

THE IMPACT OF HEALTHCARE SERVICES ON DECISION MAKING IN CHOOSING THAILAND FOR A DIGITAL NOMAD DESTINATION

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ABSTRACT

The tourism industry has grown tremendously in Thailand. Promoting the tourism industry in Thailand is therefore very important to the Thai economy. In addition to business and pleasure visitors, digital nomads could potentially contribute to the growth of the travel sector and the economy. The aim of this study was to understand the driving forces behind their motivations for traveling to Thailand and determine the basic service needs of digital nomads, particularly healthcare-related factors. The study conducted an online survey of 115 digital nomads in Thailand to assess the demographic characteristics, tourism behavior, and influencing factors of this group for visiting Thailand. The results show that the overall level of satisfaction with Thailand was high because most of these visitors were still captivated by Thai culture, delicious food, the low cost of living, and Thailand's gorgeous natural features. Regarding healthcare services, two areas of concern were identified: access to affordable medical services and modern medical facilities. The results can be used to suggest changes or improve needed for relevance policies to promote Thailand as a global hub of digital nomads.

Keywords: Healthcare, Digital Nomad, Decision Factor, Tourism, Thailand.

1. INTRODUCTION

In recent years, the Digital Nomad has emerged as a new working style that has gained appeal. Information and communication technology (ICT) is being used by people to work and communicate with their workers and customers while living in exotic locations and generating income for the local community.

Many countries attract digital nomad tourists to their countries. One of the programs to promote digital nomading is giving appropriate visas. At the moment, 41 nations provide digital nomad visa programs, with more on the way. Georgia, Croatia, the Czech Republic, Estonia, and Iceland are among them [1].

Thailand is one of the most popular destinations for tourism. Many surveys and polls regularly list Thailand as

the top destination, particularly Bangkok, Chiang Mai, and Phuket. In addition to pleasure tourism, medical tourism is becoming increasingly popular [2, 3]. Healthcare is one of strong advantage of Thailand. Thailand was ranked fifth in the most recent Global Health Security Index, behind the United States of America, Australia, Finland, and Canada a one-position increase over the previous 2019 report [4, 5].

Combining the advantages of Thai medical and healthcare services with other factors could differentiate Thailand in drawing attention from digital nomad travelers. The new economic and tourism opportunity for Thailand is to attract digital nomads from all over the world. This study aims to investigate factors contributing to decision making in choosing digital nomading destinations. The results can be used to inform policymakers to promote Thailand as a destination for digital nomads.

2. RELATED LITERATURES

2.1 Digital Nomads

Digital Nomads are self-sufficient workers who choose to live anywhere and everywhere. It allows them to work from anywhere in the world. Makimoto and Manners (1997) defined "digital nomads" as a group of people who work remotely from anywhere [6]. In Mouratidis (2018), the term "digital nomad" refers to members who wander from one place to another without limits [7]. People will choose to live a nomadic lifestyle (wandering from one place to another and constantly moving), and technology will be the main reason for this. Because of advancements in mobile technology and high-speed internet, they frequently relocate. They work in coffee shops, workspaces, or public libraries, relying on wireless Internet devices such as smartphones and mobile hotspots to work anywhere they need it.

They frequently seek basic human needs or lodging. So, they can work remotely while also attending events. For example, high-speed internet, great tourist attractions, coworking space, and low living costs [8]. Many reasons exist for freelancers to become digital nomads. As remote work becomes more common online, people are beginning to see the benefits. Contractors must be discreet. According to MBO Partners' 2020 State of Independence research, 10.9 million Americans now identify as digital nomads, up 49% from 2019 [9]. Although the number of American digital nomads will grow, global population

estimates are uncertain. Due to the lack of a global digital nomad census, it is difficult to determine how many there are. Moreover, many digital nomads do not identify as such or are only nomadic for a few months each year. The number of digital nomads is clearly increasing. Every year, more remote working and entrepreneurship conferences spring up, and more companies run entirely online.

Many people are considering becoming digital nomads. According to a study of over 5,500 virtual knowledge workers, 66% believed that working remotely increased their productivity due to fewer interruptions from colleagues, other distractions, and reduced stress associated with commuting [10]. Unintentionally becoming a digital nomad can also occur when a contract or visa expires. Generally, an accidental digital nomad bootstraps and relocates to less expensive locations in order to build a business while simultaneously expanding global and online networks without regard to money [11].

