



TESIS DOCTORAL

“Tendencias de negocio basadas en la desconexión digital. Una aproximación a un nuevo modelo económico y turístico”.

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“Si te agradare y pareciere bien agradécelo a lo poco que sabes, pues de tan mala cosa te contentas; y si te pareciere malo, culpa mi ignorancia en escribirlo y la tuya en esperar otra cosa de mí. Dios te libre, lector, de prólogos largos y de malos epítetos”.

(D. Francisco de Quevedo Villegas)

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ABSTRACT

Esta Tesis Doctoral (TD) consta de cuatro artículos de investigación publicados en revistas científicas listadas en el Journal Citation Report (JCR) de la Web of Science y en la base de datos Scopus. Su principal objetivo es contribuir de forma relevante al campo científico del sector económico y del turismo según los criterios de la Comisión Nacional Evaluadora de la Actividad Investigadora (CNEAI) y generar un corpus de conocimiento enfocado en el turismo de desconexión digital, Digital Free Tourism (DFT). Para ello proporciona un análisis exploratorio del mercado emergente DFT en la economía, con especial atención en la gestión empresarial, en los nuevos modelos de negocio y en el sector del turismo. La evolución de DFT refleja la complejidad del tema, considerado multidisciplinar y no suficientemente

investigado. Para su confección se ha presentado un compendio de publicaciones que justifiquen la coherencia e importancia de investigación sobre DFT en el contexto económico actual.

La estructura de contenidos de esta TD, según el artículo 33 de la resolución de 14 de diciembre de 2021 que ejecuta el acuerdo adoptado por el Consejo de Gobierno que aprueba la Normativa de Doctorado de la Universidad de Extremadura (DOE número 248, de 28 de diciembre de 2021), se esquematiza en una introducción con los objetivos de esta y proceso metodológico, incluyendo la copia completa de los artículos publicados. A continuación, se presenta un análisis sintetizado de los resultados obtenidos y una discusión junto con las conclusiones globales.

El corpus de conocimiento de esta TD, parte de forma metodológica a través del estudio de fuentes primarias y secundarias utilizando herramientas y recursos empíricos cuantitativos y cualitativos que complementan un marco teórico. Para ello se realiza una revisión sistemática de la literatura mediante un análisis bibliométrico que explora de forma cuantitativa la producción literaria sobre DFT proporcionando un mapa temático. El objetivo era resumir la información existente sobre el objeto de estudio, utilizando diferentes métricas y organizar un marco conceptual. Tras aplicar filtros metodológicos, se identificaron los artículos de las bases de datos WOS y Scopus más representativos de esta temática en sus etapas de desarrollo, que transcurre con sus inicios desde 2009 a 2015, fase de crecimiento en los periodos de 2016 a 2020 y fase de consolidación, a partir de ese período y hasta la actualidad.

Dentro de esta aproximación al marco conceptual, se estudió el factor de la responsabilidad corporativa empresarial (RSC) y su impacto en el sector del turismo y la economía a través del conocimiento responsable en administraciones y empresas turísticas. Con ello se ponía el foco en el análisis de los cambios de actitud en los consumidores y percepciones relacionados con la sostenibilidad ambiental y el impacto positivo que puede provocar el binomio RSC y DFT, reduciendo el nivel de tecnoestrés y el agotamiento digital y mejorando el bienestar a través de políticas de fomento del equilibrio entre el trabajo, ocio y la vida personal. A su vez, desconexión digital y RSC pueden contribuir a mejorar la imagen de una empresa comprometida con la salud y la conciliación de trabajo y vida familiar.

Tras identificar la necesidad de investigación sobre la limitada producción científica sobre DFT, se aborda la recopilación de estudios cualitativos y cuantitativos que recojan evidencias empíricas, concretas y verificables sobre el marco conceptual DFT en el nuevo escenario económico, la gestión empresarial y el impacto en el sector del turismo. A partir del esquema analizado en la investigación teórica, se examina el papel crucial de las motivaciones en la intención de realizar un viaje de desconexión digital y el impacto en las dimensiones sostenibilidad económica, bienestar y salud, conexión con la naturaleza y sociabilización, entre otros.

Para validar la correlación de este proceso, se desarrolló un modelo de ecuaciones estructurales (SEM) basado en una muestra de 426 participantes con la intención de conocer las motivaciones de turistas

en un viaje DFT y los efectos que una experiencia DFT puede tener en la economía sostenible, en la seguridad y privacidad, en el bienestar y en la salud y otras dimensiones hedónicas.

Los hallazgos pueden permitir que DFT, como nuevo nicho de mercado, sea aprovechado por el sector del turismo como un elemento de atracción económica. Los atributos DFT plantean una alternativa saludable a la omnipresencia tecnológica, una promesa de satisfacción y bienestar y un fomento de las relaciones sociales.

Aunque el número de citas relacionadas con DFT sigue siendo muy limitado, en la última década, el interés por las vacaciones de desconexión digital ha ido creciendo. La industria del turismo ha tenido el reto de dar cobertura al desarrollo turístico de DFT y focalizar acciones en áreas específicas que generen beneficios que impulsen iniciativas en entidades vinculadas directa e indirectamente en el sector turístico (empresas, organizaciones, países y consumidores finales).

Algunas preguntas de investigación claves planteadas en este trabajo han sido:

- ¿Existen elementos de DFT en los productos y paquetes de servicios ofertados por establecimientos, destinos o servicios y que son demandados por los viajeros?
- ¿Genera una potencial oportunidad económica DFT en la oferta de servicios turísticos?
- ¿Cuál es el valor añadido que tiene DFT en la gestión empresarial y los beneficios de un establecimiento turístico?
- ¿DFT puede convertirse en un modelo económico y turístico viable y con futuro?

Este estudio ha tratado de dar respuestas a las brechas existentes en literatura turística, indagando en el nuevo escenario económico de un mercado emergente y la oportunidad que puede ofrecer DFT en la planificación de las vacaciones, en sus destinos, sus organizaciones, sus redes conectadas de alojamientos o sus catálogos de servicios. Ello puede permitir la apertura de nuevas vías futuras para investigaciones y constituir el prólogo para próximos estudios que proporcionen enfoques de planificación y desarrollo de estrategias en sus ámbitos de actuación a todos los actores interesados (empresas, destinos, administraciones), a la hora de aplicar tendencias de turismo DFT y viajes de desintoxicación digital con un objetivo común: desarrollo óptimo, económico y sostenible del turismo del futuro.

CAPÍTULO 1: INTRODUCCIÓN Y OBJETIVOS

OBJETO DE INVESTIGACIÓN.

En la era digital en la que el mundo vive, la digitalización desempeña un papel fundamental en las actitudes y motivaciones de los consumidores, especialmente en la industria del turismo.

El entorno empresarial sufre una constante evolución que trata de aprovechar los beneficios de la transformación digital y los progresos ilimitados que ofrece la digitalización. Sin embargo, su excesivo uso y abuso están provocando que la sociedad empiece a sentir la necesidad de desintoxicación digital por sobrecarga con impactos negativos en la salud física y mental. Ello genera una búsqueda de espacios donde esa hiperconectividad sea limitada o prácticamente nula. Es en este contexto donde surge la desconexión digital como una respuesta a la necesidad de recuperar el equilibrio y el bienestar vital y una oportunidad económica y turística muy interesante: DFT (Digital Free Tourism) o turismo de desconexión digital.

Desconectar de la tecnología y conectarse con el entorno natural en períodos de descanso y etapas vacacionales se ha convertido en una tendencia en crecimiento, y para muchos, en una verdadera necesidad. Cada vez más personas están dispuestas a pagar por la experiencia de alejarse de la vida digital y sumergirse en entornos donde la conexión con la naturaleza y las actividades físicas y el contacto social sean protagonistas. Parques naturales, destinos rurales y establecimientos especializados en DFT son algunas de las opciones que están emergiendo en el mercado.

Estos servicios no solo ofrecen una evasión temporal del mundo digital, sino que también brindan la oportunidad de disfrutar de experiencias únicas y revitalizantes. Actividades al aire libre, contacto con la biodiversidad, mindfulness, práctica de deportes y actividades artísticas son solo algunas de las propuestas que se pueden encontrar en estos espacios de desconexión.

DFT puede ser una gran oportunidad para el turismo sostenible, ya que promueve el cuidado del medio ambiente, el respeto por la naturaleza y la protección de los recursos naturales. DFT se presenta como una opción cada vez más atractiva para aquellas personas que buscan equilibrar su vida y encontrar momentos de tranquilidad y bienestar. Al mismo tiempo, esta tendencia ofrece oportunidades económicas y turísticas prometedoras para empresas y emprendedores que deseen adentrarse en este mercado en crecimiento.

PROCESO METODOLÓGICO.

El diseño de esta investigación busca realizar una aproximación al marco conceptual del turismo de desconexión digital (DFT) como modelo económico dentro de la gestión empresarial y el sector del turismo. Para ello es necesario efectuar un diseño de estudio de esta TD, consistente en:

- A. Revisión sistemática de la literatura. Tendencia emergente de DFT en la economía, la gestión empresarial y el sector del turismo. En primer lugar, se efectúa una revisión sistemática de la literatura mediante un análisis bibliométrico que explora de forma cuantitativa la producción literaria sobre DFT proporcionando un mapa de estructuras de conocimientos. Para ello se emplea el paquete de software Bibliometrix basado en el lenguaje R y complementado por la función Biblioshiny, añadiendo texto con un análisis de los artículos más relevantes y las instituciones y países más prolíficos en el objeto del estudio. Este análisis bibliométrico se origina con la recopilación de recursos bibliográficos de las bases de datos Scopus y Web o Science (Wos) incorporando metadatos de autor, fuentes y documentos publicados en el período investigado: 2016-2022. Además de incorporar la automatización y la bibliometría en los resultados de esta TD, se analizan recursos con artículos relevantes de la muestra seleccionado para mejorar el corpus del conocimiento existente y la comprensión del fenómeno DFT.

El esquema ordenado de las fases de la revisión se expone a continuación:

- a. Análisis bibliométrico. Exploración y análisis de artículos científicos
 - i. Principales técnicas.
 - 1. Métricas con relación directa en publicaciones
 - 2. Análisis de redes en co-citación de artículos científicos y co-ocurrencia de palabras clave, autor, filiación
 - 3. Análisis de los contenidos de la muestra síntesis.
- B. Análisis cuantitativo. Investigación empírica sobre el impacto de DFT en los modelos de negocio, en las estrategias de marketing empresarial y el rendimiento organizativo en los operadores turísticos.
 - a. Método aplicado
 - i. Obtención de datos mediante una encuesta administrada en basada en escala Likert con 5 niveles
 - ii. Validación empírica del modelo de investigación mediante análisis estadístico en PLS-SEM.

OBJETIVOS.

La estadística de resultados muestra la necesidad de emprender nuevos modelos de negocio orientados a un uso saludable y seguro de las nuevas tecnologías que ponga en valor los servicios y recursos de los destinos DFT, concretamente en aquellos que promuevan la generación de recursos, la privacidad, la seguridad, la sostenibilidad, y que tiene el poder de ser motores tractores en el sector económico y turístico a través de experiencias satisfactorias.

- Evaluar el potencial de crecimiento de DFT. Esto implica analizar las tendencias actuales y pronósticos en relación con la demanda y oferta de potenciales destinos. Comprender la capacidad de crecimiento puede ayudar a la planificación estratégica y al desarrollo sostenible de destinos turísticos.
- Identificar las características y necesidades de los turistas interesados en DFT. Esto incluye el análisis de su perfil sociodemográfico, preferencias de viaje y comportamiento de gasto. Comprender estas características puede ayudar a adaptar la oferta turística y desarrollar estrategias de marketing más efectivas.
- Investigar las estrategias de desarrollo y promoción de DFT. Esto implica analizar programas gubernamentales, proyectos de infraestructura y acciones de marketing que fomenten la atracción de turistas interesados en desconectarse digitalmente. Comprender estas estrategias puede ayudar a identificar prácticas exitosas, escalables y transferibles a otros destinos.
- Evaluar los beneficios y desafíos económicos asociados con DFT. Esto incluye examinar los efectos positivos, como la preservación de recursos naturales, el fomento del bienestar y la salud, el desarrollo económico de destinos, la conservación del patrimonio natural y cultural y la generación de empleo. También implica identificar los desafíos, como la dependencia estacional del turismo, el cambio de paradigma hiperconexión-desconexión digital el posible impacto de áreas rurales, masificación y gentrificación, por ejemplo.
- Analizar el impacto económico DFT en una determinada región o país y tipo de establecimiento. Esto incluye el análisis de los ingresos generados por los visitantes, el empleo directo e indirecto generado por la industria, la fidelidad al destino DFT y el gasto turístico en la economía local.

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CAPÍTULO 2. INTERNET INTERVENTIONS AND THERAPIES FOR ADDRESSING THE NEGATIVE IMPACT OF DIGITAL OVERUSE: A FOCUS ON DIGITAL FREE TOURISM



- Tipo: ARTÍCULO
- Título de la publicación: *“Internet interventions and therapies for addressing the negative impact of digital overuse: A focus on digital free tourism”*
- Situación: PUBLICADO
- Revista: BMC Public Health.
- Autores: Juan Francisco Arenas-Escaso^[1]; José A. Folgado-Fernández^[1]; Pedro R. Palos-Sánchez^[2]
[1] Universidad de Extremadura
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- Año. 2.024
- Factor de impacto y categorización de la revista BMC Public Health es de 4.135
- Participación del estudiante de doctorado en la publicación:

Autor de correspondencia en coautoría con directores de tesis

Breve resumen de la publicación: The excessive use of information technologies (IT) and online digital devices are causing symptoms of burnout, anxiety, stress and dependency that affect the physical and mental health of our society, extending to leisure time and work relationships. Digital free tourism (DFT) is a phenomenon that emerges as a solution to technostress and pathologies derived from digital hyperconnection. The objective of this research is to advance the knowledge of new structures of motivational factors that can understand the decision of a tourist to make a DFT trip. To this end, it is investigated whether family and social engagement and health and relaxation have a positive impact on the behavioral intention of the potential tourist and whether this influences sustainability due to the importance of DFT in the new economic framework.

Keywords: Digital free tourism, Digital overuse therapies, Economic Sustainability, Health and Economy,

INTRODUCTION.

Currently, 5.32 billion people in the world use a smartphone, and 4 out of 5 mobile devices are active and permanently connected to the Internet [1]. In addition, three-quarters of the planet's inhabitants use social networks as communication channels and for social interaction [2–4].

Numerous studies have demonstrated the usefulness of new technologies and social networks in information exchange, such as socialisation [5], mental health [6], improved self-esteem [7], emotional benefit [4], self-expression and increased quality of life for individuals [8, 9]. New technologies and social networks have enabled the improvement of living standards and changes in people's consumption concepts have greatly boosted the development of tourism [10, 11], which has further benefited the hospitality sector [12, 13].

An increasing number of studies are addressing the need to limit the use of IT and reduce digital hyperconnection [3, 14, 15].

In recent years, these lines of research have focused on proposing therapies to combat the adverse health and wellbeing effects of this technological addiction [13, 16].

The research on addiction to the Internet and social media stands out in the scientific literature. [11, 17] analyse the mechanical attitude and behaviour of users that lack self-control and self-awareness [18].

Other studies have revealed the negative impacts of IT on society, such as the influence of fake news [9], polarization of public opinion [19], data protection and privacy ,especially in the health sector where patient data is highly sensitive and there are concerns that anonymisation of data is not sufficient to preserve patient privacy , cybercrime, addiction to being connected [20], the obsessive attraction of social media [21], hyperconnection of cyber workers [22], control of big data and virtual monetary systems without financial regulation [12, 23] or the new domain of Artificial Intelligence (AI) [24] and use of virtual reality [2].

The tourism sector has responded to the growing demand for digital disconnection trips and holidays by offering DFT experiences[25].

Digital Free Tourism (DFT) has become an attractive tourism market and an emerging business opportunity. Existing lines of research have studied the application of new technologies in business and the hospitality sector but have not considered the concept of digital disconnection and wellbeing in a holiday context [15, 17, 26].

In the field of tourism, the motivations of tourists on a DFT trip have been examined the effects that a DFT experience can have on well-being [7, 27–29] and also on health [9, 16, 30].

The results have identified DFT-derived attributes that provide important findings that can inform strategies in the tourism sector and its promotion as an emerging and future market [11, 31–33]

This phenomenon emerged in 2013 in the United States and extended throughout the world in only a few years, becoming a global emerging market opportunity for the tourism sector , wellness and health and for economic sustainability [4, 34–36].

DFT accommodation and travel agencies offer services for technological disconnection that limit access to information with alternative activities, exclusive stays free of electronic devices or therapies such as yoga, hiking, mindfulness and pilates, which offer to improve the well-being of the customers [15, 37].

There are strategies that try to help users temporarily disassociate from their digital devices or use them in a balanced and responsible way [38–40].

However, there are barriers to the decision to take a DFT travel. There a few studies on the behavioural intention of tourists to use experiences that limit the use of smartphones [3, 41].

This study addresses a new problem with a strong impact of technology and tourism. The methodology is based on an exploratory analysis, building on previous studies, using a survey of potential Spanish tourists. The scientific production of studies on Digital Detox and specific studies on Digital Free Tourism is very scarce. The use of structural equations to evaluate the results of the questionnaires is a novelty in the work as it employs a pioneering statistical analysis carried out with PLS-SEM and DFT[42].

The aim of this study is to examine the opportunities that DFT can bring in the tourism sector for tourism service providers and, in turn, to investigate the influence of tourists' behavioural intentions (BI) on the variables offered by DFT attributes linked to social and family engagement, relaxation and wellbeing and connection with nature. It also studies the impact of BI on DFT economic sustainability in the new economic scenario and the complex relationship between digital technologies and tourism.

In summary, we use a quantitative approach that investigates the attitudes and motivations of potential DFT tourists by employing a new dimension, sustainability as a cornerstone of DFT attributes and its influence on the behavioural intention of these potential tourists.

Table 1. Terminology in digital free tourism travel and digital disconnection travel. Own authors.

Terminology DFT	Authors	Year	Topics
Digital detox holidays (DDH)	Jiang & Balaji	2022	Disconnected in travels and holidays
	Winke	2010	Addiction and holidays
Digital Detox tourism (DDT)	Gaafar	2021	Attitudes and motivators in Egyptian tourists
	Hoving	2017	Motivations Dutch tourists' digital detox

	Pawloska-Legwad & Matoga	2020	Disconnect from digital world
	Wilckonson	2019	Effects smartphone: anxiety and craving
Digital free holidays (DFH)	Emek	2014	Addiction and digital free holidays
	Ozdemir	2021	Bibliometrics analysis about digital holidays
Digital free tourism (DFT)	Arenas et al	2022	Opportunities DFT
	Dickinson et al	2016	Disconnection at campsite
	Egger et al	2020	Exploratory study DFT motivations
	Floros et al	2019	Millennials
	Fryman & William	2021	Smartphones dependency
	Hassan et al	2022	DFT Tourism and Well Being
	Li et al	2018	Critical discourse digital free tourism
	Li et al	2020	Character Strengths digital free tourist
	Liu & Hu	2021	Technostress perspective in digital free tourism
	Cai et al	2020	Turn it off in travels
	Cai et al.	2023	Power and resistance in a connected world
Tourism offline	Syvertsen	2022	No access internet mountain. Experiences.
Unplugged in experiences. Motivations, attitudes.	Ayeh	2018	Problematic use technology in holidays
	Durán-Román et al	2021	Sustainability and experience at destination
	Kirillova & Wang	2020	Smartphones disconnected in holidays
	Kuntsman & Miyake	2015	Digital disengagement
	Paris et al	2015	Campsites and disconnection
	Fan et al	2019	Face to face contact in destination immersion
	Thomas et al	2016	Benefits connection and disconnection

	Benedict et al	2019	Benefits connection and disconnection
	Zhuang et al	2021	Tourism experiences of AR technology use

This research offers a thoughtful perspective to understand how providers can leverage DFT strategies to achieve greater appeal to potential travellers.

