

Subscription-Based Services as a Tool for Attracting Digital Nomads: Opportunities for Bulgarian Hospitality Sector

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Abstract. *In the context of dynamic socio-economic development, the hospitality industry faces the challenge of continuously improving its product by offering variety and quality at an affordable and competitive price. As an extension of loyalty programs, subscriptions are emerging, presenting a different type of “membership” and affiliation with a particular brand. In this way, the “loyalty–profitability” evolution accelerates, turning the topic of subscriptions in hospitality into a relevant and significant issue that lays the foundation for new trends in the tourism sector. So far, the topic has not been sufficiently examined in the scientific literature. The current study explores the conceptual characteristics of digital nomads, for whom such services could be suitable for conducting their “workations.” The characteristics of digital nomads were analyzed through descriptive analysis, and the prospects of attracting them through subscription memberships were evaluated by three hotel managers and derived in the study through the Delphi method. The main results show that, at this stage, the Bulgarian tourism industry perceives the service as a promising opportunity but remains skeptical about its application and profitability. This skepticism is attributed to the fact that this new trend is relatively unfamiliar in the country, and national standards still do not allow the introduction of revolutionary measures in hotel marketing strategies. In this sense, the present study can be considered a kind of innovation in hospitality science, outlining certain guidelines for implementing this trendy service in Bulgarian tourism practice.*

Keywords: subscription, subscription-based service, digital nomads, hospitality, Bulgaria

Introduction

Digital nomads represent a specific market segment, whose primary needs are related to ensuring amenities for their makeshift office and a stable Wi-Fi connection. As representatives primarily of the youth target group, they make full use of all the conveniences of technology and cannot experience maximum satisfaction from their travels if deprived of its presence. As consumers of tourism services, shaping the modern face of global tourism, digital nomads are creating new trends in travel demand and supply. Businesses are focusing on creating special and innovative products that meet the market challenges and the contemporary consumer’s new demands. Thus, subscription-based services are emerging in the hospitality industry, considered an innovation and a new trend in tourism offerings. This service is of particular importance for attracting digital nomads, who are known to influence the consumption habits of other travellers by promoting tourist destinations and attractions on social media and personal travel blogs. The circumstances outlined so far sufficiently justify the importance and relevance of the research subject of the present study.

The research question is whether and to what extent this innovation has a future for development in Bulgaria, and whether the hospitality sector will be able to increase its

competitiveness in the tourism market. The research aims to determine whether Bulgarian standards allow and permit the implementation of subscription-based services in Bulgarian hospitality, and based on this, to outline directions and proposals for the future development of the service as a key competitive advantage for the hospitality business.

The main authors' hypothesis is that subscription-based services are a promising market niche and possess significant potential for optimizing occupancy in Bulgarian hotels. However, this potential can only be fully realized if the needs of global nomads are properly identified, and an effective marketing strategy at the corporate level is developed to attract them through the offering of subscription-based service programs.

Literature review

Digital nomadism is a phenomenon that has attracted the attention of several researchers in the field of tourism in recent years, especially after COVID-19, the increase in remote work, and the rise of the home office. However, there is still no universally recognized definition of the phenomenon, and much of the specialized research has focused more on the lifestyle of digital nomads rather than on the mobility practices related to work performance (Hannonen, 2020). The term "digital nomad" was first mentioned in the eponymous book by David Manners and Tsugio Makimoto in 1997. It is considered a "*symbol of a new lifestyle in which people are freed from constraints of time and location, thanks to the progress of mobile intelligent devices and high-speed communication networks*" (Makimoto, 2013, p. 1).

In the academic literature, the study of global nomads focuses on several key areas: work-life balance (Bozzi, 2024; Sánchez-Vergara et al., 2023), lifestyle (Chevtaeva & Denizci-Guillet, 2021, Luise, 2022), economic potential (Tyutyuryukov & Guseva, 2021; Lazarević – Moravčević et al., 2024), and tourist motivation and behaviour (Zhou et al., 2024; Christiansen et al., 2023). The extant literature reveals the essential characteristics and features of digital nomadism and its contribution to the development of tourism worldwide. New approaches to offering services are emerging to attract this unique market segment in the hospitality industry, representing a distinct evolution of loyalty programs and a modern strategy for unlocking occupancy growth.