Thailand's cities are regularly rated as top tourist destinations by various media outlets. This is a great chance for Thailand to promote digital nomadism, which will help both the tourism industry and the economy.

2.2 Tourism Industry of Thailand

Tourism is the introduction of tour-related services such as transportation, food, lodging, and other tour-related services. It operates for profit and requires a substantial amount of labor and expenditure by utilizing a variety of technological strategies, planning, scheduling, and promotion to represent a diverse range of businesses. Tourism is inextricably linked, both directly and indirectly.

The tourism industry refers to any activity involving the temporary relocation of people to locations other than their usual residences. It is one of the world's largest industries, and many nations' economies are heavily reliant on tourism. Additionally, it is a diverse industry, encompassing the hotel industry, the transportation industry, and a variety of other industries or sectors. It is critical to understand that the tourist industry is intrinsically linked to movement between locations, not just for leisure, but also for business and certain other travel motivations [12].

Tourism provides a plethora of benefits, including economic benefits for countries that attract large numbers of visitors as a result of the money spent not only on their stay but also on local businesses. Additionally, it supports a sizable number of jobs in the transportation and hospitality industries, among others. Additionally, tourism has the potential to strengthen ties between nation-states or businesses, to generate opportunities for entertainment and recreation, and to boost the value of a currency. It may also facilitate cultural exchanges while benefiting tourists' happiness, well-being, and education.

Thailand is one of the countries that values tourism highly due to the economic, social, cultural, and environmental benefits it provides. In recent years, the economic position has become one of the most prominent in the tourism industry [13]. Tourism is one of a priority

for the government because it generates significant revenue, particularly through the inflow of foreign currency into the country's economy [14]. Thailand's tourism business has steadily grown in recent years prior to the Coronavirus pandemic [15]. According to a global tourism survey, Thailand is the eighth most visited country in the world in terms of international visitors and the fourth most profitable in terms of tourism revenue, trailing only the United States, Spain, and France in terms of tourism revenue [16].

However, the Coronavirus pandemic is affecting the travel industry globally, most notably in popular travel destinations such as Thailand. In both 2020 and 2021, both the number of travelers and revenue decreased significantly. Thailand needs a new growth engine for tourism, and digital nomadism is one possible solution. In order to attract digital nomads, we must first understand their decision factors, their lifestyle, their requirements, and their tastes. As a result, we can develop recommendations for policymakers and businesses on how to respond to the needs of digital nomads.

2.3 The factors in deciding on a digital nomad destination

There are numerous lists of decision-making factors. A review of relevant literature was conducted, along with primary data collection for digital nomad social networks and forums, in order to formulate the study.

The startup earning money regardless of location of digital nomads has the issue of those who launch digital nomads, with some of them not knowing where to go first or where is the best. There are numerous countries and cities of interest to digital nomads, but the variables that affect their decision as to which are better for them or which are not the easiest choices to begin this lifestyle are numerous.

An expert in digital nomading has compiled best location for digital nomads to live and factors influencing their decision in choosing their destination [17]. There are 10 components:

1. Climate / Season

Climate can be a critical criterion. Certain individuals, for example, could not spend an extended period of time in a colder climate. Certain people are absolute heat lovers and feel most at ease when the temperature is nice and warm. Others are unconcerned about cold and windy days. Certain individuals prefer snow-covered winter regions. It's all about their preferences.

2. Internet

The Internet is critical for remote work that is internet-dependent. While it's truly remarkable how many regions of the world have excellent WIFI coverage, there are also many with extremely poor internet connectivity.

3. Visa

It is useless to promote digital nomadism if people cannot obtain a visa or obtain one with difficulties. An appropriate visa scheme tailored for digital nomads could attract those who wish to live in the country.

4. Costs of Living[18]

When some individuals are new to the digital nomad lifestyle, their financial resources may be limited. Finding a way to generate a sufficient income on a consistent basis is not easy for everyone.

5. Accommodation and Finding rentals

The majority of digital nomads keep their costs down by working from low-cost locations. Nonetheless, they frequently serve customers who live in higher-wage labor markets. As a result, digital nomads need a variety of housing options.

6. Digital Nomad Community

Another factor that contributes to a desirable location for digital nomads is the existing community. Although, they are not required to surround themselves with other digital nomads. However, when they are new to this lifestyle, it can be beneficial for them to occasionally meet like-minded individuals, exchange experiences, and offer support.