The drive for new technologies and digitalisation has led to the need to rethink business models and segments oriented towards the sustainability and viability of tourism resources. In this sense, service providers are making efforts to turn their destinations into service providers are making efforts to turn their destinations into ideal destinations that meet the needs and experiences of their potential customers [12, 17].

With these premises, tourism managers are starting to promote sustainable strategies in line with their clients' offer. Environmental and economic sustainability is a priority objective for the new manifestations of tourism, such as DFT, which proposes and promotes the revaluation of authentic resources [43, 44]. For these reasons, research population would be clients of this promote sustainable strategies and with issues related with DETOX.

The research questions are as follows:

- RQ1. Investigate whether in the new digital era DFT can offer a competitive advantage in attracting tourists and be a driver of economic sustainability.
- RQ2. To identify DFT as a new business model and generator of business initiatives that promote health and wellness tourism.
- RQ3. Expand the field of knowledge of DFT by adding economic sustainability as a factor influencing the behavioural intention of tourists when seeking DFT experiences.

After this introduction, the existing scientific literature about DFT is reviewed. Then, the methodology of the research and the data collection system using an online questionnaire of 426 tourists are given, the results obtained are discussed, and the conclusions of the study are presented.

BACKGROUND.

Social and family engagement

Every individual wants to have social relationships with others [15, 25]. Therefore, the influence exerted by family and friends is very important in our lives since it can directly affect decision-making and condition attitudes and behaviour. [41].

Several studies have shown that enjoying a vacation with family or friends is beneficial for social relationships [16]. In addition, vacations help create close bonds that increase sociability [29], promote face-to-face communication [45], build trust [46] and generate social and family commitment [39].

Jiang and Balaji's (2021) research identifies several reasons for tourists to participate in a DFT trip, including social and family engagement, connection with nature, relaxation and novelty, which all increase well-being during holidays. It can even reinforce bonding points with loved ones without the constant need to send social media notifications and enhance that active engagement with a DFT experience [7].

Family and social commitment can represent a barrier to holiday enjoyment that must be negotiated and addressed personally by the potential tourist as technology wields extensive power in the experience [28].

Nature connectedness

Other research suggests that social and family engagement can be enhanced with an immersive experience in the natural environment. [7]. Nature connectedness has been defined as the subjective feeling of association with the environment that implies meaningful participation in something greater than oneself and that can be related to scales of natural emotional, social and psychological well-being. [47, 48]. Researchers have found that immersion in a natural environment creates positive communication bonds, enhances the development of personal skills, reinforces attachment and interpersonal harmony, and increases sociability. [15, 47, 49]. When choosing an experience of well-being and relaxation with family and friends, DFT in nature gives the tourist a chance to try new activities that favour full enjoyment of the environment [46] and strengthen social and family bonds [38]. Nature can enhance self-expression and self-control and contribute to a healthy experience [11].

DFT limits the constant presence of IT with activities in environments that allow tourists to enter the natural environment [50] and engage with family, friends and fellow travellers in activities that improve interpersonal relationships without the need to rely on mobile devices. Thus, bonds of unions are reinforced without the constant obligation to send emails, upload photos to social networks or publish videos on the Internet [38, 40].

Hence, the following hypothesis is proposed for research:

H1. Social and family engagement positively influences nature connectedness.

Health and Relaxation

One of the consequences of a world with digital communication without limits is the increase in stress levels [21, 51].

Some studies conclude that DFT is a way for tourists to reduce technostress, which is a subtype of stress that is characterized by a loss of control due to being connected to the Internet with devices such as smartphones, causing frustration, anxiety and an absence of privacy [52].

DFT can allow tourists to escape from their usual work routines and disconnect in the middle of nature with limited use of IT [29, 53]. This increases the feeling of well-being and relaxation [6, 15, 54, 55]. It also improves the participants' health by avoiding compulsive use of the Internet in daily online activities, such as posting on social networks, instant messaging, sending and receiving emails or watching online videos [15, 21, 38].

Hence. The following research hypothesis is proposed:

H2. Health relaxation positively influences nature connectedness.

Behavioural intention

Behavioural intention is the subjective probability that a person is going to act in some way and have certain behaviour [41]. In the tourism sector, conceptual models have tried to investigate what factors influence the behaviour of a tourist when choosing a type of experience and how these affect the tourist's intention to book a trip [51].

DFT reduces the negative impact of technology and the Internet during leisure activities and holidays by limiting the use of digital devices that cause distractions and pathologies [14]. An excessive use of technology causes technostress, depression, low self-esteem, anxiety and other new diseases associated with technological addiction, such as nomophobia, FOMO disorder, and phubbing [56, 57].

this study is based in other research works, but this model has a lot of new apports.

Similar model as [7]. These authors present a model Digital-Free tourism holiday as a new approach for tourism well-being.

Additionally, Previous studies such as [58] and [59] have showed different models and relations with some variables, as the positive relation between 'Use digital technologies during holidays' in 'Tourist self-control during holidays'. [32] and [46] presented the negative influence of 'Use digital technologies during holidays' in 'Technology dark traits in holidays'.

On the hand, 'Technology dark traits in holidays' have a positive influence in DFT [60]. Finally, [61] and [62] established the influence of 'Tourist attribution' in DFT.

Several investigations have concluded that certain factors, such as social and family engagement, nature connectedness and health relaxation, favour the intention to participate in a DFT experience and positively affect tourists' behavioural intention [7, 15, 29].

Social and family engagement can influence tourists' intention to choose a DFT experience, and an increasing number of friends, family and private circles recommend enjoying DFT trips [50].

Due to the above literature, the following research hypothesis was proposed:

H3. Social and family engagement positively influences behavioural intention.

As seen above, an immersive trip in nature can motivate a person to escape from a hyperconnected world [18, 46]. This increases tourists' enjoyment of the trip [29]. This approach has been supported by other studies researching digital disconnection experiences at destinations surrounded by nature, such as campsites [46], detox retreats [63] or mountain huts [50]. All of these factors provoke positive and authentic emotions in tourists who consider them decisive elements when making a DFT trip with full immersion in nature [6, 64].

The contributions to well-being and health of this type of trip means that Behavioural Intention is positive when connecting with nature on a DFT experience [7, 15, 65].

Hence, the following research hypothesis is proposed:

H4. Nature connectedness influences Behavioural intention.

In addition to social and family engagement and nature connectedness, the desire for relaxation and health is also an element that can condition the decision to choose a DFT destination [20, 51]. Numerous studies address the negative impacts of technology addiction and its harmful effects on health [66]. DFT has a high demand from users who want to mitigate the negative effects of hyperconnection and find enjoyment, pleasure and spirituality [7, 29, 46]. Suppliers in the tourism sector have tried to channel this intention to meet the demand for the well-being of their customers. [18, 35, 67].

The following research hypothesis is proposed using the above:

H5. Health relaxation positively influences behavioural intention.

Economic sustainability and sustainable tourism

The revolution and transformation of tourism caused by IT plays a fundamental role in world economies [7]. In 2030, the United Nations World Tourism Organization program predicts that there will be over 1,800 million tourists [1]. This will generate income, create new jobs and promote economic opportunities that can increase the sustainability and profitability of the tourism industry [68].

Technical, social, environmental, economic and political challenges all affect demand and sustainability in many countries that already promote tourism in nature [69]. The economic sustainability of tourism should allow for viable economic projects in the long term, which produce socioeconomic benefits for all stakeholders. These include alleviating poverty, income-generating opportunities, stable employment, and social services for host communities [1]. Therefore, sustainability must satisfy the different stakeholders so that there are positive feelings in social commitments, defence of natural resources and improvements

of the tourist experience [34]. DFT can be relevant for the sustainability and profitability of tourist destinations and is important for their economy [4]. In addition, DFT aims to maintain tourist satisfaction and ensure that tourists live a meaningful experience that will make them aware of sustainability issues and sustainable tourism. Existing studies indicate that tourist awareness is being attracted to new sustainable experiences that are completely different from saturated mass tourism and focus on well-being and authenticity at a DFT destination [50, 70]. A DFT tourist seeks a balance between good infrastructure, safety, healthy activities, new experiences, personalized offerings and respect for the environment [9, 17, 36] and an experience that includes quality services that protect nature, ecology and control to reach more efficient, sustainable services without noise or light pollution [7, 55]. All these elements are an integral part of sustainable tourism for economic development, society and the environment [71].

The opportunity that DFT gives for business growth and job creation [35, 72] as a new market niche for companies and new entrepreneurs can have an impact on the decision of the DFT tourist and condition their behavioural intention for a trip [24, 34]. This means that tourist destinations must promote and specialize in these types of experiences. [7, 16, 51].

The last research hypothesis is proposed based on these studies:

H6. Behavioural intention positively influences economic sustainability.

The relationships between the distinct factors are shown in Fig. 1.

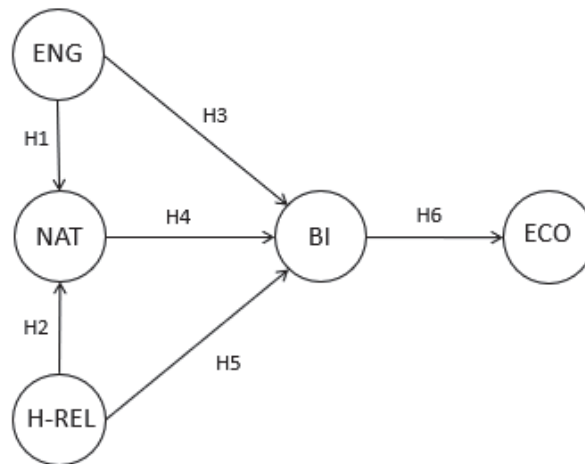


Fig 1. Theoretical model.

Note: ENG (Social and Family Engagement), NAT (Nature Connectedness), H-REL (Health-Relaxation), BI (Behavioural Intention), ECO (Economic sustainability). Source: Authors

METHODS.

The objective of this research is to advance the knowledge of new structures of motivational factors that can understand the decision of a tourist to make a DFT trip. To this end, it is investigated whether family and social engagement and health and relaxation have a positive impact on the behavioral intention of the potential tourist and whether this influences sustainability due to the importance of DFT in the new economic framework.

For this purpose, a quantitative approach has been used with an online survey including question areas from previous studies [7, 15, 24, 29].

The questionnaire investigates the profile, attitudes and motivations of DFT tourists [4, 73, 74]. This allows tourism service providers and managers to consult this research and adapt marketing strategies to tourists who demand these types of wellness and health services.

Data collection

The answers to questions about the proposed relationships and the influence of each dimension of sustainability of DFT were measured with a five-point Likert scale (5="strongly agree", 1="strongly disagree") [75]. The study uses a conceptual model that analyses the interrelationships of the variables that contribute to behavioural intention for the DFT experience.

The methodology employed is a questionnaire in an attempt to reach a broad audience. In our research, we conceptualise sustainability DFT as a pioneering study through an analysis of PLS-SEM results that can contribute to critical debates in technology and tourism studies. The common method of bias with the Harm test has been taken into account [43]. The model is used to analyse the influence of the above variables on economic sustainability and sustainable tourism.

The theoretical model in the proposal above (see **Fig 1**) connects social and family engagement, nature connectedness and health-relaxation variables to behavioural intention for DFT and the contribution to economic sustainability.

The indicators selected in previous studies were also analysed. The most important studies and elements in the literature were reviewed [7, 15, 24, 29]. To measure sustainability, the scales proposed in previous work were adapted [4, 24, 34], such as DFT experiences generate profitability for the tourism sector, DFT is a driver of future economic sustainability, DFT promotes new jobs and DFT creates new companies and entrepreneurs.

This study uses the proposal of [38] to evaluate health relaxation.

For nature connectedness, the items were proposed using the work of [7, 15, 46]. Social and family engagement items were adapted from those used by [11, 16, 38]. The analysis of behavioural intention was based on previous work by [7, 15, 29, 50].

The items included for each construct are shown below in Tables 1 & 2. The measurement scales that were developed and adapted using the literature on previous research are also shown in **Table 2**.

Sampling procedure

A specially created online questionnaire was used in the research, and respondents were asked to answer questions about DFT. It is important to note that the questionnaires were anonymous.

The questionnaire has been previously validated with experts from the tourism sector and academics using a Google Forms format. Of the experts, 5 are academics from the University of Extremadura, 2 are researchers from the Lisbon Research Centre and 5 are professionals from the Spanish tourism sector.

The procedure was to use no probabilistic convenience sampling. The questionnaire about tourist destinations, entrepreneurship, mindfulness, relaxation and meditation was advertised on social networks in Spain with the corresponding permission and rights of the respondent.

Stratified sampling by age group was used in training sessions for businesspeople, academics and entrepreneurs, as well as public administration staff and industry professionals who were given the questionnaire for research purposes and collaboration with the study.

The data were collected between July and October 2022 and were first analysed for missing values. Of the 435 questionnaires received, 9 were eliminated due to incomplete or unanswered items and did not count towards the total sample. In the end, 426 questionnaires were obtained with valid responses.

In the questionnaire's preparation, wording, order and characteristics, it is possible to indicate that [76] recommendations have been taken into account.

In particular, it should be noted that a control question was included to eliminate questionnaires that did not pass this question. Likewise, an item was added to control the error, which turned out to be lower than indicated by these authors.

Statistical Analysis

The statistical programs SPSS and Smart PLS 4 were used to analyse the results [42]. All questionnaire variables were pre-coded.

IBM SPSS Statistics 26.0 statistics software was used to evaluate the data obtained by descriptive analysis using Smart PLS 4 software to confirm the relationships in the model and the research hypotheses [77].

PLS is the most efficient way to analyse data using the SEM methodology since it provides the theoretical

and empirical conditions of behavioural and social science and is especially applicable when the conditions for a closed system are not met [78].

PLS was chosen for several reasons: first, PLS imposes no requirement of normality on the data and is a suitable technique for predicting dependent variables in small samples, given a certain degree of quality in the model [79]. Furthermore, PLS is more appropriate when the objective is to predict and investigate relatively new phenomena [80] as is the case of DFT and technology in the tourism sector also applied to business management research [68, 78].

RESULTS

Analysis of the measurement model

The reliability and validity of the proposed model are checked to verify that the observed variables accurately measure the theoretical concepts. All the constructs are reflective, which means that the model uses data that have item reliability, with all factorial loads greater than 0.505 [81], presenting values between 0.759 and 0.949. Bootstrapping with significant loads (99.99%) was used to find the t statistics.

Table 2. Construct variable measurements: average variance extracted (AVE), composite reliability, Cronbach's alpha and

	[ECO2 I would repeat a DFT experience]	0.937***			
ECO-Economic	[ECO3 DFT experiences are profitable for	0.812***	0.879	0.917	0.733
	[ECO6 DFT creates new companies and	0.870***			
ENG- Social and family engagement	[ENG1 Being offline benefits my social	0.833***	0.869	0.911	0.718
	[ENG2 When I disconnect, I spend more	0.894***			
	[ENG3 Disconnecting favours face-to-face	0.808***			
	[ENG5, I enjoy the local culture when I	0.853***			
NAT-Nature Connectedness	[NAT2 Disconnecting allows me to fully	0.916***	0.894	0.934	0.825
	[NAT3 When I disconnect, I feel good in	0.912***			
	[REL3 Being disconnected gives me peace	0.890***			
H-REL- Health-Relaxation	[REL4, I feel mindfulness when I disconnect]	0.783***	0.920	0.938	0.718
	[REL5 Being disconnected allows me to	0.897***			
	[REL6 I am open-minded when I am offline]	0.759***			

The calculations for Cronbach's alpha for each of the constructs gave values higher than 0.7, which is the established minimum [82]. These values were between 0.869 (Social and family engagement) and 0.920 (Health-Relaxation).

The composite reliability was seen to be internally consistent because all the constructs had values greater than 0.9, which are higher than the proposed minimum of 0.7 (Hair et al., 2011). The results for the average variance extracted (AVE) resulted in values between 0.718 (social and family engagement) and 0.890 (behavioural intention), which verify convergent validity, as they are all greater than the minimum of 0.50 (Fornell & Larcker, 1981) (see **Table 2**). The calculation of $AVE \geq 0.5$ means that more than half the variance of each indicator is explained by the construct [42, 83, 84].

Discriminant validity.

Table 3 shows how all the indicators used in the research meet the requirements established for discriminant validity, since the diagonal values are all higher than the other values in the same columns and rows [81].

In addition, the heterotrait-monotrait criterion (HTMT) was calculated to find the discriminant validity. The values of HTMT must be less than 1 to show discrimination of two factors [79]. **Table 3** (final columns) shows that all variables had discriminant validity when following the criteria for HTMT.

Table 3, Discriminant validity

Discriminant Validity	Fornell-Larcker					HTMT Criterion			
	BI	ECO	ENG	NAT	H-REL	BI	ECO	ENG	NAT-
BI- Behavioural Intention	0.943								
ECO-Economic sustainability	0.798	0.856				0.904			
ENG-Social and family engagement	0.526	0.460	0.848			0.595	0.520		
NAT-Nature Connectedness	0.516	0.449	0.748	0.908		0.580	0.502	0.845	
H-REL- Health-Relaxation	0.597	0.548	0.813	0.745		0.664	0.608	0.908	0.819
					0.847				

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From the results obtained, the measurement model was considered to have sufficient levels of validity and reliability, and the evaluation of the structural model can proceed.

Structural model analysis

Once the measurement model validity has been verified, the structural model of the different constructs is analysed to evaluate the coefficient and path significance [82]. The values of R^2 , which is the explained variance of the latent dependent variables, verify that the endogenous constructs of the model are predictive and explanatory [85] (see Table 4).

Table 4. Endogenous variables.

Hypothesis/Construct	R^2	Direct Effect (β)	Correlation	Explained Variance
H1(+). ENG > NAT	0.615	0.798	0.748	31.21%
H2(+). REL > NAT		0.061	0.745	30.29%
NAT				61.5%
H3(+). ENG > BI		0.421	0.526	3.33%
H4(+). NAT > BI		0.140	0.516	9.67%
H5(+). REL > BI	0.369	0.443	0.597	23.90%
BI				36.9%
H6(+). BI > ECO		0.403	0.798	63.8%
ECO	0.638			63.8%

The model explains 61.5% of nature connectedness, 36.9% of behavioural intention and 63.8% of economic sustainability.

Student's two-tailed t-distribution was used to compare the significance of β coefficients using a bootstrapping process with 5000 samples [82]. The values for the constructs of the model (standardized β path coefficients) are greater than 0.2 [86] or have t values greater than 1.96, apart from the relationship between social and family engagement and behavioural intention.

This means that all the proposed hypotheses used in the structural model were significant except for the hypothesis about the relationship of social and family engagement and Behavioural Intention because this does not reach the minimum accepted value for the t statistic (see Table 5).

Table 5. Hypothesis support

Hypothesis	β	T -Value Bootstrap	P Values	Support
H1. Social and family engagement -> Nature connectedness	0.421***	7.682	0.000	Yes
H2. Health-Relaxation -> Nature connectedness	0.403***	7.310	0.000	Yes
H3. Social and family engagement -> Behavioural intention	0.061***	0.805	0.421	No
H4. Nature connectedness -> Behavioural intention	0.140***	2.397	0.017	Yes
H5. Health-Relaxation -> Behavioural intention	0.443***	5.925	0.000	Yes
H6. Behavioural intention -> Economic sustainability	0.798***	37.876	0.000	Yes

¹Note: Bootstrapping 95% confidence interval using 5000 samples. *p value < 0.05, using t (4999), one-tailed test, **p value < 0.01, using t (4999), one-tailed test and ***p value < 0.001, using t (4999), one-tailed test. Source: Author

Similarly, the p-values are also less than 0.05 level of significance, except for H3 which is the positive influence of Social and family engagement on Behavioural intention. The value obtained is higher (0.41) and is not supported because the significance level is higher than the 0.05 threshold, which means that the confidence level is lower than 95%.

