



Digital Detox Tourism at The Egyptian Destination: Attitudes and Motivators

Hebat Allah Ali Sayed Mohamed Gaafar

Tourism Studies Dept., Faculty of Tourism and Hotels, University of Sadat City

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ABSTRACT

Although the advantages of Information Communication Technology (ICT), there is a dark side to its overuse, addiction to technology causes physical and psychological human risks. This research aims to understand the phenomena of Digital Detox Tourism (DDT); explore technology usage amongst the digital natives and digital immigrants; delve into tourists' awareness of the impacts of ICT's excessive usage; investigate tourists' attitudes towards DDT, and identify motivators to be disconnected during their trips. An online structured questionnaire was applied, a total of valid 348 responses are analyzed. The results show the digital natives' addiction to technology, almost all of them spent more than four hours daily. The findings indicate that respondents have a good awareness of the impacts of technology overuse. Further, the study points to the advantages of being disconnected at the tourism destination. The findings identify four motivators that encourage tourists to participate in DDT; escapism, relaxation, health and wellbeing, and relationship. The study can help destination policy-makers to better provide the supply and activities that refresh tourists' minds and achieve well-being; promote DDT as a travel choice to improve tourists' mindful experience and enhance their engagement with the surrounding environment.

Introduction

The growth of Information and Communication Technology (ICT) is very fast, digital technologies such as Personal Digital Assistants (PDAs), tablets, and smartphones have been used tremendously (Hoving, 2017). Many studies have demonstrated the influence of using technology on tourist behavior and practiced activities at a destination (Buhalis & Law, 2008; Law et al., 2014). The overuse of technology during the holidays affects the tourist experience, as the tourist depends on his mobile to connect work and social life, manage the itinerary, and fill up the free time (Ferraro et al., 2016). The research in the field of tourism has focused mainly on the positive impacts of ICT on tourist experience, some scholars have aimed to improve the

applications of ICT in tourist destinations (e.g., Law et al., 2013; Marasco et al., 2018).

However, there's a growing trend worldwide for disconnecting from digital appliances, because of the negative impacts of excessive usage of digital technologies on human health and behavior (Duncan, 2014; Emek, 2014; Karapetsas et al., 2015). It's expected that a great proportion of humans can be exposed to psychological disturbance, neurological complications, and social problems by the heavy use of digital technology (Paris et al., 2015; Neuhofer & Ladkin, 2017). As a result, many experts in human health have demonstrated a great need for practicing wellness activities, life-work seminars, stress management, and digital detox move away (Delecta, 2011; Southward, 2014; Smith & Puczko, 2015).

Digital detox is a new concept that referring to take a digital break, it was inserted in the Oxford online Dictionary in 2013 (Syvertsen, 2020). Digital detox is considered one of the latest trends in the tourism industry, it can be defined as "a disconnection from social media or online activities or plans to minimize the engagement of digital technology" (Syvertsen & Enli, 2020:1271). Digital detox has commenced as a tentative solution to disconnect, as ICT connection is an obstacle to escapism, such things encouraging tourists to call up the momentary absence (Neuhofer & Ladkin, 2017).

In many countries such as America, there's an initiative 'National Day of Unplugging' advocates 24hours away from digital technology, have been adopted to encourage the digital natives and digital immigrants to connect with their communities (Li, 2019). Digital natives refer to generations who were born after 1980 and raised in a digital era (Prensky, 2001) as they were affected by and they are immersed in using digital devices (Bennet et al., 2008; Wang et al., 2019), while digital immigrants refer to those were born before 1980, and didn't grow up in the digital period but use digital technology in their life (Prensky, 2001; Benett et al., 2008; Hoving, 2017).

There's a growing demand for DDT, the first application of 'digital detox' has been applied to remote and isolated destinations, such as some remote places in Scotland and Morocco have been promoted as perfect destinations with no mobile signals, to escape from technology as well as improve mental health (Li et al., 2018; Cai et al., 2020). Many tourism and hospitality businesses are now offering digital-free environments as well as digital detox experiences. Plenty of tour packages weaning tourists off Wi-Fi are having global popularity among customers, who have special motivations and interests (Egger et al., 2020).

Several travel agencies provide programs for lifestyle retreat, where tourists are not allowed to use their digital devices, to deal with internet addiction, control stress and improve life and work resilience (Smith & Puczko, 2015). Many tourists who travel with their families and interested in practicing adventurous activities, choose digital free camping sites to enjoy their trips (Floros et al., 2019). Businessmen who always online, choose digital free travel and digital detox experience, to escape from work communication during their leisure time (Li, 2019).

