Similarities and Differences between Remote Working, Staycation, Workcation, and Digital Nomadism: Documentary Research

ความเหมือน และความแตกต่างระหว่างการทำงานทางไกล การพักผ่อนใกล้บ้าน การทำงานไปด้วยและท่องเที่ยวไปด้วย และการทำงานแบบไร้ออฟฟิศ: การวิจัยเอกสาร

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Abstract

People around the globe currently have been fighting with the danger of the COVID-19 pandemic. In the meantime, they have also been in the war of the physical and psychological attacks. As result of this, the ideas of remote working, staycation, workation, and digital nomadisms have presently been emerging, especially among Thai people as the strategic solutions for social distancing and physical and psychological treatment and management. The meanings and understanding of these four words are under critical discussion because they are interrelated and intertwined. The objectives of this study were, therefore, to study the similarities and differences between remote working, staycation, workcation, and digital nomadism through a documentary research method. The findings revealed that there were three major dimensions including mobility, communication, and consequences. While these four words shared the similarities in communication and consequences, they had the disparities in the degree of mobility. In the future, these lifestyles

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could be regarded as the new normal. This study contributes for the government and brands for designing a working policy to fit well with the on-going and ever-changing world and also for marketing communicators to plan strategic content, privileges, and solutions for making people appreciated. In any cases, these lifestyles should be promoted for future success.

Keywords: Remote Working, Staycation, Workcation, Digital Nomadism, Mental Health Status, COVID-19, Work-Life Balance

บทคัดย่อ

ณ ขณะนี้ ประชาชนทั่วโลกกำลังต่อสู้กับความอันตรายของสถานการณ์การแพร่ระบาดของโควิด-19 ใน ขณะเดียวกัน ประชาชนก็อยู่ท่ามกลางความทรมานทางร่างกายและจิตใจ ด้วยเหตุนี้ มุมมองการทำงาน ทางไกล การพักผ่อนใกล้บ้าน การทำงานไปด้วยและท่องเที่ยวไปด้วย และการทำงานแบบไร้ออฟฟิศก็เกิดขึ้น โดยเฉพาะอย่างยิ่งในประเทศไทย เป็นเสมือนทางออกเชิงกลยุทธ์ เพื่อรักษาระยะห่าง และรักษาและจัดการ ร่างกายและจิตใจ ในการนี้ ยังมีการโต้เถียงกันอย่างมากเกี่ยวกับความหมายและความเข้าใจของการทำงาน ทางไกล การพักผ่อนใกล้บ้าน การทำงานไปด้วยและท่องเที่ยวไปด้วย และการทำงานแบบไร้ออฟฟิศ เนื่องจาก มีความเชื่อมโยงและเกี่ยวเนื่องกัน วัตถุประสงค์ของการศึกษานี้ คือ เพื่อศึกษาความเหมือนและความแตกต่าง ระหว่างการทำงานทางไกล การพักผ่อนใกล้บ้าน การทำงานไปด้วยและท่องเที่ยวไปด้วย และการทำงานแบบ ไร้ออฟฟิศ โดยการวิจัยเอกสาร ผลการวิจัยพบว่า มีประเด็นหลักจำนวน 3 ประเด็น ได้แก่ การเคลื่อนไหว การสื่อสาร และผลลัพธ์ที่เกิดขึ้นในขณะที่การทำงานทางไกล การพักผ่อนใกล้บ้าน การทำงานไปด้วยและ ท่องเที่ยวไปด้วย และการทำงานแบบไร้ออฟฟิศมีความคล้ายคลึงกันในด้านการสื่อสารและผลลัพธ์ที่เกิดขึ้น แต่พบความแตกต่างในด้านของระดับการเคลื่อนไหว โดยในอนาคตวิถีชีวิตเหล่านี้จะกลายเป็นความปกติวิถี ใหม่ การศึกษานี้สามารถช่วยให้รัฐบาล และแบรนด์ออกแบบนโยบายที่เหมาะสมกับการเปลี่ยนแปลงของ โลกที่เกิดขึ้นอย่างต่อเนื่อง และทำให้นักการสื่อสารการตลาดเข้าใจการวางแผนเนื้อหา สิทธิประโยชน์ และ แนวทางการแก้ไขที่เหมาะสมในการเข้าถึงกลุ่มเป้าหมายแต่ละกลุ่ม ทั้งนี้ วิถีชีวิตดังกล่าวควรจะได้รับการ สนับสนุนเพื่อความสำเร็จในอนาคต