DISCUSSION

The first and second hypotheses are validated, which show that both ENG and REL have a positive influence on BI and NAT [27, 32, 41]. This coincides with the findings of [29, 50] and therefore validates the research hypothesis.

Other authors, however, consider that the constant need for commitment to the family is an obstacle to enjoyment and creates an obligation to communicate. This can cause frustration and discomfort and means that tourists are under pressure because they do not have the necessary language skills to communicate [73, 80]. This negative feeling is highest in a natural, isolated and unconnected environment [51, 87] proposes that this drawback does not influence behavioural intention for connection with nature with DFT. Being in a cabin in the forest can help visitors gain self-knowledge and immerse themselves in the environment, but this does not happen in places such as hotels or urban resorts where the feeling of being in a natural environment can be blurred and therefore reduce the enjoyment of the natural environment.

On the other hand, social commitment, defined as the process of establishing and improving ties with family and friends, has a positive influence on tourist motivation to participate in a DFT trip and therefore has an influence on tourist intention to experience DFT [7, 29, 74].

However, contrary to what is proposed in the third research hypothesis, ENG does not positively influence BI. Some authors affirm that it is not a predictor of DFT intention [51] because social bonding does not necessarily occur due to DFT experience but is gained from different activities that tourists do together in the company of others while on holiday. This may be because our family and friends are connected to the Internet and social media, and the best way to connect with them is digitally; thus, in these circumstances, being disconnected does not benefit social relationships [15, 49].

On the other hand, the results suggest that nature connectedness and health relaxation contribute positively to behavioural intention, especially the first construct, so the fourth and fifth hypotheses are validated.

These results are consistent with the idea that factors of health relaxation and nature connectivity during a trip are decisive when recommending or repeating a DFT trip. The feeling of unity with the natural environment is an attractive reason for a DFT experience is an idea proposed in the scientific literature [6, 7].

On the other hand, relaxation influences motivation to make a DFT trip. A better sensory experience, feeling of freedom, sensory experience and relaxation are possible rewards after engaging in activities without digital media [39]. Relaxation means feeling peaceful and quiet while refreshing the body and mind, which is in line with studies that have found that relaxation can motivate tourists to go sightseeing without digital devices [32, 50]. The results of these studies try to explain that tourist intention to not use digital devices during their holidays has its origin in the belief that a DFT trip will allow a person to feel

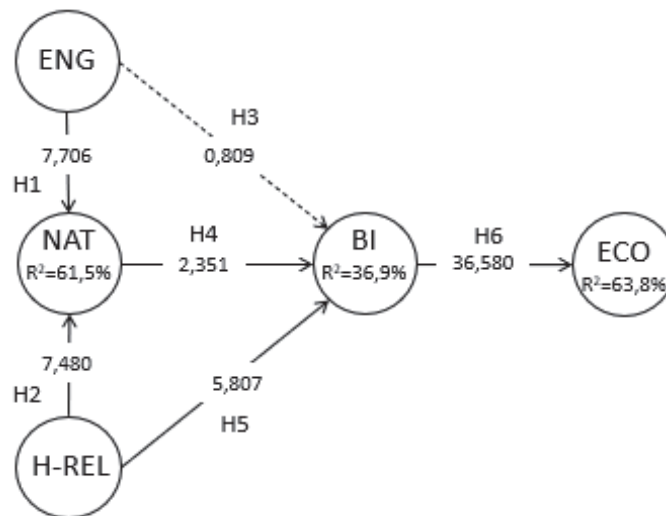
relaxed and mindful, allow them to express themselves and help them avoid technostress [29, 70]. Other studies also support this theory about the benefits of DFT for improving health and well-being and increasing relaxation and satisfaction [6, 38, 46]. In addition, relaxation and mindfulness have positive impacts on tourist intention to travel by limiting the use of technology [3, 9].

In other lines of research, it is concluded that the excessive use of new technologies minimizes commitment to family and social relationships [29].

The sixth hypothesis predicts that Behavioural Intention positively influences economic sustainability [34, 55]. The results reveal ($\beta = 0.xxx$. $t = 2. xxxx$) that the hypothesis is supported. These data are in line with the studies of [24, 40, 72].

Fig. 2 presents the model with the confirmed relationships of the research, the trajectory results and their statistical significance.

Fig 2. Graph of the structural model analysis results



Note: ENG (Social and Family Engagement). NAT (Nature Connectedness). H-REL (Health-Relaxation). BI (Behavioral Intention). ECO (Sustainable Economy). Source: Authors

The above data justify proposing a new tourism product based on the voluntary absence of technology during a trip [7, 16] to promote the sustainable economy of a territory [4] because behavioural intention clearly influences economic sustainability.

This confirms what most authors in the peer-review literature propose [14, 15] for five of the research hypotheses used in this study. Four different elements of motivation that positively affect behavioural

intention to go on a DFT trip have been identified. These are economic sustainability, social and family engagement, nature connectedness and health relaxation.

CONCLUSIONS

Theoretical implications

Theoretical contribution with DFT as a driver for attracting potential tourists to help service providers to offer efficient, sustainable services to support the health and wellbeing demanded by tourists who wish to digitally disconnect. DFT can be a driver of economic sustainability and health and wellness therapy in tourism in the digital age.

Innovative technologies are increasingly important as a fundamental part of the tourist experience, and this study contributes to the scientific literature on the topic and adds to the limited number of studies on the motivation of tourists to go on a DFT trip. It advances knowledge by proposing a new structure of motivational factors that could explain the decision of a tourist to make a DFT trip.

To this end, it empirically proposes how variables such as social and family commitment, connection with nature, relaxation or preference for economic sustainability influence the decision to make a trip that is free from technology and digital devices. Study participants have consistently indicated the positive impacts that temporary abandonment of digital devices can have during holiday periods.

This empirical study also expands the lines of research on DFT and proposes new dimensions to try to lay theoretical foundations for future studies into DFT, such as disconnection from work, privacy or sustainable tourism and the positive impacts on the decision to choose to disconnect digitally while taking a trip.

The study shows a great variation in the traveller's desire to disconnect, as some already want to disconnect digitally, while others live attached to their devices and make them an integral part of their lives. Much of the debate about hyper connectedness and the ubiquity of new technologies has focused on data given empirically in this research, concluding that the decision to disconnect from DFT is complex and that it is not just an individual choice but has other factors inhibiting voluntary disconnection that are all influenced mainly by the social environment of work and family.

Practical Implications

Being disconnected while travelling is an added value for DFT tourists. This has obvious advantages and means it can become part of the creation and design of products and DFT service packages with companies in the sector. All this can result in increased productivity and contribution to well-being, sustainability and an improved lifestyle.

At the same time, it offers an opportunity for small and medium-sized companies to turn the disadvantage of lack of technology into a defining advantage for their product. DFT proposes an adequate use of existing resources that can be improved with efficient strategies and does not require large infrastructures and investment.

Therefore, the practical findings of this research are that digital connections alter the travel experience and the evolution of the rapid adoption of recent technologies in tourism. The omnipresence of digital connections is also changing, and a social transition is beginning for the connection-disconnection dilemma in tourism.

Limitations and future research.

DFT is an alternative and emerging trend that companies and the tourism sector can use to adapt offers to changing market needs. Disconnecting from the digital world, for leisure and for treatment, can be used to create a catalogue of services that can generate new jobs and specialize areas, spaces and regions for this type of tourism.

First, this study is limited to only one target audience made up of people of legal age who travel regularly. The complexity of making the decision to disconnect is latent since most of the scientific literature focuses on opinions and not on empirical data. There are individual choices and an age bias that allows us to distinguish digital profiles such as natives, immigrants, generation z, and millennials. There is also only limited empirical research in this area [7, 27, 32, 88].

Second, potential DFT travellers supplied the data collected in this quantitative study. Future research could develop this conceptual model with travellers who have already taken a DFT trip and check the degree of loyalty and recommendations to future tourists, which would allow the factors of intention for these experiences to be researched. A temporary digital disconnection is accepted and considered positive. Encouraging self-awareness, control and moderation at different types of DFT accommodation (resort, hotel, mountain hut, rural accommodation), the various sizes of travel groups (singles, couples, with family, with friends) and a research agenda of travel-related factors can all be used to predict enjoyable elements for DFT travellers and therefore suggest a future roadmap including other conceptual models such as well-being, DFT experience, and loyalty that could all influence decision-making and give a predictive model for DFT traveller services and products.

Third, the conceptual framework can be useful for the future of tourist destinations that promote or specialize in DFT by generating a collaborative ecosystem that would allow for the expansion of the results of other studies, such as creating a network of disconnected tourist destinations or for potential use by addiction treatment centres.

However, some situations are given which help to focus on the study aims. Tourists on a disconnection experience trip may be limited by the potential recall and forgetfulness bias that could be felt in a hypothetical situation and may differ from the way the traveller behaves once disconnected, so this area of research may warrant future lines of research examining how tourists on a DFT experience trip behave. Studies still must analyse patterns that analyse the intentions of tourists regarding digital disconnection experiences. The relationships between diverse types of DFT in various places around the world can suggest lines and areas of future research whose results can be used by professionals in the tourism sector to make pragmatic efforts to meet the potential DFT demand in the market. The aim is to generate strength and power for remote areas with reduced means of communication and without current tourism development, which can be rural and undeveloped areas away from busy tourist routes and mass tourism destinations. It is also an opportunity for combined destinations to establish a catalogue of innovative DFT services complying with the following characteristics: lack or limited access to IT with leisure activities in an exclusive and healthy environment. This would allow entities to plan strategies and alternatives for tourism development and marketing policies focused on sustainability, relaxation and social and family commitment as valuable elements of well-being when taking part in the experience.

ABBREVIATIONS

AI: Artificial Intelligence

BI: Behavioural intentions

DFT: Digital Free Tourism

HTMT: Heterotrait-monotrait criterion

IT: Information Technology

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CAPÍTULO 3. DIGITAL DISCONNECTION AS AN OPPORTUNITY FOR THE TOURISM BUSINESS: A BIBLIOMETRIC ANALYSIS

- Tipo: ARTÍCULO
- Situación: PUBLICADO
- Referencia completa de la publicación : : Juan Francisco Arenas-Escaso^[1] ; José A. Folgado-Fernández^[1] ; Pedro R. Palos-Sánchez^[2]

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- o *Coautoría con directores de tesis*



Breve resumen de la publicación: The aim of this study is to carry out a bibliometric review of the existing research on digital disconnection and Digital Free Tourism (DFT) to discover the extent to which this new trend affects technology users and the tourism market. To do this, a systematic literature review and a bibliometric analysis of the research on digital disconnection contained in the Scopus and Web of Science databases were used. This research includes publications from 2012 to December 2021, which included a total of 37 publications about digital disconnection and digital free tourism in scientific journals indexed in the main scientific databases. The analysis concludes that DFT is a growing economic trend in research and that the phenomenon of digital disconnection is beginning to be a peremptory need for more and more users. This work is original and interesting for researchers specialising in technology addictions, as well as academics and professionals in the tourism sector, because the extensive use of smart devices is becoming a type of addiction in many areas and can be a new opportunity for the tourism market. The DFT phenomenon can improve the response to these types of addictions and be a temporary escape and alternative to technological devices.

Keywords: Economy Trends; bibliometric Analysis; Digital Free Tourism (DFT); Tourism Management; Digital disconnection.

INTRODUCTION

Technology is an integral part of the new methods of communication and social interaction in the contemporary world. Since the late 90s, intensive use of the Internet and computers has been considered a possible pathology, which scientists classify as "Internet addiction" [1]. Thus, overexposure and hyperconnection can be harmful to human relationships and health [2]. With this prevailing dependence on technology, "digital disconnection" can offer advantages and establish a balance that motivates users looking for new experiences and trips without any contact with the world of information and communication technologies (ICT). This is creating a paradigm shift [3, 4].

Different studies have described the forced and intentional disconnection of tourists who participate in rural tourism[5] and analyzed the performance of the traveler faced with an unexpected interruption of digital connectivity in what are called "technological dead zones" [6]. Other research [7] has explained how technology can cause tension in professional and social communication. Being offline has motivated research on the choice of holiday destinations and emotional responses in periods of leisure without technological connection [8, 9], negative feelings about the tourism experience [10] and a selective rejection of ICTs and electronic devices [11, 12]. Thus, excessive dependence on technology can lead to mental health problems, produce exhaustion and fatigue [1, 7] or generate addictions [13]. This situation while travelling could have a negative impact on the tourist experience, which is why many tourists may want to "disconnect" [9, 14].

The aim of this research is to complete a descriptive bibliometric study [15] of publications on DFT (Digital Free Tourism), digital disconnection [9], and digital detoxification [16]. The DFT has emerged as a booming modality for areas where there is no, or very limited, Internet or mobile phone coverage, and the relationships between health, well-being, teleworking, and tourism have all become more important with the challenges of the Covid-19 pandemic. The research on DFT and digital disconnection published in the main scientific databases (WOS and SCOPUS) during the period 2012 to 2021 was analyzed. The above were the main terms used along with others, such as Digital Free Travel [17], Digital Detox Tourism [12] or Digital Detox for holidays [18, 19]. The study is structured as follows. First, the theoretical background of the concepts used in the research on technological disconnection and leisure and tourism with DFT is explained, and then the following research questions are presented:

RQ1. Who are the leading authors, institutions, and publications of scientific literature on possible solutions to digital hyperconnectivity?

RQ2. What main topics do the published papers consider?

In the next section the methodology used in this research is explained. The results are then given and discussed with the conclusions of the research and suggestions for future lines of research given at the end.

THEORETICAL BACKGROUND

Digital Free Tourism (DFT)

The scientific literature shows that the desire to escape and disconnect in our leisure time has been studied in research into the main motivations of travelers [20] who want to reduce stress or live experiences that promote personal well-being [21]. They do this because technology generally helps in everyday life but is also becoming intrusive in the contemporary world and can be used excessively. There are several concepts included in the descriptions of "digital disconnection holidays", two of which are especially relevant, "Digital Free Tourism (DFT)" and "digital detox", which propose a holiday period in tourist spaces with no, or a reduced number of electronic devices and Internet use [9, 13, 17].

Table 1. Frequency of related terms

Data Base	Equation	Results
Web of Science	"Digital detox"	27
Web of Science	"Digital free tourism"	6
Scopus	"Digital detox"	29
Scopus	"Digital free tourism"	8

There are also other lines of semantic terminology for digitalization in tourism [16, 22, 23]. The use of technology has been included in the research on tourism in various disciplines [24, 25], as well as studies about the motivation and emotional responses of DFT tourists [9, 26].

Companies and other institutions in the tourism industry create products and packages for users who are interested in reducing or completely renouncing the use of IT when traveling [27]. This study can therefore help professionals to promote DFT as a unique and differentiating tourism product. New tourism programs incorporating the DFT phenomenon are becoming one of the choices for tourists who want to feel the benefits and positive experiences of digital disconnection.

Behavioral Changes in Tourists

The Internet has prompted industries such as tourism to adapt their business models to new forms of marketing, including techniques such as SEO, SEM, sentiment analysis, textual analysis, location-based social networks [28], apps [29], and mWOM (Internet word of mouth) [30] as the main digital marketing techniques for digital tourism businesses [31]. The global pandemic caused by COVID-19 led to an exponential increase in virtual environments in the workplace and family [32]. With this increase of virtual activities, the use of technological devices also increased, and it is believed that this increase will continue in the long term [33]. The rising use of digital technology also multiplies the health problems faced by users [34]. These can be both mental and physical problems [35] such as obesity [36].

Among the mental problems, sleep disturbance is the most common since tablet computer and smartphone screens use diodes to emit radiation that influences the circadian system and can affect sleep cycles [10]. Another result of the excessive use of digital devices is internet addiction leading to feelings of anger, tension or fatigue when internet is inaccessible [35]. There are users who want to be permanently and compulsively informed of everything that surrounds them, whether it is news about politics, the economy, sports or local affairs. Connecting to the Internet is the perfect way of achieving this.

Addiction to the use of social networks can also occur. This happens when users have too many social media accounts, friends and followers, which forces them to spend too much time online keeping these connections active [27]. In addition, concerns about privacy on the Internet are also linked to fatigue and tension in users who feel uncomfortable about exposing their lives and personal data on the network [37]. All these facts mean that more and more people are saturated by the Internet and technological devices because of the negative physical and mental effects that intensive use entails. This can result in a desire to disconnect, especially when on holiday [38]. Table 2 provides a summary of the different definitions used with digital disconnection tourism.

Table 2. Semantic terminology of digital disconnection tourism and the authors

Concept	Authors	Year	Subject
	[39]	2018	Critical discourse digital free tourism
DFT	[40]	2020	Character Strengths digital free
Digital free tourism	[41]	2020	tourist Tourist motivations in digital
	[42]	2021	free tourism
			Technostress perspective in digital free
			tourism

Digital free travel DFT	[40]	2020	Turn it off in travels
	[41]	2019	Millennials
Digital Detox tourism	[42]	2021	Motivations
	[40]		Attitudes and motivators in Egyptians tourist
Digital free holidays	[41]	2014	Addictions and digital free holidays
	[42]	2021	Bibliometric analysis about digital holidays
	[40]	2010	Addictions and holidays
Digital detox holidays	[41]	2021	Disconnection in travels and holidays
	[42]	2019	Effects of smartphone: anxiety and craving
	[40]	2020	Disconnection from digital world
	[41]	2016	Benefits of connection and disconnection
Unplugged in experiences. Motivations, attitudes	[42]	2015	Campsites and disconnection
	[40]	2018	Problematic use of technology on holiday
	[42]	2020	Smartphone disconnected on holiday
	[40]	2019	Trends and challenges of disconnection.
	[41]	2020	Digital disengagement

Methodology

Advances in information and documentation science have led to the emergence of numerous easily accessible databases. However, it has been proven that the amount of information and the scientific literature contained in them is very extensive and fragmented in all areas [43]. Tools must therefore be used to manage all the data and facilitate the comparison and organisation of the research documents. In practice, bibliometrics [15] complies with this objective and has been used in many disciplines such as agriculture [44], therapy [45], gastronomy [46], technologies [47, 48] and the workplace [49].

Descriptive bibliometric studies have received increasing amounts of attention from researchers in the tourism field where they are used to evaluate research [44] using quality as a criterion. The prestigious Databases Web of Science (WOS, Clarivate Analytics) and Scopus (Elsevier) were chosen as sources of information to obtain bibliometric data. The search terms were included in a Boolean string ["digital detox" or "digital free tourism"] for all the articles written in English (Figure 1). 32 papers were found in Scopus and 29 in Web of Science. Both files were combined in order to complement the systematic bibliographic review proposed by Kitchenham [50] in which a search strategy filters the data for the relevant criteria [51].

This analysis uses the R-studio software as the statistical software to run the Bibliometrix package which is based on a scientometric methodology and the Biblioshiny application. This methodology details the identification phases for the database, the selection of records and the filters for the articles which fulfil the criteria, and the identification of structural and dynamic aspects of the research.

Using these databases and search criteria 32 documents about digital disconnection were found which were relevant to this research as they contained the keywords in the title, summary or metadata of the article and then, after duplicates had been eliminated there were a total of 29 articles (see Figure 2). In addition, four other exclusion parameters or limitation rule were applied to the content of the articles and related documents in such a way that:

- Manuscripts that were not research or scientific review articles were excluded.
- Articles that were not written in English were excluded.
- Selected articles had to be related to DFT.
- The main objectives and research questions of the selected articles had to be clearly described and explained.

