



COWORKING AS A NEW RELEVANT TREND FOR TOURISM?

An Exploratory Study

Master Thesis

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Abstract

Digital communication technologies, an increase in flexible employment-relationships and a growing demand for creative knowledge work are causing fundamental changes in the world of work. As the shift towards mobility and independence is continuing to blur the boundaries between leisure and work, new challenges arise for individuals as well as for society as a whole. As the ways in which we live and work are changing, so do the ways in which we travel and spend our holidays. The ongoing transformations are having a great influence on tourism, leisure and the hospitality industry. This exploratory thesis investigates coworking, a phenomenon built on the needs of a growing number of freelancers and other remote working professionals, from a tourism perspective. A variety of coworkation concepts, combining elements of tourism with aspects of coworking are introduced. Based on the concept of strategic visitor flows (SVFs), as presented by Beritelli, Reinhold, Laesser, and Bieger, (2015) an empirical study on people already making use of these innovative concepts is conceptualised. By means of an online survey the needs, motives, and behaviours of the location independent professionals combining work and travel with the help of a coworkation concept are investigated. Evaluating the results from the survey reveals a multitude of insights into who they are (demographics), what drives them (motives) and how they behave (tripographics) on their coworkation trips. This information provides the basis for further research into this emerging field. It also enables tourism service providers and destinations to spot potential latent flows of coworkationists, analyse them more closely, and assess their potential. Some suggestions for areas in which coworkation concept providers and destinations could cooperate and profit from each other are made.

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1. Introduction

1.1 Problem statement

In 1964, British physicist and science fiction author Sir Arthur C. Clarke (as cited in Colman, 2011) described his vision of the future:

a world in which we can be in instant contact with each other, wherever we may be, where we can contact our friends anywhere on earth, even if we don't know their actual physical location. It will be possible in that age, perhaps only 50 years from now, for a man to conduct his business from Tahiti or Bali just as well as he could from London. (para. 1)

Forty-nine years later, in 2013, three North American expatriates living on the Balinese island of Ubud opened *Hubud – the Hub-in-Ubud*. As a collaborative working space, or Coworking Space, *Hubud* quickly became home to a diverse community of location independent entrepreneurs, remote working freelancers, and digital nomads from all over the world. These people make use of the technological advancements Clarke foresaw decades ago and do exactly what he predicted – they work from wherever they please: “My business is entirely mobile. I make the same money, have much lower costs and wake up every day to volcano views. Why wouldn't I live here?”, as one *Hubud* member states (Hubud, 2016, Five Reasons to Work Here).

Tourism is a social phenomenon driven by visitor behaviour (Beritelli, Reinhold, Laesser, & Bieger, 2015, pp. 27, 145), which in turn depends on other social phenomena and circumstances in a variety of aspects of life – in this case, the way in which we work. In recent years, the increase of flexible employment relationships has given rise to a more and more mobile workforce starting to make use of their location independence. This development has sparked new business models aiming to help remote working professionals not to combine holiday and work.

By providing a productive work environment on highly flexible terms, Coworking Spaces and other services based on similar values serve as facilitators for people wanting to travel while they work or work while they travel. It might be an overstatement when the guardian titles “We're all going on a co-working holiday” (Razavi, 2015), however, the changes in the world of work are most certainly having an effect on tourism, on the question of how, when, why and where we travel and what we do and need when we are “there” (Schäfer, 2010, p. 158). The ‘future of work’ must therefore be of great concern to tourism. Similar to how an aging population in the majority of developed countries suggests a greater focus on the travel behaviour of older people, the growing number of freelancers and an ever more flexible workforce in western countries asks for a more detailed understanding of the travel behaviour and motives of location independent professionals wishing to combine travel and work.

By looking at Coworking as not only a topic related to new forms of work but a potentially important element of a new form of tourism, this thesis is taking a new perspective. Because of this fresh angle, specific literature on the topic is very scarce. This paper is therefore highly explorative. By giving an overview over the already existing concepts and service offerings in this area it aims to bring the topic of the intersections between coworking and tourism on the academic agenda, allow a better assessment of the trend and lay the foundations for further research. Moreover, this thesis aims to help practitioners on both the tourism as well as the coworking side to gain a better understanding of who the people that combine work and travel are, what they want and how they behave. Getting to know their motives, priorities and behaviours seems crucial in order not to miss this trend and the potential it might bear.

1.2 Research objectives

Embedded in the broader issue of the progressively blurring boundaries between work and leisure, this thesis explores the trend of combining work and leisure by taking the example of coworking and travelling. This thesis' primary focus lies with some basic questions concerning the intersections of coworking and tourism. In

accordance with the research questions, the main objectives of this study are to be located in three areas of exploration: the concepts, the people, and the potential.

Exploring existing concepts:

RQ 1: *What concepts and forms of combining leisure and work via forms of Coworking Spaces or are there?*

The two phenomena tourism and Coworking intersect wherever Coworking is combined with some form of vacation or travelling. Some service providers have already created a variety of business models that implicitly or explicitly conceptualise Coworking as the central element of a new form of tourism. The aim here is to give an overview of existing concepts and service offerings specifically combining Coworking and travelling. This will allow for a closer and more systematic assessment of the trend on the supply side.

Getting to know the people:

RQ 2: *Who are the people that combine work and travel via some form of Coworking Space, what are their motives and how do they behave?*

On the demand side, an important step towards a full evaluation of the trend and its potential is to gain a better understanding of *who* the people that combine work and travel for a limited amount of time are and what they want. Therefore, a primary objective of this thesis is to get to know the motives, behaviours and priorities of these people. Knowing the people that combine leisure and work with the help of a Coworking Space provides the basis for a further development of existing and new concepts as well as for a discussion about potential collaborations between Coworking and tourism service providers and destinations.

Assessing the trends' potential for coworking service providers and tourism destinations:

RQ 3: *How relevant is the trend of combining Coworking and travelling for tourism and what role can Coworking based concepts catering for people wanting to combine travel and work play within a destination?*

After having gained an overview of the supply side and an insight on the demand side of the trend, it should be possible to synthesise and make some suggestions on its relevance for tourism in general and its potential for certain destinations. The aim is to provide a first layout of areas in which Coworking service providers and destinations could profit and learn from each other.

1.3 Research methodology

To answer the research questions above, a variety of methods will be used. To be able to give a good overview of existing concepts combining travel and work via some form of Coworking-near model (RQ 1), in-depth desk research was conducted over an extended period of time. Additionally, a series of Coworking-related conferences as well as various issue-specific events and discussion groups were attended. This was crucial in order to stay up-to-date with the latest developments in this fast-moving field and later helped systemising the different concepts, and interpreting survey results in a meaningful way.

The empirical part of this thesis is intended to find out more about people's motives and reasons for combining work and vacation as well as their activities and tripographics when doing so (RQ 2). For this purpose, an internet-based survey was conducted among people who have recently spent some time at a Coworking Space catering for travelling remote workers. The questionnaire was aimed at finding similarities as well as differences in the respondents' motives and behaviours. Its design was built on the concept of strategic visitor flows (SVFs) as described by Beritelli et al. (2015) and will be discussed further in the respective part of this paper. Together with the authors own observations and experiences made when personally visiting some of the Coworking Spaces featured in respondents' answers, the data gathered via this online survey provides the basis for getting to know the people that combine work and travel with the help of coworking related concepts.

Finally, survey results will be interpreted with regard to research question three. Synthesising the foregoing parts, an initial assessment of the relevance of Coworking related services for tourism will be made. Moreover,

some suggestions on their potential for certain destinations will be given. In order to achieve a more comprehensive and insightful interpretation of the results and a more complete assessment of the trend as a whole, the authors own observations following the development over time have been incorporated wherever appropriate and necessary.

This paper is highly explorative and its primary interest lies with a first examination of the motives and behaviours of people combining work and travel, existing concepts that cater for these people and the potential opportunities the recent developments in this area could hold for tourism. To assure practical relevance and topicality of information and data, all research was conducted in close cooperation with the Coworking scene. Many insights therefore emanate from informally speaking to, consulting and conferring with Coworking industry experts and pioneers in the field of combining Coworking and travel.

The author intends to comply with the assumptions and underlying concepts of the new paradigm of a flow- and demand-based perspective as suggested by Beritelli et al. (2015). Consequently, tourism is considered “as a social phenomenon driven by visitor behaviour and from which service providers of all kinds [e.g., Coworking Spaces] are able to derive benefits” (p. 27), the paper intends to “‘think tourism’ from the visitor’s perspective” (p. 142) and therefore starts “with the tourist as the phenomenon’s origin” and aims to “develop management implications from his or her behaviour” (p. 27). Wherever suitable and helpful, concepts, definitions and terms from the St.Gallen Model for Destination Management (SGDM) by Beritelli et al. (2015) will be applied. This will most prominently be the case when designing the questionnaire, interpreting the survey results, and when trying to determine potential opportunities for cooperation between Coworking Spaces and other tourist enterprises and service providers.

1.4 Thesis structure

Following this introduction, the *context* of the trend will be set and the necessary background information will be provided (chapter 2). This will include a brief outline of the widely-discussed issue of the changing conditions in the world of work (2.1) and their potential influences on tourism (2.3). Furthermore, an overview and definition of Coworking as a reaction to and a promoter of these changes (2.2) will be provided.

Having laid all the essential foundations, the two phenomena *Coworking and Tourism* can be brought together in chapter 3, where they will be examined for intersections. After giving a brief overview of how and why coworking and tourism have started to merge and intersect (3.1) and providing some definitions on crucial terms that are developing in the wake of this trend (3.2), existing concepts and business models that have recently emerged in the context of it will be presented (3.3). Taking into account all spaces, services and models identified in the research process, a typology of Coworkation services will be proposed.

The exploration of existing concepts will be followed by an *empirical study of coworkationists* devoted to studying the people using the services described. The theoretical framework, derived from the SGDM (Beritelli et al., 2015) and variety of literature on tourist motivation, will be laid out (4.1) and the design and objectives of the questionnaire will be explained (4.2).

Chapter five is concerned with the presentation and *evaluation of the results* obtained from the survey. It introduces the people that use coworking related services in order to combine work and travel in terms of their demographics and backgrounds (5.2), their motives (5.3) as well as their behaviour (5.4).

Chapter six *discusses the results* and synthesises insights gained in the forgoing parts. It answers the title question by putting survey results back into the bigger context of a changing world of work and considers the obtained results in the light of several tourism trends (6.1 & 6.2). Moreover, it provides some suggestions on potential areas where coworking related service providers and destinations could learn and profit from each other (6.3).

In the final Chapter seven *conclusions* are drawn, contents summarised, limitations considered and some thoughts on practical implications as well as on areas for further research are provided.

2. Setting the context

2.1 The new world of work

In a recent report on the workplace of the future, Zobrist and Grampp (2016) state, that the Swiss workforce will become more *mobile* and *independent*. This doesn't only hold for Switzerland but summarises many of the profound changes the digital revolution brings for the global world of work.

2.1.1 Mobile and flexible

Mobility

In the USA, roughly 30 million people were already working from wherever they pleased in 2013 (Maynard, 2013a, para. 5). In Germany, the share of mobile workers is expected to increase up to 80% by 2020 (Bartmann, 2012, p. 139). In Switzerland, about 50% of all employees could currently perform their jobs on a mobile basis (Zobrist & Grampp, 2016, p. 3). The two main driving forces behind these developments are the “transition from agricultural and manufacturing industries to service industries” and the digitalisation including mobile internet usage (Zobrist & Grampp, 2016, p. 5).

With a growing number of people working in the service industry, knowledge-intensive jobs have become increasingly important. Modern knowledge-workers don't need much but their knowledge and mental ability to fulfil their tasks (Zobrist & Grampp, 2016, p. 5). In the USA, the proportion of knowledge-intensive jobs among the total workforce amounted to 38% in 2015, in the EU 36%, and in Switzerland 43% (Eurostat, 2015). At the same time, the use of mobile internet technologies such as smartphones has taken the world by storm. In Switzerland, the percentage of citizens considered mobile internet users rose from 25% in 2010 to 85% in 2015 (Y&R Group Switzerland, 2015).

Altogether, these developments result in an increasing number of jobs that can be done location independently. Mobile knowledge workers have a choice of working from home, a café, a Coworking Space, or even from a hammock on an exotic island. In a globalised world, where modern communication technology transcends space and time, working nine-to-five in a fixed company office seems to become a phase-out model (Schmidt, Salzburger & Porsche, 2015).

Flexibility

The growth of knowledge-intensive work is one of the reasons for the increasing number of freelancers worldwide. Freelancers are commonly described “as independent workers who receive a fee instead of a wage or salary, and most have several different customers” (Zobrist & Grampp, 2016, p. 7). A current survey by the Freelancers Union and Elance-oDesk (2015) shows, that 34% of Americans work as freelancers. By 2020, this number is suspected to rise to 40% (Inuit 2020 Report, 2010). Based on a survey of 1000 Swiss residents of working age, Zobrist and Grampp (2016, pp. 3, 8) estimates that 25% of Swiss citizens are currently working as freelancers with many more expected to do so within the next year.

Freelancing, however, is not the only form of flexible work on the rise. Societal and economic developments asking for increased flexibility on both the employer and the employee side have resulted in the prevalence of more and more diverse forms of employment. In 2006, the European Commission noted: “Rapid technological progress as well as globalisation have fundamentally changed European labour markets. Fixed-term contracts, part-time work, on-call and zero hour contracts, hiring through temporary employment agencies and freelance contracts have become an established feature of the European labour market, accounting for 25% of the workforce” (European Commission, 2006 as cited in Eurofound, 2010, Introduction). Such “very atypical contractual arrangements” are “characterised by unconventional work patterns and places of work, or by the irregular provision of work” (Eurofound, 2015, p. 1). The Eurofound (2015) also carried out a “Europe-wide

mapping exercise to identify the emerging trends” (p. 1). This resulted in nine types of employment forms considered “new or of increasing importance since around the year 2000” (p. 1). Amongst others on the list are:

- **ICT-based mobile work:** supported by modern technology, workers do jobs anytime from anywhere.
- **Portfolio work:** self-employed individuals work on small-scale jobs for a large number of clients.
- **Collaborative employment:** freelancers, the self-employed or micro enterprises cooperate in some way to overcome limitations of size and professional isolation.
- **Crowd employment:** an online platform matches employers and workers. Often, larger tasks are being split up and divided among a ‘virtual cloud’ of workers. (Eurofound, 2015, pp.1-2)

The last item on the list refers to online platforms like *Upwork*, *Amazon Mechanical Turk*, *clickworker*, and other virtual job markets where anyone can offer his or her services to “interested companies or individuals at short notice and on a flexible basis” (Zobrist & Grampp, 2016, p. 6), around the clock, all over the globe. People offering their work on these platforms are often called “clickworkers” or “crowdworkers”. Combining these new employment forms with the opportunities of the sharing economy has made it possible for people to build their own ‘micro-enterprises’, renting out their flat on *Airbnb*, driving for *Uber*, and doing some freelance web research on *Upwork* (Zobrist & Grampp, 2016, p. 7). Terms like “gig-economy” or “on-demand economy” capture this trend of taking on flexible, micro-task-based work and renting out one’s services and possessions to sustain a living.

2.1.2 Blessing and curse – the trade-off between security and flexibility

There is little dispute that these forms of working will continue to grow. Not least, because they seem to be promoted through desirable ideas and ideals such as the promise of self-determination, freedom and entrepreneurship. The prospect of the gig-economy potentially becoming one of the most important labour markets, however, triggers different reactions. Kuhn (2015) puts it like this: Pessimists see the gig-economy as the marketplace of a population in a precarious socio-economic situation. For optimists, it is a supporting pillar to people’s wages and salaries. For utopians, it is the operating system of a society that has left behind its dependency on gainful employment. (Kuhn, 2015, “Arme nur kurzzeitig in Verlegenheit geratene Millionäre”)

The Eurofound report (2015) provides a detailed assessment of the wide-ranging implications the new forms of work might have on working conditions and the labour market. For ICT-based mobile work, they include flexibility, autonomy and empowerment on the bright side, and the danger of work intensification, increased stress levels and working time as well as the blurring of the boundaries between work and private life on the downside (Eurofound, 2015, p. 2). Independence and freedom always come with self-responsibility and a lack of fixed working hours and workplaces means that finding the right balance becomes entirely one’s own responsibility.

As advantages of portfolio work, crowd and collaborative employment, the report mentions the potential for enriched work content through diversification. Stressing the positive aspects of being an ‘odd-jobber’ *clickworker* proclaims:

As a Clickworker you set your own hours, work independently, and earn money from any computer with an Internet connection. You alone decide when and for how long you will work because we’re always online and running at clickworker. Additionally, you get to choose which tasks you want to complete on a freelance basis, without any obligation. (Clickworker, 2016, “Become a Clickworker”)

As critics point out, this promise only holds for people with good enough, highly sought-after skills. It is precisely the form of crowd employment and micro-entrepreneurship advertised in the above statement that tends to make negative headlines the most. Platform operators do not employ their crowd-workers. They act completely independently and get paid per job done. Their work is therefore not covered by traditional employee protection regulations. With hardly any safety mechanisms and in a ruthless price war with their counterparts

in low-wage countries, crowd-workers seem to walk a very fine line between total freedom and complete dependency (Eurofound, 2015, p. 2; Schmidt & Strube, 2015, p. 2).

Non-standard forms of work make the trade-off between flexibility and security obvious. Tellingly, the 2010 report by the Eurofund classes the different forms of work on the two axes *security* and *flexibility*. It ranges from standard (high security; low-medium flexibility), to atypical (medium security; medium flexibility) and very atypical (low security; high flexibility) forms of work (Eurofound, 2010, Flexicurity).

Whatever one thinks of these tendencies, one thing is for sure: Freelancing and other non-standard forms of work are becoming increasingly common (Petermann, Revermann, & Scherz, 2006, p. 46). Schäfer (2010) is certainly right, when she states that more and more flexible employment relationships are having an ever-growing influence on the how, when and where we work (p. 158).

2.2 The coworking phenomenon

With digitalisation and the shift towards a service economy, the rules of work are being rewritten. When most jobs can be done online, the importance of physical presence at the place of work decreases. In 1999, Sloterdijk (as cited in Bartmann, 2012, p. 275) already stated that the office is in crisis. One recent trends arising from this is the emergence of Coworking Spaces. As so called “third places” they are complementing and, to some extent, replacing home and traditional offices (Grampp & Zobrist, 2016, p. 11).

2.2.1 Definition

Wikipedia describes coworking as follows:

a style of work that involves a shared working environment, often an office, and independent activity. Unlike in a typical office environment, those coworking are usually not employed by the same organization. Typically, it is attractive to work-at-home professionals, independent contractors, or people who travel frequently who end up working in relative isolation. Coworking is also the social gathering of a group of people who are still working independently, but who share values, and who are interested in the synergy that can happen from working with people who value working in the same place alongside each other. (Wikipedia.en, 2016, Coworking)

Important features of coworking are mentioned in this description and it provides a good basic understanding. However, the difficulty of defining coworking has been acknowledged by many contributors (cf. Waters-Lynch, Potts, Butcher, Dodson, & Hurley, 2016; Bauer, Rief, Stiefel, & Weiss, 2014).

The first problem when trying to define coworking stems from the uniqueness of each space. Coworking Spaces come in a great variety of appearances (Bauer et al., 2014, p. 40), making it extremely difficult to find a definition that is suitable for all manifestations whilst still managing to demarcate the phenomenon from similar concepts. The sharing of office space, the provision of a workplace that can be rented on fixed as well as flexible terms, the provision of services and infrastructure such as printers, meeting-rooms and network connections are all standard features of every coworking space (Bauer et al., 2014, p. 33). However, coworking spaces differ significantly in terms of the range of infrastructure and services they offer to their members (Bauer et al., 2014, pp. 33-36). Bauer et al. (2014, pp. 28-39) therefore provide an overview over the most relevant “feature dimensions that can be applied to distinguish between Coworking spaces” (p. 28) and identifies various feature characteristics for each dimension (pp. 28-39). The list includes, for example, a coworking space’s size (room, floor, building), its network (chain, cooperation), its operators motivation (profit or non-profit, city development), its atmosphere (student digs, stylish, business professional), and its situation according to city size (rural, city, metropolitan).

Despite the immense variety resulting from all possible combinations of this incomplete list, Bauer et al. (2014) attempt to give a definition of Coworking by considering the following content aspects key factors of an adequate definition of Coworking (p. 41):

- The aspect of »community«, whereby a special quality of this community applies here, which is probably the key feature of coworking.
- At least potential independence of the participants from each other,
- Sharing common working infrastructure,
- Benefiting from the co-operation effects

Based on these fundamental considerations, the authors propose the following definition:

Coworking is the flexible working of knowledge workers largely independent of each other at a common, institutionalised location. In that respect, the hierarchy-free social network facilitates wide-ranging co-operation benefits for the participants. (Bauer et al., 2014, p. 43)

This definition describes the phenomenon quite well. However, as the authors declare: “the factual demarcation does not apply to the coworking »spirit«” (p. 44), which they consider very important.

This is where the second problem with trying to define coworking lies: the fundamental idea of coworking is not so much about the hard facts of resources and infrastructure, but rather relies on an array of soft factors hard to describe. It is the basic values that serve best to demarcate the coworking phenomenon from similar concepts such as shared offices or business centres. Moreover, it is these values, shared amongst many coworkers and coworking space operators, that have led to their self-conception as a ‘global movement’ “redefining the way we do work” (coworking wiki, 2016, What is Coworking?) rather than just a business model or an alternative to the home office.

A description of coworking is thus incomplete without a mention of the movement’s basic values. According to Bauer et al. (2014), these basic common values “may be the ones that were in a position to create a movement based on pure fascination” (p. 46).

2.2.2 Spirit and values

Christian Cordes, board member of the German Coworking Federation (GCF), makes clear: „Coworking for me personally is more a movement, a question of attitude, of how I want to work” (Christian Müller sozial-pr, 2016). The same understanding is revealed in the description of coworking given by *Coworking Switzerland*:

The idea is simple: independent professionals and those with workplace flexibility work better together than they do alone. Coworking spaces are about community-building and sustainability. Participants agree to uphold the values set forth by the movement’s founders, as well as interact and share with one another. We are about creating better places to work and as a result, a better way to work. (Coworking Switzerland, 2016, Home)

The community element as the “ultimate determining core of Coworking” (Bauer et al., 2014, p. 45) stands out in this explanation as well as in many others given on websites of coworking spaces. The values these statements are based on have originally been formulated in *Citizen Space*, one of the first Coworking Spaces in the USA: **Collaboration, Openness, Community, Accessibility, and Sustainability** (coworking wiki, 2016, The Values of Open Coworking).

They have since been turned into the official coworking manifesto and, in the form of an online manifesto, have been signed by 2215 coworking space operators and enthusiasts all over the globe (Coworking Manifesto, as of November 18, 2016) showing their solidarity with the movement and its basic principles. Because of their great importance for the coworking movement a short description of these values’ meaning is provided below.

Collaboration

Bauer et al. (2014, p. 47) describe collaboration as “the fundamental willingness and will of the coworkers to work together”. This contains two main aspects:

- 1) It is a matter of course for coworkers to approach respective specialists in the community if they have an explicit problem. Vice versa, they can be consulted by others. Importantly, responding to a favour is not directly associated with the same person. The aim is to maximise the pool of skills as a whole: “the support among co-workers »fluctuates« and in the end [. . .] everybody benefits from their efforts appropriately” (Bauer et al., 2014, p. 48).
- 2) Additionally, the Coworking Manifesto postulates “Collaboration over Competition”. This emphasises the community aspect and shifts importance from the result to the path.

The resulting opportunity to get to interact with many people with a wide variety of knowledge and skills is supposed to be one of the great professional benefits of coworking. (Bauer et al., 2014, p. 47-49)

Community

Coworking spaces create, foster and nourish the community feeling in many different ways. For example, by providing common areas like cafeterias or a kitchenette and parts with a living room atmosphere where coworkers can gather and have a friendly chat. The fundamental idea of creating a feeling of cohesion and community amongst members also manifests visibly in the ‘open space’ workspace most coworking spaces have. Tobias Schwarz, member of the German Coworking Federation, even considers this a mandatory feature of a ‘real’ coworking space (2016, para. 4). Open spaces are areas where members can freely find a workspace in midst of other coworkers. They are intended to connect people more easily and promote serendipity.

Additionally, most Spaces hold events in their premises to bring people together. Such events can come in the form of work related talks and presentations, networking evenings, moderated workshops, information and further training events or more leisure orientated excursions or joint dinners. They are usually organised by a community manager. His or her job is to bring people together. A community manager, is thereby fundamentally different from the management done by real estate companies renting out workspace in business centres. This becomes obvious not least in the term “member” of a coworking space as opposed to the “tenants” of a business centre (Schwarz, 2016, para. 5). It’s not unusual, however, that members of a coworking space make a point of getting to know each other by organising and implementing social events like parties, breakfasts or ‘food for feedback’ groups themselves.

Openness

Openness can be seen as another precondition for collaboration and community. It signifies open-mindedness and stands for a fundamental interest in others, a respectful dealing with fellow coworkers and a willingness to share. Moreover, openness is the willingness to try out things without being 100% sure. It therefore contains an element of risk-taking. (Bauer et al., 2014, p. 51)

Accessibility

The idea and fundamental belief behind the core value of accessibility is simple: the more accessible a coworking space, the greater the variety of people and skills represented, the bigger the potential for cross-fertilisation, interesting collaborations and innovation. Accessibility is thus tightly connected to openness and, according to Schwarz (2016, para. 4), an important aspect of what makes coworking spaces valuable to society. There are two components to accessibility (Bauer et al., 2014, pp. 51-52):

- 1) Financial accessibility relates to openness and means that working in a Coworking Space should be affordable. No one should be excluded a priori for financial reasons.
- 2) Geographical accessibility means that Coworking Spaces should be well connected and easily accessible via public transport.

Companies unjustifiably gracing themselves with the attribute coworking, Schwarz (2016, para. 7) claims, protect themselves from openness and accessibility through their pricing strategies. The prices these office-

letting firms ask are usually considerably higher than what a desk at a coworking space costs and therefore make their services unaffordable for many potential coworkers.

Sustainability

Coworking spaces should address all three pillars of Sustainability:

- 1) Founded in the belief that a society's living standards should not be dependent on financing by succeeding generations, coworking spaces try to contribute to **economic sustainability** by promoting the sharing of space and infrastructure. (Bauer et al., 2014, p. 49)
- 2) The sharing of space, furniture, hard- and software among coworking space members is meant to reduce the resource consumption per member and thus to contribute to **ecological sustainability** (Bauer et al., 2014, p. 50). This value is mirrored in the corresponding statement in the manifesto: "value ecosystem" over "value chain".
- 3) **Social sustainability** stands for the pursuit of equal opportunities and an option to participate. Coworking spaces can be considered socially sustainable "because they enable an increasing proportion of people working in isolation to gain access to a community" (Bauer et al., 2014, p. 50).

All in all, these values clearly express the movement's aspiration to be more than just a business model or a physical space. However, many of the values, beliefs, and behaviours said to be characteristic for coworkers are to be located in a wider reaching fundamental change regarding many peoples' attitude towards consumption and ownership. Putting greater importance on non-material values such as blooming social relationships as opposed to material values such as ownership is deemed characteristic for the so-called Generation Y (Bauer et al., 2014, pp. 73, 75). A fulfilled life, community, freedom and autonomy are considered to hold far greater importance for Millennials or digital natives' than material values (Bauer et al., 2014, p. 75). The existing and prosperous 'sharing economy' which is in great parts built on this change in values is often cited as prove for this (Bauer et al., 2014, p. 75). Regardless of their birth year, people who have implemented these values find like-minded people in coworking spaces to live and share these principles together (Bauer et al., 2014, p. 75).

2.2.3 Coworking as a response and driver of the new tendencies in the world of work

Jeremy Neuner of the Californian coworking network NextSpace points out that coworking is a response to a much greater trend, a "once-in-a-century shift in how, where, and why people work" (Johnson, 2015, Jeremy Neuner). This far-reaching transformation, this move towards mobility and independence, he says, will affect many areas of our personal lives and the society as a whole. The move towards this new world has only just started and coworking is playing role, both as a response as well as an accelerator and driver. (Johnson, 2015, Jeremy Neuner).

Similarly, Waters-Lynch et al. (2016, p. 26) position coworking at the centre of three major trends: 1) The rise of creative knowledge work, especially in digital fields such as software development and web design. 2) The development of mobile communication technologies and organizations' tendency to give up control over labour processes, particularly in terms of time and place of work. 3) The dissemination of self-employment. (Waters-Lynch, 2016, p. 26). These three inter-related trends in the world of work, they conclude from studying a number of global coworking surveys conducted by *Deskmag*, are clearly reflected in the population of coworkers (Waters-Lynch et al. 2016, p. 25). "The majority of coworkers", they conclude, "fall into three categories of 'independent knowledge workers': solo-self employed (freelancers), early stage entrepreneurs, or members of startups and small business teams" (Waters-Lynch et al., 2016, p. 25). Most of them work in creative industries with web development and software engineering, graphic and web design, professional relations and marketing consultants, as well as some writers, journalists, architects and artists featuring as the most strongly represented industries (Deskmag, 2012, as cited in Waters-Lynch et al., 2016, p. 25)

Bauer et al. (2014, p. 60-61) investigate why coworking appeals to this generally young and well-educated crowd of knowledge workers and identify three main components responsible for coworking spaces' draw: 1) structure, 2) community, and 3) freedom and independence.

Structuring

The lack of spatial separation in the home office, where many of the independent creative knowledge workers work from, bears the risk of working excessive, unregulated hours with lower productivity caused by many distractions and a constant fight between private matters and work (Jürgens & Voss, 2007, p. 34, as cited in Bauer et al., 2014, p. 58). By offering affordable external workspace, coworking spaces present a material framework for work. They provide the possibility to bring back the spatial separation between work and leisure. Coworkers then have the freedom to get each job done in the environment that best suits its productive fulfilment (Bauer et al., 2014, p. 64). Separating leisure and work spatially also “favours a separation in the mind and prevents potential conflicts, minimises distractions and promotes motivation. Therefore, the structuring requirement for the individual is reduced, and more mental resources are available for other matters” (Bauer et al., 2014, p. 62).

Community

The office has a social purpose, says Bartmann (2012, p. 275). People that don't go to 'the office' anymore fall short of social bonds and suffer from the lack of personal contact (Fromm, 2012, p. 139). Moreover, being surrounded by other working people has significant positive effects on motivation, performance and productivity (Bauer et al., 2014, p. 63). Whilst social isolation is detrimental to the psyche, a lack of personal contact and real time exchange of information additionally harms professional performance by making it hard to stay up-to-date in a dynamic business environment (Bauer et al., 2014, p. 58). Furthermore, it can be very difficult to nurture and extend one's professional network whilst working from home.

In this sense, coworking spaces provide an alternative to the social isolation that often comes with working independently and is aggravated by the spatial isolation in the home office. Not being amongst “colleagues” can cause a variety of problems (Rajaratnam et al., 2008, p. 464; DeGuzman, 2011, as cited in Bauer et al., 2014, p. 58) that the social framework coworking spaces provide can alleviate (Bauer et al., 2014, pp. 61, 63). By being a coworking space member, people can become part of a community “within which the members know, support and trust each other” (Bauer et al., 2014, p. 67). The loose but accessible network working together in a coworking space serves as a replacement for the “traditional” office community an employee would become part of in the company office. It is generally considered to be part of the job of the coworking spaces' community manager to know the strengths, abilities, and needs its members in order to be able to connect skills and knowledge within the space. This way, coworking spaces form not only a personal but also a professional network members can fall back on (Bauer et al., 2014, p. 67). Generally, coworking spaces promote open knowledge-sharing and use of synergies. They acknowledge the need for collaboration in a knowledge-intensive economy in which creativity and innovation more and more often become the deciding factor between failure and success.

Freedom and independence

A major challenge for people working location independently is the ability to balance out the negative effects of isolation and the positive effects autonomy. Coworking promises to help ease this strain. As Brad Neuberg, known for founding one of the first coworking spaces worldwide, put it: “I could either have a job which would give me structure and community or I could be freelancer and have freedom and independence – Why couldn't I have both?” (as cited in Bauer et al., 2014, p. 15).