There are many studies have dedicated to digital detox in the education field, which are focused on students, and their addiction to digital devices (e.g., Holding, 2011; Kounavis et al., 2012; Ugur & Koc, 2015). In the field of tourism, only a few studies have discussed the possibilities of detox tourism, some authors have discussed the negative impacts of using technology on the tourist's experiences (Neuhofer, 2016; Floros et al., 2019; Li, 2019). Ducan (2014) has studied the tourist experience at museums with ICT disconnection, and Dickinson et al. (2016) have studied the disconnecting of camping tourists in a rural region in the United Kingdom, where there is a lack of ICT services and facilities at the campsite, such as lack of mobile charging facilities or absence of signal availability.

Other researchers have given great consideration to study the motivations of digital free tourists and their emotional responses (Li et al., 2018; Floros et al., 2019; Cai et al., 2020; Egger et al., 2020). Kirillova & Wang (2016) have explored the impact of using smartphones during tourists' holidays to connect with their families and friends. Tribe & Mkono (2017) have investigated the term e-lineation and the tourists' views concerning 'tech-free' tourism. Cai et al. (2020) have discussed the tourists' attitudes and emotional reactions during their tech-free experience.

To the researcher's knowledge, there's a lack of publications on DDT in Egypt. It's important to study the possibility of providing DDT at the Egyptian destination to reduce the negative impacts of technology on human health, as well as helping tourists to keep away from digital devices for a short time. Moreover, it's worthy to understand the benefits of DDT to improve health and well-being.

The objectives of this research are:

- a) Address the advantages of DDT.
- b) Learn the daily habit of using technology for digital natives and digital immigrants.
- c) Investigate domestic and international tourists' awareness of the impacts of ICT's heavy usage.
- d) Identify the attitudes of both domestic and international tourists toward DDT; and
- e) Explore the tourists' motivators to be unplugged at the destination.

This research contributes to the destination policymakers as it can assist them to provide the supply and activities, which encourage tourists to be disconnected at the Egyptian destination, and show them the factors that may stimulate tourists to join in digital detox programs, accordingly, they can design plans and actions to develop and promote DDT. From a theoretical perspective, it contributes to enlightening the drawbacks of heavy use of technology on humans, identify the advantages of being unplugged, and disadvantages of using digital devices during holidays.

Literature Review

The concept of DDT

In the contemporary era, people depend heavily on digital devices and the internet in their work, life, and travel. Several scholars have discussed the linkage between technology and tourism (Chathothe et al., 2013; Neuhofer et al., 2014; 2015;

Buonincontri et al., 2017). While, some questions have been displayed concerning the value of continued use of digital devices on holidays (Neuhofer, 2016). Depending on the availability of ICT at the destination, tourists may be frustrated, and the benefits of their tour packages may be limited (Wang et al., 2017).

The term digital detox tourism (DDT) has grown, it refers to the absence of internet and mobile signals during trips or controlling the usage of digital devices (Chen et al., 2018; Li et al., 2018; Hoving, 2017; Egger et al., 2020). Other terms have emerged about new tourism, such as 'technology dead zone', 'digital free' restaurants and cafes, 'digital detox programs' and 'disconnected holiday' have started to be well known (Tribe & Mgoro, 2017). Pearce and Gretzel (2012:4) defined the term of 'Technology dead zone' as "a place with limited internet access or no internet connection". In many societies, who are wired from the internet addiction, there's a great need to escape not only from home but also to disconnect from the internet and the digital routine of life and work, and take a break from digital technology engagement (Li et al., 2018).

There is a slight difference between 'technology-free tourism' and 'digital detox tourism' as the latter refers to tourism that handles the excessive usage of technology during tourists' trips (e.g., using their digital devices to search for information and connecting their families and friends) (Harwood, 2014; Floros et al., 2019; Cai et al., 2020). Some travel agents have started to organize detox tour packages for customers, to keep them away from the negative impacts of digital technology for a short time (Miksch and Schulz, 2018).

There are three types of digital detox programs that have been already offered by travel agencies: a) Detox package, where tourists are not permitted to take their technological devices to the tourism destination. The destination will provide technology and accommodation may provide digital devices such as TVs; b) Tech-Free attitude packages, represent accommodations that don't provide digital devices, but near places that have ICT facilities and connection; and c) Fully highly disconnected packages, refer to destinations where ICT facilities are not available and no internet connection (Hoving, 2017).

The disadvantages of technology overuse

Table 1 has identified the common risks that can be caused by the overuse of digital devices, people who use digital devices for more than two hours a day can be exposed to health problems (Lin et al., 2014). Also, the frequent use of ICT technology affects family interaction, and performance at work (Young, 1998; Byun et al., 2009; Li et al., 2018).

