

## **Tourist Behavior and Demand for Digital Disconnection: A Review**

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### **ABSTRACT**

The hyper digitization of the current moment has led to the emergence of new behaviors and trends such as the one that occupies the object of study of this research about vacations free of digital media. The main objective is to shed light on a subject that has been little explored but is already present and future in the tourism sector. In this study, it is intended to classify and find the main motivations of tourists to take this type of vacation and see the relationship of this trend with today's environmental awareness. To meet the objectives, a systematic literature review is carried out from which the 3 main motivations that drive this type of disconnection tourism are constructed: nature and authenticity, reconnecting with oneself, and the search for human connection.

### **KEYWORDS**

Tourism, Digital Detox, Sustainability, Free Digital, Holidays, Behavior

### **ARTICLE HISTORY**

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## 1. Introduction

The history of the tourism sector has always been influenced by changes in the mentality and behavior of consumers, who seek to live experiences beyond those they live in their daily lives (Barbosa et al., 2020). From the first trips motivated by curiosity and the desire to discover new cultures, to the boom of mass tourism from the 1950s onwards, tourism has not stopped evolving and adapting to the social reality of the moment (Agapito & Lacerda, 2014; Malika, 2022). That is why today we can distinguish new forms of tourism that seek to meet the most demanding needs of today's tourists, who are mainly looking for unique, personal experiences and, in many cases, linked to the local culture. It is precisely one of these new trends that has emerged in recent years that will be the main theme of this paper, the relationship between the consumer and user of this tourism with the need to be disconnected from technology and digital options that govern our daily lives (Saura et al., 2021).

Today's growing awareness of environmental issues (Perron et al., 2006) has generated new needs among tourists, who seek to cause the least possible impact on the environment during their travels. As a result, many players in the industry have decided to move towards a sustainable model in order to satisfy these consumer concerns. Tourism activity can have a highly detrimental impact on the environment (Belo et al., 2014; Ren et al., 2019), and cause irreversible damage caused by irresponsible tourism development. Excessive tourist load, waste management, the use of non-renewable energies, and many other activities, can eventually cause the destination to lose the value and tourist attraction that served as a lure in the beginning, in addition to representing an irreparable loss for the environment. In order to solve this set of problems brought about by tourism, it is necessary to encourage a change of mentality in businessmen, so that they adapt their strategies and manage to create the least possible negative impact on the environment (Bertello et al., 2022).

Up to this point, the trend followed by the sector in recent years has been described, but for some time now there has been a new trend that goes hand in hand: using those vacation days to disconnect from the digital world. Although this disconnection may not have to do with the awareness of the user or tourist consumer, there is a certain relationship, so this study aims to learn more about this new trend, its relationship with the behavior and desires of tourists, as well as to see to what extent it goes hand in hand, or not, with environmental awareness (Caloghirou et al., 2020).

This research aims to resolve these doubts and will first situate the current reality of tourism, the behavior of the tourist consumer, and the trend on the part of the user of not being connected during the vacations as a claim for companies, tour operators, hotels, and other businesses related to the sector. The following are the doubts and questions that are intended to be solved by this research: first of all, the aim is to situate sustainable tourism in the current framework and check whether the trend of both tourists and the sector in the field of sustainable development is growing, and thus outline the future of the same. For this purpose, after the analysis of the literature and the corresponding research, the aim is to answer the questions: RQ1: What are the motivations and character behaviors that drive DFT? and RQ2: Is the sustainable trend related to digital free tourism?

It's important to mention that, although as will be seen in the analysis of results, there is already bibliography on the subject that concerns this study, it is precisely the small amount of it that makes it more interesting and necessary to continue researching on the subject and creating new theories that can shed light on a changing environment that can represent a great opportunity for companies in the sector. This is where the originality of the research lies.

In order to scale doubts and answer the aforementioned questions, we will work through a methodology based on a systematic literature review, following the approaches previously proposed by Ramírez and García-Peñalvo (2018) and Carvalho et al. (2019). With the results obtained, the theoretical implications on the relationship between tourism concepts of sustainability and the new trend of digital detox will be discussed, as well as verifying the settlement of the desire for such a vacation by the consumer or tourist. A further objective will also be to elaborate theory based on the most current major articles and relevant papers on the relationship between the topics on which this study focuses.

