



**TRABAJO FIN DE GRADO**  
**GRADO EN TURISMO (INGLÉS)**  
**CURSO 2018 - 2019**  
**CONVOCATORIA JUNIO 2019**

**TÍTULO:**

“Application of digital detox hotels for digital detoxification”

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**Fecha:** 22 de mayo de 2019

## ACKNOWLEDGEMENTS

Words cannot express my thankfulness to Prof. Dra. Arta Antonovica, for her valuable insights, useful comments, and helpful guidance on this research. The dedication and attention to me by offering several tutorial hours have improved the development of this project. Without a doubt, her knowledge and professional expertise are to be recognized at any education center.

I would like to extend my thanks to my family, specially my parents, for their persistent encouragement and constructive dialogues. I owe a very important debt to them.

Lastly, I wish to acknowledge the assistance and support of everyone who participated in this thesis. I appreciate the effort that Rodrigo Martinez and Gorka Rosell made taking their time and responding generously to the questions of the interview.

## ABSTRACT

This research paper proposes the implementation of more detox hotels in the world since signs of technological addiction or dependence are observed in high percentage of young populations. Smartphones are believed to represent the main cause of this problem and have physical and psychological repercussions. To solve this, many researchers and foreign institutions have developed various methods of isolation and contact with non-common activities in recent generations. Nonetheless, digital detoxification in tourist accommodations has not been contemplated very much.

After recognizing the issue, hypothesis and objectives were formulated to be verified afterwards with the utilization of interview techniques and survey techniques: qualitative and quantitative methodological techniques. Consequently, as a first step, two interviews have been conducted with the participation of professionals in the sector. Plus, as a second step, a list of questions was designed to determine the behavior and attitudes of a general sample towards the type of hotel described. Likewise, to test the effectiveness of the concept.

Topics contained in the theoretical framework demonstrate the feasibility of the purpose of study. These are mostly based on statistical evidences regarding the influence of technology to provide rationale for executing this investigation: global overview of the use of electronic devices, factors influencing the overuse of mobile phones, psychological disorders and diseases involved in this issue, generations mainly affected by the constant use of these technological tools, hotel establishments dedicated to contributing against, healthcare institutions, mental and general hospitals.

Ultimately, graphics and tables give a comprehensive account of the analysis of both research techniques. The interpretation of the facts relies on the presented hypothesis, objectives and other general conclusions. Because of the promising findings of this paper, recommendations and further research discussions on the remaining dilemma are suggested. These are quite inconclusive for the hotel sector. In this event, limitations are also stated.

**Keywords:** digital detoxification, detox hotels, youngsters, smartphone dependence.

## RESUMEN

Este documento de investigación propone la implementación de más hoteles détox en el mundo por la presencia de signos de adicción o dependencia tecnológica observados en gran porcentaje de la población joven. Se cree que los smartphones o *teléfonos inteligentes* son la principal causa de este problema y que provocan repercusiones físicas y psicológicas. Para resolver la adicción al smartphone, muchos investigadores e instituciones extranjeras han desarrollado distintos métodos de total alejamiento y contacto con actividades poco realizadas por generaciones actuales. Sin embargo, la desintoxicación digital en establecimientos turísticos no ha sido considerada del todo.

Luego del reconocimiento de este problema, se han formulado algunas hipótesis y objetivos para que sean verificados mediante la utilización de técnicas de entrevista y encuesta: cualitativas y cuantitativas. Para ello, como un primer paso, dos entrevistas fueron conducidas gracias a la participación de profesionales en el sector. Además, como un segundo paso, se diseñó y realizó una encuesta para determinar el comportamiento y las actitudes de los encuestados hacia el tipo de hotel que se presenta, así como para deducir la efectividad del concepto de desintoxicación si es que fuese aplicado a mayor escala.

Los temas contenidos en el marco teórico demuestran la posibilidad de lograr el propósito del estudio. Éstos están mayormente basados en evidencias y datos estadísticos con respecto a la influencia tecnológica, para así obtener intenciones racionales y comenzar con el proceso de investigación: perspectiva general del uso de aparatos electrónicos, factores que provocan el uso excesivo de los móviles, desórdenes psicológicos y enfermedades envueltas en la tecnología, generaciones más afectadas por el uso constante de estas herramientas digitales, establecimientos hoteleros dedicados a contribuir en contra de esta adicción, centros de cuidados de la salud, hospitales mentales y generales.

En última instancia, los gráficos y tablas en la sección de análisis de ambas técnicas de investigación ofrecen una visión comprensiva. La interpretación de los hechos se basa en las hipótesis, objetivos y de otras conclusiones generales. Al ser estos prometedores, se sugieren después ciertas recomendaciones y futuras indagaciones. También, se plantean limitaciones al percibir que no convencería del todo a gran parte del sector hotelero en el presente. Pero se espera que tenga frutos en un futuro próximo.

**Palabras clave:** desintoxicación digital, hoteles détox, jóvenes, dependencia al smartphone.

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## I. INTRODUCTION

### 1.1. Background of the topic

In the last few years there has been a growing interest in distinctive tourist properties that assure clients their needs (e.g. pet friendly hotels), offer themed rooms, target more than one market, personalized services, etc. With Internet and new technologies, hotels complement the experience of their customers. In recent times, it is unusual to find any tourist accommodation with no access to the Net, unless it is a rural house within the mountains. Even Wi-Fi is a mandatory service to consider in the decision-making process.

All in all, the Internet has introduced facilities that were almost impossible in the past: the connection with the world and the latest news, faster search of information and share it instantaneously, communication with relatives or friends abroad, etc. All this through a computer at home. Since the appearance of smartphones, these group of features mentioned are possible anywhere at anytime.

Internet advantages are clear noticeable, likewise its drawbacks. The most dangerous is the temptation to not be disconnected. As a result, addiction is being generated for its constant use. Not only reaching healthy and mental troubles, but also social isolation.

Is it possible to live without Internet? Previous studies indicate there has been people who completely disconnected to solve the issue. Some examples are presented in the book *La gran adicción*, written by Enric Puig Punyet. The author compiled some positive testimonies that make readers believe it is indeed doable in urban areas and proposes to simply disconnect and re-establish direct contact with others and with themselves (Puig, 2016).