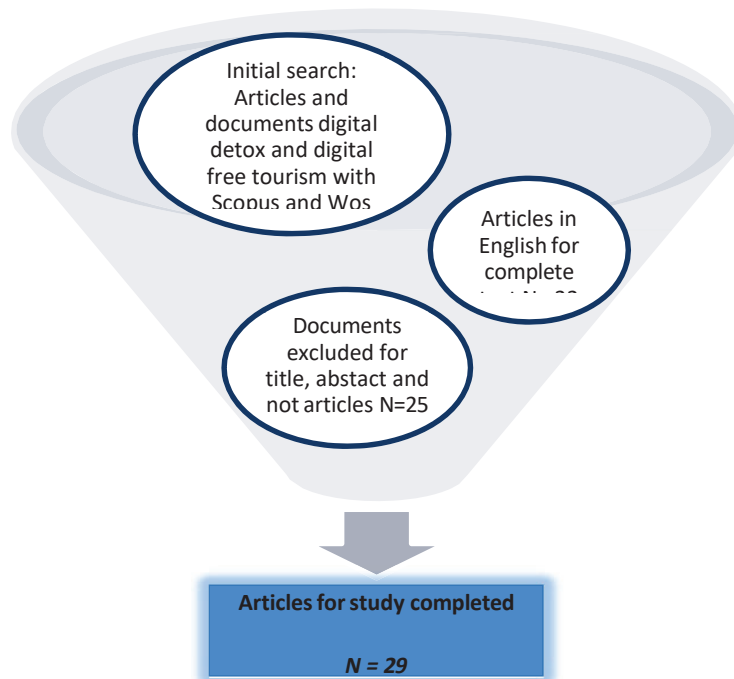
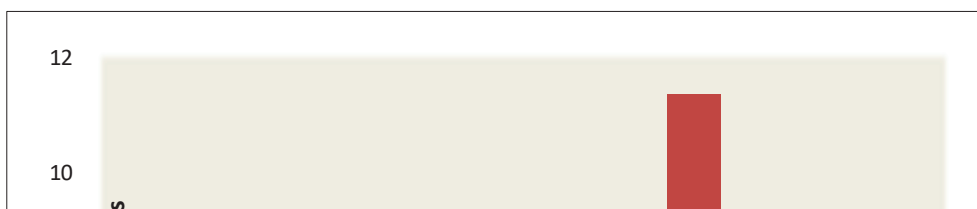


Figure 1. Flowchart research methodology



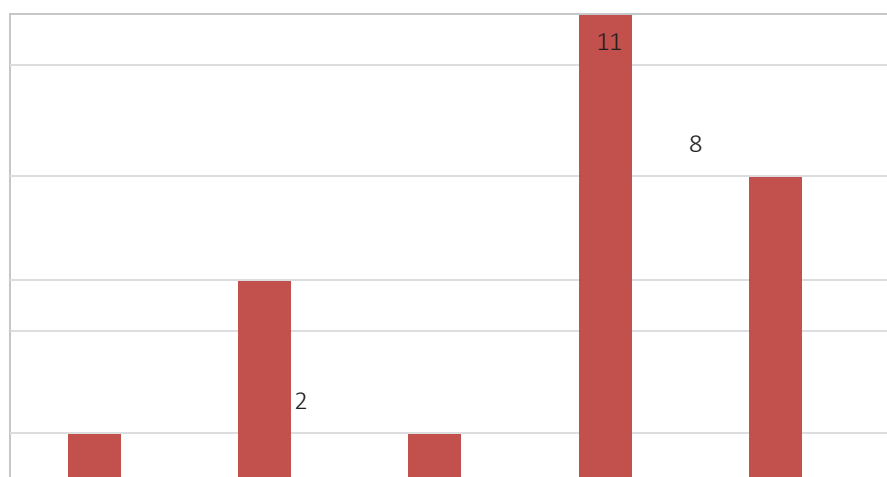


Figure 2. Production by year: Articles

The WoS and Scopus databases allow the data to be exported in the standard BibTeX bibliographic format to maintain the consistency of the different data sources. The resulting data file was processed following the suggestions of [43]. This file was created by the authors and is available in the Wide Network of R Files, or Comprehensive R Archive Network.

Results

After searching for information on these prestigious databases, the analysis and standardization stage of the scientific methodology was completed. The details of the publication of research on digital free tourism (DFT) published between 2017 to 2021 are presented in Table 3. The results of the study indicate that the number of publications about DFT has been increasing progressively over the years (especially between 2019 and 2020). Applying the search criteria to 27 sources, following the indications of [46, 52], resulted in 29 articles and letters written in English about the initial studies of the research in the last five years (2017 to 2021). The interest in DFT can also be seen as there is an average of 1.5 publications of 1426 references. Using the downloaded data, structured files were prepared which differentiate publications in journals, periods, authors, institutions, countries and research topics so that the academic interest in the phenomenon of DFT can be understood.

Table 3. Annual scientific production

Sources (Journals, Books, etc.)	
Documents/articles	29
Average years from publication	1.41
Average citations per documents	10.62
Average citations per year per doc	3.705
References	1426

The Most Productive DFT Publications

The analysis found that 32 documents (including articles, reviews and proceedings, with 29 in the category of articles) about DFT were published in the main tourism and economics journals and were divided into thematic categories indicated by the keywords in a total of 27 sources. Table 4 shows the most productive journals and the period of publication. Annals of Tourism Research produced the largest number of documents on DFT, which demonstrates its important for research on technological disconnection tourism and the commitment to publishing the results of new trends in the tourism sector. The second journal in terms of the number of publications was Tourism Management, followed by Addictive Behaviors and Anthropology Today (Figure 3).

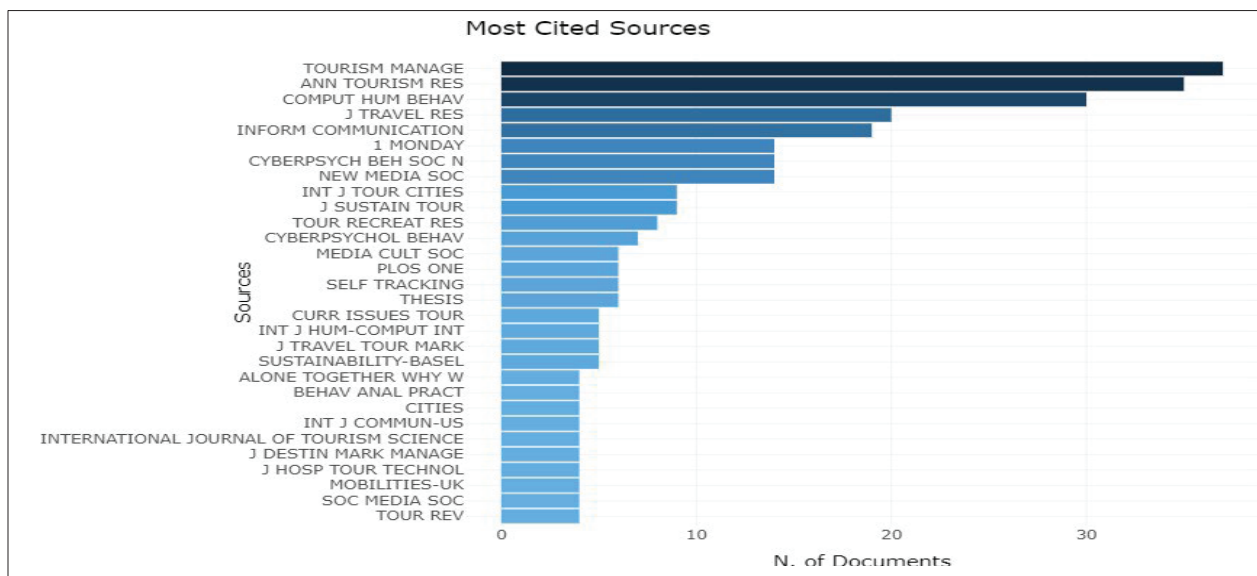


Figure 3. Most cited sources

Sources	Ranking	Frequency
Annals of Tourism Research	1	2
Tourism Management	2	2
Addictive Behaviors	3	1
Anthropology Today	4	1

Table 4. Main Relevant Sources

The journals in Table 4 have the greatest impact for the published research on DFT. Annals of Tourism Research and Tourism Management have the highest number of citations with than 30 each. An analysis of the journal categories shows that the number of articles published in DFT-oriented journals has increased in the last 5 years.

Distribution of the Authors

Figure 3 shows a list of authors who have published at least one article on DFT in tourism. 30 authors published 29 of the total number of articles. Four of the authors, Heisselberg, Li, Pearce, and Sutton, published more than one article. These authors have been the most prolific in DFT, with the most cited being Li J (26 citations). Co-authoring, however, was usually between two or three authors per article, with no research having more than 5 collaborating authors. Authors Heisselberg, Li, Pearce and Sutton have the greatest number of citations when referring to the impact index (Figure 4).

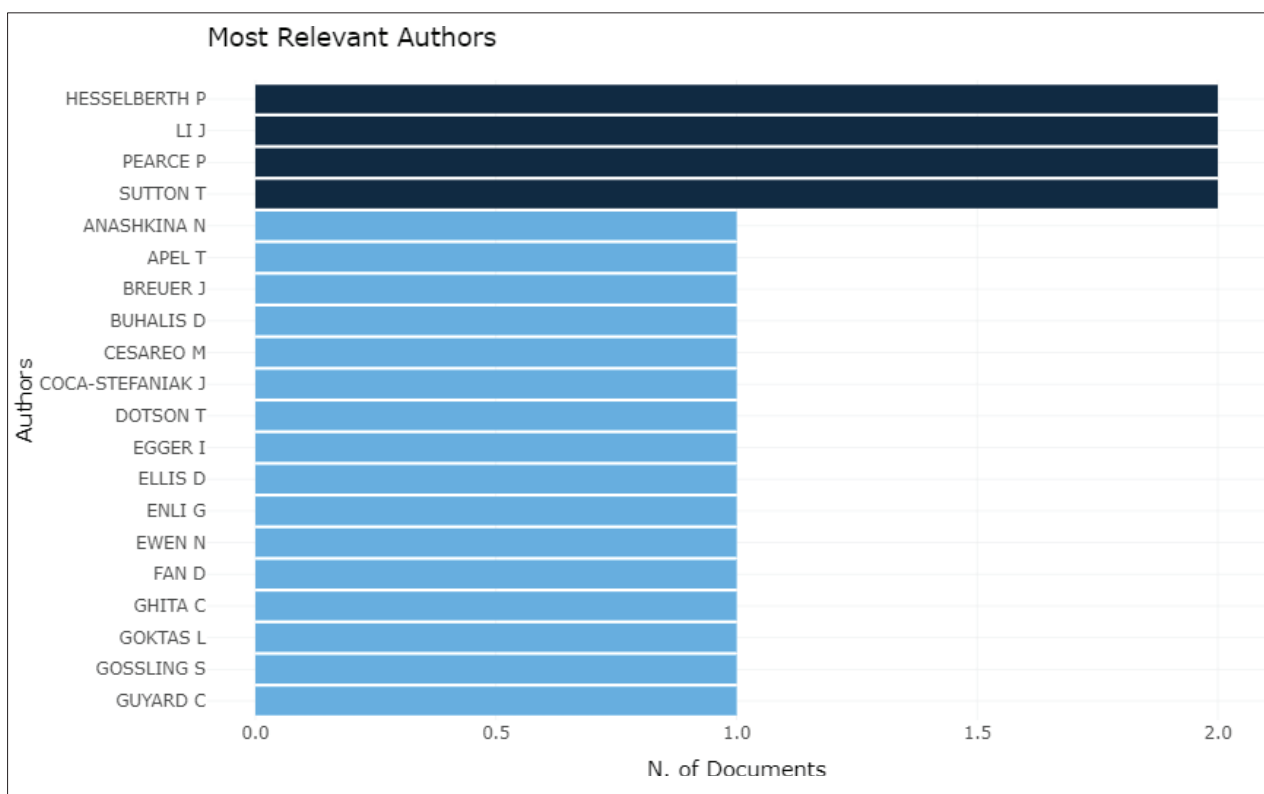


Figure 4. Most relevant authors of DFT

Filtering for the origin of the author and institution of the published material shows that collaboration between authors has been increasing. Authors from the same institution and from the same country played a predominant role, indicating that international and multidisciplinary collaboration can still be improved so that more research on DFT can be done. In fact, this research has revealed that the number of documents per author is 0.537, the number of co-authors per document is 2, the collaboration network index 2.59 with a total of 12 single-authored documents. These figures are significantly low but are increasing positively (see Table 5).

Table 5. Author collaboration

Author Collaboration	Frequency
Single-authored documents	12
Documents per Author	0.537
Authors per Document	1.86
Co-Authors per Documents	2
Collaboration Index	2.59

Results Ordered by Country and Institution

Several authors from prestigious universities in different scientific areas continuously published articles during the studied research period and changed the dominion patterns of universities. A growing interest can be seen in the proliferation of articles and increasing the network of collaborations and that DFT is becoming an attractive research topic for the scientific community. The repercussions of the Covid-19 pandemic on the tourism industry (economic, sociocultural, political and environmental effects) are clear and are also likely to influence the academic world. It is not yet clear how the academic world which studies tourism will react to the long-term impacts of the pandemic, and what future awaits this research field. Figure 5 shows the countries with the highest number of publications, ranked by the number of authors who have published research on the DFT phenomenon. The country with most publications is the United Kingdom (with a contribution of almost 31% of the total number with 9 publications), Germany (contribution of 13.7% with 4 papers) and Norway (contribution of 10.1% with 3 papers), and Australia along with Sweden and the United States (2 papers each with a contribution of 6.9%). The rest of the Nations provide a smaller contribution which is currently increasing (Table 6).

Table 6. Distribution by Country

Country	Articles
United Kingdom	9
Germany	4
Norway	3
Australia	2

Sweden	2
USA	2
Canada	1
Denmark	1
Georgia	1
India	1
Netherlands	1
Russia	1
Turkey	1

A collaborative world map is shown in Figure 5, which illustrates the information given in the table above. The countries marked in dark blue are the most prolific in research on Digital Free Tourism to date.

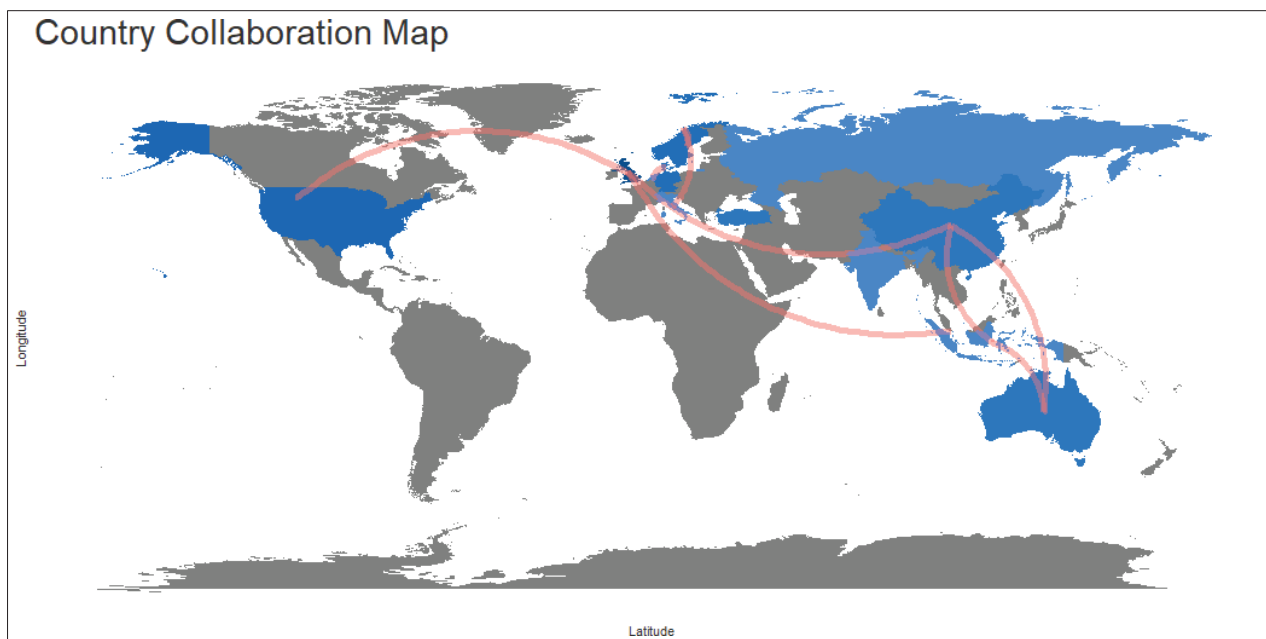


Figure 5. Most prolific institutions and collaborative networks by country

The research on digital disconnection in tourism that has been published by universities and institutions around the world is shown in Table 7. About 11 of the most relevant institutions from different countries contributed to the 29 articles reviewed in this research (as it was presented in Table 6). British Universities were found to have published the largest number of articles, partly due to the collaborations of Bournemouth, East Anglia and Greenwich. James Cook University from Australia also collaborated widely with the others.

Table 7. Number of affiliations between educational institutions

Affiliations	Articles
Bournemouth Univ	3
James Cook Univ	2
Loughborough Univ	2
Ludwig Maximilians Univ Munchen	2
Amrita University	1
Biruni University	1
Cardiff Univ	1
Ctr Adv Internet Studies Cais	1
Dialog N – Research and Communication for People	1
Duke Nus Med Sch	1
Freie Universität Berlin	1
Gesis Leibniz Inst Social Sci	1
Harran Univ	1
Indian College of Physicians	1
Iulm Univ	1
Jinan Univ	1
Kings Coll London	1
Leiden Univ	1
Leiden University / University of Copenhagen	1
Lilavati Hospital and Research Centre and Bhatia Hospital	1

The largest number of affiliations in the articles in this research were with Bournemouth University, James Cook, Loughborough and Ludwing Maximilians University in Munich.

Main Research Topics in the Articles

The number of articles published about different aspects of the research topic are shown in Figure 6 below. This data is the result of searching the articles for different subfields, mainly technology, mobile and media. These subfields constitute 50 percent of the keywords used in DFT. Keyword analysis is a very important tool and provides real insights into research trends and popular topics. The most frequently used keywords included at least one of the following terms: tourism, digital free, trends and economy [53, 54]. This illustrates the wide scope of this field, while there are still a small number of articles that directly address the main topic.



Figure 6. Main topics addressed

DISCUSSION

Academic interest in this topic is increasing and new complementary products and services are becoming popular in the tourism market. The main characteristics of these holidays are limited Internet access, the creation of technology- free spaces such as cafes and bars, "digital detox programs" in order to improve work and personal life, a healthy lifestyle and contact with the "real world" [6] using new concepts with commercial appeal such as "e-lienation" [55] or "technology dead zones" in rural settings [6, 56, 57].

However, digital disconnection tourism does not just entail independent travel without any access to IT as a way of escaping from everyday life, [56] but is becoming an emerging market trend that is growing in popularity in the tourism industry [49]. Customers who want to travel to places without ICT do not have to organize their trip themselves because they can make use of the products and packages already available in the market. This research into DFT has found two aspects that the tourism industry can exploit by adequately planning and developing at a time of post-Covid19 uncertainty: possible DFT and desirable DFT. The type of destination, social and professional commitments and travel companions can all contribute to the tourist's decision about the limit of ICT in their DFT experience [5, 58]. The reduction of ICT use can also be due to the characteristics of the destination itself.

It could be argued that new technologies can be a factor that co-creates (improves) or co-destroys (worsens) the value of the tourist experience. Lately, travel is treated as an opportunity not only for physical, but also virtual isolation which generates countertrends to postmodernism so that tourists reject technology intensive tourism and participate in experiences such as "slow travel", smart tourism, sustainable tourism or different types of technology free retreats. Recent research in this field has focused on the personal needs of the tourist as an important factor when reducing IT- related activities in tourism [2, 6, 11, 16, 56, 58, 59].

The amount of disconnection during the trip shows the tourist's personal preferences for immersion at a destination and their interaction with online and offline environments with the tourist experience as the most important factor [59– 61]. Therefore, the boundaries between every day and holiday life are blurred during the trip, which tourists look forward to as part of a satisfying tourist experience. For [59], the factors that influence the need for connectivity can be classified into four main technological categories: hardware and software; needs and contexts; willingness to use; and the offer of available connectivity. In short, the amount of disconnection desired by the tourist and the amount available at the current location or at the destination are different issues and must therefore be considered differently.

