Research Article

The Emerging Workcation Trend in Indonesia: A Preliminary Study on the Demographic Profiles, Motivations, and Experiences of Workcationers

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Abstract

This study investigates the trends of workcation in Indonesia, and the motivations and expectations of workcationers. Workcation is a new way of working that has gained momentum globally, including in Indonesia, particularly since the COVID-19 pandemic. However, research on the workcation trend involving Indonesian workers is limited, if not non-existent. Thus, this study aims to identify the profiles of those who adopt this work style, their motivation, preferences, and experiences. The data in this paper were drawn from an online survey and interviews with workcationers. We use a mixed method and adopt the New Ways of Working (NWW) approach to the sociology of work to provide new insights into the emerging workcation trend in the digital age. The findings show that Indonesian workers who adopt this work style are mostly millennials employed in the formal sectors and earn above the regional minimum wage. They believe that workcation can improve well-being and productivity. However, this trend has drawbacks for workers, such as alienation due to a low sense of belonging, depression, and work-life imbalance. Based on these findings, we propose some relevant social policy responses.

Keywords: *New Ways of Working; Workcation; Flexible Workplace; ICT; Work; Tourism*

INTRODUCTION

The workcation trend has drawn attention in Indonesia in recent years due to the increasing number of foreign digital nomad population. Bali, for example, has become one of the world's digital nomad hotspots (Haking, 2018), with about 5,000 digital nomads in 2019 (Statista, 2021). This number is the highest in Southeast Asia, comprising digital nomads from the United States, Germany, and the Netherlands that have already joined the digital nomad community (Haking, 2018). The question remains whether Bali is a hotspot only for foreign digital nomads or also for Indonesians. Due to the travel restriction for international tourists during the COVID-19 pandemic, the workcation trend rose among Indonesian workers. The workcation lifestyle was introduced by the Ministry of Tourism, Indonesia, to help the survival of the tourism sector during the pandemic and allowed workers some flexibility. However, no research has examined the workers' engagement.

This research aims to discover the practices and inform social policymaking on the new way of working (NWW) among Indonesian workers. This paper adopts the NWW key concepts to gauge insights from the emerging workcation trend, which covers the nature of the work and the potential problems arising from the workstyle as seen from the workers' experiences. This paper first presents the workcation trends at the global and national levels, followed by the workers' profiles and experiences, i.e., the advantages and disadvantages of workcation. The findings capture the characteristics of workcation based on the online survey. This study's findings can provide a snapshot for the government so that they can formulate strategic responses. On a practical level, the finding provides relevant information to employment practices in the tourism sector.

Workcation Trend in Global Context and Indonesia

In the past decades, the world of work has changed by globalisation, the increased flexibility in work and employment, the digitisation of work processes, and the individualisation of employment relations (Ajzen, 2021: 207). The advancement of technology has changed our lives in every manner possible, including in the workplace. Over the last decade, digital web-based labour platforms such as *PeoplePerHour, 99designs, Workana, Freelancer,* and *Guru* have grown exponentially, with over 1.4 million people subscribing (ILO, 2021). Workplace communication technologies such as *Zoom, Microsoft Teams, Slack, Webex, Google Chat,* and *Workplace from Meta* have made remote working possible (MIO Industry, 2019). These trends show that the Internet substantially impacts how, why, where, and when individuals work (Baloh & Trkman, 2003). Accordingly, the ways of working are now shifting, with many opting for NWW. The premise is that, with a flexible working environment and information technology, employees should be able

to work regardless of time or location (Barth & Blazejewski, 2021: 278). With this in the backdrop, workcation emerged, blurring the lines between work and personal lives (Pecsek, 2018: 11). However, some believe it is an epitome of work-life intersection (Arena & Hussenot, 2021: 388).

Work is increasingly seen as a part of a lifestyle, so workers are inclined to choose their work environment based on leisure preferences than professional circumstances (Hensellek & Puchala, 2021: 195). Remote work is becoming popular for various reasons, such as improving work-life balance (Haking, 2018). The term 'workcation' is derived from 'work' and 'vacation', resulting from technological advancements in the workplaces that have made remote working possible (Pecsek, 2018). The distinction between work and personal space has blurred in the digital era, especially in tech-based companies. The remote working allowance encourages employees to work not only from their homes but also from tourism spots. This new workspace setup requires facilities such as high-speed Internet, computers, smartphones, a conducive atmosphere, and refreshments. This new arrangement has altered workers' social characters and led to the emergence of new spaces that blend living, learning, working, and leisure (Waters-Lynch & Duff, 2021:134).