What people seem to want is “self-determined and meaningful work [. . .] so that the individual life goals can be realised” (Bauer et al., 2014, p. 89). But being free of constraints and compromises often means being alone and sacrificing security in terms of financial and social aspects (Bauer et al., 2014, p. 90). According to Bauer

et al. (Bauer et al., 2014, p. 91), coworking offers a form of work that manages to combine the requirements of individuality and community and thereby alleviates the negatives without sacrificing the positives of independence and self-realisation: “In coworking spaces people find community and therefore satisfy a firmly-rooted human desire for social belonging, security and inclusion [. . .] without relinquishing their individuality, self-determination or freedom” (Bauer et al., 2014, p. 93). Coworking, as Foertsch and Cagnol (2013, para. 2) put it, is “a representation of working independently, but together”. The sense of belonging to a community of like-minded people one can fall back-on when in need of advice, exchange or professional support of any kind constitutes a feeling of security for each person (Bauer et al., 2014, p. 94). However, the commitment to the community is essentially only ever a temporary one and every individual can decide freely whether to take part in it or not. As a result, the controlling and limiting aspects of a community are moderated whilst its positive aspects of social security are enforced and become associated with those of freedom and independence (Bauer et al., 2014, p. 94).

This explains that the vast number of quotes attaching “great importance to the phenomenon coworking for the knowledge work of the future” (Bauer et al., 2014, p. 26) as well as the enthusiasm with which coworkers talk about it. To many coworkers, work seems to be “just fun” (Bauer et al., 2014, p. 56...). These communities of like-minded and often highly educated people have developed a completely new understanding of work. They have moved away from the idea of work being just about stress, performance and pressure (Bauer et al., 2014, pp. 82-83). They want work to be meaningful and fun: “Enjoying going to work, meeting nice people and exchanging ideas are the basic values around which the most time-intensive activity of our current society evolves” (Bauer et al., 2014, p. 83).

Coworking shines a more positive light on the life and work of freelancers and solo-entrepreneurs, often considered to suffer from the loss of security and social contact. On a basic structural level, it provides a (new) material and social framework, meets some of our most fundamental working requirements, and contributes to a more productive and healthy work environment (Bauer et al., 2014, p. 65).

2.2.4 Growth and development

The title “first ever Coworking Space” is highly debatable and can’t be awarded to any single space for sure. However, according to Bauer et al. (2014, p. 18) the first time the all-important community aspect was emphasised and pursued consistently by the founders of a collaborative workspace was probably in 2002 when Vienna’s first coworking Space *Schraubefabrik* (Screw factory) opened (Foertsch & Cagnol, 2013, para. 6). It wasn’t, however, until 2005 that coworking, as we know it today started (coworking wiki, 2016, History of Coworking). Frustrated by the lack of cross-fertilization and communication he experienced while working from a business centre in San Francisco, Brad Neuberg decided that there must be a less isolated and more social way to work (Dullroy, 2012) and soon became the first one to attach the term coworking to a physical workspace where independent workers would come together to work collaboratively in a casual atmosphere (Foertsch & Cagnol, 2013, para. 7).

Over the course of the following years more and more coworking cells emerged in different shapes and locations all over the world. Although mostly independent of each other, all these spaces shared their focus on creating an enjoyable place for like-minded people to work collaboratively but independently and thereby benefit from each other in various ways.

According to statistics published by *deskmag*, from 2006-2013 there was veritable coworking boom with the number of spaces growing by more than 80% annually (as cited in Bauer et al., 2014, p. 22). According to *deskmag*’s latest annual global coworking survey 2015-16 (Foertsch, 2016), as of October 2015, there were an estimated 7800 coworking spaces worldwide hosting just over half a million coworkers. Additionally, coworking spaces themselves are growing: with an average of 76 members, the typical coworking space now counts around 46% more members than just two years ago (Foertsch, 2016).

Current developments as mirrored by the 5th Global Coworking Survey lead to the conclusion that the spread of coworking spaces is more than likely to continue and by the end of 2016 the number of coworking spaces worldwide is expected to rise above 10'000 (Foertsch, 2016, p. 1).

2.3 The tourism perspective

In an essay from 2010 about leisure sociology, Schäfer predicted that the ways in which we shape our leisure time will increasingly depend on the conditions we find in the world of work (p. 159) – these conditions are changing rapidly. Because of the tight links between leisure and work and the close association of leisure and tourism, the ongoing changes in the world of work must be of great concern to tourism. Some of the manners in which they are influencing tourism, and might increasingly do so in the future, will now be discussed.

2.3.1 The Problem with a dichotomous view of leisure and work

Ongoing demographic and socio-cultural transformations as well as increased flexibility in the workplace are ultimately leading to a further blurring of the boundaries between leisure and work (Petermann, Revermann & Scherz, 2006, *Demografische und sozialstrukturelle Wandlungsprozesse*). From a tourism perspective, such developments are highly relevant, because the alleged dichotomy between leisure and work is closely linked to many aspects of the behaviour, needs and priorities of tourists. What people want when they go on holiday or what they aim for when travelling, highly depends on the perceived nature and purpose of leisure time.

The functional conjunction between work and leisure can be viewed along three dimensions: (1) Leisure as regeneration from work, (2) leisure as compensation, and (3) leisure as suspension (Werner, 1995, p. 13). This view of leisure and work as two opposite ends is typical for much of the research done about leisure in social sciences until the End of the 70s (Werner, 1995, p. 14).

The dichotomous concept is closely linked to the emergence of factories in the course of the industrial revolution, as Borchartd (2011, p. 1) explains. As opposed to farmers that lived and worked in the same place, the industrial revolution created different spaces for gainful work and domestic work. Workers couldn't sleep in the factory so there had to be an end of workday. This after work time, leisure, got bigger and bigger and then there was the holiday. The industrial revolution meant that people started selling a certain amount of their time to an employer, thereby creating what we call work time. The term *work-life-balance* mirrors this trade, implying that work is the opposite of life. (Borchartd, 2011, p. 1)

According to Bieger (2010, p. 91) leisure can be defined in a residual or a normative way: (1) leisure as the residual time after deducting everything that isn't leisure, for example working, sleeping, eating, from the total amount of available time, or (2) leisure as a mental or spiritual attitude defined in accordance to an ideal such as being free from work. Important elements for leisure can be to be an antithesis to work as an economical function. Furthermore, leisure is a psychological perception of freedom. (Bieger, 2010, p. 91) In both definitions, time and freedom in the sense of autonomy play an important part. Importantly, leisure is not something that can be defined objectively but has to be determined from each person's individual perception. Thereby, transitions can be fluent and smooth; to use an example given by Bieger (2010): A business trip with attractive social occasions without any pressure for time or success can be more of a leisure trip than having to visit not so congenial relatives during one's leisure time. (Bieger, 2010, p. 91)

The dichotomy of leisure time and work time is based on the primacy of a standard nine-to-five employment relationship with a permanent one-on-one contract between an employer and an employee including the common securities and insurances. Today's world of work is characterised by more and more flexible non-standard employment relationships fostering the blurring of social and individual time structures which in turn changes the ways in which work and leisure are being shaped and organised. In such a fluid world, a dichotomous concept of leisure and work cannot hold (Schäfer, 2010, p. 158). The timetables of life and work are becoming increasingly heterogeneous and individualised (Petermann, et al., 2006, p. 47). As a growing number of individuals become micro-enterprises and choose the autonomy of being a freelancer over the

security of being an employee, it becomes less a question of work-life-balance and more an issue of *work-life-blending*.

In 2010, Schäfer (p. 160) predicted that the transition from an industrial to a service society in combination with an ever-growing demand for a 24/7 availability of services and the according emergence of a variety of more flexible work relationships will lead to a more flexible concept of leisure time. This has now happened. Certainly, the prospect of this new world of work is not a good one for everyone. There will be people overstrained and suffering from the loss of clear structures and boundaries between leisure and work (Jurczyk & Voss, 2000, p. 197 as cited in Schäfer, 2010, p. 159). Others, however, will find creative ways of making the most out of the opportunities gained from increased autonomy (Schäfer, 2010, p. 159).

2.3.2 Possible implications

Time and duration (when?)

In her essay on leisure sociology, Schäfer (2010, p. 161) concludes, that the effects of the dissolution of leisure and work on the tourism industry can be summarised with four attributes: **on short notice, short, cheap, and nearby**. Her conclusion is based on the assumption that as a result of less stable work relationships, the budget for leisure activities in terms of money and time will become increasingly difficult to plan.

Schäfer (2010, p. 161) states that school holidays are the last reliable factor when it comes to the determination of peak tourist seasons. Petermann et al. (2006, p. 49) also come to the conclusion that more flexible work arrangements dissolve established standards of how much time is spent on work and when. This circumstance, Schäfer (2010, p. 61) adds, will require great **flexibility** from both the consumers and producers of leisure opportunities. For many people, an early commitment to fixed travel dates is either difficult or not desired (Petermann et al., 2006, p. 50).

On the flip side of more flexible time structures (F.U.R. 2004a, p. 17 as cited in Petermann et al., 2006 p. 49) there is an erosion of leisure and recreation time making time-pressure and Sunday work normality. The pressure for time and performance is often quoted as a reason for the **reduced duration** of people's main holiday (Petermann et al., 2006, p. 49; Schäfer, 2010 p. 160). If the growing number of self-employed increasingly take on second or third jobs to supplement their soaring incomes, this effect could be reinforced. Petermann et al. conclude that people do not have as much free time as often assumed (p. 49). The trend for shorter holidays and occasional quick breaks will therefore continue to grow while the idea of a main holiday of three weeks or more might soon be a thing of the past (Petermann et al., p. 50). When designing products and planning trips for time-scarce individuals, tour operators and travel agencies will have to take this into account (Universität Trier 2004b, p. 106, as cited in Petermann et al., 2006, p. 50).

Style (what and where?)

Even if the outlined developments won't necessarily change the number of trips undertaken, they will change their design and configuration. They will, for example, have an impact on the choice of destination, the travel time and rhythm, the form and frequency of combining leisure with business trips, etc. (F.U.R. 2004a, p. 17 as cited in Petermann et al., 2006, p. 49). Operators successfully catering for the ever more particular requirements of their customers can benefit from this trend (Petermann et al., 2006, p. 50). According to Petermann et al. (2006, p. 50) designing highly **customisable** and modularly composed concepts, offering **convenience** and allowing customers to **save time** could be one way of achieving this. This provides new opportunities and suggests a more positive outlook for **organised trips and package holidays** whose future might be brighter than commonly assumed.

Furthermore, style and shape of vacations could be influenced by the increase of so called "semi-leisure activities", as mentioned by both Schäfer (2010) and Petermann et al. (2006, p. 49). For example, gardening, work related to the membership in a society, as well as professional and personal training and further education

can be counted as such activities. Although they are associated with work, they have been chosen voluntarily, are done with pleasure, and are characterised by a greater degree of autonomy than gainful work (Schäfer, 2010, p. 157). Many people seem to already be struggling to keep up with everyday tasks and have to cut down on their semi-leisure activities (Schäfer, 2010, p. 162). At the same time, constantly increasing demands on staying employable and performing well on the job market require many people to invest (money and time) in additional qualifications and continuous education. At first sight, this seems to put an extra strain on holiday and leisure budgets (F.U.R., 2004a, p. 13, as cited in Petermann et al., 2006, p. 49). However, having a closer look at this development reveals its potential for innovative business models. The lack of time for semi-leisure activities in everyday life is mirrored in a tendency for hybrid or **multipurpose holidays** combining several motives and topics in one trip (Dantine, 2002, p. 39 as cited in Schäfer, 2010, p. 162). Schäfer (2010, p. 162) mentions voluntourism.org and workandtravel.org as examples of initiatives that are based on the idea of combining several benefits in one trip and lists recreation, personal development, professional education, increased employability, prestige, networking as examples for such benefits. Especially for destinations and tourism service providers away from major holiday centres there still lies a great deal of unused potential in this.

Importance and meaning (why?)

Above statements about multipurpose holidays and the tendency to seek more than just one benefit from a single trip, show that there can be different goals when going on holiday. What people want and expect to gain from their vacation is changing too. When designing their leisure time and deciding on activities and trips, people often have to deal with the conflicting poles relaxation and self-realisation (Schäfer, 2010, p. 159). On one hand, leisure time is meant to provide *time to relax* and recover from the exertions of work life, on the other hand we feel like it should *bring a return* (Schäfer, 2010, p. 159). The demand for usefulness and productivity has made it into the sphere of leisure and recreation (Opaschowski, 1992, p. 31, as cited in Schäfer, 2010, p. 160).

As the value of travel and leisure increase, so do the expectations on these hard-earned “nicest weeks of the year” (Cantauw, 1995, pp. VII, VIII). In the past, this has led many tourists on the hunt for more and more experiences to complete veritable sightseeing- and adventure-marathons during their holidays. Some tourists go to their physical and psychological limits in order to “make the most” of their holiday (Cantauw, 1995, pp. VII, VIII). Maybe, in a world “shrunk to a point by communication technologies” (Sir Arthur C. Clarke as cited in Colman, 2011) and with an increasingly mobile workforce, travel will become so normal that this could relieve some of the pressure on these precious weeks of holiday – if we can return to Paris any time or extend our stay in Barcelona for as long as we please, there is no rush in climbing the Eifel tower, or seeing all of Gaudi’s works in one day. However, the pressure for experience will be replaced – most likely by a pressure for different kinds of achievements and performance. It is the transformation from an experience-society to a performance-orientated society (Opaschowski, 1992, p. 31 as cited in Schäfer, 2010, p. 160).

3. Coworking and Tourism – mapping out the intersections

“Coworkation is the logical continuation of Coworking”, Eric van den Broek from the world-spanning coworking network *Copass* once noted (panel discussion, 2015 Coworking Europe Conference, Milan). What his statement refers to is the fact that a major driver of the coworking movement is the growth of a location independent workforce able and willing to leave their offices and homes to work from wherever they please. To him, the prospect that many of these remote working people would start to not only leave their home office in favour of a nearby coworking space but, ultimately, would try to make the most out of their spatial freedom by moving further, more frequently, and for longer periods, was only logical. It is precisely in this manner, that elements of coworking have recently started to merge with travelling and tourism.

This chapter provides a brief account of the development of this supposed trend. It goes on to define and demarcate some of the most important and recurring terms relating to it. Finally, it describes three identified types of existing and emerging concepts that combine elements of coworking and aspects of tourism.

3.1 Coworking in Paradise – a developing trend

Initially a phenomenon discussed mainly in the context of entrepreneurship, open innovation and alternative work models, the rapid spread of Coworking Spaces all over the world soon caught the attention of location independent entrepreneurs and remote working freelancers who were already travelling the world while working from hotel lobbies and coffee shops. Before long, they discovered the advantages of working from a Coworking Space: community, infrastructure, and fast and reliable Wi-Fi connections.

In 2012, a *deskmag* article already titled: “Coworking holiday: Coworking Spaces on Small Islands” (Cashman, 2012). Listing just a handful of coworking spaces “located on small islands notorious for holiday-makers that cater for the (very) remote worker” by offering “sun, sand, surf, a range of outdoor activities and clean air, alongside all those useful amenities found in coworking spaces in a bustling metropolis”, Cashman explains how this new form of “working-holidays” made use of “the fact that we are increasingly mobile and independent” and thereby challenged various traditional views about the distinction of work and vacation (Cashman, 2012, p.1).

One year later, *deskmag* proclaimed that “with the availability of coworking spaces and supporting resources worldwide, it’s easier now, more than ever, to pursue your travel dreams while still maintaining a successful career” (Niewiadomska, 2013). The article was soon followed by more *deskmag* publications on this topic like “Coworkation: The most productive holiday you can take” (Gray, 2013). Soon, publications outside the coworking movement picked up on the supposed trend, and in 2015 *the guardian* claimed: “‘We’re all going on a co-working holiday’ – workaholics welcome” (Razavi, 2015). Portraying the “new travel phenomenon” partly as a counter-movement to the trend of switching off completely, in the sense of a “digital detox holiday”, Razavi (2015) explains that the “new trend where workspace and Wi-Fi are all part of the package” mainly appealed to “location-independent bloggers and early-career entrepreneurs (especially in the tech industry)”.

Coworking spaces like *Coworking Nomad* on Tenerife or *Cocovivo coworking* on the island of Bocas del Toro in Panama, as well as Jelly organisers like Rechung Fujihira who took groups of people to work on Hawaii, were some of the first ones to start exploiting the apparent desire for a new version of work-life balance made possible by technological progress. By providing “a place for focusing on work, balanced with beach-relaxation”, they created a new type of “niche coworking”, and, according to Fujihira, a lifestyle: “work the way you live” (Fujihira as cited in Cashman, 2013, 2012, To Market To Market). Whilst of course nearly every major city could be considered a holiday destination, the destinations these early models were set in are almost synonymous with getaways dominated by tourism and hospitality. Coworking spaces there were predestined to “offer an altogether different work-vacation experience”. Their attempt to specifically target tourists marked the beginning of a trend (Cashman, 2012). A trend which, as anticipated by Cashman would only get trendier. Her prediction that “the increasing demand for such spaces will likely be met with an increase in supply” would be proved right (Cashman, 2012, para.2).

By the time of the Coworking Europe Conference in Milan in 2015, the intersections of tourism and coworking had made their way onto the coworking agenda. Entrepreneurs from within the coworking scene had started to discover the potential of explicitly combining the ideas of coworking with tourism, and to create a variety of what we will call “coworkation concepts”. The title of a key-note speech by Steve Munroe, co-founder at *Hubud*, read: “Coworking and Vacation is becoming a trend topic in a growing number of summer and winter spots” (Wolf, 2015).

3.2 Terms and Definitions – emerging language

With the trend growing, so did the vocabulary for related phenomenon. Terms like workation, coworkation, digital nomadism, and coliving soon became widely used buzzwords. The vagueness of these terms, their varying use and the, often passionate, dispute about them capture the emerging state of the trends they related to quite well. Finding suitable words and developing a common language appears to be a strong desire amongst

many people involved in this discourse. Before extensively using these terms in the descriptions of concepts later in this chapter, their ambiguity makes it inevitable to explain what the specific understanding of them in the context of this thesis is.

3.2.1 Digital nomads

The term „digital nomad“ is currently on everyone’s lips. There is hardly any travel or technology related blog that has not recently featured one or several articles about “the rise of the digital nomad” (Lamarque, 2015) or how digital nomads are “making the world their office” (Bown, 2016) by “living and working in paradise” (Hart, 2015). (see also Gupta, 2015; Spinks, 2015; Melendez, 2015; Warrlich, 2016).

It would go too far to go into detail about the origins of this term that arguably already emerged in the 1960s. Interested readers are directed to a comprehensive history of the term that appeared in a 2008 special report on mobility in *The Economist* (Kluth, 2008).

Digital nomadism and coworkation are closely related in some aspects, yet two separate phenomena. For the purpose of this thesis it is therefore important to stress their similarities as well as their differences. Although coinciding in many aspects, they did emerge and develop independently from each other.

Wikipedia describes digital nomads as

people who use telecommunications technologies to earn a living and, more generally, conduct their life in a nomadic manner. Such workers typically work remotely – generally from foreign countries, coffee shops, public libraries, co-working spaces and even recreational vehicles – to accomplish tasks and goals that traditionally took place in a single, stationary workplace. (Wikipedia.en, 2016, Digital Nomad)

The entry also mentions services and arrangements often used by digital nomads to work and/or stay at: “coworking spaces, cafes, house sitting agreements, and shared offices” (Wikipedia.en, 2016, Digital Nomad). Many of the commonly listed benefits of coworking spaces (good internet, flexible terms of use, community, etc.) naturally appeal to digital nomads and seem to draw them to coworking spaces more and more often. This causes the two phenomena of coworkation and digital nomadism to overlap in ever bigger areas. This growing overlay can be observed, for example, in ever more references to and mentions of coworking spaces and coworkation concepts at events (e.g., the *Digital Nomad Conference DNX*), on websites (e.g., *dateanomad.net*), and on social media channels (e.g., related Facebook groups or Slack channels) intended for digital nomads.

However, coworking spaces are not an integral part of digital nomadism as a longer-term lifestyle. Hence, not every digital nomad uses coworking spaces. Vice versa, not everyone using a coworking space or a coworkation service is a digital nomad. Rather, coworkation can be seen as a temporary mode of travelling or a special form of vacation. As such, a coworkation can potentially last only a few days after which the coworkationist would return home. Anyone able to perform just some work-related tasks location independently if only for a short period of time can therefore go on a coworkation. As opposed to digital nomadism, a coworkation does not require the ability and willingness to give up home more permanently and commit to a “life on the road”.

3.2.2 Coliving

Community housing is anything but new. Yet coliving as a modern form of housing is a fairly fresh concept and to be distinguished from earlier versions of communal living such as communes, cohousing or co-ops (see Provan, 2014). Coliving can be seen as “a new take on an old idea” (Provan, 2014). The website *Coliving.org* defines the concept of coliving in two points:

- 1) Shared housing designed to support a purpose-driven life.
- 2) A modern, urban lifestyle that values openness, sharing, and collaboration.

Like coworking, coliving claims to offer more than just the sharing of resources: the chance to be part of a community. And it seems to be just this, that makes much of the concept’s appeal (see Katz, May 11, 2016).

Medium- to long-term coliving as the basic form to which the definition by *coliving.org* refers, can be located somewhere between a long-stay hotel and student accommodation. It emerged out of a need for more affordable accommodation in major cities with high real estate prices and flourishing creative and technology scenes like London (*The Collective*), San Francisco (*Coliving Club*), or New York (*Common*). One major provider is *WeLive*, the residential offerings division of coworking space operator *WeWork*. On a monthly basis, *WeLive* offers its members furnished accommodation and access to common areas including various services such as laundry, cleaning, yoga, and events (welve, 2016, A New Way Of Living).

Recently, coliving has taken up on the digital nomad trend with some concepts focusing on fostering and simplify nomadic living. For a monthly or weekly fee, a handful of companies like *ROAM* offer their members private rooms and access to shared facilities and coworking spaces in a whole network of coliving spaces around the globe (roam, 2016, A new way of living). The concept offers the remote worker all the variety from big city life in Madrid to island housing on Bali: “Sign one lease. Live around the world”, as *ROAM*’s slogan reads. Being part of the “*ROAM* community” is also meant to relieve the feeling of isolation. Roam claims to provide “everything you need to feel at home and be productive the moment you arrive” (roam, 2016, A new way of living).

Short- to medium-term accommodation options offered by coworkation concepts are also commonly referred to as coliving. In this form, coliving is usually synonymous with the in-house or nearby accommodation provided by a coworking space. It is thus typically a shorter-term arrangement and is most frequently encountered in rural areas where finding suitable accommodation near the coworking space can be difficult. A coliving option can then help to make the stay at a coworkation space more convenient by removing the need to find a place to sleep *and* the place to work.

It is this last manifestation of coliving which is referred to when using the term in the course of the next chapters.

3.2.3 Coworkation

The origins of the term *coworkation* are uncertain. It can, however, be seen as a progression or alteration of *workation*, a compound noun made of the two words *work* and *vacation*. *Urban Dictionary* defines *workation* as follows:

Anytime you bring work materials, laptops, paperwork or worse keep meetings, in a neurotic attempt to 'keep up' on what should essentially be personal or vacation time. (Urban Dictionary, 2016, Workation)

The negative undertone of this definition is contradictory to how the term is employed in this paper. This points to two fundamentally different perceptions of the same phenomenon: The dissolution of leisure and work can, on one hand, be perceived as something precarious, leading people to never stop working, thereby jeopardizing a healthy *work-life balance*. On the other hand, the combination of work and leisure in a place away from the office can be intentional and desired. Such voluntary *work-life blending* has a far more positive connotation. For the passionate entrepreneur, the author of a book, or the freelancer now pursuing his hobby as a business, work is not necessarily something eating into “personal time” but rather an enjoyable part of it.

Another online dictionary defines a *workation* as “*a paid work trip that can be combined with aspects of taking a vacation*” (The Online Slang Dictionary, 2016, Workation). This refers to something business travellers have long been doing. It excludes, however, any trips combining work and leisure that are not paid for by an employer or client. It thereby ignores any location independent professionals using their spatial freedom to work from wherever they want. These people would usually not be on a paid trip but might just decide to travel somewhere because of reasons unrelated to their business.

Whether a trip is business related or not, and whether it is paid for or not, does not make a difference to how the term *workation* is understood here. Neither of the above definitions is therefore suitable. In the context of this thesis a broader, neutral, and more active definition is advocated:

A workation is (part of) a trip away from one's usual place of work and/or residence on which elements of vacation and/or recreation are consciously and voluntarily being combined with the fulfilment of work-related tasks that can be done location independently.

“*Elements of vacation and/or recreation*” can, for instance, stem from the wish to slow down or refocus in a more relaxing environment. In that case, the vacation element compares to a wellness holiday. However, the holiday element of a workation could also be an adventure or sports component (e.g. kite surfing), a beach holiday factor (enjoying the sun), a city trip feature (sight-seeing activities, museum visits), or any other aspect typically associated with a type of holiday. Importantly, the decision to leave *one's usual place of work and/or residence* is made *consciously* and the decision to work in the new environment is *voluntary*. There are a variety of reasons why someone would *want* to work where he could just go for recreational reasons. These motives will be investigated in later parts of this thesis. The fact that the *work-related tasks* can be fulfilled *location independently* implies that the choice of destination was not based on the need to go there for work-related reasons.

On their homepage, *Coworking in the Sun* describe a workation like this: “Take your online work with you, meet like-minded creative people at beautiful locations and get to live with them for a specified period” (Coworking in the Sun, 2016, Homepage), adding that “Workations provide you with the opportunity to get inspired by other motivated, mostly digital, coworkers”.

The central element appears to be the opportunity to meet other “workationers”. This social element, however, is precisely what differentiates a *coworkation* (*coworking, work and vacation*) from a workation. Hence, the above description is better suited to define a *coworkation* than a *workation*.

Whilst a workation can be undertaken completely alone, the desire to meet other people is a compulsory criterion for it to qualify as a coworkation. There has to be an explicit interest in mixing with other coworkers, to network, work, and socialise with them. Once more, it is the all-important elements of community and collaboration making the difference.

Services like the above cited *Coworking in the Sun* intentionally foster collaboration and community among their guests. Additionally, they exhibit a certain degree of organisation and institutionalisation by providing a variety of other services and infrastructure.

Extending the definition of workation by the social element of meeting new people, the aspects of collaboration and community, and the feature of institutionalisation in the sense of a responsible organiser providing certain services, the following definition for coworkation is suggested:

*A **coworkation** is (part of) a trip away from one's usual place of work and/or residence on which elements of vacation and/or recreation are consciously and voluntarily being combined with the fulfilment of work-related tasks that can be done location independently. A permanent or temporarily set up coworking space or a similar service that is based on and fosters the core coworking values of collaboration and community is used with the intention of meeting new people to form a temporary or lasting community with. Organisational efforts lower.*

3.3 Types of Coworkation Concepts

The term ‘coworkation concept’ has been mentioned several times already. The number of such concepts, combining elements of tourism with elements of coworking, is growing. Firstly, this chapter will explain what makes a coworkation concept in general. It will then present a typology, helping to keep the increasing variety of such concepts apart. The aim is to provide a structured overview to reflect on and research the different concepts more closely. The presented attempt at a typology draws on personal experiences gained from visiting a selection of different concepts as well as on countless informal conversations held with their participants, guests, organisers, and proprietors.

3.3.1 General definition – coworkation concepts

Recently, various coworking space operators and other entrepreneurs with an affinity for coworking have discovered the opportunities of targeting location independent professionals. A great variety of coworkation concepts merging all kinds of coworking, coliving and tourism forms is now sprouting all over the globe. Concepts range from camps in Swiss ski resorts to global hop-on-hop-off tours, and even a coworking catamaran sailing the seas. The hybrid and changing nature of these concepts, their continuous and rapid evolution, and their high degree of individuality make it difficult to define and demarcate them. However, there are certain features that they all have in common. These aspects, listed below, are the smallest common denominator of every service or space henceforth considered a coworkation concept. Coworkation concepts

- are services or places that merge elements of tourism with elements of coworking.
- They are at least to some extent built on the same values as Coworking Spaces, in particular community and collaboration, and are often founded by people that identify with the coworking movement and community.
- They sometimes have local medium- or long-term members working there on a regular basis, but welcome shorter-term guests from outside the destination just as much or even focus on them.
- They explicitly target people from outside the destination.
- They usually offer and promote a unique selling point (e.g. sightseeing opportunities, surfing, natural beauty, good climate, etc.) that attracts guests from other areas and adds an obvious element of tourism and vacation.
- They offer additional services to cater for the needs of guests from outside the destination (e.g. accommodation, food, work- and non-work related fringe events, etc.).

All of these elements are, to various degrees, exhibited by the different coworkation concepts presented in the subsequent subchapters. The fact that they all feature the word “coworkation” in their name points to these essential commonalities amongst all their differences.

In accordance with the definition for a coworkation two crucial benefits of coworkation concepts resulting from the above list of elements and adding to the picture shall be pointed out: Using a coworkation concept can make it easier for location independent professionals to meet each other. Especially when travelling alone, the company and community these places provide can be perceived as beneficial. Additionally, coworkation concepts take on some of the infrastructural hassles and organisational efforts and thereby make it easier for people to combine location independent work with travelling and being away from home in a third space.

3.3.2 Type 1 – Coworkation Spaces

Coworkation Spaces are the basic form that all other concepts build on. Calling it ‘*Workation and Relocation Spaces*’, Waters-Lynch et al. (2016, p. 51) describe what is called here Coworkation Spaces as a subset of Coworking Spaces. In line with the above list of common elements, they depict this subset as follows:

Some coworking spaces are intentionally located in places that would typically be holiday or travel destinations for urban knowledge workers from wealthy countries. Although at times they may include some ‘local’ members, these spaces largely market their services to ‘digital nomads’, foreign workers looking for ‘workations [. . .], ‘sabbaticals’ and sometimes longer term relocation to these areas. In this context coworking spaces provide the digital and physical infrastructure and complementary social relations required to continue internet mediated work in locations in cheaper and attractive locations than major creative cities. (Waters-Lynch et al., 2016, p. 51)

There is just one thing to be added to this definition: In principal, any coworking space, no matter where it is located, can be a Coworkation Space – just as any destination can be a holiday destination for someone for a certain amount of time. A coworking space becomes a coworkation space if that is the visitors desired use of it.

Whether it is (also) a coworkation space thus merely depends on *who* uses it for *what reason*. This, in turn, to great extent depends on how it is marketed. For the purpose of this thesis a coworking space is considered a coworkation space if it's marketing explicitly targets people from outside its destination. Coworkation Spaces thus function like 'normal' coworking spaces, but explicitly target travellers and provide certain services and amenities tailored to their needs. The vacation element then largely depends on the user and his or her specific behaviour.

Distinguishing Features

Table 1 exemplifies some major differences between a selection of Coworkation Spaces.

LOCATION AND MAIN TARGET GROUP: *Coworking in the Sun* is located near a beach, in an area that is traditionally frequented by tourists and offers all the necessary infrastructure and the possibility for an array of activities associated with leisure and holiday. The idea of combining vacation and work at such a space almost naturally comes to mind. Trying to make the most of existing visitor flows is *Rayaworx* on Mallorca. Its marketing focuses on German companies able to book the space's meeting facilities for company off-sites, as well as on the many German expatriates and vacationers already located in, or regularly visiting the region (Rayaworx, 2016, Homepage). *Hubud* very explicitly "markets to foreigners interested in combining work and travel, or longer term relocation to Bali" (Water-Lynch et al., 2016, p. 51) and aims to be their "office in paradise" (Hubud, 2016, Homepage). Besides promoting the agreeable climate on Bali, *Hubud's* marketing efforts stress the low living costs in the area and put great emphasis on the excellent community of coworkers.