Subscription-based services are designed to maintain user engagement by providing access to exclusive products and services in exchange for periodic payments of a specified fee (Tyagi & Bolia, 2024). A travel subscription model allows hotels and other accommodation providers to generate additional revenue from their operations and impacts the development of the tourism sector by creating brand loyalty, generating quick income, personalizing services, increasing consumer value, attracting affluent customers, and boosting capacity (uGO.travel, 2022).

At present, scientific research on subscription services in travel and hospitality is extremely scarce. However, information on the topic is available on the websites of numerous non-specialized and specialized platforms, such as *Euromonitor*, *Alexsoft*, *Hospitality Technology*, and others. All of them define subscription-based services as a specific business model and a new trend in tourism supply. Many websites discuss specific examples of subscription programs, often noting that subscriptions in hospitality are closely linked to the rise of digital nomadism.

Considering the review of specialized literature and everything discussed so far, we can derive a working definition of the hospitality subscription-based model in the context of digital nomadism. For the purposes of this study, we define the model as *the creation and offering of goods and services to freely satisfy the need for personalized experiences, aimed at a specific market segment with a different lifestyle and a strong reliance on information and communication*

technologies. The implementation of a subscription model in hospitality is a comprehensive process, which is discussed in more detail in the following paragraphs.

Methodology

The current study is based on previous research by the authors on digital nomads in Bulgaria. Defining their profile forms the foundation for the successful creation and implementation of a subscription service model in Bulgarian hospitality. In the context of the main research hypothesis, an online survey was conducted between August 2024 and January 2025 among tourists who identify as digital nomads and have visited Bulgaria at least once in the past two years. A total of 163 Bulgarian citizens and 117 foreign respondents participated in the survey (N=280). The analysis of the results was conducted using the statistical software SPSS, utilizing measures of central tendency. The main goal of the survey was to develop a profile of the digital nomad in the destination, analysed according to four main categories of characteristics: financial (economic), social, psychological, and working characteristics.