The workcation concept first emerged in the United States and Europe, resulting from the rapid development of the information and communication technology (ICT) systems (Yoshida, 2021:19). Soon, it spread globally and peaked in the implementation of remote working during the COVID-19 pandemic. Government policies mandated companies to implement work-from-home (WFH) arrangements since the beginning of the outbreak in 2020. In July 2021, the tourism minister launched the *Work From Bali* (WFB) campaign to encourage workers to work from tourist destinations in Indonesia (Kemenparekraf, 2021). Bali became the flagship because it is a renowned destination globally. The initial target was foreign tourist workers, but the WFB promotion shifted the market to Indonesian workers due to the international travel restriction.

Workcation has transformed the Bali tourism landscape, and the WFB campaign has boosted the growth of hotel occupancy in Bali from 5.23% in July 2021 to 30,67% in December 2021 (BPS Provinsi Bali, 2022b). Workcation packages from tourist accommodations in Bali—with a scenic view of nature from the hotel or camp—became a popular choice during the large-scale social restriction (PSBB). The new way of working spurred the emergence of adaptive workplaces and co-working spaces supported by a technology infrastructure, which is akin to the workcation concept (Matsushita, 2021:215), i.e., flexible working conditions (Demaj et al., 2021: 233), mobile (Hensellek & Puchala, 2021: 199), and connected to the Internet (Gede et al., 2021:382; Haking, 2018:10; Mulyana et al., 2020: 183-184; Pecsek, 2018:3; Sousa-Uva et al.,

2021:1-2). This trend changed the tourism industry in Bali. They adapted by providing facilities and human resources that support workcationers.

The reasons Indonesian workers take workcation in Bali during the COVID-19 pandemic may vary, such as to reduce stress, improve well-being, and increase productivity from the different work experiences. However, like any other lifestyle, there are advantages and disadvantages. On the one hand, workers may achieve work-life balance and improve well-being, resulting in enhanced performance and productivity (Antoine, 2021; Sousa-Uva et al., 2021; Hensellek & Puchala, 2021:204). The different work modes—concentration work, collaboration, learning, exchange, and networking—often require different physical configurations (Heinzel et al., 2021:84), and flexible working arrangements can provide this. On the other hand, workcation may also have a social impact, such as reduced satisfaction and well-being due to physical distance, which often leads to a low sense of belonging and alienation (Golonka, 2021:104). In terms of time flexibility, this lifestyle potentially leads to a less typical hierarchically-organised working environment (Hensellek & Puchala, 2021:203) and may even force people to work longer hours (Demaj et al., 2021).

Past studies on workcation have identified the general features of workers (age group and occupation) who adopted it but did not elaborate in more detail (such as marital status, education background, employment status, years of working, and monthly income). Studies have also covered Europe, the US, and Japan. In Indonesia, studies have involved international workers but not Indonesian workers. In addition, personal motivations and workers' experiences when taking workcation have not been identified. Therefore, this article aims to fill the gap and inform policy-making regarding employment and the tourism sector in response to the rising workcation trends.

This study's novelty is identifying workcation trends among Indonesian workers and its potential problems to be addressed by governmental policies. This study provides a snapshot of Indonesian workers' profiles, motivations, and experiences during their WFB, which can help identify potential problems and solutions. On a practical level, the findings will benefit Balinese provincial government by providing perspectives on how to adapt to the changing market. For example, the tourism sector can use the findings from a readiness criteria perspective. Previous studies involving the domestic market have not presented much information on the profiles, experiences, preferences, and potential problems. With more comprehensive information, stakeholders in the tourism sector can formulate strategies to enhance user experience and collaborate with other sectors to strengthen the tourism ecosystem. The findings can also inform the management of human resources to meet the demand of the emerging market.

Literature Review

New Ways of Working (NWW)

The term 'new work' was coined in 1980 by a Stanford professor, Frithjof Bergmann (Fleissner, 2007). The 'new work' paradigm allows individuals more flexibility and job involvement. The concept of new ways of working (NWW) was a drastic shift from the office-bound business culture of the early 20th century. It began with mobile work, desk sharing, flexible workplaces, videoconferencing, and reduced workloads by automating work procedures through digitalisation. Previous research reveals that the formation of NWW means a radical shift in work environments. However, not all companies subscribe to this. Some remain using systems that have existed for decades, such as a hierarchical structure, office-based work, and paper-based administration.