7. Food Options

Food is a crucial factor. For instance, a six-month stay in India may not be the best option for those who dislike spicy food. Some individuals are unable to ingest certain foods due to a medical condition, not because they detest their taste. Or, if they are vegan, regions that mainly rely on dairy and meat will not be able to sustain them for more than a few weeks.

8. Healthcare

In case they suffer from any kind of disease or condition, they will have to plan that in, too. Is it necessary to search it on a daily basis for something? Is there any assistance in the country to which they are traveling? Digital nomads will research healthcare options before relocating to a foreign country.

9. Things To Do

Potential areas of interest also influence their decision on where to move next. What can they do there? Do they like museums and theatres? Maybe they like the outdoors and want to be near mountains to hike or the ocean to surf. After all, they intend to relocate not only to work but also to learn about the local culture. Some event or other enjoyable activity that makes traveling there less tedious.

10. Local Culture

Digital nomads are open to all cultures. They enjoy learning about different mindsets, how people think and act, and how it affects their daily lives. It fascinates them.

11. Safety

The most popular cities for nomads are perfectly fine as their mentalities are usually very modern and open-minded. However, that doesn't mean that there aren't places out there that they consider as the perfect digital nomad place for them and that isn't the safest choice to make. In addition to apparent concerns like as civil conflicts and terrorist attacks, the region may also have major problems with violence against women. Some people might not want to go there as a female solo nomad.

2.4 Related works

Bali was considered one of a destination for digital nomad [19, 20]. According to a digital nomad factor study in Bali, the digital motive of nomad tourists visiting a location has two common push factors: working related material and expanding network. While there are three main pull factors that entice digital nomad tourists to visit, they include inspirational destinations, supportive places to stay and work, and entertaining activities [18]. Digital nomads in Bali preferred destinations that encourage them and collaborate in an area in which they specialize. In addition, a field study in Bali also revealed the relevance of assisting people in their professional development when deciding where to live [21]. This enables the Indonesian government to improve business analysis of the digital essence of the digital nomads in order to implement new specific solutions adapted to the needs of this market.

3. RESEARCH METHODOLOGY

The primary goals of this research are to better understand the behaviors and decision-making factors of globally dispersed digital nomads. An online questionnaire method was chosen to collect data from digital nomads all over the world. The online questionnaire was constructed using relevant literature and current issues, and it was distributed via a social network and a digital nomad forum. Respondents' demography, type of work, living styles, spending, behavioral preferences, and decision factors were used to analyze the collected data.

3.1 Research Design

The purpose of this study is to collect for further exploration on digital nomads interested in visiting Thailand, their travel behavior and experiences, and the factors they consider when choosing a digital nomad destination. In this study, an online survey method was chosen in order to reach the global target audience in a short amount of time. A questionnaire was created to investigate the issues presented. The questionnaire was developed based on questions discovered in the appropriate literature and discussed in the real world. The motivation that inspired them to be digital nomads [21]. The choice of group-type options in questionnaires shows how digital nomads work based on the variety of answers [18], as well as the fact that question sets were made by scanning and collecting the most frequently asked questions from different social media and forums of digital nomads who have been to Thailand or plan to go there.

The questionnaire was divided into three sections, as follows.

- 1) Digital nomads' demographics and general information
- 2) Travel behaviour and experiences as digital nomads in Thailand

3) Factors influencing the decision to be a digital nomad in Thailand

3.2 Data collection

Survey Monkey was selected as the platform on which to create the questionnaire. The questionnaire was distributed via social media and forum websites such as digitalnomadis.com, a pertinent Facebook group, LinkedIn, a Telegram group, etc. Figure 1 depicts the sample group social media or forum to be surveyed. The questionnaire was distributed between August and December of 2021. Following the above period, 115 digital nomads completed the questionnaire for this study.