คำสำคัญ: การทำงานทางไกล การพักผ่อนใกล้บ้าน การทำงานไปด้วยและท่องเที่ยวไปด้วย การทำงาน แบบไร้ออฟฟิศ สุขภาวะทางจิต สถานการณ์การแพร่ระบาดของโควิด-19 ความสมดุลระหว่าง การทำงานและชีวิตส่วนตัว

Introduction

Presently, the worldwide situation of the COVID-19 seems to be in a good sign and position because a large number of people have been vaccinated. For some countries, nonetheless, during and even after the COVID-19 pandemic recovery, people's physical and psychological status has to be recuperated. This is because both short- and long-term consequences from the outbreak include losing their jobs, staying at home, working from/at home, limiting their travelling within and across borders freely, economic damages and destroys, and so forth. Shakibaei, de Jong, Alpkökin, and Rashidi (2021) highlighted that because both medical and non-medical policies ruled by the government in Istanbul, working from/at home, teaching and learning online, and giving no permission

to meet up in public places and also to travel from one to another venue must be practiced so that social distancing is kept.

Staying home and staying safe and healthy is, thus, a manner people currently "need" to get used to. People's daily lives are also repeated over and over again, from waking up and going to bed at night. Although they do not even have to face with traffic congestion, during this self-quarantine, undeniably, physical and psychological boredom, fatigue, burnouts, and loss of focus and concentration, fear and panic, and parasocial are expressed. Jarzyna (2020) confirmed that working from home has, predominantly, hit and caused mental status, including parasocial among working people. Cadloff (2020) calls this psychological phenomenon, i.e. parasocial as "allostasis load". Because this is a technical jargon, McEwen (2005) explains the circumstances as it is directly quoted that "...to the adaptive processes that maintain homeostasis through the production of mediators such adrenalin, cortisol and other chemical messengers. These mediators of the stress response promote adaptation in the aftermath of acute stress, but they also contribute to allostatic overload, the wear and tear on the body and brain that result from being "stressed out".

It is, therefore, unsurprising that, during this critical period of time, digital and streaming media platforms and also doing some activities on digital media platforms are of better and higher preferences for escaping from such unstable and shaking mental health status. The study of Jarzyna (2020) revealed that digital addiction can help "a feeling of belongings, helps us feel closer to our ideal selves, and raises our self-esteem". Homes and such digital activities, sometimes, may not be a good place and manner for people to keep them away from repeated behaviour for the physical and psychological relief and betterment. Altogether with the psychological recovery, at a larger scale, for economic survival and outbreak protection, as proposed above, remote working, staycation, workcation, and digital nomadism have strategically been introduced by the government and parties concerned.

Similarities and differences between these four words are of high importance since it is widely discussed. I also have conducted an informal and preliminary study to learn and understand Thai people's insights about staycation and given the presentation as a keynote speaker at the international conferences. One of the main findings that also leads me to write and share this paper is that staycation is defined and understood by Thai people differently from other cultures. It is assumed that there should be some cultural similarities and dissimilarities of other words as well.