In March 2020, the COVID-19 pandemic changed the game by forcing the implementation of remote-work (ILO, 2021). The global health crisis challenged the status quo (Mukherjee, 2021) and tested people's ability to adapt. Remote working has become the best option globally, enabled by digital technologies that allow workers to communicate via text, audio, and video call (Kicheva, 2021). The pandemic also challenged the assumptions about how people live and work. Companies worldwide have not only extended their remote-working policies but also considered a broader shift towards remote-work models to support employee productivity and well-being (Hermann & Paris, 2020). In Spain, 88% of the companies implemented remote work during the pandemic (Kicheva, 2021). In the US, the number was between 39% and 43% (Kicheva, 2021). In Japan, 4,052 full-time employees shifted to remote work (Tahir, 2021).

NWW has also redefined work and employees' expectations. Satisfaction and retention are now a priority. A flexible work schedule offers a unique perspective. The focus is not on when people work but on achieving key performance indicators and meeting deadlines. This shift rejects the conventional employment culture of working hours, hierarchy, and bonuses in favour of lifestyle and entrepreneurial spirit (Arena & Hussenot, 2021). Individuals form new cooperation habits and monitor progress by utilising communication media and coworking spaces. Aside from a shift in time, the way the workspace is viewed has also changed. Employees may complete their tasks from home, in co-working spaces, and in cafés to perform remote work arrangements. These spaces emerge from labour recapitalisation and an adaptation to the mobile and unbound NWW, so these locations need to be investigated to comprehend employment in the digital era (Leclercq-Vandelannoitte, 2021).

Workcation in NWW Context

Workcationers often choose popular tourist attractions, accommodations, and other facilities with a supportive ambience. Although the trend is rising, theoretical frameworks in this area are lacking, so there has not been much research (Pecsek, 2018). Workcation developed from the increase in telecommuting and was popularised in major European and American news outlets in the early 2010s (Takahashi, 2021; Yoshida, 2021). Meanwhile, in Japan, workcation refers to remote locations dedicated to full-time employees' training programs (Yoshida, 2021), such as Satellite Office Workcation, which adopted the term 'workcation' to attract IT firms (Yoshida, 2021). In Japan, organisations and official policies encourage workers to participate in workcations. Over time, the term diverged from its original concept.

The blend between work and leisure results from the blurred lines between work and leisure, also known as 'bleisure' or business pleasure (Pecsek, 2018). However, Weiss (2009) claimed that the intersection appears because employees decide to spend their spare time at work. Workcation can be taken by teleworkers (Sousa-Uva et al., 2021), tourists (Pecsek, 2018), or digital nomads (Bahri & Widhyharto, 2021; Wang, Schlagwein, Cecez-Kecmanovic, & Cahalane, 2020), nomadic workers (Putra & Agirachman, 2016), regular employees (Yoshida, 2021), and white-collar workers (Thompson, 2021). The practices often involve digital economics, such as web-based microtasks, location sharing, e-commerce, fintech, creative content, and digital self-marketing (Isbah & Darmawan, 2021).

RESEARCH METHOD

This study aims to discover the demographic and geographic profiles, motivations, perspectives, and experiences of workcationers to map the advantages and downsides. This paper uses NWW as an analytical method to explore the characteristics of Indonesian workcationers including their knowledge about work and whether it has changed, their work environment, well-being and productivity, and the use of ICT. This research is exploratory with a mix of quantitative and qualitative methods to explore and understand the rise of the workcation trend in Indonesia. The nature is exploratory because there has been little or no scientific understanding of the issue's groups, processes, activities, or conditions (Stebbins, 2001). A mixed method is used because it is flexible and offers comprehensive features to answer the research questions, find hidden and underlying facts, and capture the nature of workcation. The qualitative method covers literature review, digital ethnography on prior studies and interview with workcationers. The quantitative method used data from an online survey about the workcation trends. Data were collected from research articles and credible Internet sources such as government websites. These

80

include the number of tourist arrival in Bali and tourist accommodation facilities, among many others.

This study involves Indonesian workers who had taken workcations before. The workcation is working remotely with the help of ICT from Indonesian tourist destinations. According to Law No.10/2009 concerning Tourism, tourist destinations are located in one or more administrative areas with tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realisation of tourism activities. This research focuses on Bali as it is the most popular tourist destination. Data show that in 2019 (before COVID-19), the tourism sector contributed nearly 39% of total tourist arrival in Indonesia (BPS Provinsi Bali, 2022a). Bali is also popular among foreign digital nomads (The ASEAN Post Team, 2020). The research aims to discover whether this also applies to Indonesian workers.

