

Digital Nomad Potential in Tetebatu Tourism Village: A Swot Analysis

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Article History	Abstract
Received: 20 April 2026 Accepted: 05 June 2026 Published: 27 June 2026	<p><i>The accelerated growth of remote work has precipitated a surge in digital nomadism, engendering novel opportunities for destinations that are conducive to supporting location-independent professionals. The present study employs a qualitative descriptive approach to examine the potential of Tetebatu tourism village in East Lombok, Indonesia, to develop as a rural digital nomad destination. The data presented herein was collected through a combination of semi-structured interviews with international visitors, field observations, and document analysis. The analysis was conducted utilizing a SWOT (Strengths, Weaknesses, Opportunities, Threats) framework. The findings indicate that Tetebatu possesses significant strengths, including scenic natural landscapes, cultural authenticity, community hospitality, and relatively stable internet connectivity. Nevertheless, structural limitations, including the absence of co-working spaces, limited English proficiency, inadequate transportation infrastructure, and national regulation (visa) constrain its implementation. Externally, the global rise of remote working and increasing demand for sustainable rural tourism present substantial opportunities, while competition from established hubs, environmental risks, and regulatory uncertainties remain key threats. This study contributes to the literature by extending the analysis of digital nomadism beyond an urban context and highlighting the role of rural destinations in the development of sustainable tourism.</i></p> <p>Keywords: digital nomad, tetebatu, development, SWOT</p>



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INTRODUCTION

The tourism industry has undergone significant transformations in recent decades, precipitated by technological advancements, globalization, and shifts in employment patterns. One of the most significant developments is the rise of digital nomadism, a lifestyle trend in which individuals utilize digital technology to work remotely while travelling across multiple destinations (Olga, 2020). While early research frames digital nomadism primarily as a lifestyle enabled by mobility and flexible work, more recent studies increasingly conceptualize it as a structurally significant phenomenon reshaping tourism system. The existing literature highlights that digital nomads combine work and mobility by engaging in economic activities that are facilitated by reliable internet access and flexible employment arrangements. However, there is an ongoing debate about whether this group constitutes a distinct tourism segment or is an extension of long-stay or lifestyle tourism. For example, some scholars emphasize their contribution to local economies through longer stays and higher cumulative spending, while

others question the sustainability of these impacts, particularly with regard to housing markets and community displacement.

Recent empirical studies suggest that digital nomadism significantly alters travel behaviors, characterized by longer stays, deeper engagement with host communities and hybrid consumption patterns that blend everyday living with tourism activities (Koll et al., 2025). Nevertheless, these findings are not universally consistent. While some research reports positive economic spillovers and opportunities for destination diversification, other studies highlight tensions between digital nomads and local residents, particularly in destinations experiencing overtourism or limited infrastructure capacity.

In the field of tourism and hospitality studies, there has been an emerging focus on the characteristics, motivations, and behaviors of digital nomads. Research in this area has begun to explore how coworking and co-living environments support nomadic lifestyles and contribute to the attractiveness of destinations for this demographic (Chevtaeva & Denizci-Guillet, 2021). Systematic literature reviews also indicate that digital nomadism intersects with sustainable tourism development via socio-economic, cultural, and environmental dimensions. However, the literature still emphasizes urban and well-established nomad hubs such as Lisbon, Bali, and Chiang Mai, leaving rural and emerging destinations underexplored (Gupta et al., 2025). Despite the growing academic interest in digital nomads and their tourism impacts, a critical research gap exists: the majority of studies focus on developed urban destinations or emphasize behavioral aspects of nomads themselves, rather than exploring whether less-developed, rural tourism villages can feasibly host this segment without compromising their sustainability. Moreover, extant research frequently neglects to consider how rural destinations can systematically evaluate their internal strengths and weaknesses alongside external opportunities and threats in the context of emerging nomad tourism. This discrepancy is of particular concern as rural areas frequently exhibit considerable potential for community-based tourism yet often lack the strategic frameworks necessary to assess their readiness for digital nomads.