The immersive engagement in the virtual world can cause mental stress, sleep disorders, alter the moods for the worse (Fenichel, 2004; Li et al., 2018), produce psychological problems and social isolation, as their real-world become secondary to their on-line contacts (Ferraro et al., 2006; Tanti & Buhalis, 2016; Li et al., 2018).

Table 1
Health risks of heavy use of digital devices

Type of digital device	Risks
Computer	Digital Eye Strain (DES), and vision disorders (American Optometric Association, n.d.)
	Excessive usage cause musculoskeletal symptoms and disorders (MSD), spinal disorders, severe trauma, low back pain, joint diseases, and rheumatoid arthritis (World Health Organization, 2003)
Smartphones / Tablets/ iPads	Obesity (World Health Organization, 2014; Hoving, 2017)
	Decreasing physical activities (Wake et al., 2003).
	Screen's blue light of the smartphones cause sleeping problems (Lin et al., 2014; World Health Organization, 2014; Paris et al., 2015; Hoving, 2017)

The researchers' own

In the context of tourism, there are many drawbacks of wide-ranging technology, as the addiction of social media apps can distract tourists from holiday time and disable them to enjoy the destination environment (Cham & Kelly, 2006; Tanti & Buhalis, 2016). Staying navigating the internet prevents personal interaction among tourist companions (Xiang & Gretzel, 2010; Dickinson et al., 2016).

Many scholars have argued that tourists who are busy with their digital devices and do not feel the moment, can miss worthy opportunities to learn from other cultures, lose communication with local communities, and may detach from the sense of a destination (Pearce & Gretzel, 2012; Neuhofer, 2016). To display the problem clearly, tourism officials in many destinations have shared a video via Facebook showing that tourists staring at their mobile screens and ignore the surrounding environment and their companions (Nikolova, 2021).

Some tourists have already realized the disadvantages of being plugged, subsequently, they search for disconnection when traveling for tourism purposes, and others prefer to be switched off more than to connect to the internet for privacy and information security concerns (Dickinson et al., 2016). Also, some parents encourage their children to be away from their digital devices during their holiday time, to reduce their technology engagement and improve their physical and psychological health (Li et al., 2018).

Advantages of being unplugged

Holidaymakers have provided tour packages free of technology to improve tourists' experience and enhance their engagement with the surrounding environment, through providing activities that refresh their minds and achieve well-being (Tribe & Mkono, 2017). For instance, tourism professionals in Sweden provide a unique experience for busy persons whose lives are full of stress and dependence on digital devices. They provide 72 hrs. cabin experience with an unplugged nature environment. The program uses a scientific theory, which assures that direct contact with nature can enhance one's spiritual and physical well-being within a short time. The participants of this

program stated that such an experience improves their physical health, and decrease the stress level and anxiety (Lublin & Klang, 2017; Schegg & Stangl, 2017).

There are a lot of factors that encourage tourists to be unplugged on holidays such as escape, mental health and well-being (Egger et al., 2020), the objective to reduce work stress (Kirillova & Wang, 2016; Chen et al., 2018), spiritual pursuit, and unwillingness to pay extra fees for internet at the destination (Dickinson et al., 2016; Tanti & Buhalis, 2016), and having more time with family (Cai et al., 2020).

To sum up, there are many advantages of DDT, it provides tourists the opportunity to take a break from their routine life, immerse themselves within the surrounding environment at a destination, engage in travel activities, and interact with the companions through face-to-face conversation, this, in turn, making tourists more sociable (Pearce & Gretzel, 2012; Emek, 2014; Phosikham et al., 2015; Nikolova, 2020). As a result of recognizing the advantages of being unplugged, many tourists prefer to get into digital detox programs, to enrich their emotional and physical experience in the selected destination (Tanti & Buhalis, 2017).

Methodology

A quantitative approach is employed, an on-line survey was developed from previous studies. To achieve the objectives of the study, the questionnaire was written in Arabic and was translated into English as the target population were Egyptians and foreigners. A pilot study was carried out through online surveys with fifty respondents; 30 Egyptians and 20 Foreigners, the survey was circulated with the help of tour guides and employees in tourism companies. Forty-four completed questionnaires were delivered. The expressions of each item were modified built on results from the pilot study and participants' comments. Systematic random sampling was applied, a total of 500 online surveys were distributed through social networking sites such as LinkedIn and Facebook and SurveyMonkey, an online survey tool. Only 348 participants (160 Egyptians and 188 foreigners) completed surveys from 2nd November to 20th December in 2020, and the valid returned rate was 70%.

