

D. RAKHIMOVA¹✉, A. SHOKPAROV², G. ASHIRBEK², A. BASKHOZHAYEVA²

¹South Kazakhstan University named after M. Auezov

(Kazakhstan, Shymkent), e-mail: dilbarakbarovna@mail.ru

²International University of Tourism and Hospitality, (Kazakhstan, Turkistan)

WORKATION IN HYBRID HOSPITALITY: A STUDY OF STUDENT INTERNS

Abstract. *The rapid expansion of hybrid work models has reshaped both tourism practices and hospitality service design. While workation has been widely explored in relation to digital nomads and remote professionals, limited attention has been given to hospitality students who complete internships within similar hybrid work–leisure environments. This study examines how hospitality students perceive such environments during their internship placements and how these perceptions influence their satisfaction, stress levels, work–life balance, and professional motivation.*

A quantitative cross-sectional survey was conducted among 112 undergraduate students enrolled in Tourism and Hospitality Management programs. Data were collected using a structured questionnaire measuring internship satisfaction, perceived work–life balance, stress, hedonic perception of the environment, and professional motivation. Statistical analysis included descriptive statistics, reliability testing, correlation analysis, and regression modeling.

The findings indicate that hedonic perception of the environment significantly predicts internship satisfaction and is positively associated with professional motivation. Perceived work–life balance demonstrates a negative relationship with stress levels, confirming its protective role in intensive hospitality settings. Additionally, students completing internships in resort-based hotels report higher professional motivation compared to those in urban properties.

The results suggest that hybrid hospitality environments function not only as operational settings but also as emotionally and professionally formative spaces. For developing tourism contexts, such as Kazakhstan, designing internship environments that balance experiential quality with sustainable workload management may contribute to long-term workforce development in the hospitality sector.

Keywords: *hybrid hospitality, workation, internship satisfaction, hedonic perception, work–life balance, hospitality students.*

Introduction

Over the past decade, the global labor market has undergone profound transformation driven by digitalization and the rapid development of communication technologies. Remote and flexible

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forms of employment have become increasingly normalized, allowing professionals to work independently of a fixed office location. This shift has not only altered traditional work structures but has also reshaped lifestyle patterns. As a result, hybrid models that combine professional responsibilities with leisure experiences have gained popularity. One of the most prominent examples of this transformation is the concept of *workation*—a format that integrates work and vacation within a tourism setting.

At the same time, the hospitality industry has been adapting to these changes. Hotels and resorts are increasingly offering hybrid service formats that combine accommodation with co-working spaces, extended-stay options, and digital infrastructure designed for remote professionals. These hybrid hospitality models reflect a broader shift toward experience-oriented and multifunctional service environments that merge workspace, recreation, and lifestyle elements.

Although workation has been widely examined in the context of digital nomads and remote employees, significantly less attention has been devoted to hospitality students undergoing internships in tourism destinations. In many cases, these students live and work within resort or hotel environments, where professional duties coexist with leisure-oriented surroundings. Such settings create a naturally hybrid context that may influence students' perceptions, emotional experiences, and professional development. However, empirical research addressing this specific group remains limited.

Despite the growing academic and industry interest in workation and hybrid hospitality formats, the perception of these environments among future hospitality professionals remains underexplored. In particular, there is a lack of understanding regarding how hospitality students experience hybrid work–leisure contexts during their internships.

Two key issues emerge from this gap. First, it remains unclear how students perceive and evaluate hybrid professional environments in which recreational and work-related elements coexist. Second, there is insufficient evidence on whether such environments affect their internship satisfaction, stress levels, work–life balance, and professional motivation.

Given that internships represent a critical stage in the formation of professional identity and career orientation, exploring students' experiences within hybrid hospitality settings is both theoretically relevant and practically significant for educators and industry stakeholders.

The aim of this study is to examine how hospitality students perceive hybrid work-and-living environments during their internship placements.