This study, therefore, targeted to understand the similarities and differences between remote working, staycation, workcation, and digital nomadism. Remote working, staycation, workcation, and digital nomadism are not just a current status quo; nevertheless, they are the future trend and this study will describe the upcoming picture of these four work-life balance lifestyles. The following figure exhibits the trends of remote working, staycation, workcation, and digital nomadism in Thailand and worldwide.
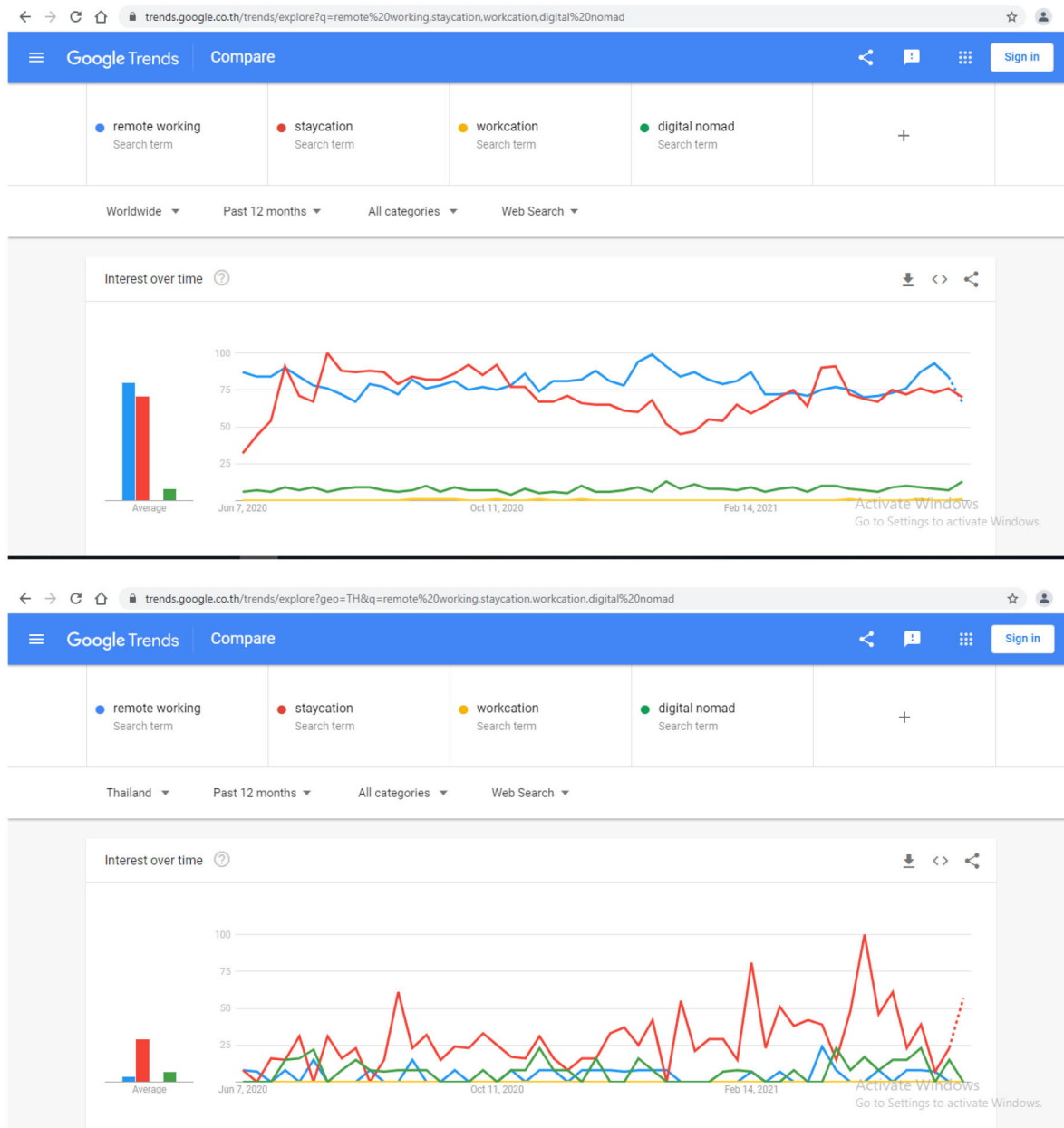
Figure 1 A comparative statistical trend of remote working, staycation, workcation, and digital nomadism in Thailand and around the globe.