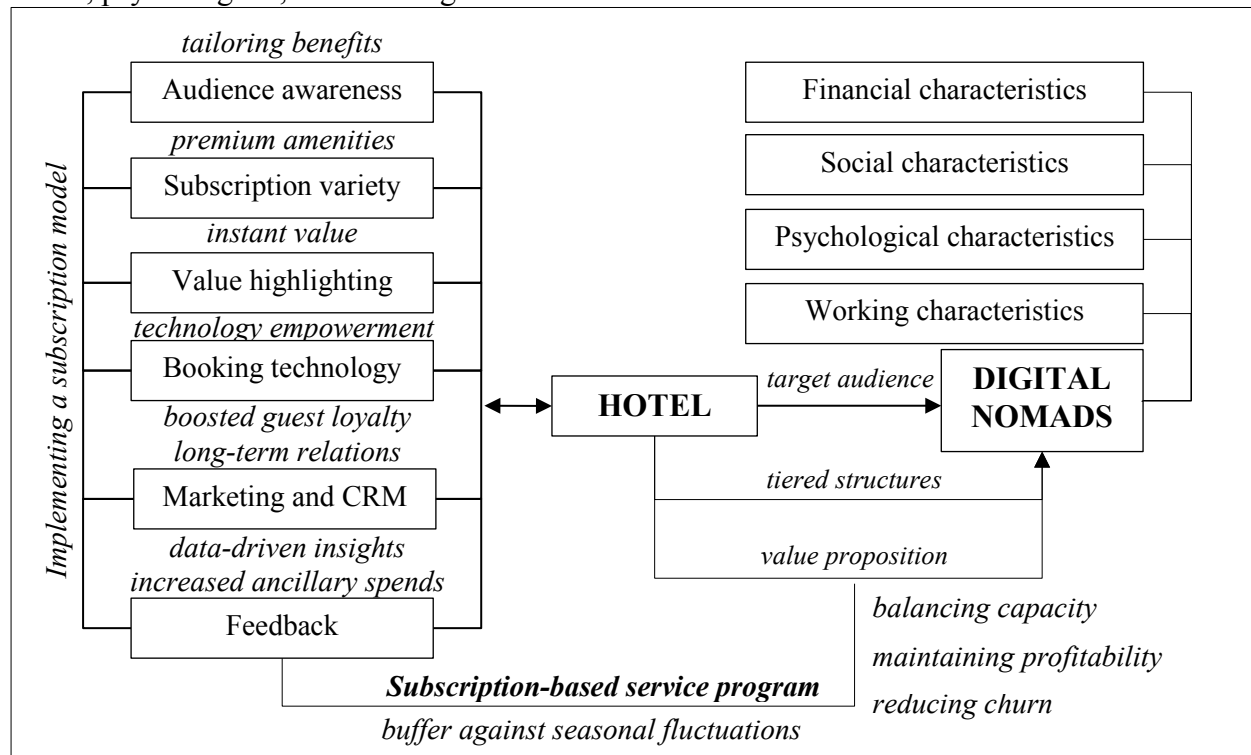


Figure 1. Process of implementing a hospitality subscription-based service model for attracting digital nomads

Source: Authors' own contribution.

The key activities involved in the creation and implementation of the subscription-based service model in the hospitality industry were preliminarily assessed in terms of their importance and impact by three hotel managers in Bulgaria—two managing 5-star hotels and one managing a 4-star hotel. The results of their assessments were derived and presented using the Delphi method. Additionally, the interviewed managers assessed the potential of the youth tourism market in Bulgaria and, based on this, made forecasts for the future application of subscription-based services. The analysis of the results was conducted according to the principles of Q-methodology,

with the responses selected by the authors and evaluated by the interviewees using a 5-point scale: -2/-1/0/1/2, where (-2) defines the statement as absolutely irrelevant and (2) as absolutely relevant. Based on these findings, a model for creating a subscription-based service program is presented. In the context of the highly pronounced seasonality of tourism in Bulgaria, the model aims to address issues related to balancing capacity, maintaining profitability, and reducing churn. Naturally, accommodation takes a central place in the proposed model. While the right side of the model features digital nomads as the target market segment, the left side systematizes the steps required for the successful creation of a subscription program. The application of the model could be successful and effective if various tiered structures are developed - i.e., different levels of the subscription model based on functionality, complexity, variety, and service price. This means that the tiered structures are inextricably linked to the unique value of the product offered.

Results and discussions

One significant difference between Bulgarian and foreign digital nomads is the significantly higher purchasing power of foreigners. It is noteworthy that in both groups, digital nomads are predominantly female. Both segments are relatively well-educated, with almost no individuals having only primary education. Among Bulgarian digital nomads, there are also two individuals with PhD degrees. Given the nature of their lifestyle and work life, the majority of digital nomads in both groups do not have children.

Table 1. Demographic characteristics of digital nomads in Bulgaria

Key characteristics	Bulgarians	Foreigners
Gender	65% female; 35% male	54% female; 46% male
Age	54% aged between 18 and 29 y.o.	62% aged between 18 and 29 y.o.
Education	42% secondary education; 32% higher education	63% secondary education; 23% higher education
Family status	46% in a relationship without children	46% in a relationship without children
Personal income	43% - €767 - €1023	42% - €1001 - €1500
Social status	33% year-round working and studying	46% year-round working and studying

Source: Authors' own research.

The main motive for choosing Bulgaria as a destination for their last trip among both user groups is the hospitality of the local population. Another important factor is the low prices of products and services, including those related to tourism (34% of Bulgarians and 22% of foreigners).

Table 2. Main motives for choosing Bulgaria as a destination for workation (%)

Motive	Frequency		Percent		Valid percent		Cumulative percent	
	BUL	FOR	BUL	FOR	BUL	FOR	BUL	FOR
participation in various activities	4	19	2,5	16,2	2,5	16,2	2,5	16,2
local hospitality	69	32	42,3	27,4	42,3	27,4	44,8	43,6
destination safety and security	2	7	1,2	6,0	1,2	6,0	46,0	49,6
tourist product low prices	56	26	34,4	22,2	34,4	22,2	80,4	71,8
calm atmosphere	1	21	0,6	17,9	0,6	17,9	81,0	89,7
quality of the service	1	2	0,6	1,7	0,6	1,7	81,6	91,5
attractive culture and traditions	9	5	5,5	4,3	5,5	4,3	87,1	95,7
favourable climate	21	5	12,9	4,3	12,9	4,3	100,0	100,0

Source: Authors' own research.