COWORKATION SPACES	DISTINGUISHING FEATURES		
	LOCATION	MAIN TARGET GROUPS	SERVICES FOR TRAVELLERS
<i>Rayaworx</i> Santanyí, Mallorca, Spain	Small town	Expatriates, tourists, and companies from Germany	- Assistance in finding accommodation - Advice on leisure activities - Website in German
<i>Coworking in the Sun</i> Puerto de la Cruz, Tenerife, Spain	Beach town	Digital nomads, tourists, online marketing Students, and Spanish learners from around the world	- Free leisure activities - Packages incl. accommodation in nearby apartment - Surf & language lessons
<i>Hubud</i> Ubud, Bali, Indonesia	Rural	Locals, expatriates and digital nomads from around the world	- Soft landing package - Moving to Ubud Guide
<i>Punspace</i> Chiang Mai, Thailand	City	Locals, expatriates, and digital nomads from around the world	- Website in English

Table 1: Coworkation Spaces distinguished by location, target groups, and services targeted at travellers. (source: own)

SERVICES TARGETED AT TRAVELLERS: Explicitly targeting travelling coworkers may, for instance, involve listing possible outdoor activities on the coworking space's website or taking part in a national or international program that facilitates the mobility between coworking spaces (e.g., copass). A Coworkation Space may also promote the destination it is located in. *Rayaworx's* social media and marketing approach, for example, makes very clear how much vacation and work and therefore the promotion of the destination and the promotion of the Coworkation Space go hand in hand. Moreover, many Coworkation Spaces that cannot offer an in-house coliving option provide help in finding suitable accommodation close to the Coworkation Space. In these cases, the lines between Coworkation Spaces and Permanent Coworkation Sites get blurry. *Hubud*, for instance, for \$ 1350, offers a 'Soft Landing Package' to make visitors' arrival in Bali as convenient as possible. It includes unlimited membership at the coworking space, airport pickup, a sim card with a prepaid 3G package, accommodation and scooter rental for the first month, a 30-minute introduction to the community, and a personal orientation session (Hubud, 2016, soft landing package).

3.3.3 Type 2 – Permanent Coworkation Sites

Mallorca’s “oasis for digital nomads”, as *bedndesk* depicts itself (bedndesk, 2016, Homepage), is one of a growing number of places around the world that combine coworking, coliving, and elements of hospitality and tourism to specifically cater for the travelling remote worker. These concepts are hereafter called *Permanent Coworkation Sites*. No matter whether a Coworkation Site is located the pledge is always similar: “stay, work and play in beautiful places” (outsite, 2016, Home to Makers, Founders and the Curious).

By providing coliving-style in-house accommodation, Permanent Coworkation Sites go one step further than Coworkation Spaces. Their offers all contain the same core elements: accommodation, workspace, access to a community of like-minded people, and opportunities for outdoor leisure activities.

The provided on-site accommodation is commonly set-up and advertised as coliving. It is the main difference between a Permanent Coworkation Site and a Coworkation Space. As indicated in the name, *Permanent Coworkation Sites* are set-up in one fixed location. This in turn is what distinguishes them from Coworkation Tours. They are therefore static, as opposed to Coworkation Camps which are set-up temporary and take place in changing locations.

Permanent Coworkation Sites can therefore be described as follows:

Permanent Coworkation Sites provide a space where location independent professionals can share living and working facilities for a limited amount of time. These spaces specifically cater for remote workers and are set-up in one fixed place. Their location typically offers an array of opportunities to combine aspects of relaxing and/or vacation activities with aspects of work-related inspiration, productivity and focus. By providing an all-in-one package including workspace, access to a community of like-minded people, accommodation, and other services, they lower the organisational effort necessary to undertake a coworkation.

“Other services” would typically be associated with tourism and hospitality (e.g. advice on outdoor activities, bike-rental, catering, cleaning). By taking over much of the infrastructural and planning related hassle that comes with working and travelling, Permanent Coworkation Sites make it easier for guests to focus on work and enjoy leisure time.

Offering a coliving-option unlocks the possibility to create Permanent Coworkation Sites in remote, less developed areas that would otherwise not have the infrastructure (e.g. hotels, restaurants) required to adequately cater for tourists and accommodate remote workers. Examples for such sites are *Sende* in rural Spain (Galicia) or *Coconat*, located in the German countryside (Brandenburg).

Distinguishing Features

As is the case for every coworkation concept, Permanent Coworkation Sites first and foremost differ in terms of where they are located. Depending on their location and the available tourism infrastructure, opportunities for leisure and sightseeing activities vary substantially. A selection of other features that can vary more or less between different Coworkation Concepts are listed and exemplified below.

INCLUDED SERVICES: Included services can range from printer access to kayak rental and include work- as well as non-work related events and facilities. Usually, Coworkation Sites host regular events aimed at supporting guests in their professional and personal development. Knowledge-sharing and collaboration are encouraged, for instance, by organising pitch-nights and skill-sharing sessions. Most proprietors also organise group activities and invite guests to join barbeques, movie nights, or hiking trips.

SITES WITH SEVERAL BRANCHES: Some Coworkation Sites have started to expand by opening additional branches in other locations. Usually, the different sites are run fairly independently and have to be booked individually with no membership arrangements that would let people move freely between them. These concepts blur the lines between Permanent Coworkation Sites and nomadic coliving facilitators like ROAM. However,

they are still mainly aimed at short-/medium term coworkationists rather than trying to facilitated longer-term, and higher commitment, nomadic living. *Outsite* with currently four locations across California and *Surf Office* (Surf Office, 2016, Locations) with three sites in Spain and one in Portugal are such examples.

SIZE AND CONCEPT OF ACCOMMODATION AND WORKSPACE: Concepts also differ in terms of how and if workspace and accommodation are coupled. *Outsite*, for instance, devotes three out of its 15 available workspaces in San Diego to locals thus renting them out without accommodation. Similarly, *SunDesk* (Taghazout, Morocco) offers a total of twelve workspaces to resident guests and, on a daily basis, also to visiting coworkers without accommodation (SunDesk, 2016, Homepage). Renting out five workspaces for long-term local coworkers and reserving an equal number for the maximum capacity of five residing guests, *bedndesk* (Arenal, Mallorca) has a similar concept. In order to only attract people that do actually come to work, there is, however, no accommodation rented out to anyone that does not also require the workspace. *Surf Office*, on the other hand, does not rent out workspace or meeting areas to the public. *Sun and co.* (Javea, Spain) provides up to 20 beds and an equal number of workspaces (Sun and co., 2016, Homepage). It is an interesting case because during high-season from June until mid-September, it is run as a hostel and called *Youth Hostel Javea* (Youth Hostel Javea, 2016, Homepage). Only in low-season it turns into the coworking and coliving space *Sun and Co.* by bringing down the number of guests per room and putting-on an array of events targeted at location independent workers.

More and more often, Coworkation Sites offer to take on the lion's share of the organisational work to host a Camp or set-up a retreat. Guests can then be whole companies or set groups put together by an organiser serving as a sort of tour operator and community manager. Such a model blurs the lines between a Coworkation Camp and a Permanent Coworkation. An example for such a tour operator / community manager is Barcelona based *Codino* (**community of digital nomads**) led by Theodor Berghausen. *Codino* manages a community of remote workers based in Barcelona and frequently organises short camps that offer community members the chance to have a break from the city. *Codino* has organised several one-week Camps in cooperation with different Permanent Coworkation Sites (e.g. *Sun and Co.*, *bedndesk*, *Sende* and *Coconat*). (Codino, 2016, Facebook group)

3.3.4 Type 3 – Coworkation Camps

Coworkation Camps are best described by means of their organisers own descriptions: “coworking holidays in sunny places with a group of authentic and passionate freelancers and entrepreneurs from all over Europe” (sunny Office, 2016, Homepage), “a coworking retreat to focus, create, learn, play and unplug” (SouthwestCollective, 2016, Homepage), or “a temporary coworking space in a beach resort hotel for startup founders, entrepreneurs, freelancers, remote workers and digital nomads” (Coworking Camp, 2016, Homepage).

Their **temporary** character distinguishes Coworkation Camps from Permanent Coworkation Sites as well as Coworkation Spaces. Camps always come to an end, their workspace infrastructure is only set-up for a limited amount of time.

Coworkation Camps are **static**. The Camp will always stay in the same place for its whole duration. Camps potentially set-up at different locations each month, season, or year but these would always be separate individual events with different groups of people. This distinguishes them from *Coworkation Tours* which leave each location after a certain predefined amount of time to move the whole group on to the next locality. Coworkation Tours are probably the most recent manifestation of coworkation concepts and are only emerging. An introduction to Coworkation Tours is provided in the appendix.

Although Coworkation Camps *can* take place in a hotel, they are fundamentally different from *Coworking Hotels* (Hotels that attempt to incorporate certain elements of coworking). Camp organisers typically rent one

villa for all participants, or offer a small range of accommodation options close to where the coworking space, as the focal point of the Camp, will be. When a hotel is used for accommodation and basic infrastructure, hotel and Camp are independent from each other with no long-term commitment beyond the duration of the camp.

What differentiates Coworkation Camps from a group of friends staying at the same place to study or work together is the Camp’s **degree of organisation** and **level of institutionalisation**. Coworkation Camps always have an organiser that sets the frame (location, dates, price range, fringe events, etc.) for the time spent together. This organising entity can be a non-profit or for-profit company but is always a formal institution. Hence, attendees pay a participation fee to this institution.

As is the nature of coworking in general, people attending Coworkation Camps work on their **individual tasks**. “Together but separate” holds for the work being done at any coworkation related concept. Of course, there can be groups of people working together on a project, several people from the same company or even a whole start-up team attending a Camp. However, there is always more than one project or job being done. This distinguishes Coworkation Camps, and in fact any coworkation concept, from corporate off-sites or company retreats.

Building on these characteristics, the following definition is suggested:

*A **Coworkation Camp** is when an organising institution gathers a group of people largely independent from each other for a limited amount of time at a fixed location suitable and specifically set up by the organiser for the participants to be able to combine aspects of relaxing and/or vacation activities with aspects of work-related inspiration, productivity and focus. Camp organiser(s) provide a certain framework and at least a minimum of work- and/or non-work related fringe program aimed at supporting the participants in their individual business-related needs, fostering a hierarchy-free social network in the sense of a coworking community and promoting collaboration and knowledge sharing between attendees.*

Distinguishing Features

Following, some of the features that commonly vary and make for the most significant differences between the various types of Coworkation Camps are presented.

DURATION AND FREQUENCY: As exemplified in Table 2, Coworkation Camps differ considerably in terms of how often and regularly they are held and how long each Camp is being set up for:

COWORKATION CAMP	DISTINGUISHING FEATURES	
	DURATION	FREQUENCY
<i>Coworking Camp</i>	long: 6 weeks, participants can drop-in and out as they please	regular: one /year
<i>Copass Camps</i>	short-medium: 4-10 days, depending on the nature and location of the related conference	event driven: several /year
<i>Refuga</i>	medium: 7-10 days, in addition to other trips	irregular: several per year

Table 2: Coworkation Camps distinguished by duration and frequency. (source: own)

From November until mid-December, while temperatures are dropping in Europe, *Coworking Camp* organiser Matthias Zeitler, in line with his motto “Get Work Done in the Winter Sun”, gathers participants in an all-inclusive beach resort in a destination still warm and pleasant at that time of year.

Copass Camps are often set-up as an accommodation option for the participants of coworking related conferences (e.g., GCUC USA, 2015, Coworking Europe Conference, 2015, GCUC Asia, 2016) (*Copass Camps*, 2016, Homepage). The main idea is to add “another dimension to the conference experience” that goes beyond the exchange of business cards (Melia, 2014)

COST AND SELECTIVITY: The cost of participating in a Coworkation Camp can differ considerably.

COWORKATION CAMP	DISTINGUISHING FEATURES	
	COST PER NIGHT ¹ (incl. food, most drinks, accommodation; excl. transport)	SELECTION PROCESS / EXCLUSIVITY
<i>Coworking Camp</i> Tunisia 2015	47\$ - 77\$ low	None low
<i>Refuga</i> Thailand 2016	156\$ - 183\$ medium-high	Application form medium
<i>Project Getaway</i> Mauritius 2016	133\$ - 207\$ medium-high	Application form & Skype interview high
<i>Alpine Co-Working</i> Switzerland 2016	109\$ - 192\$ medium-high	None low

Table 3: Coworkation Camps distinguished by cost and selectivity. (source: own)

Cost and selectivity both have an effect on the openness of a camp and determine its accessibility. As openness and accessibility are core values of the coworking movement, it seems interesting to consider to what extent a Camp complies with them. *Coworking Camp* on one, and *Project Getaway* (Project Getaway, 2016, Homepage) on the other side, represent two camps with very different approaches to this.

Coworking Camp initiator Matthias Zeitler believes that affordable prices are the best way to ensure an “interesting mix of people”, keeping costs low is thus an inherent part of *Coworking Camp*’s concept (personal conversation). Consequently, there is no application process for and special deals are offered to people struggling to afford the camp but willing to contribute to its organisation. *Project Getaway*’s price range is considerably higher. It comes with an overall more luxurious package mirroring the much more narrowly defined target group. This Camp’s approach and promise is to provide a “hand-picked” group of “like-minded people” (Project Getaway, 2016, Mauritius 2016). Accordingly, aspiring participants have to go through a two-step application process. (Project Getaway, 2016, FAQ Bali 2015).

LOCATION CONCEPT AND DESTINATION CHOICE: A location suitable for a Coworkation Camp has to offer a suitable environment for work (e.g. good internet connectivity and physical workspace), as well as the opportunity to relax and be active outside of work (e.g. possibility for outdoor sports or sightseeing). Three seemingly predominant location concepts are summarised in table 4.

COWORKATION CAMP	DISTINGUISHING FEATURES	
	HOSTED AT	LOCATION CONCEPT
<i>Coworking Camp</i> Tunisia 2015	Seable-Rym Beach Resort, Djerba	Using a hotel with all its existing conference and hosting facilities.
<i>Alpine Co-Working</i> Switzerland Summer 2016	Hamilton Lodge, Zweisimmen	
<i>Refuga</i> Thailand 2016	Rented villa, Koh Samui	Renting a house or a villa and either using local staff or bringing an own team that takes care of cooking, cleaning, etc.
<i>Flaks</i> Spain 2016	Rented villa, Tarifa	
<i>Codino Workation Camp</i> Spain 2016	Bedndesk, Mallorca	Cooperating with a Permanent Coworkation Retreat using its existing workspace and accommodation facilities.
<i>DNX Camp</i> Portugal 2016	Surf Office, Lisbon	

Table 4: Coworkation Camps distinguished by location concept. (source: own)

¹ Price ranges were calculated approximately and based on the most recent or upcoming event.

Partnering with a hotel already equipped with the necessary infrastructure, e.g. in terms of various accommodation options, conference rooms, catering and cleaning, as well as certain leisure amenities, is an option less frequently employed than one might think. Most commonly, the concept of choice is to rent a big house or a villa. Cooperation between Camp organisers and Permanent Coworkation Sites is becoming more frequent as more and more of the latter are being created.

Generally, some organisers always use the same location concept (e.g. *Coworking Camp*, *Refuga*, *Flaks*) whilst others change their hosting facilities depending on various destination specifics and availability. *Sunny Office*, for example, host their camps at recurring places in Spain and Portugal, carefully picking “the right time for the optimum climate” (Sunny Office, 2016, Homepage).

A main reason for Camps to seldom partner with hotels lies in the dominant strategy of choosing locations off the beaten track. In an interview with *deskmag*, Katja Andes from *Sunny Office* stated that she “made sure to choose places where there aren’t so many tourists, so workers can enjoy the benefits of an island vacation with a touch of peace and quiet” (Gray, 2013)

Of course, the choice of location and destination highly depend on the focus of each camp. For example, Zeitler’s focus on cheap rates of around 30 to 40 Euros per night for an all-inclusive private room, in combination with further criteria such as pleasant climate in December and easy accessibility via reasonably priced flights from Europe limits the destination options for *Coworking Camp* considerably (personal communication), whilst *Flaks*’ destination choice focuses on good kite surfing conditions (Flaks, 2016, Homepage). The criterion of a strong and stable internet connection is what all place and destination choices made by the organisers of Coworkation Camps have in common. Apart from this, the possibilities seem nearly infinite.

4. Conceptualising an empirical study on coworkationists

This section marks the beginning of the empirical part of this thesis. It presents the theoretical foundations as well as the practical design of the survey that was created to find out more about the people that are already using the coworkation concepts described in the previous part.

4.1 Theoretical Framework and Literature

The design of the survey on coworkationists is inspired by the St.Gallen model for destination management (SGDM) by Beritelli, Reinhold, Laesser and Bieger (2015) and builds on its core concept of strategic visitor flows (SVFs). Essential elements of the SGDM and the ways in which they have been adapted for the purpose of this thesis and filled with other useful concepts from a variety of academic literature on tourism are thus presented here.

4.1.1 The basis: The St.Gallen Model for Destination Management

In order to gain “a more comprehensive understanding of the complexity of destination management” (p. 30) Beritelli et al. (2015) draw on insights from several areas of tourism research that had previously been ignored (p. 30). The authors strive to “present a viable and integrated approach to managing destinations” (p. 26).

Basic concepts of the SGDM

At the core of the SGDM lies the description of the destination “as a dynamic, complex system of interdependencies that are activated by visitors in a certain space, i.e., the space they use for a certain period of time” (Beritelli et al., 2015, p. 29). A destination, according to Beritelli et al. (2015), is a demand-driven construct made up by the activities of visitors rather than a supply-driven construct with fixed, artificially set boundaries. Instead of thinking of the destination as an all-encompassing space outlined by political-administrative borders with no relevance from a visitor’s point of view, Beritelli et al. suggest a flow-based view of the destination space (Beritelli et al., 2015, pp. 37, 40).

Beritelli et al. (2015) **define a destination** as “a construct in which

- 1) several dynamic visitor flows activate the same number of dynamic supply networks based on different resources at different points in time,
- 2) several changing roles and responsibilities of actors can be found, and
- 3) there are several variable areas that can be analyzed and managed” (p. 31)

From a management perspective, this implies that the destination space must be viewed as the “sum total of different travel and thus visitor flows” (Beritelli et al., 2015, p. 32). Tourism providers wanting to benefit from the visitors have to establish their service chains along these flows (p. 32).

Beritelli et al. (2015) suggest, that, importantly, visitor flows as an aggregation of individual visitor behaviour do not just occur randomly. Instead, they are characterized by travellers’ origins and profiles and driven by distinct motives influencing the visitor’s movements. Rather than just being a function of chance, recurring visitor flows are represented by tourists visiting highly specific spaces and repeatedly staying in the same places, during particular time periods. Hence, visitor flows “remain stable over different, yet distinct periods of time” (p. 33). (Beritelli et al., 2015, pp. 32-36)

The SGDM emphasises the demand side of tourism and presents an approach that truly considers the visitor’s behaviour (Beritelli et al., 2015, p. 26). The idea to “start with the tourist as the phenomenon’s origin” is one of the fundamental assumptions underlying this new paradigm of a flow- and demand-based perspective (Beritelli et al., 2015, p. 27). This perspective has been adopted in the construction of the survey on coworkationists. In accordance with Beritelli et al. (2015) tourism is considered “a social phenomenon driven by visitor behaviour and from which service providers of all kinds [e.g., Coworking Spaces] are able to derive benefits” (p. 27).

Strategic Visitor Flows (SVFs)

Visitor flows that are “repetitive, homogeneous, and significant for business” are termed strategic visitor flows (SVF) (Beritelli et al., 2015, p. 36). The destination, in turn, is understood as an aggregate of all SVFs (p. 38).

Beritelli et al. (2015) propose SVFs as the ideal unit and “the optimal concept to analyze, manage and market the destination” (pp. 38-40), declaring them superior to both all-encompassing destination concepts frequently employing overly strict constructs incapable of adapting to change, as well as concepts grounded in a segment-of-one approach relying on the mostly inconsistent behaviour of the individual visitor (p. 40). Moreover, they state that it is possible for enterprises to deliberately attract, stimulate or potentially even create a flow of tourist demand that they could then rely on to “establish and nurture a business” (p. 33).

Their idea of influenceable SVFs as “significant, recurring, and business-relevant flows” (p. 33) was taken as a starting-point for the exploration of Coworkationists and lead to the question whether coworkationists could form such a strategic visitor flow for certain destinations.

Niche Strategic Visitor Flows

Due to the novelty and small size of the coworkation phenomenon, the notion of **niche SVFs** appears particularly interesting as a way of thinking about a potential flow of coworkationists. Niche SVFs relate

[. . .] to businesses that concern special activities and small communities of visitors that are particularly homogeneous in their motives and travel behaviour. These communities’ special interests (e.g., camping, geology, history, or ornithology), or special events, in which the supply networks have specialized (e.g., weddings, religious events) may motivate these flows. What all these strategic flows have in common is that they mostly occur over short periods of time and in highly concentrated spaces. This means that the supply networks that cater to the needs of these SVFs are limited to a few specialize organizations and enterprises (Beritelli et al., 2015, p. 77).

If, in certain destinations, coworkationists formed such niche SVFs and coworkation concepts could be considered the businesses concerned with special activities, it would be worthwhile to keep “an eye on them in view of possible future developments and links with other SVFs” (Beritelli et al., 2015, p. 77).

Furthermore, even flows that cannot be considered strategic in character because they are not (yet) “stable, recurring and well-catered to on the supply side”, should be analysed in order to “account for weak connections and interdependencies as well as the weak signals that point to potential new opportunities for innovation and for capitalizing on in the future” (Beritelli et al., 2015, p. 36).

Identifying Visitor Flows

In order to put their theory into practice, Beritelli et al. (2015) suggest a circular six-step approach.

Step two as well as steps four, five, and six directly relate to the destination space, the process of analysing, managing, and marketing it (p. 44). In this exploratory stage of studying coworkationists they are of less relevance because, rather than focusing on one particular destination, the focus lies with the exploration of coworkationists as a potential visitor flow that could be important for many destinations. Hence, the focus lies with the first, and partly the third step of the approach suggested by Beritelli et al. (2015, p. 44):

- 1) Identify visitor flows and define, draw, and describe strategic visitor flows;
- 2) Analyse demand and supply networks and reconstruct the network’s main levers and driving mechanisms;

The process of identifying SVFs involves answering a series of descriptive questions regarding the visitors that make up the individual flows that are being drawn on to a map (Beritelli et al., 2015, p. 47). These questions are intended to help keeping different flows apart. As such, they directly point to the most characteristic traits of the flows in question. Ultimately, they are designed to identify whether and how the guests of a particular flow can be described as a homogenous group in terms of their motives (e.g. paragliders, wine aficionados) and their origin (Beritelli et al., 2015, p. 45). The following questions, adapted to our particular group of interest, thus help to decide whether a group of people bears the potential to form an SVF:

- **Who:** Who are the people that go on a Coworkation?
- **Why:** Why do they come? What motivates and drives people to do a Coworkation?
- **What:** What do people do on a Coworkation?
- **Where:** Where do they come from, where do they stay and where do they go?
- **When:** When does this happen? When do people go on coworkation?
- **How far:** How far along the life cycle? How far developed is the flow of coworkationists?

These questions form the framework for the exploration of coworkationists and will guide the quest for a better understanding of the phenomenon, its relevance for tourism, and the people that drive it. They will help evaluate whether coworkationists could form a (niche) strategic visitor flow, to find their most relevant characteristics, and the features that might set different groups of coworkationists apart.

4.1.2 The structure: Who, Why, What

This section presents the variety of different theoretical concepts from tourism literature that were used to fill the question containers provided by the SGDM and convert them into practical survey questions. The three questions *what?*, *where?*, and *when?* were pooled together for reasons explained below. The aspect *how far along the life cycle?* requires a more qualitative analysis was not explicitly covered in the questionnaire. It is thus omitted in the following explanations.

Who: Demographics, Psychographics and Background

The question “Who? What guests?” in the SGDM “refers to the visitors whose movements are outlined on the map template” (Beritelli et al., 2015, p. 164). Analogously, in our study, it refers to the people that travel and work at the same time using a coworkation concept.

Whenever we are trying to describe a person or a group of people of interest, be it for the purpose of targeted marketing activities or just in everyday life, demographic facts and figures almost always serve as a first point of reference. According to Pearce (2005), individual demographic variables “are basic descriptors widely employed throughout behavioural and social science research” (p. 41). Although seldom considered on their own, they provide fundamental information when describing specific segments, groups, or flows of tourists.

Pearce (2005, p. 27f) provides an overview of some of the most prominent demographic factors used to characterise and portray tourist groupings: age, gender, nationality, expenditure, occupation, and education (p. 27). Seemingly easy to measure, often observable and rather universal, some of them frequently serve as proxy variables. Age, for example, is often used as a substitute for “physical fitness, activity levels, interests and previous travel experiences” (p. 28), whilst age is a crucial component of many approaches using multiple factors and integrative concepts such as life stage and life-cycle. (Pearce, 2005, p. 28ff).

In order to get a rough idea of the basic characteristics of coworkationists, the above mentioned demographic variables were incorporate into the survey along with some questions investigating a few psychographic features as well as some background questions on respondents travel and work history.

The analysis of such basic traditional attributes can, however, only be a crude approximation to who the coworkationist really is. While it seems inevitable to consider them, they are not fit to serve as the sole explanatory factor (Dann, 1993, pp. 88-112) but are merely part of the explanatory framework when used to further describe and characterise structures, organising systems or patterns revealed by other questions (e.g., why? or what?).

Why: Motivation

Not least because of the theoretical and practical problems associated with relying on demographic factors alone, we followed the advice given by Beritelli et al. (2015, p. 164) and tried to detach ourselves “from the classic socio-demographic and socio-economic criteria and consider the guests’ motives and drive instead”. According to Beritelli et al. (2015) “an SVF can be easily identified if we answer the questions as to the “aim of coming to the place” and “scope for doing”” (p. 164), by “asking about the “why” behind the activities” (p. 162). Furthermore, knowing the drivers behind visitors’ behaviour sets the foundation for an analysis of related demand networks by revealing “first pointers to the demand networks and market mavens” and thus provides an initial understanding of the demand-side levers prompting coworkationists to set out on their specific journeys (Beritelli et al., 2015, p. 51).

Smith and Turner (1973) ask: “What does Florence have over sitting in front of the telly? Why the Fjords of Norway over lying on the beach in the sun?” (as cited in Crompton, 1979, p. 410). In short, “Why do people travel?” (Crompton, 1979). According to many researchers, this is the basic question to be asked (see e.g., Dann, 1977; Dann, 1981; Fodness, 1994; Crompton, 1979). Although there are other factors influencing tourist behaviour, motivation, as “the driving force behind all behaviour” (Fodness, 1994, p. 555), is seen as the critical variable to answer this fundamental question and explain why tourists do what they do and travel where they travel (Crompton, 1979, p. 409; Fodness, 1994, p. 555).

According to basic motivation theory, uncomfortable inner tensions created by unsatisfied needs, wants, and goals lead individuals to take actions designed to release these tensions (Fodness, 1994, p. 555). In terms of tourism, this means that people go on holiday in order to ease tensions caused by unsatisfied travel motives (Kim & Ritchie, 2012, p. 253).

Understanding travellers’ motivation is therefore key to effective tourism marketing (Fodness, 1994; Crompton, 1979). Furthermore, motives help to identify different types of tourists, and provide a good basis for segmenting and subdividing travellers into different groups of people with different sets of motives (Crompton, 1979).

Although there are many other criteria that can be used to segment travel markets (e.g., purpose of travel, price, or user characteristics such as demographic, economic, geographic, or psychographic features), clustering

motivations has been proven to be one of the most effective ways (Bieger & Laesser, 2002, p. 68). Moreover, segmenting tourists based on their motivations can improve tourist typologies (Kim & Ritchie, 2012). Hence, tourism scholars have repeatedly suggested forming tourist typologies based on travel motivations in order to improve tourist profiles and suggest suitable marketing implications (e.g., Bieger & Laesser, 2002; Dann, 1977; Kim & Ritchie, 2012).

For an overview of some of the most influential studies classifying tourists by means of their travel motivations in the fields of tourism, special interest tourism, and sport tourism, readers are directed to Kim and Ritchie (2012, p. 253-256). Additionally, some of the most influential theoretical discussions of tourist motivation literature can be found in Dann (1981), Iso-Ahola (1980), or Jafari (1989).

Early contributors to travel motivation literature such as Crompton (1979), Dann (1977), or Iso-Ahola (1982), identified some of the most prevalent types of motivations. In an attempt to define tourist motivation, many of these works developed different, yet often similar, lists of reasons for travelling (Fodness, 1994, p. 556). For example, Crompton (1979) identified a total of nine travel motives of which he classified seven as socio-psychological (escape from a perceived mundane environment; exploration and evaluation of self; relaxation; prestige; regression; enhancement of kinship relationships; and facilitation of social interaction) and two as cultural (novelty, education) (p. 416-421) (for a summary of motivation factors by different scholars see the summary table based on Kim & Ritchie, 2012 in the Appendix).

Importantly, as Beritelli et al. (2015, p. 71) by referring to McKercher and Prideaux (2014, p. 24, citing an unnamed expert) point out, it is often incorrect to assume that one single purpose motivates each trip a person takes, rather there are several motives influencing an individuals' travel behaviour. This was also noted by Pearce (2005), who states that "travel motivation occurs in a pattern of multiple motives rather than in single dominant force" (p. 55) and that "tourist behaviour is accounted for by more than one single motive (p. 188).

In light of the explanatory value of travel motivations, their ability to help segment heterogeneous tourists into homogeneous groups, and their importance for the development of marketing and managerial strategies (Kim & Ritchie, 2012), it is indispensable to include them in the survey among coworkationists.

What, Where and When: Tripographics

In addition to helping to identify SVFs, answering questions such as "What do visitors actually do on this trip and where do they stay? What do they consume?" (Beritelli et al., 2015, p. 51) can produce some "unequivocal pointers to the supply networks and system heads" (p. 51) and thus set the foundation for an analysis of related supply networks.

What, *where* and *when* are treated together here because they all relate to the coworkationists' travel behaviour. They point us to a set of variables uniquely portraying tourist behaviour, frequently referred to as *tripographics* (Hu & Morrison, 2002). Unlike individual demographic descriptors widely employed throughout behavioural and social science, tripographics or travelling style variables are peculiar to tourism and represent a range of dimensions distinctively describing tourist roles and choices (Pearce, 2005, pp. 41, 188). The list of potential tripographic variables is extensive and has been used in part in several tourist behaviour studies (Pearce, 2005, p. 41). Commonly suggested tripographics include: Accommodation type used, Activity participation, Destination pattern (Single-destination or multi-destination), Expenditures, Length of stay, Purpose of trip (e.g. Business or Pleasure – as distinct from tourist motivation), Transportation mode, Travel arrangements (Package tour, Independent travel), Travel distance, Travel party (Size, Type), and Travel period or season (Hu & Morrison, 2002, p. 208).

In relation to the question *Where?* and in particular in respect to destination patterns, Hu and Morrison (2002, p. 207) point out that the assumption of single-destination travel, prevalent in most past tourism research, is in many cases incorrect. In the case of VFRs, for instance, they suggest that people don't just leave home, go straight to the destination and then return directly home (p. 207). Quite often, one trip actually seems to be a

combination of several trips (Hu & Morrison, 2002, p. 207). In fact, such multi-destination trips represent a considerable proportion of international and domestic tourism (Leiper, 1989). This notion of the single-destination assumption providing an insufficient profile of visitors' travel behaviour has been taken into account in the study of coworkationists.

Additionally, Beritelli et al. (2015) are also interested in the variation of visitor behaviour in the destination space. Systematically reflecting on how people move around in the destination can help identifying new and innovative SVFs (p. 165) and was thus also considered in the coworkation survey.