The present research is structured as follows: Section 2 contains an in-depth review of the important literature on the specific topic. Section 3 presents the methodology used to develop the study, and Sec-

tion 4 presents the results. Finally, Section 5 identifies the conclusions, theoretical and practical implications, as well as the limitations it may entail.

## 2. Theoretical Framework

The incessant increase in the world population, coupled with the growing wealth gap and practices that are highly unhealthy for the environment, but rooted in people's lives, have raised all kinds of alarms for environmentalists and professionals in the environmental sector (Klein & Anderegg, 2021). Increased sensitivity to questions such as whether it is possible to feed an increasing number of people, the scarcity of water and natural resources, reducing global poverty, or guaranteeing a healthy planet for future generations are problems that have set organizations around the world in motion to try to solve something that affects us all equally. In the year 1987, the UN (United Nations Organization) held the World Commission on Environment and Development (Artaraz, 2002), in which matters relating to the issues outlined above were discussed, and the conclusion was reached that active participation by all countries was necessary to curb this situation in a real and effective way (Verma, 2019; Martín & Fernández, 2022).

In the committee, the concept of "sustainable development" is defined for the first time by an international organization and is defined as "meeting the needs of the present generation without compromising the ability of future generations to meet their own needs" (Ávila, 2018), i.e. the development of civilization must be achieved accompanied by respect for nature, the environment and people (Conca & Dabelko, 2018). When economic objectives, social responsibility and environmental protection go hand in hand, we will be talking about sustainable development. A few years ago, in 2015, a UN (United Nations) meeting was held again to address sustainability and environmental issues, and the 2030 Agenda for Sustainable Development was born (Agbedahin, 2019).

A commitment on the part of all member states, 193 countries, to implement plans that manage to boost sustainability on the planet and achieve a necessary social transformation to avoid making the mistakes that have been dragging on until today. The agenda consists of 17 SDGs (Sustainable Development Goals) that address issues such as the end of poverty, food security, education, equality, water and energy supply, responsible production and consumption, and climate change, among other issues (Agut & Del Pilar, 2015). The progress of the 2030 Agenda must be accompanied by a predisposition on the part of all sectors to contribute to the cause and direct their actions towards a more sustainable world and achieve the different goals set by all member countries. Next, the importance of the tourism sector in recent years in relation to the sustainable development goals will be discussed.

As a precedent to the object of study, which is the tourist interested in taking a vacation disconnected from the digital world (Jiang & Balaji, 2021), we find a market segment that has been developing in recent years, called LOHAS (Lifestyles of Health and Sustainability). This term was coined by the Natural Marketing Institute (NMI), but this new trend became known during the 1990s (Yeh & Lin, 2011), with the publication of the book *The Cultural Creatives: How 50 Million People are Changing the World* by Paul H. Ray and Ruth Anderson. This segment is currently one of the most relevant, since it is where a large part of the consumers of New Age goods and services are concentrated; therefore, it is one of the most profitable. This specific profile, defined by renowned sociologists, is part of a broader socio-cultural group known as "trendsetter", which is capable of creating trends and represents more than 130 million people in the USA and Europe alone. Specifically targeting LOHAS is a good business idea (Emerich, 2000) as they could quickly promote that specific form of consumption or tourism as long as they are satisfied with the product or service received.

Delving deeper into LOHAS, this term refers to all those people who, in short, lead a peaceful, sustainable, healthy and quality lifestyle, have green initiatives, care about the Earth and social justice (Choi & Feinberg, 2018). They are also quite connected to the community, transfer their strong personal beliefs and values to their consumption habits (Lubowiecki-Vikuk et al., 2021), have a high economic-educational level, and are not satisfied with satisfying their strictly functional needs, but are looking for out-of-the-ordinary bets that manage to impact their emotions, they want to connect with the experience. It is just at this point where it connects as the first example of consumer niche interested in disconnecting from their

day to day, and consequently with the digital environment that surrounds them. They have a very specific consumer behavior (Picha & Navrátil, 2019) as it relates to the field of tourism.