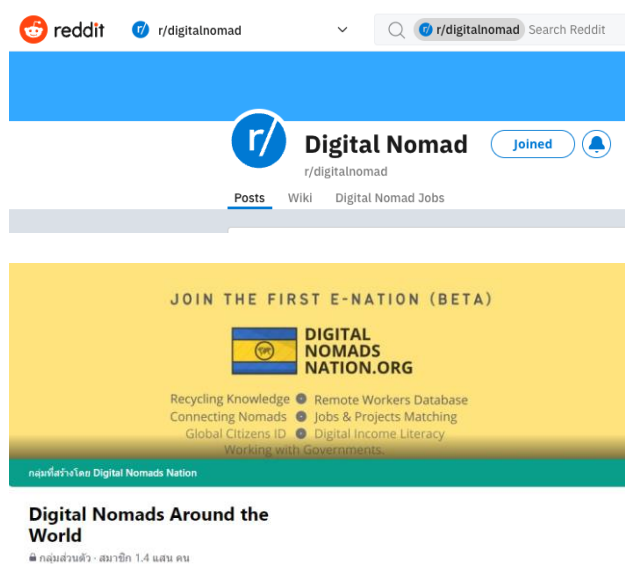


Figure 1. The sample in Reddit and Facebook group

3.3 Data Analysis

Data was gathered from the questionnaires completed by digital nomads who have traveled to or plan to travel to Thailand. The researcher utilized the software to calculate various statistics and examine the numbers and averages. Demographic data includes gender, age, nationality, highest level of education, average monthly income, and work of digital nomads. Data analysis of behavior and experiences while commuting to and from work in Thailand includes the total of days visited, the duration of stay, who they stayed with, and how much money they spent. Data analysis of factors influencing decision making as nomads in Thailand include motivations, transportation, accommodation, food and restaurants, safety, information and services, and healthcare services. The averages and standard deviation are computed and summarized by statistical analysis.

In addition, A comparison of the different Healthcare factors with Age groups was performed to compare each of the healthcare factors when there were more than 2 classes with mean variations. An interpretation of the data in the

questionnaire was to contrast the mean when there was a different age for the study. The researchers used LSD (Least Significant Difference), including One ANOVA: Post Hoc Multiple Comparisons.

4. RESULTS

In this section, we describe the results of the questionnaire survey on the topic "Digital Nomads in Thailand". The researcher has gathered data from a group of 115 samples by using an online questionnaire dissemination system for over one month. In addition, the researcher has organized the results into 4 sections: participants, living in Thailand, factors to consider when selecting a nomadic destination, and healthcare service factors.

4.1 Participants

The characteristics of respondents included gender, age, nationality, the highest level of education, average monthly income, type of digital nomads, and inspiration or starting point for becoming a digital nomad based on the data obtained from the research. Statistical software via SurveyMonkey was used to carry out a descriptive analysis to find out the frequency and the percentage.

Table 1 Basic Information of Respondents (N=115)

Demographic characteristics		%	N=115
Gender	Male	71.30%	82
	Female	22.61%	26
	LGBTQ+	6.09%	7
Age (Years old)	20-29 years	21.74%	25
	30-39 years	47.83%	55
	40-49 years	15.65%	18
	50+ years	14.78%	17
Nationality as per continent	Africa	0.87%	1
	Asia	9.57%	11
	Europe	51.32%	59
	North America	25.22%	29
	Oceania	11.31%	13
Education Level	South America	1.74%	2
	Undergraduate	5.22%	6
	Some college credit, no degree	19.13%	22
	Professional degree	7.83%	9
	Bachelor's degree	40.00%	46
Marital status	Master's degree	23.48%	27
	Doctorate degree	4.35%	5
	Single	70.43%	81
	Married	17.39%	20
	Widowed	2.61%	3
Monthly Income (USD)	Divorced	6.96%	8
	Separated	2.61%	3
	Below 1,000 USD	6.96%	8
	1,001-5,000 USD	53.04%	61
	5,001-10,000 USD	21.74%	25
	Over 10,001 USD	18.26%	21

Demographic characteristics		%	N=115
Type of digital nomads	Back-end Developer	6.09%	7
	Blogger	8.70%	10
	Business Developer	11.30%	13
	Consultant	6.09%	7
	Creative Illustrator	6.09%	7
	Digital Marketing	13.04%	15
	Media Entrepreneur	6.09%	7
	Online Teacher	13.04%	15
	Other (please specify)	6.09%	7
	Photographer	6.09%	7
	Programmer	27.83%	32
	Remote employee	43.48%	50
	Retired	1.74%	2
	Social Media Influencer	4.35%	5
	Social Volunteer	5.22%	6
	Trader	2.61%	3
	Translator	1.74%	2
	Travel Agency	2.61%	3
	Vlogger	6.09%	7
	Writer	13.04%	15
	Youtuber	11.30%	13

Most of the respondents were males (71.30%) with 82 people, females (22.61%) with 26 people, and LGBTQ+ (6.09%) with 7 people. This may be because women face constraints while traveling abroad alone or because they do not work in a field that permits travel. The age column suggests that the bulk of digital nomads (47.83%) are between the ages of 30 and 39, with 55 persons, 20-29 years (21.74%) with 25 individuals, and 40-49 years (15.65%) 18 people, the rest are those over 50 years and under the age of 20.