Tetebatu Tourism Village in East Lombok, Indonesia, provides a suitable case study with which to examine this discrepancy. Renowned for its natural landscapes, cultural heritage, and emerging tourism activities, Tetebatu exemplifies the growing interest in rural tourism villages as alternative destinations for diversified tourism development. Preliminary indications suggest that Tetebatu might attract longer-stay visitors who combine leisure with remote work. However, there is a paucity of research on its strategic readiness in terms of digital infrastructures, facilities, community capacity, and external market conditions. Therefore, the present study employs a SWOT (Strengths, Weaknesses, Opportunities, Threats) analytical framework with the aim of systematically assessing the potential of Tetebatu Tourism Village as a sustainable digital nomad destination. The framework facilitates the identification of both internal capacities and external market forces that influence strategic positioning. The objective of this research is to provide answers to the following questions: The extent to which Tetebatu Tourism Village possesses the strategic conditions necessary to develop as a sustainable digital nomad destination is the subject of this study.

This study considers Tetebatu in the context of digital nomadism and sustainable

tourism, making three key contributions. Firstly, from a theoretical perspective, it expands upon existing literature on digital nomadism by shifting the focus from urban and global city contexts to rural destinations. In doing so, it contributes to the growing debate about the geographical spread of digital nomadism and challenges the idea that these practices are only found in urban areas. Secondly, in terms of methodology, the study employs a qualitative case study approach integrating various tools, such as semi-structured interviews, participant observation and SWOT analysis. This demonstrates how these methods can be utilized to systematically evaluate the potential and limitations of digital nomad development in non-urban tourism settings. This approach provides a replicable framework for examining similar destinations. In a practical sense, the study generates insights relevant to policymakers and destination stakeholders by identifying strategies to balance economic opportunities with social and environmental sustainability. Specifically, it informs destination management about the infrastructure, community engagement and governance mechanisms necessary to support digital nomads, while mitigating potential negative impacts such as pressure on resources and socio-cultural disruption.

RESEARCH METHOD

This study used a qualitative case study approach to look at how Tetebatu Tourism Village in East Lombok, Indonesia could be developed as a destination for digital nomads. This design was considered appropriate because the research focused on an in-depth exploration of a specific tourism destination within its real-life socio-cultural and spatial context. Qualitative inquiry is particularly useful for understanding contextual realities, stakeholder perceptions and complex tourism dynamics, which cannot be fully captured by quantitative measures (John W. Creswell, 2018). In tourism studies, qualitative case studies are widely used to analyse destination development processes, community-based tourism practices and local strategic positioning (Veal, 2018). The study was conducted between March and November 2025 in Tetebatu, a rural destination renowned for its natural landscapes and community-based tourism initiatives. The research concentrated on evaluating the degree of preparedness of potential destinations regarding the presence of infrastructure, the quality of the visitor experience, and the strategic positioning of these destinations within the digital nomad market.

Participants were selected using purposive sampling, as the study required individuals with direct experience of digital nomad tourism in Tetebatu. The study involved 6 informants, including international visitors, local tourism stakeholders, accommodation providers, community representatives and other relevant individuals. International visitor informants were selected based on three criteria: they were foreign visitors who had stayed in Tetebatu for at least three days and engaged in remote work activities during their visit. Additional informants were selected based on their involvement in tourism services, destination management, or community-based tourism activities. The participants' demographic profile included their nationality, occupation, length of stay, and their role in the local tourism ecosystem. These criteria were applied to ensure that data were obtained from participants with relevant knowledge of, and direct experience in, the research context.

Data were collected through three complementary techniques: semi-structured interviews, structured observation and document analysis. Semi-structured interviews

explored participants' perceptions of internet reliability and accessibility, accommodation quality, spatial layout, community interaction and destination sustainability. Structured observations were conducted to evaluate the physical infrastructure, digital connectivity, transport accessibility, tourism facilities, and the overall visitor environment. Document analysis involved reviewing tourism promotional materials, policy documents and regional tourism development plans related to rural tourism and digital infrastructure. Using these three techniques together enabled data triangulation and strengthened the credibility of the findings. The analytical framework employed in this study was the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. SWOT is a strategic planning tool that has gained wide recognition in the field of tourism and destination management research (GÜREL & TAT, 2017). In the field of tourism studies, the SWOT analysis framework facilitates a systematic evaluation of both the internal attributes such as infrastructure, community capacity, and tourism resources of a destination and the external environmental factors including market trends, regulatory frameworks, and competitive positioning (Vlados, 2019). The internal factors (strengths and weaknesses) relate to local infrastructure, community capacity and tourism assets. The external factors (opportunities and threats) derive from market trends, regulatory environments and competitive positioning.