LOHAS are motivated to escape from monotony and common or mass tourism environments, preferring to experience the diversity and richness of local cultures. They are always willing to pay a higher rate if the service or product meets their expectations, making them good potential customers. They are essentially looking for a type of tourism that is sustainable in all senses, although ecological sustainability stands out (Baybars & Ventura, 2020). Additionally, they require social and fair ethical standards to be met, just as they demand fair trade and high corporate social responsibility from companies. On the other hand, they are also lovers of technology and innovation, with which they are very familiar in their daily lives but which they prefer to set aside during their vacations to disconnect from their devices and connect with nature. They are also usually associated with sports and good nutrition, as well as with all those actions that allow them to contribute to improving the world while traveling. They also like to consume local products and collaborate with the local economy. As can be seen, this segment is very demanding in its demand and is already an option that tourism companies (Osti & Goffi, 2021) have to take into account in order to satisfy and be connected with the behavior, needs and desires of this type of customer.

The trend that has begun to be glimpsed is that of a vacation consumer behavior that seeks and bets on technological disconnection. This disconnection leads to what is called a digital detox tourism that bets on a temporary disconnection as a response to the great burden and stress experienced by today's society. In addition, this disconnection brings the benefit of experiencing a more authentic world and reconnects the human being with that more conscious part. Today, with ubiquitous digital media, and the strong social drive to be connected and available 24/7 (Staheli & Stoltenberg, 2022), it is a rebound effect for people to feel the need to disconnect from all the pressure and connectivity they are exposed to. This desire of tourists to make a free digital tourism (DFT), has been observed, recognized and incipiently worked by professionals in the sector. In this way it has attracted the attention of tourism service providers for its benefits in gaining a niche market, and seeing how they can satisfy the desires of their customers by identifying the benefits in terms of improving the well-being (Ostic et al., 2021; Hassan et al., 2022) and experiences of tourists in the respective destinations they offer.

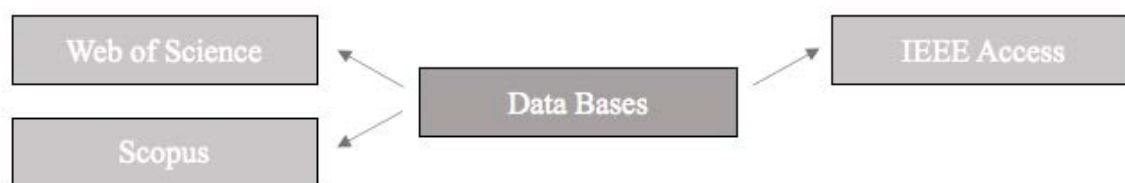
### 3. Methodology

This study is based on a systematic literature review, providing a degree of rigor and transparency appropriate to achieve the objective of identifying the new trend of digitally free tourism. The objective of this Systematic Literature Review (SLR) is to obtain a summary of the topic to be addressed, always starting from the literature that already exists as a basis (Saura et al., 2021a). This methodology called SLR is a type of literature review that collects and critically analyzes all studies and research through a rigorous systematic process (Ramírez and García-Peñalvo, 2018). It is a systematic method to be able to identify, evaluate, and interpret the work of different researchers, academics, and professionals in the chosen field (Rother, 2007). They are studies that collect information previously generated by other authors, come from articles already published, it is research on a specific topic, evaluated through a meta-analysis (García et al., 2018), ending with results that are summarized in the conclusions of the study. For optimal research execution and results, the systematic review must be conducted in a rigorous and objective manner, and strategies that limit errors are usually used (Okoli & Schabram, 2010). Some of them are the search for reproducible and explicit selection criteria (Okoli, 2015), the exhaustive search of all relevant articles on the topic, the evaluation of the synthesis and the interpretation of the results (Papadopoulos et al., 2019). In this type of research, quantitative and qualitative viewpoints are used, and data are collected through primary studies using mathematical and methodological tools to create a combined effect to conclude with a synthesis of the evidence generated.

One of the strengths of this type of studies is that they constitute an efficient research design, have consistency in the generalization of the results, are precise in their estimation (Ortiz et al., 2004), and offer a strict evaluation of the published information. In addition, if one seeks to answer the same question by integrating different studies, the sample size is increased, which in turn increases statistical power (Xiao & Watson, 2019; Saura et al., 2021b).