The world could live with no connectivity. In the past, there were other mechanisms to print a document or do our work assignments. Back in today, everything is done through technology. What means we can use our smartphones to do our job tasks as it can be reached at any moment. According to Puig (2016), abandoning the digital connection could mean a risky proposition to live a normal life with mutual social relations with others, the job capacity and knowledge of what occurs in our surroundings.

Much research on the negative effects of digital devices is focused on the physical and mental parts of the human body. “The detrimental consequences of the digitalization of our world affect both our mind and body. If these serious repercussions are analyzed individually, we will often notice the relation between our body and mind” (Spitzer, 2013, p. 259). Insomnia, depression, addiction and other physical consequences are more frequently registered.

Considerable attention has been paid to multiple solutions since more and more people realize loss of concentration, change in their lives, physical pains, and psychological disorders. Help centers in America and Asia are being opened. In Europe, certain measures are being taken.



Within the next few years, tourist demand is destined to apply new trends. Experiences are fundamental attributes for the hospitality industry. Digital detoxification could mean a very effective method for a product repositioning and innovation. The fact is probably to maintain consumption patterns in relation with future technologies in addition to remarkable experiences that encourage them to overcome digital addiction one step at a time.

## **1.2. Hypothesis, objectives and purpose of the research**

In the present, the hotel sector does not implement as a great value the new model intended to lend people a hand to overcome the phone dependence. Based on research we might partially consider the following hypothesis:

1. Youngsters have deep dependence on mobile phones. It is supposed that they use these devices more than any other generation as many of them has one in use and dedicate long hours in front of a touchscreen.
2. Young people who are dependent prefer not to receive assistance from a medical institution because they feel embarrassed about treating the problem by following clinical diagnosis and establish strong commitments with specialists to reduce the influence of phones in their lives.
3. Young generations would like to use hotel services to annihilate their digital dependence. They may seek new alternatives and not traditional ones to overcome the problem.

The following sub-hypothesis has been considered as an effect of the previous one. It represents a key part of this investigation.




- 3.1. Hotel establishments would incorporate new products to offer out-of-common solutions that create a new environment without or limited-use of technology. Accommodations might consider innovative functions in order their clients receive something in exchange to cover that gap.

As shown in table 1, this bachelor thesis pretends to accomplish the following objectives which will be confirmed by a survey technique (questionnaire) whose structure is based on research questions (see appendix 4):

1. Confirm how impactful has become the use of smartphones in young consumers, so that the seriousness of the problem can lead us to offer affordable solutions.
2. Discover why there is no acceptability of this as a real disease and notice other reasons in the society why it becomes very hard to make an appointment with any medical specialist. In addition to the lack of medical effectiveness and participation.
3. Find out whether patients would be into new models or not in the place they will spend their vacations or pass by.
  - 3.1. Identify what kind of products would be suitable to augment the idea of avoidance of phones in hotels and strength the concept of detoxication in the young.
  - 3.2. Find out how much young visitors are willing to pay for these services so that they can be accessed by everyone.

3.3. Change consumers' perception in the market about hotel establishments in general for present and future generations. Moreover, adapting to the new technological advances with specific control and satisfactory experiences.

Table 1: Approach

<b>HYPOTHESIS</b>	<b>OBJECTIVES</b>	<b>RESEARCH (?)</b>
Youngsters have deep dependence on mobile phones	Confirm powerful influence	SECTION 1 <b>Mobile phone dependence issue and influence</b>
Young people would avoid embarrassments by receiving medical attention against this issue	Reasons why there is no acceptability of the digital dependence	SECTION 2 <b>Phone dependence – Medical care and people's perception</b>
Hotel services as a potential option of treatment	Interest to opt for accommodation products and services	SECTION 3 <b>Phone dependence – Attitude towards hotels participation</b>
		
Innovative functions to fulfil the guests' desires	<ul style="list-style-type: none"> <li>• Types of new products and its characteristics</li> <li>• Price</li> <li>• Consumers' perception</li> </ul>	SECTION 4 <b>Phone dependence – General solutions in hotel establishments</b>

Source: own elaboration.

### 1.3. Reasons why the topic was chosen

Personally, I am very conscious about the numerous negative effects caused by the overuse of smartphones. Even I can say that these devices play vital role in my life. I could not have one since my 14 years old. Since then, I would check on my phone every time, now more than I used to in the past. Every time it vibrates or sounds, I try to reach texts or voice messages as quickly as possible. The social pressure reminds me to stay focus on latest trends and activity plans. What is true is the importance I give to people. For example, my family with whom I am used to spend much time chatting everyday. I am aware of my behavior, but I know keeping

distance on smart gadgets is not a fantasy. People of my age would probably say the same as we were born in a generation when playing with toys and not with tablets was a reality. Difficulties arise when the society is created in a digital model, not allowing any option to escape. Youngsters feel inside a cage. The topic of this paper was chosen with the purpose of introducing societies a concept that just a few legal persons and institutions talk about and arise awareness of the technological opposite side.

The opening of modern hotels introducing new concepts has motivated me as I feel part of the young. I am curious about living the experience, so in my point of view, most adolescents would be as well, and would try to detoxify themselves in tourist accommodations.

#### **1.4. Structure of the thesis**

The remainder of the paper research is organized into four sections:

- **Section 1: Methodology of the research**  
Describes the elaboration process of the research and the combination of methods tested in the field of investigation.
- **Section 2: Theoretical framework**  
Definition of main concepts used in this study, supported by statistical data and previous investigations.
- **Section 3: Analysis of the research results**  
Analysis of the applied techniques to conduct this paper research (qualitative, quantitative and mixed). Tables and graphics are used for visual interpretation of the results.
- **Section 4: Conclusions**  
Based on the previous section in accordance to the hypothesis and other overall conclusions. Recommendations for the society and hotel businesses can be found, likewise some limitations.

## II. METHODOLOGY

### 2.1. Scientific investigation

The scientific investigation is the search of something unknown or the solution for a problem. Its etymology comes from the Latin words *in* (*en, hacia*) and *vestigium* (*huella, pista*). What means to search for something by collecting clues (Sierra, 1996, p. 28).

