Chapter 7
Digital Detox Movement in the Tourism Industry:
Traveler Perspective

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ABSTRACT

Although the widespread availability and convenience of digital gadgets have improved our quality of life, there is still a correlation between individuals and a wide range of health problems. As a result, many individuals put their phones and other technological gadgets aside for a while. Using the uses and gratifications theory as a guide, this chapter investigates what motivates people to take a tour without indulging in digital devices. This chapter identifies the definitions, theories, and drivers of digital detox. Adopting new information and communication technologies and our ongoing connection to them are given in contemporary society. People want to identify the trends in the tourism market and help create marketing plans that address consumer needs. This chapter discusses the latest developments in digital detox in the travel industry and how the tourism sectors will change with the new trends. By completing this chapter, we can learn how the digital world is growing fast. Also, how the rapid pace is also getting reverse attention can be understood.

1. INTRODUCTION

The expanding use of information technology (IT) significantly impacts all aspects of society, including the nature and boundaries of the workplace (Al-Fudail & Mellar, 2008). Professionals and knowledge workers, in particular, spend most people's working hours around digital gadgets. Additionally, a record number of people spend their free time using applications for digital entertainment and persuasively designed social media. According to a recent study, 11 million Germans claim to use the Internet "constantly, almost the entire time," and 33.1 million claim to use it "multiple times a day" (Adam et al., 2017). It is abundantly evident from research that excessive screen time can have adverse effects on people's wellness. Technostress, described as "any negative impact on attitudes, thoughts, behaviors, or body physiology that is caused either directly or indirectly by technology," can result from utilizing IT (Syvertsen, 2023). Because of the COVID-19 pandemic's impact on the blurring of work and home life, technological stress has emerged as a significant societal issue (Al-Fudail & Mellar, 2008). Eighty-six percent of respondents to a 2019 survey reported that they could not switch off their devices when they left the office. This leads to stress about keeping up with one's online social and communication obligations, which spills over into one's personal life and professional responsibilities (Syvertsen, 2023).

However, the conceptualization and empirical study of "Digital Detox" have remained hazy (Jiang & Balaji, 2022). Early research has shown contradictory findings regarding the ability of digital detox to enhance personal well-being. Despite some ambiguity, the literature frequently emphasizes the necessity of taking specific breaks from IT and urges further study in this area (Rodriguez-Ruiz et al., 2019). There will be a growing desire for digital detox before, during, and most likely after the COVID-19 epidemic, fundamentally challenging how people utilize IT (Talukder et al., 2023). People are finding themselves wishing for time away from the constant presence of IT more and more, which, in our opinion, is a sign of a significant issue—the negative impacts of IT use on health and job satisfaction (Ayyagari et al., 2011).

2. THE IDEA BEHIND DIGITAL DETOX

According to its etymology, the word "detox" refers to a procedure to reduce the levels of dangerous drugs (Ayyagari et al., 2011). Although it has been around for more than ten years, the Oxford Dictionary first listed digital detox in 2013, defining it as "A period during which a person refrains from using electronic devices such as smartphones or computers, regarded as an opportunity to reduce stress or focus

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