

THE DIGITALISATION OF WORK AND OPPORTUNITIES FOR INNER AREAS

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Report summary

INTRODUCTION AND MAIN FINDINGS

The aim of this study is to analyse how the digitalisation of work fosters new lifestyles and consumption patterns and how these might translate into more favourable residential preferences for inner areas.

These are still emerging phenomena, many of which receive significant media attention, yet scientific literature on the subject remains scarce and often contradictory. Despite these limitations, it is undeniable that technological progress - at times accelerated by extreme and unforeseen events such as the Covid-19 pandemic - has profoundly transformed the way certain activities are carried out. These range from work tasks, which in some cases are now performed remotely rather than at company premises, to accessing public administration services (such as remote authentication via SPID), and even to consumption habits. Examples of the latter include home banking services, online shopping (e-commerce) with home delivery networks, digital cultural consumption via streaming platforms, and online booking of travel and accommodation, among many others.

Digital accessibility helps overcome time constraints (such as office opening hours) and spatial barriers (eliminating the need for physical presence), which were once highly restrictive. This blurs the boundaries between work and leisure, bringing both positive and negative effects. On the positive side, there is greater freedom to align working hours with personal needs and to choose a place of residence (or even a holiday destination) that best suits individual preferences, ultimately improving work-life balance. On the negative side, however, there are risks of overworking and stress due to the increasing pervasiveness of work obligations. Among the many interesting aspects of work digitalisation, this study focuses on location choices, specifically investigating whether certain inner areas - thanks to specific attractiveness factors, particularly those related to quality of life (environmental and landscape quality, strong social ties, and low settlement costs) - could benefit from the presence of these new worker-travellers.

This issue is explored using multiple research tools: a review of the literature (Chapter 1), an analysis of data from an international website dedicated to digital nomadism (Chapter 2), the construction of an multidimensional index measuring the potential attractiveness of Tuscan municipalities (Chapter 3), a direct survey of a sample of workers residing in different Italian regions (Chapter 4), and an analysis of applications submitted to a recent regional tender promoting residential relocation to small mountain municipalities in Tuscany (Chapter 5).

The data from the Nomads.com website provide a profile of this growing category of worker-travellers, which remains relatively elite. It is predominantly composed of young adults without family responsibilities, with a high level of education, working in the IT sector, and earning relatively high incomes. They prefer staying in major cities and exotic destinations, often in locations where they can benefit from a lower cost of living compared to their country of origin. In Tuscany, the places they visit and review are primarily the region's main art cities (Florence, Pisa, Siena, Lucca).

Based on the attraction factors for these new digital workers, derived from existing literature and dedicated websites, a synthetic index of potential attractiveness for Tuscan municipalities has been developed. This index is structured across six different dimensions: 1) digital accessibility, which is an essential condition; 2) a relatively low cost of living; 3) cultural vibrancy, measured by the presence of museums, events, and restaurants; 4) proximity to major transport infrastructure; 5) availability of official accommodation facilities (excluding private rentals, which may be significant in some cases); 6) the quality of the natural environment, assessed through the presence of protected areas, agritourism, and proximity to the sea (which, consequently, disadvantages inner areas further from the coast).

The composite indicator favours areas that perform well across all these aspects, highlighting major art cities (Florence and Pisa) as well as areas of outstanding landscape value, particularly Valdorcia. Focusing on peripheral areas - classified using three different criteria (inner areas, mountain areas, and low-urbanisation areas) - Valdorcia and the area around Volterra emerge as among the most potentially

attractive. However, this does not exclude the possibility that some municipalities may be attractive based on one or two specific dimensions rather than the overall average. These places could benefit from targeted communication campaigns highlighting their unique strengths.

Notable examples include Pontremoli in Lunigiana and Santa Fiora on the Grosseto side of Mount Amiata, both of which have heavily invested in digitalisation and policies to attract these new digital workers. However, their synthetic index scores are not particularly high due to their distance from major transport infrastructure (especially Santa Fiora), low availability of official accommodation facilities (though this could be offset by private rentals), and limited cultural vibrancy (an area where they could invest further).

Thus, the index provides valuable insights into strengths and weaknesses, helping territories make more informed strategic investment decisions.

The survey on the sample of Italian workers helps to complete the profile and preferences of potential worker-travellers. Among the respondents, high levels of education are widespread (just over half hold a university degree), as is the possibility of accessing remote work at least partially (just over half of respondents), and residence in a populous municipality (63% live in a municipality with more than 30,000 inhabitants). The age composition is skewed towards older age groups (74% are over 35), which implies that half of the respondents belong to a household with children. The profile of the respondents is therefore somewhat different from that of users on the Nomads.com website.