When asking *What?* coworkationists actually do on their trips, activities play a crucial role. In addition to shedding light on how people spend their time, activities can serve to fill the allegedly “vague, effectively empty containers” (Krippendorf, 1987, as cited in Pearce, 2005, p. 108) of motives that can manifest themselves in quite different actions for different people in varied holiday contexts. As Pearce (2005, p. 108) puts it, “activities emphasis is one way to define more closely for a particular group what escape, self-fulfilment and status amount to in relevant holiday settings”. Whilst a list of motivations can provide a “broad blueprint or framework for understanding motives in any context” (ibid.), connecting motives to activities and finding out whether “escape” might mean enjoying quiet nature or party and nightlife, provides a more detailed level of analysis (ibid.). Furthermore, there is evidence for a certain motives-desired activities link. Moscardo and Morrison (1996, as cited in Pearce, 2005, p. 108ff), for example, showed that travellers attributed to three different motive clusters also differed in relation to their participation in a range of activities. Asking survey participants about the activities they engaged in during their coworkation promises interesting insights and according questions were thus incorporated in the questionnaire.

The question *When?*, referring to the time, season or period of travel, remains. In addition to the spatial component, Beritelli et al. (2015) stress the aspect of time: “As tourist flows are being described, they must be embedded in a specific time period and duration” (p. 69). The time component is particularly important when discussing capacity usage (Beritelli et al., 2015, p. 69). The developmental research conducted in advance of creating the survey suggested that coworkationists might be leaning towards off-season travel and could therefore make for an interesting (niche) SVF, in particular for destinations struggling with extreme seasonal variations in occupancy. It therefore seemed important to include the temporal aspect in the survey.

Like demographic variables, tripographics are usually not considered on their own but form part of a more extensive explanatory framework (Pearce, 2005, p. 42). However, an increasing number of studies are using tripographic variables to develop a variety of typologies based on them, thereby showing that they matter when characterising different behavioural profiles (Pearce, 2005, p. 42). Hu and Morrison (2002), for example, use tripographics to investigate the visiting friends and relatives (VFR) market and compare tripographic profiles of VFRs and non-VFRs. Tripographic variables can help to get a better understanding of the behaviours, needs and potential of coworkationists and were thus considered in various parts of the questionnaire.

4.2 Designing the survey among coworkationists

This section provides detail on how the questionnaire was developed and designed.

4.2.1 Objectives

The empirical exploration of coworkationists is guided by the questions Beritelli et al. (2015) suggest to pose in order to identify and describe potential SVFs. The survey's objective therefore lies with answering these questions and its aim is directly derived from there: By questioning people that have used a coworkation concept, the survey's objective is to find out *who* these people really are, *why* they go on a coworkation, and *what* they do when they combine work and travel for a limited amount of time in this way. Or put more simply: the aim is to get to know the coworkationist, his motives, behaviours and priorities.

Currently, there is not much known about coworkationists. Consequently, they cannot possibly be noticed. This in turn might lead to some actors or whole destinations missing out on opportunities that a potential flow of

coworkationists could bear for them. By finding out more about coworkationists we make them more visible and enable different actors on the destination side to see them, identify them as a potential visitor flow, analyse them, and subsequently decide whether they are worth catering for or not (see Beritelli et al., 2015, p. 148)

Making a first step in this direction, the gathered data will be interpreted with regard to the question as to whether coworkationists could, in general, be an interesting (niche) SVF for certain destinations or if there are at least any connections, interdependencies or (weak) signals pointing to potential future opportunities. Ultimately, this will allow some suggestions on the potential relevance of coworkation concepts for tourism, as asked in research question 3.

Moreover, the survey aims to lay the foundations for a future segmentation of coworkationists into more homogenous groups by stressing discovered similarities as well as uncovered differences.

4.2.2 Questionnaire development

In order to achieve the outlined objectives, the big questions of *who*, *why* and *what* had to be transformed into concrete survey questions. Due to the lack of previous research in this field, this had to be done by means of conducting developmental qualitative research, as suggested by Dolnicar (2013, pp. 559, 570). This section presents the most important sources of information that were used in the development of meaningful and valid questionnaire items.

Dolnicar (2013, pp. 559, 570) mentions expert knowledge as a primary source of valid insights that can help when developing a questionnaire. Taking this advice, various **experts** from the coworkation community were consulted. First movers like Peter Fabor (*Surf Office*) or Steve Munroe (*Hubud*) provided excellent first insights on who the coworkationists in the very early stages. Many more insiders offered valuable advice all through the process of creating the survey.

Dolnicar (2013, p. 559) further mentions attending conferences and annual meetings linked to the topic as a possible source of information. This advice was put in practice by attending various coworking related **conferences**. This offered the opportunity to dive deeper and to connect with more people already involved with coworkation or planning to be in the future. The background knowledge gathered through active participation in these conferences was vital to the development of revealing survey questions relating to the habits and behaviours coworkationists. Exchanging knowledge with attending experts as well as presenting ideas to fellow attendees and collecting their feedback, I was able to gather a range of views on the current and future direction of coworkation.

Finally, Dolnicar (2013, pp. 229, 570) suggests to conduct interviews and include consumer perceptions into the development of a valid survey. **Visiting and using** several coworkation concepts myself, I took the opportunity to talk to proprietors and organisers as well as the guests themselves. Observing the guests' work and leisure behaviour and being able to discuss their choices and motives with them was vital in order to be able to formulate relevant questions and design valid answer options.

Expert interviews, conference participations and space visits were all central parts of getting a first impression of who the coworkationist is, how he behaves and what his motives are. This knowledge and first-hand experiences formed the basis of the survey and enabled me to compose accurate questions capable of capturing the characteristics of the people driving the coworkation phenomenon.

4.2.3 Questionnaire design

This section explains the basic structure of the survey. In order gain a more detailed understanding of how responses were given and to avoid misinterpretations of the results, readers are encouraged to take a look at the full questionnaire provided in the appendix (as recommended by Dolnicar, 2013, pp. 569f).

Format and Structure

The questionnaire was designed as a self-administrated internet-based survey intended for people that had recently used a coworkation concept.

It contained a start as well as an end screen. The welcoming note included information regarding the survey’s target audience, its context and purpose, as well as some practical information. In order to motivate people to take part and complete the whole questionnaire, it pointed to the chance of winning a stay at one of the mentioned coworkation spaces. This prize was later awarded by randomly selecting one of the participants that had finished the survey, left her email address and indicated that she would like to take part in the raffle on the very last survey page. In addition to these administrative questions, the end screen showed a thank you note and offered a field to leave comments.

The survey comprised eight sections covering a variety of questions derived from the theoretical concepts explained and the developmental qualitative research. As summarised in table 5, they related to respondents’ demographical, psychographic and background information (*who?*), their motives for undertaking a coworkation (*why?*), and a variety of tripographic variables (*what?*).

NR.	TITLE	THEORETICAL CONCEPT / DESIRED INSIGHTS
1/8	The trip this is all about	Tripographics: What? Where? When? Type of concept, Purpose, Travel party & period
2/8	Coworking + Work + Vacation = Coworkation	Tripographics: What? Where? Life-cycle? Accommodation, Expenditure, Transportation
3/8	Important insights into why you did a Coworkation	Motives: Why?
4/8	A little bit about you and the way you work and live	Psychographics, Background: Who?
5/8	Some details about your trip to the Coworkation Space	Tripographics: Where? Destination pattern
6/8	What did you do during your Coworkation?	Tripographics: What? Activities, Expenditure, Purpose
7/8	How often do you combine working and travelling and how do you do it?	Psychographics, Background: Who?
8/8	This is the last section and it’s all about you	Demographics: Who?

Table 5: Questionnaire structure overview. (source: own)

Content

For the most part, respondents were asked to answer questions by relating to a specific coworkation experience they had made with the *one* particular coworkation concept they specified in the very first question. Whenever this was not the case, this was clearly designated.

Tripographics (what): Sections 1, 2, 5 and 6 were designed to obtain data on coworkationists’ work and leisure related behaviour and certain travel characteristics. Question variables were largely based on insights gained in the developmental stage as well as common tripographic variables (see e.g., Hu & Morrison, 2002). A variety of question formats were employed, bearing in mind the recommendations Dolnicar (2013) makes in regard to asking good survey questions, keeping the questionnaire user-friendly and avoiding bias.

Motives (why): Section 3 was designed to identify travel motivations of people combining travelling and working by using a coworkation concept. Open return questions require respondents to use their own words and are particularly useful when collecting a wide range of responses (Dolnicar, 2013, p. 552). Most of the questions in this section were thus left open in order not to limit participants. The aim is to find a great variety of possible motives for taking a coworkation. Nevertheless, some findings from the literature review and the developmental

qualitative research were incorporated into two closed questions offering a range of anticipated answer options. Dolnicar (2013) states that in terms of reliability and validity “the forced-choice binary answer format outperforms all other response options” (p. 563). Hence, this format was chosen for one of the closed response questions offering just *Yes* and *No* response options. The second closed question relating to coworkationists’ motives uses the pick any format but forces participants to choose at least one answer.

Demographics, Psychographics, Background (who): Sections 4, 7 and 8 were designed to gain insights into coworkationists’ socio-demographic and socio-economic backgrounds. Whilst section 8/8 is mainly concerned with standard demographic variables, sections 4 and 7 put the coworkation phenomenon in the wider context of coworking and the dissolution of leisure and work respectively. They ask coworkationists about their general habits of combining travel and work and their preferences in terms of work environment when doing so. This will allow some further suggestions in the wider context of the combination of coworking and tourism beyond the limitations of coworkation. Again, a variety of question formats were chosen in these three sections and answer options were either derived from the developmental research or based on the commonly used categories.

User-friendliness was a main concern when structuring the survey, not least because of its considerable length. Hence why sections thematically related from a theoretical point of view are scattered throughout the questionnaire.

Formulating questions

Dolnicar (2013) points out, that “question wording matters a lot and can affect results more than other survey design factors” (p. 559). “The key challenge in formulating survey questions”, she suggests, “is to ensure that respondents interpret them the same way” (ibid.). To avoid, as far as possible, any deviating interpretation of survey questions, the list of practical recommendations she presents in reference to Cantril (1940), Payne (1980), and Converse and Presser (1986) was followed (p. 559):

- Use plain, everyday language.
- Use short queries.
- Avoid acronyms and technical terms.
- Make queries specific: Optimally, no respondent requires clarification on what is being asked.
- Avoid including two objects or attributes: It confuses respondents about what is being asked.
- Avoid double negatives: They confuse respondents.
- Avoid “Strongly agree” to “Strongly disagree” scales: They are prone to capturing response bias.
- Pretest the survey.

Pretesting

Pretesting is particularly critical to the development of good survey questions (Dolnicar, 2013, p. 560). In a first stage of pretesting I followed her advice and let two coworkationists, randomly selected during a stay at *Coconat*, fill in the questionnaire whilst talking out loud, commenting on it, and explaining what they meant by the answers they gave. As predicted by Dolnicar (2013, p. 560), this revealed a lot about potential misunderstandings and led to an array of alterations including rewording, replacing, deleting and shifting questions as well as answer options. A further two coworkationists were then asked to complete the questionnaire by themselves which led to further adjustments. Subsequently the survey was sent to four practitioners from the coworking and coworkation scene. Based on their feedback, a few open questions were replaced with closed questions offering answer options based on their expert knowledge. Some questions perceived as redundant or irrelevant were removed and some answer options were altered. Finally, the questionnaire was sent to one more expert and one more coworkationist for a final test. Minor alterations

regarding the “flow” and user-friendliness of the question sequence were made. Finally, the questionnaire was opened to the public.

Distribution

Efforts to get the survey to the rather small group it was intended for were considerable and very targeted. Via its original *umfrageonline.ch* link as well as via the additionally created *bit.ly/coworkationsurvey* link, the survey was openly available online from October 21, 2015 until February 05, 2016. During this time period awareness for the survey was raised at related conferences, in coworking spaces, and at various coworkation concepts. It was promoted on a variety of online channels such as related Facebook groups, on Twitter using associated hashtags and in topically related blog posts. Additionally, some coworking space managers and others involved with the organisation of coworkation related events promoted the link via their own online channels, or sent it directly to their community members via e-mail based newsletters.

5. Evaluating the empirical study on coworkationists

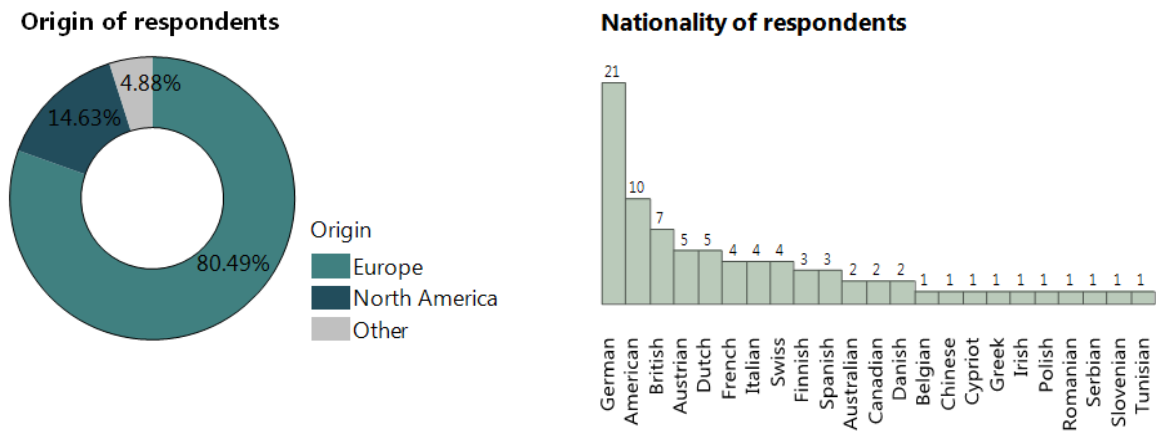
This chapter is concerned with the evaluation of the data gained from the survey. The process of getting to know the coworkationist will follow the structure presented in the previous chapter. Following a description of the sample, it contains three main parts: 1) *Who* are the people that go on a coworkation? Referring to basic demographics, some psychographics and the coworkationists’ backgrounds. 2) *Why* do people go on a coworkation? Referring to their motives. 3) *What* do people do on a coworkation? Referring to important tripographic variables and shedding light on coworkationists’ behaviour. The exploration and evaluation of the data obtained from the survey was conducted in JMP Pro 12 data visualisation and exploratory data analysis software.

5.1 Description of sample

The target group for this study consisted of people that had recently used one of the types of coworkation concepts outlined in chapter three. By the end of the survey period, a total of 116 people had started the questionnaire. However, only 87 of them fully completed it. Another five had to be excluded from the database because they had very obviously only put mock answers in order to get through the questionnaire or did not belong to the target group (which became clear in some of the open questions). Thus, the final data consists of **82 completed questionnaires** which were then evaluated and analysed. Considering the length of the questionnaire, the novelty of the phenomenon, and the limited target group, this was considered a satisfactory number.

The 82 people that completed the questionnaire represented 23 different nationalities. However, Germans (21 respondents) made for more than a quarter of the sample. The high number of German participants could be attributed to the tight links to the German Coworking scene established in the developmental stage of the study which resulted in a lot of Germany based support when promoting the survey. Likewise, the big share of European participants, accounting for over 80% of the sample, is certainly a result of my own European based perspective as well as the promotional efforts undertaken at the *Coworking Europe Conference* in Milan in November 2015. Figure 1 shows a detailed breakdown of nationalities.

Figure 1: Information on respondents' origin and nationality. (source: own)



The survey was completed by at least one person from every continent apart from South America. Although seemingly over representing the western world, the high share of Europeans and North Americans might actually reflect reality quite well considering that remote work and alternative employment relationships are probably more common in these parts of the world increasing the possibility for people to take a coworkation. As there is no other study on the subject that the sample could be compared to, it is hard to make an assessment concerning possible under- or over-representations. Nevertheless, the great variety of nationalities represented supports the suspected global nature of the coworkation phenomenon.

Just as diverse as the respondents' origins, are the locations of the concepts participants of the survey had used. Coworkation spaces and services visited by respondents are scattered almost all over the planet and, coincidentally, also represent 23 different countries.

Europe again holds the lion's share with a total of 28 different Coworkation Sites, Spaces, and Camps being located in 11 different countries. As shown in Figure 2, a total of 44 (53.7%) survey participants had used a concept based in either Southern (22 people), Central (19 people), or Eastern Europe (3 people). Southeast Asia, namely either Thailand (8 people), Indonesia (6 people), and the Philippines (1 person), were the destinations of choice for 15 respondents. Tunisia was visited by 13, and Morocco by 3 people leading North Africa to account for 19.5% of the sample. Seven participants travelled to seven additional countries labelled "Other", namely: India, the USA, Canada, Israel, the United Arab Emirates, Curaçao, and the Seychelles.

The bar chart in Figure 2 shows how many different coworkation concepts were visited in each region. With six different Permanent Coworkation Sites, three Camps and six Coworkation Spaces amounting to a total of 15 different concepts, Southern Europe (2 in Italy, 4 in Portugal, 9 in Spain) offers the biggest variety of visited coworkation concepts.

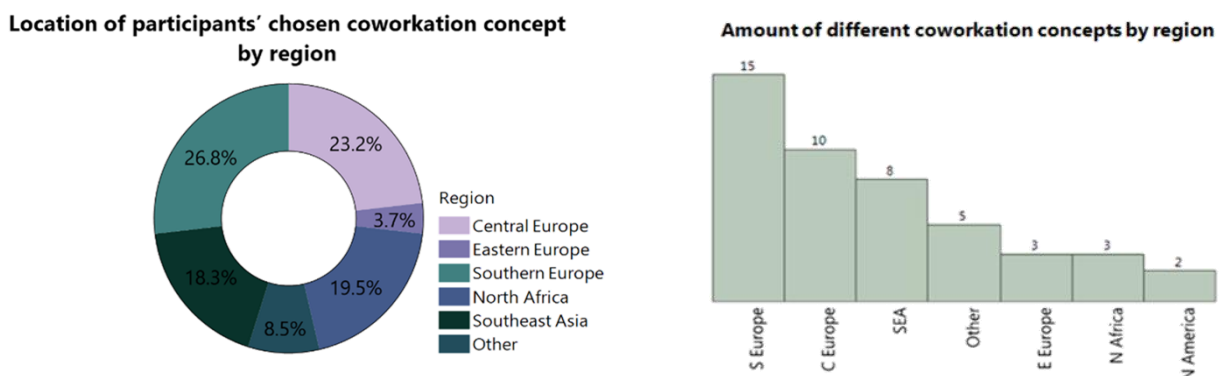


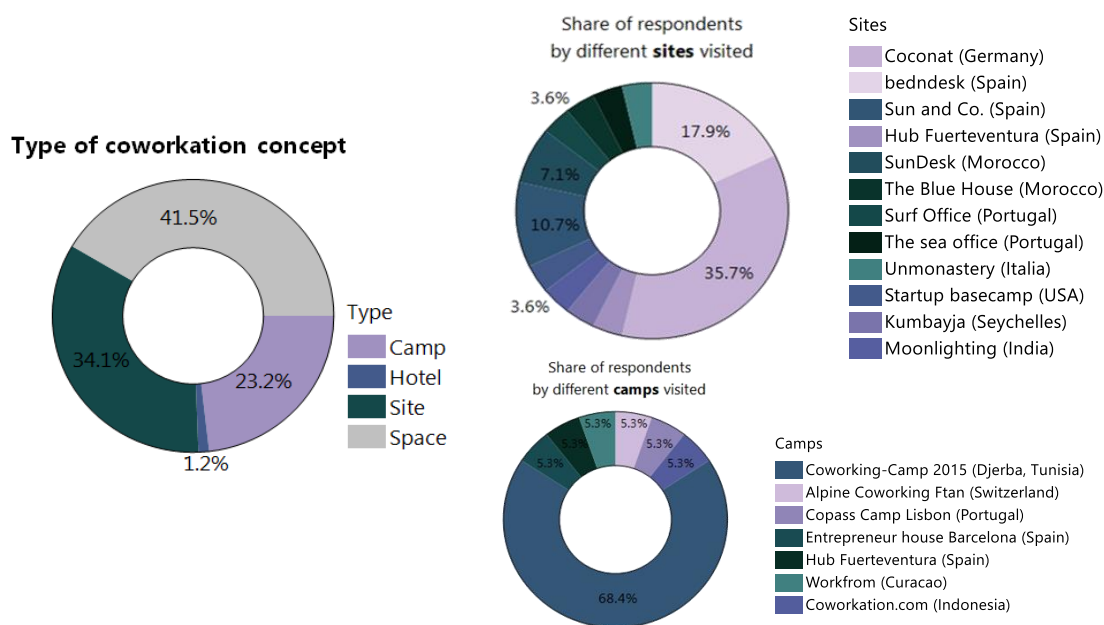
Figure 2: Information on the location of respondents' coworkation concepts of choice. (source: own)

The sample represents all of the three main types of coworkation concepts described in chapter three.

Represented by 34 people, equalling over 40% of the sample, **Coworkation Spaces** made for the biggest share (figure 3 on the left). Within the sample, Coworkation Spaces were the concept with the biggest variety of specific places. Survey participants had been to 26 different Coworkation Spaces in 16 different countries. Bali’s *Hubud* was the only space represented by more than two people.

Permanent Coworkation Sites were the concept of choice for 28 survey participants. As shown on the top right in Figure 3, twelve different sites located in 8 different countries are represented in the sample. Over a third of people that had visited a Permanent Coworkation Site went to *Coconat*. Thus, the sample for sites is a little less diverse than the one for spaces. *Coconat* was one of the Sites that I had visited personally. Numerous guests’ email addresses could be collected and were subsequently used to send out personal invites to the questionnaire. Hence, the overrepresentation of *Coconat* guests in the sample. The same applies to *Sun and Co.* and *bedndesk*.

Figure 3: Information on visited coworkation concepts. (source: own)



A total of 19 respondents took part in a **Coworkation Camp**. *Coworking Camp Djerba 2015* represents 68.4% of all people that had used this type of concept. Again, this over-representation can be attributed to my own stay at the camp in November 2015 during the survey period. The remaining six people that had also taken part in a Coworkation Camp had each been to a different one listed in the bottom right pie chart in Figure 3. In total, seven different Camps in six countries (two in Spain) are represented in the sample.

Finally, there was one respondent stating to have used the workspace at the *Dubai Radisson Hotel*. This was categorised as a **Coworking Hotel**. Because efforts to promote the survey were focused on Camps and Sites, this underrepresentation is neither surprising nor regrettable. There were no respondents that had taken part in a **Coworkation Tour**, a concept only just emerging during the survey period.

5.2 Who are the people that go on a coworkation?

The inquiry into who the coworkationist is, is split into three aspects represented by the three according subsections below. Each subsection investigates some broader hypotheses stated in a box.

5.2.1 Basic demographics

Survey section 8 provides information on a variety of demographic factors widely used in tourism research to portray and characterise tourist groupings (Pearce, 2005, p. 27). The sample was analysed in respect to some of these variables in order to find out if the following hypothesis was true:

Coworkationists are similar in respect to their **LIFE STAGES** as well as a variety of **SOCIO-DEMOGRAPHIC** and **SOCIO-ECONOMIC** FACTORS.

Respondents were expected to be fairly homogenous in terms of age, occupation, living arrangement, and education.

Figure 4: Age profile and generation split of respondents. (source: own)

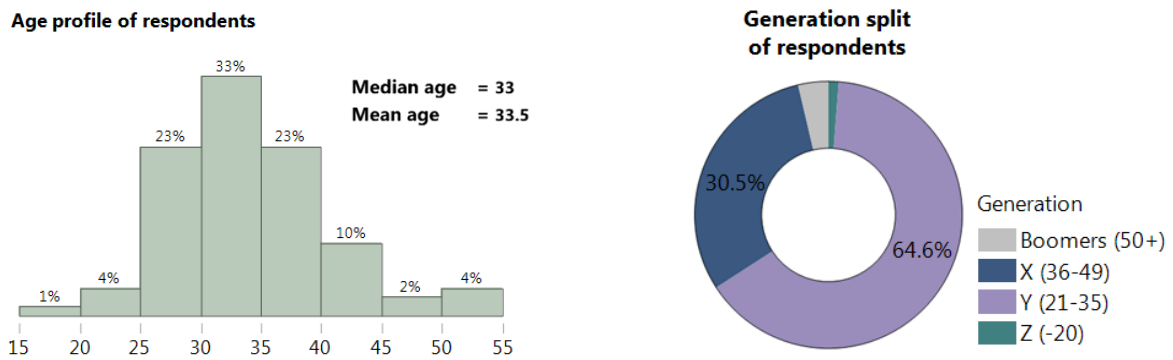
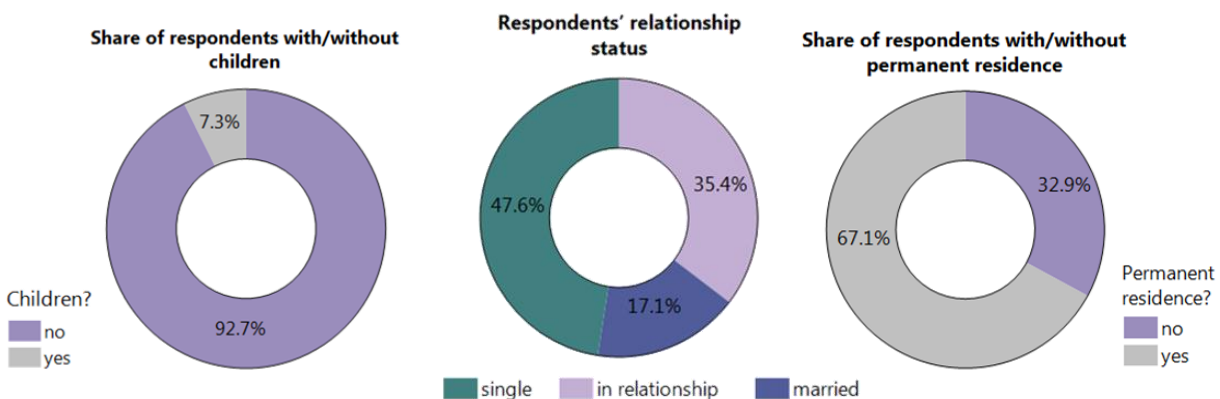


Figure 4 shows that there is indeed a noticeable cluster of respondents belonging to **Generation Y**, or “the Millennial Generation” (born 1980-1994). Given what has been said about this generation’s inclination to new ways of working and employment relationships, to prioritise non-material over material values, their natural handling of technology and their striving for freedom and autonomy, this comes as no surprise. Generation Y is deemed the driving force behind the “sharing economy”, the coworking movement, and the coliving phenomenon. Thus, it seems obvious that these digital natives would also be the driving force behind the coworkation trend.

As the only member of Generation Z represented in the sample, the youngest respondent was 18 years old at the time the survey was conducted. The oldest participant was 52 and one of only three Boomers.

Another notable chunk of the sample was classified as Generation X. All in all, there is a clear tendency towards an older cohort as opposed to the negligibly small share of under 21 year olds. A closer look at respondents’ life-cycle stages and occupation (Figure 5) reveals that it is a very specific part of Gen X represented in the sample: unmarried, childless, mobile people.

Figure 5: Information on respondents’ life-cycle stages. (source: own)

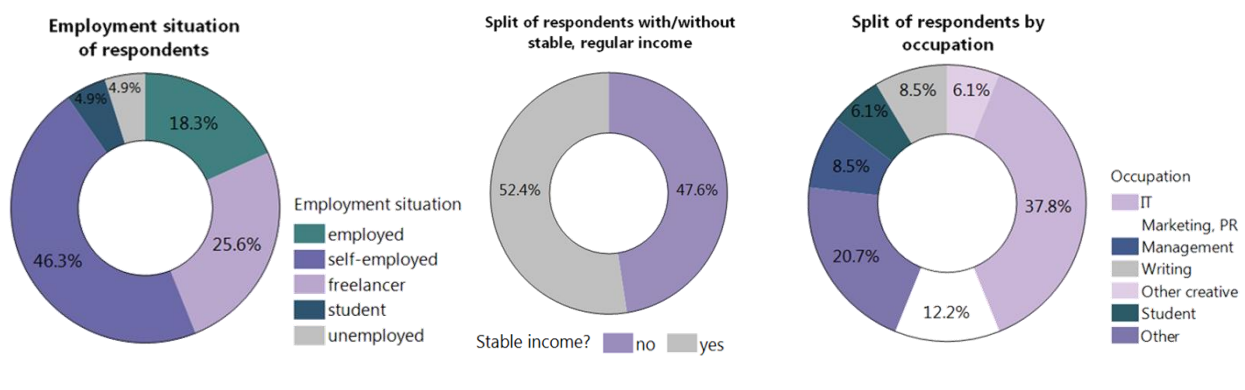


In the developmental stage of the survey, I had met a lot of people that had given up their “homes” in order to be free to travel. They would often be referred to as “digital nomads”. In terms of living situation, participants were therefore asked “Do you have a permanent residence / a place where you usually live (e.g. own house, long-term rented apartment)?”. The question exposed that indeed almost a third of respondents considered themselves not to have a **permanent residence**.

The considerable share of people without a place they call home can be interpreted as an indicator for the coworkationists’ preference for being unattached and free.

It has been mentioned that a growing number of people are becoming micro-enterprises, and that Millennials in particular are said to lean towards the autonomy of being a freelancer over the security of being an employee. Given the age structure of the sample, we would expect this to show in the data and add yet another supporting argument to the claim that coworkationists tend to be flexible, mobile and independent. And in fact, it does: with more than a quarter of participants classifying themselves as **freelancers** and 46.3% stating that they are **self-employed**, these two groups together make for more than 70% of the sample (figure 6). Only 18.3% of respondents are employed, 53% of them at a company they consider a start-up. Similarly, 55% of self-employed respondents consider their company a start-up, and all of them stated that their company was small and had less than 50 employees.

Figure 6: Information on respondents’ employment and income situation.



In light of what has been said about the trade-off between security and freedom with irregular employment relationships, it is interesting to point out that a considerable amount of survey participants stated not to have a **regular, stable income** (figure 6). Notably, all of the 15 employed respondents do, whilst over half of the self-employed (55%) and freelancers (52%) do not have a stable income.

The amount of coworkationists without a stable, regular income – irrespective of its sum – provides a more interesting indicator for their living and working situation as well as their lifestyles than their actual income. Given the vast variety of nationalities represented in the sample, figures on respondents’ incomes, which according to many participants vary considerably, are hard to interpret. However, we cannot go without noting that the coworkationists in our sample are not a group of high earners: 35.2% of the 71 participants that answered the corresponding question² stated that they earned between 0-2000 Euros per month, and 39.4% between 2001-4000 Euros. Hence, nearly three quarters of the sample do not earn more than 4000 Euros a month. However, a thorough examination of coworkationists’ financial situation would have to take into account many other variables, such as the price level in the country they stay or live in.

A further similarity between the coworkationists in our sample is their **level of education**. Over 70% of participants have completed either a Master’s degree (36.6%), a Bachelor’s (30.5%) or a PhD (4.9%). Of the remaining 28%, 12.2% have completed college or grammar school, 7.3% high school, and 4.9% some form of

² In order to prevent people from putting random numbers this question offered an “I really don’t want to say” option.

apprenticeship, technical or vocational training. Only 3 respondents indicated to only have completed primary school or no schooling at all. With nearly three quarters of participants having gone through higher education, it seems fair to say that coworkationists are generally well educated.

On the right, figure 6 hints on one further commonality: coworkationists have **jobs** that can mostly be done online. Summarised under “IT” (information technology), a considerable 37.8% of participants stated to be web or app developers, programmers or software engineers. Additionally, most respondents occupied in marketing and PR, as well as the ones in translation, writing or publishing (“Writing”) can do their work online. Furthermore, most of the graphic designers, illustrators, photographers and video producers pooled into “Other creative” are suspected to work online. The label “Management” summarises people that stated to be responsible for project or general management tasks, concerned with administrative and organisational matters, or consulting other companies on strategic or management issues. The big share of participants pooled into the “Other” category stems from a variety of jobs and fields of which there was no more than two of each – e.g. one architect, two people in human resources, two people in real estate. The high share of IT related jobs underlines the notion of coworkationists’ being tech-savvy and, thanks to their knowledge and online based jobs, highly location independent. In fact, all of the job titles and job descriptions provided by respondents can be attributed to the service sector with most of them being highly knowledge-intensive.