The data for this study was collected through a series of semi-structured interviews conducted in person and lasting between 30 and 45 minutes. The interviews were audio-recorded with the participants' consent and transcribed verbatim. Field observations were conducted to assess real-time infrastructure conditions. The subsequent data analysis was conducted in accordance with a systematic thematic analysis procedure. Initially, the transcripts were subjected to open coding to identify recurring patterns and concepts (Braun & Clarke, 2006). Thematic analysis is a widely applied research method in the field of qualitative tourism research, with the purpose of interpreting experiential and contextual data. Secondly, the codes were categorized into broader themes corresponding to internal and external strategic factors. Thirdly, these themes were synthesized into a SWOT matrix to provide a structured strategic evaluation.

The utilization of SWOT in qualitative tourism research facilitates the translation of descriptive findings into actionable strategic insights (GÜREL & TAT, 2017). This structured approach enhances analytical clarity and supports the development of policy recommendations. In order to ensure credibility and trustworthiness of the findings, data triangulation was employed by cross-verifying interview findings with observational evidence and document analysis (Denzin, 2017). The multi-source validation process serves to enhance the internal consistency of the data and mitigate interpretative bias. Despite the qualitative nature of the original data, the systematic coding process and strategic matrix construction enhance transparency and replicability, aligning with best practices in tourism research methodology.

RESULT AND DISCUSSION

Internal Factors: Strength and Weaknesses

Strength

The findings indicate that Tetebatu Tourism Village possesses several strengths that

align with key destination attributes preferred by digital nomads. The village's primary asset is its natural environment, which is of a notably high quality. This is characterized by the presence of rice terraces and waterfalls, in addition to its proximity to Mount Rinjani. It is widely acknowledged that environmental quality and landscape attractiveness play a pivotal role in the destination preferences of remote workers and lifestyle-oriented travelers (Orel, 2019; Reichenberger, 2017). One participant from Germany stated: *"The Nature is Amazing. I stopped so many times on my scooter and can't believe how beautiful it is"* (Participant 1, Germany). Similarly, another participant emphasized the peaceful atmosphere of the village: *"I love the easy pace and calm living"* (Participant 2, Italy). In contradistinction to the case of dense urban hubs, Tetebatu provides a tranquil atmosphere that is conducive to both productivity and psychological well-being. Secondly, the analysis revealed that cultural authenticity and strong community hospitality emerged as significant strengths. The respondents placed significant emphasis on the importance of meaningful interaction with residents and the appreciation of traditional agricultural practices.

Cultural authenticity and community hospitality emerged as significant strengths. Participants highlighted the value of meaningful interactions with local residents and the opportunity to experience authentic village life. One participant explained: *"The people living there were so welcoming, the most heartwarming people I've met during my travels"* (Participant 3, Germany). Another respondent similarly stated: *"We were warmly welcomed and impressed by the natural surroundings"* (Participant 5, Germany). This finding lends support to research suggesting that contemporary mobile workers increasingly seek experiential authenticity rather than standardized tourism products (Richards, 2018). Authentic engagement has been demonstrated to contribute to place attachment and longer stays, which may result in an increase in local economic retention. Thirdly, although Tetebatu is a rural location, it demonstrates relatively stable internet connectivity in comparison to many peripheral destinations. Digital infrastructure is a fundamental prerequisite for attracting remote workers (Orel, 2019). *"The internet was stable everywhere, and the peaceful atmosphere is very beneficial for both body and mind"* (Participant 5, Germany). Another respondent added: *"I had a Telkomsel SIM Card and the connection was very good"* (Participant 1, Germany). It has been demonstrated that even moderate levels of connectivity, when reliable, have the capacity to facilitate asynchronous digital work patterns. It is evident that this condition renders Tetebatu functionally viable within the broader digital nomad ecosystem. Fourthly, the village has not yet become as commercialized as other well-known hubs, such as Bali. *"Tetebatu is unique and perfect how it is. People come to see the beautiful and untouched nature"* (Participant 1, Germany). Similarly, another participant remarked: *"Tetebatu feels more authentic and less touristy"* (Participant 5, Germany). The phenomenon of over-commercialization has been associated with declining resident satisfaction and the risk of overtourism (Vlados, 2019; Walpole & Goodwin, 2000). It can thus be posited that the comparatively lower tourism density of Tetebatu may represent a competitive advantage in the post-pandemic context, insofar as travellers are increasingly known to prioritize destinations that are less crowded.