Data were collected through digital ethnography adopted from Robert Kozinets (Kozinets, 2010) using online questionnaires. This research successfully distributed online questionnaires to 190 respondents with workcation experience from 22 to 28 July 2022. From 190 people, 82 respondents had taken workcation in Bali before. They shared their experiences during workcation by completing the online questionnaire, then some of the respondents were interviewed further. It should be noted that the number of respondents may not represent the total population, which remains to be known. Nevertheless, the findings can still illustrate the general trends.

This questionnaire consists of questions about demographic and geographic profiles of workers who had taken workcations, as well as their motivation. The demographic questions cover gender, age, domicile, occupation, employment status, average income, education, and marital status. The geographic profile questions related to the respondents' vacation preferences, type of working environment, ICT support, and mobility. The following questions were about their experiences during workcations in Bali and their insights about future employment. Various questions were used and standardised to collect qualitative and quantitative data, i.e., open-ended, and close questions, multiple choice, dichotomous, scaled, and pictorial questions. The questionnaire adapted questions from the nomadic report survey (Genki, 2021), Greater Tokyo Office Worker Survey during the COVID-19 pandemic (Xymax Real Estate Institute, 2020), Remote Work Survey (Deloitte, 2020), and Remote Working National Survey in Ireland (Whitaker Institute, 2022) —all of which are relevant to the NWW concept (Aaltonen et al., 2012).

This study uses a descriptive method to analyse the online questionnaire results and capture the demographic and geographic profiles. Subsequently, the findings are discussed against the backdrop of the global context. The findings can serve as a foundation for national and regional

governments' policymaking to capitalise on the growing workcation trends and contribute to employment and tourism sectors and the economy in general.

RESULTS AND DISCUSSION

a) The Demographic and Geographic Profile of Indonesian Workcationers

The first part of the survey was about the employees' workcation experiences in Bali. Of the 190 participants with workcation experience, 82 worked in Bali. Figure 1 shows that 54% of the respondents had been on workcation before the COVID-19 pandemic, 38% started during the COVID-19 pandemic, and 9% tried workcation before the COVID-19 pandemic, but they stopped. The numbers indicate that the number of workers who adopted workcation has grown, in line with the global trends. This could shape the future of employment and the tourism sector.
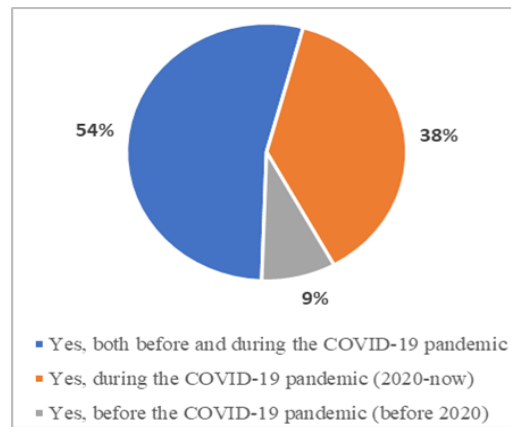

Figure 1. Percentages of Indonesian Workers with Workcation Experience in Bali
Source: Primary data processed by the author,2021

This study also uncovers the demographic profiles of workcationers in Bali. Table 1 shows the demographic and geographic profile. Of the 82 workers, the proportions of female and male workers were similar. Most of the workers were born between 1980-1994 (Gen Y/Millennials) (63,4%) and, followed by Gen-Z (25,8%). Most of them were unmarried. This finding is in line with the digital worker characteristics studied by MBO Partners, stating that the digital workers were predominantly Gen Y (33%), followed by boomers (26%), Gen X (25%), and Gen Z (16%) (MBO Partners, 2021). However, this finding is different from Pecsek (2018:6), stating that the workforce was predominantly Gen X. This shows that more and more young workers are engaged in remote working by leveraging ICT systems.