The papers were extracted from three of the most recognized databases within the field of study at the international level such as Web of Science (WoS), Scopus, and IEEE Access. In order to exclude the subjectivity of the researchers in data collection, a keyword search of the bibliography was followed. The research query included articles published in peer-reviewed journals included in the aforementioned databases. To carry out this study using the selected methodology, a structure similar to that proposed by Saura et al. (2021) was followed, in which the key terms of the research were first identified and then the relevant searches were performed. The search terms referred to in the study are “free digital” and “tourism”. In order to obtain optimal results, it was decided to limit the search to documents and articles from the last five years. In this way, a total of 105 documents were obtained that could have relevant information for the present study and research.

**Figure 1.** Database



Source: Own Elaboration

One of the premises with which this figure was obtained is that they were scientific articles, thus guaranteeing the rigor of the results and refining a search that could generate confusing results or results that were not so specific to the object of study.

**Table 1.** Search Terms Used and Results

|                                    |                                                 |                                                                 |
|------------------------------------|-------------------------------------------------|-----------------------------------------------------------------|
| <b>Database</b>                    | Web of Science (WoS), Scopus, and IEEE Access   |                                                                 |
| <b>Data range</b>                  | 2018 - 2022                                     |                                                                 |
| <b>Search date</b>                 | May 2022                                        |                                                                 |
| <b>Search terms</b>                | “free digital” OR “digital detox” AND “tourism” |                                                                 |
| <b>Initial number of documents</b> | 105                                             |                                                                 |
| <b>Filtred process</b>             | Inclusion criteria: Articles, Open Acess        | Duplicates<br>Author not identified<br>Not related to the topic |
| <b>Final number of documents</b>   | 11                                              |                                                                 |

Source: Own Elaboration

With this search, the details of the document, such as the title, abstract and keywords, were carefully reviewed to verify that the documents were related to the topic in question. In some specific cases of doubt, or of greater interest in a specific article, the entire document was read, extracting the most interesting parts (Saura et al., 2022). In this way, all the documents that did not deal to a large extent with the topic developed here were excluded. This is how the resulting sample was obtained, which, as indicated in the table above, consists of 11 documents. In order to carry out this methodology, a PRISMA diagram was drawn up, showing the progress made by means of articles extracted from the aforementioned databases.

The results obtained are classified according to the information of value that each of the documents has, depending on whether it is a strictly related content as a whole, or whether it has some important point to highlight within the whole. For this reason, theoretical and practical implications will be presented with the intention that they can be used by companies, tourism businesses and organizations to understand in a more rigorous way this new trend that is marking a turning point in the tourism supply market.

The present study follows a literature review as a methodology to classify the relevant studies in the most relevant databases. Thus, the terms “free digital” and “tourism” have been identified in the literature to determine which studies address the research question, and when the results are inconclusive, “behavior” has been used. The results are sorted and filtered according to previously established selection criteria in order to select the precise articles, conferences or book chapters. The articles are then carefully studied to determine whether they contain terms relevant to the research. In this way, studies containing irrelevant specifications are excluded.

**Figure 2.** Search Terms and Databases

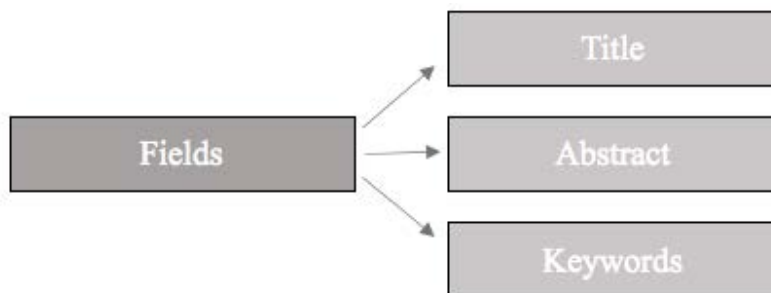


Source: Own Elaboration

Figure 2 below shows the fields that have been used to search the databases.

Given that the object of study is the behaviors of different online users, we focused our research on the publications that include these terms in the following databases, according to the search criteria mentioned. Specifically, we used the Web of Science (WOS), Scopus, and IEEE Access databases. The searches were performed focusing on titles, abstracts, and keywords in order to identify the most relevant contributions in the field.