Respondents were asked whether they had changed their residence due to increased work flexibility or if they intended to do so in the future, but both actual and desired residential mobility proved to be very low (97% have not changed residence, and 35% do not plan to do so in the future). This result is consistent with ISTAT data on residential relocations. The most evident impact of work digitalisation (particularly the possibility of working remotely) does not, therefore, appear to be linked to changes in residential preferences but rather to a greater ability to balance work with family and personal needs, including the choice of holiday periods. However, those who were more open to the idea of relocating in the future were asked to express their preference among different types of areas, including small rural and mountain villages. The most popular choices were, in order, suburban areas, urban areas, and coastal areas, while only 18% preferred small countryside or mountain villages, and they did so more for environmental qualities than for the sense of community. Among the essential requirements for effectively relocating to these small villages, the most important were digital connectivity, basic public and private services, and environmental and landscape quality, followed by the availability of affordable housing. By contrast, the need for common spaces for co-working and co-living ranked last. When asked to choose between different Italian regions in the event of a potential relocation, Tuscany consistently ranked first or second, confirming its excellent reputation.

The report concludes with an analysis of the funding applications collected through the regional tender for the promotion of residential settlement in small mountain municipalities in Tuscany. A total of 831 applications were submitted, of which 98 were eligible for funding. Notably, 40% of the applications came from residents outside Tuscany.

The proportion of Tuscan and non-Tuscan applicants varies depending on the type of destination municipality. Areas relatively closer to major urban centres (such as the Florence-Prato area) saw a higher incidence of applications from Tuscan residents, effectively functioning as a sort of second urban belt. Meanwhile, areas closer to the northern and southern regional borders saw a greater share of applications from non-Tuscan residents, both due to their geographical position and, in some cases, their status as well-known tourist destinations (such as the Pistoia Apennines in the north and the Island of Elba, Maremma, and Valdorcia in the south). This confirms Tuscany's strong appeal as a region.

After reviewing the various sources consulted, we can conclude that the phenomenon of worker-travellers is indeed growing. However, its main impact is felt in terms of improved work-life balance rather than a shift in residential preferences. Nonetheless, certain villages - if well connected digitally, culturally and socially vibrant, environmentally high-quality, and committed to investing in public-private attraction strategies - could indeed become attractive destinations for this new category of workers.

1. NEW WORK MODES AND THEIR IMPACT: A BRIEF OVERVIEW

Technological innovation has introduced new ways of working and combining work time with leisure, blurring the temporal and spatial boundaries between the two activities. The classification of these different combinations is not yet standardised. On a conceptual *continuum* ranging from traditional work - performed five (or sometimes six) days a week at company premises - to a traditional holiday, defined as a complete break from work, several categories can be identified: 1) traditional business travellers, who travel for work-related purposes; 2) freelance workers, independent professionals offering services to companies with which they have no employment relationship; 3) smart workers (previously referred to as tele-workers), employees who alternate between working in the office and from home, often following a hybrid model (typically 3+2 days); 4) digital nomads or multi-local workers, individuals who perform their work from multiple locations; 5) Work-ationers (a blend of "work" and "vacation"), those who choose to work from a holiday destination, alternating between work and leisure while taking advantage of the amenities offered by their chosen location; 6) long-term travellers, individuals who combine extended periods of travel with the need to sustain themselves financially by working part-time or on fixed-term contracts in their destinations. Among these categories, which are not always easily distinguishable, digital nomads currently receive the greatest media attention (Table 1).

TABLE 1. CONCEPTUAL FRAMEWORK OF POSSIBLE COMBINATIONS BETWEEN WORK AND LEISURE TIME

WORK	On-site workers	Business travellers	Free-lance workers	Smart-workers (Tele-workers) (Hybrid workers)	Digital nomads (Multilocal workers)	Work-ationers (Work + Vacation)	Long Term Travellers	HOLIDAY
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SOURCE: IRPET ELABORATIONS

Regarding the positive and negative impacts of new work modalities, it is essential to distinguish between the perspectives of workers and those of businesses. There is no doubt that technology provides greater flexibility for workers, and when this translates into more personalised working hours and reduced commuting needs, it can facilitate a better balance between work commitments and personal and family obligations (the so-called "work-life balance"). However, many studies highlight that work time tends to become extremely pervasive, blurring the boundary between work and non-work, leading to peaks of overwork as well as conditions of isolation and alienation.

For businesses, the effects on productivity levels remain unclear, while the savings related to reducing fixed costs associated with corporate offices are quite limited in the case of hybrid work, which has led some large companies to decide to bring employees back on-site. Thus, this issue may result in future tensions between employees, who are more inclined to defend hybrid work, and employers, who prefer a return to traditional on-site presence.

The territorial impacts of new work modalities are less developed but growing. By making daily presence at the office unnecessary, technology increases the freedom to choose where to live, either temporarily or permanently. In the stereotypical image of the digital nomad, preferred destinations are typically exotic, internationally appealing locations and vibrant, youthful cities. However, there is an increasing debate on the tools to attract these new residents (even temporary ones) to rural and mountainous areas at risk of demographic desertification. Once the essential condition of having adequate digital connectivity is met, these areas (or at least some of them) could prove attractive due to the quality of the natural environment and the density of community relationships, as well as typically low settlement costs.