In terms of **gender**, the high number of respondents working in IT related jobs may partly explain the higher share of male (57.3%) as opposed to female (42.7%) respondents.



Overall, the hypothesis stated at the beginning of this section can be confirmed at least partly. Although the coworkationists in our sample are not a completely homogenous group, there are some striking similarities between them. Slightly generalising and stereotyping, the coworkationist, as far as we have gotten to know him, can be described as follows: *An unbound thirty-something with no ties in terms of children or marriage, the coworkationist puts great importance on his personal freedom and flexibility. Being well educated and tech-savvy allows him to take on knowledge-intensive, online-based jobs in the tertiary sector, making him highly mobile and largely location independent. Many coworkationists consider themselves entrepreneurs. Rather than being employed, they choose to work as freelancers or found their own companies, thereby sacrificing some (financial) securities for the sake of the freedom to do whatever they like, whenever they want, and wherever they choose. So fra, the coworkationist certainly seems characteristic for a hyper-flexible Generation Y and what is often said to be the workforce of the future.*

5.2.2 Psychographics

In their extensive report on coworking, Bauer et al. (2014) describe the people they encountered in a variety of coworking spaces as “communities of like-minded and often highly educated people [who] have developed a completely new understating of work. They have moved away from the idea of work being just about stress, performance and pressure. They want work to be meaningful and fun” (pp. 82-83). The aim of survey section 4 was to find out whether this was true for coworkationists too. Hence the hypothesis:

Coworkationists are similar in respect to a series of basic **VALUES** and **ATTITUDES** towards leisure and work.

One survey question directly related to participants’ perception of work and the way they deal with separating or combining work and leisure. It asked respondents to decide whether each of a series of statements was, for them personally, true (yes) or not true (no). Results are presented in table 6.

Attitudes towards work and the dissolution of leisure and work	yes (1)		no (2)	
	Σ	%	Σ	%
I consciously try to separate work and leisure	26x	31.71	56x	68.29
In my everyday life, work and leisure often blend into each other	71x	86.59	11x	13.41
I find my work exciting	71x	86.59	11x	13.41
I find my work fulfilling	72x	87.80	10x	12.20
I find my work relaxing	22x	26.83	60x	73.17
Holiday to me means switching off completely and not doing any work	29x	35.37	53x	64.63

Table 6: Information on respondents' attitude towards work and the dissolution of leisure and work. (source: own)

A staggering majority of the coworkationists in our sample find their work exciting, and fulfilling. However, what respondents don't seem to find in their work is relaxation. It might be just this tension between the coworkationist's desire to work on his exciting tasks on one hand, and his need for relaxation on the other, that the concept of a coworkation is able to resolve. Some of the taglines used by coworkation providers – e.g., “Relax and get some work done” (*Coconat*), or “Join us & combine focused work with relaxation, travel & adventure!” (*SunDesk*) – reveal their ambition to mitigate this tension *without* the need for a strict separation of the spheres of leisure and work.

This last argument leads directly to the next notable result: Although 86.59% of respondents said that work and leisure often blend into each other in their everyday lives, only 31.71% stated that they consciously tried to separate the two from each other.

Most prominently implied by the term **work-life-balance**, the popular notion is that the dissolution of leisure and work is dangerous. A healthy existence, we are told, requires work and life to be separated and then balanced. It is often implied by this view, that people want to separate the alleged opposites but, with work creeping into their leisure time more and more, often aren't able to. In contrast to this, survey participants don't seem to want to separate work and life – they are not even trying to do so, despite the apparent blending of the two for the great majority of them. This interpretation is supported by the personal conversations with coworkationists at various coworkation concepts during the developmental stage of the survey. Many of them expressed their general disagreement with, and oftentimes even dislike of the term “work-life-balance”. Rather than balancing the two aspects, coworkationists appear to be keen to blend them, thus much preferring the phrase **work-life-blending**. To them, work is life and life is work – to be understood in the most positive way possible. This attitude is easy to understand, keeping in mind that they clearly like their work. Additionally, many of them are either freelancers or self-employed, making a dissolution of leisure and work in their lives generally even more likely, and presumably also less desirable, assuming that they highly identify with their own business endeavours.

For many of the survey participants the common idea of a holiday being a work free realm thus doesn't hold. When work is fun, why would a holiday necessarily have to be free from work? Accordingly, only 35.37% of respondents agreed with the statement “a holiday to me means switching off completely and not doing any work”. Although the strict wording (“completely”, “any”) might have nudged some people away from agreeing with the statement, disagreement remains strong. The tricky thing here is, however, the underlying question of what actually makes a holiday a holiday. When talking to coworkationists on site, it becomes clear that most wouldn't say that they are on a holiday – after all, they are working. The way in which traditional concepts and thought patterns are bent and boundaries blurred, leads to a fundamental lack of suitable language. However, work and some leisure elements traditionally associated with vacation are combined and blurred in the concept of coworkation. That this is what coworkationists want – be it *as*, *instead*, or *in addition* to a holiday – becomes obvious not least in the promises made by coworkation providers like *Outsite*: “Stay, work and play in beautiful places” (*outsite.co*).



The statement that coworkationists are similar in respect to their attitude towards work, as well as their approach to dealing with the dissolution of leisure and work can be adhered to. Slightly generalising and stereotyping, the coworkationist’s attitude towards work can be summarised as follows: *Coworkationists enjoy their work. They find it fulfilling and exciting. As independent, well-educated individuals they chose to work on things they are passionate about. Hence, they don’t see a need to separate what they perceive as an integral and often exciting part of their life from other aspects of their private and social lives. Rather than balancing life and work, they strive to blend the two together by finding innovative new ways to relax without having to abstain from thrilling projects or enjoyable duties.*

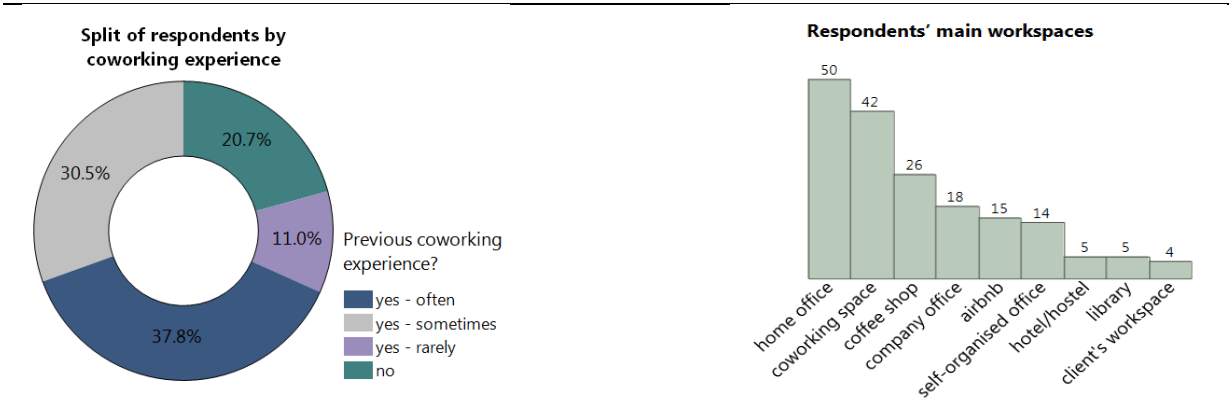
5.2.3 Background

Given the uncovered commonalities between coworkationists and coworkers, it seemed important to know how many respondents had worked in a coworking space before. The relating hypothesis is as follows:

Coworkationists are **FAMILIAR WITH THE CONCEPT OF COWORKING** before they go on a coworkation.
Generally, they tend to **WORK OUTSIDE TRADITIONAL OFFICE STRUCTURES.**

As shown in the pie chart in figure 7, a total of 65 participants making for nearly 80% of the sample indicated that they had used a coworking space before. The biggest share of respondents was made up of those stating that, during the past 6 months, they had worked “daily” (7), “several times a week” (22) or “once a week” (2) in a coworking space. They were pooled together and labelled “yes - often”. “Yes - sometimes” summarises respondents stating that they had used coworking spaces “at least once a month” (7) or “every now and then” (18). Finally, “yes – rarely” represents participants that had worked in a coworking space before but “never” (2), “rarely” (3), or “just once or twice” (4) during the past six months.

Figure 7: Information on respondents’ choice of workspace. (source: own)



These results confirm the first part of the above hypothesis.

The question “during the past 6 months, where did you mainly work from?” relates to the second part of the hypothesis. Respondents were asked to pick up to three items of a list of ten common workspaces and an additional free text box. Results are presented in the bar chart in figure 7. Clearly leading the list are home office and coworking space, each chosen as a main workplace by more than half of respondents. The next most popular choice was “coffee shop, bar, restaurant”, selected by 31.7% of the sample. “Company office” was only picked by 18 respondents. Adding to that the four mentions of “client’s workspace”, traditional office structures were of importance to only around a quarter of respondents. Bearing in mind that only 18.3% of participants stated to be employed, many of them at small start-ups, the apparent lack office structures in favour of home offices and coworking spaces comes as no surprise.

The variety of chosen items, including 15 mentions of “Airbnb or other short-term rented room/apartment” and five mentions of “Hotel or Hostel” as main workspaces, is a further indicator for the mobility and flexibility of

coworkationists. One participants answer in the free text box seemed particularly characteristic for the casual approach many respondents appear to have towards their work environments: “wherever I felt like working from that day, no restrictions to the office”.

Knowing that the coworkationist is indeed familiar with coworking and does tend to work outside traditional office structures, the question remains where he works when combining working with travelling. To find out more about this, the survey contained some questions regarding participants’ past experiences with combing work and travel, as well as their preferences in terms of work environment when doing so.

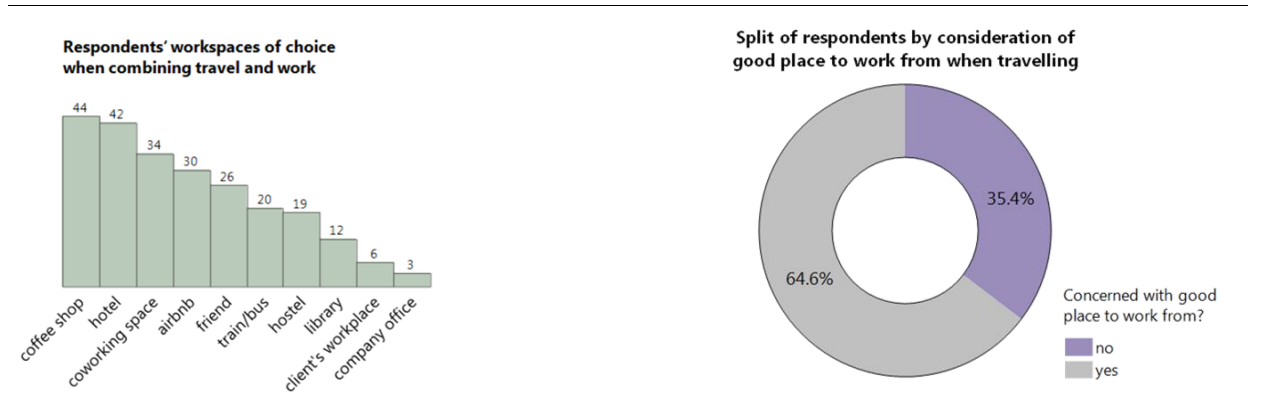
Coworkationists can be distinguished by their needs in terms of **WORKING ENVIRONMENT** when combining working and travelling.

The results obtained from the question concerned with the frequency of travelling (“*Out of the past 12 months, how much time in total did you spend AWAY from your place of residence*”) and the frequency of combining travelling and working (“*On how many of the last 5 trips did you do at least half a day of work in total?*”) unsurprisingly revealed a high travel intensity among respondents.

Including respondents indicating that they did not have a permanent residence, the share of respondents on the road for two or more months of the year amounted to nearly 70%. Respondents on the road for six or more months thereby made for a considerable amount of the sample. Furthermore, the question “*In the past 12 months, how many countries have you visited?*” resulted in an average of 6.3 visited countries, with a record of 22, held by a participant who without a permanent residence. Respondents also combine travelling and working on a fairly regular basis. Working while travelling seems to be the norm for 44% of respondents stating that they did so on all, or at least 4 out of their past five trips. However, a notable 13% of participants said that they had not worked on any of their past 5 trips and for 9% doing so appears to be somewhat of an exception.

Subsequently, participants were asked about their preferences and needs regarding a good work environment when travelling. The bar chart in Figure 8 shows where respondents chose to work from when combining travel and work. The picture only looks slightly different from the one in figure 7 where participants were asked about their general choice of workspace. With over half of respondents selecting “coffee shop, bar, restaurant”, this generally popular choice was also a favourite when on the road. Again, company offices, client’s workspaces, libraries and hostels were among the least favourite options. The variety of chosen options as well as additionally mentioned places in the free text box such as parks, airports and beaches again point to respondents’ flexibility. Although coworkationists don’t seem overly picky with where they work from, the availability of a good work environment is of concern to them: to the question “*Generally, is the availability of a good place to work from something you consider when choosing a location for your trips?*”, a notable 64.6% said yes.

Figure 8: Information on respondents’ workplace needs when travelling. (source: own)



The consideration given to a good place to work from when travelling tends to increase with the number of trips worked as well as with the time spent away from home. On average, people that said a good work environment was of no consideration to them when choosing a destination for their trip, had stated to have worked on an average of 2.4 out of their last five trips. Respondents that did take a good work place into consideration had worked on an average of 3.5 trips. Participants that had spent less than two months away as well as participants that had worked on less than 2 trips were also less inclined to take the availability of a good workspace into consideration.

There is a tendency for the sample of coworkationists to split into two groups: one comprised of members that have spent less, and one that comprises the ones that have spent more than two months away from their place of residence. Below the two-month line, combining work and travel seems more of an exception, hence work environment not being of great concern. Above the two-month mark, working on the road is the norm and, in order to do so successfully, work environment has to be of concern.

While the number of trips worked on and the time spent away do show a tendency to influence the importance attributed to a good work environment, this cannot be said for the question regarding *which* work environments are considered decent. Figure 9 shows coworking spaces to be the clear favourite. Nearly 90% of respondents considered them a good enough place to work from while travelling. The least satisfying was hostels, only thought to be good enough by 11%.

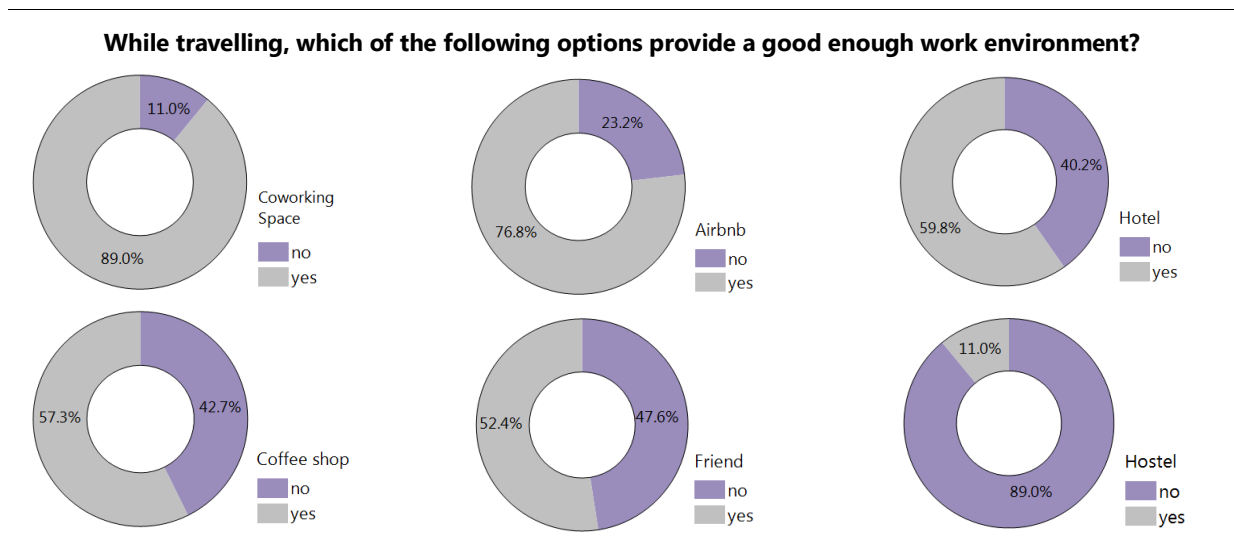


Figure 9: Possible workspaces split by respondents considering them good enough (yes) or not (no). (source: own)

Concerns with working from hostels centred around a lack of suitable workspace and infrastructure, mainly referring to inadequate seating and desk space, and unreliable internet connections. These were major concerns for almost all other options but coworking spaces, especially for hotels and coffee shops. Coffee shops as well as hotel lobbies and hostels were all perceived as too noisy, too busy, and thus too distracting. An additional concern raised for hostels was the presence of too many other people “with different agendas”, there to have fun, socialise, and party or just be on holiday. This “leisure vibe” was seen as a major distraction. A perceived obligation or social pressure to socialise and interact, and the distraction that comes with it appeared to be the main reasons for not liking to work at friend’s or relative’s places. Furthermore, hotels atmospheres were frequently labelled as too “cold” and “impersonal” and the isolated feeling when trying to work in a hotel room was criticised alongside with the high cost. In addition to the lack of infrastructure and reliable internet, coffee shops were disliked due to the pressure to consume when trying to work for a few hours. The few people that didn’t consider coworking spaces a good enough place to work from when travelling had either never used one before or found it too expensive.



The suspicion that a majority of coworkationists would have previous experience with working in a coworking space could be confirmed. Generally, respondents' work environments of choice proved to be highly diverse and anything but restricted to traditional offices. Regarding the second hypothesis, some tendencies were noted at the far ends of the sample. Slightly generalising and stereotyping, the coworkationist's background can be summarised like this: *The coworkationist's mobility is reflected in his choice of work environment. The flexible nature of coworking spaces and the ease of working at home appeal to him and suit his casual approach towards work. However, the coworkationist does have some basic requirements for a suitable workspace, even when on the road. Top of the list of requirements: Reliable internet, adequate seating and desks, and a friendly, rather quiet atmosphere with a vibe of productivity spread by other people doing similar things. The more time the coworkationists spends on the road, the more he is concerned with being assured to have a decent place to get his tasks done.*

5.3 Why do people go on a coworkation?

This section is concerned with peoples' motives and drivers for going on a coworkation. It is split into three aspects represented by the three according subsections, each investigating some broader hypotheses stated correspondingly in a box. In order to briefly explain how the predominantly open survey questions have been analysed, an additional methodological section was added.

5.3.1 Method

In the online survey, most of the investigation into "why" came in the form of open questions. The process of how the qualitative data gathered through them was analysed and interpreted is explained below.

Survey participants' answers to open questions in section 3/8 were scanned for motivational factors driving them to go on a coworkation. This analysis, aimed at identifying coworkationists' key motivational factors, was guided by grounded theory analysis as described by Punch (2013) and by the framework for qualitative data analysis as presented by Miles, Huberman and Saldana (2014) on which it is based.

Qualitative data analysis

The method Miles, Huberman and Saldana describe in "Qualitative data analysis: A Methods Sourcebook" (2014) consists of three main components: **1) Data condensation**; described as the part of the analysis that serves to sharpen and focus the data until final conclusions can be drawn and verified. **2) Data display**; as a continuous process of organising and assembling information with the help of displays such as matrices, graphs, and charts allowing conclusion drawing and action (Miles, Huberman & Saldana, 2014, pp. 12-13). at every stage of the analysis. Considering good displays as crucial for robust qualitative analysis, Miles, Huberman and Saldana coined the phrase "You know what you display". **3) Conclusion drawing and verification**; as the third current of analysis activity. Noting patterns, explanations, causal flows, and propositions, the researcher continuously interprets what things mean (Miles, Huberman & Saldana, 2014, pp. 13) and draws conclusions from this.

All three components take place simultaneously and consistently throughout the analysis. They are not separate from but a major part of it. Data analysis as the cyclical process of moving among these three interwoven flows of activities is thus a continuous, iterative enterprise (Miles, Huberman & Saldana, 2014, p. 14).

Coding – different levels

Essentially every method for the analysis of qualitative data contains coding and memoing as the two basic operations to start off the analysis (Punch, 2013, p. 173). Coding is the central activity "for analysis directed at discovering regularities in the data" (p, 173).

The aim of the open questions in survey section 3/8 was to find regularities in respondents' answers that would lead to the identification of key motivational factors driving coworkationists to go on a coworkation, chose a particular coworkation concept, or select a specific destination for their coworkation. Hence, our analysis too

had to start with the coding of the answers provided by survey participants. Essentially, codes are tags, or labels put against pieces of data (Punch, 2013, p. 173). Thus, coding is the activity of labelling data in order to start the analysis. It then continues throughout it (p. 176).

There are different levels of coding. On a first level, coding merely means identifying and labelling what is in the data. This is crucial in order to get the analysis started and get a ‘feel’ for what is in it. The resulting low inference **descriptive codes** provide the basis for later higher order coding (Punch, 2013, p.174). Higher order conceptual or theoretical levels are reached by finding patterns, abstracting, conceptualising and interpreting. Codes on the second or higher levels are thus more interpretive and require a certain degree of inference beyond the data. Such **pattern codes** bring together the less abstract, descriptive codes from lower levels (Punch, 2013, p. 174).

Coding – different approaches

According to Punch (2013, p. 174), a researcher has two main options when trying to find codes in the data or labelling data with codes: **Option one** is to use pre-specified codes and/or an existing, more general coding framework. **Option two** is to start with a ‘tabula rasa’ and let the data suggest a first set of codes that can then be developed along the way. These options represent two extremes on both ends of a continuum and thus do not require an either/or decision. Rather, it is possible to combine both options. This could mean staying alert to additional labels when being guided by a set coding scheme or, vice versa, start drawing on existing codes once an initial set of codes has been derived from the data.

In the present study of coworkationists, a combination of a guided and an unguided approach was employed. For example, the analysis of the question “*Why did you go on this Coworkation?*”, was started with no particular coding scheme in mind and guided only by suspicions gained in the developmental stages of the survey creation. However, having general tourist motivation theories in the back of the mind, it soon appeared that many of the newly created codes would fit key motivational factors found by previous studies on tourist behaviour. Consequently, an iterative process shuttling among various established sets of tourist motivation factors and original ones derived from the data was set in motion.

Grounded theory approach to coding

As a set of procedures used to develop theory through the analysis of data, grounded theory analysis contains coding at its heart (Punch, 2013, pp. 179-180). Its aim is to generate an abstract theory able to account for and explain what is essential in the data (p. 179). It does this in various steps (see Punch, 2013, pp. 173-181) which were also employed when coding answers provided by participants of the online survey on coworkation. In order to extract possible key motivational factors, coding at various levels was used in the analysis of open survey questions. Each question was treated as an individual set of data. Respondents’ answers were scanned and relevant in vivo codes referring to the question were generated in order to factor the data and get a feel for it. Subsequently, and often simultaneously, initial conceptual categories were formed via open coding. Different motivations represented by the generated substantive codes were then connected and compared by higher order, more conceptual axial coding. The resulting concentrated theoretical codes represent the key motivational factors that will be presented in the following subchapters when evaluating the individual questions.

5.3.2 General Motivation

The main hypothesis relating to what has been said about the great importance of tourist motivation for marketing, for identifying types of tourists, and for segmenting travellers into different groups is as follows:

Coworkationists **DIFFER IN RESPECT TO THEIR MOTIVES** for going on a coworkation.

Insights into why survey participants did a coworkation were gathered in survey section 3/8. In order to find out to what extent the above hypothesis was true, several of the questions posed there will be analysed. If the

hypothesis was true, the below analysis of coworkationists' main drivers would lay the foundations for segmenting them into a number of subgroups according to their (main) motives.

Personal conversations with coworkationists and interviews with coworkation concept providers during the developmental stage of the online survey had suggested an array of potential motives. Whilst often including some coworkation specific twists related to work, productivity or networking, fundamentally, these motives seemed not much different from the main tourist motivations identified by major contributors to the field and used in various tourism studies. This suspected overlap of known tourist motivation factors and suspected key motivations for coworkationists was the reason for choosing to use a combination of a guided and an unguided approach when coding respondents' answers as described in the previous subchapter.

Why did you go on this coworkation?

For the question *"Why did you go on this Coworkation?"* this approach resulted in 19 subcategories derived from open coding, representing a variety of motivational factors for going on a coworkation. These subcategories were then pooled together through axial coding, resulting in nine categories (Key Motivation), representing the factors that motivated respondents to go on a coworkation:

Motivation Category	Description	Motivation Subcategory	Example in vivo code
DESTINATION	The wish to see a particular place, enjoy its climate, or participate in activities possible at that specific place is the main driver.	Climate	escaping the winter
		Specific Place	I wanted to visit Zagreb
		Activities	I'd like to learn kitesurfing
SPACE	Features and benefits associated with the coworkation space or service such as its price, marketing, infrastructure or atmosphere are pivotal.	Benefit	always look for the best rate nice website good recommendation
		Infrastructure	we need high quality Wi-Fi
OPPORTUNITY	Going on a coworkation was simply opportune or seemed particularly convenient.	Opportunistic	Camp happened in my hometown
		Convenience	everything was organised for me
COMMUNITY	Desire to meet new people or nurture old relationships was the main driver.	Relationship new	to meet some entrepreneurs
		Relationship old	develop a sort of team spirit
INSPIRATION	Desire for fresh stimuli and inspiration from new people, cultures or places was pivotal.	Inspiration	get into a creative mood to brainstorm ideas
WORK	Motivation was work related. Coworkation seemed suitable for combining work and travel, finding focus or starting something new.	Combo	wanted to travel but have to work
		Focus	get focus on work
		Boost	for a project kick-off retreat
LEARNING	Associated with the desire to learn something new or develop personally, curiosity and a certain novelty of the place or concept played a crucial role.	Curiosity	to see what it was like
		Novelty	learn new, have fun
		Develop	chance to get healthier/happier
CHANGE	Desired change of scenery in order to escape routine or to relax.	Escape	was bored with routine at home
		Relax	I needed a break
LIFESTYLE	Combination of work and travel is seen as a permanent lifestyle.	Lifestyle	because we are digital nomads

Table 7: Motivational factors resulting from answers to *"Why did you go on this coworkation?"*. (source: own)

Respondents' answers suggested a great variety of different motives for going on a coworkation. Importantly, the overwhelming majority of answers contained more than one, sometimes up to five, reasons for going on a coworkation. This finding is in line with what has been said previously about the multipurpose nature of travel behaviour (cf. Beritelli et al., 2015, p. 71 and Pearce, 2005, p. 55).

All five previously predicted motives were present in respondents' answers. Moreover, all but one of the nine travel motives identified by Crompton (1979) in a study on motives of pleasure vacationers, were found in our

data too. The only motivation identified by Crompton that was not suggested by the data from the coworkation survey is “prestige”. However, Crompton himself already made clear that this was a motive predominantly suggested by people to be a primary motivating factor for other people rather than for themselves (1979, p. 417). It is therefore not surprising, that the question as it was posed in the survey didn’t produce this factor.

Confirming our suspicion, what can be noted beforehand is that overall the drivers for going on a coworkation don’t seem much different from the motives serving to direct pleasure vacation behaviour found by Crompton as early as 1979, or in fact from any prevalent motives found to guide leisure tourists by previous studies in the field (see appendix).

Key motivations will now be discussed in order of the frequency in which they have been coded, as shown in figure 10. The initially suspected motives 1) - 5) along with their matching counterparts from Crompton’s study (1979) will be covered in the respective explanations.

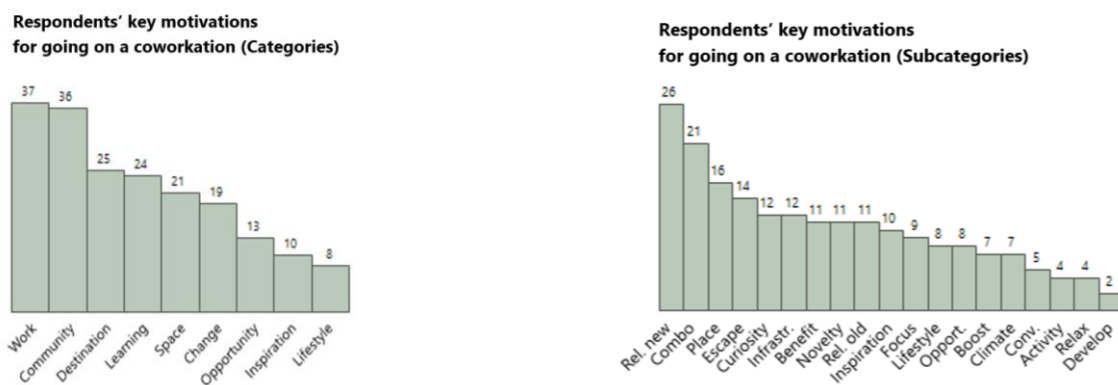


Figure 10: Information on respondents' main motives for going on a coworkation. (source: own)

WORK (37 times attributed)

The most frequently expressed motives for going on a coworkation were work related. Out of the 193 category codes that resulted from coding 81 collected responses, 37 (19.2%) were coded as **WORK**. This means that for nearly half of the survey participants (45.1%) work was a major reason to go on a coworkation. In most cases (21) this meant that going on a coworkation was seen as a good way of fulfilling the wish to combine work with something else – be it relaxation, seeing something new or just travelling for any other reason. In a first stage of coding this motive was labelled **Combo**. It coincides with number 1) of the ex-ante suspected reasons.

Subcategories **Boost** and **Focus** were also pooled into the key motive category *Work*. They fit number 4) of the presumed drivers. The idea of needing something else than the everyday environment to get going on a new project could be connected to Crompton’s motive “*regression*”, explained as “an opportunity to do things which were inconceivable within the context of their usual life styles” (Crompton, 1979, p. 417). However, Crompton did not refer to *work* when explaining his socio-psychological motive “*regression*”, and his “*relaxation*” (Crompton, 1979, p. 417) is clearly only half of the equation of the factor **Combo**. Work related motives are not usually associated with leisure travel of course. However, the data on coworkationists suggested that work, whilst never being the sole reason for going on a coworkation, can be the crucial driving force. The following example answers illustrate this:

“I wanted to get out of the city, and work in peace.” [CHANGE Escape, WORK Focus]

“I need to work in my side project and I found it a great way to make some time for it while experiencing something new.” [LEARNING Curiosity, WORK Combo]

“For a project kick-off retreat for all members to get up to speed.” [COMMUNITY Rel. old, WORK Boost]

Looking at the first example, the change of scenery was mainly driven by an unfulfilled desire relating to the work environment. Whilst the work element differentiates the coworkationists from the “pure” leisure traveller,

the way it is motivating him or her to undertake a trip doesn't fit the business traveller either. The latter would, characteristically, *have to* take a trip to a specific place and then add as much fun and leisure as possible. In this view, it would make more sense to consider the coworkationists as a type of special interest tourist as described by Hall and Weiler (1992 – cf. appendix). The coworkationist also seems to bear some similarities to sports participants motivated to travel in order to “achieve goals and develop skills” as described by Weed and Bull (2004).

COMMUNITY (36 times attributed)

The desire to be part of a **COMMUNITY**, to make new acquaintances and friends, or to deepen existing relationships was expressed repeatedly. Based on the developmental research, social interaction was already suspected to play a role in peoples' decision. The data suggest that it is a key reason for going on a coworkation. The desire to meet new people, coded as **Relationship new**, and the wish to strengthen existing relationships, coded as **Relationship old**, together formed the axial code **COMMUNITY**. For 43.9% of respondents the desire to meet new people or nurture standing relationships was a main driver. The “new people” respondents wanted to meet were often specified further e.g. as “other travellers”, “other coworkers”, “open”, “friendly”, “interesting” or “like-minded”.