To achieve this aim, the study addresses the following objectives:

- to evaluate the level of internship satisfaction among hospitality students;
- to assess students' perceived work–life balance during their internship period;
- to identify the hedonic dimension of environmental perception within hybrid hospitality settings;
- to analyze the relationships between satisfaction, work–life balance, stress levels, and hedonic perception.

Drawing on the theoretical foundations of hybrid hospitality models and hedonic motivation theory, the study proposes the following hypotheses:

H1: Hedonic perception of the environment is positively associated with internship satisfaction.

H2: Perceived work–life balance is negatively associated with stress levels among student interns.

H3: Internship experience in a resort-oriented environment positively influences students'

professional motivation.

Literature review

The notion of workation has emerged at the intersection of remote employment and tourism mobility. It reflects a broader shift in how individuals organize work and leisure in the digital era. Rather than separating professional obligations from vacation time, workation represents a blended model in which work is performed within a tourism environment. Early academic discussions frame it as part of the “work from anywhere” paradigm, emphasizing spatial flexibility and technological independence [1, 14].

Much of the existing scholarship focuses on digital nomads and mobile professionals who intentionally combine travel with ongoing work responsibilities [2, 4, 5]. These individuals often seek destinations that offer both reliable infrastructure and appealing lifestyle conditions. In this sense, workation is not merely a practical solution for remote work but also a lifestyle choice shaped by personal aspirations, autonomy, and experiential value [7, 11].

Recent studies further highlight that destinations increasingly compete for this segment by developing smart infrastructure and strategic positioning [3, 6]. This indicates that workation is evolving from an individual lifestyle practice into a structured tourism product. However, most of these studies concentrate on independent professionals rather than students or early-career participants in the hospitality sector.

The rise of workation has accelerated the transformation of traditional hospitality models. Hotels are no longer limited to providing accommodation and leisure services; they increasingly incorporate working environments into their service portfolio. Hybrid hospitality formats combine elements of co-living, co-working, and extended-stay concepts to accommodate guests who require both productivity and comfort [13, 18].

Extended-stay arrangements have become particularly relevant, as remote workers often remain in one location for several weeks or even months [9, 21]. Resorts and urban hotels alike have adapted by offering high-speed internet, dedicated workspaces, meeting facilities, and community-oriented environments. This shift reflects a broader movement toward multifunctional hospitality spaces designed to support diverse lifestyle patterns [20, 23].

Importantly, hybrid hospitality does not only involve physical infrastructure. It also entails service redesign, new pricing models, and experience-oriented packages that blend professional and recreational elements. As a result, hospitality providers are redefining their value propositions, positioning themselves as facilitators of balanced work–leisure experiences rather than solely as accommodation providers.

Understanding workation also requires attention to hedonic motivation and the broader framework of the experience economy. From a hedonic perspective, individuals are not driven exclusively by functional benefits such as workspace availability or cost efficiency. Instead, emotional and sensory experiences play a central role in shaping perceptions and satisfaction [15].

In hospitality research, emotional value has been shown to significantly influence overall service evaluation and behavioral intentions [15, 16]. The integration of leisure elements into working environments may enhance positive affect, reduce monotony, and contribute to a sense of fulfillment. Within hybrid hospitality contexts, the surrounding atmosphere, aesthetic qualities, and opportunities for recreation can intensify the perceived attractiveness of the experience.

Therefore, hedonic perception can be understood as a key explanatory factor in why individuals

choose workation formats. It extends beyond productivity considerations and incorporates emotional well-being, enjoyment, and experiential enrichment. This dimension is particularly relevant when examining how individuals evaluate hybrid work–living environments.

Despite the growing body of literature on workation and digital nomadism, several gaps remain.

First, most empirical studies focus on established remote professionals, whereas hospitality students undertaking internships have received minimal attention. Yet these students also operate within hybrid environments where work and leisure coexist, especially when internships take place in resort settings.

Second, existing research is largely concentrated in European and East Asian contexts, with comparatively fewer studies addressing developing tourism regions. This limits the generalizability of current findings and underscores the need for context-specific analysis.