Weakness

Notwithstanding the aforementioned strengths, several structural weaknesses continue to constrain Tetebatu's preparedness as a digital nomad destination. A notable constraint pertains to the dearth of dedicated co-working spaces. The extant literature suggests that co-working environments function not only as physical workplaces, but also as social infrastructures that facilitate networking, collaboration, and the formation of social capital among digital nomads (Bouncken & Reuschl, 2016; Orel, 2020). Within the framework of the digital nomad ecosystem, social interaction and professional networking are considered essential elements in sustaining long-term destination attractiveness. The absence of such facilities in Tetebatu may therefore reduce opportunities for community-building and weaken its competitiveness compared to more established nomad destinations such as Bali or Chiang Mai. This finding is also reflected in participant responses. One participant stated: "*Co-working space*" (Participant 4, France). Another participant similarly suggested: "*Maybe like more cafés with a good internet connection, if you want more tourism*" (Participant 1, Germany). These responses suggest that digital nomads' needs extend beyond mere internet access, encompassing integrated working environments that offer a combination of connectivity, comfort, and opportunities for social interaction.

A further challenge that has been identified pertains to the existence of language barriers and limited English proficiency among a proportion of local stakeholders. In the context of international tourism, the quality of communication has been demonstrated to have a significant impact on visitor satisfaction, the formation of trust, and the perception of service quality (Huang, 2020). The existence of language barriers has been demonstrated to have a detrimental effect on the quality perceived of services, as well as on the competitiveness of destinations. From a destination competitiveness perspective, insufficient communication capabilities may weaken destination accessibility for international remote workers and reduce the effectiveness of cross-cultural interactions. Several participants acknowledged this issue during their stay. One respondent explained: "*Sometimes barriers in languages because a lot of people do not speak English*" (Participant 3, Germany). Similarly, another participant stated: "*Sometimes some lack on English language*" (Participant 4, France). These findings suggest that linguistic limitations may hinder Tetebatu's transition from a conventional rural tourism destination into a globally competitive remote-work destination.

It is evident that transportation accessibility continues to represent a significant structural constraint. The available public transportation options are limited, and mobility is largely dependent on private motorbikes and cars. It is widely acknowledged that accessibility constitutes a pivotal element in the competitiveness of destinations, as well as in the sustainability of tourism (Rojabi et al., 2023). Within the paradigm of digital nomadism, constrained transportation networks may curtail destination flexibility and deter extended visits, particularly among international visitors unacquainted with local transportation systems. One participant highlighted this issue by stating: "*Maybe the possibility to drive by Grab or anything like this so it would be easier if people are not used to driving a scooter*" (Participant 3, Germany).

The study ultimately determined that there was an absence of adequate promotional

visibility within digital nomad networks and online remote-working communities. In accordance with network-based tourism theories, destination visibility within online communities exerts a substantial influence on travel decision-making processes among mobile workers (Cook, 2020b). In the absence of targeted branding strategies directed towards remote workers, Tetebatu risks remaining a niche rural tourism destination, as opposed to evolving into an internationally recognized digital nomad hub.