Significant differences between respondents are observed regarding other factors: Bulgarians choose domestic travel due to the favourable climate, which allows for various activities throughout all seasons (13%), whereas most foreigners are not influenced by this factor. Notably, the perception of safety and security at the destination is more prevalent among foreigners (6%) compared to just over 1% among Bulgarians.

The distribution of positions according to the ordinal scale in the question regarding the level of satisfaction with the offerings in the destination is descending, i.e., from the highest to the lowest level of satisfaction. In this context, the lower the average value obtained for each element of the offering, the greater the satisfaction the digital nomads have derived from their consumption.

Table 3. Overall satisfaction with the offerings in destination Bulgaria

Service	<i>Valid</i>		<i>Missing</i>		<i>Mean</i>		<i>Median</i>		<i>Mode</i>	
	BUL	FOR	BUL	FOR	BUL	FOR	BUL	FOR	BUL	FOR
transport	163	117	0	0	3,00	3,50	3,00	4,00	3	4
accommodation	163	117	0	0	2,77	2,47	2,77	3,00	2	3
food & beverage	163	117	0	0	3,23	2,38	3,00	3,00	3	3
nightlife	163	117	0	0	2,87	2,26	3,00	4,00	3	4
casino and gambling offer	163	117	0	0	2,95	3,43	3,00	4,00	3	4
alcohol, sex, and drugs	163	117	0	0	2,83	3,28	3,00	3,00	3	3
offer of cultural events	163	117	0	0	1,82	2,02	1,00	1,00	1	1
attractions	163	117	0	0	1,76	2,02	2,00	1,00	1	1
Wi-Fi connection	163	117	0	0	2,66	2,36	3,00	2,00	3	1
youth life	163	117	0	0	1,94	2,74	2,00	3,00	1	3
safety and security	163	117	0	0	2,83	3,07	3,00	3,00	3	3
rates and offers	163	117	0	0	3,26	2,56	3,00	3,00	3	1
hospitality of locals	163	117	0	0	2,13	1,56	1,00	1,00	1	1
social responsibility	163	117	0	0	2,84	2,96	3,00	3,00	3	3
flashbacking	163	117	0	0	2,83	3,64	3,00	4,00	3	3
digitalization	163	117	0	0	2,75	3,37	3,00	3,00	3	5
accessibility	163	117	0	0	2,00	3,17	2,00	3,00	2	3
information availability	163	117	0	0	1,82	3,16	2,00	3,00	2	4
travel agencies offer	163	117	0	0	2,12	2,49	2,00	2,00	2	1
infrastructure quality	163	117	0	0	1,60	2,12	1,00	1,00	1	1
originality of activities	163	117	0	0	1,00	1,79	1,00	1,00	1	1

Source: Authors' own research.

Legend: 1-completely satisfied; 2-satisfied; 3-neither satisfied nor unsatisfied; 4-unsatisfied; 5-completely unsatisfied

For Bulgarians, the elements with the lowest average values are: cultural events (1,82), attractions (1,76), youth life (1,94), availability of information (1,82), infrastructure quality (1,60), and originality and authenticity (1,56). All of these tend to fall between mode 1 and mode 2, corresponding to the responses “completely satisfied” and “satisfied.” A consensus is observed between both groups regarding only two elements of the offerings in Bulgaria. Among foreigners, the lowest (and most positive) values are for the hospitality of the locals (1,56) and the authenticity of the destination (1,79). For the remaining evaluated services, the mode is mostly 3 or 4, corresponding to the responses “neither satisfied nor unsatisfied” and “unsatisfied,” respectively. For one of these aspects, foreigners even confirm mode 5, indicating complete dissatisfaction with the level of digitalization in the destination. Notably, when it comes to the quality of infrastructure, which is considered one of the key challenges in the development of Bulgaria as a tourist destination, the mode of responses for both groups is 1, indicating a high level of satisfaction. This

shows that, contrary to their nature, digital nomads prioritize the experience and emotions during their stay over the technical aspects of the destination.