Regarding to their national, more than half of respondents were in Europe 59 people, accounted for 51.32% of the total samples, North America 29 people, or 25.22%, Oceania 13 people. Nearly half of respondents have a bachelor's degree, with 46 persons accounting for 40%. There were 27 respondents with a master's degree, accounting for 23.48%, and 22 respondents with Some college credit, no degree, accounting for 19.13%. Most respondents are singles. Singles received the most responses, accounting for 70.43% of 81 respondents, 17.39% of 20 married individuals, and 6.96% of 8 divorced people. Most singles may feel more at ease traveling and working throughout the world than families.

About their earnings, more than half of the income of the respondents are in the range of 1,001-5,000 USD accounts for 53.04% with 61 people, followed by income in the range of 5,001-10,000 USD accounting for 21.74% with 25 people, income in the range of Over 10,001 USD accounting for 18.26% with 21 people, and income below 1,000 USD accounting for 6.96% with 8 people of the total sample.

In regard to their works, the top three occupations for respondents were (1) Remote Employee (43.48%, 50 individuals), (2) Programmer (27.83%, 32 individuals),

and (3) Online teacher, Digital Marketing, and Writer (13.04%, 15 individuals for each).

4.2 Living in Thailand

This section presents the findings from the behavior and lifestyle of Thailand's digital nomads, who account for 90.43 percent of the total sample group of 104 people. by estimating the percentage of the respondents that possess each characteristic.

Table 2 Average behavior and lifestyle characteristics of Thailand's digital nomads.

Behaviors/Lifestyle characteristics		%
Times of visiting Thailand	1 time	11.54%
	2-4 times	25.64%
	5-7 times	14.10%
	Above 8 times	15.38%
	Long stay	33.33%
Length of stay in Thailand	less than 7 days	3.85%
	2 weeks	6.41%
	3 weeks	3.85%
	1 month	6.41%
	2-3 months	15.38%
	4-6 months	11.54%
	7-12 months	10.26%
	Over 1 year	42.31%
The person accompanying the trip to Thailand	Alone	64.10%
	With family	6.41%
	With friends	6.41%
	With partner	20.51%
	Other (please specify)	2.56%
Favorite seasons in Thailand	Winter	75.64%
	Summer	41.03%
	Rainy	32.05%
Average monthly expense	Below 500 USD	2.56%
	501-1,000 USD	23.08%
	1,001-1,500 USD	23.08%
	1,501-2,000 USD	28.21%
	2,001-2,500 USD	7.69%
	Over 2,501 USD	15.38%
	Other (please specify)	1.28%
Preferred accommodation	Resort	7.69%
	Relatives/Friend's house	10.25%
	Hostel	11.54%
	Guest House	15.38%
	Villa	24.36%
	Hotel	29.49%
	Rented House	34.61%
	Apartment/Condominium	69.23%

Thailand's digital nomads work and travel lifestyle in Thailand. The first question from Table 2 is, "How many times have you been to Thailand?" The one third of respondents (33.33%) resided in Thailand or had visited Thailand 2-4 times, accounting for 25.64%. Most of the respondents stayed in Thailand for more than a year each time they visited. The answer is 42.31%, which matches the first question. The second position is around 7-12 months per time, accounting for 10.26 %, and less than 7 days per time, accounting for 3.85 %, which is the period in which the least length of time was lived in Thailand.

In Thailand, 64.10% of digital nomads traveled alone, 20.51% traveled with partners, and others traveled with family or friends (6.41%). Winter was their favorite season

in Thailand, accounting for 75.64%, followed by summer (41.03%), and the rainy season (32.05%).

In terms of monthly expenditures, they spend money in Thailand on food, water, and lodging, among other things. The majority of them spend on 1,501-2,000 USD accounted for in Thai currency at 50,000 baht to 66,000 baht on average 28.21% sample and costs during 501-1,500 USD accounted for in Thai currency at 16,000-50,000 baht on average 28.21 percent of the total sample on average, 23.08 percent of the total sample.

