Understanding Digital Nomads' Perceptions of Turkey: A Qualitative Exploration for Destination Strategy Development

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Abstract

This study investigates the perceptions and lived experiences of digital nomads in Turkey to identify the country's strengths, weaknesses, opportunities, and threats as a potential digital nomad destination. Using a qualitative research design grounded in phenomenology, in-depth interviews were conducted with 19 digital nomads from diverse nationalities who either visited or resided in Turkey.

Data were collected through semi-structured interviews and analyzed using content analysis techniques. Key themes that emerged include affordability, cultural richness, hospitality, and climate as prominent pull factors. However, challenges such as visa procedures, bureaucratic inefficiencies, inconsistent internet access, and the need for better coworking infrastructures were frequently mentioned as barriers to long-term stay and satisfaction.

Findings from this research were used to inform a stakeholder workshop held in February 2025, where insights from digital nomads were combined with expert evaluations through SWOT and PESTEL analyses. The outcome was a set of strategic recommendations aimed at enhancing Turkey's image and competitiveness in the global digital nomad economy.

This study contributes to the understanding of place perception in tourism marketing and offers guidance for policymakers seeking to tailor destination strategies to meet the expectations of this emerging traveler profile.

Keywords

Digital nomads, Turkey, qualitative research, tourism marketing, place perception, destination strategy.