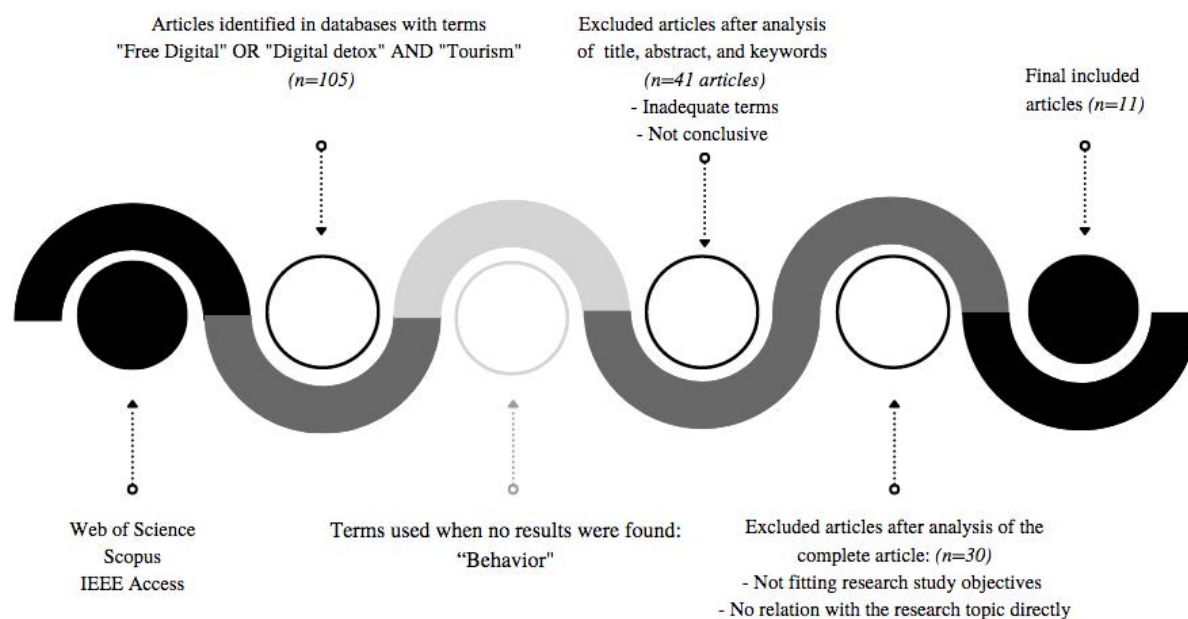
**Figure 3.** Fields in Databases



Source: Own Elaboration

As a result, a total of 105 related articles were obtained, of which 41 met the established criteria. Figure 4 shows the PRISMA process with which the methodology was carried out.



**Figure 4.** PRISMA

Source: Own Elaboration

Figure 4 shows the development of the methodology applied in this research. First, using the databases; Web Of Science, Scopus, and IEEE Access, the searches were related through two key terms "free digital" or "digital detox" and "tourism" with which 105 articles were found, then, the keyword "behavior" was used to focus the results to a greater linkage with the objective of the research. Then, the results were filtered according to table 1, leaving only articles, published between 2018 and 2022, which are Open Access, within the most related study categories, and the results were analyzed by title, abstract and keywords, and 30 were eliminated for not being related to the objective of this research. In summary, 11 potential articles were extracted.

Table 2 below shows the potential articles differentiating their authors, the journal in which they were published, the main objectives, and the year of publication.

**Table 2.** Included Articles

| Article                                 | Journal                                                           | Main Goals                                                                                                                                           | Category                                     |
|-----------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| Cai et al. (2021)                       | Journal of Travel Research                                        | To analyze free digital tourism through power and resistance<br>To apply autoethnography<br>To sample suggestions for digital free tourist providers | Hospitality Leisure<br>Sport Tourism         |
| Cai et al. (2019)                       | Journal of Travel Research                                        | To analyze the emotional responses of digital detox<br>To show reconnection after digital free tourism                                               | Hospitality Leisure<br>Sport Tourism         |
| Diaz-Meneses and Estupinan-Ojeda (2022) | International Journal of Environmental Research and Public Health | To analyze de digital detox barrier<br>To show the motivations<br>To describes the relationship with health                                          | Public<br>Environmental<br>Occupation Health |
| Egger et al. (2020)                     | Tourism Management                                                | To identify 4 motivating factors to do a digital detox<br>To gives ideas to promote this type of tourism                                             | Management                                   |
| Floros et al. (2021)                    | Journal of Sustainable Tourism                                    | To describe related concepts<br>To define psychological sustainability<br>To propose to reduce the use of technology                                 | Green Sustainable<br>Science Technology      |
| Gossling (2020)                         | Journal of Sustainable Tourism                                    | To describe the ICT promote the SDGs marginally<br>To identify free digital tourism as an opportunity                                                | Green Sustainable<br>Science Technology      |