The researcher identified the concept of digital detox tourism as well as the objectives of the study. Also, DDT scenarios were displayed to help participants to respond. The first scenario displays a group of young adults traveling through Huragada without using e-devices. Scenario 2 presents businessmen have a holiday at luxury accommodation in Marsa Alam without holding digital devices. The third scenario is about a family practicing outdoor activities in Siwa (a nature-based environment). Li (2019) states that the scenarios give researchers and respondents the chance to recognize the potential attributes of the studied topics that otherwise they would disregard because of lack of knowledge or prevailing mindsets. The application of the scenarios technique also enables building a common understanding of the contexts among respondents and facilitates concentration on the core of the subject.

The participants were notified that their answers would be utilized for scientific aims and collected confidentially. The questionnaire consisted of four parts; the first part concentrates on the respondents' profile. The profile data contains the gender, age that was categorized into two groups (digital natives from 18 to 39 years, and digital

immigrants over 39 years), nationality, education level which was classified into five levels, monthly income was grouped into six levels (the currency was EGP in the Arabic survey form and £ in the English survey form), and respondents' daily habits of using digital devices.

The second part consists of seven items, it was developed to measure to what extent domestic and international tourists aware of the impacts of excessive usage of technology. The third part investigates the participants' attitudes towards DDT, they were asked about their usage of digital devices in their previous trips, and eight items were adapted from previous studies to address their views on the impacts of being unplugged at the destination (Letho, 2013; Li, 2019). The fourth section investigates the participants' motivators to be offline, it included seven items derived from Jackson & Eklund (2002); Jackson et al. (2008); and Egger et al. (2020). The second section was answered on a 5-point Likert scale ranged from extremely aware (5) to not at all aware (=1). The third and fourth parts answered on a five-point Likert which anchors strongly agree (=5) and strongly disagree (=1). IBM SPSS Statistics version 23 was employed for statistical analysis in this research.

The applied statistical techniques are descriptive analysis, reliability analysis (Cronbach Alpha), the researcher used the Shapiro-Wilk test to explore the normality of variables' distribution, Sig =0.255, accordingly, the variables are normally distributed. The t-test is used to investigate if there is a significant difference between the means of two groups, ANOVA to identify if there are statistically significant differences among groups. The research applied Pearson's correlation coefficient to explore the statistical correlation between two continuous variables. Lehman et al. (2013) identify the strength of the relationship as follows: $r \leq 0.20$ "very weak", $0.20 < r \leq 0.39$ "weak", $0.39 < r \leq 0.59$ "moderate", $0.59 < r \leq 0.79$ "strong", and $r \geq 0.80$ "very strong". To investigate the internal consistency among the items Reliability analysis was carried out and was measured by using the value of Cronbach's alpha. The Cronbach's value for the study items is 0.981, therefore the reliability is excellent (Roberts & Priest, 2006).

Results

Table 2 shows the participants' profile. Half of the sample were males, the age distribution of the respondents contained two groups between eighteen and over thirty-nine; the digital natives aged from eighteen to thirty-nine represented a large proportion (55.2%), while the digital immigrants represented 44.8% of the sample. Concerning nationality, 46% were Egyptians, while 54% were foreigners (23.2% British, 28.3% French, 40% Russian, and 8.5% other nationalities).

A large proportion of the sample is highly educated; 38% have a postgraduate degree, and 36.2% have a university degree. Regarding monthly family income, 44% of the respondents stated that their income ranged from 10,001 to 15,000, and 20.6% of the sample earn from 15,001 to 20,000 per month, and 20.7% of the sample earn 10000 or less per month. It's noticed that 38.2% of the respondents are addicted to ICT as they spend more than four hours a day, while 45.4% spend from two to four hours daily that indicates a moderate level of addiction. Only 16.4% of the participants showed a low level of addiction to digital devices.

Table 2
Profile of the respondents

Demographics (n=348)	Freq.	%
Gender		
Male	177	50.9
Female	171	49.1
Age		
18-39	192	55.2
Over 39	156	44.8
Nationality		
Egyptians	160	46
Foreigners	188	54
Education		
High school	68	19.5
Technical/trade qualification	22	6.3
university degree	126	36.2
Postgraduate degree	132	38
Other	0	0
Monthly family income (In EGP for domestic and £ for foreigners)		
< 5.000	18	5.2
5.001-10.000	54	15.5
10.001-15.000	153	44
15.001-20.000	72	20.6
20.001-25.000	51	14.7
25.000 >	0	0
Approx. time spending using digital devices		
15-60 min	16	4.6
1-2hrs	41	11.8
2-4 hrs	158	45.4
More 4h	133	38.2

Table 3 identifies the results of the crosstabulation between age and approximately time spent using digital devices. It's noticed that 70.3% of the digital native group stay connected for more than four hours a day, which indicates the addiction of digital natives to technology. While 72.4% of the digital immigrant group plug from two to four hours daily, it's indicative of their moderate addiction.