Source: Google Trends (2021a) (Top)

Source: Google Trends (2021b) (Down)

Especially in Thailand, of all, staycation grabs Thai people's attention most while the rest of them are not much popular during the past 12 months. Staycation in Thailand is more likely to increase in the future, moreover. Globally, in contrast, most people get used to both remote working and staycation whereas, like Thailand, workcation and digital nomadism are fairly low. Unlike Thailand, in the future, both remote working and staycation are unlikely to be not

much welcomed. This can be reasoned that the COVID-19 pandemic situation are getting better because a larger number of global populations have been vaccinated. Moreover, due to their "new normal" manners, for instance, by handling with care, people can get back to their works and offices, can enjoy onsite shopping, and can travel from one to another place freely while travelling rules and regulations have been lifted up, and the like.

In Thailand, nonetheless, if the government has still been sleeping and the third wave of the COVID-19 pandemic has not been resolved as soon as possible, Thai people are seeking for some places where they can stay and do some activities near their homes for the purposes of escaping from physical and psychological fatigue and boredom while being quarantined and locked down. It is curious that during this critical period of time, the majority of Thai people are requested for working remotely or working from/ at home. But, it has not much been mentioned.

In any case, the objectives of the study are to examine the similarities and differences between remote working, staycation, workcation, and digital nomadism and also to discover the future of remote working, staycation, workcation, and digital nomadism.

Objectives of the Study

1. To study the similarities and differences between remote working, staycation, workcation, and digital nomadism

2. To examine the future of remote working, staycation, workcation, and digital nomadism

Methodology

As for finding out how remote working, staycation, workcation, and digital nomadism were dissimilar and diverse from each other, the documentary research method from a variety of information sources, especially online resources about remote working, staycation, workcation, and digital nomad had been conducted. These materials consisted of e-books, online academic and professional articles, reports from agencies, online newspapers and blogs, and the like. Mogalakwe (2006) articulated that documents could be ranged from public to private materials. Likewise, I should be questioned about the validity and reliability, I, therefore, should take the criteria given by Scott (1990: 1-2, in Mogalakwe, 2006) to validate such documents included in this research. That was to say, the documents must be authentic, credible, representative, and meaningful. The following table provided my checklist and explanations.

Table 1 Checklist and explanations on the documentary research method

Checklist	Explanations
☑ Be authentic = be real, credible, and original	I had researched all of the documents included in this study by myself from the original sources. Also, the commercial- and business-targeted and editable sources tried to be avoided. If possible, the documents should include the authors' names and publication dates.
☑ Be credible = be true, honest, and not distorted	A multiple sources of documents had been researched and used for double-checking.

Table 1 Checklist and explanations on the documentary research method (continued)

Checklist	Explanations
☑ Be representative = be better than the other documents	The majority of the documents chosen and employed were relevant to what to be examined in this study. Certainly, loads of the documents were reviewed and researched. However, the documents that just mentioned and addressed the four words of remote working, staycation, workcation, and digital nomadism for some purposes and reasons might be excluded because this study targeted to study insightfully and profoundly about the similarities and differences between these four lifestyles. Together with these, such documents used and employed in this study should be authentic.
☑ Be meaningful = be obvious, complete, and comprehensive	Apart from the documents that were authentic, credible, and representative as elaborated above, in this sense, the documents were read, understood, and interpreted for responding to the research objectives, analysing the themes, and relating to political, economic, and socio-cultural circumstances.

Results

The results of the study could be divided into 1) similarities and differences between remote working, staycation, workcation, and digital nomadism, and 2) future of remote working, staycation, workcation, and digital nomadism.

Similarities and differences between remote working, staycation, workcation, and digital nomadism

For ease of understanding and clarity, I shall present a table giving a shared idea and understanding between remote working, staycation, workcation, and digital nomadism.

Table 2 The comparative picture of remote working, staycation, workcation, and digital nomadism

Dimension	Remote working	Staycation	Workcation	Digital nomadism
Mobility	Less ――――――――――――――――――――――→ More			
Communication	Online			
Consequences	Physical and Psychological Impacts (Productivity/Isolation) Money-Oriented Issue			

Source: Analysing from various sources and concluded by the author

From Table 2, preliminarily, there was a blurred line between remote working, staycation, workcation, and digital nomadism. The explanations would be categorised into three major dimensions, including mobility, communication, financial issue, and consequences and were exhibited as follows.