Nevertheless, both groups identify communication connectivity (e.g., Wi-Fi, internet and cell phone usage) as one of the key factors determining the attractiveness of the destination and facilitating travel decisions. Digital nomads clearly prefer a destination that matches their standard of living (52% among Bulgarians and 65% among foreigners, respectively).

Table 4. Content elements of a preferred destination (%)

I prefer a destination based on:	Strongly disagree		Disagree		Neither agree nor disagree		Agree		Strongly agree	
	BUL	FOR	BUL	FOR	BUL	FOR	BUL	FOR	BUL	FOR
telecommunication systems available	1	20	4	10	15	22	74	38	6	10
artistic architectural features to visit	1	2	1	2	39	12	22	22	38	62
local foods and authentic cuisine	0	1	0	1	15	5	53	26	32	67
special events or festivals to attend	1	5	6	3	22	25	34	18	37	49
climate being	0	5	0	8	6	15	45	33	49	39
nightlife	18	3	26	2	29	35	10	25	17	35
shopping facilities	4	5	17	8	38	50	28	26	23	12
its cost of living	0	1	0	3	9	13	39	18	52	65
advertisement trough TV/online services	1	1	1	2	82	7	7	76	9	14
advertisement trough social media	1	18	1	12	11	16	21	50	66	4
word of mouth from friends and family	1	3	8	3	59	21	14	12	18	61
access to online, mobile travel booking	0	0	0	9	1	15	35	35	64	41
its reputation	20	10	13	18	34	15	15	43	18	14

Source: Authors' own research.

Based on the results discussed, we can formulate several key conclusions:

✓ The profile of a digital nomad in Bulgaria can be defined as a young and educated individual with relatively low to medium purchasing power, seeking tranquility and having an affinity for networking, socializing with the host community, and a natural curiosity about local customs, traditions, and history. This profile almost entirely overlaps with those already established in the scientific literature, where the multinational background of digital nomads has been studied in detail. They are individualists who tend to immerse themselves in foreign cultures and ways of life (Chevtaeva & Denizci-Guillet, 2021).

✓ Bulgaria creates favorable opportunities for combining a workation with various activities, depending on the individual preferences and travel motivations of digital nomads;

✓ The online presence of the destination is an important factor in travel decision-making. The availability of resources and the need to provide complete and accurate information (which is essential for tourists before and during their stay) are perceived as competitive advantages. However, the assessment of digitalization as an element of Bulgaria's tourism offering is rather unsatisfactory. The average rating among foreign visitors is 3,37, leaning toward "unsatisfied," with a mode of 5 (the most frequently selected response: "completely unsatisfied"). Among

Bulgarian tourists, the average rating is 2,75, with a mode of 3 - both corresponding to the neutral response “neither satisfied nor unsatisfied.” The results confirm the authors’ hypothesis that to attract digital nomads, Bulgaria should first accurately identify their needs and create favorable conditions for their workation year-round, in the context of market convergence and the provision of digital consumer products (Makimoto, 2013);

✓ Foreign visitors have a very high level of satisfaction with the Wi-Fi connection in the destination. This is likely one of the main reasons why Bulgaria is a preferred destination for digital nomads, as, in 2024, the country is considered to be among the top 10 in the world for fastest broadband internet speeds (World Population Review, 2024).

In destinations where digital nomadism is widely prevalent, a diverse range of services is available to fully meet the needs of this specific market segment. Remote work is becoming a tool for enhancing the tourism offering and establishing a new supply culture, focused on long-term user engagement and overcoming the challenges of the tourism market during turbulent times. Subscription-based services are an emerging global trend; however, in Bulgaria, this concept remains unfamiliar. Most hotels still rely on traditional loyalty programs, which fail to address issues related to unused capacity and long-term revenue management. To determine the feasibility of implementing a subscription-based service strategy in Bulgaria, we consulted three hotel managers with extensive experience.