|                                    |                                                                                 |                                                                                                                                                               |                                   |
|------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Hassan et al. (2022)               | International Journal of Environmental Research and Public Health               | To define DFT profile<br>To propose management strategies to develop vacations                                                                                | Environmental Sciences            |
| Li et al. (2020)                   | Annals of Tourism Research                                                      | To identify 9 character strenghts of digital free tourist<br>To distributed in a 3 layer model                                                                | Sociology                         |
| Ozdemir and Goktas (2021)          | Tourism & Management Studies                                                    | To defines the concepts of disconnection and digital detox<br>To identify the opportunity of the tourism sector                                               | Hospitality Leisure Sport Tourism |
| Schwarzenegger and Lohmeier (2021) | Convergence – The International Journal of Research into New Media Technologies | To show the reasons to do a digital detox<br>To identify three themes to counter the disconnect<br>To investigates the industry of disconnection with tourism | Communication                     |
| Staheli and Stoltenberg (2022)     | New Media & Society                                                             | To introduces the notion analogization<br>To relates the digital disconnection with authentic experimentation                                                 | Communication                     |

Source: Own Elaboration

## 4. Analysis of Results

The new trend discussed in this research is already a reality that needs to be strongly addressed within the tourism sector. The demand for technology-free vacations and connection with the digital world is on the rise and the growth will be more and more noticeable as the months go by (Altınay & Özdemir, 2021). The relationship between tourism and the digital environment is, and will continue to be, an advantage from which both businesses and users benefit (Bassano et al., 2019). The ICT boom brought about a great change in the tourism sector by being able to offer its services and products online, interacting without intermediaries and directly with the target audience, with the customer and, therefore, with the tourist who finally enjoys the contracted services. This is one of the controversial points of this new trend. A product is demanded and offered with little or no connectivity with the digital world, but it is promoted and generally contracted through digital media. These are two realities that coexist and nurture each other, and it shows one of the most common user behavior traits in this new era, the duality of their needs (Li et al., 2018). On the one hand, they need and enjoy the benefits of the digital world, and on the other hand, they are increasingly aware of the collateral damage and impact they have at the environmental level, as well as in terms of health (Karppi et al., 2020), both physical and mental. From this awareness comes the desire for a real disconnection vacation.

In order to predict the consumption trends of future tourists, it is necessary for companies related to the sector to investigate the multifaceted behaviors (Vamosi et al., 2022) that users have on the network, in order to get as close as possible to cover and meet those desires, needs and new opportunities that constantly arise. Companies in the sector, travel agencies, tour operators, hotels, transportation companies, etc., are increasingly interested in efficiently using the data that users generate, since there are many organizations that store them, but do not treat, analyze and work with them, losing an important part of all that Big Data can offer (Márquez et al., 2018). All that information to be able to segment customers and look for those behavioral similarities can be measured with novel technologies in which companies can invest (Vamosi et al., 2022; Nyagadza, 2022).

The concept that was presented at the beginning, the so-called DFT (digital free tourism), the concept on which all the research revolves, has many benefits on which we will focus below, but first it is necessary to cite the most important negative point. By prioritizing the disconnection of the users or beneficiaries of the vacation, the lack of control over the place (LOC) is one of the aspects that most concern the professionals of the sector (Hassan et al., 2022), since they cannot have a follow-up of the services they are offering and if everything is happening as contracted. Findings from a study on the benefits and attribution of tourists concerning their digital media-free vacations reveal that millennial tourists with an internal LOC are more likely to perceive the advantages of this type of vacation, without giving importance to the possible negative points. On the contrary, millennial tourists with external LOC have a more changeable behavior in their attitudes and focus more on the benefit of their digital detox based on the improvement