Being disconnected during the trip has both positive and negative consequences, since experiencing and perceiving this state depends on the personal needs and choices of each person. There are tourists who want to enjoy their leisure time and refrain from using technology and digital devices, which has created an emerging market of tourists seeking digital disconnection [56]. This type of experience with freedom from digital technology has components of both human behavior and social relationships. These tourist experiences include a wide range of activities that are treated as alternatives to the use of ICT and digital tools. Examples include outdoor sports, skills development, wellness programs or retreat programs, group games, spiritual or cultural experiences, and others, such as shopping trips or gourmet meals. Thus, many segments of the hospitality and tourism industries have the opportunity to plan and

develop DFT activities. More and more people feel the need to travel to places where access to the Internet and mobile phone networks is limited, and these places could become "the tourist paradises of the future" [6].

This desire for disconnection during trips and holidays is the result of changing consumer needs, which is creating potential economic development of destinations and an opportunity for businesses and other institutions in the tourism market [6, 58, 59]. All of this leads to the promotion of product and service packages that combine tourist visits and thematic workshops with active leisure, sport, spa, or wellness [61]. DFT was thoroughly analyzed by [40], and three stages in the development of digital free tourism were identified in the period from 2009 to the present.

An initial stage of introduction to the changes in tourist services was identified, in which DFT is conceived as a superior vacation product provided by resorts and hotels in the United States and Europe. Stress and overwork were presented as a direct cause of the excessive use of new technologies. Subsequently, destination management organizations began to promote some regions as favorable and suitable places for the growth phase of DFT experiences, with endogenous and exogenous factors of sociability that have become more evident during the Covid-19 confinement period [22, 37, 58].

In the development stage, there was a rapid growth in the number of companies and institutions offering tourism products free from digital technology with natural, remote, and wild spaces and cultural heritage as a diversification of DFT holiday products created by various tourism organizations. These types of DFT were created by companies in the sector and tourism management agents in 2016 to generate synergies and future networks of disconnected tourist destinations. This allowed intentional action to be taken, firstly to satisfy the personal desire of members of the digital world to disconnect from technology and to exploit the limitations of mobile and Internet networks at a destination as a desirable characteristic of the region, space, or destination due to its geographical location [5, 6, 11]. These destinations can then assert themselves as places with exclusive and unique values that can be used as marketing advantages.

The importance of health tourism for the treatment of addictions must be recognized due to the growing number of individuals addicted to digital devices or the Internet who require professional treatment [61]. As a result, there is a growing interest in digital detoxification as a mechanism of clinical treatment for patients during vacations [16].

DFT can be a new opportunity for the economic development of companies and tourist establishments in a territory with reduced connectivity to digital networks. Price is considered one of the most important factors when booking a holiday and it strongly influences the choice of destination, but well-being, tranquility, relaxation, and digital detoxification are also becoming increasingly valued by tourists [26]. Thus, DFT as a value which differentiates a destination from others can be an added attraction for tourists who want to enjoy their holidays without intensive use of technology. The importance of digital

disconnection is analysed in this study as an alternative way of being sustainable in the tourism sector, both for the economic development of destinations and territories as well as for companies and tour operators.

Research has already confirmed the invasion of technology into human life and, consequently, the interest in holidays and trips with digital detoxification will also increase [19]. It is estimated that DFT will become more popular in the coming years and has the potential to become an important branch of the tourism sector, especially as a result of the consequences of the global health crisis caused by Covid-19 [57]. Finally, it should be noted that the strengths of DFT include, among others, appreciating beauty and excellence, open-mindedness, and creativity.

CONCLUSION

Theoretical Implications

The evolution of research on digital disconnection was investigated by using the term DFT to find the main authors and institutions of publications and their contributions to the development of new theories in the scientific community. The results of the analysis of this scientific production seem to produce different results depending on the country of origin and the authors of the publications studied. The analysis has also allowed an initial systematization of the research on this phenomenon in various fields of application. It has been seen to be gaining maturity and impact in society, and an organized research agenda on digital disconnection for tourism professionals would be useful [10, 19].

The economic, sociocultural, political, and environmental repercussions of the Covid-19 pandemic on the tourism industry are evident, and it has also had an influence on the scientific research on this subject. Currently, tourism services constitute a powerful industry that employs millions of professionals around the world and is therefore a fundamental part of the economic and social sectors in many countries and produces new processes and trends for globalization. This bibliometric study aims to offer a critical vision of how the DFT phenomenon can be an economic opportunity in the tourism sector and knowledge of consumer needs can be seen to be of crucial importance since this allows services to be adjusted to the needs of the customers and, therefore, demand increases and a competitive advantage is created in the market.

This study researched the period from 2012 to 2021 and the researchers found and confirmed that DFT is a trend with great potential and can help the business sector to achieve strategic alliances in an emerging market. Critical analysis of the research on DFT has identified trends in the number of annual publications and the most prolific authors, institutions, and countries. However, more evidence is needed

to provide information about detailed causal connections in the interactions between technological disconnection and tourism. According to the results of this study, the number of articles on DFT grew between 2017 to 2021, which suggests that it is an area that will continue to grow in coming years. The limitation of this bibliometric study is the bibliographic metadata in the Web of Science (WoS) and Scopus databases from 2017 to 2021, as this study is limited to these databases. The amount of research work on tourism in DFT has allowed a bibliometric analysis to be completed. The results can serve as a roadmap for future research on management and a measurement strategy for the results. It seems pertinent to incorporate a review of the references of annual publications on the growth of digital disconnection tourism in the last five years.

Among the bibliographic resources analyzed, four journals appear as the main sources for this topic: *Tourism Management*, which produced the largest number of documents on DFT, was followed by *Annals of Tourism Research*, *Journal of Travel Research*, and *Computers in Human Behavior*. It is important to understand the possible reasons for this limited research on DFT and to determine to what extent work on issues related to the economy and the new post- pandemic tourism environment is necessary for researchers and industry. Publications on DFT remain limited to 29 articles in 27 leading journals from 2002 to 2021. These journals could encourage research by organizing special issues to improve the quality of publications and the volume of topics related to DFT.

Practical Implications

Therefore, it is expected that this study will lead to the development of a research agenda for tourism in the post- COVID-19 environment and the proposed scenarios of digital disconnection. Practical and research implications for academics are proposed that can also be used by professionals and managers to improve performance in organizations.

Limitations and Future Research

Finally, it is convenient to point out the emergence of a new range of tourism services with direct consequences for the development of destinations and regions, as well as to provide an analysis of the offers of digital disconnection tourism and possible approaches in this market niche with new strategies that improve knowledge about the emotions that motivate tourists to experience DFT.

As the knowledge base of DFT is being built, the implications for the management of this type of tourism are encouraging. The future implications of the findings are applicable to several areas. The first finding is the importance of regulating the use of digital devices during leisure time, which requires an evolution towards a self-regulating society that controls symptoms such as withdrawal, frustration, and anxiety that condition enjoyment. It has been revealed that people who participate in DFT activities and experiences are spared the pressure and exhaustion caused by the Internet and can enjoy more freedom

and socialization in their leisure experiences. Secondly, information should be provided to travelers about the new possibilities of self-growth and the management of technology to increase personal interactions and develop social intelligence.

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CAPÍTULO 4. ECONOMIC RESULTS AND CORPORATE SOCIAL RESPONSIBILITY IN THE TOURISM SECTOR. A STUDY OF THE WORLD HERITAGE CITY OF CÁCERES.



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- Referencia completa de la publicación: José A. Folgado-Fernández^[1] ; Jorge Alberto MariñoRomero,^[1] Juan Francisco Arenas-Escaso^[1]

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INTRODUCTION.

Using Corporate Social Responsibility (CSR) to make a long-term commitment to the sustainable development of urban environments is becoming a great challenge for managers around the world (Camilleri, 2022). CSR is essential for both public administrations and companies, since they can improve their market position while benefiting society (Farrington et al., 2017; Rameshwar et al., 2020). CSR policies are becoming increasingly relevant in the tourism sector for the implications of environmental sustainability, such as selective waste collection, responsible maintenance of buildings or restrictions on polluting vehicles in the historic centres of cities (de Carvalho et al., 2019). Tourism destinations are also affected by the relocation of artisans from historic city centres which has become worse due to the lockdown rules of COVID-19 (Chua et al., 2020; Mao et al., 2021). Local companies selling unique products or typical foods from the location need the commitment of public administrations because they are key elements for boosting employment and economic and social activity with a circular economy (Wong et al., 2020). This positive effect not only occurs during tourist visits to the destination, but also later when the visitors return home and can continue buying these products from there (Barin and Avila, 2009; Zhuang et al., 2022).

CSR and the sustainability of environmental, economic, and social aspects of the territory is considered a central element of sustainable development of a territory (Moon and Parc, 2019) with the commitment of both public administrations and companies needed (Lee et al., 2020). CSR planning in tourism must take a long-term strategic approach (Uyar et al., 2022) to increase the economic sustainability of local companies in the territory and to transmit new environmental values to society (Madanaguli et al., 2022).

The main objective of this research is to increase knowledge about the importance of using social responsibility in the tourism sector. The importance of tourists being aware of the environmental and sustainable economy was investigated by interviewing tourists at the World Heritage City of Cáceres in the region of Extremadura, Spain. It is important to emphasize that Extremadura has had a law for Corporate Social Responsibility since 2010, which shows the importance of these values for institutions and companies. This study investigates the responsible management of buildings and hotels in the monumental part of the city and the ideas that tourists have about economic sustainability, the circular economy and the acquisition of artisan and gastronomic products produced by local companies. At the end of the study, recommendations are made for the development of a sustainable tourist destination with the establishment of a CSR strategy, emphasizing the economic and environmental dimensions.

The present study is structured as follows. The second section explores the literature on key research concepts, such as CSR in tourism, environmental sustainability, and economic sustainability. The third

section presents the methodology used, while the fourth section shows and explains the results of the data analysis. The study closes with the conclusions and theoretical and practical implications for management.

KEYWORDS

Economic sustainability, heritage tourism, Corporate Social Responsibility, environmental sustainability, tourism strategies



EXECUTIVE SUMMARY

This research links tourism with Corporate Social Responsibility (CSR) using two indicators, the environmental and the economic sustainability of the tourism sector. The objective is to understand the strategic basis of responsible behaviour in governmental tourism administrations and companies. To achieve this, an exhaustive review is made of environmental and economic sustainability in the literature about CSR in tourism. The theoretical foundations suggest that tourism is witnessing continuous attitudinal changes by consumers and companies. This research then uses a frequency-based descriptive analysis with a study of tourist perceptions of issues related to the environmental and economic sustainability of a heritage destination.

A structured questionnaire was used for data collection to find the opinion of tourists during their visit to Cáceres (Spain), which is a World Heritage City. The conclusion of this research suggests that long-term sustainability, both environmental and economic, can be achieved if professionals and government officials in the sector combine and agree on joint coordinated strategies.

RESUMEN DEL ARTÍCULO

Este trabajo vincula el turismo con la Responsabilidad Social Corporativa (RSC) a través de dos de sus indicadores: la sostenibilidad ambiental y económica del sector turístico. El objetivo es conocer la base estratégica del comportamiento responsable en administraciones y empresas turísticas. Para alcanzar este propósito, se lleva a cabo en primer lugar una exhaustiva revisión de la literatura sobre la RSC en el turismo desde la perspectiva de la sostenibilidad ambiental y económica. Las bases teóricas sugieren que el turismo es testigo de continuos cambios de actitud, tanto por parte de los consumidores como de las empresas. En segundo lugar, esta investigación aplica un análisis descriptivo basado en frecuencias, mediante un estudio sobre las percepciones del turista acerca de cuestiones relacionadas con la sostenibilidad ambiental y económica de un destino patrimonial. Para la recolección de datos se utilizó un cuestionario estructurado, con el fin de conocer la opinión de los turistas durante su visita.

CSR AND THE TOURISM SECTOR.

CSR refers to the way in which companies assume their role in society, committing themselves to act ethically and responsibly. It is important to emphasize the voluntary nature of using CSR policies for SMEs (Small and Medium Enterprises) which is then a differentiating characteristic of these companies (Camilleri, 2022).

The most recent studies in the literature present CSR in the tourism sector from different perspectives (Wut, et al., 2022). CSR is considered a tool to help improve the competitiveness of the sector and a way to contribute to the environmental sustainability and economic progress of the territory (Gallardo et al., 2020; Farrington et al., 2017).

Tourism development depends on the characteristics of the destination since its economic and social structure can influence the type of tourists who visit it (Chilufya et al., 2019; Randle et al., 2019). Once the COVID-19 pandemic was over, tourists wanted to enjoy traveling again, which had not been allowed during lockdown (Mao et al., 2021) but uncontrolled tourism or mass tourism can have many social and environmental problems for a destination (Achmad and Yulianah, 2022; Anser et al., 2020). A way to avoid this situation is by including a CSR strategy as an important point in the orderly and sustainable development of the territory (Paskova y Zelenka, 2019; Rameshwar et al., 2020).

The 2030 Sustainable Tourism Strategy of the Spanish Government sets out the general foundations for contributing to the successful accomplishment of the SDGs (Sustainable Development Goals of the United Nations 2030 Agenda with planned commitments (**Table 1**).

Table 1. Principles of the Sustainable Tourism Agenda in Spain for 2030

AIM	ACTIONS
Socio-economic growth	Improve the competitiveness and profitability of the sector, using Quality and digital transformation
Preservation of natural and cultural values	Conservation of Spain's extensive cultural and natural heritage
Social benefits	Achieve a fair social distribution of the benefits of the sector, and face challenges such as the depopulation of the Spanish rural environment
Participation and governance	Implement participatory governance mechanisms with the State and other competent Public Administrations.
Permanent adaptation	Enable the sector to be responsive to the new environment of constant change
Leadership	Consolidate Spain's role as a world leader in the sector

Source: Government of Spain (<https://turismo.gob.es/>)

To achieve the aims, set out in Table 1, the 2030 Spanish Government Agenda proposes five strategic axes for the tourism sector, which are 1. Collaborative governance, 2. Sustainable growth, 3. Competitive

transformation, 4. Tourism space, companies, and people, and 5. Product, marketing and tourism intelligence.

As can be seen in the aims, actions and strategies mentioned above, the role of CSR is a key and fundamental point which is needed to achieve the objectives of the United Nations SDG, especially regarding environmental or "green" sustainability and economic or "financial" sustainability (DiSegni et al., 2015; Camilleri, 2022; Barin et al., 2009).

CSR AND ENVIRONMENTAL SUSTAINABILITY

Destinations are increasingly focused on a unique, attractive and sustainable tourism product, which must be the sum of private and public contributions to the sector. The sustainability of a tourism destination can be supported with a CSR approach to help minimize the negative effects of tourism on the environment and cultural heritage. (Golja y Krstinic, 2010).

A CSR strategy aims to guide stakeholders in tourism development both publicly and privately to promote responsible and sustainable tourism whose benefits will be felt by all sectors of society (Zhuang, et al., 2022)

For environmental sustainability there is no doubt that public buildings and hotels in historic city centres can improve their commitment to energy efficiency, vehicle restriction and selective waste collection (Robina-Ramírez, et al., 2021; Latif, et al., 2020).). With these measures in place, tourists, the city and its residents all feel the benefits (Mtapuri et al., 2022; de Carvalho et al., 2019).

In addition, having these CSR measures for environmental responsibility is important not only for managers in charge of public buildings, but also for hotels, restaurants and specialized stores (Lee et al., 2020; Kaur et al., 2022) which are especially committed to implementing these actions because their customers expect them to do so (Saleh, 2022). Other authors (Suárez-Rojas et al., 2022; Yuan y Cao, 2022) suggest that any assessment of the impact of CSR on sustainable tourism should consider the potential influence and perception of tourists themselves. Hotels are reacting to the pressure exerted by their environmentally conscious customers and are seeing that CSR environmental processes of the hotels, such as efficient water or energy management, have a positive effect on economic results and the quality of the visitors' experience (Khatter et al., 2019; Domínguez-Quintero et al., 2019).

CSR AND ECONOMIC SUSTAINABILITY.

CSR aims to ensure that all aspects of a company's activity have a positive impact on society (Tuan et al., 2019). Studies have shown that small local businesses are more likely to engage in CSR actions, not only for commercial reasons, but to generate benefits for society and the territory where they are located (Font et al., 2016). In addition, the efficient application of CSR policies by a company directly affects its good image and reputation (Rodrigues et al., 2021). On the other hand, international tourism chains have more difficulties implementing CSR strategies in a way that connects emotionally with the local contexts at different destinations (Boğan y Dedeoğlu, 2020). It is important to know the purchasing behavior of tourists interacting with local artisans linked to tradition and the unique native gastronomic products of each territory (Zhuang et al., 2021). These perceptions can, in turn, influence consumer attitudes towards these products once they return to their places of origin (Folgado-Fernández et al., 2017). Complying with the rules for preparing handmade food implies economic and social responsibility for the destination (Pino et al., 2016; Su et al., 2017)

Other authors (Wang et al., 2019; DiSegni et al., 2015) suggest that the success of business and society can be mutually reinforcing. They argue that the greater the relationship of the local community with the activity of the company and viceversa, the greater the capacity to exploit the opportunities offered by CSR. This will allow companies to take advantage of local resources and capabilities and benefit society at the same time.

Hotels and tourist accommodation could also do a lot in improving the commitment to the economic sustainability of the local community. Hotels can collaborate with local food producers and advertise the benefits of an authentic product and its sustainable cultivation. In this way, hotels can adapt their menus to local proposals and change standardized priorities (Chilufya et al., 2019; Gürlek y Tuna, 2019).

METHODOLOGY.

Research

This paper examines the effects of CSR in the tourism sector, measuring the perception of environmental sustainability and economic sustainability that tourists visiting the city of Cáceres, Extremadura (Spain) have. Cáceres is located two and a half hours from Madrid, Seville and Lisbon. In addition, it is very close to other towns in Extremadura that have World Heritage Site monuments such as Mérida and Guadalupe. Tourism and the different events it host are very important for the city of Cáceres due to the importance they have for its economy (Duarte et al., 2018).

The empirical research takes place in the Old Quarter of Cáceres, declared a World Heritage City by UNESCO in 1986. This extraordinary historic-patrimonial complex offers different historic routes around the neighbourhoods, towers, palaces and churches of the three religions (Christian, Jewish and Islamic) (Hernández & Bote, 2018).

The history of the conflicts between Muslims and Christians is reflected in the variety of styles of the city's architecture, Romanesque, Islamic, Northern Gothic and Italian Renaissance. The historic centre of Cáceres consists of more than thirty buildings in its medieval streets, where many of the palaces were built thanks to profits generated by importing goods from the discovery of America. There are buildings of significant heritage value, such as the Palace of the Golfines de Abajo, the Casa de las Veletas, the Casa del Sol, the Casa Mudéjar, the Torre de Bujaco or the Torre de los Plata. Another of these palaces houses the Visual Arts Center "Helga de Alvear", which contains and exhibits one of the most important private collections of modern art in Europe.

The historic centre is also impressive due to the excellent conservation of its Renaissance buildings which have been filmed for international television series such as "Game of Thrones" or "The Cathedral of the Sea". All these tourist attractions have also brought negative consequences for residents, who reject the growing trend of mass tourism in the city. There has also been an increase in the cost of housing and commercial premises, with the result that local artisans and entrepreneurs can no longer afford them (Sánchez-Oro et al., 2021).

Questionnaire

The data was collected using a questionnaire. The aim of the questionnaire was to ask tourists how they felt about the environmental and economic sustainability of the Old Quarter of Cáceres. Previously, a pre-test had been out with 25 tourists to detect errors and improve the questionnaire (Gallarza, 2006). A

total of 436 valid surveys with tourists over 18 years of age were collected by seven interviewers. They had previous experience in this work and used digital tablet computers to administer the survey to tourists. The random convenience sampling took place during the first quarter of 2023 with tourists in the busiest areas of the old town.