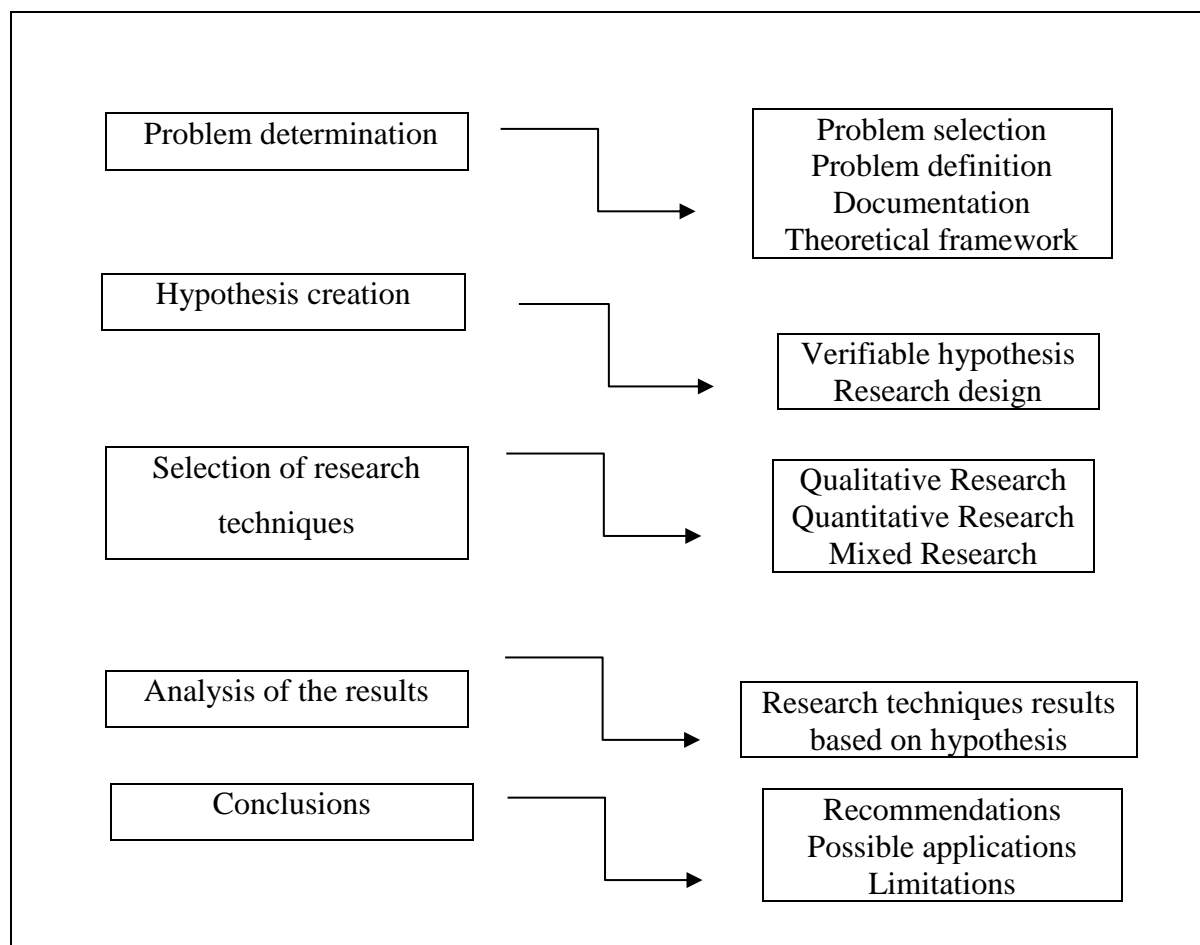
In this case, this study's proposal is to search for the approval of the tourist market and the consumers of hotels dedicated to detoxifying the experiences, leaving behind in-hand technologies, specifically smartphones. It can be said that this investigation is characterized by its psychosocial objective which pays attention to the collection of relevant information in relation with the behavior of the studied population.

In order to achieve the objectives of a scientific investigation, it is important to follow methods. The method of a scientific investigation is the process of specific activities or steps following certain rules to reach the desired objectives of the investigation itself. According to Arnau (1995 cited in Castaño, 2005), "the scientific method can be defined as a structured plan into action upon basic objectives oriented to the obtained information or data that are relevant to the problem of investigation" (p.16).

### 2.2. The process of scientific investigation

The selection of criteria for a scientific investigation process will depend on the purpose and the examination of the hypothesis suggested for the phenomena or problem. Considering this definition, the methodological phases of this research are as follows (see table 2):

Table 2: The process of scientific investigation



Adapted from: Sierra (1996).

### 2.2.1. Qualitative research technique: interview technique

The qualitative technique applied to this research is the protocol interview with the objective of gathering primary data and collecting vital information from participants whose area of knowledge and work experience demonstrate high level of expertise.

The first professional participant to be interviewed was one of the coordinators of the project Pentagrowth by Ideas for Change and FiturNext. Before, he was the Manager of Projects, Operations and New Technologies in ITH<sup>1</sup>. His current job position allows him to analyze emerging business models in the market which are imposed by the society and technological transformations.

The second professional contributor was the Hotel Manager of Sleep'n Atocha. This establishment is situated in the heart of the Madrid city, surrounded by art museums and a main train station. Its commitment and social responsibility with the environment stand out among other hotels, so it creates the human participation in this topic.

<sup>1</sup> Instituto Tecnológico Hotelero.

I first contacted the second interviewee who answered my emails back immediately and agreed on meeting the following week to do the interview. Some minutes after, I contacted the first interviewee who accepted to fill the document sent by email. Both interview models had the same structure in relation with four blocks (see appendix 1). The only difference between both is the short description added in the document of the interview done by email. Thus, in both emails sent to both participants, I introduced myself and explained briefly the importance of their professional cooperation, the purpose and objectives of this study.

In table 3, characteristics of the interviews are summarized. Also, see appendix 2 and 3 for full transcriptions.