“Because I needed fast internet. It's pretty hard to find it in Spain. But also, to be surrounded by people who understand what you're doing, and to get inspired.” [SPACE Infrastructure, COMMUNITY Relationship new, INSPIRATION]

‘Social interaction’ as a factor that makes tourists travel is nothing new. Established by Dann as early as 1977 it has been featured in nearly every related study since (see list in appendix). In terms of Crompton (1979), Community provides a perfect match for “*facilitation of social interaction*” (1979, p. 418) when concerned with **Relationship new**. The subcategory **Relationship old** can be seen as covered by Crompton's “*enhancement of kinship relationships*” (1979, p. 418) – with the slight but important difference, that the intended bonding is not usually directed at family members but rather at team-members, colleagues, fellow digital nomads or entrepreneurs.

DESTINATION (25 times attributed)

Attributes inextricably linked to a destination, such as its climate (**Climate**), leisure or sports activities possible there (**Activity**), or just the general desire to see a specific place for whatever reason (**Place**), were summarised under **DESTINATION**. For slightly over 30% of respondents the reason for going to the coworkation was strongly linked to the desire to visit a certain destination.

What this category stands for is by no means a newly discovered key motivational feature. All answers coded *Destination* could be attributed to other categories identified – mainly **CHANGE** and **LEARNING** – and would fit commonly used motivational factors such as novelty, escape, “need for sports participation” (Uysal & Jurowski, 1994, as cited in Kim & Ritchie, 2012), or Schmidhauser's (1989, as cited in Kim & Ritchie, 2012) activity and climate deficits resulting in the need for sports participation and the need for sun and warmth. The identified Destination category is therefore merely a matter of the chosen coding scheme. That in turn, is based on the desired insights which suggested to keep motives solely relating to the actual specific place travelled to, separate.

LEARNING (24 times attributed)

The label **LEARNING** was attached to all answers articulating respondents' desire to see a new place, regardless of the actual destination (**Novelty**); to learn something new or see what a coworkation was like (**Curiosity**); or to develop personally by the means of doing such a trip (**Develop**). Nearly 30% of survey participants expressed the urge to learn something new in this broad sense. With regard to **Novelty** and **Curiosity**, this result matches both of Crompton's cultural motives “novelty” and “education” whilst the subcategory **Develop** would be best matched by Crompton's “*exploration and evaluation of self*” representing some peoples view that pleasure

vacations are an “opportunity for re-evaluating and discovering more about themselves or for acting out self-images and in so doing refining or modifying them” (1979, p. 416).

SPACE (21 times attributed)

Referring to any motives directly linked to the coworkation space or service used, the category **SPACE** can be seen as the pendant to *Destination*. Answers coded as *Space* expressed the need for certain **Infrastructure** as a main motivation. Mostly, this referred to a good internet connection, and sometimes to other amenities often missed in alternative work spaces such as hotels or *Airbnbs*. Reasons relating to expected or perceived **Benefits** from doing a coworkation at the chosen space in particular were also coded as *Space*. Expected benefits could result from anything from a good recommendation or a nice website, to a good deal in terms of pricing. Space related motivation was identified to be a key factor for 25.6% of respondents.

CHANGE (19 times attributed)

The category code **CHANGE** summarises the two widely used travel motives **Relax** and **Escape**. Answers labelled **Escape** revealed the general desire for a change of scenery and/or a break-out from routine: “to have another environment [...]”, “I wanted to get out the city [...]”, or “to get away from routine [...]”. Besides several other key motivations identified by various studies in the field (see list in Appendix), it fits Crompton’s socio-psychological motive “escape from a perceived mundane environment” (1979, p. 416). Responses labelled **Relax** specifically contained the words “relax”, “relaxation” or “break” without making the link to work and the desire to combine the two (coded as **Combo**). This subcategory concurs, besides many others, with Crompton’s motive “relaxation” (1979, p. 417). The label *Change* was attributed to 23.2% of answers analysed.

OPPORTUNITY (13 times attributed)

Answers indicating that the coworkation was merely done in order not to miss an opportunity that arose e.g. because of it being located close-by or organised by a friend, were marked either **Opportunistic** or **Convenience**. Due to their very marginal differences these two subcategories were subsequently pooled together in the category **OPPORTUNITY**. This motive was identified in 15.9% of answers. Sheer convenience or opportunistic behaviour as motives for taking a trip are not featured in any of the studies on leisure or special interest tourism mentioned in this paper so far. The open question format employed in the present study, the novelty of the phenomenon as well as the awareness of this factor as a potential motivation helped uncovering it in respondents’ answers instead of burring it in other (sub)categories such as **Relationship** or **Benefit**.

INSPIRATION (10 times attributed)

A little over 12% of answers expressed the desire for fresh stimuli as a motive for going on a coworkation. One respondent expressed this **INSPIRATION** motive like this:

“In order to meet new people and learn about their perspectives. Furthermore, I needed feedback on a new project that I am working on.” [COMMUNITY Relationship new, INSPIRATION]

Although usually not linked to work, in a wider sense it matches common motivational factors such as Crompton’s “escape from a perceived mundane environment” (1979, p. 416).

LIFESTYLE (8 times attributed)

The newly identified motive **LIFESTYLE** represents 8 participants suggesting that combining travel and work was not so much an actual decision but, given their lifestyle, just a matter of course:

“Because we are digital nomads and we’re traveling around the world. We need high quality Wi-Fi.” [**Lifestyle, Space Infrastructure**]

What was the focus of your coworkation?

The data obtained from respondents’ free answers suggests **WORK** and **COMMUNITY** at the top of the table of key motivations for going on a coworkation. This finding is strongly supported by the results generated from a closed question later in the questionnaire: Giving survey participants a list of 12 words, one question asks:

“From the following list, please choose any 3 words that best describe the focus of your coworkation”. The bar chart on the left of figure 11 shows how many times each word was chosen.

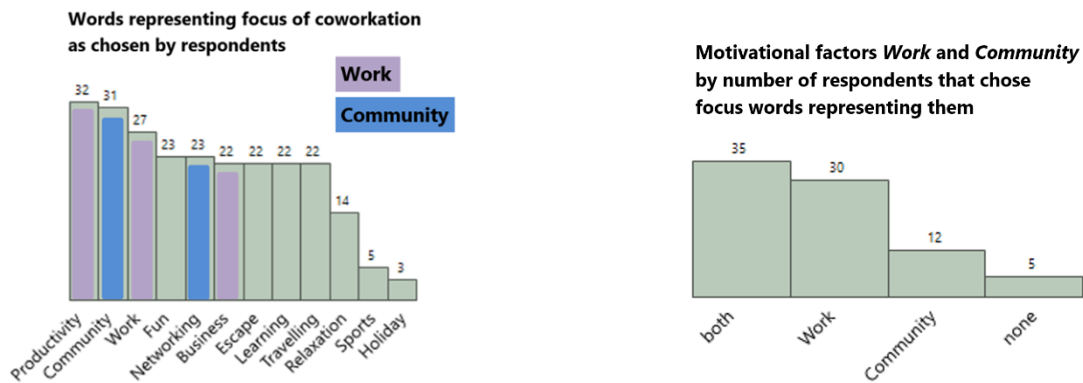


Figure 11: Words chosen by respondents to represent the focus of their coworkation. (source: own)

The word ‘**Community**’ was chosen 31 times as one out of three focus words. Hence, 37.8% of survey participants considered ‘Community’ a focus of their coworkation. Selected by nearly a third of participants, therefore also ranking in the top three, is ‘**Work**’. Although open to respondents own interpretation, the two words corresponding with our top two key motivation factors proved popular in this question too, thus reinforcing results from the open question.

Additionally, the terms ‘**Productivity**’ (chosen by 39% of participants), and ‘**Business**’ (26.8%) also represent aspects belonging to the motivation category **WORK**. Adding up the counts for ‘Work’, ‘Productivity’, and ‘Business’ (=81) and subtracting duplications caused by people that chose more than one of these three words (-16) results in 65 respondents or 79.3% of the sample choosing at least one of the three words relating to **WORK**. Similarly, the counts for the word ‘**Networking**’ (chosen by 28% of respondents) can be added to the count for ‘Community’ (=54). Subtracting duplications (-7) reveals that 47 respondents or 57.3% of the sample chose **COMMUNITY** as a focus of their coworkation. The bar chart to the right of figure 11 shows that 35 respondents chose *both* a work related and a community related word. An additional 42 people chose either a Community term (12) or a Work term (30). In short: To represent the focus of their coworkation, 77 out of 82 people chose either a word relating to community, or one relating to Work, or even both. Taken together, these two categories therefore covered 93.9% of the sample.

It has been noted that coworkationists generally find work to be a pleasurable and exciting activity. This point is reinforced here by 28% of respondents choosing the word ‘**Fun**’ to describe the focus of their coworkation. Note that these are the same respondents that, with an overwhelming majority, also chose words such as ‘Work’, ‘Productivity’, and ‘Business’.

The results from this question support the findings from the previous one on the lower ranks as well: The frequency with which the words “**Escape**” (26.8%) and “**Relaxation**” (17.1%) have been chosen, roughly corresponds with the amount of times the subcategory tags **Escape** and **Relax** had been attributed. The same applies to the frequently chosen word “Learning” (**LEARNING**), as well as the very rarely selected word “Sports” (**Activity**).

I did this coworkation to...

Listing 15 statements with different reasons for going on a coworkation, question 29 asked: “Please decide which of the following statements are, for you personally, true (yes) and which ones are not true (no)”. For many items, agreement shuttled somewhere around the 50% mark, splitting people for whom the item was a reason for going on a coworkation and those for whom it wasn’t roughly in halves. Attention is now drawn to only the most noteworthy results:

The most remarkable result from this question was a 91.46% agreement with the statement “*I did this coworkation because I wanted a change of scenery*”. This extremely high score suggests that the motive **CHANGE Escape**, which has been considered midfield so far, should be emphasised more.

Less surprisingly, the second most agreed with statement was “*I did this Coworkation to work*” (86.59% yes). This, and the 68.29% agreement with “*I did this Coworkation to be more productive*” are very much in line with results from the open motive question as well as the focus word question.

“*I did this Coworkation to escape the climate in my usual place of residence*” received 67.07% agreement, suggesting not to neglect the **Climate** subcategory included in the motive **DESTINATION**.



The great variety of motives identified from survey participants’ answers supports the assumption that there is a certain range of different motives and reasons for going on a coworkation. Overall, coworkationists’ motives don’t seem to differ much from general travel motivations. However, there are two crucial additions: the great emphasis on work related motives, and the key role community and relationship aspects seem to play. In terms of the hypothesis introducing this subchapter, we cannot come to a full conclusion, as the scope of this thesis didn’t allow further in-depth analysis into how respondents could be grouped according to their motives. What can be said, however, is the following: *Generally, the motivation for going on a coworkation is driven by several factors rather than by one single motive. The stereotypical coworkationist goes on a coworkation because he can work remotely and likes to take this opportunity to add some excitement and change to his usual routine by working from somewhere else for a while. This in turn provides him with the opportunity of learning new, seeing new, getting new inspiration, or meeting new and interesting people to learn from and extend his network.*

5.3.3 Destination versus Space

Some of the discussed motives relate directly to the coworkation space or service, whilst others are to be attributed to the destination in which the coworkation concept is located. The following hypothesis and its according survey questions directly confront and contrast these two aspects:

Coworkationists mainly come for the coworkation space or service and the opportunities and services it offers. THE LOCATION OF THE SPACE IS SECONDARY.

This rather bold statement will be investigated by means of analysing two closed questions from survey section 5/8. The aim is to uncover what was pivotal in respondents’ decision to undertake the journey to a certain place: was it the qualities of the destination that attracted the respondent, or can the coworkation concept itself be the attraction, capable of pulling a certain type of people to a destination?

Only offering answer options ‘yes’ and ‘no’, question 45 directly asked participants: “*Would you have come to this destination if the Coworkation Space or service you visited didn’t exist?*”. The results from this query are presented to the left of figure 12. Showing a similar picture, the pie chart to the right of figure 12 presents the outcome from the second question relating to this issue. It read like this: “*Please decide which of the following statements best describes your reason for visiting this destination*”, and offered two options: 1) “*The space/service was secondary. I came here mainly because I wanted to visit this destination*” and 2) “*The destination was secondary. I came here mainly because I wanted to use this Coworkation space/service*”.

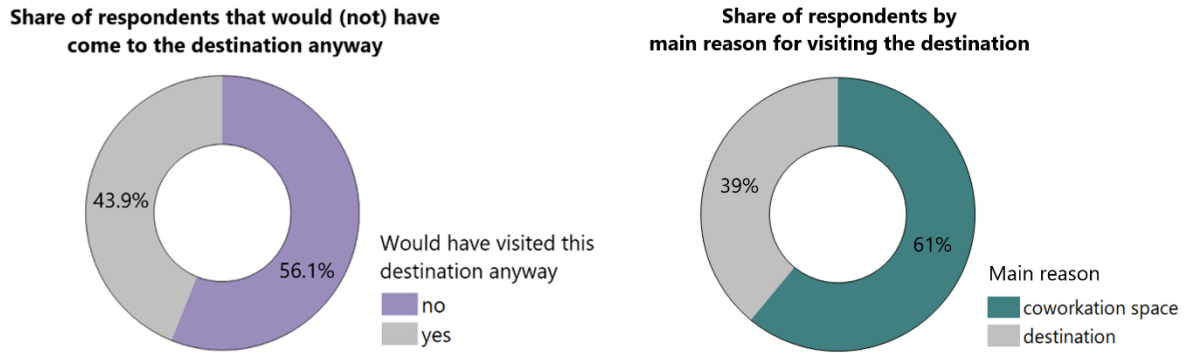


Figure 12: Information on respondents' preferences destination vs. space. (source: own)

The obtained results supply good reason to conclude that the above hypothesis is in fact, at least partially, true. The fact 56.1% stated that they would not have come to the destination if it wasn't for the chosen coworkation space or service, suggests that coworkation concepts *can* serve as an attraction in their own right. Results from the second question support this argument: more than 60% of survey participants indicated that the actual destination travelled to was secondary, making the coworkation concept their main reason for visiting.

The attentive reader could remark that the above results would be highly dependent on the variety and inherent attractiveness of the destinations represented in the sample. Given the rather large share of respondents from *Coconat*, located in rural Brandenburg, and *Coworking Camp 2015*, held in a resort in Tunisia, one could jump to the conclusion that the sample might be weighted in favour of the obtained results. In order to investigate this more closely, results from question 45 were divided by the geographical regions in which the visited concepts were located. Results from this are presented in the chart to the left of figure 13. This analysis did in fact reveal a particularly high share of people that would not have travelled to the visited destinations in Tunisia (13 Coworking Camp Tunisia) or Morocco (2 Sun Desk, 1 the Blue House) (= North Africa) if it wasn't for the coworkation concept being located there. However, the share of 'no' answers was at least equal or higher than the share of 'yes' answers for every other region too (except for Eastern Europe which we will allow ourselves to ignore in light of the extremely small sample of only 3 respondents). Effectively, this means that the attractiveness emanated from a coworkation concept played a role for many people travelling to destinations that could perhaps be considered more attractive to the group of people in question than Tunisia and Brandenburg. The 50% share of 'no' answers for Southern Europe, for example, includes respondents that had been to Mallorca or Barcelona, and the 53.3% for Southeast Asia includes Thailand (Koh Lanta and Chiang Mai) as well as Indonesia (Bali), the latter coinciding with renowned *Hubud* coworking space.

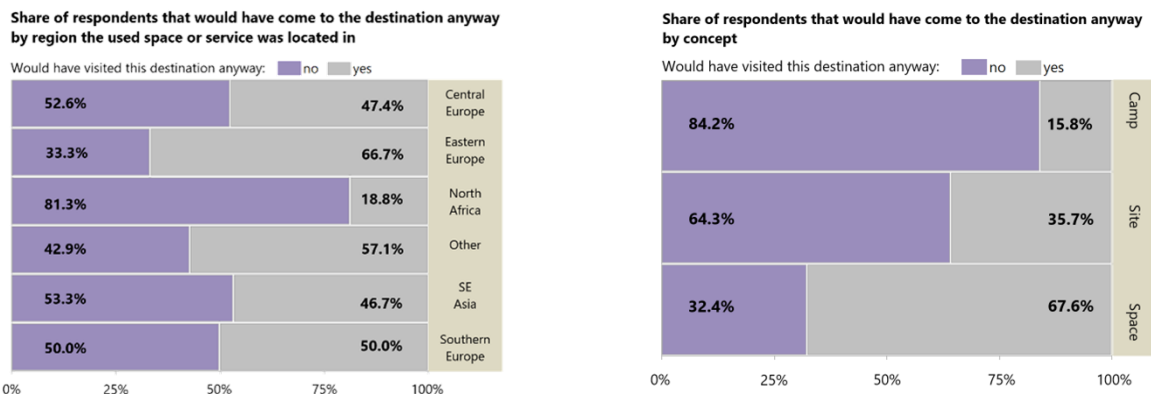


Figure 13: Respondents' preferences destination vs. space by region and concept. (source: own)

Having a closer look at the data for Central Europe reveals that the split in answer choices 'yes' and 'no' coincides with a split in coworkation concepts located in a rural area (Brandenburg, Ftan in the Swiss Alps) and

the ones located in major cities, including Zurich, Vienna, and Berlin. Although the Central Europe subset is weighted by *Coconat*, the split suggests that the attraction effect a coworkation concept has in remote areas is stronger than the one it has in a city. Generally, Coworkation Camps and sites are more likely to be located in less touristy, often remote, rural or otherwise “exotic” locations, whilst Coworkation Spaces are usually located in major cities where people float through more naturally without needing to be pulled by the space. What follows by implication is that Coworkation Camps and sites seem to have a bigger attraction effect than Coworkation Spaces. The mosaic plot to the right of figure 13 shows this very clearly.



All in all, even though the sample is small and the data prone to bias, what counts is the apparent fact that there are some concepts – such as *Hubud*, *Coworking Camp*, *Sun and Co.*, and *Coconat* – that have managed to attract people irrespective of the destination and its appeal to them. From the small sample analysed, there is reason to suspect that the attraction of a strong coworkation concept can be big enough to pull people to places they would not have considered as a travel destination otherwise. The above hypothesis can therefore be confirmed.

5.3.4 Reasons for using a coworkation space or service

Given what has been said so far, it seems crucial for coworkation service providers and destinations alike to ask what actually makes the attractiveness of a coworkation concept. Accordingly, the questionnaire asked participants: “*What are your reasons for using a Coworkation Space or service to combine work and vacation*” (q. 30). This question is to be distinguished from the earlier discussed open question that asked respondents why they went on a coworkation in general (q. 22). Question 30 asked participants more specifically for their reasons for using a coworkation space or service as *one* option of combining travel and work. Consequently, all answers directly related to the benefits and advantages participants felt they could get from using a coworkation concept. Most responses referred to the appeal of coworkation concepts in general rather than to the particular space or service chosen. In this sense, results from this question reveal some pointers to what it is about coworkation spaces that appeals to people.

At the end of the coding process, each of the 80 answers supplied carried one to three labels, equating to a total of 137 labels attributed. Figure 14 shows their distribution across the 8 categories derived from the data, each representing a key reason as suggested by participants’ answers.

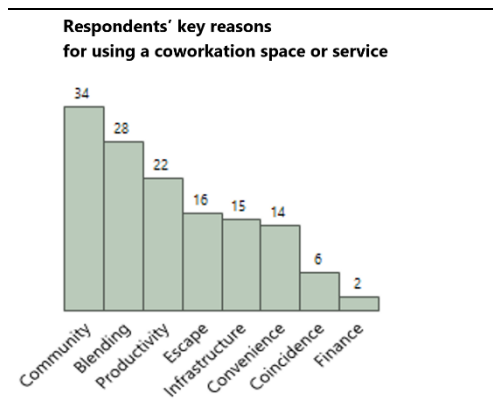


Figure 14: Information on respondents’ main reasons for using a coworkation concept to combine work and vacation. (source: own)

There is an obvious resemblance of these reason categories to the previously discussed motivation factors. This overlap is neither intentional nor a complete coincidence. Basically, the question here digs deeper into what was labelled as the motivation factor **SPACE**.

COMMUNITY was yet again one of the tags most frequently used. Attributed to 41.5% of answers, it did in fact lead the table, suggesting the desire to meet and connect with like-minded people to be participants’ main reason for using a coworkation concept. As the following example illustrates, respondents seemed to have a clear image, and rather specific expectations, as to *who* they would encounter in a coworkation space:

“Because that is where the people are that I am interested in. Also, it is a lot easier and more convenient to have accommodation included.” [**COMMUNITY** and **CONVENIENCE**]

Community related reasons for using a coworkation service were tightly followed by work related ones. Both the second as well as the third most frequent reasons for using a coworkation space relate to the **WORK** motive. As a pendant to **WORK Combo**, the label **BLENDING** stands for respondents’ belief that coworkation concepts

provide the perfect environment to successfully blend work and leisure. Mentioned by roughly a third (34.1%) of participants, coworkation services' ability to provide a *“terrific setting for people who are looking to blend work / leisure”* was one of the most widespread reasons for using them:

“Removes distraction and creates place where I can relax and work at the same time.” [**PRODUCTIVITY** and **BLENDING**]

The above example combines both work related reasons in one answer and in addition to **BLENDING** also carries the label **PRODUCTIVITY**. The desire for a focused and productive work environment and the expectation to find just that in a coworkation concept was a further dominant driver for their use. This theme was identified in 26.8% of analysed answers. Furthermore, the need for focus was frequently combined with the recurring **ESCAPE** theme (motivational pendant: **CHANGE Escape**):

“To draw more creativity and inspiration from our surrounds. To increase productivity.” [**ESCAPE** and **PRODUCTIVITY**]

“Focussed work environment away from the day to day, Being in nature more, Escaping the stress of the city.” [**PRODUCTIVITY** and **ESCAPE**]

Nearly a fifth (19.5%) of participants voiced the urge to have a *“change of scenery”*, *“leave every-day routine”*, or *“get inspired”* as reason to use a coworkation service.

Some people already listed reasons relating to the coworkation concept when asked for their motivation to do a coworkation in general. Such motives were labelled either **SPACE Infrastructure** or **SPACE Benefit**. In the present section, they are matched by **INFRASTRUCTURE** and **BENEFIT**. The fact that coworkation services usually provide reliable, fast Wi-Fi connections, and access to an array of other facilities and amenities necessary to work productively was a crucial reason to use a coworkation concept for 18.3% of participants. Financial aspects, however, were only identified in a meagre two answers provided.

The tag **CONVENIENCE** has already been used as a motivational factor (subcategory of **OPPORTUNITY**). The notion that the use of a coworkation concept would result in less planning and thus *“more time to work and relax”* was a theme in roughly 17% of answers:

“Practicality and meeting like-minded people.” [**CONVENIENCE** and **COMMUNITY**]

“I like the networking part with an always really great, uncomplicated and inspiring community at such places.” [**COMMUNITY**]

Participants' answers suggested that the package of workspace and accommodation offered by many coworkation concepts and/or the fact that someone else (the proprietor or organiser of the coworkation space or service) would take care of most organisational and administrative tasks would reduce their own planning burden. In this sense, *Convenience* potentially provided a further reason for using a coworkation concept for both busy frequent travellers as well as for inexperienced novices.

Similar to its motivational pendant **Opportunistic** (subcategory of **OPPORTUNITY**), the tag **COINCIDENCE** stands for reasons such as personal connections (*“mainly we know the owner”*), grabbing of an unprompted opportunity, or pure coincidence (*“just happened, had work to finish when leaving on vacation”*).



Summarising the results from this question we can conclude the following: To a great extent, the attractiveness of a coworkation concept is linked to the people that use it and the community one can expect to be present in the coworkation space, at the coworkation camp or site. Furthermore, coworkation concepts are perceived to offer the perfect environment and set-up for remote working knowledge-workers wanting to stay productive whilst making the most of their ability to “escape” from their everyday routine or a perceived mundane environment almost any time they like.

5.4 What do people do on a coworkation?

This section is about what coworkationists actually do on a coworkation. Because they all refer to the coworkationists' travel behaviour, the questions of *what* (do they do), *where* (do they come from; stay; go on to), and *when* (does this happen) are pooled together in this chapter and each looked at in one of its subsections. Each of the three questions will be examined by means of exploring selected survey results in light of some commonly used tripographics.

5.4.1 What?

This subsection is concerned with how survey participants behaved when on coworkation. The examined tripographics are stated respectively in a box.

TRAVEL PARTY

The majority of respondents (62.2%) went alone on their coworkation. The share of solo travellers, however, would likely be even higher if the number of couples or groups out of which more than one person filled in the survey was taken into account. Unfortunately, the questionnaire does not provide information on the frequency of such cases. Coworkationists' travel companions would usually also use the work facilities (83.9%). Most frequently, respondents were accompanied by their partners (13x "*spouse, girl-/boyfriend*"). With eight mentions, each "*Colleagues from work*", and "*Business partners, employees, co-organisers or similar*" ranked second on the list. Followed by "*Friends*" (5x), "*The people I share an office with*" (2x), and "*Coworkers from my usual Coworking Space*" (1x).

Another important tripographic is the purpose of the trip.

PURPOSE OF TRIP

It refers, for instance, to the question of whether the trip was for business or pleasure. However, the concept of a coworkation already combines the two aspects in its very designation. Hence, a simple bipolar distinction business/pleasure would probably not provide much insight, rather coworkation should be viewed as a hybrid between a business and a leisure trip. Results from the section on motives support this view and suggest that many coworkationists strive to successfully blend work and leisure by means of a coworkation. This combination itself could therefore be a main purpose.

Unfortunately, the survey did not contain any questions specifically asking participants about the purpose of their coworkation, making it difficult to come to any firm conclusions about this matter. However, the assumption made based on the results obtained from the section on motives can be investigated closer by means of the following proxy-questions. If the main purpose of a coworkation was the combination of work and leisure, this would be expected to show in coworkationists time allocation. The question is therefore, whether the coworkationists' time allocation to leisure activities on one, and work on the other hand, reflects this dual aim and desire to have both, work and non-work, and to blend it together at a given time and place instead of strictly separating it spatially as well as timewise. Question 56 was intended to shed more light on this. It asked participants to indicate their personal time allocation to work and leisure during their coworkation. Respondents could choose the appropriate relation from a drop-down list ranging from "100% work" to "100% leisure". Results are summarised in the bar chart in figure 15.

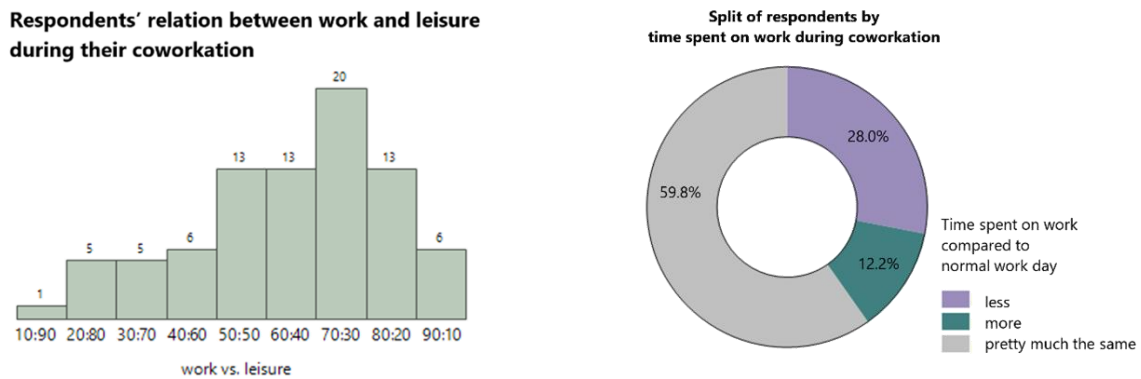


Figure 15: Information on how respondents allocated their time to leisure and work. (source: own)

Both extreme options (“100% work” and “100% leisure”) remained unused. With 24% of respondents choosing the option “70 work:30 leisure (about 2/3 work, 1/3 leisure)”, this was the most frequent answer. Generally, the scale was clearly tipped towards the work side of things. 52 people (or 63%) chose an option involving more than 50% work. Only 17 respondents (20%) chose an option that indicated a time allocation in favour of leisure.

As shown in the pie chart to the right of figure 15, a considerable share of survey participants specified that, during their coworkation, they spent “pretty much the same” amount of time on work as they would on a “normal” work day (q. 57). This again is in line with what has been said about the coworkationists’ supposed intention of just making the most of their location independence by taking the opportunity to work remotely when they please to do so. Interestingly, a notable share of respondents stated to have allocated even more time to work during their coworkation than they usually would.

Another proxy-question with the potential to reveal something about the purpose of a coworkation was the one about coworkationists’ goals. When asked “Did you set yourself and/or your team a specific goal for the time spent at the Coworkation Space?” (q. 25), 48.8% of survey participants said that they did pursue an explicit goal for the time at the coworkation concept. When asked “What was the goal you set yourself or your team?” (q. 26), the 40 respondents that did set themselves a goal stated a variety of objectives almost exclusively relating to work.

Taken together, the results from the section on motives, the ones from the question on time allocation, and the stated goals, certainly support the assumption that the combination of work and leisure is an important, if not the main, purpose of a coworkation. The repeatedly voiced motive of wanting to combine work and leisure – at a nice place, in a different environment, or surrounded by inspiring people seems prevalent. Moreover, results quite simply confirm the purpose already inherent in the term coworkation – coworkationists want to combine work and leisure.

From a tourism point of view, it is important to ask how the time allocated to leisure was spent. The following section on participants’ activity participation focuses on non-work related activities – what do coworkationists do when they are not sat in the coworking space working towards their work-related goals?

ACTIVITY PARTICIPATION

Questions 50 and 51 asked survey participants to list all non-work related activities they took part in *every day* (q. 50), and activities they undertook *once or a few times* (q. 51) during their coworkation. Overall, there were no noteworthy differences between the answers to the two questions. Therefore, they were pooled together for evaluation. Coding and grouping all activities named by respondents revealed ten categories of non-work related activities coworkationists engaged in.

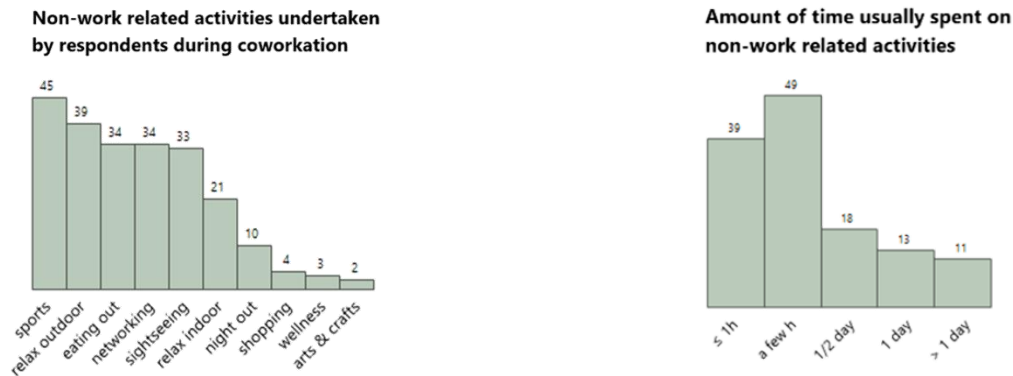


Figure 16: Non-work related activities undertaken during coworkation, time frame allocated to them. (source: own)

Coworkationists' predominantly spent their work-free time on a variety of sports and relaxing outdoor activities. Nearly 55% of respondents mentioned at least one, typically several, activities categorised as **sports**. Some of the most popular answers included biking/cycling, yoga and surfing. Hiking, (scuba) diving, and running, along with tennis and beach volleyball were also mentioned repeatedly. The great majority of sports activities mentioned took place outside and only very few indoor activities (e.g., gym) were mentioned. A division into "sports indoor" and "sports outdoor" was therefore waived.

Whilst the places of choice for **relaxation** too, were mainly outside, a notable 25% of participants listed relaxing indoor activities such as going to the cinema or playing board games. The coworkationists' most popular activity for outdoor relaxation was going for a walk in whatever the nature around the coworkation concept had to offer: "at the beach", "in the forest", "around the lake". Also popular were swimming, reading and meditation.