Regarding accommodation, they choose predominantly apartments or condominiums, accounting for 69.23% of all responses. The rental house came in second with 34.61% and resorts with 7.69 %.

4.3 Factors to Consider when Selecting a Nomadic Destination

Thailand's digital nomads are motivated by a variety of factors. The report on the levels of satisfaction and recommendations of digital nomads in Thailand by examining all seven data areas: Motivations, Transportation, Accommodation, Food/Restaurant, Safety, Information and services, and Healthcare.

Table 3 is a summary of the means and standard deviations for factors influencing the decision to be a digital nomad in Thailand from the 7 factors section. The factors ranged from the highest mean score of 4.08 to the lowest mean score of 3.11. The scores were clustered around a 1.21 standard deviation. The majority of the factors inspire digital nomads to visit Thailand. The rankings are as follows: (1) safety, (2) food/restaurant, (3) accommodation, (4) motivation, (5) transportation, (6) healthcare, and (7) information and services.

Table 3 The mean, and standard deviation (S.D.) of the factors that influence the decision to be a digital nomad in Thailand are summarized.

The factors that influence the decision to be a digital nomad in Thailand	Average	S.D.
Motivations	3.73	1.23
Transportations	3.58	1.25
Accommodations	3.81	1.16
Food/Restaurant	4.03	1.09
Safety	4.08	1.03
Information and services	3.11	1.29
Healthcare	3.43	1.24
Summary	3.73	1.21

Note: Scale: 1 = Minimum, 2 = Somewhat, 3 = Neutral, 4 = Fairly, 5 = Maximum

4.4 Healthcare Services Factors

The affordability and high quality of Thai healthcare services distinguish Thailand from other destinations. Further details were investigated to better understand the point of view of digital nomads. The necessity of health care continues to be a major consideration for digital nomads when deciding where to live [8]. The researchers

also discussed good medical services, affordable medical services, modern medical equipment, and public health services in connection to Thailand's present COVID-19 outbreak condition in this survey.

Table 4 The number, mean, and standard deviation (S.D.) of healthcare factors that influence the decision to be a digital nomad in Thailand, classified by item.

Health Care	5	4	3	2	1	Average	S.D.
• Good medical services such as dental clinics.	29	17	26	4	7	3.69	1.22
• Affordable medical service	23	25	26	4	5	3.69	1.10
• Modern medical equipment	28	22	22	5	6	3.73	1.21
• COVID-19 pandemic management	13	9	22	11	28	2.61	1.44

Note: Scale: 1 = Minimum, 2 = Somewhat, 3 = Neutral, 4 = Fairly, 5 = Maximum

Table 4 lists the average and standard deviation of the variables of respondents' digital nomads in Thailand. The highest mean of healthcare factors, "Modern medical equipment" was 3.73 standard deviation 1.21, indicating that medical equipment was a significant influence in service selection. Meanwhile, the mean for "Good medical services such as dental clinics" was 3.69 standard deviation of 1.22, indicating that respondents were satisfied with medical services, as was the mean for "Affordable medical service" at 3.69 standard deviation of 1.10. Note that COVID-19 pandemic management was rated quite low compared to other factors. This may be caused by the fact that the questionnaire was filled close to the peak of the first wave of the pandemic.

4.4.1 Factors Analysis of Healthcare & Age group

The ANOVA was used to evaluate how different demographic categories of digital nomads had varied features that impact their decision to become digital nomads in Thailand. The researcher described the testing as follows: Age was the dependent variable, while health care was the independent variable.

Table 5 Comparisons between Healthcare factor and age group

Health Care		DF	F	P
• Good medical services such as dentist clinics.	Between Groups	3	1.80	0.15
	Within Groups	78		
	Total	81		
• Affordable medical service	Between Groups	3	2.85	0.04*
	Within Groups	78		
	Total	81		

• Modern medical equipment	Between Groups	3	3.37	0.02*
	Within Groups	78		
	Total	81		
• COVID-19 pandemic management	Between Groups	3	0.24	0.87
	Within Groups	78		
	Total	81		
• Summary of Healthcare	Between Groups	3	1.61	0.19
	Within Groups	78		
	Total	81		

*P value < 0.05

According to Table 5 of the One-Way ANOVA results, the varied age groups of the respondents revealed no significant differences with healthcare factors based on the overall health factor score ($F=1.61$, $P=0.19$). While the difference in age and healthcare factors was shown to be significant differences in the section 'Affordable medical service' ($F=2.85$, $P<0.04$) and 'Modern medical equipment' ($F=2.78$, $P<0.02$). Both were statistically significant at the 0.05 level.