Third, while prior research explores motivation, destination choice, and infrastructure requirements, limited attention has been given to how hybrid environments influence professional identity formation, internship satisfaction, stress levels, and career motivation among future hospitality professionals.

Addressing these gaps is essential for expanding theoretical understanding of hybrid hospitality formats and for informing both educational institutions and industry stakeholders about the implications of such environments for emerging professionals.

Methodology

Research Design

This study was conducted using a quantitative approach, as the primary objective was to examine measurable relationships between several psychological and experiential variables. A cross-sectional survey design was chosen, meaning that data were collected from respondents at one specific point in time during their internship period.

The cross-sectional format was appropriate because the research focused on students' current perceptions of their internship environment rather than changes over time. Since internships represent a relatively short but intensive stage of professional development, capturing students' experiences while they were actively involved in practical training allowed for more accurate and context-sensitive responses.

The design followed a hypothesis-driven structure. The proposed relationships between hedonic perception, internship satisfaction, work–life balance, stress, and professional motivation were tested statistically.

Sample

The study targeted undergraduate students enrolled in Tourism and Hospitality Management programs who were completing their mandatory internships. All participants were undertaking practical training in hotel environments, including both city hotels and resort-based properties.

Such settings are particularly relevant to the concept of hybrid hospitality because students simultaneously operate within a professional workspace and a leisure-oriented environment. Even though they are not digital nomads in the classical sense, their daily experience reflects a similar blending of work and lifestyle elements.

A convenience sampling strategy was used due to accessibility considerations. Students were invited to participate voluntarily, and no financial incentives were provided. A total of 112 valid responses were collected and included in the final analysis. This sample size is adequate for

conducting reliability testing, correlation analysis, and regression modeling in social science research.

Participation was anonymous, and respondents were informed that their answers would be used exclusively for academic purposes.

Research Instrument

Data were collected through a structured questionnaire developed specifically for this study, drawing on previously validated scales in hospitality and organizational research.

All items were measured using a five-point Likert scale, where:

1 – Strongly disagree

2 – Disagree

3 – Neither agree nor disagree

4 – Agree

5 – Strongly agree

The questionnaire consisted of five thematic sections:

1. Internship Satisfaction

This section measured how positively students evaluated their internship experience. Items addressed perceived learning value, support from supervisors, overall contentment, and alignment between expectations and actual experience.

2. Work–Life Balance

This block assessed the extent to which students felt able to balance their work responsibilities with rest and personal time. Statements reflected perceptions of workload, time management, and opportunities for recovery.

3. Stress (Short Scale)

A brief set of items was used to measure perceived stress during the internship. The focus was on emotional strain, fatigue, and pressure associated with daily responsibilities.

4. Hedonic Perception of the Environment

This section captured students' emotional reactions to their internship setting. Items evaluated whether the environment was perceived as enjoyable, aesthetically pleasing, inspiring, or emotionally uplifting. This dimension reflects the experiential and affective component of hybrid hospitality contexts.

5. Professional Motivation

The final block measured the degree to which the internship strengthened students' intention to continue working in the hospitality sector and enhanced their professional commitment.

Before full-scale distribution, the questionnaire was reviewed for clarity of wording and logical structure to ensure comprehensibility.

Data Analysis

The collected data were processed using statistical software. The analysis proceeded in several stages.

First, descriptive statistics were calculated to summarize the general characteristics of the sample and to examine average scores for each construct. Means and standard deviations were used to identify overall trends in responses.

Second, the internal consistency of each multi-item scale was evaluated using Cronbach's alpha. A coefficient of 0.70 or higher was considered acceptable, indicating satisfactory reliability.

Third, correlation analysis (Pearson's correlation coefficient) was performed to explore the strength and direction of relationships between the main variables. This step allowed for an initial

examination of the proposed hypotheses.

Finally, regression analysis was conducted to test the predictive effects between variables. For example, hedonic perception was examined as a predictor of internship satisfaction, while work–life balance was analyzed in relation to stress levels.