2. A PROFILING OF DIGITAL NOMADS ON A GLOBAL SCALE

The data presented below comes from the "Nomads.com" website, an online platform widely used by the digital nomad community to share information, connect travellers, and rate cities and countries worldwide based on criteria that support a nomadic lifestyle. Thanks to an extensive collection of surveys and interviews, it is a valuable resource for outlining the demographic and socio-cultural profile of these individuals. The site, with over a million registered users, makes a significant contribution to understanding who digital nomads are, both from a professional perspective and in terms of life experiences and location choices.

Most of them are young adults with high levels of education and substantial income, working in the IT sector. The majority come from the USA, while the main destinations include some large internationally

recognised cities and, among countries, in addition to the major developed nations, several exotic locations, often with a low cost of living. Stays typically last up to 7 days in a city and up to 30 days in a country (Table 2).

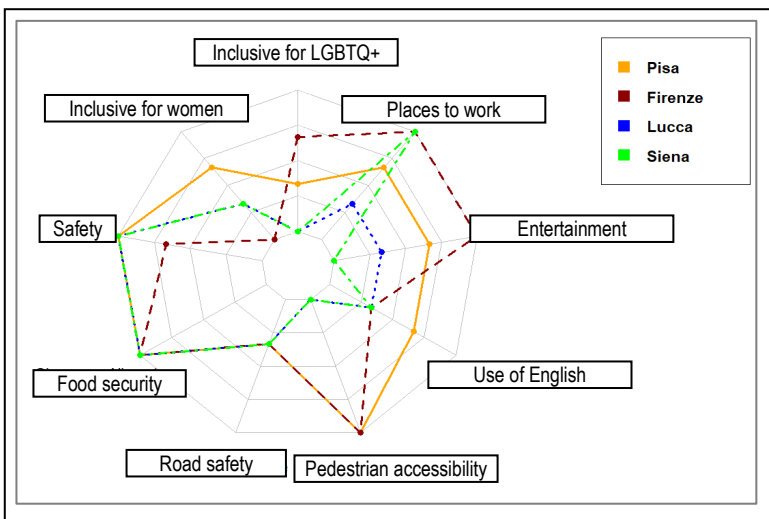
TABLE 2. THE TYPICAL PROFILE OF A DIGITAL NOMAD

AGE: 30-40 years
EDUCATION: degree
PROFESSION: IT, Marketing, Data analysis
INCOME: medium to high (\$50,000-\$250,000 per year)
ORIGIN: predominantly from the USA
DESTINATIONS: among cities: London, Bangkok, New York, Barcelona, Berlin; among countries: USA, Spain, Thailand, United Kingdom, Germany (Italia 8th)
LENGHT OF STAYS: mostly up to 7 days in a city and up to 30 days in a country

SOURCE: IRPET ELABORATIONS ON NOMADS.COM DATA

The website features user ratings for several major Italian cities (Milan, Rome, Naples, and Venice) as well as for some Tuscan cities (Graph 3). Currently, there are no reviews available for rural areas.

GRAPH 3 . THE RATING OF SOME TUSCAN CITIES BY DIGITAL NOMADS



SOURCE: IRPET ELABORATIONS ON NOMADS.COM DATA

3. AN INDEX OF POTENTIAL ATTRACTIVENESS OF TUSCAN MUNICIPALITIES

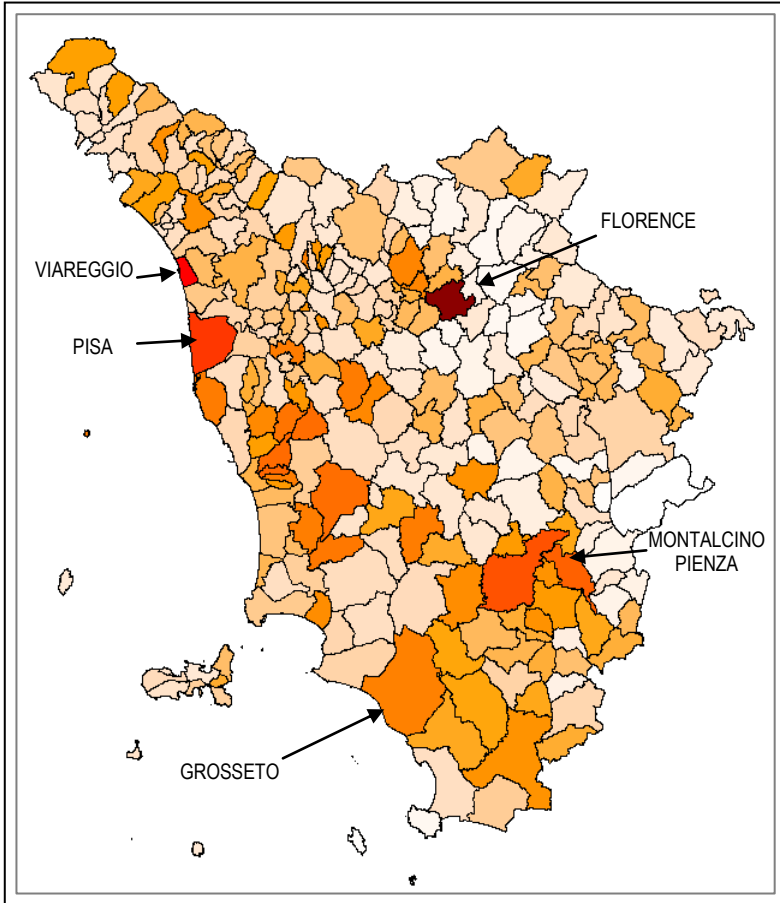
Based on the insights derived from existing literature, six relevant dimensions have been identified that make a territory attractive to these new high-educated and high-income workers-travellers.