The digital questionnaire contained two blocks of questions. The first included questions about the sociodemographic characteristics of tourists such as age, gender or origin. In the second block, tourists were asked, on the one hand, about their perception of the sustainability of the Old Quarter of Cáceres, and on the other, about their experience purchasing local quality handicraft and gastronomic products. The observed variables were measured on a 5-point Likert scale (from 1 to 5).

The information was used to make a descriptive analysis of the sociodemographic characteristics of the tourists. An analysis of the results for each individual variable (mean, mode and standard deviation) by the SPSS Statistics 28.0 program is also shown. Since the population size was not known, the sampling error was calculated for the case of an infinite population, reaching a value of $\pm 3,965\%$ for a confidence level of 95% ($p=q=0,5$) (See **Table 2**).

Table 2. Fieldwork data sheet

ITEM	DESCRIPTION
Population	Tourists over 18 years old visiting the city of Cáceres
Survey location	Old, monumental Quarter of Cáceres
Sample size	436
Sampling error	$\pm 3,965\%$
Trust level	95% ($p=q=0,5$).
Sampling system	Random
Collection of information	Assisted personal survey in electronic format
Date	First quarter of 2023

Source: Government of Spain (<https://turismo.gob.es/>)

Measurement scales

Tourists' feelings about environmental sustainability were measured with scales adapted from the work of Kang y Yang (2010) and Fantidou, & Matarazzo (2017). Economic sustainability using CSR was measured with scales adapted from the research by Pino et al. (2016) and Su et al. (2017).

ANALYSIS OF RESULTS.

The numbers of men and women in the study were very similar with 51.1% women and 48.9% men. 45.9% of the visitors were between 40 and 59 years old, 36% were over 60 years old, 13.3% were between 26 and 39 years old, and the lowest number, 4.8% were in the lowest age range between 18 and 25 years. Most of the tourists had studied in higher education (60.1%) while the lowest number (3%) had no type of official studies. (**Table 3**).

Table 3. Level of Education

Level of education	Frequency	%
No official studies	11	3.00
Primary studies	96	22
Baccalaureate/FP	65	14.9
University	262	60.1
TOTAL	436	100

Source: Author's own

The largest number of visitors were national tourists from the Community of Madrid and Andalusia (64.9%), as seen in **Table 4**. There was also a high number of international tourists from Europe and the rest of the world, who together account for almost 30% of those surveyed. Tourists from Extremadura itself who visited Cáceres accounted for only 7,1% of the total (**Table 4**).

Table 4. Origin

ORIGIN	FREQUENCY	%
Extremadura	31	7.1%
Rest of Spain	283	64.9%
Rest of Europe (Including UK)	88	20.2%
Rest of the World	34	7.8
TOTAL	436	100

Source: Author's own

393 of the tourists surveyed stayed overnight in the city, while 43 tourists did not. This fact is significant, since those who slept in the city and spent more time there can give a more informed opinion, as well as spend more money during their stay (Akbari et al., 2021). The descriptive analysis of the measurement scales was then completed by finding the values of the mean, mode and standard deviation of each item. This gives information about the range of the different items of environmental and economic sustainabilities.

The tourists' perceptions of the environmental sustainability of the Old Quarter of Cáceres and its buildings, both public (churches, museums, etc) and private (hotels, restaurants, etc) show that visitors are concerned about this critical factor of CSR in tourism (Gonçalves y Gaio, 2023, Font y Lynes, 2018). The most disturbing items are efficient management of energy and degree of sustainability of hotels, which have the lowest values of

3. This means that, according to the data collected, the efficient management of energy and the sustainability of hotels can still be improved and thus increase tourist satisfaction. This can be done by implementing CSR measures and making sure that tourists and residents know about them (Asmelash y Kumar, 2019).

The other items are evaluated positively, which can be seen by the values of selective waste management ($\bar{X}=4.06$), conservation of monuments ($\bar{X}=4.59$) and restriction of polluting vehicles ($\bar{X}=4.79$). The averages are all higher than 4, with values for the mean close to the maximum. This last item also has highly concentrated data as the standard deviation is $\sigma=0.43$.

This positive perception could be due to the plans and projects carried out by Cáceres City Council for the three items mentioned, especially the "door to door" collection of separated waste for effective recycling, and the almost total closure to any traffic in the monumental area. This last fact can cause problems for residents who see their mobility reduced and then think about living in other areas (Su et al., 2017) (**Table 5**).

Table 5. Environmental Sustainability

ITEM	DESCRIPTION
Population	Tourists over 18 years old visiting the city of Cáceres
Survey location	Old, monumental Quarter of Cáceres
Sample size	436
Sampling error	+/- 3,965%
Trust level	95% (p=q=0,5).
Sampling system	Random
Collection of information	Assisted personal survey in electronic format
Date	First quarter of 2023

Tourists were asked about the importance of the economic sustainability of the territory, and the role that companies dealing in high quality, local products play in a circular economy. They were asked to answer questions about how much they agreed with six items about responsible economic development (**Table 6**).

The data obtained is not as homogeneous as that for the items about environmental sustainability. The highest values of the mean were for plan for their long-term success ($\bar{X} = 4.59$) and committed to ethical principles ($\bar{X} = 4.59$), while the rest of the items have lower values between 3 and 4. The highest range of values was found for the item play a role in society beyond mere profit generation ($\sigma = 1.1$).

This last fact may be explained because of the continuous rise in the prices of products, which tourists might attribute exclusively to local trade entrepreneurs wanting to maximize profits.

These results show the potential of CSR for the economic sustainability of the territory with local producers. Tourists are attracted by unique products, which, when they are consumed, generate wealth and value in the area, creating employment in catering companies and craft and gourmet shops (Moon y Parc, 2019). The increase in the number of specialized establishments, wineries and oil mills open to the public allows tourists to purchase typical products during the trip and then later from home, which shows the positive image the tourist has of their experience (Han et al., 2019).

Table 6. Economic Sustainability

ITEM	AVERAGE \bar{X}	MEAN MO	STANDARD DEVIATION σ
Strict control of the production	3.24	3.00	0.81
Plan for long-term success	4.45	5.00	0.82
Compliance with handmade quality regulations	3.91	5.00	0.98
Commitment to ethical principles	4.23	5.00	0.93
Play a role in society beyond mere profit generation	3.03	2.00	1.10
Heritage tourism helps the local economy	3.24	3.00	0.81

Tourist who are involved in CSR sustainability measures at a destination tend to feel more related and loyal to the destination, so they are more likely to return and/or recommend the territory and become CSR ambassadors for it (Azinuddin et al., 2022).

The importance of involving both companies and public administration in CSR plans and projects is confirmed since CSR cannot be successfully completed without the interaction of both groups (Gallardo-

Vázquez y Lizcano-Álvarez, 2020). The collected data shows the close relationship between social and economic sustainability, and the convenience of establishing long-term business plans for local companies in the tourism sector which are supported by the public administration so that competitiveness can be improved. (Rodrigues et al., 2021).

CONCLUSIONS.

There has been a change in attitude about the sector by tourists, who are increasingly concerned about sustainability issues. Tourist destinations are now focusing their efforts on adopting more responsible tourism strategies.

The literature review shows the strategic and economic benefits of sustainable behaviour in tourism. This study adds to previous literature about using a CSR strategy as an organised response to the needs of tourism destinations to be environmentally and economically sustainable. It suggests that investment in CSR brings new opportunities for sustainability of companies and society which then have better long-term performance. The analysis of the results presented in this paper offers novel and timely contributions for the CSR field. A recommendation is made for public administrators and local tourism entrepreneurs to implement corporate social responsibility practices which can contribute to the different sustainable development goals in cities with a high heritage value such as Cáceres (Uduji, et al., 2020; Siyal et al., 2022). It is important that both parties communicate effectively to convey their environmental and economic efforts and achievements using the CSR strategy. It is therefore necessary to work on CSR tourism plans and projects by creating public policies suited to the need for sustainability which increase the satisfaction and loyalty of tourists. This research goes beyond traditional approaches to economic sustainability, which sometimes only consider the overall profitability of the destination. Empirical evidence shows the importance of including the new perspectives and needs of stakeholders when planning CSR initiatives by valuing handicrafts and local commerce that offer unique, high-quality local products.

The main limitations of the study are the geographical area and temporal space of the fieldwork so the results obtained must be treated with due caution. Future research could focus on the role of some of the other stakeholders, such as residents or non-profit organisations operating in the territory in CSR projects for environmental sustainability and economic sustainability. The methodology used in this study could be extrapolated to other cities with similar characteristics, both inside and outside the territory, to make comparative analyses.

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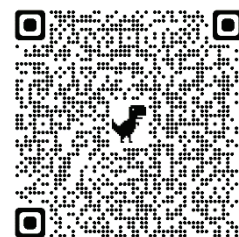
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CAPÍTULO 5. DIGITAL FREE TOURISM O DESCONECTAR PARA VOLVER A CONECTAR: UNA OPORTUNIDAD ECONÓMICA Y TURÍSTICA



Tipo: ARTÍCULO

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Breve resumen de la publicación

The tourism industry is designing products and services for those users who consciously wish to reduce or renounce technology during their trips and can make it a reality. This has led to the emergence of a new trend called Digital Free Tourism (DFT) or digital disconnection tourism, conceived as an improvement of the tourist's own relationships, social life and wellbeing. The main objective of this research is to present a research path for the academic world and to provide an analysis focused on the DFT offer in the Spanish market, as it is one of the countries with most international tourists worldwide.

INTRODUCCIÓN.

El mundo de la digitalización desempeña un papel fundamental en las actitudes y motivaciones de los consumidores, especialmente en la industria del turismo (Hassan et al., 2022).

Sin embargo, su excesivo uso y abuso están provocando que la sociedad empiece a sentir la necesidad de desintoxicación digital por sobrecarga y busque espacios donde esa hiperconectividad sea limitada o prácticamente nula (Hassan et al., 2022; Li et al., 2020).

El sector del turismo y de los viajes no ha sido ajeno a esta preocupación, que se ha convertido en una tendencia y que, según las instituciones, los diferentes autores o los países, recibe diversas denominaciones como “turismo libre de tecnología”, “turismo desenchufado”, “turismo desconectado”, “vacaciones sin tecnología”, “turismo detox digital”, “vacaciones sin tecnología”, “vacaciones de desintoxicación digital” y similares. En esta investigación se ha optado por la terminología Digital Free Tourism (DFT) por ser la más utilizada en la literatura científica. El DFT engloba todos estos términos con un denominador común: acceso mínimo y ausencia de tecnología de comunicación e información durante las vacaciones (Egger et al., 2020). Con el objetivo de que el uso limitado de las nuevas tecnologías permita disfrutar de un viaje auténtico y sin tecnoestrés (Liu & Hu, 2021). A continuación, se presenta la tabla 1, que contiene los distintos conceptos asociados a la desconexión digital en la literatura científica.

Para algunos autores, los factores desencadenantes de la necesidad de que los turistas quieran desconectarse mientras viajan y recurran a DFT son la sobrecarga temporal y la conectividad 24/7, las experiencias de intrusión espacial y la pérdida de contacto con la vida real y las descripciones de daños en el cuerpo y en la mente (Gaafar, 2021).

Aunque la motivación y la demanda sobre destinos de desintoxicación digital está siendo estudiada sistemáticamente (Ozdemir, 2021), el número de citas relacionadas con DFT sigue siendo muy limitado (Kunstman & Miyake, 2016). No obstante, ha aumentado en la última década (sobre todo a partir del 2016) el interés por las vacaciones de desintoxicación digital, tanto en los medios analógicos como en los digitales (revistas, periódicos, libros, medios sociales, páginas web, etc.).

De esta forma, en el ámbito de la investigación, y desde el punto de vista económico, la industria del turismo tiene la oportunidad y el reto de dar cobertura a un emergente nicho de mercado sobre el desarrollo turístico DFT que puede focalizarse en áreas específicas, como, por ejemplo, zonas remotas, alta montaña, balnearios termales o zonas silvestres. También para destinos aún no descubiertos por el turismo masivo o en fase de consolidación y maduración con el objetivo de ser motores de impulso para entidades del sector turístico (empresas, organizaciones, países y consumidores finales).

Según informe de la Organización Mundial del Turismo (UNWTO) publicado en mayo del 2021, que recoge los datos del 2019, antes de la pandemia de COVID-19, España ocupaba el segundo lugar por número de

viajeros internacionales. Es decir, el segundo país con más turismo del mundo. Tras la caída sin precedentes del 2020 y el 2021, se espera que el turismo internacional continúe su recuperación gradual durante el 2022.

Esta es una de las razones para enfocar este estudio en el sector turístico español. Sus recursos naturales y su patrimonio histórico tienen un gran potencial para el desarrollo de varios tipos de experiencias que contengan los elementos DFT, sin embargo, las líneas de investigación aún son escasas sobre este incipiente fenómeno. Se han identificado áreas prioritarias de productos turísticos que pueden ser evaluados como elementos potenciales del desarrollo de DFT, por ejemplo, el turismo activo, de bienestar, rural, patrimonial, o el “slow tourism” conceptualizado como un tipo de viaje con tranquilidad, sin estrés para disfrutar del destino (Ernszt & Marton, 2021).

Las cuestiones planteadas en esta investigación son:

¿Existen elementos de DFT en los productos y paquetes de servicios ofertados por establecimientos, destinos o servicios y que son demandados por los viajeros?

¿Requiere de una nueva oferta de servicios por las empresas del sector o sería suficiente con la reconversión de los recursos existentes?

¿Genera una oportunidad potencial económica DFT en la oferta de servicios turísticos?

Tras esta introducción, el estudio presenta, en primer lugar, una revisión sistemática de la literatura sobre DFT. A continuación, propone una metodología de búsqueda del fenómeno DFT centrado en el sector turístico español en las bases de datos Scopus, Web of Science y Google Scholar. Finalmente, se analizan los resultados y se plantean las conclusiones de la investigación.

REVISIÓN DE LA LITERATURA.

Estar desconectado mientras se viaja: una nueva experiencia turística

El deseo de escapar y desconectarse de la vida cotidiana no es un fenómeno novedoso en la literatura científica. Para algunos autores (Iso-Ahola, 1982) los principales factores que motivan a los individuos a viajar son: la huida, que representa la necesidad de reducir el estrés psicológico, y la búsqueda, que significa el deseo de obtener nuevas experiencias, coincidiendo con ese deseo de escape de la vida cotidiana que favorezca el carácter del bienestar de los turistas (Peterson & Seligman, 2004).

A nivel mundial, en el 2021 existían más de 4480 millones de usuarios de redes sociales y se prevé que las herramientas digitales aumenten aún más (Ozdemir, 2021). El ecosistema digital de cada país facilita la vida de los usuarios para conectarse a la vida real, pero también se impone en el mundo actual, hasta convertirse en un círculo vicioso por sobrecarga y uso excesivo (Pawlowska-Legwand, 2020).

Por este motivo, están emergiendo corrientes negativas hacia el uso excesivo de las nuevas tecnologías (TIC) que pueden considerarse el origen del DFT, ya que concentran las experiencias de ocio y turismo en un deseo de desconexión y desintoxicación que frenen la intrusión digital y que provoquen efectos negativos en la salud, la sociabilidad y el bienestar mental (Syvertsen & Enli, 2020), la hiperconexión causa adicciones, así como fobias sociales, trastornos de conducta y problemas en las relaciones interpersonales (Melton et al., 2019; Ugur & Koc, 2015; Winke, 2010) e incluso conflictos laborales que afectan a derechos fundamentales (Custers, 2022).

El DFT se describe como una nueva tendencia para un creciente número de personas que utilizan las TIC a diario y deciden limitar su acceso a los dispositivos y fuentes digitales durante los viajes (Egger et al., 2020). Esta actitud está relacionada con la idea de que estar desconectado puede lograrse con un control en los propios hábitos de uso cotidiano de las TIC pero además influir en el estilo de los viajes, traducándose en una necesidad de estar desconectado del mundo digital (Liu & Hu, 2021) y del ambiente laboral (Law et al., 2022).

En la **figura 1** se presentan las principales motivaciones de DFT.

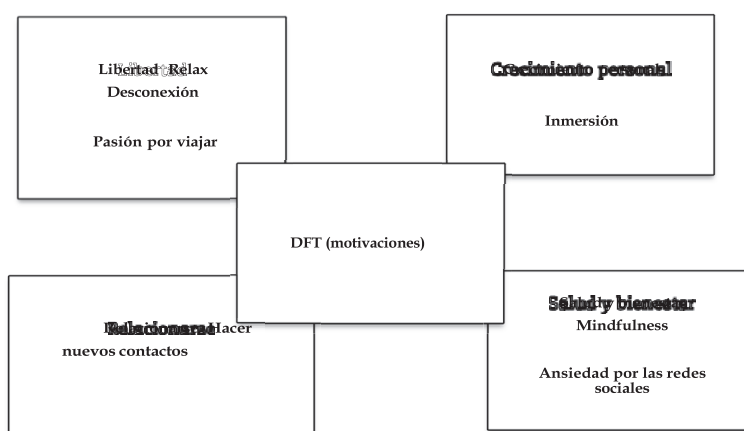


Figura 1. Esquema adaptado del modelo DFT de Egger et al. (2020)

Fuente: elaboración propia.

El DFT se concibe como una mejora en las propias relaciones, la vida social y el bienestar (Cai et al., 2020) que consiga frenar la sobrecarga de información y la constante conectividad fomentando el equilibrio de la vida personal (Winke, 2010) y se relaciona directamente con la renuncia, la reducción y el control del uso de herramientas digitales y medios en línea (Brereton et al., 2007).

También se señala como una estrategia de afrontamiento y mecanismo para la reducción de la participación en los medios digitales, disminuir el tecnoestrés (Liu & Hu, 2021), en el uso excesivo del teléfono inteligente y la conexión constante como adicción (Kirillova & Wang, 2016; Kunstman & Miyake, 2016), el comportamiento compulsivo, la escasa capacidad de atención y la dependencia excesiva de la tecnología (Palos-Sánchez et al., 2022). Por tanto, el DFT se describe como un nuevo fenómeno con características propias, que concede a los viajeros la oportunidad de sumergirse en la actividad y el espacio físico del destino in situ, una verdadera evasión de las rutinas diarias y más significativas y un incremento de las interacciones sociales (Lehto & Lehto, 2019). Además, este estilo de viaje puede ser considerado un tipo de terapia (Díaz-Meneses & Estupiñán-Ojeda, 2022; Guyard & Kaun, 2018).

El DFT implica no solo viajar sin acceso a las TIC como una forma de escapar de la vida cotidiana (Ernszt & Marton, 2021), sino también una tendencia de mercado emergente que está creciendo en popularidad (Hassan et al., 2022) y en demanda por parte de los turistas que quieren viajar a destinos organizados y con paquetes de servicios ofertados por las empresas del sector, como propuesta de valor para destinos turísticos de montañas y albergues donde existe una desconexión forzada (Syvertsen, 2022).

El nivel de desconexión durante el viaje constituye un factor fundamental sobre las preferencias personales de la inmersión en un destino junto con las interacciones con los entornos online y offline, y donde es fundamental el papel del turista en el modo de experiencia (Kirillova & Wang, 2016).

Por ello, el DFT, como campo discutido en esta investigación, plantea retos que la industria del turismo tiene la oportunidad de planificar y desarrollar. DFT que sea posible y DFT que pueda ser deseable (King et al., 2022). De esta forma, el DFT se define como un concepto teórico social multifacético de conectividad tecnológica que tiene en cuenta los siguientes elementos en la literatura científica:

- La experiencia de turistas a una desconexión forzada.
- La experiencia de turistas a una desconexión buscada e intencionada.
- Las motivaciones de turistas a la elección de unas vacaciones DFT (sociológicos, psicológicos, salud, etc.).