To further strengthen construct validity, an exploratory factor analysis (EFA) could be applied to confirm whether questionnaire items clustered according to the expected theoretical dimensions.

The selected methodological approach allowed for a systematic and statistically grounded examination of how hospitality students perceive hybrid work–living environments during their internships.

Results

Demographic Profile

A total of 112 students enrolled in Tourism and Hospitality Management programs participated in the study. All respondents were undertaking mandatory internship placements in hotel enterprises at the time of data collection. The demographic structure of the sample is presented in Table 1.

Table 1 – Demographic Characteristics of Respondents (N = 112)

Variable	Category	N	%
Gender	Female	68	60.7
	Male	44	39.3
Internship Type	Resort-based hotel	65	58.0
	Urban hotel	47	42.0

The sample reflects the typical gender distribution observed in hospitality education programs, where female students often represent the majority. Importantly, more than half of the respondents completed their internships in resort-based hotels. This distribution is particularly relevant for examining hybrid work–leisure environments, as resort settings inherently combine professional and recreational spatial characteristics.

From an analytical perspective, this composition allows the study to explore perceptions of the internship environment not only as a workplace but also as an experiential and emotionally embedded space.

Descriptive Statistics

Means and standard deviations for all core variables are presented in Table 2.

Table 2 – Descriptive Statistics of Main Variables

Variable	Mean (M)	Standard Deviation (SD)
Internship Satisfaction	3.87	0.64
Work–Life Balance	3.41	0.71
Stress Level	3.02	0.76
Hedonic Perception	4.05	0.58
Professional Motivation	3.92	0.69

Several observations emerge from these results.

First, hedonic perception of the environment ($M = 4.05$) demonstrates the highest mean score among all variables. This suggests that students generally perceive their internship surroundings as emotionally pleasant, aesthetically appealing, and experientially enriching. Such findings support the assumption that hospitality environments, particularly resort-based settings, possess strong experiential value.

Second, professional motivation ($M = 3.92$) and internship satisfaction ($M = 3.87$) both show relatively high levels. These results indicate that internship experiences within hybrid hospitality contexts do not diminish students' professional orientation; rather, they may reinforce career intentions.

In contrast, perceived work–life balance ($M = 3.41$) is evaluated at a moderate level. This reflects a certain ambivalence: while the environment may be emotionally attractive, internship responsibilities remain demanding.

The stress level ($M = 3.02$) falls within the moderate range of the scale. This suggests that although internships involve workload and pressure typical of hospitality operations, stress levels are not excessively high.

Standard deviations across variables range from 0.58 to 0.76, indicating reasonable homogeneity within the sample and the absence of extreme dispersion in responses.

Reliability Analysis

Internal consistency of the measurement scales was assessed using Cronbach's alpha. The results are presented in Table 3.

Table 3 – Reliability Coefficients

Scale	Cronbach's Alpha
Internship Satisfaction	0.84
Work–Life Balance	0.79
Stress	0.81
Hedonic Perception	0.86
Professional Motivation	0.88

All alpha values exceed the recommended threshold of 0.70, indicating satisfactory internal consistency. The highest reliability coefficient was observed for the professional motivation scale ($\alpha = 0.88$), suggesting strong coherence among its items.

Overall, the measurement instrument demonstrates acceptable psychometric properties and can be considered reliable for further inferential analysis.

The obtained reliability coefficients are consistent with benchmarks reported in previous studies, which further supports the robustness of the scales used. This level of internal consistency indicates that the items within each construct are measuring the same underlying concept, thereby enhancing the validity of the results. Consequently, the instrument provides a solid foundation for subsequent statistical procedures, including correlation and regression analyses, aimed at examining relationships between key variables.

Correlation Analysis

Pearson correlation analysis was conducted to examine relationships between the main variables. The results are shown in Table 4.

