging. • Surf community interactions: Encourage participants to share their experiences and interactions within the surf community (including surf schools) in Peniche, highlighting any memorable moments or connections made. 	<p>Surfing and Well-being (15 minutes)</p> <ol style="list-style-type: none"> 1. How does surfing contribute to your well-being as a digital nomad? How does it impact your work-life balance? 2. In what ways has the surf community in Peniche influenced your experience as a digital nomad? How has it helped you develop connections? 3. Share any (good or bad) memorable moments or connections you have made with the surf community in Peniche, including surf schools or other individuals.
<p>Tourism and Local Engagement (15 minutes)</p> <ul style="list-style-type: none"> • Attraction to Peniche: Discuss what aspects of Peniche as a touristic destination appealed to the participants and influenced their decision to work remotely from this location, such as natural beauty, surf spots, or cultural heritage. 	<p>Tourism and Local Engagement (15 minutes)</p> <ol style="list-style-type: none"> 1. What aspects of Peniche attracted you as a digital nomad? Was it the natural beauty, surf spots, cultural heritage, or something else? 2. How would you describe the overall tourism atmosphere in Peniche? What

<ul style="list-style-type: none"> • Tourism infrastructure: Ask participants to share their thoughts on Peniche's overall tourism atmosphere, amenities, and facilities. • Supporting the local economy: Ask how participants actively engage with the local economy, support small businesses, and contribute to sustainable tourism in Peniche. 	<p>amenities/conveniences and facilities have you found available and helpful?</p> <p>3. Tell us how you actively engage with the local economy, support small businesses, and contribute to sustainable tourism in Peniche.</p>
<p>Challenges and Future Outlook (10 minutes)</p> <ul style="list-style-type: none"> • Remote work challenges: Explore the specific challenges participants have encountered while working remotely in Peniche and how they have addressed them. • Future of digital nomadism in Peniche: Ask participants to share their suggestions and recommendations for enhancing the digital nomad experience in Peniche, whether related to infrastructure, services, or community support. 	<p>Challenges and Future Outlook (10 minutes)</p> <p>1. Looking ahead, what do you see as the future of digital nomadism in Peniche? Are there any areas for improvement or available opportunities that you believe could enhance the digital nomad experience here?</p> <p>2. Share your suggestions and recommendations for enhancing the digital nomad experience in Peniche. These could include improvements to infrastructure, services, or community support.</p>
<p>Wrap-up and Conclusions (5 minutes)</p> <ul style="list-style-type: none"> • Summarize the key points discussed and thank all participants for their valuable insights. • Ask if anyone has any additional thoughts, questions, or comments they would like to share. 	<p>Wrap-up and Conclusions (5 minutes)</p> <p>1. Summarize the key points discussed during the focus group, highlighting the insights shared by the participants. Thank everyone for their valuable contributions.</p> <p>2. Be open to any final thoughts, questions, or comments that participants would like to share.</p>

Appendix 3: A flyer was made by the author to promote answers to the survey.

Digital Nomads/Remote Workers - Survey - 10 Minutes -

 **POLITÉCNICO
DE LEIRIA** ESCOLA SUPERIOR
DE EDUCAÇÃO
E CIÊNCIAS SOCIAIS

The data will be used in a
Masters Thesis about Digital Nomadism
in Peniche

- Individuals who combine work with travel -

Scan the QRCode to Participate!



The survey has 7 pages but
it's faster than it looks!!!

Appendix 4: The author made a flyer to gather participants for the focus group session.

Digital Nomads/Remote Workers - Group Interview -



Masters Thesis Focus Group
for

- Individuals who combine work with travel -

The Focus Group is a kind of Group Interview that helps understand the motivations behind the decision making and help get future insights for Peniche.

Location: University in Peniche (ESTM)

Date: 26/01/2024 - This Friday.

Time: 18h

Contact: +351 936 411 634

Appendix 5: Demographic Characteristics gathered by the survey. Of Digital Nomads made by SPSS.