Workcation studies from Pecsek (2018), Yoshida (2021), Matsushita (2021), and Takahashi (2021) did not identify the profile in detail, so this paper aims to fill the gaps. Regarding education, workcationers in this study mostly had a bachelor's degree. Most were private sector em-

ployees and civil servants. Their employment sectors were mostly governmental institutions, ICT, hospitality and tourism, arts, entertainment, recreation, start-up, education, retail and whole-sale. This finding is different from a previous study showing that the foreign digital nomads mainly worked as web designers, language tutors, software engineers, virtual assistants, travel bloggers and freelancers (Hermann & Paris, 2020). Meanwhile, the study by Pecsek (2018) only mentions the occupations varied but not detailing the sectors or industries. The current study also identified that most participants were employed full-time with more than three years of work experience. Most earned between Rp 8.000.000 and Rp 18.000.000 and came from DKI Jakarta, West Java, or Banten.

Table 1. Demographic Profile of Indonesian Workcationers

Demographic Variables	Information
Gender	Female 50%; Male 50%
Age Group	Generation Y/Millennials (1980-1994) 63,4%; Generation Z (1995-2010) 25,8%; Generation X (1965-1979) 11%
Education	Bachelors (S1) 67,1%; Post-Graduate Education (S2-S3) 26,8%; High School (SMP-SMA) 6,1%
Occupation	Private sector employees 39.02%; ASN (PNS and PPPK) 28,05%; Entrepreneurs 8.54%; Freelancers 7,32%; Professionals 7,32%; State-owned company employees 7,32%; Others 2,44%
Employment Status	Employed full-time 74,39%; Contractual 10,98%; Self-employed 9,76%; Employed part-time 4,88%
Top 5 Fields of Work	Government 25,61%; Start-up 10,98%; Education, Hospitality and Tourism, Transportation, and logistics 8,54% each; ICT 6,10%; Finance, Research, Retail, Social Works 4,88% each
Years of Working	1 – 3 years 30,49%; >5 years 26,83%; 4-5 years 21,95%; and less than 1 year 20,73%;
Monthly Income	Rp <3.000.000 (9,76%)
	Rp >3.000.000 – Rp 8.000.000 (31,71%)
	Rp >8.000.000 – Rp 18.000.000 (42,68%)
	Rp >18.000.000 (15,85 %)
Top 3 Domicile	DKI Jakarta (29,27%); West Java (28.05%); Banten (12,20%)

Source: Processed by the author, 2021

b) Motivations and Working Preferences during Workcation in Bali

Workcationers have distinct working practices from office employees who are used to working from offices. Figure 2 presents the motivation to work from holiday destinations like Bali. These include flexibility, reduced daily stress, making the most out of business travel, boosting productivity and creativity, the ability to travel while working, and the work-life balance. This finding is in line with Pecsek's (2018) study, stating that workcation offers flexibility because people can work remotely while doing leisure activities. An Indonesian e-commerce employee we interviewed said:

> *"I enjoy working from Bali, working with beautiful scenery in nature setting with delicious food in front of me, instead of working from big cities which often had me stuck in long traffic jam that waste my time. I work from Bali to release stress and take advantage of my business travel from work". (Interview, August 2022).*

A freelancer who works in the education sector said:

> *"As remote working grows, people start thinking about mental health and work-life balance. So those things become the main topic in my circle. We thought that why didn't we work from tourist places. Workcation gave me great flexibility and I didn't see any negative sides of this work style since I value experience of leisure activities more than only to work. So, that's how I ended up workcation in Bali for 2 months during pandemic" (Interview, August 2022).*

Figure 2. Motivations to Take Workcation in Bali
Source: Primary data processed by the author

Meanwhile, Table 2 shows the respondents' preferences. Most enjoyed working outdoors, but some liked working from accommodations, local cafés and restaurants, and co-working spaces. This finding is in line with the study from Matsushita (2021), showing that a workcation resort in Higashikawa completed with work facilities was preferable. To be productive, work-

cationers generally went on workcation in short lengths one-to-two days or three-to-four days. Their preference in selecting the destination city depends on the ICT infrastructure because they need high-speed Wi-Fi/Internet and other digital facilities. Most respondents picked destinations in prime locations or near tourist attractions, which the necessary facilities supported. During their work, they relied on ICT tools and facilities. This finding is in line with the study from Hermann and Paris (2020), stating that employees on workcation can work practically anywhere, anytime, with the help of digital infrastructure and technological advancement. They are remote working utilising their laptop and smartphone, similar to the finding by Pecsek (2018), mentioning that devices such as mobiles, tablets and laptops connected to the Internet are mandatory. Some communicated via online chat or virtual meeting platforms, phone calls, and emails. Others used their company's ICT platform. An Indonesian government's employee said:

> *"The reason why I worked from Bali because I can choose diverse range of accommodations. I always looked for a place that made me comfortable. I would better off pay dearly for a good accommodation that offer work facilities such as good Wi-Fi, proper workspace, and culinary area in nearby. Even though I worked through WhatsApp and Google sheets, I didn't find any difficulties. I always happy when worked from Bali."* (Interview, August 2022).