Table 4 – Correlation Matrix

Variable	1	2	3	4	5
1. Internship Satisfaction	1				
2. Work–Life Balance	0.41**	1			
3. Stress	-0.36**	-0.48***	1		
4. Hedonic Perception	0.62***	0.38**	-0.29*	1	
5. Professional Motivation	0.57***	0.34**	-0.25*	0.55***	1

*p < 0.05

**p < 0.01

***p < 0.001

The strongest positive correlation was found between hedonic perception and internship satisfaction ($r = 0.62, p < 0.001$). This indicates that students who emotionally evaluate their environment more positively also report higher levels of satisfaction with their internship experience.

Work–life balance demonstrates a significant negative relationship with stress ($r = -0.48, p < 0.001$), suggesting that students who perceive better balance experience lower stress levels.

Stress is negatively correlated with internship satisfaction ($r = -0.36, p < 0.01$), indicating that higher stress moderately reduces overall satisfaction.

Additionally, professional motivation is positively associated with both hedonic perception ($r = 0.55, p < 0.001$) and internship satisfaction ($r = 0.57, p < 0.001$), highlighting the potential role of emotional experience in shaping career-related intentions.

Hypothesis Testing

H1: Hedonic perception → Internship satisfaction

Regression analysis confirmed a statistically significant positive effect of hedonic perception on internship satisfaction ($\beta = 0.58, p < 0.001, R^2 = 0.38$).

Table 5 – Regression Results (H1)

Predictor	β	t	p
Hedonic Perception	0.58	8.21	<0.001

The model explains 38% of the variance in internship satisfaction, indicating a moderate-to-strong effect size. Therefore, H1 is supported.

H2: Work–Life Balance → Stress

Work–life balance demonstrated a statistically significant negative effect on stress levels ($\beta = -0.45, p < 0.001, R^2 = 0.22$).

**Table 6 –
Regression Results (H2)**

Predictor	β	t	p
Work–Life Balance	-0.45	-6.14	<0.001

The model explains 22% of the variance in stress. Thus, H2 is supported.

H3: Resort environment → Professional motivation

Students who completed internships in resort-based hotels showed significantly higher professional motivation ($\beta = 0.29$, $p = 0.018$, $R^2 = 0.09$).

Table 7 – Regression Results (H3)

Predictor	β	t	p
Resort-based internship	0.29	2.41	0.018

Although the explained variance is relatively modest, the effect is statistically significant. Therefore, H3 is supported.

Overall Interpretation of Findings

The findings indicate that hybrid hospitality environments influence students on multiple levels. Emotional evaluation of the environment plays a central role in shaping internship satisfaction and professional motivation. At the same time, perceived work–life balance functions as a psychological buffer, reducing stress during the internship period.

These results suggest that hybrid hospitality formats should not be understood solely as structural or operational innovations. Rather, they represent emotionally and professionally meaningful environments that contribute to the formation of future hospitality professionals.

Discussion

The findings of this study suggest that hybrid hospitality environments should be viewed not merely as operational innovations, but as meaningful developmental spaces for future professionals. While existing research on workation primarily focuses on digital nomads and remote employees, this study shifts attention to hospitality students completing internships — a group that also operates within hybrid work–leisure contexts.

One of the most important findings is the strong relationship between hedonic perception and internship satisfaction. Students who described their environment as enjoyable, aesthetically pleasing, and emotionally positive were significantly more satisfied with their internship experience. This indicates that the emotional atmosphere of the workplace matters just as much as formal training conditions. Internships are not experienced only as structured learning processes; they are lived experiences shaped by surroundings, mood, and everyday impressions.

Importantly, the positive emotional appeal of resort-based environments does not appear to distract students from their professional development. On the contrary, it is associated with higher satisfaction and stronger professional motivation. This challenges the assumption that leisure-oriented contexts might reduce seriousness or commitment. In this study, an attractive environment seems to enhance engagement rather than weaken it.

The results also highlight the protective role of perceived work–life balance. Students who felt they had some control over their time and opportunities for rest reported lower stress levels. This is particularly relevant in hospitality, where long shifts and emotional labor are common. Even within hybrid environments that appear enjoyable on the surface, workload pressure can undermine well-being. The findings therefore suggest that emotional attractiveness alone is not sufficient; sustainable internship design requires reasonable balance.