External factors: Opportunities and Threats

Opportunities

On a global scale, the rise of remote work is indicative of a more profound structural transformation in mobility and lifestyle migration patterns, rather than representing a transient post-pandemic phenomenon. According to the principles of mobility theory, the advent of digital technology has engendered a paradigm shift in the nature of employment, enabling workers to disassociate their occupational activities from conventional notions of fixed geographic locations. This evolution has thus given rise to novel forms of flexible spatial mobility (Thompson, 2021). In this context, rural tourism destinations that possess environmental quality, affordability, and digital connectivity are increasingly positioned as attractive alternatives to urban centers. Consequently, the potential exists for Tetebatu to benefit from this evolving global mobility landscape due to its natural environment, tranquil atmosphere, and relatively stable internet connectivity. Moreover, the increasing global preference for sustainable and community-based tourism represents a significant opportunity for Tetebatu. It has been demonstrated by preceding studies that contemporary travelers are becoming more conscious of the environmental and sociocultural impacts of tourism activities (Hall et al., 2020; UNWTO, 2021). It is evident that travelers are becoming increasingly cognizant of the environmental and sociocultural impacts of their actions. Consequently, there is a growing preference for destinations that promote community-based models. Tetebatu's agrarian topography and modest tourism infrastructure are congruent with the principles of regenerative tourism. From the perspective of resilience theory, destinations that maintain strong community participation, environmental preservation, and adaptive local governance are generally more capable of sustaining tourism development in periods of global uncertainty. The agrarian landscape of Tetebatu, its local cultural authenticity, and its community-based tourism characteristics are therefore aligned with the principles of regenerative and resilient tourism development.

The findings from participant interviews also serve to reinforce this opportunity. It was emphasized by several respondents that the area's peaceful atmosphere and preserved natural environment constituted major attractions of Tetebatu. One participant is quoted as stating: *"Tetebatu is unique and perfect how it is. People come to see the beautiful and untouched nature"* (Participant 1, Germany). Similarly, another respondent explained: *"You can have your space and a good quality of life in a beautiful place with a lot of nature and peace"* (Participant 2, Italy). The findings suggest that Tetebatu possesses experiential attributes that are increasingly valued within the global digital nomad market, particularly among remote workers seeking a slower lifestyle and environmentally conscious destinations. Furthermore, digital platforms

and online nomad communities offer cost-effective promotional opportunities for emerging destinations. Within the context of destination competitiveness frameworks, digital visibility and network accessibility emerge as pivotal factors influencing the selection of destinations by mobile professionals. The potential of user-generated content, encompassing travel blogs, social media posts, and online reviews, to substantially augment destination branding and international exposure, without necessitating substantial marketing investments, is a subject that merits further investigation. This creates an opportunity for Tetebatu to strengthen its global positioning through targeted digital branding strategies aimed at remote workers and lifestyle travelers (Kladou et al., 2017; Munar & Jacobsen, 2014). The strategic utilization of digital storytelling has the potential to enhance the positioning of Tetebatu, even in the absence of substantial marketing budgets. The integration of eco-tourism, cultural tourism and remote work has also led to diversification of products. It is evident that a diversified tourism portfolio has the capacity to enhance the resilience of destinations against external shocks (Prayag, 2018).

Threats

Nevertheless, Tetebatu contends with intense competition from well-established digital nomad hubs, including Bali, Chiang Mai, and Lisbon. The concentration of tourism activities and supporting services in these destinations generates agglomeration effects, creating significant network advantages, including knowledge spillovers, specialized services, and strong destination branding. These structural disparities reinforce the competitive gap between established hubs and peripheral destinations seeking to attract mobile remote workers (Benner, 2017). It is evident that competing directly on infrastructure may not be a viable strategic approach. The issue of environmental degradation represents a significant threat, which must be given due consideration. Research on overtourism emphasizes the swift ecological ramifications of unmanaged visitor growth (Milano, C., Cheer, J. M., & Novelli, 2019). Rural ecosystems are particularly vulnerable if development outpaces regulation.

Moreover, the ongoing uncertainty surrounding the nation's visa policy is also a structural constraint. Regulatory clarity has been demonstrated to exert a significant influence on the decisions made by digital nomads regarding their mobility (Mancinelli, 2020). In the absence of adequate legal frameworks, the long-term retention of remote workers may be rendered unstable. It is evident that economic overdependence on transient populations has the potential to engender vulnerability. The prevailing literature on tourism resilience highlights the significance of diversification as a strategy to circumvent structural dependency.