Table 3
Frequencies and percentages between age and spending time using digital devices

Approx. time	Age			
	Digital natives		Digital immigrants	
	Freq.	%	Freq.	%
15-60 min	16	8.3	8	5.1
1-2hrs	13	6.8	15	9.6
2-4 hrs	28	14.6	113	72.4
More 4h	135	70.3	20	12.8
Total	192	100	156	100

Awareness of the excessive usage of technology

The respondents were asked to express to what extent they are aware of the impacts of the overuse of technology. Table 4 shows that respondents are very aware of the following ICT drawbacks; loneliness, obesity, decreased physical activities, reduced engagement with family, and social problems. On the other hand, they are moderately aware that heavy usage of technology causes stress, anxiety, and affect negatively the vision as well as sleeping hours. The average mean score = 3.50, which is considered indicative of the respondents' good awareness of the impacts of ICT overuse.

Table 4

Respondents' awareness of the heavy use of ICT

Item (n=348)	5	4	3	2	1	Mean
cause anxiety and stress	104	60	41	97	46	3.23
Cause sleeping problems	40	124	39	109	36	3.07
Reduce engagement to family and cause social problems	82	161	0	64	41	3.51
Decreasing physical activities	141	90	27	50	40	3.70
Cause loneliness	173	50	48	77	0	3.92
Cause sight problems	100	80	29	100	39	3.29
Obesity	150	60	75	33	30	3.77
Average						3.50

*5= extremely aware, 4= very aware, 3= moderately aware, 2=slightly aware, 1= not at all aware

Tourists' attitudes toward DDT

An attitude is a tendency that identifies pro or con to an attribute, which turns into a negative or positive value (Phosikham et al., 2015: 38). Respondents were asked if they didn't use their digital devices for four hours or more in their previous holidays, 66.1% of the respondents (n=230) have experienced being away from technology for a time, but 33.9% are always using their digital devices on holidays. Most of the digital immigrants (87.1%) were disconnected/unplugged, while the majority of digital natives (83.3%) were plugged on their holidays.

Table 5 summarizes the most important reasons that encouraged 66.1% of respondents to be disconnected on holidays. 43.5% of them were bored of using their digital devices, 28.7% didn't have the desire to use digital devices, 18.3% didn't need to use e-devices, and 9.5% couldn't connect to the internet or others advised them not to use digital devices.

Table 5

Reasons for not using digital devices

Reasons (n=230)	Freq	%
I was bored of using digital devices	100	43.5
I did not have the desire to use	66	28.7
I did not need to use	42	18.3
I can't gain access to the internet	12	5.2
Others proposed not to use	10	4.3

The respondents were asked if they will be interested in not using their digital devices on their future holidays at the Egyptian destination, a large proportion agreed to be unplugged for a time (83.3%), but 16.7% of informants refused completely (Table 6).

Table 6

Frequencies and percentage of the respondents' acceptance to be unplugged

Item	Yes	%
Yes	290	83.3
No	58	16.7

Note: n=348

The participants who agreed with being unplugged at the Egyptian destination were asked to identify to what extent they agree with the impacts of participating in DDT (Table 7). The respondents strongly agreed that being unplugged for short time on holidays will recover their mental health, enable them to do things actively and full of energy, give them a better break from the day-to-day routine, contribute to a group as a member interacts with the local community, enjoy the beauty of the destination, companions, activities, and experiences. They were agreed with the following aspects; switching off digital devices could draw attention to many interesting things about the destination, using digital devices may produce more distractions at the destination, and makes the destination less different from home.

Table 7

Respondents' views on the impacts of being disconnected

Item (n= 290)	5	4	3	2	1	Mean
Doing things actively, full of energy	181	90	19	0	0	4.56
Contributing to a group as a member interacts with the local community	203	27	33	27	0	4.40
Enjoy the beauty of the destination, companions, activities, and experiences	160	67	31	32	0	4.22
Switching off digital devices there (could) gave me a better break from daily routine	181	90	0	19	0	4.49
My attention was (could be) drawn to several interesting features about that place when (if) I switched off digital devices.	44	186	0	60	0	3.74
Unplugging for short time during my holiday will recover my mental health	203	27	27	33	0	4.68
Using digital devices may produce more distractions at the destination.	44	186	0	60	0	3.74
Using digital devices on holiday makes the destination less different from my home.	66	154	40	20	10	3.85

*5= strongly agree, 4= agree, 3= neutral, 2=disagree, 1=strongly disagree; Note: n=290

Table 8 demonstrates the respondents' companions with whom they want to spend their digital detox holiday in the future, 41.4% of the respondents preferred to travel with their friends, 34.5% stated that they want to spend their holidays with their

families. While traveling with colleagues or alone scored the lowest percentages 15.5% and 8.6%, respectively.