The six dimensions are:

- **Digitalization** (a good internet connection is an essential requirement);
- **Economic accessibility** (assessed based on housing prices) (this can particularly be an advantage for peripheral areas compared to urban ones);
- **Cultural vibrancy** (measured through the presence of museums, live performances and events, restaurants);
- **Accessibility to major transport infrastructure** (airport, train stations);
- **Availability of accommodation facilities** (currently, only official ones have been considered in the index);
- **Scenic and environmental quality** (assessed through the presence of protected areas, agritourism, and distance from the coast, as the sea is a strong attraction factor).

The six dimensions have been combined into a composite index of potential municipal attractiveness, using the normalization methodology of the Mazziotta-Pareto Index (MPI). The result of the composite index derives from the different combinations of the considered components and highlights the strengths and weaknesses of various contexts. The distribution of the index across the Tuscan territory is shown in Map 4.

MAP 4 . COMPOSITE INDEX OF POTENTIAL ATTRACTIVENESS FOR DIGITAL NOMADS BY TUSCAN MUNICIPALITY



SOURCE: IRPET ELABORATIONS

The examination of the map highlights how attractiveness tends to concentrate in specific areas: in addition to the main urban centres, such as Florence and Pisa, known for their rich cultural offerings, high level of digitalisation, and good transport infrastructure, coastal zones of the region, the Valdorcia, and some areas in the province of Grosseto stand out, capable of combining valuable landscapes, good connectivity, and decent accommodation facilities. On the other hand, areas with lower values are those that are more geographically isolated, with less developed infrastructure in terms of both transport and digital networks. Ultimately, although the entire Tuscany is characterised by a remarkable landscape and cultural heritage, attractiveness to the specific group of digital nomads is concentrated mainly in the main cities, coastal areas, and the more scenically valuable areas, confirming the joint importance of services, connectivity, infrastructure, and cultural offerings.

The potential attractiveness index has been calculated for all municipalities in Tuscany, so in the highest positions, we can find both some cities and some small peripheral municipalities, which constitute the true objective of this work. As previously noted, digital nomads are a fairly heterogeneous and growing group, so some of them may be attracted by the quality of life, the less frantic pace, and the more authentic social relationships typical of small villages. Successfully attracting these new visitors, potentially transformable into new residents, could have important positive repercussions for these villages (or at least for some of them), revitalising their socio-economic fabric and curbing their tendency towards depopulation.

To identify which villages are potentially more attractive to digital nomads, the results of the synthetic index are filtered according to three different classifications of small peripheral municipalities: 1) inner

areas (and then for the sub-group of peripheral and ultra-peripheral areas), 2) mountain municipalities (and then for the sub-group of totally mountainous), and finally, 3) those rural areas with low urbanisation. Table 5 presents the top 10 municipalities most attractive for each classification.