Unsurprisingly, **social and networking activities** proved to be just as popular as exercise and relaxation. Over 40% of respondents mentioned at least one activity coded "networking". This included institutionalised activities such as "going to meet-ups", or "taking part in challenges" and "show-time presentations" as well as casual socialising such as "hanging out with people from the space" or "sitting at the campfire and chatting to people". Frequently, socialising and networking went hand in hand with what was coded "**eating and drinking out**", for example in the case of one respondent listing "going out for dinner with fellow coworkers".

The nature of the most recurrently mentioned types of activities is of course in line with the time frames respondents allocated to leisure. As shown in the bar-chart to the right of figure 16, the most frequently chosen answer to the question "How much time did you usually spend on these activities?" (q. 52), was: "In general, these activities were **longer breaks (a few hours)**". The second most popular answer was "**quick breaks (up to 1 hour)**", which was selected by 30% of participants.

Judging from the listed activities as well as this follow-up question, coworkationists tend to take shorter and longer breaks throughout the day rather than allocating whole days for work and leisure respectively. The way they seem to blend together moderately sized episodes of work and leisure throughout the day, rather than balancing out big chunks of work with big blocks of leisure certainly appears to comply with the whole notion of work-life-blending. The portion of survey participants indicating that they usually spent half a day (14%), whole days (10%) or even several days in a row (8%) on leisure activities, was thus considerably smaller.

In terms of listed activities, mentions such as "daytrips" or "overnight trips to neighbouring cities" were tagged "**sightseeing**". In addition to such items, the actual word 'sightseeing' was also listed repeatedly. Other activities coded "sightseeing" were more specific and included for example "trips to other cities in Bali", "camel riding", "seeing temples", "island hopping", or "day-trip to Palma for sightseeing". Slightly over 40% of participants mentioned something that was attributed to this category.

Visiting different concepts revealed that the degree to which different coworkation concepts guide, lead and animate their participants to take part in sightseeing trips, work-, as well as non-work related activities and

events varies significantly. From an organiser’s as well as a destination’s point of view it would be interesting to know whether or not people appreciate such encouragement. Hence, regardless of what they *got* in terms of “organised activities”, participants were asked what they would *prefer*. Question 21 required them to repeatedly choose their preferred one of two options provided: **“Generally, what would you prefer for a Coworkation:”**. Results are summarised in table 8.

	Σ	%	Σ	%	
Some non-work related activities included in the Coworkation package	58	70.73	24	29.27	No non-work related activities included
Some community events organised by the proprietors/organizers	73	89.02	9	10.98	No community events organised by the proprietors/organizers
Some work-related activities (e.g. learning or networking sessions) organized	67	81.71	15	18.29	No work-related activities organized

Table 8: Respondents’ preference for included and organised events and activities. (source: own)

The outcome is clearly in favour of **guidance** and **encouragement** in the form of planned and preorganised activities and events. Nearly 90% of respondents said they would prefer a coworkation concept to have organised community events, and over 80% would approve of prearranged work-related activities. In terms of non-work related activities, the result was less unanimous but still clearly in favour of having some activities included rather than non. Overall, table 8 shows respondent’s preference for included and organised activities. Moreover, the apparent desire for both work *and* non-work related activities once more reflects the coworkationists’ desire to have both work and leisure at the same time, in the same space.



The most basic purpose of a coworkation is neither work nor leisure, but precisely what the label says – the combination of the two. Coworkationists’ desire and capability of combining and merging leisure and work shows in their choice of activities, the time frames they allocate to them, and the overall relation of leisure and work they achieve during their stays. However, there are indications that coworkationists differ in terms of how much time they allocate to work during a coworkation and whether this is more or less than “usual”. This points to potential differences of personal aims and purposes for the individual coworkation. Highly varying amounts and types of non-work related activities engaged-in also point to different aims and focuses. Overall, activity participation and different preferences for included and/or preorganised events promise to be interesting variables to segment coworkationists. However, the stereotypical coworkationist could be described as follows: *In need for a change of scenery, the coworkationist leaves her usual work environment and carries on her business as usual from a different place offering the option to have quick breaks for relaxation or exercise whenever she needs it. Having joined the coworkation concept on her own and eager to meet like-minded people, she appreciates preorganised socialising and networking events.*

5.4.2 Where?

Asking where coworkationists come from, and where they go on to relates to the tripographic variable “destination pattern”. Additionally, this section is concerned with coworkationists’ accommodation: “where do they stay?”.

DESTINATION PATTERN

Beritelli et al. (2015) point out that “visitors shape a destination by their own presence” (p. 49) and suggest to think about guests’ travelling and activity patterns. Based on Hyde and Laesser (2009), they present five different travelling/activity patterns that help to get away from the widespread misconception of guests belonging to one single destination (Beritelli et al., 2015, p. 48):

- 1) Stay-put stands for the traditional view of visitor behaviour: The guest arrives in a destination and stays there. More often than not, however, guests do not simply stay-put
- 2) A Gateway destination serves as a temporary base or pit-stop space from where visitors move on.
- 3) Hub-and-Spoke destinations are well-located, central places with good infrastructure. Guests use them as their temporary home base from where they undertake trips and excursions to other destinations.
- 4) Arranged Touring refers to organised service packages (tours) that can be booked with a tour operator or travel agency. Such packages are often standardised.
- 5) Freewheeling applies to travellers that make their decisions on the move. They move spontaneously from space to space and often base their choices on information received on site or on mobile devices.

Considering the coworkationist’s typical travelling/activity pattern promises important insights into their behaviour as well as a better understanding of the coworkation concepts’ (potential) role within a destination space. In the survey, questions 53 and 54 were concerned with this matter. They asked participants whether they had done any day trips (q. 53) and/or any longer trips (q. 54) away from the space to another city, region or area. Results are presented in figure 17:

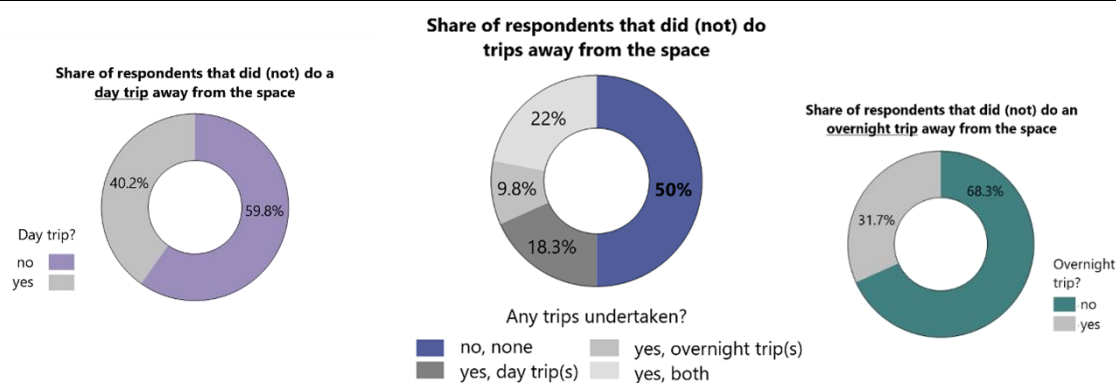


Figure 17: Information on respondents’ travelling and destination patterns. (source: own)

Roughly 40% of respondents said they had done a day trip away from the space to another city, region or area. The share of participants that had left the space for a longer trip that included at least one overnight stay was slightly smaller with 31.7%. This outcome is in line with the results from the questions on activity participation where the analysis revealed activities suitable for short and medium breaks throughout the day to be most popular. More time-consuming trips were undertaken less frequently.

Combining the two questions reveals that exactly **50%** of our sample coworkationists had neither done a day trip nor an overnight trip. These 50% **stayed put** in the destination the coworkation concept was located in. Out of the remaining half of respondents, 22% indicated to have undertaken both a day-trip as well as an overnight trip to a different destination, 18.3% had done at least one day-trip and another 9.8% had left the coworkation concept for at least one night during their stay. The way these latter **50%** of participants used the coworkation concept and its destination resembles the **Hub-and-Spoke** pattern.

The questionnaire contained two more questions that help better understand coworkationists’ destination patterns. The developmental research led to the suspicion that for many coworkationists the time at the coworkation concept might just be one stop on a more extensive journey consisting of several stages and multiple destinations. Hence, survey participants were asked whether their time at the chosen space or service was “part of a longer trip” or “an isolated trip (I came from home and went back home)” (q. 39). This question once more split the sample exactly in half. The 41 respondents for whom their stay at the coworkation concept was part of a longer trip were subsequently asked how many coworking spaces and/or services they were using on this trip (q. 44). It revealed that nearly two thirds of respondents used more than just one coworkation concept on their multi destination journey.

“Where?” also asks about the type of accommodation coworkationists chose to stay at while using the coworkation concept to work from.

ACCOMMODATION TYPE

Question 14 revealed that a majority of 67.1% of coworkationists in our sample used some form of accommodation related to the coworkation space or service they were working at. As can be seen in the pie chart to the very right of figure 18, using accommodation associated with the space could mean staying in a **shared or private coliving** as part of the coworkation space, or staying in a **hotel room or resort** as part of the coworkation service. The very notable share respondents staying in a hotel or resort is of course to a large extent due to the high number of respondents that stayed at coworking camp 2015. However, in addition to the 13 coworking camp 2015 participants, another 8 respondents, each associated with a different space or service, said that they had stayed at a hotel or resort that was part of their chosen coworkation concept. Because hotel and resort accommodation would usually mean private rooms, the number of respondents that stayed in private accommodation would probably be about the same (if not higher) as the number of people that shared a room with several other people.

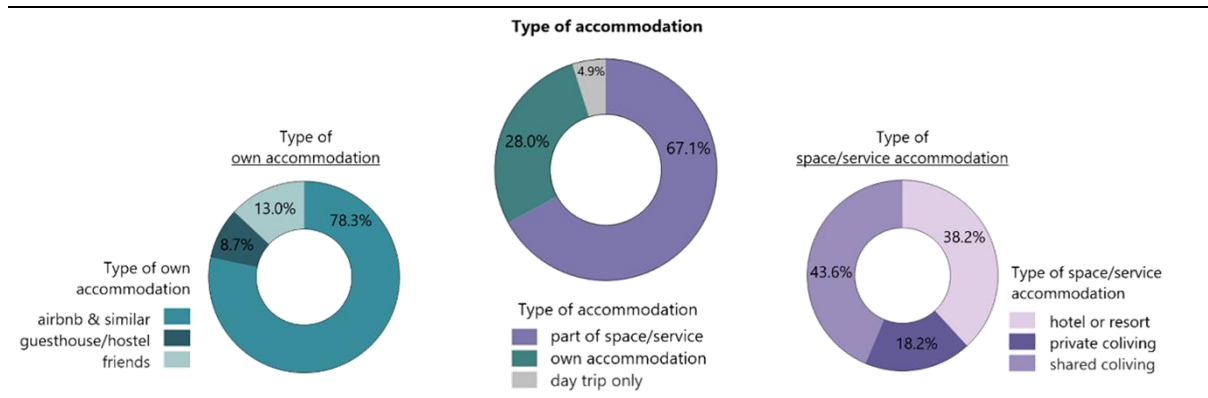


Figure 18: Information on respondents' choice of accommodation. (source: own)

The great majority (78.3%) of people that had not used an accommodation option provided by the coworkation space or service, stayed in rooms or apartments they had rented themselves. This was labelled “**airbnb & similar**” and included six respondents specifically referring to the peer-to-peer online marketplace as well as others stating to have rented, for instance, serviced apartments or private villas. A further three respondents were able to stay with **friends**, and two participants stayed in a **hostel or guesthouse** close to the coworkation space.

Generally, satisfaction with the chosen type of accommodation was high. Overall, 84.6% of respondents said that the accommodation they stayed in was their preferred accommodation for this coworkation (q. 20). With 85.5%, satisfaction for the ones that had made use of an accommodation option that was part of the coworkation space or service, was slightly higher than the 82.6% reached by people that had organised their own accommodation. Furthermore, the 67.1% of people that had used an integrated accommodation option was exceeded by a 70.73% majority indicating that they would prefer accommodation to be included in a coworkation package rather than having to organise it themselves (q. 21).



In terms of travelling pattern, the sample reveals two equally sized groups of coworkationists: The ones that come to the coworkation space and stay (Stay-put), and the ones that use the coworkation space as a hub (Hub-and-Spoke). With regards to the coworkation as a single destination trip or as a stop on a longer multi-destination journey, the sample is also split in halves. A major share of coworkationists happily makes use of the accommodation options provided by the coworkation concepts. The bulk of the ones that did

not use a coliving or another option provided by the space or service opted for the private rental of an apartment or house, tellingly often using airbnb – a prime example in any discussion on sharing economy.

5.4.3 When?

The question remains how long coworkationists actually stay at a coworkation concept. To answer this, respondents were asked from when until when they stayed at their respective coworkation concepts (q. 2). Initially, the idea behind asking for precise dates was to be able to say something about suspected seasonal preferences. However, the small sample and limited amount of time the survey was running for did not allow any meaningful statements in regard to this. This section is thus limited to the question of duration.

LENGTH OF STAY

Overall, participants stayed at their chosen coworkation space for an **average of 26 days**. With a maximum length of 185 days and a minimum of 1 day, the range as well as the deviation was considerable. However, the **median days spent was 13** and over 65% of participants stayed for less than a month. The picture was quite a different one depending on which concept was looked at. Although the average amount of days spent there was the same for spaces and camps (32.5), the median for camps was notably higher with 32 versus 18 days for spaces. Camps seemed to have two areas of concentration: one around 9 days and one around 44 days. The duration of stay at space on the other hand concentrates below the one week mark with a few long duration outliers raising the mean. With a mean of 14.5 days, the average duration of stay at a Coworkation Site is considerably shorter than for Camps or Spaces. The maximum days spent at a Site was 75, the minimum 1 and the median 8. This made Sites the most compact concept with by far the lowest standard deviation of 17.9 days (versus 40 for spaces and 30 for camps).

6. Discussion of results – coworkation, a relevant trend for tourism?

Having outlined an array of different concepts that combine tourism and coworking and having investigated the people using such coworkation concepts a better understanding of the phenomenon has been developed. It is now possible to reassess the title question of this thesis.

6.1 General assessment

Adding to his statement that coworkation was the logical continuation of coworking, Eric van den Broek (panel discussion, 2015 Coworking Europe Conference, Milan) concluded his assessment of the “workation phenomenon” and its potential by noting that although digital nomads, able to stay six months or even years wherever they liked, were an extreme case, “the number of people on earth that can combine work and vacation away from home and their usual place of work for two to three weeks per year is enormous!”.

Coworkation appeals to young, well-educated, unbound creative knowledge-workers. Whilst this group of people, able to work remotely for longer periods of time, is still a minority, it is a growing one. Waters-Lynch (2016, p. 25f) note, that creative knowledge work as a class of activities is “disproportionately rewarded over other forms of routine labour and service work” (Storper & Scott, 2009; Scott 2014, cit. in Waters-Lynch et al., 2016, p. 25). It is thus “relatively more attractive than the alternatives, which in turn attracts the aspirations of many younger workers towards these fields” (Tapscott 2009, cit. in Waters-Lynch et al., 2016, p. 26). There does seem to be a tendency especially amongst these young knowledge-workers to spend their lives on the move and it is hard to disagree with Munroe’s claim that “the migration to everywhere is underway” (panel discussion, 2015 Coworking Europe Conference, Milan) – at least slowly and for a certain demographic.

Catering to them are an increasing number and variety of businesses aimed at providing convenient working and living options for remote workers. Not every location independent professional or digital nomad opts for a coworkation service or nomadic living arrangement and many still choose to assemble their packages

themselves and stay in a rented apartment, a hotel, or an *Airbnb* accommodation. However, with a growing supply of and awareness for coworkation concepts

There appears to be an ever growing supply of new and altered models and with them, interest and coverage by mainstream media seems to be increasing, potentially raising awareness for the possibility amongst people who could go on a (short) Coworkation., more people can be expected to start making use of them.

These services are blurring the lines between a nomadic lifestyle and something many people could do for at least a few days or weeks a year. With a growing acceptance of remote work in society as a whole and with increasing willingness of businesses and clients to work with remote employees or contractors, coworkation will become an attractive option for more and more people. In this sense, the potential of coworkation for tourism as well as for society as a whole are tightly linked to the acceptance of working with people that aren't physically present. This in turn requires employers to rethink traditional employment relationship models and leadership strategies. To businesses, the option of remote working employees extends the potential pool of talent from local and regional to global. It is the young, talented, creative knowledge workers that tend to value their independence over the security of a standard work relationship and it is precisely these highly-sought after people that the “global war for talent” centres on. Being able to attract them has to be of great importance to many companies. Offering them the option to work remotely, as many young and innovative companies are already doing, can be one way of attracting them. Even for businesses unable to offer fully remote contracts, coworkation concepts could be used in the context of incentive travel, open innovation, or just in general to increase employee satisfaction and performance by enabling the exchange with others, providing fresh inspiration, allowing a change from the every-day work environment.

6.2 Coworkation in light of major tourism trends

Chapter 2.3 was concerned with the dissolution of leisure and work and this tendency's potential implications on tourism. The potential of Coworkation Concepts for tourism and hospitality will now be assessed in light of these and other supposed tourism trends.

6.2.1 Multipurpose, hybrid holidays

Work-related motives are a major driver of many coworkationists. However, as has been shown, motives such as being able to work productively in a focused atmosphere, finding new inspiration for creative tasks, learning how to program at a *Hubud* boot-camp, or expanding one's professional network by mixing with other remote professionals are only ever half of the equation. A coworkation is very much a multipurpose trip on which the aim of getting work done is combined with leisure related motives such as relaxing, engaging in sports or social activities, getting to know a new city, or visiting friends.

In this sense, coworkation concepts demonstrate how the increasing pressure on people to stay employable, perform well, and continuously educate themselves can be used in a constructive way to create innovative business models. Coworkation concepts offer relaxation and a change from the daily routine and the opportunity for professional development in one. They thereby avoid competing over the ever scarcer financial and time resources that can either be allocated to leisure or work – on a coworkation, *either* becomes a simultaneous *and*. In terms of being a hybrid and its ability to combine multiple benefits such as recreation as well as personal development and professional education, a coworkation as a more recently emerged concept is comparable to volunteering and work holidays as the examples mentioned by Schäfer (2010, p. 162).

Moreover, concepts like *Coconat* and *Sende* as well as certain camps set-up in remote areas and able to attract people regardless of the initial appeal of the destination support Schäfer (2010) in her claim that “especially for destinations and tourism service providers away from major holiday centres there still lies a great deal of unused potential” in multipurpose or hybrid holidays (Schäfer, 2010, p. 162).

Although coworkationists do not seem overly picky with where they do their work from, the availability of a reasonable work environment is of concern to them. Providing this and thereby fulfilling a need and not least a

destination choice criteria of a growing number of remote professionals can provide certain business opportunity, specially to underdeveloped destinations.

6.2.2 Enabling and Relieving

Coworkation as tourism phenomenon can also be seen in the context of the two opposing trends of ‘Enabling’ and ‘Relieving’ as described by Bieger (2010, p. 121-122).

The people attracted by the concept of coworkation are generally digitally adept, mobile and highly flexible. Mobile information- and communication technologies *enable* them to plan their trips independently, flexibly, and on the spot in the sense of freewheeling (see Hyde & Laesser, 2009, as cited in Bieger, 2010). However, results from the analysis of coworkationist’s reasons for using a coworkation concept to combine work and travel suggest that the convenience of using a coworkation service providing all necessary infrastructure to work productively and, in the case of Coworkation Sites, Camps, and Tours, even accommodation, provides a welcome *relieve* from the organisational hassles associated with frequent travelling and remote work. Precisely in the sense of what Bieger (2010) depicts as a trend towards travel forms that relieve information and decision tasks and provide securities, coworkation concepts lower individual planning efforts by offering full work, socialise, and relax packages often even including excursions or at least some sort of recreational activities. As opposed to packaged tours, the securities coworkation concepts provide are not necessarily of financial nature (traditional travel guarantees) but more to be understood in terms of “peace of mind” for the busy remote worker – knowing that there will be a decent desk, good internet, and interesting people (guaranteed Wi-Fi-speed, guaranteed access to a community of like-minded people, guaranteed fully equipped workspace). Quite clearly in the case of Coworkation Camps and most obviously in the case of the newly emerging Coworkation Tours, where workspace, accommodation and even flights are included and a whole group of coworkationists touring the world is accompanied by a community manager (tour guide) for several months, coworkation tours can very much resemble traditional package tours. Coworkation concepts are to be located somewhere between these two trends thus perfectly fit Bieger’s (2010) description of concepts that enable individual freedom and flexibility whilst at the same time managing to serve the desire for increased security and a reduction of complexity.

6.2.3 Comfort and hide-away

Bieger (2010) also mentions individualised high-end products and the demand for hide-away holidays as important aspects of the demand created by a group of people with decreasing time and increasing financial resources. He mentions time efficiency, for instance in the sense of easy accessibility or being set-up quickly and comfortably, as a crucial need of this group of people. Bieger (2010) mentions wealthy pensioners as an example for this ‘Global Class’, busy location independent professionals could certainly be added as a further one. For them, using a coworkation concept ensures quickly being set-up and ready to work efficiently.

“There is nothing these people value more than their time”, co-founder Steve Munroe says about his members at *Hubud* (persona communication). Time is the busy online entrepreneur’s most valuable resource and the attitude that every activity that cannot be classified as either productive work, or enjoying life should be avoided can frequently be encountered in these circles. Cleaning, shopping, thinking about where to go for dinner, searching for accommodation, or trying to set up a good internet connection just like all other every-day and organisational activities are thus perceived as annoyances eating into precious work and recreation time. The appeal of the convenience and comfort offered by coworkation concepts in general, soft landing packages like the one offered by *Hubud*, and even the seemingly paradox phenomenon that these people that pride themselves in being highly independent, autonomous individuals are attracted by a concept like coworking camp where they spend six weeks in an all-inclusive hotel having a community manager telling them where dinner will be held, are explained by this focus on time efficiency.

Moreover, many coworkation camps serve a hide-away. A hide-away, Bieger (2010) explains, provides the opportunity to retreat from every-day life, from the noise and stress of big city life, or just from the masses in general. To the time constrained remote worker, coworkation concepts like *Coconat* or *Sende* provide just that whilst enabling guests to carry on working – in a more relaxed environment.

6.2.4 Neo-Tribalization

Lastly, coworkation can be viewed in the light of a trend termed ‘Neo-Tribalisation’. Bieger (2010) explains it as the tendency of people to seek guidance and orientate themselves by chosen communities with similar values as opposed to the traditional orientation towards families. This desire for guidance and community (either in terms of traditional or alternative value communities), Bieger (2010) states, is leading to an increased demand for trips that foster social interaction. The community element is inherent in coworking as a central value, it is prominently promoted by all types of coworkation concepts and it was clearly a dominant driver for many survey participants to do a coworkation and use a coworkation concepts. Coworkation concepts very obviously and successfully serve this desire for community, cohesion and social belongingness.

Coworkation concepts incorporate many of the supposed tourism trends laid out and manage to serve a variety of needs and desires that can be expected to keep gaining importance as major drivers of the travel behaviour of a growing number of location independent professionals.

6.3 Coworkation concepts and destinations – areas of benefits and potentials

The following subchapters are concerned with the role of coworkation spaces within a destination. In light of what has been found out about different coworkation concepts as well as the people using them, areas where destinations could potentially benefit from possible (new) flows of coworkationists, and cooperate with, or learn from coworkation concepts and their initiators will be exposed.

6.3.1 Coworkation concepts as an attraction and coworkationists as a niche SVF

The survey results showed that a functioning, well marketed and professionally setup coworkation concept is indeed capable of attracting a certain type of traveller to a destination that he might not have considered otherwise. The attraction of some of the coworkation concepts is even that big that participants would travel to a destination *despite* their negative perception of it. The answer of a participant of the *Coworkation Camp Tunisia 2015* to the question “*What are your reasons for coming to this destination?*” illustrates this:

“Just because it is the place where CW Camp 2015 takes place. The destination itself wasn’t very appealing to me because of the terrorist threat.”

Frequently, it was the community that served as the major draw of a coworkation concept. Answering the question “*What are your reasons for coming to this destination?*”, one survey participant stated:

“I wanted to be around a group of other entrepreneurs and learn from them - the location was not a factor in my decision.”

This account points to the crucial role and great potential associated with the community aspect of coworkation concepts. As exemplified by highly successful *Hubud*, a coworkation concept that manages to develop a good member base and succeeds in establishing a reputation for hosting a great community will draw in more and more guests motivated by a desire to be part of this community.

In light of this, it is suggested here that for some destinations coworkation concepts can serve as an attraction pulling in an additional, potentially new, group of guests. There is a considerable group of coworkationists that value tranquillity and nature and, apart from the infrastructure and community provided by the coworkation concept, do not need much else in terms of tourism infrastructure. It is this group of coworkationists that could be of particular interest to destinations yet underdeveloped in terms of tourism infrastructure (e.g., rural villages). Additionally, this type of coworkationist could be of interest for highly-developed destinations struggling with great seasonal variation in occupancy (e.g., ski resorts). In light of their demographics,

coworkationists can make for an interesting new and growing type of guest for destinations dependent on an aging or otherwise shrinking customer base and thus in need of urgent restructuring and realignment.

For such destinations, it seems certainly worth keeping an eye on this trend, analysing the potential a flow of coworkationists could have and consider the “weak connections and interdependencies as well as the weak signals that point to potential new opportunities for innovation and capitalizing on in the future”, as Beritelli et al. (2015, p. 36) advice.

Referring back to where the definition of niche SVFs as explained by Beritelli et al. (2015, p. 77) was provided and where it was mentioned that it is this concept that would seem of particular relevance for this topic, we can now conclude that coworkation concepts in certain destinations can be seen as the “businesses that concern special activities” (e.g., coworking, combining (net)working and travelling), that the coworkationists form a “small community of visitors that are particularly homogenous in their motives and travel behaviours” (e.g., the community motive, the work-related goals, the fairly homogenous demographics), and that “these communities’ special interests” (e.g., meeting like-minded people, getting focused work done, combining recreation with productivity), or ‘special events’ (e.g. Coworkation Camps, Hackathons, Coworking conferences, programming boot camps), in which the supply networks (Coworkation concepts) have specialised motivate this flow. Coworkationists can thus be considered a niche strategic visitor flow for certain destinations where they are attracted by such coworkation concepts.

Because the choice of destination for a coworkation concept highly depends on the intended focus of the specific Coworkation Camp, Site or Space, and because these focuses are as varied as the concepts themselves, nearly any destination bears the potential to become the location of a coworkation concept. Remote location choices put emphasis on the inspiration and relaxation aspects of a coworkation and tend to position them as retreats. Concepts like the one employed by *Flaks* that focus on the possibility for certain outdoor sports and with that on weather and climate follow a more activity-based approach and choose destinations based on the best conditions for these activities. The only basic requirement is a good internet connection – or the possibility to set that up.

6.3.2 Marketing the destination

Similar to how coworkation concepts can trigger the flow of a new type of guests to a destination, they can add an additional focus on a destination’s marketing efforts.

According to their digitally enabled, rather young and well-educated customer base, coworkation concepts’ marketing efforts are highly focused on online social media marketing. They tend to have an attractive website, engage their community on their Facebook, slack, Instagram, and twitter accounts, and interact regularly in multiple virtual groups associated with their business or target group. Coworkation concepts like *Sun and Co.* or *Coworking Camp*, for instance, very frequently post content in the numerous related Facebook groups such as *digital nomads Spain*, *digital nomads around the world*, or *Nomad’s workation spaces*. Moreover, it is not unusual, that the initiators of coworkation concepts found Facebook groups that relate to their business but are more general. The Facebook communities *Coworking Bansko* (administrated by the proprietors of *Coworking Bansko*, a coworkation space in the Bulgarian ski resort Bansko), *Digital Nomads Javea* (administrated by *Sun and Co. Coworkation Site*), or *Tarifa Digital Nomads* (by *web work travel’s* Johannes Voelkner) are such examples.

When advertising their Spaces, Camps and Sites, for example by founding such Facebook groups dedicated to a whole destination, coworkation concept providers effectively promote the whole destination. Explicitly targeting travelling remote workers, as is a precondition for a coworkation concept, frequently also involves listing on the coworkation concept’s website outdoor activities holiday makers could engage in. Because coworkation is also about the recreational side of things, coworkation concepts cannot only advertise their space, its community and services but also try to emphasise the opportunities held by the destination or region they are

located in. Some of the spaces thereby effectively end up promoting the whole destination via their space's website and social media channels.

One example that illustrates this is Doris and Rainer Schuppe's *Rayworx* in Santanyi (Mallorca). On their website, they provide advice on outdoor activities, restaurants and other things to see and do in the region. Apart from promoting their high-standard space facilities and infrastructure, they also put a spotlight on the island and the small town their space is located in. On a Pinterest Board called *Mallorca – Balearic Islands* with over 500 followers and promoted on the *Rayworx* website, Doris collects ideas and inspiration for places to visit around the island. On her Blog www.2go2-mallorca.eu she writes about her love for the island and all its advantages and qualities. In this manner Santanyi's best sides are very regularly featured on all of *Rayworx*'s social media channels from Facebook to Twitter and Instagram.

Sometimes, as in the case of the resorts the *Coworking Camp* is held at or the hotels hosting the regular *Alpine Co-Working Retreats*, they also advertise certain service providers within the destination.

Undoubtedly, coworkation concept providers are adept online marketing and social media users. They are digital experts that could potentially fill a gap in tourism and destination marketing, especially for places that are not very advanced in terms of tourism infrastructure or are being left-behind in terms of a good online presence. In the quest to build an online presence tailored to a growing group of young, well-educated knowledge-workers, and presenting the destination in a way that appeals to them, coworkation concepts have the potential to help destinations to take a big step forward.

The same holds for customer loyalty and retention, another area, where destination management organisations might be able to learn and benefit from the efforts coworkation concept providers undertake to hold their members together way beyond the few days or weeks they stay at the Camp or Site. The focus lies, of course, on community building. Tools may involve, for instance, monthly skype hangouts (*Coworking Camp*), a dedicated Slack channel for current as well as former guests (e.g., *bedndesk*) or a Facebook group exclusively for former guests (e.g., *Sun and Co.*) – all of which are intended to foster collaboration and exchange beyond the time spent together physically.

6.3.3 Cooperation between coworkation concepts and other tourist service providers

Depending on the destination, its particular tourism infrastructure (e.g., restaurants, accommodation, conference facilities) and its leisure opportunities (e.g., natural beauty, possible outdoor and sports activities, sightseeing) there is a lot of potential for coworkation concepts and other tourist service providers to cooperate. "Analysing existing and unmet synergy potentials", Beritelli et al. (2015, pp. 43, 65) state, "answers the urgent and necessary question of how the tourism industry will be able to innovate its largely mature products and markets (or, indeed, visitor flows) in the future".

The survey results presented in chapter five contain valuable data on coworkationists' behaviour and motives. The information on their respective drivers, motives, priorities and needs and even their favourite activities provided sets the foundations for Coworkation concepts and other service providers to analyse how they could profit from a flow of coworkationists as well as from each other. Moreover, the assessment of coworkationists' motives provides first pointers to demand networks, market mavens, supply networks and system heads in the sense of the SGDM (Beritelli et al., 2015, p. 164). This in turn allows some suggestions on what Coworking Concepts and destinations have to offer in order to attract or hold coworkationists and where and how they could be targeted. The presented results, however, are on a very general level and have to be adapted to the specifics of every Coworkation Concept and every distinct destination.

The aim was to give Coworkation Concept providers as well as private tourist enterprises, DMOs and other service providers a basis to reflect on and some indications where to look for when trying to find win-win situations and create innovative partnerships between them. It is now up to them to jointly address the trend and work together to make the most of its potential. In order to identify some fundamental mechanisms and

interdependencies of the niche SVF of coworkationists their concept attracts, coworkation concept providers are encouraged to reflect on their concept's position in the destination's supply network. They should ask themselves to what extent they are actually attracting new guests to a destination and to what extent they are relying on other, existing and non-coworkation-related SVFs to which they are merely one of many services on the supply side.