Mobility

As for where remote workers, staycators, workcators, and digital nomads stayed and visited, a level of mobility is ranged from limited to flexible, respectively. While people with remote working would be asked to stay home and work from/at home unless there was a permission to work any places by their employers for some reasons (Amador, 2019; Cambridge Dictionary, n.d.b; Nickson & Siddons, 2004). To the end, no specific places were required for digital nomads. Instead, they loved moving and travelling around and in many different places while working (Amador, 2019; Cambridge Dictionary, n.d.a). As for further analysis from the online article written by Amador (2019), it was found that digital nomads hunted and needed for travelling because of their emotions and feelings as "…whenever they feel like it, whenever they get bored of a place and its food, whenever they miss a language they can speak, or whenever they discover a new place they'd like to explore". In short and in Thai, I would call these groups of people as "the itchy-feet persons".

In consistent to the definitions mentioned above, Olga (2020) also clearly indicated that digital nomads fall in love with working remotely, maybe at home and elsewhere and their job positions do not require these people just to stay and work at a specific office and with a specific employer. Also, travelling and being ready to always move back and forth are digital nomads' souls. Thanks to Pecsek (2018), she made a concluding remark to differentiate digital nomads from other types of lifestyles. Digital nomads were enjoying and experiencing working while travelling with an unlimited period of time. They loved making a relationship with local people and communities. When working away from non-company settings, nevertheless, Cook (2020) argued that self-responsibility and –discipline was of high importance, especially for digital nomadism that keeps a sense and a power of freedom and flexibility at minimum and also keeps digital nomads struggling with managing their working and personal lives at the beginning. This academic scholar further extended that the more digital nomads respect for self-responsibility and –discipline, a line between working and personal lives becomes integrated.

In addition, a degree of mobility of staycation was in the line between remote working and digital nomadism, but rather limited. This was because staycation people would prefer short- and medium-haul travel to long-haul one. In other words, staying home or visiting places nearby or near their own homes are the common nature of staycation (Cambridge Dictionary, n.d.c; Pawlowska & Matoga, 2016). Extended by Pawlowska and Matoga (2016), even not staying overnights and fortnights at one or another place is regarded as staycation, a one-day trip is included and encouraged. By referring to the statement of Loes Daniels, Founder of Flightgiftcard and Hotelgift, in summer, because it is exhausted and traumatic when planning for a long vacation, people have more preference on short-break staycation, but

more often by enjoying extraordinary camping places (in Huen, 2018).

The level of mobility and movement for workcation was likely to be greater than staycation since a sense of taking a rest while working far away was collaborated (Biswas, 2019). On one hand, it was assumed that it is not much as free as digital nomadism that people can hop in and hop off wherever and whenever they want, as mentioned by Amador (2019). Amador (2019) further argued that, because of the difficulty in communication with others whose cultural background is different, digital nomads had more appreciation to stay at hotels and working spaces than sitting beside beaches and wandering around.

Communication

Communication is a key success for all remote workers, staycators, workcators, and digital nomads. In this article, both communication approach and communication technology and platforms were included. Especially for remote working, lack of [empathic] communication and conversation between employers and employees and between employees and also between administrators and teachers per se could cause employees unhappy and unpleasant and they opted for quitting the jobs (Gigi & Sangeetha, 2020; Parham & Rauf, 2020). It would be wiser, thus, if employers had created empathic and interactive communication and delivered to their employees. Further to this, the supports in the internet and information communication technology must be prioritised and improved. Otherwise, remote working would be struggling (Bezzina, Cassar, Marmara, & Said, 2021; Davies, 2021; Mostafa, 2021). In greater details and specifically, communication approaches vary from one type of workcation people to another. Pecsek (2018), once again, had classified workcators into four groups including "stress-sensitive workcation tourists", "technology-addict workcation tourists", "workaholic workcation tourists", and "stress-free workcation tourists". From Pecsek (2018)'s explanation, the four types' main characteristics and nature are summarised in the following table.