Algunos autores consideran que esos factores de conectividad pueden clasificarse en categorías basadas en razones tecnológicas y razones no tecnológicas, como son el hardware y el software, las necesidades y los contextos, la apertura al uso y la oferta y la provisión de conectividad. Como es de esperar, el estado de desconexión durante el viaje tiene consecuencias tanto positivas y negativas en los viajeros (McKenna et al., 2020) y experimentar y percibir este estado depende de las necesidades y elecciones personales de cada uno (Fan et al., 2019).

El turista DFT: un nuevo cliente para la industria

En el marketing turístico, el conocimiento de las necesidades del consumidor tiene una importancia vital ya que permite ajustar la demanda a sus destinatarios y, por tanto, crear una ventaja competitiva en el mercado y una oportunidad de desarrollo para empresas, organizaciones de gestión de destinos y otras instituciones del ecosistema turístico. Los consumidores que desean viajar y se abstienen de las TIC y los dispositivos digitales crean una demanda de mercado que puede ser aprovechada por la industria y la economía.

El DFT, como experiencia turística libre de digitalización, considera tanto las pautas de comportamiento individual como los vinculados a las relaciones sociales, y genera una amplia gama de actividades a nivel individual como colectivo con el fin de ser tratados como sustitutos del uso de las TIC y las herramientas digitales. Algunos ejemplos son los deportes al aire libre, el desarrollo de habilidades, los programas de bienestar o programas de retiro, juegos en grupo, experiencias espirituales o culturales, visitas turísticas y talleres temáticos con ocio activo, deporte, spa y bienestar o rutas guiadas de compras y comidas gourmet. Así, muchos segmentos de la industria turística tienen la oportunidad de planificar y desarrollar servicios y programas DFT, en que la red móvil y el acceso a internet es limitado y los destinos pueden llegar a convertirse en “paraísos turísticos del futuro” (Ayeh, 2018; Gaafar, 2021; Pearce & Gretzel, 2012).

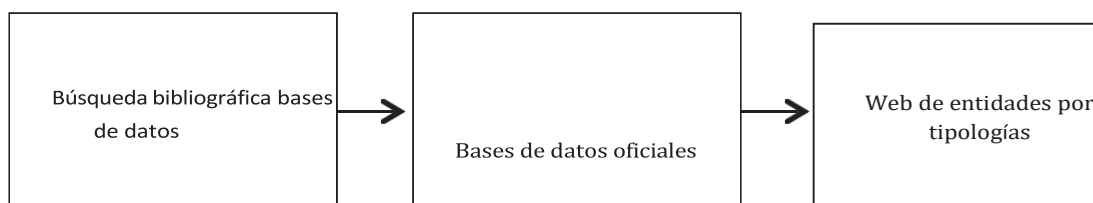


Figura 2. Etapas de la investigación

Fuente: elaboración propia.

Algunas líneas de investigación realizan un análisis exhaustivo de DFT, identificando tres etapas en el camino del turismo sin tecnología digital desde el 2009 hasta el 2017. Una etapa inicial de introducción en la que se produce una transformación de los servicios de alojamiento y tratando el DFT como un producto vacacional superior proporcionado por centros turísticos y hoteles de Estados Unidos y Europa focalizado en combatir el estrés y el exceso de trabajo derivado del uso excesivo de las TIC. Más adelante, las organizaciones de gestión de destinos empezaron a promocionar zonas y regiones como lugares favorables e idóneos para la experiencia en el DFT. Esta fase de crecimiento incide en factores endógenos y exógenos

relacionados con la sociabilidad y que se han hecho más evidentes con el confinamiento por el COVID-19 (Stankov & Gretzel, 2021).

Finalmente, en la etapa de desarrollo, desde el 2017 hasta la actualidad, se observó un rápido crecimiento de las empresas e instituciones especializadas en DFT, que ofrecían productos turísticos libres de tecnología digital basados en espacios naturales, remotos y salvajes, y espacios de patrimonio cultural como diversificación de los productos vacacionales DFT donde se combina el aislamiento del mundo digital por necesidades personales con la limitación de acceso a las TIC por las características geográficas del destino (Dickinson et al., 2016; Floros et al., 2019; Pearce & Gretzel, 2012) y que se presentan como propuestas de valor únicas para el marketing turístico.

No debe olvidarse la importancia del turismo de salud para el tratamiento de adicciones debido al creciente número de individuos adictos a los dispositivos digitales o a internet (Schmuck, 2020) que requieren tratamiento profesional. Como consecuencia de ello, existe un creciente interés en la desintoxicación digital como mecanismo de tratamientos clínicos para pacientes durante vacaciones (Anrijs et al., 2018; King et al., 2022), incluso como un tipo de adicción con el uso de las redes sociales (Vanden Abeele et al., 2022).

Existe además una tendencia al DFT utilizada por operadores de países europeos por medio de campañas promocionales y experiencias detox y de relax, que permiten una desintoxicación digital y unas vacaciones de bienestar libre de tecnología (European Best Destinations, 2020). En cambio, sigue existiendo en la literatura científica y de investigación una brecha teórica que permita determinar qué elementos pueden ayudar a mejorar la percepción de los turistas en las ventajas y desventajas de un destino DFT. Un ejemplo de progreso en líneas científicas es la del locus de control interno y externo por parte de los viajeros DFT (Hassan et al., 2022).

METODOLOGÍA

La pandemia derivada de la aparición del COVID-19 ha sido reconocida como un desafío o incluso un cambio de estrategia en el sector turístico. También ha supuesto un catalizador para nuevos planteamientos y discusiones sobre su necesidad de recuperación y la reforma de la industria. En el momento de redactar este documento ya son evidentes los impactos significativos en una industria paralizada, siendo el más afectado el turismo debido a las restricciones en los desplazamientos y la caída de demanda de viajeros.

En este contexto, las grandes líneas de desarrollo del DFT describen una falta de análisis científico detallado que se centre en la oferta de nuevos servicios demandados por los viajeros. DFT en los destinos turísticos por excelencia.

El método utilizado para la realización del presente trabajo coincide con la recopilación de una parte de la literatura nacional e internacional eligiendo como técnica el análisis de contenido, sobre los temas de DFT, desconexión digital y turismo de desconexión, focalizado en uno de los países con mayores cifras de visitantes (España) y para ello se han utilizado las bases de datos de publicaciones en Scopus y Web of Science combinado con búsquedas en Google Académico porque tienen más impacto y pueden adaptarse al caso del país en cuestión. Algunos artículos se han extraído directamente en los sumarios de revistas. Evaluada la dificultad de sistematizar correctamente el tema objeto del presente trabajo, se han tenido en consideración también publicaciones alternativas a los artículos científicos, como libros de carácter turístico, socio antropológico y económico.

Dentro de este proceso de investigación sobre DFT se han seleccionado instituciones y empresas que centran su catálogo de servicios y establecimientos como elementos atractivos para el DFT, como, por ejemplo, no ofrecer wifi a visitantes, plantear alternativas al uso de la tecnología, no disponer de cobertura telefónica, premiar la entrega de dispositivos en la entrada al establecimiento o fomentar terapias de relajación.

Se han tenido en cuenta las tres etapas del desarrollo del turismo sin tecnología digital: introducción, crecimiento y desarrollo ya propuesto en la literatura científica y que marca el estudio primigenio desde la perspectiva de un mercado emergente DFT (figura 2).

Tabla 2. Revisión de la literatura DFT

Búsquedas	Resultados	Observaciones	Fuente
Digital detox Spain	1460		Google Académico
0			Scopus
Digital detox & Spain	0	Resultados	Web of Science
	0		Scopus
DFT & Spain	0		Web of Science
"Digital detox" & Spain	9	Resultados	
	2	Artículos de revisión	
"Digital free tourism" & Spain	44	Resultados	

Tendencias de negocio basadas en la desconexión digital. Una aproximación a un nuevo modelo económico y turístico

Desconexión digital viajes en España	1020	Resultados	
	4	Artículos de revisión	
<hr/>			
Digital free tourism	5980	Resultados	Google Académico
	151	Cualquier tipo	
	5	Artículos de revisión	
<hr/>			
Digital detox	13 700	Resultados	
	2930	Cualquier tipo	
	59	Artículos de revisión	

Fuente: Elaboración propia

La método

La metodología utilizada ha seguido los siguientes pasos:

Etapa 1. Búsqueda información en bases datos

Etapa de búsqueda científica del fenómeno DFT con un análisis de contenidos en bases de datos científicas (Wos y Scopus) y Google Scholar, con la utilización de palabras en inglés y en español, es decir, “digital detox”, “digital free tourism”, “desconexión digital combinada con Spain”, reflejando en la tabla 2 los resultados. A continuación, se incluye una visión general de la literatura científica, junto con una búsqueda de resultados dirigida en Google Scholar, “digital free tourism (DFT)” y “digital detox” y “Spain/España”.

Los resultados de las prestigiosas bases de datos Web of Science y Scopus y las búsquedas de Google Académico se expresan en la tabla 2:

WOS. Para la búsqueda en este recurso se utilizó la cadena booleana siguiente: “digital free tourism (DFT)” y “digital detox” y “Spain/España”, con resultados no positivos.

Scopus. Para la búsqueda de contenidos se utilizó la cadena booleana siguiente “digital free tourism (DFT)” y “digital detox” y “Spain/España”, con resultados no positivos.

En Google Académico se encontraron 1460 resultados, 68 artículos académicos en revisión en todos los idiomas y cuatro para fuentes en español. Algunos resultados de búsqueda web se repitieron (utilizando palabras clave en inglés y español), como paso inicial en la investigación cualitativa.

Etapa 2. Bases de datos oficiales

La segunda etapa incluyó una consulta de las bases de datos oficiales para identificar las entidades que operan en España directamente relacionadas con DFT. Sobre esta base se seleccionaron las empresas y otras instituciones que después fueron elegidas para una investigación más detallada en la tercera etapa. Estas bases de datos se mantienen actualizadas y los ejemplos utilizados en este documento se recuperaron en el 2020. Por un lado, la base de datos del Instituto Nacional de Estadística de España (INE, 2021).

A su vez, se consultaron las bases de datos asociadas de agencias de turismo de Europa con más de 300 oficinas, incluyendo 80 destinos de turismo sostenible, donde se encontraron dos destinos para digital detox en España, concretamente, el Delta del Ebro en Cataluña y Goierri en el País Vasco (European Best Destinations, 2020)

Etapas 3. Páginas web de establecimientos por tipología

La tercera etapa consistió en investigar las páginas web relacionadas con el DFT el turismo, la desconexión digital y España, con el fin de recoger datos sobre productos y paquetes relacionados con la materia de investigación. Las preguntas de investigación sobre los establecimientos fueron las siguientes para establecer una tabla informativa (tabla 3):

- ¿Qué tipo de alojamiento ofrece un servicio DFT?
- ¿Qué proveedor oferta el servicio o paquete DFT?
- ¿Qué elementos, características o especificaciones tiene el servicio o producto ofertado DFT?

RESULTADOS SOBRE DFT EN ESPAÑA.

La literatura científica presenta necesidades de los consumidores centradas en el control o reducción del uso de la tecnología durante sus viajes, lo que genera una demanda particular en el mercado turístico. Estas entidades identificadas en las búsquedas establecidas en la investigación son:

- Hoteles con spa y balnearios.
- Alojamientos hoteleros rurales.
- Zonas de excelencia turística sostenible.
- Los operadores turísticos.
- Los monasterios y conventos.
- Los centros de tratamiento de adicciones.

Además, estos resultados ofrecieron otros ejemplos menos numerosos con un acceso limitado de forma deliberada a internet y de telefonía móvil, que tienen carácter estacional. Estos destinos se diversifican en refugios de montaña, albergues, apartamentos de alquiler a corto plazo y casas de vacaciones y campings. Sin embargo, estas entidades no prepararon productos y paquetes de servicios relacionados con DFT, sino actividades estacionales y de

temporada, únicos o de corta duración, y que, por eso, se omiten de la investigación detallada.

El DFT crea nuevas posibilidades para el desarrollo de empresas y otras instituciones relacionadas con la industria turística. La desintoxicación digital se añade a una oferta y una comunicación de marketing como una propuesta de venta única.

Hoteles con spa y balnearios

En España existen cadenas hoteleras que ofrecen servicios y paquetes de “desintoxicación digital” con actividades bajo la fórmula de “pack detox” consistentes en sustituir los aparatos tecnológicos de forma voluntaria a los huéspedes por actividades alternativas tales como: juegos de mesa, libros, un kit para plantar un árbol o bien servicios adicionales consistentes en realizar recorridos a pie, degustar zumos depurativos, viajar en kayak en el mar, volar en parapente, practicar el buceo, navegar para observar ballenas, hacerse masajes y tratamientos estéticos, tomar clases de esquí, hacer excursiones en bicicleta o moto de nieve, e incluso dar clases de yoga o de pilates y que se ubican en Marbella (Hotel Vincci Estrella del Mar Wellness Beach Club), Cádiz (Hotel Hideaway Sancti Petri) y Tenerife, entre otros.

El contenido de los sitios web se centra en la reducción del acceso a los dispositivos digitales y la abstinencia de conexión a internet para relajarse en un entorno de lujo (establecimientos con cinco y cuatro estrellas). La ubicación de estos hoteles balneario tiene una característica común: acceso a zona de playa. Y todo con un objetivo: escapar de la tecnología para despejar el cuerpo, la mente y las relaciones sociales.

Alojamientos hoteleros rurales

La investigación permitió estimar que el turismo rural está muy relacionado con el DFT. Para el INE, el número de alojamientos rurales a octubre del 2021 es de 16702 establecimientos, encabezada por Castilla León, Andalucía y Cataluña. En Extremadura la cifra de alojamientos

rurales es de 705 establecimientos, ocupando la octava posición en el ranking nacional de comunidades autónomas (INE, 2021).

Los hallazgos se centran en la posibilidad de relajarse en un entorno natural alejado del clamor urbano con el espíritu de estar desconectado, fundamentos del concepto DFT. Para el INE, a octubre del 2021 existen en España 684 campings con actividades detox asociadas. Extremadura cuenta con 11 establecimientos. Estas ubicaciones están geográficamente situadas en zonas remotas lejos del turismo de masas, en regiones montañosas donde el acceso a internet y la red de telefonía móvil es muy limitada. La estrategia de marketing hace referencia a la oportunidad que se les ofrece a los huéspedes de conocer tradiciones locales, participar en talleres temáticos, degustar comida casera y ecológica o disfrutar de rutas de naturaleza.

Esta investigación, centrada en ofertas exclusivas en DFT, ha obtenido los siguientes hallazgos en este tipo de establecimientos que se mencionan en la tabla 3.

Operadores turísticos

La investigación ha proporcionado datos para enumerar operadores de turismo que ofrecen paquetes que permitan reducir el acceso a las TIC y a los dispositivos digitales y los viajes o estancias también forman grupos principales, tales como Trivago, Rumbo, LetsBonus o Booking como intermediarios turísticos de destinos y alojamientos.

Monasterios y conventos

Las estancias ofrecidas por los monasterios y conventos españoles se dirigen a personas que buscan experiencias espirituales, silencio y separación de su vida cotidiana. Trivago, Rumbo, LetsBonus o Booking ya ofertan estos retiros y Guadalupe, Poblet o Silos son algunos de los más demandados, pero también ganan adeptos los más pequeños, Valvanera (La Rioja), Santa María de la Huerta (Soria) o San Isidro de Dueñas (Palencia). Ofrecen experiencias diferentes de turismo masivo de sol y playa, y similares a nuevas corrientes como “slow travel”, buena comida y detox, es decir, en busca de la desintoxicación digital. En cualquier caso, representa la punta del iceberg del turismo religioso, una modalidad en auge en los últimos años, que mueve a 300 millones de viajeros en todo el mundo y genera un impacto

económico de 13 000 millones de euros, según estimaciones de la Organización Mundial del Turismo (OMT).

Centros de tratamiento de adicciones

El último ámbito que comparte sus rasgos con el DFT son los centros de tratamiento de adicciones, donde se ofrece una compleja terapia para controlar los dispositivos digitales, los juegos de ordenador e internet. Los pacientes están obligados a seguir estas normas durante su tratamiento, así como a renunciar a utilizar las TIC y los dispositivos digitales.

En un futuro próximo es improbable que los dispositivos digitales y la tecnología pierdan su importancia con respecto al turismo. Con todo ello, la creciente amenaza que genera la adicción y las consecuencias negativas que afectan la vida cotidiana, la salud, las relaciones y la mente, e incluso las relaciones laborales, auguran un crecimiento del ocio y el disfrute sin acceso a internet y al abuso de dispositivos electrónicos.

El potencial de la emergente necesidad de desconectarse del mundo digital tiene una íntima relación con el turismo de salud, y puede ser aprovechado por otras entidades, como centros de tratamiento de adicciones o clínicas especializadas, y convertir a España en un destino de prestigio y nivel en DFT, una alternativa diferenciada al turismo asociado al “sol y playa”.

CONCLUSIONES.

Aportaciones teóricas y prácticas

La contribución teórica trata de encontrar respuestas a las recientes investigaciones sobre las motivaciones psicológicas que estimulan a los turistas a desconectarse de la tecnología durante sus vacaciones. El aprovechamiento de las actividades requiere, a veces, que los viajeros obedezcan las normas y acepten el programa del viaje o la estancia. La reducción del uso de las TIC y los dispositivos digitales depende de las soluciones creadas o utilizadas por los establecimientos o el tratamiento de la adicción.

De esta forma, un nivel bajo de desconexión se refiere a una reducción voluntaria y ajustada a las necesidades de consumo de los individuos durante las vacaciones en lugares fuera del alcance de Internet y de la telefonía móvil, situados con frecuencia más allá de los destinos y centros turísticos conocidos. Por el contrario, un alto nivel de desconexión incluye una renuncia total del uso de las TIC y los dispositivos digitales como resultado de las normas

internas de las instalaciones o alojamientos de desintoxicación digital, que también pueden ser condiciones reales para utilizar sus servicios.

Conocer las tendencias del mercado y ser consciente de las necesidades cambiantes de los consumidores es fundamental para la creación y el desarrollo de productos y paquetes relacionados con el DFT. Este conocimiento y conciencia pueden facilitar la adaptación flexible a las condiciones del mercado y pueden ayudar a diseñar estrategias de marketing que respondan a las necesidades de los clientes, sobre la base de los recursos disponibles, así como de las necesidades de los clientes, en relación con el conjunto de servicios disponibles dentro del nuevo contexto.

El DFT tiene ventajas en términos de aumentar el bienestar y la satisfacción del turista durante las vacaciones por lo que sería recomendable que las empresas del sector turístico enumeren los beneficios de la desintoxicación digital, destacando las reseñas de los turistas sobre la experiencia de las vacaciones de desintoxicación digital en sus sitios web y las oportunidades de autocrecimiento que ofrece evitar el uso de la tecnología digital durante un viaje.

De acuerdo con los resultados de la investigación podría decirse que el desarrollo del turismo desconectado no siempre requiere grandes gastos en infraestructuras o inversiones. Estas soluciones y servicios han estado disponibles y son bien conocidos en el mercado turístico hace décadas, pero la tendencia del DFT y el deseo de desconectar mientras se viaja ganan aquí un nuevo contexto de planificación y desarrollo turístico, influenciado por las consecuencias de la pandemia del COVID-19.

Consecuencias derivadas de la pandemia del COVID-19

La crisis derivada de la pandemia del COVID-19 puede haber despertado la “conciencia del viaje” y del viajero, en la que cobren fuerza las experiencias que incrementen el desarrollo personal, el descubrimiento, el aprendizaje, la inspiración, y que mitiguen el impacto y aceleren la resiliencia.