*Table 3: Characteristics of the interviews*

	<b>INTERVIEW 1</b>	<b>INTERVIEW 2</b>
<b>Interviewer</b>	Mauricio Vargas La Rosa	Mauricio Vargas La Rosa
<b>Interviewee</b>	Rodrigo Raúl Martínez	Gorka Rosell
<b>Date</b>	Friday, March 22 <sup>nd</sup> , 2019	Tuesday, March 26 <sup>th</sup> , 2019
<b>Location</b>	Via Gmail	Sleep'n Atocha – Calle Dr. Drumen 4, 28012 (Madrid)
<b>Length</b>	-	1 hour
<b>First contact</b>	Via email	Via email
<b>Language</b>	Spanish	Spanish
<b>Structure</b>	Same with four blocks (see appendix 1)	Same with four blocks (see appendix 1)
<b>Type</b>	Formal Semi-structured	Formal Semi-structured

Source: own elaboration.

The validity of the implemented qualitative research approach lies in the validity of its analysis. For that reason, both interviews have been properly analyzed by initially recognizing keywords in context to provide an overview of the results. The blocks or sections (see appendix 1) have subsequently been summarized independently to extract general details and obtain logical interpretation according to the purpose of the investigation.

### **2.2.2. Quantitative research technique: survey technique**

The quantitative research technique used is a survey technique, specifically a questionnaire tested on 100 individuals from different age, occupation, gender and nationality in order to spread across other countries and collect a variety of opinions and perceptions. The list of questions was divided in blocks based on the purpose of the study (see appendix 4). Table 4 summarizes the technical data of the sample.

Table 4: Characteristics of the questionnaire

<b>CHARACTERISTICS</b>	
<b>Sample size</b>	100 individuals
<b>Targeted population</b>	Any potential tourist (+18) that would stay in detox hotels
<b>Sampling technique</b>	Non-probabilistic sampling technique by convenience of researcher. The questionnaire has been sent through Facebook Messenger, WhatsApp and Instagram chat
<b>Sample responses (N° individuals)</b>	Same channels: Facebook Messenger = 3 WhatsApp = 96 Instagram chat = 1
<b>Data collection procedure</b>	Self-administered Google Forms
<b>Survey type</b>	Online
<b>Duration of data collection</b>	From Sunday, March 31 <sup>st</sup> to Monday, April 1 <sup>st</sup> , 2019
<b>Duration of data analysis</b>	From Tuesday, April 2 <sup>nd</sup> to Tuesday, April 9 <sup>th</sup> , 2019
<b>Data analysis programs</b>	Gandia Barbwin 7 Excel
<b>Language</b>	Spanish

Source: own elaboration.

### 2.2.2.1. Questionnaire design

Regarding some particularities, question 9 (refer to figures 14, 15, 16 and 17 for further illustration) answers two possible options “Yes” and “No”. In case the respondent had chosen “Yes”, automatically questions 10 and 11 must have been answered. In contrast, if “No”, only question 12 must have been answered. Furthermore, question 14 (see appendix 4) was an open question to assume general ideas.

### 2.2.2.2. Technical data for the analysis of the survey results

With the use of the program Gandia Barbwin 7, analysis of the survey technique will be done through graphics to identify important values (univariate), and tables that establish relationships between selected patterns (bivariate).

Below, table 5 shows the different variables classified according to the questions and keywords extracted from each one to promptly identify its category and be able to do crosstab analysis.

Table 5: List of variables in Gandia Barbwin 7

Nombre	Tipo	Texto extra
1 HORAS_AL_DIA	Categoría/Nominal	¿Cada cuántas horas al día usa su smartphone?
2 DEPENDIENTE	Categoría/Nominal	¿Considera usted que es dependiente de los teléfonos móviles?
3 CONOCIMIENTO	Categoría/Nominal	¿Tiene usted conocimiento de este problema en la sociedad?
4 CONTROL_PARENTAL	Categoría/Nominal	Porque hay falta de control parental
5 USO_EXCESIVO	Categoría/Nominal	Por el uso excesivo de las redes sociales.
6 FACILITA_VIDA	Categoría/Nominal	Porque facilita la vida de todos.
7 SUPERVISION_LABORAL	Categoría/Nominal	Porque jefes y encargados no supervisan la actividad laboral en una empresa donde mayormente los trabajadores son jóvenes.
8 SOLEDAD	Categoría/Nominal	Porque se sienten solos si no usan un smartphone.
9 CONECTADOS_REDES_SOC	Categoría/Nominal	Porque es la única forma de mantenerse conectados a las redes sociales.
10 OPINION_NO_DEPENDENC	Categoría/Nominal	En mi opinión, no considero que el uso excesivo de los teléfonos sea dependencia.
11 CONSIDERACION_DEPEND	Categoría/Nominal	¿Considera que el uso del smartphone en jóvenes sea considerado como alto nivel de dependencia?
12 SIGNO_ENFERMEDAD_MEN	Categoría/Nominal	¿Consideraría usted que este alto nivel de dependencia sea un signo inicial de una enfermedad mental o cognitiva?
13 TRATO_CENTROS_MEDICO	Categoría/Nominal	¿Piensa usted que centros médicos tratan realmente este problema?
14 DISPOSICION_CENTRO_M	Categoría/Nominal	¿Estaría dispuesto a acudir a algún centro médico y tratar este problema con un especialista?
15 CONOCIMIENTO_HOTEL_D	Categoría/Nominal	¿Sabe si existe algún tipo de hotel que ofrezca paquetes para la desintoxicación digital?
16 OPINION_HOTEL_DETOX	Categoría/Nominal	¿Cuál es su opinión frente a estos hoteles que han optado por implementar paquetes de desintoxicación tecnológica?
17 DISPOSICION_HOTEL_DE	Categoría/Nominal	¿Estaría dispuesto a pasar una noche en este tipo de establecimiento hotelero?
18 COMODIDAD_PROGRAMAS_	Categoría/Nominal	¿Cuán cómodo estaría?
19 MOVILES_CAJA_FUERTE	Categoría/Nominal	Mantener los teléfonos lejos del alcance de uno en una caja fuerte ubicada en la recepción y tener los aparatos de vuelta al culminar la estancia en el hotel.
20 MOVILES_EMERGENCIA_P	Categoría/Nominal	Teléfonos de emergencia solamente localizados en pasillos del hotel.
21 SPA	Categoría/Nominal	Spa y cuidado del cuerpo incluidos durante toda la estancia.
22 AREAS_PLATICA	Categoría/Nominal	Áreas para platicar con los demás.
23 AREA_LECTURA	Categoría/Nominal	Áreas de lectura (como una pequeña biblioteca).