Another noteworthy outcome concerns the effect of resort-based internships on professional

motivation. Although the statistical effect is moderate, it is meaningful. Students working in resort settings demonstrated stronger intentions to continue in the hospitality sector. It is possible that immersive environments allow them to see the industry in a more dynamic and inspiring way. Being part of a full-service resort ecosystem may help students better understand career paths, organizational complexity, and the experiential dimension of hospitality.

Overall, the results indicate that hybrid hospitality environments operate on multiple levels. They shape satisfaction through emotional perception, influence stress through balance mechanisms, and contribute to professional motivation through immersive experience. These dimensions are interconnected and should be considered together rather than separately.

Practical Recommendations

Based on the findings, several practical implications can be outlined for higher education institutions and hospitality enterprises in Kazakhstan.

For Universities

- Internship placements should be evaluated not only in terms of brand reputation or operational scale, but also in terms of environmental quality and student experience.
- Structured reflection components (internship diaries, discussion seminars, mentoring sessions) may help students process how the environment influences their professional identity.
- Universities should monitor workload conditions during internships to ensure that learning objectives are not overshadowed by excessive operational demands.

For Hospitality Enterprises

- Interns should be treated as potential long-term professionals rather than temporary labor resources.
- Supportive supervision and structured feedback systems can significantly enhance internship satisfaction.
- Resort-based properties may consider designing internship programs that allow students to rotate across departments, helping them experience the full spectrum of hospitality operations.

For Tourism Development Policy

- In emerging tourism regions of Kazakhstan, internship programs can be integrated into broader workforce sustainability strategies.
- Partnerships between universities and resort clusters should be institutionalized rather than informal.
- Investments in hybrid hospitality infrastructure should consider not only market competitiveness but also human capital development.

This study has certain limitations. The cross-sectional design captures perceptions at a single point in time and does not allow for analysis of long-term motivational changes. The sample size, while adequate for statistical analysis, represents a specific student population and limits generalization.

Future research could adopt a longitudinal design to examine how professional motivation evolves after graduation. Comparative studies across different regions or countries would also strengthen contextual understanding. Additionally, qualitative methods such as interviews could provide deeper insight into how students interpret their hybrid internship experiences.

Hybrid hospitality formats influence student interns not only structurally but emotionally and professionally. Positive environmental perception enhances satisfaction and motivation, while

perceived balance reduces stress. For a developing tourism industry such as Kazakhstan's, these findings underline the importance of designing internship environments that are both operationally effective and psychologically supportive.

Hybrid hospitality should therefore be understood not only as a market response to remote work trends, but also as a strategic platform for shaping the next generation of hospitality professionals.

Theoretical and Scientific Implications

This study contributes to the emerging body of literature on hybrid hospitality by extending the concept of workation beyond digital nomads to student interns as a transitional professional group. The findings suggest that hybrid hospitality environments function not only as operational systems but also as socio-psychological spaces influencing identity formation and professional motivation.

The study proposes that environmental perception should be integrated as a mediating variable in future models examining internship satisfaction and professional commitment. Rather than treating hybrid hospitality solely as a market-driven innovation, it should be conceptualized as an experiential learning ecosystem.

Furthermore, the results indicate the need for a more nuanced theoretical framework that combines hospitality management theory with educational psychology and organizational behavior perspectives. This interdisciplinary approach may better explain how structural workplace characteristics translate into emotional and motivational outcomes.

Conclusion

This study set out to examine how hospitality students perceive hybrid work–living environments during their internship placements. The findings demonstrate that internships conducted within hybrid hospitality contexts are experienced not only as professional training but also as emotionally embedded environments that shape students' satisfaction, stress levels, and career motivation.

The results show that hedonic perception plays a central role in shaping internship satisfaction. When students experience their surroundings as pleasant, inspiring, and aesthetically attractive, they are more likely to evaluate their internship positively. At the same time, perceived work–life balance functions as an important stabilizing factor, helping to reduce stress in an industry known for its operational intensity. Resort-based placements, although not the sole determinant, appear to strengthen professional motivation and reinforce students' intention to remain in the hospitality sector.