Table 8

Frequencies and percentages of respondents' companions in digital detox holidays

Companion	Freq.	%
Friends	120	41.4
Family	100	34.5
Colleagues	45	15.5
Alone	25	8.6

Note: n=290

Motivators to be unplugged at the Egyptian destination

Table 9 shows the factors that motivate tourists to participate in DDT in their future holidays. Relax, and disconnect the routine life and work ranked the first factor and being more engaged with the surroundings ranked the second, followed by the desire to know the place better and staying at resorts situated in natural environments. The respondents agreed that they prefer to be unplugged at the destination to forget about their obligations more easily, make new connections and relationships, and back to nature.

Table 9

Respondents' motivators to be unplugged on holidays

Item	5	4	3	2	1	Mean	Rank
I want to relax, disconnect my routine life and work	203	41	46	0	0	4.54	1
I want to be more engaged with the surroundings.	180	50	50	10	0	4.38	2
I could forget about my obligations there more easily	44	227	0	19	0	4.02	5
I'd like to immerse to know this place better	181	49	35	25	0	4.33	3
I prefer to make new relationships	36	203	30	21	0	3.88	6
I like to back to nature	40	167	23	45	15	3.59	7
I prefer staying at resorts situated in natural environments	66	200	20	4	0	4.13	4

*5= strongly agree, 4= agree, 3= neutral, 2=disagree, 1=strongly disagree; Note: n=290

Concerning the awareness of the consequences of ICT's excessive usage, Table 10 shows the t-test results. Regarding gender, there is a significant difference ($t= 5.614$; $p= 0.001$) between groups in favor of females, mean score = 4.07. Also, there is a significant difference ($t=47.202$, $p = 0.001$) between the digital native group (18-39 years) and digital immigrants (over 39 years), in favor of the digital immigrants' group, they are extremely aware of the consequences of heavy use of ICT as the mean score = 4.46, while the awareness of digital natives is moderate (mean=2.80). There is a significant difference between Egyptians and foreigners ($t= 5.674$, $p= 0.001$) in favor of foreigners. Egyptians are very aware of the consequences of heavy use of ICT, while foreigners are extremely aware.

There are significant differences between groups regarding the impacts of being unplugged on holidays (Table 10). There is a significant difference between genders in favor of females ($t=4.498$, $p= 0.000$), their mean score is 4.13 which indicates their approval to be disconnected. There is a significant difference between the digital natives and digital immigrants, for the digital immigrants as their mean score = 4.69, which indicates their strong approval on being unplugged at the destination. But digital native’s mean score indicates their refusal of being unplugged. Concerning nationality, there is a significant difference between groups ($t=3.652$, $p=0.009$) for the foreigners, the mean score >4.20 which indicates their strong approval on being unplugged during their holiday, as they want to relax and disconnect their daily routine, in addition to interacting with their surroundings.

Table 10
independent t-test results

Constructs	Mean		T	Sig.
Perception of the impacts of ICT’s excessive usage	Gender			
	Male	3.59	5.614	0.001
	Female	4.07		
	Age			
	18 – 39	2.80	47.202	0.001
	Over 39	4.46		
	Nationality			
	Egyptians	3.77	5.674	0.001
	Foreigners	4.43		
Unplugging at the destination	Gender			
	Male	3.62	4.498	0.000
	Female	4.13		
	Age			
	18 – 39	2.42	90.652	0.001
	Over 39	4.69		
	Nationality			
	Egyptians	3.84	3.652	0.009
	Foreigners	4.41		

Table 11
One- Way ANOVA test results

Constructs	Education	Mean	F	Sig.
Perception of the impacts of ICT’s excessive usage	High school	2.80	535.355	0.001
	Technical/trade qualification	4.00		
	university degree	4.41		
	Postgraduate degree	4.39		
	Income			
	< 5.000	2.70	433.491	0.000
	5.001-10.000	4.40		
	10.001-15.000	4.24		
	15.001-20.000	4.19		
	20.001-25.000	4.63		

Unplugging at the destination	Education			
	High school	2.42	1834.917	0.001
	Technical/trade qualification	4.50		
	university degree	4.65		
	Postgraduate degree	4.61		
	Income			
	< 5.000	2.32	1703.665	0.000
	5.001-10.000	4.63		
	10.001-15.000	4.50		
	15.001-20.000	4.49		
20.001-25.000	4.86			

A one-way ANOVA test is used to identify the differences among groups (Table 11). Regarding education, there is a significant difference among groups for the respondents with a university degree ($p= 0.001$, mean score= 4.41) as they are extremely aware of the consequences of ICT excessive usage. There is a significant difference among groups for the highly incomeed respondents (20.001-25.000), $p= 0.000$ and mean score=4.63 which indicates their extreme awareness.