Table 2. Preferences during Workcation in Bali

Categories	Preferences
Where to Stay	Hotel (32,1%); Resort/Villa/Cottage (19.3%); Relatives/Family house (15,6%); Guesthouse/ Co-living (13,3%); Apartment (9,2%); Airbnb (8,7%); Other (1,8%)
Where to Work	Working from outdoors (beach, forest, mountains) (31,3%); Working from accommodation (27,5%); a local café or restaurant (22,5%); co-working space (11,8%); work from somewhere else (6,9%)
Top 5 Work Facilities	Wi-Fi connection (15,7%), Electricity (15,3%); Laptop (13,9%); Smartphone (13,7%); Electricity Outlet (Charging station) (12,3%)
Length of Stay	3-4 days (31,7%); 1-2 days (22%); 1-2 weeks (19,5%); 5-6 days (13,4%); 2-3 weeks (4.9%); >1 month (8,5%)
Spending and biggest spending	>Rp 2.000.000 – R*p 5.000.000 (51.2%); < Rp 2.000.000 (17.1%); >Rp 5.000.000 – Rp 8.000.000 (13.4%); > Rp 8.000.000 – Rp 12.000.000 9.8%; > Rp 12.000.000 (8,5%)
	The biggest spending was on accommodation 41,5%; Entertainment (going to tourist attractions) (25,6%); Cuisines (18,3%); Transportation (14,6%)

Source: Primary data processed by the author, 2021

c) Advantages and Disadvantages of Workcation in Bali

The biggest difference between workcationers and general workers is that they often do leisure activities while working. Figure 3 shows that most of them spend their time outdoors joying the scenery from the beach, forest, and hills, while others love to explore local cuisine and hang out in cafés. Those leisure activities are considered the perks of workcation. An Indonesian government's employee said:

> "Every time I worked from Bali, it always made my happy and gave a good feeling. I love to work from indoor or outdoor café that has good Wi-Fi connection. From there, I can walk and explore to the nearest beach while working there to enjoy sunset." (Interview, August 2022).

Figure 3. Leisure Activities during Workcation in Bali

Leisure activities during workcation in Bali	Percentage (%)
Spend time outdoors (at the beach, in the forest, hiking)	33,2%
Culinary tourism	20.8%
Going to cafés and restaurants (hangout)	19,9%
Doing yoga, exercise, jogging	13,4%
Visiting cultural and historical places	12,7%

Source: Primary data processed by the author, 2021

As NWW, workcation effects are ambivalent for Indonesian workers observed in this study, as shown in Table 3 and Table 4**.** On the one hand, it provides greater flexibility, reduces work-related stress and positively affects their mental health, improves work-life balance, and increase productivity and innovation. On the other hand, flexibility in terms of space and time can also impact workers negatively. Flexible workplaces close to nature are often not supported by ICT infrastructure, which might reduce productivity. A previous study by Pecsek (2018) shows that workers are exposed to job stress and technological difficulties during workcation. Financing this workstyle can also be expensive, and people may have difficulty unplugging after work. Staying in a tourist destination while working also poses a dilemma—people may feel the pressure, so they cannot fully enjoy the vacation but cannot entirely focus on work either.

Another Indonesian government's employee said:

> "During workcation, I could arrange my time when to work and when to relax. However, there was always sudden work notification that sometimes I could not manage. When I was in Bali playing banana boat, suddenly my boss asked for the document revision. I feel a little bit annoyed by it, but I don't have a choice but to do it quickly. Soon after I sent the revision, I continued to play another water rides." (Interview, August 2022)

Then, private sector employee said:

"I joined the trip with my family and brought my work there. During workcation we can not control the quality of the work to meet our standard. Work revision during workcation is stressing me out. I cannot use my phone to do revision, so I had to open my laptop mean while I already left my laptop in my bag when we were supposed to enjoy the beach. So, I did the revision by the beach and my family was staring at me. It was not comfortable working while having vacation with family because we put aside quality time with them." (Interview, August 2022).