TABLE 5. TOP 10 POTENTIALLY ATTRACTIVE PERIPHERAL MUNICIPALITIES FOR DIGITAL NOMADS BY CLASSIFICATION

INNER AREAS	<i>Of which only peripheral and ultra-peripheral areas</i>	MOUNTAIN AREAS	<i>Of which only totally mountainous</i>	RURAL AREAS WITH LOW URBANISATION
Montalcino (SI)	Montalcino (SI)	Montalcino (SI)	Pomarance (PI)	Montalcino (SI)
Pienza (SI)	Pienza (SI)	Pomarance (PI)	Monterotondo M. (GR)	Pienza (SI)
Montescudaio (PI)	Montescudaio (PI)	Monterotondo M. (GR)	Monteverdi M. (PI)	Montescudaio (PI)
Riparbella (PI)	Riparbella (PI)	Chiusdino (SI)	Casola in Lunigiana (MS)	Riparbella (PI)
Lajatico (PI)	Pomarance (PI)	Monteverdi M. (PI)	Stazzema (LU)	Lajatico (PI)
Pomarance (PI)	Monterotondo M. (GR)	Civitella Paganico (GR)	Seggiano (GR)	Pomarance (PI)
Chianni (PI)	Chiusdino (SI)	Casola in Lunigiana (MS)	Manciano (GR)	Chianni (PI)
Monterotondo M. (GR)	Guardistallo (PI)	Stazzema (LU)	Villa Basilica (LU)	Monterotondo M.(GR)
Montaione (FI)	Monteverdi M. (PI)	Seggiano (GR)	Castiglione d'Orcia (SI)	Montaione (FI)
Chiusdino (SI)	Casola in Lunigiana (MS)	Manciano (GR)	Bagnone (MS)	Chiusdino (SI)

SOURCE: IRPET ELABORATIONS

At the top of the rankings are the municipalities of Montalcino and Pienza, already known for their historical, cultural, and scenic heritage, but here they also demonstrate a good ability to meet the needs of those working remotely, thanks to a mix of digital connectivity, accommodation offerings, and natural and cultural context. Among the most attractive peripheral areas, we also find some villages in the region between Volterra and Cecina, particularly the municipalities of Montescudaio, Riparbella, and Lajatico. These places, although lacking the more traditional urban dimension, stand out because they offer a balanced combination of tranquillity, landscape, good quality connectivity, and proximity to the sea, outlining an attractive profile suitable for those seeking a more sustainable and unconventional lifestyle and work environment.

Among all the listed municipalities, notable cases include Pontremoli in Lunigiana and Santa Fiora on the Grosseto Amiata, as they are municipalities that have invested heavily in digitalisation and have positioned themselves as ideal locations for welcoming digital nomads. Based on how the synthetic index was calculated, these municipalities rank overall in an intermediate position because they achieve very good results in terms of digitalisation and economic accessibility, but lower values in terms of accessibility to transport infrastructure, accommodation offerings, and cultural vibrancy.

4. A DIRECT SURVEY OF A SAMPLE OF ITALIAN WORKERS

To deepen the understanding of the spread of new remote working methods and how this possibility may have changed, if at all, residential preferences and the way periods of work are alternated with periods of leisure, a direct survey was conducted on a sample of Italian workers residing in different regions, aged between 18 and 64 years.

The survey, carried out between 8 and 12 November 2024, was conducted through CAWI-type interviews, administered online to a population panel created by the survey company Demetra Opinioni.net Srl. A total of 1,209 complete interviews were collected, following 3,554 contacts made. The interviews include 38% of workers residing in Central-Northern regions, 25% of residents in Tuscany (the region was oversampled), and the remaining 37% of residents in Central-Southern regions. Workers who can access remote work were also oversampled in terms of interview administration methods.

The main characteristics of the interviewees are presented in Table 6.

TABLE 6. THE CHARACTERISTICS OF THE SURVEY RESPONDENTS

GENDER: more males than females (57% compared to 43%);
AGE: predominance of older age groups (74% are over 35 years old), with family responsibilities (49% have children);
EDUCATION: predominance of higher educational qualifications (51% hold a degree, 44% have at least a diploma);
SECTOR OF ACTIVITY: private sector employees (59%), public sector employees (25%), self-employed and freelancers (16%)
INCOME: up to €2,000 net per month (69%), above this amount (31%);
PLACE OF RESIDENCE: 63% live in a municipality with over 30,000 inhabitants;
OPPORTUNITY FOR SMART WORKING: never for 45%, at most 1-2 times a week for 31%, more than that for the remaining 24%
(As of 2023, according to the ISTAT Labour Force Survey, 12% of workers have access to smart working, while according to the Politecnico di Milano Smart Working Observatory, this figure is 15%)

SOURCE: IRPET ELABORATIONS ON SURVEY DATA

The main objective of the survey was to understand whether the possibility of working remotely has already changed (or could change in the future) the choice of residence, particularly in favour of more peripheral areas.

In reality, among workers who have benefited the most from the digitalisation of work (those able to access remote work at least partially), only a few have changed their residence (3-4%), and only slightly more would consider doing so in a hypothetical future with extended remote work options (12% of workers with 1-2 days of smart working per week and 20% of those with more intensive smart working). There are still constraints related to the location of the workplace (especially when in-person attendance is more frequent), as well as family-related constraints (Table 7). The most evident effect of digitalisation so far is a greater ability to reconcile work and personal or family needs, as noted by ISTAT as well.