of their self-efficacy (Šola et al., 2022). And in this sense, the difference between disconnecting in the usual environment, at home, and doing it on vacation has a lot to do with this. The importance of motivations in the behavior and decisions of future tourists show how these are radically different when deciding between the differences and benefits of doing a detox at home or doing it on vacation. In addition to motivations, age, gender, nationality, and income have a close relationship with decision making (Díaz-Meneses & Estupinán-Ojeda, 2022), in contrast to educational level, which is not presented as a determining factor in the behavior of this type of tourist. Returning to the fundamental aspects in the decision making process when taking a free digital vacation, we can see how they can be grouped into three groups, as shown in Table 3.

**Table 3.** Types of Motivation

| Motivation              | Main Feature                                                                                            |
|-------------------------|---------------------------------------------------------------------------------------------------------|
| Nature and authenticity | Experience nature for what it is and benefit from the purity of nature as an antidote to techno-stress. |
| Reconnect with oneself  | Digitally unplug for a chance to reconnect with yourself, find balance and recharge.                    |
| Human connection        | Encourage face-to-face, truthful, and in-depth communication that allows for meaningful sociability.    |

Source: Adapted from Schwarzenegger et al., 2021

This table describes the three types of behavior that tourists want to experience on their free digital vacations and thus the main motivations (Schwarzenegger et al., 2021). On the one hand, there is the motivation that has to do with nature and authenticity that starts from the basis of the frenetic pace of today's developed society (Tiago et al., 2021). There is no place to stop, rest, contemplate, coexist and enjoy the environment and nature, to connect with it, etc. Dedicating conscious time to experience what nature has to offer becomes meaningful for tourists who seek this kind of connection and find it a benefit in itself. In addition, that purity and naturalness experienced by connecting with the more natural world is an antidote to fight against technostress (Christou et al., 2019) and all the negative consequences of the day-to-day life of many of the people with a highly digitized type of life. It is also important to mention at this point relationship of enjoying the natural environment with the impact this activity has on people's identity and pretensions, by bonding with oneself and the real environment, and stop for a while living in another parallel virtual reality of seemingly perfect exposed lives (Baym et al., 2020).

The second motivation of the table is the reconnection with oneself and the inner search to find balance. It has a certain relationship with the previous point since, by not having the digital distraction, one lives and interacts more with the real world and the environment, with nature, which favors this more spiritual point to connect with oneself. It favors pausing, slowing down the pace of the day, and vacations are offered as an opportunity to relax, recharge energy, and to get to know oneself in depth. The third motivation found is human connection, the search for and dedication of quality time with family, friends, local people in the place they are visiting. The connection with other people through social networks or digital media makes one exposed to pressure to provide a quick and timely response (Smith et al., 2007; Kikot et al., 2014; Saura et al., 2022a), in this case, interacting with people nearby or meeting others is sought without the obligation to react, participate, and be connected continuously. Face-to-face interactivity is valued, fostering a true and deep connection that produces a meaningful sociability (Kumar et al., 2020).

It should be clarified that the use of the digital world is not demonized in any case within this trend of making vacations without the use of technology, sometimes hybrid options are offered or sought where you can make a conscious (Rauch, 2018) and useful use of what the digital sector offers, in other cases, although during the vacations no use is made and awareness of it is sought, it is a temporary decision that does not entail radicalisms in future decisions of the usual day to day (Agapito & Quelhas Brito, 2020).

## 5. Conclusion

The initial objective of this study was to identify the vacation trend with the digital detox, and to see the relationship between this phenomenon and another one that is well established in the sector, such as sustainable tourism. In this way, the aim was to offer professionals in the tourism industry a clearer vision of the new trends that are arriving with force and that represent a clear option for improving offers and an approach to the desires of consumers and tourists. They will be able to take advantage of the knowledge presented here and use it to create new sales strategies in line with market trends, increasing their potential and success in this changing and demanding sector and environment.

In order to achieve these objectives and obtain good results, a Systematic Literature Review (SLR) has been carried out in which 11 potential articles have been inspected, to which others have been added that have also provided valuable knowledge in each of the sections that have been presented. With this, it can be seen how there is room for the creation of new literature on the subject, since there are no studies in the academic or business literature that have analyzed the subject with the same approach. This analysis leads to be able to affirm that we are facing a challenging topic, of complete actuality and necessity, on which new relevant research can be developed. In this line, this study aims to open new perspectives.