Table 3 Characteristics of the four types of workcation people

Type / Characteristics	Stress-sensitive workcation tourists	Technology-addict workcation tourists	Workaholic workcation tourists	Stress-free workcation tourists
Quantify	20 per cent	20 per cent	28 per cent	32 per cent
Generation taken	X & Y	Z	Y	X & Baby boomers
Nickname/Need	The comfort guy	The tech guy	The travel experienced guy	The holiday guy
Communication strategy	Travelling with convenience and comfort	Travelling with technology	Travelling with memory	Travelling with nothing to think

Source: Applied from Pecsek (2018) and concluded by the author

Applied and analysing from the workcation typologies proposed by Pecsek (2018), these were useful and valuable for marketing communicators for both mainstream and online platforms for understanding and designing communication approach to fit well with the specific target audiences appropriately. The triple groups of the stress-sensitive workcation tourists, the workaholic workation tourists, and the stress-free workcation tourists were interrelated. They shared their similarities at a certain level and also their difference was discovered. Basically, these three groups were found in total 80 per cent of all the samples collected by Pecsek (2018). They similarly would like to travel, but different purposes and needs.

While both the stress-sensitive workcation tourists and the stress-free workcation tourists gave priority to taking a break and enjoying holidays. The former needed convenience and comfort while travelling whereas the latter were unlikely to care any returns and benefits. Instead, when it was time to breathe in and breath out, the stress-free workcation tourists just went there, no matter if they had finished their works. I, personally, should then call the former group as "the comfort guy" while the latter is named as "the holiday guy". In these cases, the marketing communicators could attract and reach these two groups by distributing a message focusing on travelling and offering comfortable and convenience amenities and privileges for the former and focusing on just travelling for the latter group.

As for the workaholic-workcation tourists, Pecsek (2018) said that they were a new comer to be targeted and marketed. In consistent with the two groups mentioned above, they loved travelling and taking holidays. Nonetheless,

good, psychological-touched memories and experiences must be gained while travelling. This group of people were, easily, so-called "the travel experienced guy" and that a tagline to capture these people's attention should be a relationship between travelling and psychologically gained and privileged cues. Another outstanding perspective taken from making a comparison between these three groups were, conclusively, "the comfort guy" was functional-oriented. In contrast, emotional-oriented was preferable among "the travel experienced guy." "The holiday guy" was in the line between "the comfort guy" and "the travel experienced guy" because they just wanted to chill out and fun.

Last but not least, "the tech guy" or the technology-addict workcation tourists failed into Generation Z digital natives, valued 20 per cent of the samples collected by Pecsek (2018). Even travelling, they did not appreciate tourist attractions, historical heritages and attractions, and even something that made them entertained. This was, however, because they just needed technological matters. Thus, the marketing communicators could not miss out the (special) technology-oriented offers.

When talking about communication approach, likewise, in the cross-cultural context like Japan and by analysing various literatures, there was a shift in communication about workcation from relaxing and entertaining orientation to working one (Yoshida, 2021). This scholar had further demonstrated that this changing incident had resulted from the travel policy set and designed by the domestic authorities. That was to say, they would like to encourage people to make friends with local communities and promote so-called "local tourism" and the working nature

and requirement. In this case, when employees were asked to work remotely and far away from towns, its main purpose was for rather working than relaxing and entertaining. Similarly, the study of Rosu (2020), in Sweden, also pointed out that, in the case of staycation, it was defined by the local government to help boost economic status. That was, if people staycationed, they could help local hotels and communities and also people per se and societies to keep distant and stay safe while getting relaxed as well as to drive micro- and macro-scaled economic growth.

Consequences

Both positive and negative and from short- to long-term consequences were underlined for all of the working and lifestyle types. For remote working, at the beginning, when working remotely and at home, working-friendly surroundings and environments must be managed properly for working flows, concentration, and focus (Nickson & Siddons, 2004). The level of working environmental management is, nonetheless, varied from a number of days requested to work from/at home. Easily speaking, a simple arrangement, i.e. a place and a corner where a table, a notebook and computer, and basic and necessary facilities and equipment were needed for those who worked remotely less than a couple of days per week. For those who might need to spend most of their time working from/at home, in contrast, working circumstances that were similar to the real working-based settings would be more preferable.