Discussion

The findings of the present study (Table 1) suggest that Tetebatu should not attempt to replicate highly commercialised digital nomad hubs such as Bali or Chiang Mai. Instead, its comparative advantage lies in offering differentiated value rooted in environmental quality, cultural authenticity, and community-based tourism practices. In accordance with the principles of destination competitiveness theory, the attainment of sustainable competitiveness by destinations is not achieved through direct imitation, but rather through

the strategic utilisation of unique local resource endowments (Dwyer & Kim, 2003). In this regard, Tetebatu's rural landscape and relatively low tourism density represent strategic assets rather than developmental limitations.

This finding is consistent with the results of previous studies, which have argued that digital nomads increasingly prioritize experiential authenticity, a slower lifestyle, and psychological well-being over purely urban, infrastructure-oriented environments (Reichenberger, 2018). In contradistinction to conventional mass tourism models, digital nomadism is indicative of a hybrid lifestyle phenomenon in which the concepts of work, leisure, mobility, and identity formation intersect simultaneously. The responses given by the participants appear to support this interpretation, particularly with regard to the expressed preference for peaceful environments and meaningful social interaction. It was emphasized by several respondents that the tranquil atmosphere and natural surroundings of Tetebatu constituted the primary reasons for the destination being considered appealing for extended stays. This lends further credence to the proposition that emotional attachment and lifestyle compatibility have become progressively salient factors in the destination selection process of remote workers.

However, the findings also demonstrate that environmental attractiveness alone is insufficient to sustain long-term competitiveness within the global digital nomad market. The dearth of co-working spaces, the limited accessibility of transportation, and the presence of language barriers all serve to indicate that Tetebatu is still in an early developmental stage as a remote-work destination. This finding stands in contrast to studies conducted in more established nomad hubs, where digital ecosystems, professional communities, and integrated mobility infrastructures have already become central components of these locations (Cook, 2020a). Consequently, Tetebatu currently occupies an intermediate position, possessing strong experiential and environmental capital but still lacking supporting institutional and infrastructural systems.

If managed through careful planning, Tetebatu's rural character could serve as a strategic differentiator. However, infrastructure gaps highlight the need for incremental development. Rather than large-scale investment, the adaptive reuse of guesthouses to create hybrid living-working spaces could provide a flexible solution. This type of bottom-up innovation is in line with the principles of community-based tourism (Richards, 2018). This study examined the strategic potential of Tetebatu Tourism Village as a destination for digital nomads using a SWOT analysis. The findings demonstrate that Tetebatu possesses significant internal strengths, including its high-quality natural environment, cultural authenticity, welcoming community, and relatively stable internet connectivity. These attributes align with the evolving preferences of digital nomads, who increasingly seek destinations offering a high-quality lifestyle, environmental sustainability, and meaningful local engagement rather than purely urban infrastructure.

However, the analysis also reveals critical structural weaknesses, including the absence of dedicated co-working facilities, the limited English proficiency of local stakeholders, the inadequate accessibility of transport, and the minimal targeted promotion within global digital nomad networks. Externally, the rapid expansion of remote working and the growing demand

for rural and sustainable tourism present strategic opportunities. At the same time, competition from established nomad hubs, environmental vulnerability, regulatory uncertainty and the risk of becoming overly dependent on transient populations pose substantial threats.

From a policy perspective, coordination between the local government and national authorities is essential in order to align digital infrastructure investment, tourism development planning and visa regulations. Integrated governance frameworks are particularly critical in managing emerging tourism segments such as digital nomads, which intersect multiple policy domains. Recent studies emphasize that strategic and collaborative governance plays a central role in ensuring the sustainable transformation of destinations, particularly in balancing development with socio-cultural and environmental considerations (Dregde & Jamal, 2015; Hall, 2019). Importantly, unmanaged inflows of digital nomads could reproduce the gentrification dynamics observed in other destinations (Müller, 2016). Proactive regulation and community participation are therefore necessary to ensure the distribution of benefits is inclusive.

