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## IDENTIFYING THE PSYCHOLOGICAL ASPECTS OF DIGITAL NOMADS FOR TOURISM DESTINATION MARKETING IN SRI LANKA

**A. K. D. T. Yohani, R. A. A. K. Ranaweera and M. M. G. K. Marasinghe**

*University College of Batangala, University of Vocational Technology, Sri Lanka  
thashilayohani@gmail.com*

**Abstract:** With the rapid growth of digital nomadism, understanding the unique motivations and preferences of the demographic features becomes essential for targeted marketing strategies. The major objective of this study is to understand the psychological aspects of digital nomads for tourism destination marketing in Sri Lanka through identify the specific psychological factors that influence digital nomads' decision to choose Sri Lanka as a travel destination and examine how these psychological aspects differ from of traditional travelers. This research study conducted through thematic analysis of semi-structured interviews with digital nomads to identify key psychological factors influencing their choice of destination under the desire for inspiration and creativity, work-life balance, social connectivity, and cultural immersion. The findings suggest that traditional marketing approaches are inadequate for this segment, necessitating a more nuanced understanding of their psychological drivers. Further, the findings of the study highlight the need for Sri Lankan tourism marketers to tailor their strategies by emphasizing the country's natural beauty, work friendly environments, and rich cultural experiences. This research contributes to the literature by integrating psychological theories into tourism marketing especially in the tourism niche of digital nomads, offering actionable recommendations for marketers to enhancing Sri Lanka's appeal to digital nomads through an effective marketing strategy. Limitations include the study's focus on a specific demographic and the potential for evolving trends in digital nomadism to affect the applicability of these findings over time.

**Keywords:** Digital Nomads, Tourism Marketing, Psychological Factors.