Up to the present, when the COVID-19 pandemic had threatened people around the globe and one of the non-medical treatment and management for making people physically and psychologically secured is staying at home, working from/at home, and keeping distances. This remote working had impacted on not just only physical adjustment, i.e. shifts in landscapes, but also people's psychological and health conditions. According to the study of Parham and Rauf (2020), especially among the remote workers whose jobs were academic teaching and instructing, even being forced, it seemed that they did not much appreciate with remote working, office-based was rather physically and psychologically better. That was to say, no time restrictions and limitations were a two-edged sword. On one hand, the instructors could manage their own working and personal life times. On the other hand, they might work back and forth without considering between days to work and days to take a break that brought the teachers to face with poor physical and mental health conditions including obesity, pains, and tension.

Another reason that was mentioned by the instructors partly was isolation and lack of human interaction with others. In consideration of gender difference, in the technology and programming industry, women were not as good as men in managing and balancing their working and personal life times (Gigi & Sangeetha, 2020). In this case, the former were more likely to suffer from physical and psychological pains than the latter. Parham and Rauf (2020) further pointed out that the academic persons had to fight with other surrounding factors, for instance, being disturbed by other family members, adapting themselves to learn something new, especially technology and system, and so forth when they were working from/at home.

Staycation is, furthermore, a recommended and encouraging work-life-balance strategy and

paradigm to be taken into employers' consideration to help their employees during this difficult time so that brownouts and burnouts can be avoided (Greenwood & Krol, 2020). By referring to various information resources, the staycation idea and approach is heavily encouraged and highlighted that not only during the wake of the COVID-19 pandemic, but also during normal working period, asking for vocational leaves among employees is rather low. This situation makes companies at risk since employees' physical and psychological conditions are not refreshed and rebalanced. And, that cannot generate creativity and growth to companies and, conversely, companies' huge financial and economic losses can be expected (Webster, 2021). The ultimate goal is happiness at work, consequently. The study of de Bloom, Nawijn, Geurts, Kinnunen, and Korpela (2017) is a really good study that can reflectively present how better people are when taking staycation because a sense of relaxation and pleasure encouraged and a sense of pressure from working roles and responsibilities minimised could be reasoned.

As for productivity, even being a smaller number, almost half of the sampled people, i.e. 47 per cent could work from/at home effectively, especially among those who were not-too-rich and not-too-poor socioeconomic status (Beck & Hensher, 2020). This number was not that bad and it could indicate an extended period of teleworking and remote working and also a working choice in the future. This was also consistent with the remarks made by Parry et al. (2021) that the majority of the people were appreciated with working from/at home because they were able to complete more works.

Staycation could, furthermore, help save money and demonstrate environmental concerns (Rosu, 2020). Likewise, remote working can reduce money spent by employers and employers. By referring to Ware and Grantham, Lazarova (2020) through asking employees to work remotely, employers did not have to pay their human resources extra and that could save their expenditures almost half of the normal expenses. In terms of employees, Salmon (2018) clearly stated that because employees had been working at home, they could cook and make beverages themselves at home and they did not have to pay for gas, fees, and the like and that they could yearly keep around $2,000 in pockets.

Future of remote working, staycation, workcation, and digital nomadism

Remote working, staycation, workcation, and digital nomadism were not the trend, but, let me borrow the worldwide word, they were "the new normal." The office-based buildings and grounds and accommodations would have to re-landscape to be co-working and leisure and relaxing spaces where people could freely hop in and hop off. Hence, there should not be any offenses for adjusting themselves. As for remote working, Steemers, Erickson, Popiela, and Levanon (2020) said that "[w]e expect that remote working will become the norm, or at least, a widely practiced solution, for many employers" (p.2). Remote working potential and possibility will not widely be applied, are limited to a particular group of people, according to their demographics, especially males and those whose socioeconomic background and educational attainment are high (Lund, Madgavkar, Manyika, & Smit, 2020) as

well as a higher degree of working professional experiences (PwC, 2021).