Table 5. Importance and impact assessment of the key activities in the implementation of a subscription-based services model in Bulgarian hospitality sector

Key activity	Importance			Impact		
	Significant	Neutral	Insignificant	Positive	Neutral	Negative
audience awareness	X			X		
subscription variety		X		X		
value highlighting	X			X		
booking technology		X		X		
marketing and CRM	X			X		
feedback usage		X		X		
following the example of pioneers			X		X	

Source: Authors’ own research.

The only step that, according to the interviewed managers, is not considered particularly important for implementing a subscription-based service program is following the example of pioneers. This is explained by the fact that the Bulgarian reality is “different,” meaning that the destination has its own peculiarities. In this sense, subscription programs should reflect the specific characteristics of both the hotel itself and the socio-cultural and economic environment of the particular tourist location. The profile of digital nomads in the country should also not be overlooked. All of this means that the subscription program could include unique services that go beyond the boundaries of traditionally established global offerings. All key marketing activities related to the development of the program are of strategic importance. Understanding the key characteristics and features of the target market segment is essential, as it will help tailor the services and benefits for both the hotel and the customer. Here, hotel managers and marketing specialists should focus on emphasizing the value for the customer in its two main aspects: value as the price of the offered service and value as the degree of usefulness of the service for the guest. Marketing and CRM are particularly important in the process of delivering and promoting the program, and later for maintaining its competitiveness. The interviewed managers are adamant that

all activities involved in the creation and implementation of the subscription program will have a positive impact, even though they do not attach as much importance to some of them. The explanation for this lies in the belief that certain steps are more important and should be carried out urgently. For example, enriching the product portfolio with subscription services and creating specialized booking technology can be done at a later stage. In other words, these are more ways to refine the service and ensure its long-term competitiveness. The successful introduction of subscription-based programs in the country could happen if three important conditions are met:

1. The hotel considers all the local characteristics of the destination, including the low and peak seasons, as well as the specific resources that define the areas' specialization in certain types and forms of tourism (e.g., summer seaside and winter mountain vacation tourism, festival tourism, art and craft tourism, etc.). The specifics of the tourist location, including its natural and anthropogenic features, can serve as inspiration and become a key motivational factor for choosing the destination. In this context, the role of hotel chains is crucial, as they manage properties in different regions of Bulgaria, creating opportunities for workation throughout the four seasons of the year. Given that a large portion of digital nomads are self-employed and work as digital content creators, offering services related to tourism and leisure can significantly expand the product range of subscription programs. In addition to accommodation, short excursions or visits to various sites can be included, which will not only increase consumer value but also benefit digital nomads who manage their own or others' travel blogs or explore different destinations as influencers. This offering can be developed in alignment with the tourist regions of Bulgaria.

Table 6. Subscription services for the Bulgarian hospitality sector according to the tourist regions of Bulgaria

Tourist region	Specialization	Services to be included in the subscription program
Rila-Pirin Tourist Region	Wellness and SPA; mountain tourism	wellness programs; skiing, hiking, trekking; wine degustation
Bourgas Black Sea Tourist Region	sea, coastal, and cultural tourism	climate therapy; sea-sun-sand programs; ecotourism routes; gastronomic and festival tourism experiences
Varna Black Sea Tourist Region	sea and sport tourism	recreational services; wine degustation; MICE and ecotourism experiences
Stara Planina Tourist Region	recreational and rural tourism	hiking; mountain biking; speleology (caving); art and craft tourism experiences
The Valley of Roses Tourist Region	health and cultural tourism	medical services; historical sightseeing; ecotourism; art and craft tourism experiences
Trakia Tourist Region	cultural and wine tourism	religious tourism; archeological tourism; wine degustation; rural and agricultural tourism experiences
Danube Tourist Region	cultural and cruise tourism	boat trips on the Danube river; pilgrimage tourism; religious tourism experiences
Rhodopes Tourist Region	mountain and rural tourism	ecotourism; medical, SPA, and wellness tourism; religious and pilgrimage tourism experiences
Sofia Tourist Region	cultural and MICE tourism	cultural and religious tourism; health tourism; congress and festival tourism experiences

Source: Authors' own research.