Regarding the first question posed RQ1: What are the motivations and behaviors of the characters that drive DFT? It can be affirmed that there are clear motivations and behaviors on the part of people who choose to take a vacation free of a digital environment. As has been seen in the previous section, there are 3 main motivations, which are the nature and authenticity of the environment that they are going to enjoy, reconnecting with oneself and having those moments of personal introspection, and the search for human connection, emphasizing these relationships or conversations that are lost by not paying attention to what surrounds us, thus being able to start conversations with new people that the place itself offers. For this reason, it is important that companies in the tourism sector pay attention to these new travel modalities, being able to incorporate specific strategies focused on this trend and thus being able to obtain successful results in line with current demand.

In response to the second question posed at the beginning of this document, RQ2: Is the sustainable trend related to digital free tourism? It has also been observed, after studying and reviewing the existing literature, that there is a certain relationship between the trend of the tourism sector towards creating offers and having environmentally conscious businesses with this new market niche that seeks to spend vacations free of contact and the virtual world that is so urgent today. Uniting these two concepts can be an option for those companies that have already joined in their day to create options that are aware of the environment, thus being able to add successes and a target audience related to their ideas. In this way, it will be possible to create products and services that have a greater scope and include tourists with specific concerns.

For all of the above to be carried out and to be developed with a significant success rate, it is necessary to highlight the importance and need for tourism companies to invest in market research, implement marketing techniques and new offers that capture the attention of this type of tourist, working with specific and achievable objectives, taking into account industry trends and the recommendations of professionals.

### 5.1 Theoretical Implications

This research offers a broader and more comprehensive study of a novel topic, which has burst into the sector with force and for which future research can delve deeper, since there are different variables to take into account, taking as a premise the constant change to which everything related to tourism and the digital environment is exposed. It is intended to help simplify concepts, to look for favorable relationships, and to open dialogue so that future researchers and academics can establish new relevant research.

Opportunities are a constant within the tourism sector, and the need to take a break from the daily digital maelstrom to which modern society is exposed is already a reality. These are two worlds that change and adapt rapidly, which means that this study must continue to be worked on and updated as concepts are related and new related trends emerge. In addition, several of the points presented here can be de-

veloped and studied in future research, since they are of interest to the business conglomerate related to tourism.

## 5.2 Practical Implications

This study is aimed at all those professionals related to the world of tourism, who want to take a step further in favor of their businesses and want to improve the results of their companies, brands, or customers, deepen their knowledge on the subject and be, after all, more efficient with the offers and products they provide within the tourism industry, also having a positive impact, both on the end customers, by satisfying their desires, and for the environment, promoting and accommodating a vacation option with less use of technologies.

The results presented in this research can be used by companies of all types within the tourism sector, travel agencies and tour operators, hotels, create alliances between search engines and their own businesses, tourism services, as well as by the marketing or communication departments of these companies or those who work with them, to better understand which consumers they face and to be able to apply methods and tools related to them, thus improving the effectiveness of their practices and communications. All of this will have a more beneficial impact on improving results, making more timely decisions, and seeking to join and support new trends. In addition, the companies that join now will be able to become a benchmark company or brand within the sector, since it is not yet so massified and there is a need for benchmarks with a strong presence in the market. Limitations and future research.

At this point, it is important to point out that the number of documents analyzed, together with the time period in which the research was carried out, give rise to the limitations of the study. Likewise, and as a counterpoint, it is also these two aspects that make it interesting, since there is not so much specific literature available and the need for further research on this topic is exposed. In addition, another limiting point comes from the databases chosen since, despite being chosen precisely because they are among the most prestigious databases in the field of social sciences, the choice made here to use one or the other marks and determines the possible omission of relevant documents for this research.

It is very necessary to deepen and promote research on the trend of digital detox within the tourism sector, since, as we have seen, it is a growing behavior among vacation consumers. All this can provide opportunities both in the immediate present and in the future, both at the academic and research level, filling and completing the little existing literature, as well as in the business part, being able to offer tourist packages and options demanded by customers.

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