Currently, several big companies including Google where have planned to call its employees back to the normal office-based setting. However, the company CEO Sundar Pichai is still in the line between teleworking and remote working and working from/at home, so-called the "hybrid" concept (Kelly, 2021). Referring to a study, Bevan (2021) underlined that employees had pledged their employers for working flexibility and adaptability.

Nonetheless, it is undeniable that staycation is a solution to help a country's economic recovery and economic flows. Cvelbar and Ogorevc (2020) revealed that although staycation benefits can better promote flows of tourism and economics in a country than just giving additional values and returns back to tourism and hospitality companies, these benefits are not sustainable and are likely to be a short-term solution. Likewise, working from/at home helped economic development (Curran, 2021).

Discussion and Conclusion

Both blames and thanks are given to the COVID-19 pandemic. In the case of blames, the outbreak puts all the people in the globe in problems and struggles. Sadly, some people have lost their lives, their beloved ones, their jobs, their economic status, their physical and psychological condition, and the like. In contrast, the outbreak has been regarded as a triggering and challenging point to push all the people around the globe and in any walks of life and all businesses to change, without any conditions and every cloud has a silver lining. As for the government and business owners and starts up, it is advised to encourage and empower

a policy about remote working, workcation, staycation, and digital nomadism because work-life balance is reasoned by employees. The objectives of this study were, thus, to study the similarities and differences between remote working, staycation, workcation, and digital nomadism and to examine the future of these four lifestyles through a documentary research method.

The findings revealed that there were three major dimensions including mobility, communication, and consequences. While these four words shared the similarities in communication and consequences, they had the disparities in the degree of mobility. In the future, likewise, these lifestyles could be regarded as the new normal. That was to say, pictures of the people mobile themselves from one place to another holding their mobile phones, notebooks, ipads, and small devices appear to be more obvious and ordinary. Likewise, more technological and innovative commodities were provided for best customer experiences and best profits, thus, digitalisation was still prevalent (IDC, 2022). Furthermore, people should have more smiles because the statistical report from CNBC revealed that people were happier from working remotely (in Wronski, 2020).

Thanks to several big companies around the globe to be a good role model and lesson for other companies in Thailand and around the world to be flexible and adaptive for their employees to choose what it works for their working and daily lives as the hybrid model as mentioned above. Likewise, as addressed above, one of the most outstanding matters companies have to specifically take care off and take for granted is about psychological

disabilities existing and, currently and mostly, impacted by the COVID-19 pandemic, as pointed out by Hanpongpandh and Satawedin (2021), a new way and practice of psychological communication and management is recalled. That is to say, encouraging and empowering people to respecting to their own confidence and ability and also not treating them as a special are remarkably highlighted.

Apart from remote working, workcation, staycation, and digital nomadism should be blow out among employees, with more flexible and adaptive working rules and regulations for more productivity and improvement. I, personally, would raise my hand to encourage and support all these four work-life balance lifestyles into real and future practice even though the nightmare has passed. Creativity, productivity, and performance are more likely to increase when people are not on a working-based setting.

As for marketing communicators jobbing and positioning in the tourism and hospitality industry, in particular, strategic and privileged promotional offers and packages should be designed. Conclusively, I have agreed with several local government and authorities to use remote working, workcation, staycation, and digital nomadism for (local) economic development post to the COVID-19 pandemic and let people experienced the local communities and the world. Do not miss out that people's experiences are of high importance, but such experiences are differently triggered by the functional- and emotional-based approaches.

Although little is known about the insights of the people in Thailand. Thus, the future studies should give more focus on the sights of the Thai people, in particular about their reasons behind the remote working, workcation, staycation, and digital nomadism lifestyles for comprehensive and strategic directions. In consistent with my suggestion above, just recently, the hotels should give the Thai people quality privileges and respect to their ways of life and preferences in the forms of hotels surroundings and environments in order to create the people's willingness for staycation (Sangprapai, 2021).

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