Source: own elaboration.

On table 6, all the data collected from all the participants’ responses have been replaced with codes in order the program recognizes the organization of it.

Table 6: Data collection in Gandia Barbwin 7

	Horas_al...	Dependie...	Conocimi...	Control_p...	Uso_exce...	Facilita_v...	Supervisi...	Soledad	Conectad...	Opinion...	Consider...	Signo_en...	Trato_ce...	Disposici...	Conocimi...	Opinion...	Disposici...	Cc
1	5	3	1	3	3	5	3	2	3	1	1	3	4	2	1	1	1	
2	5	1	1	2	3	3	2	3	3	1	1	3	4	1	2	&	&	
3	4	3	3	3	5	3	4	5	5	4	1	4	3	2	2	&	&	
4	5	2	1	4	3	5	1	2	4	3	2	3	2	3	2	&	&	
5	2	2	1	4	5	2	2	1	3	1	1	3	1	1	2	&	&	
6	5	3	2	3	3	2	2	1	1	2	3	2	2	6	2	&	&	
7	4	1	1	4	5	4	3	3	3	2	2	2	4	1	2	&	&	
8	4	1	1	1	3	5	3	3	5	3	1	2	2	1	2	&	&	
9	5	1	3	3	5	4	3	3	5	2	1	3	4	6	2	&	&	
10	5	2	1	2	3	2	2	2	3	1	1	3	2	3	2	&	&	
11	3	2	1	5	5	1	1	5	5	1	3	3	6	2	2	&	&	
12	3	1	1	3	5	5	4	3	4	1	1	4	3	2	2	&	&	
13	5	1	1	3	5	3	1	2	4	1	1	3	2	3	2	&	&	
14	2	1	1	2	1	2	2	2	3	2	1	4	2	2	2	&	&	
15	5	1	1	3	4	4	3	2	2	4	2	3	2	6	2	&	&	
16	5	2	1	1	2	4	4	2	4	3	1	3	3	3	2	&	&	
17	5	2	1	5	5	5	1	5	5	1	1	2	1	2	2	&	&	
18	3	2	1	4	4	2	3	4	3	1	1	3	3	3	2	&	&	
19	3	1	1	1	3	3	2	1	2	1	1	2	2	1	1	1	1	
20	5	1	1	1	3	2	2	2	3	3	2	3	4	6	2	&	&	
21	4	1	1	4	5	5	4	4	4	3	1	2	2	1	1	1	1	
22	3	2	1	5	5	5	5	5	5	1	1	3	4	6	2	&	&	
23	5	2	1	5	5	1	5	5	5	1	3	3	6	2	&	&		
24	5	1	1	5	5	3	5	5	5	3	1	2	1	6	1	1	1	

Source: own elaboration.



### III. THEORETICAL FRAMEWORK

#### 3.1. Global overview of the use of electronic devices

The concept of digital detox applied to the tourist industry has been considered since 2014, however states that the concept comes from many years ago as an intention to disconnect from technology (Carrington, 2012). But does it mean a complete and total experience at hotel establishments without any device such a TV in the room? It seems that in today's world, the problem is mainly about the dependence on mobile phones, the lack of control over the use of technological devices, and the access to the Internet so frequently.

“With the advent of smartphones, we have become used to being constantly connected, even when we are on the road or on vacation” (Carrington, 2012). According to the author:

In 2012, a Google survey based on the consumer behavior in the US revealed that almost 80% of smartphone users cannot leave their home without their mobile device, while a TripAdvisor survey found that nearly half of mobile owners use the smartphone to augment their vacation by, for example, taking travel photos and researching restaurants (Carrington, 2012).

Back in recent times and our environment, a Google Consumer Barometer (Think with Google, 2017) realized in 63 countries, showed that at least 45% of Spanish people are more often connected with smartphones than a computer or a tablet to go online, and 91% of the population use only their smartphones to do so (see table 7). These numbers demonstrate the concern of the persistent use of the internet all the time and everywhere with the facilities and apps offered by smartphones, without considering the percentage of population who mostly use a tablet to surf the Net.

*Table 7: Access to Internet with smartphones in 2017 (population over 16 years-old)*

<b>Argentina (AR)</b>	86 %
<b>Australia (AU)</b>	78 %
<b>Austria (AT)</b>	77 %
<b>Belgium (BE)</b>	63 %
<b>Brazil (BR)</b>	82 %
<b>Bulgaria (BG)</b>	68 %
<b>Canada (CA)</b>	67 %
<b>Chile (CI)</b>	82 %
<b>China (CN)</b>	90 %
<b>Colombia (CO)</b>	83 %
<b>Croatia (HR)</b>	80 %
<b>Czech Republic (CZ)</b>	61 %
<b>Denmark (DK)</b>	79 %
<b>Egypt (EG)</b>	79 %
<b>Estonia (EE)</b>	68 %
<b>Finland (FI)</b>	75 %
<b>France (FR)</b>	67 %