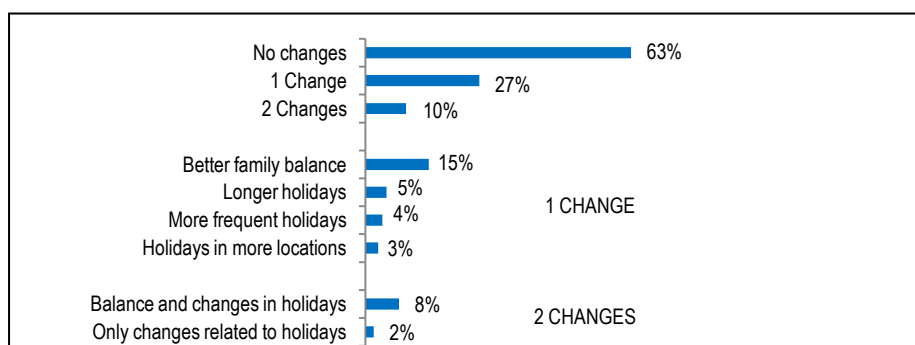
TABLE 7. RESIDENTIAL CHOICES BY INTENSITY OF SMART WORKING

	Possibility of Smart Working Only 1-2 Days a Week	Possibility of Smart Working 3 or More Days a Week
Changed municipality of residence	4%	3%
Did not change residence but could accept the job	17%	19%
Did not change residence because part of the work is on-site	25%	12%
Did not change residence for family reasons	7%	11%
Did not change residence but could do so in the future	12%	20%
Did not change residence and do not plan to in the future	35%	35%
TOTAL	100%	100%

SOURCE: IRPET ELABORATIONS ON SURVEY DATA

This data is confirmed by the responses to the question regarding changes in holiday practices. In light of a large majority of respondents stating that they have not made any changes (63%), among those who have made at least one change (27%), most indicate an improved balance between work and family needs even in their holiday choices (duration, frequency, destinations) (Graph 8).

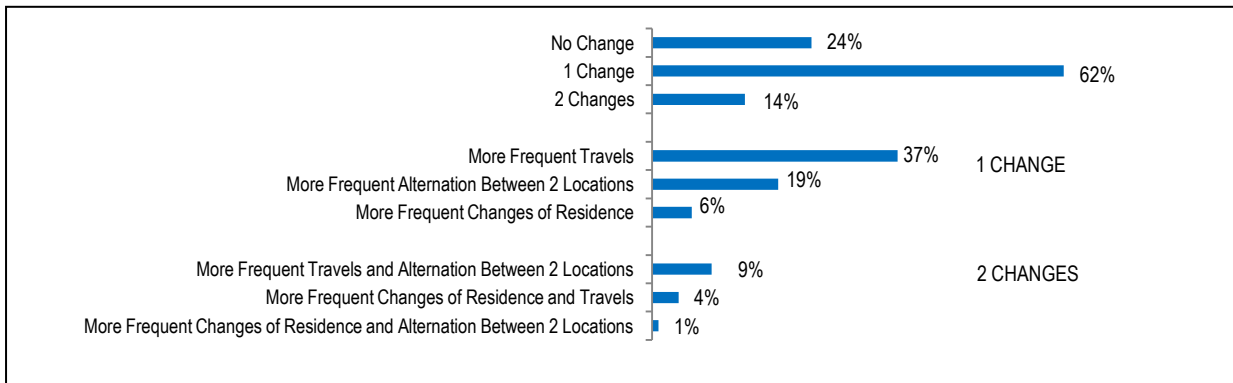
GRAPH 8 . THE CHANGES INDUCED BY THE CURRENT LEVEL OF DIGITALISATION ON HOLIDAY



SOURCE: IRPET ELABORATIONS ON SURVEY DATA

Even in response to a purely theoretical question about the expected changes in the event of future growth in digitalisation, while the proportion of those imagining lifestyle changes increases significantly (62% with at least 1 change), the innovation would primarily concern holiday-making (more frequent trips for 37% of respondents) rather than residential location choices (6%). However, a significant 19% state that they would alternate more frequently between two locations: their municipality of residence and their usual holiday destination, a sort of “place of the heart” (Graph 9). Many peripheral municipalities, currently home to second homes, could benefit from this choice.