In contrast, an Indonesian e-commerce company's employee said:

"I personally loved workcation because it really refreshed me, and the idea worked from touristic places relaxed me more. However, I admitted that workcation was expensive and I spent more money than usual. In addition, I felt like more exhausted during on the way from home to workcation place vice versa." (Interview, August 2022).

Table 3. Positive Experience of Workcation in Bali

Advantages during Workcation in Bali	**Agree**	**Neutral**	**Disagree**
Workcation gives greater flexibility	87,8%	9,8%	2,4%
Workcation reduces work-related stress and affects mental health positively	86,6%	9,8%	3,7%
Workcation improves work-life balance	85,4%	11,0%	3,7%
Workcation increases productivity	73,2%	26,8%	0,0%
Workcation increases innovation and creativity	61,0%	39,0%	0,0%

Source: Primary data processed by the author, 2021

Table 4. Disadvantages/ Challenges during Workcation in Bali

Disadvantages/ Challenges during Workcation in Bali	**Total**
Lack of infrastructure (poor Wi-Fi, poor laptop, poor smartphone, etc.)	16,8%
Trouble in managing time and productivity	15,6%
Distraction from leisure activities	14,8%
Costly	12,1%
Cannot unplug after work	10,9%
Less engagement with teammates and feeling isolated	10,9%
Poor remote working collaboration	14,5%
Trigger stress and decrease well-being	4,3%

Source: Primary data processed by author, 2021

87

d) Expectations of Indonesian Workcationers

The COVID-19 pandemic has a greater impact on the workcation trend in Indonesia. Most respondents predicted that the workstyle would stay and grow in the future. Table 5 shows that 90,2% of the total respondents are willing to try or continue to engage in workcation. They hope they could take workcation one to four days per month (short workcation), work hybrid from tourist locations, offices, and home. This may change the employment landscape and workers' expectations in the long run, which potentially prompts changes in employment policies. In fact, remote working options from tourist destinations could become an important consideration for workers. They may choose this flexibility over other perks offered by employers. In the long term, this may bring ripple effects, changing working conditions, working environment, employee relations, and workplace management. Some of the respondents were excited to conduct workcation again and even already planned to visit some places for a workcation. The excitement can be found in the following narrative from one of our informants:

"I planned to go to Bali again for sure. I don't know other alternative places to go for workcation beside Bali. For me, my experience workcation in Bali was unforgettable. In addition, remote working or workcation will be my consideration for choosing job. I will look for company that offer remote working option because I have experienced it and I really like it. If there is a chance for remote working, I will definitely work from touristic places". (Interview, August 2022).

Table 5. Expectations on The Future of Workcation

Questions	Workers' Expectations on The Future of Workcation	%
If the pandemic ended soon, would you like to try	I want to try or continue my workcation	90,2%
	I do not want to continue my workcation	4,9%
	I am not sure	4,9%
If your employer allowed you to choose workcation, how often would you want to work remotely after the COVID-19 pandemic abates?	1 – 4 days per month	39,2%
	5 – 8 days per month	28,4%
	8 – 14 days per month	17,6%
	> 14 days per month	14,9%

Source: Primary data processed by the author, 2021

88

Questions	Workers' Expectations on The Future of Workcation	%
How would you like your workcation to be arranged in the future if you had the choice?		50%
	I prefer to work a hybrid between tourist locations and	29,7%
	I prefer to work hybrid from tourist locations and from	
	I prefer to work fully from multiple tourist locations	16,2%
		4,1%
	I prefer to combine working hybrid from tourist loca-	
Would you recommend	Yes	78%
	Maybe	22%

Source: Primary data processed by the author, 2021

e) Implication for Bali as Future Workcation Destinations for Indonesian Workers

Table 6. Suggestions for Workcation Destinations in Bali

Suggestions for Workcation Places in Bali	%
Improve Digital Infrastructure (Wi-Fi, internet, electricity, Etc)	33,00%
Provide Affordable Workcation Packages	27,40%
Provide Comfortable Workspaces	23,70%
Improve Hospitality and Services	15,80%

Source: Primary data processed by the author, 2021

Most respondents believe workcation can be improved with better digital infrastructure and facilities. Respondents reported needing comfortable workspaces, including affordable workcation packages and better hospitality and services. This could be a key takeaway for stakeholders in the tourism sector so that their businesses can grow faster in the future, especially to welcome tourist rebound in the post-pandemic. The ripple effect of growth in the sector is increased employment and the economy. A private company employee in the tourism property sectors said:

> *"Tourist destinations are improving their facilities due to high demand during pandemic. The development in tourist destinations will continue to provide the readiness of ICT infra structure that supports workcation. Some of the office that don't need physical office in big cities, i.e., Jakarta, can move out their departments or divisions in Jakarta to Bali. That would be interesting choice for employers and employees." (Interview, August 2022).*

Table 5 also shows that the length of stay correlated with the provision of facilities. Table 6 shows the expectations from the workers on the future of workcation. This could inform the local government and other stakeholders to enhance user experience during their workcation and address the potential challenges in Table 4. A more detailed description of the suggestions is as follows.

a. Close Disparity in Workcation Facilities across locations in Bali

Enhancing the workcation market in Bali also means addressing the potential challenges (Kicheva, 2021). The local government could examine consumers' expectations to create proper working environments. Disparities among workcation places are mainly due to different technology implementations, which hinder the adoption of workcation across locations on the Island. Improving digital infrastructure (Wi-Fi, internet, electricity, etc.) in workspaces will increase user experience during workcation. Additionally, most workers prefer to work from their accommodation, meaning digital infrastructure from a hotel, resorts/villa/cottage, guesthouse/ co-living, apartments, and Airbnb must be stable and reliable.

b. Variative Workcation Packages for Indonesian Worker

Affordable workcation packages and comfortable workspaces should be provided to enhance user experience during workcation in Bali. Workcation packages are not only about affordable prices but also comfort and leisure activities offered, such as outdoor activities, culinary tourism, hangout places, exercise activities, and cultural and historical places. In addition, workcation packages that offer a comfortable workspace need to address internal challenges workers face, such as loneliness, low productivity, and well-being issues.

c. Adaptive Tourism Human Resources to Create Best Service and Hospitality

Workcation trend has transformed the tourism sector's landscape, so human resources must be adjusted to meet the new demand. Service providers at workcation places should be trained with digital skills and equipped with the knowledge to cater to the new market's needs. This transformation is important, as suggested by Haking (2018), indicating that the widespread acceptance of remote work as a permanent component of the future will have consequences for both digital nomads' and service providers' skill sets as part of daily work (Haking, 2018). The provision of co-working and co-living has changed the characteristics of tourism workers. They need to be equipped with hospitality and technological knowledge in operating the amenities, such as Wi-Fi, co-working meeting equipment, computer rented operations, etc. Thus, reskilling and upskilling are essential. Integrated training on tourist-workspace provision, hospitality, and services should be conducted to strengthen the tourism ecosystem.

CONCLUSION

This article captured the profiles of Indonesian workers who took a workcation in Bali, indicating the rise of the workcation trend among Indonesian workers. This pattern indicates that the practices existed among Indonesian workers before and during the COVID-19 pandemic. Most workers engaged in this NWW are millennials with a bachelor's degree employed in formal sectors in Indonesia's major cities. Most prefer to work from their accommodations, co-working spaces, local cafés, and outdoors. During workcation, they fully engage in ICT tools such as laptops and smartphones, Wi-Fi, and office working platforms. They frequently escape the daily stress through leisure activities such as relaxing at the beach, forest, and mountain, exploring culinary tourism, and hanging out in cafes. However, workcation also has some drawbacks, such as decreasing productivity and increasing daily stress. The trend may remain and grow in the future, making it critical to understand the users' profiles fully.

This article explains how and why the workcation trend is increasing among Indonesian employees. The significance of this work lies in its contribution to the formation of social policy in response to possible problems that emerge alongside the trends. Moreover, this study contributes to the practices and employment in tourism industries. This study could assist policymakers in formulating policies in response to the workcation trend based on worker characteristics and associated concerns. The user profiles observed in this study can also extend the NWW literature. Workcation offers new perspectives on the emergence of flexible workplaces in Indonesia, particularly in Bali. On a practical level, in terms of talent scouting and work trends, as workcation becomes a major consideration, employers may want to use this as a perk of working for their companies to attract talents.

On a sectoral level, this study is essential since it corresponds to the creation of tourist destinations that meet the needs of a new market. Workcation contributed significantly to the growth of tourism, as well as the expanding use of technology in the workplace and daily life. Understanding the characteristics of workcationers is essential because they contribute to economic growth in Indonesia's tourism sectors. This will influence the allocation of tourism workforce labour, the development of human resources, and the management of tourist destinations.

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