<b>Deutschland (DE)</b>	73 %
<b>Greece (GR)</b>	67 %
<b>Hong Kong (HK)</b>	91 %
<b>Hungary (HU)</b>	67 %
<b>India (IN)</b>	81 %
<b>Indonesia (ID)</b>	85 %
<b>Ireland (IE)</b>	76 %
<b>Israel (IL)</b>	83 %
<b>Italy (IT)</b>	83 %
<b>Japan (JP)</b>	73 %
<b>Kazakhstan (KN)</b>	72 %
<b>Kenya (KE)</b>	63 %
<b>Korea (KR)</b>	93 %
<b>Latvia (LV)</b>	63 %
<b>Lithuania (LT)</b>	66 %
<b>Malaysia (MY)</b>	84 %
<b>Mexico (MX)</b>	71 %
<b>Morocco (MA)</b>	71 %
<b>Netherlands (NL)</b>	81 %
<b>New Zealand (NZ)</b>	78 %
<b>Nigeria (NG)</b>	71 %
<b>Norway (NO)</b>	82 %
<b>Pakistan (PK)</b>	76 %
<b>Peru (PE)</b>	72 %
<b>Philippines (PH)</b>	69 %
<b>Poland (PL)</b>	66 %
<b>Portugal (PL)</b>	74 %
<b>Romania (RO)</b>	73 %
<b>Russia (RU)</b>	66 %
<b>Saudi Arabia (SA)</b>	98 %
<b>Serbia (RS)</b>	68 %
<b>Singapore (SG)</b>	91 %
<b>Slovakia (SK)</b>	59 %
<b>Slovenia (SI)</b>	74 %
<b>South Africa (ZA)</b>	74 %
<b>Spain (ES)</b>	91 %
<b>Sweden (SE)</b>	83 %
<b>Switzerland (CH)</b>	75 %
<b>Taiwan (TW)</b>	93 %
<b>Thailand (TH)</b>	94 %
<b>Turkey (TR)</b>	87 %
<b>United Arab Emirates (AE)</b>	94 %
<b>United Kingdom (UK)</b>	72 %
<b>Ukraine (UA)</b>	51 %
<b>United States (US)</b>	73 %
<b>Vietnam (VN)</b>	86 %

Adapted from: Think with Google (2017).

In the last ten years, Spain has been one of the countries of the EU which has more influence on the use of the phone and year by year the numbers are increasing with the development of new technologies, new trends in any sector, the boom of the e-commerce, the use of social media, etc. Considering the results of an annual report done by the Spanish Observatory for Telecommunications and the Information Society (ONTSI)<sup>2</sup>, the penetration and consumption of these devices have reached a 96% in our country, while 60% corresponds to the use of the Internet. The data also stressed that around 34.3 million of Spanish have a phone in use, and 88.2% normally have one of these (ABC Tecnología, 2014).

All these data have been collected between 2012 and 2017, bringing the idea that the development of advanced technologies and services is continuously increasing worldwide. Just two years ago, Spain has been placed in the fifth position as the country in the world where people would spend more time “trapped” in their phones. Proof of this, is a study developed by Statista, based on habitual mechanisms of consumption from people over 16 years old during the year of 2016. They confirmed there exist an average of 2h11min spent daily to connect to Internet. Nevertheless, there are not bad news for us. The same study also mentioned a list of countries involved. Brazil and China were at the top. The first one, with an average of 4h48min, while the second one, an average of 3h03min. The US leaded the third position with 2h37min. And finally, the fourth position was for Italy with approximately 2h34min (Rodríguez, 2017).

But what is the purpose of being with the phone all the time? Researchers may answer with statistical data reinforcing the reasons. Moreover, we all have noticed the evolution of the way of communication, and specifically the relationship between the providers and the consumers. There is no doubt that there is a big change in how markets operate in the present, which is totally different from how they used to in the past. Most individuals of different generations are immersed in this field by adopting the new digital competitions and technologies to their daily routines, making these an essential part of their lives.

### **3.2. Factors influencing the overuse of mobile phones**

It is now clear Spaniards and all nationalities dedicate more of the necessary time to utilize their smartphones than any other electronic device, for example: tablets, iPads, laptops, etc.

A medical investigation in Japan recognized the following possible factors that may cause the Internet addiction: “loneliness, depressive state, behavior patterns (culture and nationality), health-related lifestyle, and mobile phone dependence” (Ezoe & Toda, 2013, p.408). The result of their findings suggested that the “e-addiction is associated with loneliness and mobile phone dependence” (Ezoe & Toda, 2013, p.407).

Most of the studies coincide in referring to the principal problematic agent: the smartphones. Their characteristics provoke the elevated timeframe use.

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<sup>2</sup> Observatorio Nacional de las Telecomunicaciones y de la Sociedad de la Información.

Nowadays, the urgency to stay connected with close individuals and the world make the users spend long hours online. The feeling of loneliness has become an important piece in, specially, young people who fear not being accepted in a social group. And the intelligent facilities the phones offer impulse almost anyone to access to any kind of service in the market. People would rather use their smartphones instead of a conventional one. They can be easily transported and augment the interaction between the user, their experiences, and its “co-users” (Cuesta & Gaspar, 2013).

On the other hand, some others would use their last-version mobile in order they are able to research on long-term investigations, but mostly, on a last-minute research. It is a trend to have a look on the phones to be located on the right place when looking for directions. This example notes the meaning of these devices as fundamental tools. They solve someone’s problems, concerns, doubts, etc., causing full dependence on integrated systems. Humans intend to find answers for everything by manipulating their smartphones more regularly. As a result, a dependent conduct begins.

The Consumer Barometer sourced by The Connected Consumer Survey lists the following activities that Spanish do with their smartphones at least weekly (organized by highest to lowest percentage related to the frequency of the activities) (Think with Google, 2017):

- Use of search engines (71%).
- Visit social networks (64%).
- Watch online videos (55%)
- Look for products’ information (45%)
- Play games (15%)
- Purchase products / services (12%)

The use of search engines is not prominent in computer and tablets anymore. In terms of travel and tourism, the Internet is a common virtual ecosystem for buyers. The mobile phones play an important role in the influence of blogs, travel pictures and comments, social media or YouTube videos from a travel influencer (Think with Google, 2018).

On another side, the persistent visit of social networks takes part in the digital motivation. The creation of WhatsApp, Facebook, Twitter, etc. has virtually increased the use of phones. In addition, the creation of online communities in YouTube has triggered the increase number of persons who opt to be subscribers to watch someone’s videos which most of them are funny or important for them.

The e-commerce has gained popularity in recent years. But before selecting a product or service, customers also inform themselves, check on reviews, details of the product online. However, a few people are registered to mix online and offline information (Think with Google, 2018).

Even though 15% corresponds to video games, the Spanish society is fully immersed in them, and its influence has not only affected kids or the youngsters, but also adults.