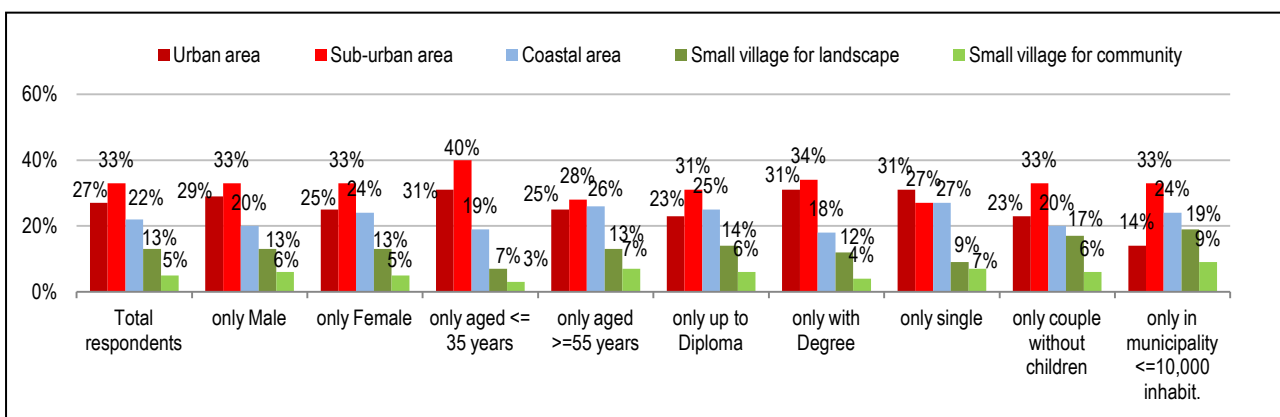
GRAPH 9 . THE EXPECTED CHANGES IN THE EVENT OF FUTURE GROWTH OF DIGITALISATION



SOURCE: IRPET ELABORATIONS ON SURVEY DATA

The survey further explored residential preferences in the case of hypothetical future relocations, aiming to capture the potential attractiveness of more peripheral areas. In reality, the relative majority of respondents prefer to live in suburban areas (33%), which combine proximity to services with lower living costs compared to central urban areas. This is followed by urban areas (27%) and seaside locations (22%), while only 13% choose small villages for their environmental quality and 5% for a stronger sense of community. The proportion of those choosing small villages increases among couples without children and those already living in a similar context (municipalities with fewer than 10,000 inhabitants) (Graph 10).

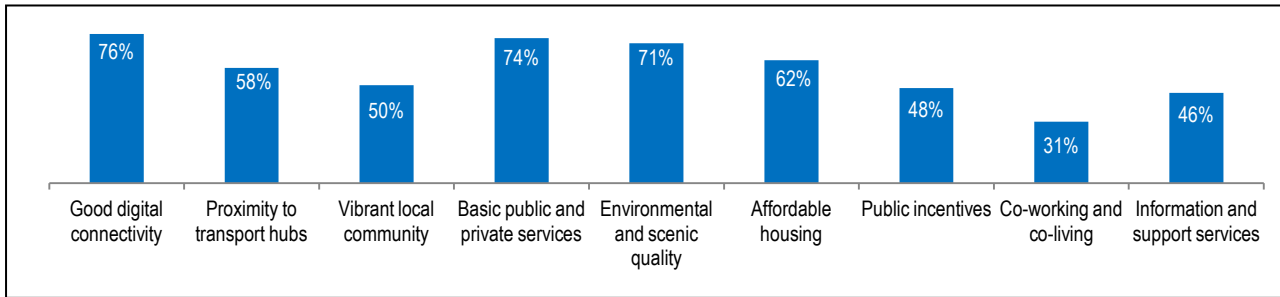
GRAPH 10 . PREFERRED TYPE OF AREA IN CASE OF HYPOTHETICAL RELOCATION BASED ON RESPONDENT CHARACTERISTICS



SOURCE: IRPET ELABORATIONS ON SURVEY DATA

When asked about the essential amenities needed to relocate to a small village, over 70% of respondents indicated the presence of a good digital connection (76%), the availability of basic public and private services (74%), and environmental and scenic quality (71%). Following these, the affordability of housing was cited by 62% of respondents (Graph 11).

GRAPH 11 . ESSENTIAL FEATURED CONSIDERED IMPORTANT FOR MOVING TO A SMALL VILLAGE



SOURCE: IRPET ELABORATIONS ON SURVEY DATA

In terms of regional preferences, Tuscany confirms its excellent reputation, ranking first among the most desired regions (15% of respondents), followed by Trentino-Alto Adige (12%) and Emilia-Romagna (8%).

5. THE TENDER FOR RESIDENCE DEVELOPMENT IN THE MOUNTAINS OF THE TUSCAN REGION

The last subject of the research is the Tender to support residential development in small mountain municipalities, published by the Tuscan Region in June 2024. The tender is interesting as it provides an additional measure of the attractiveness of peripheral municipalities, both in terms of overall quantitative data (the number of applications received) and in terms of the selection of territories deemed most desirable.