Table 1. SWOT Analysis

Internal		
	Strenght	Weakness
Infrastructure & Environment	<ul style="list-style-type: none"> - The region is distinguished by its striking natural landscapes, which include features such as rice terraces and waterfalls. Additionally, it is situated in close proximity to Mount Rinjani, a notable geographical feature. - The area under consideration is characterised by a tranquil rural atmosphere, which is conducive to psychological well-being and productivity. - The internet connection has been found to be relatively stable in a number of areas. 	<ul style="list-style-type: none"> - The issue of a paucity of dedicated co-working spaces has been identified. - The area is characterized by a paucity of transportation options and a concomitant absence of effective public transport systems. - It has been observed that internet quality varies between different accommodations.
Socio-Cultural	<ul style="list-style-type: none"> - The community displays notable hospitality and a welcoming disposition towards local residents. - The provision of authentic cultural and rural tourism experiences is of paramount importance. - The tourism density in this region is lower in comparison to that of Bali, thus engendering an environment that is more tranquil. 	<ul style="list-style-type: none"> - It has been observed that a proportion of local stakeholders demonstrate limited English proficiency. - The professional networking ecosystem is limited for remote workers.
Tourism Characteristic	<ul style="list-style-type: none"> - The community-based tourism model has been developed in alignment with the principles of sustainable tourism, as defined by the latest trends in the field. - The destination has been presented 	<ul style="list-style-type: none"> - The paucity of international branding and promotion for digital nomads is evident. - The issue of inadequate support provisions for individuals engaged in long-term remote work

	as an authentic and less commercialized image.	arrangements has become increasingly salient.
External Factors		
	Opportunities (O)	Opportunities (O)
Global Trends	<ul style="list-style-type: none"> - The expansion of remote work and the phenomenon of digital nomadism on a global scale are two significant trends that merit attention. - The present study explores the growing inclination towards sustainable and rural tourism experiences. - The present study explores the increasing demand for slower lifestyles and wellness-oriented destinations. 	<ul style="list-style-type: none"> - The presence of well-established digital nomad hubs, such as Bali, Chiang Mai, and Canggu, poses a significant competitive challenge. - It is argued that the rapid growth of tourism may result in the over-commercialisation of the tourism industry and the subsequent environmental degradation.
Technology & Market	<ul style="list-style-type: none"> - Digital platforms and social media provide a means of achieving global promotion at a relatively low cost. - The presence of online communities of individuals who travel and live without fixed addresses can have a positive impact on the visibility of a particular destination. 	<ul style="list-style-type: none"> - A consideration of the shifting preferences and evolving trends in mobility among digital nomads is imperative. - The present study explores the relationship between digital infrastructure quality and technological reliability, and the role of these factors in shaping dependency.
Development & Governance	<ul style="list-style-type: none"> - The opportunity exists to develop community-based co-working initiatives. - The potential exists for collaboration with tourism stakeholders and local government for the purpose of sustainable destination development. 	<ul style="list-style-type: none"> - The potential for the loss of cultural authenticity as a result of uncontrolled tourism development is a matter of concern. - Inadequate infrastructure adaptation has the potential to diminish the competitiveness of a destination.

Source: Author Document, 2026

Based on the SWOT Analysis, it suggests that, while Tetebatu possesses strategic potential, it requires phased, sustainability-oriented planning. The Recommendations for Developing the Digital Nomad Community in Tetebatu Based on a SWOT Analysis (Table 2) shows that developing rural areas for digital nomads must balance competitiveness with socio-ecological integrity. This study broadens the scope of digital nomad research to encompass rural, sustainable tourism contexts, addressing a notable absence in the current literature, which is largely dominated by urban case studies. It also informs discussions on strategic destination management by applying SWOT analysis to emerging mobility trends in peripheral destinations.

Table 2. Recommendations for Developing the Digital Nomad Community in Tetebatu Based on a SWOT Analysis

Internal	Strengths (S)	Weakness (W)
External		
Opportunities (O)	<p>(SO) Strengths-Opportunities</p> <p>The utilisation of Tetebatu's natural environment, authenticity, and community-based tourism is recommended in order to attract the growing global digital nomad and sustainable tourism market through targeted digital promotion.</p>	<p>(WO) Weakness- Opportunities</p> <p>In order to capitalise on the opportunities presented by the remote work trend, it is essential to enhance the supporting infrastructure, including co-working spaces, transportation access, and English communication skills.</p>
Threats (T)	<p>(ST) Strengths-Threats</p> <p>It is imperative to prioritise environmental sustainability and cultural authenticity as a competitive advantage in the tourism industry, particularly when contending with destinations such as Bali, which have become heavily commercialised.</p>	<p>(WT) Strengths-Weakness</p> <p>The development of tourism planning that is both gradual and community-oriented is imperative in order to avert the twin evils of over-tourism and environmental degradation, whilst concomitantly safeguarding the loss of local identity. This approach, when implemented, will serve to fortify the destination's competitiveness.</p>