An article online published by the Universidad Autónoma del Caribe indicates two main concepts that can be related with the use of phones in teenagers: motivation and necessity. The motivation is clearly reflected in the buying process of the consumer which would affect the individual in his decisions and in the way of perceiving the product. These may configurates the importance and special attention they give to it. The article concludes that the use of mobile telephones relates to a desire and sensorial stimuli generated by the purchase of telephones with different characteristics to satisfy a necessity (Herrera, Acuña & Gil Vega, 2017). Table 8 illustrates the other type of necessities and its definitions they also refer in the content:

*Table 8: Classification of necessities*

<b>Necessities</b>	<b>Definition</b>
<b>Social</b>	Establish a relation with other individuals
<b>Non-social</b>	Accomplishments are not based in others
<b>Functional</b>	Search of solutions on products
<b>Symbolic</b>	What individuals perceive about themselves and which perceptions receive from the other (e.g. self-sufficiency, personal goals, etc.).
<b>Singularity</b>	Collaborates with the process of consumption in terms of the personal identity; the avoidance of not being accepted in the society, affiliation, status. Social role and social position.
<b>Hedonistic</b>	They are included in the sensorial stimuli. Creation of sensorial pleasure and desire.
<b>Cognitive</b>	Mental stimuli (e.g. reading, gather of information, etc.).

Adapted from: Hoyer and Macinnis (2010 cited in Herrera et al., 2017).

If we associate these necessities to the regular use of mobile phones, we could identify the following conclusions (Herrera et al., 2017):

- Keep communication and good relations with others.
- Change the type of phone into the latest model.
- Obtain a specific model (feeling of achievement).
- Self-stimuli, personal satisfaction (emotions).

Some situational factors might have the power to affect the excessive use included excess of alcohol, depressive situations, financial problems, stress, etc. (James & Drennan, 2005 cited in Goswami, & Singh, 2016).

### 3.3. Psychological disorders and diseases involved in this issue

“Nomophobia” is the term used in the media to describe the mobile phone addiction (Carrington, 2012). In China, this is considered a clinical disorder in the same level as the alcoholism and pathological gambling.

In Spain, it is true the technological improvements are affecting the behavior of the inhabitants. As expressed in the article of Rodríguez (2017): “Despite this, we cannot consider this problem as addiction in our country”. Based on the explanation of a psychologist, he affirms that an addiction can be clinically defined as a problematic pattern, an abstinence syndrome, and an impulse which rise the dose. Therefore, he states in the last years, these patterns have not had a significant effect. The smartphones have multi-options which make the Spanish keep an eye on them. Unlike, Chóliz (cited in Cuesta & Gaspar, 2013) “believes that the implementation of the smart gadgets is certainly an addiction that complies with the criteria considered for its diagnosis: abstinence syndrome, provocation of personal conflicts, interference in other activities, etc.” (p.436).

There is an excessive use of technological gadgets strongly related to social motivations that cause addiction. On the one hand, the “search of information”, which consists on the constant search of information around in the environment. On the other hand, the “search of contacts”, defined as the search of social relations among families and friends. Fear of missing out (FOMA), a new term used to describe the fear to lose contact with our social members who surround us and our social activities with them. Przybylski et al. (cited in Cuesta & Gaspar, 2013).

Pursuant to Ross (2011 cited in Goswami & Singh, 2016), there exist three typical characteristics of mobile phone addiction observed in people: phones always on, use of mobile devices when even having a telephone at home, and financial and social issues. Other findings point out impulsiveness and tension increase (James & Drennan, 2005 cited in Goswami & Singh, 2016).

“The Canadian Medical Association in states that people who sit in front of a computer or spend long hours with technology, tend to have trouble-setting and achieving goals, poor attention spans and social skills” (Collier, 2009, p. 193).

Among psychological disorders, physiological hazards can be registered if there is an excessive presence of phones in our lives. For example: earaches, headaches, backache, warm sensations, fatigue, and musculoskeletal symptoms (Goswami & Singh, 2016). They may also develop carpal tunnel syndrome. The Mayo Foundation for Medical Education and Research (MFMER, 1998-2019) refers on its webpage it is a syndrome caused by a compressed nerve in the carpal tunnel passage on the palms side of the wrist. Some authors noticed other certain effects (cited in Goswami & Singh, 2016):

- “The ear is the first organ dealing with cell phones. There is an elevated energy deposition in the ear as compared to other organs and its effect on hearing are debated” (Ozturan, et al., 2002, p.71).
- “Exposure to electromagnetic fields emitted by digital mobile phones handsets prior to sleep decreases the rapid eye movement and sleep latency” (Loughran, et al., 2005, p.71).
- “Cell phones harmful radiations are able to degrade the quality of sperm with regard to quantity, viability, motility, morphology and few mutations in DNA causing severe changes in sperms” (Agrawal, et al., 2008, p.71).

Srivastava and Tiwari (2013 cited in Goswami & Singh, 2016), discovered in their investigation, in which 100 Indian students participated, the presence of a better-quality life in those limited users. Unlike, those unlimited users.

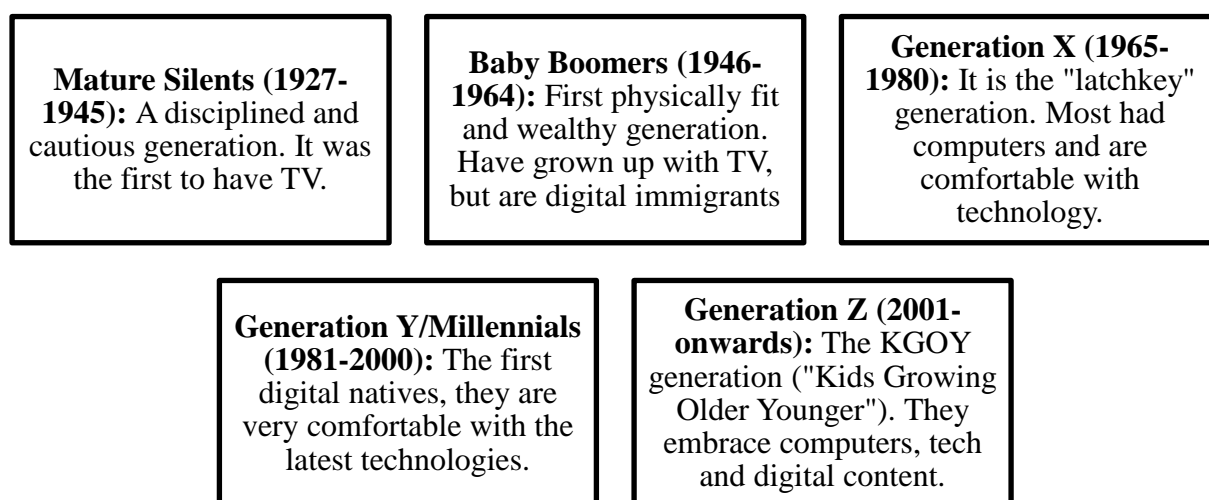
In other words, there is a relation between addiction and dependence. Virtually both concepts are nearly the same. An excessive time use is clearly noticed and a considerable tolerance in front of a computer, a tablet, cell phones, etc. to access to Internet activities. The problem generally is affecting net surfers who are less likely to disconnect instead of being online. There is mal-use behavior of any electronic equipment, specifically smartphones. Although, these are accessible to anyone, designed with beneficial characteristics to give a better-quality life, and ease the immersion in the innovative, technological and smart world of today, we are not being smart enough to use them in a proper way.