El sector turístico plantea nuevas oportunidades en su configuración y regeneración con un lema común: el turismo inteligente y el turismo de consenso. En conclusión, el DFT puede considerarse hoy en día como uno de los fenómenos emergentes, junto con el turismo inteligente y el turismo sostenible, estilos de viaje y ocio o incluso de terapia. En este caso, el nuevo elemento característico es la necesidad de reducir el uso de las TIC y de los

dispositivos digitales, bien sea de forma intencionada (deseada, por tanto), ya sea mediante una limitación real (buscada y posible).

La necesidad de desconectarse mientras se viaja y la desintoxicación digital están más presentes ahora que antes en la literatura científica y los informes sobre el desarrollo del turismo. Es más que probable que los comportamientos y las pautas de conducta cambien el estilo de vida del turista y se modifiquen los patrones de viaje.

El obligado parón del sector hace necesaria y urgente una visión innovadora que articule sinergias públicas y privadas para avanzar en una única dirección: DFT posible y DFT deseable.

Limitaciones y futuras investigaciones

El estudio trata de responder preguntas sobre brechas que hay en la literatura turística, indagando en el escenario turístico de una potencia mundial en el sector turístico, como es el caso español, sobre la oportunidad del DFT en la planificación de las vacaciones, en sus destinos, sus organizaciones, sus redes conectadas de alojamientos o sus catálogos de servicios.

Supone una limitación para este estudio que el escenario DFT elegido haya obtenido un hallazgo de un número limitado de trabajos y líneas de investigación. En España ha logrado escasos resultados en contraposición a lo que sucede en otros países, como en Egipto (Gaafar, 2021), Hungría (Ernszt & Marton, 2021), Holanda o China, donde se han focalizado líneas de investigación sobre motivaciones y actitudes de turistas para iniciar viajes DFT.

Este documento ofrece información relevante relacionada con el fenómeno DFT, en el que se está produciendo un cambio radical y una transformación del sistema turístico orientado hacia una mayor sostenibilidad. Ello permite la apertura de nuevas vías futuras para investigaciones y constituyen un prólogo para próximos estudios que proporcionen enfoques de planificación y desarrollo de estrategias en sus ámbitos de actuación a todos los actores interesados (empresas, destinos, administraciones), a la hora de aplicar tendencias de turismo DFT y viajes de desintoxicación digital.

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La Revista Latinoamericana de Psicología es una publicación cuatrimestral de acceso abierto de la Fundación Universitaria Konrad Lorenz. Recibe de manera permanente artículos científicos de psicología que correspondan a una de las siguientes categorías: artículos originales (con información empírica y novedosa) de diversos campos de la psicología (independientemente de la metodología empleada) o revisiones sistemáticas de tipo cualitativo o cuantitativo. Eventualmente estaría interesada en evaluar trabajos que desarrollen herramientas o *software* relacionados con la psicología, artículos originales sobre metodología y estudios que evalúen la psicología desde la cienciometría.

CAPÍTULO 6. ANÁLISIS DE LOS RESULTADOS GLOBALES, DISCUSIÓN Y CONCLUSIONES

PRINCIPALES HALLAZGOS Y DISCUSIÓN DE LOS ARTÍCULOS PUBLICADOS.

Las tecnologías innovadoras son cada vez más importantes en la experiencia turística.

En esta investigación se ha podido constatar el abanico de conceptualizaciones sobre DFT (**Tabla 1: Anexo**) y se suma a la limitada literatura sobre estudios de motivación de turistas sobre DFT como resultado de una evolución en las necesidades del consumidor. Por ello, se ha tratado de encontrar respuestas a las recientes investigaciones sobre las motivaciones psicológicas que estimulan a los viajeros a desconectarse de la tecnología durante su vacaciones (Hassan et al., 2022; Li et al., 2018; Liu, 2021). Además, ha indagado en los nuevos enfoques en el estudio de dimensiones como la sostenibilidad, el beneficio económico o la privacidad, complementando factores desencadenantes de esa necesidad de desconexión digital a través de las experiencias DFT.

Estos factores, planteados por otros autores, entre otros han sido, la sobrecarga temporal (Salazar-Concha et al., 2020), la pérdida de contacto con la vida real (Pawłowska-Legwand & Matoga, 2021; Vanden Abeele et al., 2022a), las enfermedades patológicas (Choi et al., 2022; Ugur, 2015), los daños en la salud y el bienestar (Buckley, 2020; Cai & McKenna, 2023), las molestias en la convivencia (Chen & Wang, 2021), el tecnoestrés (Liu, 2021), la ansiedad (Johnsen & Haddeland, 2021; Wilcockson et al., 2019) o los problemas de sociabilización (Jiajing Hu & Pu, 2021).

DFT ha sido analizado en su evolución histórica, identificando tres etapas en su desarrollo: Una inicial, concebido como un subproducto vacacional proporcionado por resorts y hoteles en Estados Unidos y Europa, conectados de forma directa con el estrés y el exceso de trabajo. En una segunda fase, las organizaciones y empresas del sector turístico, promovieron regiones y lugares adecuados para DFT, como tendencia de experiencia saludable y sociable, potenciado aún más durante el período de confinamiento de la Covid (Egger et al., 2020; Fan et al., 2019; Fryman & Romine, 2021).

En la etapa actual, la acción de la gestión turística, actúa de forma intencionada sobre DFT, no como fórmula de viaje independiente sin ningún tipo de acceso a las nuevas tecnologías sino que valor añadido a una región, un espacio o un destino promocionado por industria turística (Cai & McKenna, 2023; Imran et al., 2022). Ello se traduce en programas de desintoxicación digital para mejorar la vida personal y laboral, fomentar un estilo de vida

saludable y en contacto con el mundo real (Collier, 2009; Gaafar, 2021; Vanden Abeele et al., 2022b) utilizando nuevos conceptos con el atractivo comercial de las “zonas muertas tecnológicas” en entornos rurales (Kastenholz et al., 2018; Pearce, 2012; Wang et al., 2021), “e-alienación” (Egger et al., 2020), conexión con la naturaleza (Syvertsen, 2022) o salud digital (King et al., 2022).

De esta forma DFT, puede consolidar lugares con valores exclusivos y únicos, que pueden utilizarse como ventajas de marketing, generación de beneficios y gestión de recursos sostenibles y eficientes que permitan desarrollar nuevas configuraciones que encuentren la satisfacción de clientes que quieran limitar su conectividad y uso de nuevas tecnologías (Buckley, 2020; Floros et al., 2021).

La contribución teórica sobre DFT ha permitido profundizar en su conceptualización por diversas razones:

- Permite a los viajeros disfrutar de una experiencia más auténtica y enfocarse en ambientes y entornos naturales y las actividades locales. De esta forma, DFT muestra una preferencia personal por la inmersión en un destino y su interacción con entornos offline para lograr una experiencia turística satisfactoria (Hassan et al., 2022; Jiang & Balaji, 2021; Schwarzenegger & Lohmeier, 2021).
- Aumenta la demanda de destinos turísticos que ofrecen DFT como parte de su propuesta de valor, lo que a su vez se traduce en un aumento en el número de turistas. Como consecuencia directa, conocer las tendencias del mercado y ser consciente de las necesidades cambiantes de los consumidores es fundamental para la creación y el desarrollo de productos y servicios relacionados con DFT (Pawłowska-Legwand & Matoga, 2021; Syvertsen, 2022).
- Genera nuevos ingresos generados por el sector, contribuye a la rentabilidad de negocios y favorece a la economía local (Adongo et al., 2018; Chuang & Liao, 2021). Este conocimiento y conciencia sobre DFT permite una adaptación flexible a las condiciones del mercado y puede ayudar al diseño de estrategias de marketing, que respondan a necesidades de los clientes, pero sobre todo, al desarrollo de nuevos servicios en base a los recursos disponibles (Schwarzenegger & Lohmeier, 2021). Al mismo tiempo, ofrece la oportunidad de convertir destinos remotos, carentes de tecnología o con infraestructuras limitadas, en el refuerzo de una desventaja que se transforma en una ventaja, optimizando sus recursos (Robina-Ramírez et al., 2023; Seeler et al., 2021).

- Fomenta el turismo sostenible ya que reduce el consumo energético y la emisión de carbono asociados con el uso de dispositivos electrónicos. Esto puede ser especialmente relevante en destinos turísticos naturales o en regiones con problemas de sostenibilidad

(Jiajing Hu & Pu, 2021; Thomas et al., 2016)

Sin embargo, DFT también puede tener impactos negativos en la economía de los destinos turísticos y alojamientos.

- La falta de conexión a internet puede ser un obstáculo para los turistas que dependen de la conectividad para trabajar o mantenerse comunicados con sus familiares y amigos (Choi et al., 2022; Dickinson et al., 2016)
- Esto puede disuadir a algunos turistas de visitar ciertos destinos o alojamientos, lo que a su vez puede afectar los ingresos turísticos de la zona (Coca-Stefaniak, 2020; Law et al., 2022).

Estar desconectado durante un viaje ,por tanto, tiene consecuencias tanto positivas como negativas. Por ello todo,se concentra en un elección personal con un alto grado de voluntariedad y conciencia (Zhuang et al., 2021).

De ahí la importancia de encontrar un equilibrio que permita disfrutar de la desconexión digital sin afectar negativamente la economía de estos destinos. Los resultados de la investigación sostienen que el sector turístico tiene que adaptarse a un nuevo patrón de viaje y un conjunto de nuevos servicios dentro del entorno competitivo. Los comportamientos y pautas de los turistas han modificado sus conductas, hacia nuevas orientaciones sostenibles y auténticas.

Ello puede proporcionar enfoques de planificación y desarrollo en las estrategias de actuación a la hora de aplicar tendencias sobre DFT y lograr una ventaja competitiva. A su vez, los gestores y administradores del sector turístico deben fomentar sinergias y alianzas estratégicas para dar respuesta a una demanda creciente en el mercado: el segmento de los clientes DFT y un futuro hacia una “red de destinos desconectados”.

CONCLUSIONES.

DFT puede considerarse hoy en día como uno de los fenómenos emergentes, junto con el turismo inteligente y el turismo sostenible, estilos de viaje y ocio o turismo de salud y terapéutico. En este caso, DFT aporta un nuevo elemento característico consistente en la necesidad de reducir el uso de las TIC y de los dispositivos digitales, bien sea de forma intencionada (deseada, por tanto), ya sea mediante una limitación real (buscada y posible).

En un mundo cada vez más tecnológico y conectado, DFT representa una tendencia emergente que plantea nuevas oportunidades y retos en su configuración en la economía y la industria del turismo.

Por un lado la diversificación de una oferta turística, de tal forma que los operadores puedan crear paquetes especiales que incluyan DFT como elemento de valor y ser motor de atracción de un segmento de clientes y viajeros que buscan relajación y tranquilidad.

Desde el punto de vista económico, puede contribuir a la recuperación económica de áreas turísticas con un alto impacto en la economía y la generación de empleo, tanto de forma directa como indirecta, beneficiando a la comunidad y fortaleciendo la profesionalización y la especialización en las estrategias turísticas. Ejemplos como retiros en la naturaleza, áreas de descanso sin Wifi, actividades de desconexión digital constituye un reclamo de promoción del turismo de salud y bienestar, que redunden en una satisfacción emocional.

Además, DFT promueve un turismo ecosostenible, donde los destinos implementen prácticas de responsabilidad social así como la gestión adecuada de residuos y la preservación de entornos rurales, lo cual genera un beneficio a largo plazo en industria turística. Fomentar la conexión real con la naturaleza y reducir el consumo de energía digital, contribuye a la generación de una conciencia responsable.

En referencia al futuro de DFT se abre un panorama relevante en la era digital, ya que a medida que las tecnologías se integran más en la vida familiar, laboral y social, la necesidad de encontrar un equilibrio en la desconexión se vuelve crucial. Aún más si cabe, por la preocupación social que supone la hiperconexión y la necesidad de regulación de la conectividad constante en las nuevas generaciones.

Las perspectivas de un modelo de negocio basado en DFT conectan con una demanda creciente provocada por los efectos negativos del abuso de la tecnología. Ello permite la búsqueda de vías de escape del tecnoestrés y la adicción a las redes sociales que tanto preocupa a la sociedad en general. A ello hay que añadir la importancia que ha cobrado la salud y bienestar a raíz de la pandemia y donde DFT se alinea con la oportunidad de reducir la ansiedad, fomentar el contacto social y con la naturaleza sin distracciones digitales constantes. A medida que más personas buscan experiencias DFT, los destinos turísticos y los operadores económicos adaptan sus servicios para aprovechar ese nicho de mercado no exento de algunas limitaciones que también han surgido a raíz del estudio del fenómeno, como han sido:

- Falta de datos: Ha resultado difícil obtener datos precisos y completos sobre el impacto de la desconexión en la economía y el turismo. Esto se debe a la falta de registros o estadísticas específicas sobre el tiempo que las personas pasan desconectadas, los efectos en la productividad o el gasto turístico, entre otros aspectos relevantes en el ámbito DFT.
- Dificultad para medir el impacto: DFT es un concepto relativamente nuevo y su impacto en la economía y el turismo puede ser difícil de medir de manera precisa. No existen métricas estándar o consensuadas para evaluar los efectos económicos y turísticos de DFT.
- Sesgo de selección: En muchos estudios sobre DFT, los participantes suelen ser autoseleccionados, lo que puede generar sesgos en los resultados. Por ejemplo, las personas que participan en estudios sobre desconexión digital pueden tener una predisposición positiva hacia esta práctica, lo que podría sesgar los resultados hacia conclusiones más favorables.
- Contexto cultural y geográfico: El impacto de DFT varía según el contexto cultural y geográfico. Lo que puede considerarse una desconexión digital significativa en un país o región, puede no serlo en otro. Esto dificulta la generalización de los resultados de la investigación a nivel global. También existe un sesgo generacional, entre jóvenes y adultos de más avanzada edad, provocado por los avances tecnológicos.

A pesar de estas limitaciones, la investigación sobre desconexión digital en la economía y el turismo sigue siendo importante para comprender mejor los efectos de un nuevo modelo de negocio. Este estudio ha tratado de dar respuestas a las brechas existentes en literatura turística sobre DFT, indagando en las oportunidades económicas y de negocio que puede ofrecer en la planificación de las vacaciones, en sus destinos, sus organizaciones, sus redes conectadas de alojamientos o sus catálogos de servicios. Ello puede permitir la apertura de nuevas vías futuras para investigaciones y constituir el prólogo para próximos estudios que proporcionen enfoques de planificación y desarrollo de estrategias en sus ámbitos de actuación a todos los actores interesados (empresas, destinos, administraciones), a la hora de aplicar tendencias de turismo DFT y viajes de desintoxicación digital.

A su vez, DFT puede tener un impacto significativo en los destinos y alojamientos, tanto en términos económicos como en la experiencia de los turistas, ya que por un lado, puede proporcionar a los turistas una experiencia más auténtica y enriquecedora al permitirles desconectar de la tecnología y conectarse con su entorno y con otras personas de una manera más profunda. Sin embargo, DFT puede generar impactos negativos en los destinos y alojamientos, especialmente en términos de la capacidad de los negocios locales para promocionarse y atraer turistas, así como en la satisfacción de los visitantes que esperan una conectividad constante.

DFT como nueva tendencia en crecimiento puede generar beneficios y maximizar la satisfacción de los turistas. Pero también ocasiona desafíos para los destinos y alojamientos. Esta disyuntiva determina la búsqueda de mejorar la gestión de estos impactos de manera efectiva.

En cuanto a la satisfacción del turista, desconectarse de la tecnología puede permitirles disfrutar más plenamente de su experiencia de viaje. Al estar menos distraídos por las notificaciones y las redes sociales, los turistas pueden sumergirse en el entorno, conectarse con la cultura local y disfrutar de momentos de relajación y tranquilidad y reducir el estrés.

DFT oferta ambientes tranquilos y propicios para propicios para la interacción social y el disfrute de una experiencia inmersiva en la naturaleza, lo que a su vez

puede optimizar el grado de satisfacción de un viaje o experiencia. DFT por tanto ,puede constituir un factor diferenciador competitivo que mejore la experiencia y aporte valor a los servicios en un mundo cada vez más tecnológico y conectado.

DFT ofrece una forma de escapar de la rutina diaria y conectarse con lo esencial, por lo que es probable que siga siendo una opción popular en el futuro y permita incrementar las líneas de investigación hacia este nuevo modelo económico.

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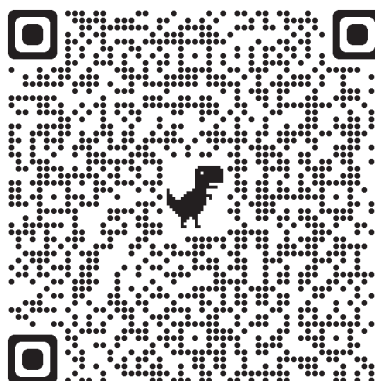
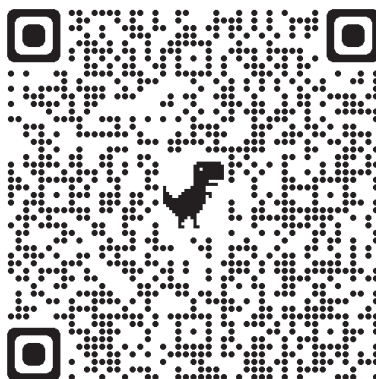
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ANEXOS


TABLA 1. AUTORES Y CONCEPTOS DFT.

Terminology DFT	Authors	Year	Themes
Digital detox holidays (DDH)	Jiang & Balaji	2022	Disconnected in travels and holidays
Digital detox holidays (DDH)	Winke	2010	Adiccions and holidays
Digital Detox tourism (DDT)	Gaafar	2021	Attitudes and motivators in Egyptian tourists
Digital Detox tourism (DDT)	Hoving	2017	Motivations dutch tourists digital detox
Digital Detox tourism (DDT)	Pawloska-Legwad & Matoga	2020	Disconnect from digital world
Digital Detox tourism (DDT)	Wilckonson	2019	Efects smartphone: anxiety and craving
Digital free holidays (DFH)	Emek	2014	Adiccions and digital free holidays
Digital free holidays (DFH)	Ozdemir	2021	Bibliometrics analisis about digital holidays
Digital free tourism (DFT)	Arenas et al	2022	Opportunities DFT
Digital free tourism (DFT)	Dickinson et al	2016	Disconnection at campsite
Digital free tourism (DFT)	Egger et al	2020	Exploratory study DFT motivations
Digital free tourism (DFT)	Floros et al	2019	Millenials
Digital free tourism (DFT)	Fryman & William	2021	Smarthpones dependency
Digital free tourism (DFT)	Hassan et al	2022	DFT Tourism Well Being
Digital free tourism (DFT)	Li et al	2018	Critical discourse digital free tourism
Digital free tourism (DFT)	Li et al	2020	Character Strengths digital free tourist
Digital free tourism (DFT)	Liu & Hu	2021	Technostress perspective in digital free tourism
Digital free travel (DFT)	Cai et al	2020	Turn it off in travels
Tourism offline	Syvertsen	2022	No access internet mountain. Experiences.
Unplugged in experiencias. Motivations, attitudes.	Ayeh	2018	Problematic use technology in holidays
Unplugged in experiencias. Motivations, attitudes.	Durán-Román et al	2021	Sustainability and experience at destination
Unplugged in experiencias. Motivations, attitudes.	Kirillova & Wang	2020	Smarthpones disconnected in holidays
Unplugged in experiencias. Motivations, attitudes.	Kuntsman & Miyake	2015	Digital disagement
Unplugged in experiencias. Motivations, attitudes.	Paris et al	2015	Campsites and disconnection
Unplugged in experiencias. Motivations, attitudes.	Fan et al	2019	Face to face contact in destination immersion
Unplugged in experiencias. Motivations, attitudes.	Thomas et al	2016	Benefits connection and disconnection
Unplugged in experiencias. Motivations, attitudes.	Benedyck et al	2019	Benefits connection and disconnection
Unplugged in experiencias. Motivations, attitudes.	Zhuang et al	2021	Tourism experiences of AR technology use

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