Table 6 Average and compare each pair difference by using Least Significant Different (LSD) between age group and healthcare factors in the 'Affordable medical service'.

• Affordable medical service	Average	Age Group			
		20-29 Years	30-39 Years	40-49 Years	50+ Years
20-29 Years	4.17	-	0.64*	0.59	-0.24
30-39 Years	3.37		-	-0.05	-0.86*
40-49 Years	3.69			-	-0.84
50+ Years	4.40				-

Note: * The mean difference is significant at the 0.05 level.

In table 6 discovered that the Least Significant Difference (LSD), To test between age group and healthcare factors in section 'Affordable medical service', which summarizes the respondents in the age group of 20-29 years, has a higher medical cost concern than the respondents in the age group of 30-39 years. Furthermore, respondents over the age of 50 are more medical cost concern than those between the ages of 30 and 39 by significant at the 0.05 level.

Medical services cost, on the other hand, are less impact for digital nomads aged 30-39 than for those aged 20-29 or over 50.

Table 7 Average and compare each pair difference by using Least Significant Different (LSD) between age group and healthcare factors in the 'Modern medical equipment'.

• Modern medical equipment	Average	Age Group			
		20-29 Years	30-39 Years	40-49 Years	50+ Years
20-29 Years	4.14	-	0.80*	0.47	-0.23
30-39 Years	3.39		-	-0.33	-1.03*
40-49 Years	3.69			-	-0.71
50+ Years	4.40				-

Note: * The mean difference is significant at the 0.05 level.

The Least Significant Difference (LSD) between age group and healthcare factors in section 'Modern medical equipment' discovered that age groups showed $P<0.05$ significant differences. The distinction is that the 20-29 years group had higher concern than the 30-39 years group, while the over 50 years group had higher concern than the 30-39 years group that means digital nomads 20-29 years group and over 50 years group viewed important factor healthcare on the section 'Modern medical equipment' influencing their decision to travel to Thailand more than any other age group.

5. CONCLUSION AND DISCUSSIONS

5.1 Summary of Findings

Firstly, a Survey of 115 digital nomads in Thailand shows that 43.48 percent of respondents are equipped with digital expertise skills and knowledge. Most of their minimum education is at the bachelor's level, and the average monthly income is between \$1,000 and \$5,000 USD. When asked why they wanted to become a digital nomad, the majority said they wanted to travel, work autonomously, have a relatively high monthly income, and see business opportunities. Which, many respondents have been lived in Thailand, and many of them stayed for more than a year, frequently traveling with business partners. And overall, the influencing elements in selecting to visit Thailand are good, as most of these visitors are still attracted by Thai culture, and Thailand's natural attractions continue to be effective.

The results provide an overview of the digital nomading population in Thailand. Nearly half of them stay in Thailand for more than one year, and a few of them stay in Thailand for less than one month. The majority of them travel alone, and one fifth travel with a partner. The most preferred season is winter, and the preferred accommodations are rented apartments and condominiums. Those findings are in line with those obtained through the recent digital nomad study in Bali [21]. The profiles of digital nomads from the past can be used for more advertising or promotion planning.

The most significant factor in choosing a destination is safety. In addition to physical safety from law enforcement, healthcare can play a major role in supporting safety. For example, healthcare services can save lives from an accident or illness. Thus, the importance

of health care remains a crucial issue for digital nomads when determining where to reside [8]. This study reveals healthcare issues that concerned by the digital nomad, medical service cost and high standard of medical equipments. Providing affordable medical service while promoting high standard of healthcare service along with other factors could potentially drawn more digital nomad to Thailand.

5.2 Limitations

Considering the time constraints and a serious COVID situation in Thailand during the 2020-2021 timeframe, the survey was conducted during a COVID pandemic in which some countries will be closed, and residents will be unable to travel. Several respondents expressed concern and apprehension about traveling to Thailand. As a result, the situation had an impact on their response.

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