As regards, the impacts of being unplugged on holidays, Table 11 clarifies that there is a significant difference among groups for those with a university degree ($F=1834.917$, $p= 0.001$), their mean score is 4.65, which indicates strongly approvement on being switched off. There is a significant difference among groups for the group whose household income ranged from 20.001 to 25.000 ($p= 0.000$), their mean score= 4.86 which points to their strong approval on being unplugged.

Table 12 indicates a very strong positive correlation between the respondents' attitude toward being unplugged at the Egyptian destination and the following variables: age ($r =0.969$, $p=0.000$) as the age increases the positive attitude toward digital detox holidays increases; education ($r = 0.885$, $p= 0.000$) the higher level of education the more positive attitude towards being switched off; the awareness of the impacts of ICT excessive usage ($r = 0.973$, $p= 0.000$), as the awareness increases their positive attitude towards DDT increases; and their motivations, as the greater motives to be unplugged the higher positive attitudes to DDT ($r = 0.979$, $p=0.000$). A weak positive relationship is found between the respondents' attitude toward being disconnected during their holidays and gender ($r =0.235$, $p=0.000$). On the other hand, there is a strong inverse correlation between the respondents' attitude toward DDT and their approximately time spent using digital devices ($r = - 0.665$, $p=0.000$), as the number of hours spent plugged/connected increases the attitudes toward participating in DDT decreases.

Table 12

Correlations between attitudes towards being unplugged and variables

Attitudes towards being unplugged		
Gender	Pearson Correlation (r)	Sig. (2-tailed)
	0.235**	0.000
Age	0.969**	0.000
Education	0.885**	0.000
Approx. time spending using digital devices	-.665**	0.000
Perception of the drawbacks of ICT excessive usage	0.973**	0.000
Motivators to be unplugged	0.979**	0.000

**. Correlation is significant at the 0.01 level (2-tailed).

Conclusion and future research

Digital detox tourism is a new phenomenon that has been occurred to decrease the negative impacts of ICT on tourists during holidays, and to concentrate on the real world instead of the virtual one. Many destinations have considered digital detox tour packages as their set points, moreover, many tourism and hospitality businesses are offering digital-free environments as well as digital detox experiences. The research aims to explore the daily habit of using digital devices for Egyptians and foreigners, identify their perception and awareness of the impacts of ICT's excessive usage, investigate their attitudes towards participating in DDT at the Egyptian destination and explore their motivators to experience DDT.

The findings of the research indicate the digital-natives' addiction to the technology, as most of them, stay connected for more than four hours a day. A quite sizable number of digital immigrants have moderate addiction to technology, they use their digital devices for two to four hours daily this is maybe due to their desire to relax, make new connections and relationships, and have a break from their daily routine life and work. A large proportion of the respondents have experienced being unplugged on their holidays, as they were bored of using digital devices and have no desire or no need to be plugged.

The results revealed that tourists have a good awareness of the drawbacks of the excessive usage of technology, such as loneliness and social problems, obesity, decreasing physical activities, minimizing engagement with family, anxiety, and stress. Based on their perception of technology problems, a large proportion of the surveyed tourists agreed to participate in DDT in the future at the Egyptian destination. Most digital immigrants (Egyptians and foreigners) have the desire to participate in DDT, whereas they are stimulated by a range of motivators to engage in such type of tourism. However, large numbers of digital natives refused to be unplugged for a long time during their holidays, they have suggested providing technology facilities in some places at the destination, as they believe that technology is useful to some degree. This corresponds to previous findings recommending hatred travelers need connection and disconnection (e.g., Dickinson et al., 2016; Tanti & Buhalis, 2016). Tourists who show up their desire to disconnect digital devices

believe that this will enable them to enjoy the beauty of the destination, interact with their surroundings, and increase their contribution to a group as a member.

This research investigated domestic and international tourists' motivators to participate in DDT at the Egyptian destination. Escapism, relaxation, health and wellbeing, and connection were the main factors for participation in DDT. The preceding motivators are in line with results of previous studies stating that DDT can improve health, reduce anxiety and stress, improve the attachment to a destination (Smith and Puczko, 2015; Dickinson et al., 2016; Floros et al., 2019; Li, 2019). Generally, tourists who agreed with being unplugged need to recover their mental health, have a rest from their daily duties and responsibilities, as well as enhance their tourism experiences. This is in line with usual opinions of tourism as being essentially related to the need for relaxation and escape, mainly from work and daily life routines.