Source: Analysis Result, 2026

CONCLUSION

The study concludes that, when its development is guided by sustainability, community participation, and incremental infrastructure improvement, Tetebatu Tourism Village has realistic potential to position itself as a niche rural digital nomad destination. The findings indicate that Tetebatu's primary competitive advantage does not lie in replicating urban digital nomad hubs, but rather in providing environmental quality, cultural authenticity, tranquility, and community-based tourism experiences.

Theoretically, this study supports the destination competitiveness perspective, which emphasizes the importance of unique local resources in shaping destination advantage. The findings of this study demonstrate that rural destinations have the capacity to enhance their adaptive capacity through community-based and environmentally sensitive tourism development. This is in accordance with the principles of resilience theory. Consequently, digital nomadism in Tetebatu should be regarded as a complementary diversification strategy within rural tourism, rather than as a large-scale commercial transformation.

It is evident that, in light of the findings, a number of pragmatic recommendations can be advanced. Firstly, it is recommended that Tetebatu enhance its digital infrastructure and establish small-scale co-working facilities within existing cafés, homestays, or community spaces. Secondly, local stakeholders should consider enhancing their English communication

skills and service readiness to support international visitors. Thirdly, destination managers should enhance digital promotion through social media, travel platforms, and global digital nomad communities. It is imperative that all development strategies are implemented in a phased manner to ensure the preservation of Tetebatu's natural environment, cultural authenticity, and community identity.

Based on the findings, the following strategic recommendations are proposed for policymakers, local government authorities and tourism stakeholders: Firstly, enhancement of digital infrastructure should be prioritized. Reliable, high-speed internet is essential for remote workers. Local government and telecommunication providers should coordinate investment in broadband stability and network redundancy to ensure consistent service quality. Secondly, it is recommended that small-scale, community-integrated co-working or hybrid living-working spaces are developed. Rather than constructing large commercial facilities, the adaptive reuse of existing guesthouses as flexible workspaces would preserve the rural character of an area while meeting its functional needs. This approach supports sustainable destination management and prevents over-commercialization. Thirdly, a targeted digital marketing strategy should be developed to promote Tetebatu within international digital nomad networks. Strategic branding emphasizing tranquility, sustainability and authentic rural living would differentiate Tetebatu from saturated urban hubs.

At a national level, it is essential to have regulatory clarity regarding remote work visas and long-term permits. A supportive and transparent visa framework would significantly boost Indonesia's competitiveness in attracting digital nomads, while also providing destination planners with legal certainty. Finally, any development initiative must be accompanied by environmental safeguards. Visitor management guidelines and a sustainability monitoring mechanism must be established to prevent ecological degradation and maintain Tetebatu's core competitive advantage: its natural and cultural integrity.

This study has several limitations that should be acknowledged. Firstly, the research employed a qualitative design and involved a relatively small number of international visitors, which may not have captured the full diversity of digital nomad profiles and preferences. Future research could incorporate quantitative surveys or mixed methods approaches to improve generalisability. Secondly, the primary data largely reflect the perspectives of visitors, with comparatively little input from local policymakers, tourism entrepreneurs and community leaders. Subsequent studies should adopt a multi-stakeholder framework to provide a more comprehensive governance perspective. While the SWOT framework is useful for strategic mapping, it does not quantify economic impact. Future research could integrate financial feasibility analysis, carrying capacity assessments or scenario modelling to evaluate the long-term sustainability implications. Finally, the findings are specific to the context of Tetebatu Tourism Village. Comparative studies involving multiple rural destinations in Indonesia or Southeast Asia would provide a more comprehensive understanding of the scalability and transferability of rural digital nomad development strategies.

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