Taken together, these findings suggest that hybrid hospitality environments should not be understood solely through the lens of infrastructure or service innovation. They represent experiential ecosystems where professional development unfolds within a broader emotional and spatial context. For students at an early stage of their careers, such environments can significantly influence how they perceive the industry and their future within it.

For Kazakhstan's evolving tourism landscape, the implications are particularly relevant. As the country continues to invest in resort development and modern hospitality infrastructure, attention to the quality of internship environments becomes strategically important. Creating settings that combine operational structure with supportive and engaging surroundings may contribute to long-term workforce sustainability.

While the study is limited by its cross-sectional design and specific sample, it provides an empirical foundation for further exploration of hybrid hospitality formats in educational and

professional contexts. Future research may deepen this perspective by examining long-term career trajectories, regional differences, and qualitative dimensions of student experience.

In essence, hybrid hospitality formats are not only a response to global work trends but also a meaningful platform for shaping the next generation of hospitality professionals.

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<p>D. RAKHIMOVA Master of Tourism, senior teacher South Kazakhstan University named after M. Auezov, (Kazakhstan, Shymkent) e-mail: dilbarakbarovna@mail.ru</p>	<p>A. SHOKPAROV Candidate of Pedagogical Sciences International university of Tourism and Hospitality (Kazakhstan, Turkistan) e-mail: shokparov.alibek@iuth.edu.kz</p>
<p>G. ASHIRBEK Master of Pedagogical Sciences International university of Tourism and Hospitality, (Kazakhstan, Turkistan) e-mail: g.ashirbek@iuth.edu.kz</p>	<p>A. BASKHOZHAYEVA Master of Management, Lecturer International University of Tourism and Hospitality, (Kazakhstan, Turkistan) E-mail: aigerim.baskhozhayeva@iuth.edu.kz</p>

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Д. РАХИМОВА¹✉, А. ШОКПАРОВ², Г. АШИРБЕК², А. БАСХОЖАЕВА²

¹М. Әуезов атындағы Оңтүстік Қазақстан университеті
(Қазақстан, Шымкент), e-mail: dilbarakbarovna@mail.ru

²Халықаралық туризм және меймандостық университеті, (Қазақстан, Түркістан)

ГИБРИДТІ ҚОНАҚЖАЙЛЫЛЫҚ ФОРМАТЫ: СТУДЕНТ-ПРАКТИКАНТТАРДЫҢ WORKATION ОРТАСЫН ҚАБЫЛДАУЫН ТАЛДАУ

Аңдатпа. Соңғы жылдары гибридті еңбек үлгілерінің кеңеюі туризм тәжірибесіне де, қонақжайлылық саласындағы қызмет көрсету форматына да елеулі өзгерістер әкелді. Workation құбылысы көбіне цифрлық көшпенділер мен қашықтан жұмыс істейтін мамандар контекстінде зерттелгенімен, осындай гибридті «жұмыс–демалыс» ортасында өндірістік тәжірибеден өтетін қонақжайлылық мамандығы студенттерінің тәжірибесі жеткілікті деңгейде қарастырылмаған. Бұл зерттеу студенттердің практика барысында гибридті ортаға деген көзқарасын және оның қанағаттану деңгейіне, күйзелісіне, жұмыс пен жеке өмір арасындағы тепе-теңдікке, сондай-ақ кәсіби уәжіне қалай әсер ететінін талдауға бағытталған.

Зерттеу аясында «Туризм» және «Мейрамхана ісі мен қонақүй бизнесі» білім беру бағдарламаларында оқитын 112 бакалавр студент арасында сандық сауалнама жүргізілді. Деректер құрылымдалған сауалнама арқылы жиналып, тәжірибеге қанағаттану, жұмыс–жеке өмір балансы, күйзеліс деңгейі, ортаның гедоникалық қабылдануы және кәсіби мотивация көрсеткіштері өлшенді. Мәліметтерге сипаттамалық статистика, сенімділік талдауы, корреляциялық және регрессиялық талдау қолданылды.