Unmet synergy potential will lie in very different areas, some more obvious than others. Based on the results on coworkationists' motives and the activities they frequently engage in as well as what has been observed in terms of what established coworkation concepts are already doing, the following list provides some illustrative examples of where the potential for cooperation could lie.

- The **accommodation** included in *Hubud*'s soft landing package is organised in partnership with local accommodation providers. *Coworking Camp* cooperates with local resorts and uses its existing service infrastructure and conference facilities for the six-week duration of the camp.
- At *Sun and Co.* guests are regularly encouraged to join tapas nights at a local **restaurant**. The Coworkation Site works together with local diving companies, kayak rental, and promotes an array of other leisure activities involving the **cooperation with local outdoor and adventure service providers**.
- Based on the assumption that flexible, location independent coworkationists care less about seasonality, or even tend to travel counter-cyclical, *Coworking Camp* as well as *Sun and Co.* use **low off-season occupancy** to their advantage. They thereby contribute to higher occupancy rates during off-peak times and help to establish a more balanced and **diversified guest structure**.
- Coworkation Sites and Spaces regularly hold **events** open to the public. They attract locals and travelling remote workers alike. Apart from bringing additional guests that come for the specific event this can help a destination to establish the **image** of an innovative, exciting place and help attract more guests in general.
- Coworkation concepts provide good work **infrastructure** including fast internet connections, meeting rooms and other work-related facilities. This infrastructure cannot only be used by visiting guest but can also be **beneficial for local businesses** and freelancers using the facilities along with the coworkationists. A Coworkation Concept's resources may be valuable to **attract and host conferences or other events**.
- Coworkation Concepts attract many skilled professionals with an entrepreneurial mindset. Especially for rural destinations this bears many potential benefits. In the case of *Hubud*, for example, coworkationists frequently engage local initiatives promoting entrepreneurship, English skills or digital education.
- The fact that many coworkationists hop from concept to concept has been recognised by providers such as *Sun and Co.* and *bedndesk* who have started to plan a "Spanish Coworking Tour" that should establish a **new travel route** leading from space to space.

These are just a few examples of how destinations could gain financial and non-financial benefits by meaningfully catering for the needs of coworkationists and how coworkation concepts can add to local communities and regional tourism by activating other service providers on the destinations supply side. They show how Coworkation Service providers could, and in some cases, already do, serve as coordinating entities "able to play a valuable part as a system maker by developing new infrastructure (e.g., experience zones or congress infrastructure) or new services (e.g., the development of new leisure spaces and travel routes)" (Beritelli et al., 2015, p. 52) to cater for or establish new visitor flows. In this role as coordinating organisations coworkation concept providers could play an important role in some destinations and especially where supply networks are still "new and thus far underdeveloped" (ibid.). However, it is up to the individual concept, the specific destination, and the particular service provider respectively to analyse the potential for them.

7. Conclusion and Outlook

7.1 Conclusion

In this thesis coworking was investigated from a new angle. Coworking is a movement born out of the current fundamental changes in the world of work that are having a profound impact on the ways in which we work and live, and thus travel. In the form of coworkation concepts, it thus soon became a facilitator for young, mobile knowledge-workers wanting to travel and work remotely. Long before smart phones, wide spread Wi-Fi and cloud-based applications made working remotely a much more feasible option, Makimoto and Manners (1997) portrayed global nomadism as the dramatically different lifestyle of the future. At coworkation Spaces, Sites and Camps, this future is now being lived. They might be a forerunner illustrating, how big the influence of the significant increase in more flexible employment relationships on peoples travel motives and behaviours, and thus on the requirements for destinations and tourism as a whole could be. Consequently, coworkation concepts – or whatever will emerge from them in the future – and the visitors they attract can pose an opportunity for destinations to rethink their portfolio, find new and innovative business models, diversify their guest structure, and find seminal alternatives to mature markets and SVFs.

Whether the increased flexibility in the workplace and the resulting blurring of the boundaries between leisure and work will result in a world in which people won't travel anymore but just be permanently mobile, as *Airbnb* founder Brian Chesky once famously predicted, remains to be seen. What is for sure is that “the timetables of life and work are becoming increasingly heterogeneous and individualised” (Petermann et al., 2006, p. 47) and that these ongoing demographic and socio-cultural transformations are having an influence on tourism (Petermann et al., 2006). Having a lie-in and working longer in the evening, soaking up the sun over lunch, then working until midnight and every now and then working on the road or from a friends' cottage – a chance more and more people will have and take advantage of (Borchardt, 2012).

In addition to incorporating an array of other relevant tourism trends (e.g., Relieving, Neo-Tribalization) Coworkation concepts have already adapted to these trends and are thus a model destinations and tourism service providers can learn and profit from. How crucial these trends really are and how profound their impact will be, only time will tell. In any case, the tourism industry should be at least considering them and trying to take advantage of this change.

This thesis was aimed at exploring coworkation concepts and their users as one of the trends emerging from these changes. Based on knowledge and experience accumulated by following the coworkation trend closely for more than two years and by means of an exploratory study of coworkationists it lays the foundations for destinations and tourism service providers to analyse it more closely and decide whether it provides any opportunities for them, their businesses or their destinations.

7.2 Limitations

The survey on coworkationists provided various thought provoking results and interesting insights potentially helpful for coworkation concept providers and destinations alike. However, its results are limited by various factors. Firstly, although the total of 82 completed questionnaires was considered sufficient, a bigger sample would of course have produced more valid data and more opportunities to meaningfully group coworkationists. Secondly, the sample is biased by a disproportional number of participants that had taken part *Coworking Camp Tunisia 2015* or stayed at *Coconat*. This has to be kept in mind when drawing conclusions or deriving implications from the presented results. Future surveys on the topic would be advised to run for a longer period of time in order to capture a greater variety of Camps and also to be able to make a statement about the supposed anti-cyclical nature of coworkation-related travel.

Furthermore, the survey was conducted in a very early stage of an emerging, rapidly evolving phenomenon. This lead, for instance, to the fact that Coworkation Tours, now arguably to be considered another established

coworkation concept, were not featured in the survey. In general, results have to be viewed in the light of a limited transferability into the future of quickly changing movement.

Finally, the SGDM has served well as the fundamental thought construct to think about coworkationists as a potential (niche) SVF and to make some first suggestions on how destinations and coworkation concepts could make the most out of a latent flow of coworkationists. However, it has to be kept in mind that the SGDM has been taken out of its intended context as a tool for destination management organisations and tourism services providers and was adapted in a completely new context. The aim of this thesis was not to focus on one specific coworkation concept or a particular destination but to explore the trend more generally. Its value lies in providing some thought-provoking impulses to the whole coworking and coworkation community and hopefully to some actors on behalf of the destination and tourism side of the phenomenon whose job it will then be to employ the SGDM properly to the case of their destination or concept and use the results presented here to help identify and describe a latent flow of coworkationists.

7.3 Practical implications and suggestions for further research

The presented results show that coworkationists have several motives to go on a coworkation. Furthermore, they suggest that there are different types of coworkationists with varying main motives and motive combinations. Due to the limited sample size, it was not possible to correctly cluster coworkationists according to these factors. Further research aimed at meaningfully clustering and grouping subsets of coworkationists would help coworkation concepts and destinations alike when developing tailored marketing strategies and services as well as in finding suitable areas for cooperation. Different groups of coworkationists may also differ with respect to sociodemographic variables, travel characteristics, destination preferences and preferences for certain coworkation concepts (see Kim & Ritchie, 2012, p. 260), different marketing strategies that take this into account could then be developed.

The need for a destination specific analysis of a potential niche SVF of coworkationists was already hinted at. Now that there is awareness for it, destinations are encouraged to could check if this flow is worth considering for them, if only for certain (off-)seasons. Visitor flows, Beritelli et al. (2015) suggest, can be visualised, localised and drawn onto maps (pp. 32, 36). The present study should provide the necessary hints on where to look for a potential flow of coworkationists. Drawing identified flows would now be the next step that in turn would help identify which supply systems are activated by it, where the coworkationists stay, where they spend money, where they provide business opportunities and to which other flows they might relate and contribute (pp. 33, 36). Such an analysis should reveal the SVF's fundamental mechanisms and interdependencies and enable a "basic understanding of an existing or yet to be developed business system" that relates to it (Beritelli et al, 2015, p. 43). Furthermore, an analysis of the marketing and management processes would provide "an overview (43) of activities and responsibilities" for this SVF and assist the process of identifying existing and unmet synergy potentials as well as illuminating "the transformation of latent demand flows into actual and future business" (p. 43).

Only a thorough, destination specific analysis will allow the results to be translated into concrete, actionable advice to coworkation concepts and destinations.

Beritelli et al. (2015) state, that "the SGDM motivated private sector actors to look and think beyond the borders of their own company as well as to discuss single and collective actions in the context of the more complex destination setting" (p. 98). Similarly, this thesis aims to encourage Coworkation Concepts and Coworking Spaces to see themselves as part of a bigger supply network within a destination and to start analysing unmet synergy potential from this new point of view. Hopefully, this work will lay the foundations for (1) Coworking and Coworkation Space operators gaining "a more differentiated view of their company and the service they provide, (2) a broader understanding of the context in which the enterprise is embedded, and (3) specific cues and suggestions for innovative partnerships with other organizations and institutions based on visitor flows" (p. 98) just as the SGDM did for the managers of companies in a corporate environment (Beritelli et al., 2015, p.

98). As Beritelli et al. (2015, p. 29) state, “it is essential for organizations and institutions that are part of this tourism system to understand how they can help shape these spaces in an intelligent and active way”. If this paper can contribute anything towards the awareness of this on the coworking side of the trend, its goal was accomplished.

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Appendix

Appendix

List of referenced coworkation concepts

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Appendix

Overview of motivation theories

List of important motivational factors adapted from Kim and Ritchie (2012).

Author	Travel motivations	
Dann (1977) “what makes tourists travel”	anomie	- escape - social interaction
	ego-enhancement	- recognition - status
Crompton (1979)	socio-psychological motives	- escape from a perceived mundane environment - regression - exploration and evaluation of self - enhancement of kinship relationships - relaxation - facilitation of social interaction - prestige
	cultural motives	- novelty - education
Iso-Ahola (1982)	Seeking and escaping motivational forces are influential in motivating tourist travel to deal with personal and/or interpersonal dimensions.	
Krippendorf (1987) Reasons why people travel	- recuperation and regeneration - compensation and social integration - escape	- communication - self-realization - broadening the mind - happiness - freedom and self-determination
Schmidhauser (1989) People are motivated by a range of deficit factors	social deficits	- need for human contacts and friendliness
	climate deficits	- need for sun and warmth
	activity deficits	- need for sports participation
	experiences deficits	- need for new discovery
	enjoyment deficits	- scenery, luxury, prestige, and freedom
Uysal & Jurowski (1994) suggest that people travel because they are pushed by intrinsic motivators	- wish to escape - rest and relax	- gain prestige - enhance ones' fitness - have social interactions
Manfredo, Driver & Tarrant (1996) Summarised the literature in the mid-1990s and found several themes	- achievement - autonomy - similar people - new people	- learning - social escape - enjoyment of nature - physical escape - introspection - teaching and risk reduction

Ryan & Glendon (1998) report four types of travel motivators by testing the Leisure Motivation Scale model – all four dimensions are also associated with explaining the travel motivations of wine tourists in special interest tourism (Brown & Getz, 2005) and cycle tourists (Ritchie 1998)	social	- friendship	- interpersonal relationship
	relaxation	- escape	- search
	intellectual	- learn - explore	- discover
	competence-mastery	- achieve - challenge	- master - compete
Moscardo, Morrison, Pearce, Lang & O’Leary (1996) Travel motivations may also be related to the travel benefit factors:	- escape - self-development/self-esteem	- family relationships - physical activities	- safety - security
Pearce (2005 Them and Conce Sche)	- novelty - escape/relax - relationship (strengthen) - autonomy - nature - self-development (host-site involvement) - stimulation	- self-development (personal development) - relationship (security) - self-actualisation - isolation - nostalgia - romance - recognition	
Special interest tourism			
Hall and Weiler (1992) Active or experiential travel to meet special interest tourists’ primary motivations:	- self-actualization - social interaction and belongingness		- lasting physical products of the activity
Derrett (2001) Why do special interest tourists travel?	- to satisfy their curiosity - to learn more - to appreciate beauty	- to collect things - to improve themselves	- to express their personalities - to receive approval from others
Weed and Bull (2004) Travel motivations of sports participants:	- health and fitness - escape	- social interaction - developing skills and achieving goals	- the challenge of learning

Appendix

Online questionnaire Welcome Screen

Welcome to this Survey about Coworking and Travelling

You are invited to take part in this survey because you are a Pioneer!

You have recently combined your holiday, quick break or travels with some work and used a Coworking Space or a similar service to do so.

So far, not much is known about who does this, why people do it and what they actually do. This is exactly what I am trying to find out with this survey and with your help. So in advance, many thanks for taking the time to fill in this questionnaire that will take approximately 15 minutes!

***** At the end of the survey you will get the chance to take part in a raffle and win a stay at your favorite Coworking Space!

This exploratory study is part of my Master Thesis that I will happily share with you, if you are interested. For this reason, you will get the chance to leave your e-mail address at the end of the survey. Of course I won't use your e-mail address or any of the data you provide for any other purpose than my Thesis! I won't pass any data on to anyone else and it all stays anonymous!

One last thing: Although the questionnaire is in English, please feel free to answer open questions in English and/or German. You can leave the survey at any point and continue later (If you didn't get a personal link, just note down the code at the top right of the questionnaire to be sure to get back to where you left).

Next

Questions 1-3

Part 1/8: The trip this is all about

Which of these Spaces or services did you last use? * ⓘ

Coconat (Gross Kreutz, Brandenburg)
 Rayaworx (Santanyi, Mallorca)
 Surf Office (Lisbon, Portugal)
 Coworking-Camp 2015 (Djerba, Tunisia)
 Sun and Co. (Javea, Spain)
 bedndesk (S'Arenal, Mallorca)
 Mutinerie Village (Perche, France)
 Surf Office (Las Palmas de Gran Canaria)
 Other (please specify):

From when until when did you stay there? *

Please enter the dates in the Format TT.MM.JJJJ

From	Until
Dates <input style="width: 60px;" type="text"/>	<input style="width: 60px;" type="text"/>

During that time, on how many days did you do at least 1 hour of work? *

Prev **Next**

Question 4

How did you know about this space or service? * ⓘ

A friend told me
 I know the organizer or proprietor(s)
 I found it online because I was looking for something like this
 I passed by and saw it
 I found it online by chance
 I saw a leaflet or flyer
 Other (please specify):

Prev **Next**

Appendix

Depending on answer

Question 5 Where did you see this leaflet or flyer

Question 6 Where / how did you find it online?

Question 7

Did you go alone on this trip? *

yes

no

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If no → Question 8 what was the size of the group you initially went with?

Question 9 who were your travel companions?

Question 10 Did your travel companions also use the coworkation space?

Question 11

What would you call this trip if you had to label it? *

Prev Next

Questions 12-13

Part 2/8: Coworking + Work + Vacation = Coworkation

For the purpose of this survey, your trip will be labeled a "Coworkation".
The place or service you used will be called a "Coworkation service" or "Coworkation Space".

Definition: Workation is a compound noun made of "work" and "vacation". Any trip combining work and vacation can be considered a Workation - combining longer travels with work, working whilst on holiday or any other form of combining recreational time with work in a place away from your usual residence.

If a Coworking Space or a similar service is used to combine leisure and work away from home, the Workation becomes a Coworkation.

Note: Whilst a Coworkation Space or service can be temporary or permanent, it does require a minimal amount of institutionalization - an organizer and/or a proprietor responsible for providing certain services and infrastructure.

Have you heard the term "Workation" before? *

yes no

Have you heard the term "Coworkation" before? *

yes no

Prev Next

Question 14

According to the given definition your stay at the space or service you indicated in the very first question can be considered a Coworkation.

Unless specified differently, all the following questions are about that Coworkation.

Where did you stay while you were using the Coworkation Space or service? *

If you select "Other", please be specific about where you stayed: e.g. 5 Star Hotel, rented Airbnb apartment, shared room in hostel, etc.

Shared Coliving as part of the Coworkation Space Hotel or Resort as part of the Coworkation service

Private Coliving as part of the Coworkation Space I didn't spend a night - it was only a day trip

Other (please specify):

Depending on chosen coworkation concept:

- Question 15 How much did you pay for accommodation per night?
- Question 16 Which of the following meals were included in the following meals?
- Question 17 Did this price include the workplace in the coworking are and/or a general ticket to the coworkation event and related services?
- Question 18 How long did it take you to get from your location to the coworking area?
- Question 19 How did you usually get from your accommodation to the coworking area? (By___)
- Questions 20-21

Was the accommodation you stayed in your preferred accommodation for this Coworkation? *

yes

no - please specify what would have been your preferred accommodation option for this occasion and why:

Generally, what would you prefer for a Coworkation: *

Accommodation within the Coworkation Space	<input type="radio"/>	<input type="radio"/>	Accommodation outside the Coworkation Space
Accommodation included in the Coworkation package	<input type="radio"/>	<input type="radio"/>	Accommodation organised by myself
Some non-work related activities included in the Coworkation package	<input type="radio"/>	<input type="radio"/>	No non-work related activities included
Some community events organised by the proprietors/organizers	<input type="radio"/>	<input type="radio"/>	No community events organised by the proprietors/organizers
Some work related activities (e.g. learning or networking sessions) organized	<input type="radio"/>	<input type="radio"/>	No work related activities organized
Some meals included in the Coworkation package	<input type="radio"/>	<input type="radio"/>	No meals included in the Coworkation package

Questions 22-23

Part 3/8: Important insights into why you did a Coworkation

Why did you go on this Coworkation? *

What was the aim of this Coworkation? *

◀▶

Prev Next

Questions 24-25

What kind of task(s) did you work on during your Coworkation? *

e.g. programming, writing blog posts, writing an article, administrative work, etc.

Did you set yourself and/or your team a specific goal for the time spent at the Coworkation Space? *

yes no

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If yes → Question 26-27

Appendix

What was the goal you set for yourself or your team? *

Do you feel like you achieved your goal? *

yes

no

Question 28

From the following list, please choose any 3 words that best describe the focus of your Coworkation. *

You can select 1-3 words

<input type="checkbox"/> Business	<input type="checkbox"/> Fun	<input type="checkbox"/> Productivity	<input type="checkbox"/> Relaxation
<input type="checkbox"/> Networking	<input type="checkbox"/> Sports	<input type="checkbox"/> Holiday	<input type="checkbox"/> Escape
<input type="checkbox"/> Community	<input type="checkbox"/> Learning	<input type="checkbox"/> Work	<input type="checkbox"/> Travelling

Question 29

Appendix

Please decide which of the following statements are, for you personally, true (yes) and which ones are not true (no)

I did this Coworkation... *

	yes	no
to relax	<input type="radio"/>	<input type="radio"/>
because I wanted a change of scenery	<input type="radio"/>	<input type="radio"/>
to work	<input type="radio"/>	<input type="radio"/>
to block out distracting everyday things	<input type="radio"/>	<input type="radio"/>
to be more productive	<input type="radio"/>	<input type="radio"/>
to find new motivation	<input type="radio"/>	<input type="radio"/>
to work on some big issues like strategic planning or looking back at the year	<input type="radio"/>	<input type="radio"/>
to kick-start a new project	<input type="radio"/>	<input type="radio"/>
to find the time to work on my own projects	<input type="radio"/>	<input type="radio"/>
to find new inspiration	<input type="radio"/>	<input type="radio"/>
to do something I have been wanting to do for a while but never found time because of everyday work	<input type="radio"/>	<input type="radio"/>
because I wanted a holiday with like-minded people	<input type="radio"/>	<input type="radio"/>
to escape the climate in my usual place of residence	<input type="radio"/>	<input type="radio"/>
because I wanted to be around other people working on similar things	<input type="radio"/>	<input type="radio"/>
because I needed a good work environment to just get something done quickly	<input type="radio"/>	<input type="radio"/>

Questions 30-31

What are your reasons for using a Coworkation Space or service to combine work and vacation? *

Why did you choose this particular Coworkation Space or service. *

Question 32

Appendix

Was this your first ever Coworkation? *

yes

no

If no → Questions 33-34

How many Coworkations have you done before this one? *

Coworkation(s)

Which Space(s) or service(s) did you use for your previous Coworkation(s) and where was it/were they located? Please list all the Spaces or services you have used. *

Question 35

Part 4/8: A little bit about you and the way you work and live

Have you ever worked in a Coworking Space before you went on this Coworkation? *

yes

no

If yes → Question 36 During the past six months how often did you use a coworking space?

Question 37

Appendix

During the past 6 months, where did you mainly work from? *

You can select 1-3 options
* "self-organised" means that you or a friend of yours take care of renting office space - there is no organizer or proprietor involved

<input type="checkbox"/> Company office (fixed workplace operated by my employer/business)	<input type="checkbox"/> On site at clients' workplace
<input type="checkbox"/> Self-organised* private office	<input type="checkbox"/> Self-organised* shared office
<input type="checkbox"/> Home office	<input type="checkbox"/> Coworking Space
<input type="checkbox"/> Airbnb or other short-term rented room/apartment	<input type="checkbox"/> Hotel or Hostel
<input type="checkbox"/> Library	<input type="checkbox"/> Coffee shop, bar, restaurant
<input type="checkbox"/> Other (please specify): <input type="text"/>	

Question 38

Please decide whether the following statements, for you personally, are true (yes) or not true (no) *

	yes	no
I consciously try to separate work and leisure	<input type="radio"/>	<input type="radio"/>
In my everyday life, work and leisure often blend into each other	<input type="radio"/>	<input type="radio"/>
I find my work exciting	<input type="radio"/>	<input type="radio"/>
I find my work fulfilling	<input type="radio"/>	<input type="radio"/>
I find my work relaxing	<input type="radio"/>	<input type="radio"/>
My work/employment situation requires a high degree of self-organisation	<input type="radio"/>	<input type="radio"/>
I consciously try to give my days structure by finding routines	<input type="radio"/>	<input type="radio"/>
Routines help me to be more productive	<input type="radio"/>	<input type="radio"/>
Travelling is generally something I spend a lot of time on	<input type="radio"/>	<input type="radio"/>
Relative to my income, travelling is generally something I spend a lot of money on	<input type="radio"/>	<input type="radio"/>
Holiday to me means switching off completely and not doing any work	<input type="radio"/>	<input type="radio"/>

Question 39

Part 5/8: Some details about your trip to the Coworkation Space

Let's get back to the Coworkation this is all about - the one you recently did and indicated in the first question.

Note: For some of the following questions it is important to keep in mind, that Surf Office Gran Canaria is located in the destination Las Palmas de Gran Canaria.

Was your time at this space *

part of a longer trip an isolated trip (I came from home and went back home)

Appendix

If part of a longer trip → Questions 40-41

Where did you come from? *

I came from home I was already in the destination

I came from:

Where did you go afterwards? *

I went home I stayed a bit longer in the destination

I carried my travels on and went to:

Questions 42-44

How long is or was the whole trip in total? *

days

Including the one we are talking about, how many destinations are you or were you visiting on this trip? *

If you are not sure how many you are still going to visit during the rest of this trip, please estimate

destinations

Including the one we are talking about, how many Coworking Spaces and/or Coworkation Spaces and services are you or were you using on this trip? *

If you are not sure how many you are still going to use during the rest of this trip, please estimate

Please choose...
Please choose...
1
2
3
4
5
>6

Questions 45-47

Appendix

Please remember, the destination for Surf Office Gran Canaria is Las Palmas de Gran Canaria.

Would you have come to this destination if the Coworkation Space or service you visited didn't exist? *

yes

no

Please decide which of the following statements best describes your reason for visiting this destination. *

The space/service was secondary. I came here mainly because I wanted to visit this destination

The destination was secondary. I came here mainly because I wanted to use this Coworkation space/service

What are your reasons for coming to this destination? *

◀▶

Question 48

Part 6/8: What did you do during your Coworkation?

While you were using the Coworkation Space or service, how often did you eat out (in a restaurant, bar, take away etc.)? *

It doesn't matter if it was breakfast, lunch, dinner or any other meal

Please choose... ▼

Please choose...

always (every meal I had was out)

almost always (the times I didn't eat out were exceptions)

often

every now and then

rarely

almost never (the times I ate out were exceptions)

never (I didn't have any meal out)

(Text ändern)

Question 49

On average, how much did you spend per meal that you had outside of the Coworkation Space? *

Euros per meal

Questions 50-51

Appendix

Please list all non-work related activities you did or took part in EVERY DAY during your Coworkation. *

If there is no activities you did every day just put 'x'

Please list all non-work related activities you did or took part in only ONCE or A FEW TIMES during your Coworkation. *

If you didn't do any non-work related activities just put 'x'

Question 52

How much time did you usually spend on these activities? In general, these activities were... *

You can select more than one option

- | | |
|--|--|
| <input type="checkbox"/> Quick breaks (up to 1 hour) | <input type="checkbox"/> Longer breaks (a few hours) |
| <input type="checkbox"/> Half-day trips | <input type="checkbox"/> Day-trips |
| <input type="checkbox"/> Longer trips (at least one overnight stay somewhere else) | |

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Questions 53-55

Appendix

While you were staying at the Coworkation Space, did you do a day trip to another city/region/area away from the Space? *

no

yes, I went to:

While you were staying at the Coworkation Space, did you do a longer trip that included at least one overnight stay away from the Space in another city/region/area? *

no

yes, I went to:

How much money did you spend on non-work related activities during your time at the Coworkation space or service? (please DON'T include money you spent on food or drinks) *

This can include money spent on bike rentals, surf lessons, day trips, museum visits, etc.

Euros

Question 56

During this Coworkation, the relation between work and leisure for me was about *

In time on work during my Coworkation. *

Please choose...

- Please choose...
- 100% leisure
- 10 work : 90 leisure (almost only leisure)
- 20 work : 80 leisure (a lot of leisure, some work)
- 30 work : 70 leisure (about 2/3 leisure, 1/3 work)
- 40 work : 60 leisure (a little more leisure than work)
- 50 work : 50 leisure (half work, half leisure)
- 60 work : 40 leisure (a little more work than leisure)
- 70 work : 30 leisure (about 2/3 work, 1/3 leisure)
- 80 work : 20 leisure (a lot of work, some leisure)
- 90 work : 10 leisure (almost only work)
- 100% work

Questions 57

In relation to a "normal" work day, I spent _____ time on work during my Coworkation. *

Please fill the above gap...

- Please fill the above gap...
- more
- pretty much the same
- less

Question 58

Appendix

Part 7/8: How often do you combine working and travelling and how do you do it?

Please think of the last 5 trips you did that included at least one overnight stay.

- Don't count the Coworkation we are talking about.
- Don't count pure business trips that you only made because you had to for an employer or client.

On how many of these trips did you do at least half a day of work in total? *

Please choose... ▾
Please choose...
on none of them
1
2
3
4
on all 5 of them

Prev Next
(Text ändern)

Question 59

Where did you work from on these trips? *

You can select several options

<input type="checkbox"/> Company office	<input type="checkbox"/> Clients' workplace
<input type="checkbox"/> Hotel room or lobby	<input type="checkbox"/> Hostel room or common area
<input type="checkbox"/> Airbnb or other short-term rented apartment or room	<input type="checkbox"/> Friends or relatives place
<input type="checkbox"/> Coworking Space	<input type="checkbox"/> Library
<input type="checkbox"/> Coffee shop, bar, restaurant	<input type="checkbox"/> Train, bus
<input type="checkbox"/> Other (please specify): <input type="text"/>	

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Questions 60-61

Generally, is the availability of a good place to work from something you consider when choosing a location for your trips? *

yes
 no

While travelling, which of the following options provide, for you personally, a good enough work environment? *

You can select several options or tick "None" if you think none of these provide a good enough work environment

<input type="checkbox"/> Hotel lobby or room	<input type="checkbox"/> A friends or relatives place
<input type="checkbox"/> Coffee shop, bar, restaurant	<input type="checkbox"/> Coworking Space
<input type="checkbox"/> Hostel	<input type="checkbox"/> Airbnb or other rented apartment or room
<input type="checkbox"/> None	

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Questions 62-64

Appendix

Why does an Airbnb or other rented apartment or room not provide a good enough work environment? *

Why does a friends or relatives place not provide a good enough work environment? *

Why does a hotel lobby or room not provide a good enough work environment? *

Prev Next

Questions 65-67

Why do coffee shops, restaurants or bars not provide a good enough work environment? *

Why does a Coworking Space not provide a good enough work environment? *

Why does a hostel not provide a good enough work environment? *

Prev Next

Question 69

Out of the past 12 months, how much time in total did you spend AWAY from your place of residence? *

4 weeks = 1 month, 12 weeks = 3 months, 24 weeks = 6 months, 36 weeks = 9 months

In countries have you visited? *

countries

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Appendix

Question 70

In the past 12 months, how many countries have you visited? *

countries

Question 71

Part 8/8: This is the last section and it's all about you

Which of these options best describes your employment situation? *

- Unemployed, looking for a job Unemployed, NOT looking for a job
- Full time employed Part time employed
- Self employed Freelancer
- PhD Student Bachelor-/Master Student
- Retired
- I really don't fit any of these categories. I am

(Text ändern)

If no → Question 72 How big is the company you are employed at?
Question 73 Is the company you are employed at a startup?

Questions 74-76

Appendix

What is your job title? *

How would you describe what you do? *

In an average month, how much do you approximately earn (in Euros)? *

If your income varies considerably, just divide your earnings before taxes form 2014 by 12

Please choose...
Please choose...
0-2000
2001-4000
4001-6000
6001-8000
8001-10'000
10'001-12'000
12'001-14'000
14'001-16'000
16'001-18'000
18'001-20'000
>20'000
I really don't want to say

Do you have a regular, stable income?
 yes
 no

Question 77

Do you have a regular, stable income?

yes no

Question 78

What is the highest degree or level of education you have completed? *

Please choose...
Please choose...
No schooling complete
Primary School (Primarschule/Grundschule)
High School (Sekundarschule)
College, grammer school (Mittelschule/Gymnasium)
Apprenticeship (Lehre)
Trade/tecnical/vocational training (Berufsschule)
Bachelor's degree
Master's degree
PhD

Do you usually live (e.g. own house, long-term rented apartment)? *

(Text ändern)

Question 79

Appendix

Do you have a permanent residence / a place where you usually live (e.g. own house, long-term rented apartment)? *

- yes
 no

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Question 80

Where is the place you normally live located? *

- Big city (more than 400'000 inhabitants) Suburb
 Small city (less than 400'000 inhabitants) Countryside/rural area

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Questions 81-84

What gender do you identify with? *

- Female
 Male

How old are you? *

I am years old

What nationality are you? *

How many kids do you have? *

0
1
2
3
4
>5

What is your marital status? *

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Question 85

What is your marital status? *

single
in a relationship
engaged
married
divorced
widowed

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Appendix

Question 86

And the very last questions:

How did you like your Coworkation experience? *

please choose...
please choose...
It didn't meet my expectations
It met my expectations
It exceeded my expectations

Are you planning on doing another Coworkation? *

Please choose...

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Question 87

Are you planning on doing another Coworkation? *

Please choose...
Please choose...
No, never!
No, I doubt it
Maybe at some point in the future
Yes, probably
Yes, definitely!

Prev Next

End screen

You made it - and I am super grateful!

Thank you for your time and effort!

If you want to take part in the raffle and get the chance to win a stay at your favorite Coworkation Space and/or if you are interested in the results of this survey and the resulting Master Thesis you can leave your email address in the box below and I will keep you posted.

I want to take part in the raffle

I want to read the finished Thesis

My email address is:

If you have any comments, suggestions or anything else you would like to let me know, please go ahead:

Declaration of authorship

Declaration of authorship

I hereby declare

- that I have written this thesis without any help from others and without the use of documents and aids other than those stated above;
- that I have mentioned all the sources used and that I have cited them correctly according to established academic citation rules;
- that the topic or parts of it are not already the object of any work or examination of another course unless this has been explicitly agreed on with the faculty member in advance and is referred to in the thesis;
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Date and signature

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