From tourists' perspectives, the disadvantages of using digital devices at the destination are causing more distractions at the destination, making the destination less different from home, and their experience will be affected negatively. They prefer to accompany their friends and families on the digital detox holiday. The results revealed a very strong positive correlation between tourists' attitude toward participating in DDT and the following variables; age, education, awareness of the impacts of ICT excessive usage, and motivations to be unplugged. Conversely, there was a strong inverse correlation between the respondents' attitude toward DDT and their approximately time spent using digital devices.

Results can make significant theoretical contributions to the understanding of the relationship between technology and tourism. The current research displayed the health risks of excessive usage of technology, and the emerging of DDT which refers to the absence of internet and mobile signals during holidays or controlling the usage of digital devices. The practical findings may assist policy-makers and service providers at the Egyptian destination to understand the tourists' motivators to be disconnected and offer services and activities that fulfill their needs and wants, and improve their interaction and communication, especially for digital natives.

Egyptian destination policy-maker can learn how DDT can be promoted to reduce tourists' physical and mental problems, anxiety, and stress, which are emerged from the addiction of digitalization and may encourage consumers to participate in such types of tourism. Accordingly, new marketing strategies should be developed for the new niche markets. It's recommended to promote a Tech-free attitude package, where ICT facilities and connections are not provided in the accommodation but available in near places.

This study emphasizes only a demand-side perspective and identifies the tourists' motivators to participate in DDT. Further research is necessary to study the supply-side policies and strategies to provide facilities and activities, which achieve the needs of customers who search for digital detox holidays. Also, investigating the tourists' experiences during and after DDT.

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سياحة الديثوكس التكنولوجي في المقصد السياحي المصري: الاتجاهات والدوافع

هبه الله على سيد محمد جعفر

قسم الدراسات السياحية، كلية السياحة والفنادق، جامعة مدينة السادات

المخلص

على الرغم من المزايا التي تحققها تكنولوجيا المعلومات والاتصالات، إلا أن استخدامها المفرط له آثار سلبية عديدة. حيث أن إدمان استخدام التكنولوجيا يسبب مخاطر كثيرة للإنسان سواء جسدية أو نفسية. ويهدف هذا البحث إلى التعرف على اتجاه جديد في السياحة يهدف إلى التخلص من سموم التكنولوجيا المفرطة؛ وتحديد الفرق بين فئتين من اعمار السائحين في استخدام التكنولوجيا (الفئة الرقمية: اللذين وُلدوا في عصر التكنولوجيا، والفئة الغيررقمية: اللذين وُلدوا قبل عصر التكنولوجيا)؛ قياس مدى ادراكهم ووعيهم لعواقب الاستخدام المفرط للتكنولوجيا، تحديد اتجاهاتهم ودوافعهم للاشتراك في برامج سياحية تهدف إلى التخلص من استخدام التكنولوجيا أثناء الرحلة السياحية. وللوصول إلى نتائج الدراسة فقد تم توزيع استقصاء إلكتروني، وتم تحليل إجمالي 348 استمارة. لقد أظهرت النتائج إدمان السائحين الرقميين للتكنولوجيا، حيث يقضي معظمهم تقريبًا أكثر من أربع ساعات يوميًا. كما تشير النتائج إلى أن السائحين الداخليين والدوليين لديهم وعي جيد بالتأثيرات السلبية للتكنولوجيا. ولقد أوضحت الدراسة مزايا سياحة الديثوكس التكنولوجي. كما أفرزت النتائج أربعة دوافع تشجع السائحين على الاشتراك في سياحة الديثوكس التكنولوجي، وهي الهروب من المسؤوليات والروتين اليومي، الاسترخاء، الصحة والرفاهية، وتقوية العلاقات الإنسانية. تساهم نتائج الدراسة في مساعدة صناع القرار بالمقصد السياحي المصري بتوفير العرض السياحي والأنشطة التي تنعش عقول السائحين وتحقق لهم الرفاهية بشكل أفضل؛ والترويج لسياحة الديثوكس التكنولوجي كميزة لتحسين تجربة السائح وتعزيز مشاركته في البيئة المحيطة بالمقصد السياحي المصري.

معلومات المقالة

الكلمات المفتاحية

سياحة الديثوكس التكنولوجي؛ الانفصال عن التكنولوجيا؛ الوعي؛ الاتجاهات؛ الدوافع.

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