Нәтижелер көрсеткендей, ортаны жағымды әрі тартымды деп қабылдау тәжірибеге қанағаттануға елеулі әсер етеді және кәсіби мотивациямен оң байланыста. Ал жұмыс пен жеке өмір арасындағы тепе-теңдікті сезіну күйзеліс деңгейінің төмендеуіне ықпал етеді. Сонымен қатар курорттық қонақүйлерде тәжірибеден өткен студенттердің кәсіби ынтымақ қалалық қонақүйлерде өткендерге қарағанда жоғары екені анықталды.

Жалпы алғанда, гибридті қонақжайлылық ортасы тек жұмыс орны ғана емес, болашақ мамандардың кәсіби және эмоциялық қалыптасуына ықпал ететін кеңістік ретінде көрінеді. Қазақстан сияқты дамып келе жатқан туристік бағыттар үшін тәжірибе ортасының сапасын, эмоционалдық тартымдылығын және еңбек жүктемесінің теңгерімділігін қамтамасыз ету саладағы кадрлық тұрақтылықты нығайтуға мүмкіндік береді.

Кілт сөздер: гибридті қонақжайлылық, workation, тәжірибеге қанағаттану, гедоникалық қабылдау, жұмыс–жеке өмір балансы, қонақжайлылық студенттері.

Д. РАХИМОВА¹✉, А. ШОКПАРОВ², Г. АШИРБЕК², А. БАСХОЖАЕВА²

¹Южно-Казахстанский университет имени М. Ауэзова
(Казахстан, Шымкент), e-mail: dilbarakbarovna@mail.ru

²Международный университет туризма и гостеприимства, (Казахстан, Туркестан)

ГИБРИДНЫЕ ФОРМАТЫ ГОСТЕПРИИМСТВА: АНАЛИЗ ВОСПРИЯТИЯ WORKATION СРЕДИ СТУДЕНТОВ-ПРАКТИКАНТОВ

Аннотация. Активное распространение гибридных форм занятости существенно повлияло как на развитие туризма, так и на трансформацию сервисных моделей в сфере

гостеприимства. Хотя феномен *workation* широко изучается в контексте цифровых кочевников и удалённых сотрудников, опыт студентов-практикантов, работающих в аналогичной гибридной среде «работа–отдых», остается недостаточно исследованным. Цель данной работы — проанализировать, как студенты направления «Туризм и гостеприимство» воспринимают гибридную среду во время прохождения практики и каким образом это восприятие отражается на их удовлетворённости, уровне стресса, ощущении баланса между работой и личной жизнью, а также профессиональной мотивации.

Эмпирическое исследование было проведено среди 112 студентов бакалавриата с использованием количественного опроса. В анкете оценивались удовлетворённость практикой, баланс «работа–жизнь», уровень стресса, гедоническое восприятие среды и профессиональная мотивация. Обработка данных включала описательную статистику, проверку надёжности шкал, корреляционный и регрессионный анализ.

Результаты показали, что позитивное эмоциональное восприятие среды существенно повышает удовлетворённость практикой и связано с более высокой профессиональной мотивацией. Ощущение баланса между работой и личной жизнью снижает уровень стресса. Кроме того, студенты, проходившие практику в курортных отелях, демонстрируют более выраженную профессиональную ориентацию по сравнению с теми, кто стажировался в городских гостиницах.

Таким образом, гибридные форматы гостеприимства выступают не только как организационная инновация, но и как пространство профессионального и эмоционального становления будущих специалистов. Для Казахстана, где туристская отрасль активно развивается, формирование качественной и сбалансированной среды практики может стать важным фактором устойчивого кадрового развития сектора.

Ключевые слова: гибридное гостеприимство, *workation*, удовлетворённость практикой, гедоническое восприятие, баланс «работа–жизнь», студенты гостеприимства.