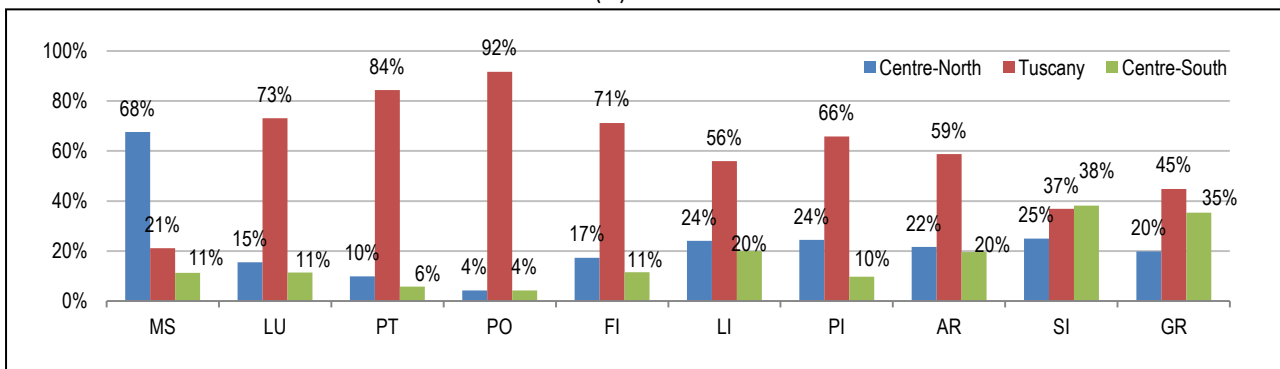
Table 12 presents the main characteristics of the tender (financial allocation and constraints) and those of the applicants. Firstly, the good success of the initiative is highlighted, given the 831 applications accepted against the 98 that can be financed with the allocated budget. The attractiveness of Tuscany is confirmed by the high incidence of applications from outside the region (40%).

TABLE 12. CHARACTERISTICS OF THE TENDER AND THE APPLICANTS

TENDER	APPLICANTS
<p>OBJECTIVE: TERRITORIAL BALANCE OF RESIDENCES;</p> <p>FINANCIAL ALLOCATION: 2.8 MILLION EUROS;</p> <p>INDIVIDUAL CONTRIBUTIONS: FROM 10,000 TO 30,000 EUROS FOR THE PURCHASE OF RESIDENTIAL PROPERTIES IN MOUNTAIN MUNICIPALITIES WITH UP TO 5,000 INHABITANTS;</p> <p>CONDITIONS: MUST RELOCATE FROM NON-MOUNTAIN ITALIAN MUNICIPALITIES AND MAINTAIN RESIDENCE FOR 10 YEARS;</p> <p>PRIORITY: DISADVANTAGE INDEX OF THE DESTINATION MUNICIPALITY, FAMILIES WITH MINOR CHILDREN, YOUNGER AGE OF THE APPLICANT IN THIS ORDER.</p>	<p>ACCEPTED APPLICATIONS: 831, OF WHICH 40% FROM OUTSIDE TUSCANY;</p> <p>FUNDABLE APPLICATIONS: 98 EQUIVALENT TO 12% OF ACCEPTED (47% OF FUNDABLE APPLICATIONS SUBMITTED BY NON-TUSCANS);</p> <p>AGE OF APPLICANTS: 28% UNDER 35 YEARS OLD, 50% AGED 36 TO 55, 22% AGED 56 AND OVER (CONSEQUENTLY FEW MINOR CHILDREN);</p> <p>DISADVANTAGE INDEX OF MUNICIPALITY: THIS WAS THE PRIMARY CRITERION IN THE SELECTION OF FUNDABLE APPLICATIONS (ZERI IN LUNIGIANA AND SAMBUCA PISTOIESE OBTAINED 19 AND 11 OUT OF A TOTAL OF 98, RESPECTIVELY);</p> <p>PREFERENCES EXPRESSED BY APPLICANTS (831 APPLICATIONS): DECENTRALISATION PHENOMENA FROM DENSER URBAN AREAS FOR TUSCAN APPLICANTS, CRITERIA OF GEOGRAPHICAL PROXIMITY FOR NON-TUSCAN, MORE WIDESPREAD ATTRACTION FOR THE MOST RENOWNED TOURIST DESTINATIONS.</p>

SOURCE: IRPET ELABORATIONS ON TUSCANY REGION DATA

GRAPH 13 . ORIGIN OF THE 831 APPLICATIONS BY DESTINATION PROVINCE (%)



SOURCE: IRPET ELABORATIONS ON TUSCANY REGION DATA

To understand the location preferences of applicants, analysing the total number of accepted applications (831) is more useful than looking at those that are fundable (98), as the latter is heavily influenced by the eligibility criteria set out in the call, particularly the priority given to destination municipalities with the highest deprivation indicators.

Graph 13 shows the origin of the 831 accepted applications by province of destination. Several patterns can be identified in the preferences expressed by respondents to the call: for Tuscan applicants, there is a tendency for transfers within a shorter radius, akin to the usual phenomenon of decentralisation from denser urban centres to their second urban rings. For non-Tuscan applicants, geographical proximity plays a significant role, with northern areas being more sought after by residents of the Centre-North regions, while southern areas attract residents from the Centre-South regions. Lastly, for the more well-known tourist locations (such as Elba and Abetone), the origin of applications is more heterogeneous.

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