		Count	Table N %
Indicate for how long you have been a digital nomad:	Less than 1 Year	38	33.0%
	In between 1 to 3 Years	50	43.5%
	Between 3 to 5 Years	19	16.5%
	More than 5 Years	8	7.0%
Indicate which gender you identify as:	Female	63	54.8%
	Male	51	44.3%
	Prefer not to disclose	1	0.9%
Indicate which group age you belong:	18 - 24 Years	11	9.6%
	25 - 34 Years	70	60.9%
	35 - 44 Years	30	26.1%
	45 - 54 Years	3	2.6%

	55 - 64 Years	1	0.9%
Marital status:	Divorced	2	1.7%
	Married	7	6.1%
	Single	104	90.4%
	Widowed	2	1.7%
Indicate how many children do you have:	1	4	3.5%
	2 - 4	4	3.5%
	None	107	93.0%
Indicate which is your academic qualification:	Bachelor's degree	35	30.4%
	Doctorate	1	0.9%
	High school graduate, diploma, or the equivalent	7	6.1%
	Master's degree	56	48.7%
	PhD degree	6	5.2%
	Professional Degree	3	2.6%
	Some college credit, no degree	3	2.6%
	Some high school, no diploma	3	2.6%
Indicate in which area is your academic qualification:	Trade/Technical/Vocational training	1	0.9%
	Applied Sciences	13	11.6%
	Formal Sciences	6	5.4%
	Humanities	13	11.6%
	Information Technology	17	15.2%
	Interdisciplinary Sciences	2	1.8%
	Natural Sciences	7	6.3%
	Social Sciences	42	37.5%
Indicate in which area you hold professional qualifications:	Visual Arts and Digital Media	12	10.7%
	Academic qualifications	41	35.7%
	On-the-job experience	15	13.0%
	Professional certifications	26	22.6%
	Regulatory certifications	1	0.9%

	Soft skills and personal development certification	23	20.0%
	Technical and vocational qualifications	9	7.8%
Select the option that best describes your current employment status:	Business owner	21	18.3%
	Employed Full-Time	60	52.2%
	Employed Part-Time	17	14.8%
	Freelancer	11	9.6%
	Seeking opportunities	6	5.2%
Select the sector that best describes your current profession:	Arts, Media, and Entertainment	16	13.9%
	Business and Financial Services	18	15.7%
	Cryptocurrency trading	4	3.5%
	Education	6	5.2%
	Government and Public Administration	3	2.6%
	Healthcare and Social Assistance	2	1.7%
	Hospitality and Tourism	4	3.5%
	Human resources	1	0.9%
	Information Technology	31	27.0%
	Research and Development	11	9.6%
	Sales and Marketing	18	15.7%
	Transportation and Logistics	1	0.9%
In which region of the council of Peniche have you stayed, or are you currently staying?	Atouguia da Baleia	6	5.2%
	Baleal (a specific area within Ferrel)	29	25.2%
	Ferrel	57	49.6%
	I'm just staying for the day	0	0.0%
	Peniche	19	16.5%
	Serra d'el Rey	4	3.5%
Indicate your nationality:	Australian	1	0.9%
	Belarusian	3	2.6%
	Belgian	1	0.9%
	Belgium	1	0.9%
	Brazilian	1	0.9%

British	2	1.7%
Canadian	2	1.7%
Czech	10	8.7%
Danish	3	2.6%
Dutch	8	7.0%
Ecuadorean	1	0.9%
English	1	0.9%
French	7	6.1%
German	29	25.2%
Hungarian	2	1.7%
Italian	5	4.3%
Latvian	2	1.7%
Lithuanian	1	0.9%
New Zealander	1	0.9%
Peruvian	1	0.9%
Polish	8	7.0%
Russian	3	2.6%
Slovak	2	1.7%
Slovenian	2	1.7%
Spanish	4	3.5%
Swedish	3	2.6%
Swiss	4	3.5%
Ukrainian	5	4.3%
Uruguayan	1	0.9%
Vietnamese	1	0.9%