2. The hotel considers all the specific characteristics of digital nomads as a distinct market segment and makes efforts to maximize the satisfaction of their needs at minimal cost. In this context, the role of individual hotel properties is crucial, as they offer unique amenities and services (such as galleries, coworking spaces, high-speed Wi-Fi, internet connectivity, relaxation zones, laundry services, pet-friendly accommodations, and more). Given the young age of most digital

nomads in Bulgaria and their preference for destinations with a strong online presence and social media advertising, Bulgarian hotels should apply specific, targeted micro-targeting strategies for this market. This segment can be reached through specialized online campaigns and by enhancing the CRM database with the use of cookies, which intelligently analyze and systematize the preferences of global nomads, as well as the specifics of their lifestyle and work habits. The hotel considers its competitive advantages (such as specific services, convenient location, quality of service, price-quality ratio, etc.), emphasizing them and creating effective advertising for its subscription-based service program.

Research indicates that Bulgaria is a recognizable destination for digital nomadism, which increases the opportunities for implementing subscription programs, considered a product innovation in the hospitality industry. This view is also supported by the interviewees.

Table 7. Assessment of Bulgarian youth tourism market potential

Statement	-2	-1	0	1	2
The degree of elasticity of tourist demand in Bulgaria is high				X	
Bulgaria is a recognizable destination for youth tourism and “nomadic” activities					X
The price-quality ratio of the tourism product is optimal				X	
The destination's tourism product is competitive				X	
The tourism market in Bulgaria is diverse			X		
Bulgaria has a positive image as a destination for international tourism		X			

Source: Authors' own research.

At its current stage of development, the youth tourism market in Bulgaria is evolving optimally. However, changes in product prices and tourists' incomes impact tourist demand. This indicates that Bulgaria still lacks a highly differentiated tourism product, even though it is considered significantly competitive. The interviewed managers believe that subscription-based services could enhance the diversity of Bulgarian tourism offerings, particularly in youth tourism. By attracting digital nomads, the subscription-based service model in Bulgarian hospitality could lead to various positive outcomes for the sector. Enhancing offerings with unique experiences and exclusive deals tailored to the age and needs of digital nomads will help foster customer engagement and encourage long-term subscriptions. Hotels could also ensure occupancy during seasons with typically lower tourist flows. With a subscription program, the Bulgarian hospitality sector can achieve market differentiation, boost guest loyalty, and open a new revenue stream. Furthermore, hotels could form successful partnerships with other primary providers of tourism products, integrating services from travel agencies, car rental companies, transportation providers, and transfers into their subscription programs. The primary goal is to pool resources and efforts to stimulate year-round tourism in the destination and create a comprehensive tourism product at an affordable price.

Conclusion

Bulgaria's tourism potential offers opportunities for practicing nearly all modern types and forms of tourism, providing the foundation for year-round tourism development. As a valuable human resource for advancing global citizenship, global nomads are driving new trends in tourism demand and consumption, posing challenges and presenting alternatives for destinations and the hospitality sector. Bulgaria is still slowly progressing toward being recognized as a typical destination for digital nomads. However, with strategic corporate management and the effective use of available resources, the Bulgarian hospitality sector could successfully implement subscription-based service models. While

a few years ago, the country's tourism industry overlooked nomads as a specific market segment, today, the opposite trend is emerging. The characteristics of young digital nomads - low purchasing power, diverse interests, and an orientation toward local culture - that were once seen as unprofitable, have now been transformed into tools for overcoming the negative effects of globalization and creating alternative tourism experiences. This study aims to contribute to expanding research on an important topic in modern tourism by emphasizing the attraction of a specific market segment in Bulgaria through innovation in the hospitality product. The research can be further developed by creating specialized thematic subscription programs for various hotels in Bulgaria, tailored to the region's specialization and the unique features of their amenities. The main challenges and limitations of this study stem from the lack of sufficient academic literature on subscription-based services and the inability to compare the obtained results with those of other scholars and researchers. The topic remains relatively unfamiliar in Bulgaria, which required additional and detailed explanations when introducing the interviewed hotel managers to the subject matter.

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