### **3.4. Generations mainly affected by the constant use of these technological tools**

“Worldwide technology is always changing as its importance play a major role in individual’s life” (Goswami & Singh, 2016, p.69). Researchers have found that adults are also responding to tech-dependency. People would say that teenagers are the only ones who are affected by its implementation.

Since the 20<sup>th</sup> century generations have been named to classify people, according to their date of birth, to differentiate their behaviors and specific patterns corresponding to the characteristics of their society. Depending on the culture and country of origin, generations receive a variety of names. But the most traditional are: Mature Silents, Baby Boomers, Generation X, Generation Y (or *Millennials*), and Generation Z (see figure 1).

Figure 1: Generations



Adapted from: Mulanovic, Harrison y Millin (2016).

Analyzing the description of the social groups thereof, from Generation X and on, people are used to adapt their lives into the technological era. Even though Baby Boomers would not suffer much without a phone, they do get a meaning for gadgets, which is entirely different from the rest. Most of this generation, opt to have a mobile phone to keep connected with their families. Generations Y and Z find complicated to set apart their smartphones.

The National Statistics Institute (INE, for its initials in Spanish, 2018), published a survey in INEbase whose main purpose was to measure the use of Internet. The results show the type of mobile devices used to access the Web in the last three months out of home or workplace classified by age and sex (see table 9).

Table 9: Type of mobile devices to access to Internet in the last 3 months out of home and workplace according to demographic characteristics

	Total de personas que han utilizado Internet en los últimos 3 meses	Algún tipo de dispositivo móvil	Teléfono móvil (de cualquier tipo)	Ordenador portátil	Tablet	Otros dispositivos móviles (consola de videojuegos, lector de libros electrónicos, smart watch, ...)
Total Personas	29.826.867	93,5	92,6	25,3	18,8	5,3
Sexo: Hombre	14.887.904	93,1	92,3	27,1	20,0	6,1
Sexo: Mujer	14.938.962	93,8	93,0	23,5	17,7	4,6
Edad: De 16 a 24 años	3.997.759	97,2	97,1	38,4	18,5	7,5
Edad: De 25 a 34 años	5.190.228	98,5	98,5	32,5	20,3	7,1
Edad: De 35 a 44 años	7.225.328	96,6	95,9	24,3	19,3	5,8
Edad: De 45 a 54 años	6.690.518	92,1	91,2	20,7	19,5	4,3
Edad: De 55 a 64 años	4.511.376	87,6	86,0	19,2	16,7	3,1
Edad: De 65 a 74 años	2.211.658	80,9	77,8	14,6	16,6	3,6

Source: INE (2018).

Although the chart does not consider kids' access to Internet, the age of adoption of any device has decreased. *ABC Tecnología* mentioned four years ago that approximately 7 out of 10 kids in Spain, have a mobile phone. And the use of laptops or computers is virtually universal (95.1%) (*ABC Tecnología*, 2015). Today, we cannot be surprised if we saw a 2 years-old-kid



with his phone, tablet, or even teach older people about how to manage new software. The evolution of new technologies does not give the same understanding of the world to them compared with older generations. They are born to the era of digitalization.

By considering the results of INEbase, people between 16 and 44 years old are more susceptible to high use. Therefore, it is a sure bet they will have future problems to disconnect. The rest appear to be less affected because they know how to survive without a phone and deal with it. They were born when the first TV models had already been set in the market. They did not have the facilitates as net users currently have. Consequently, there is high probability they live out of space. Despite this, technological devices are useful for them, so that they do not dedicate much longer than youngsters.

“Adolescents consider the mobile phone as important in their lives: girls more than boys” (Oksman, 2006 cited in Goswami & Singh, 2016, p.71). According to the previous and recent statistics, there is a light difference of percentage about the adoption of devices in terms of gender. Women are more into technological information gadgets, except from laptops, computers and tablets. After a case study revealed “that men use their phone more frequently in dangerous situations whereas women are more dependent on them” (Goswami & Singh, 2016, p. 71). In the case of Generation Z members, phones have gained more presence in girls than in boys (Billieux et al., 2008 cited in Goswami & Singh, 2016).

Statista forecasts that by 2022, the number of smartphone users will have increased by nearly 7,7 million to 33,3 million in Spain. Among them, all the generations (Statista, 2019). From Generation X and onwards, the society would probably be more interested in the implementation of future of more “Digital Detox Hotels”. Baby Boomers and Generation X could give it a try to discover new sensations. Finally, statistical data supports the idea that Generation Z can have problems to keep their phones away and not feeling comfortable with the idea of these new hotel models.

### **3.5. Hotel establishments dedicated to contributing against**

Some countries throughout the world are determined to adopt certain measures to ensure clients surrender technology. Hotel establishments are the first to implement programs and services that help visitors fully enjoy the experience, apart from the purpose of each traveler. Businesspeople, for example, will be on the urgent necessity to have their laptops and phones active in case of any situation as a matter of business.

These types of hotels are now operating. They are probably more preoccupied with the strong impact of technology in their clients, so that they avoid being online and they could not miss out the experiences they are paying for. On the contrary, some others are taking advantage on this issue to increase their sales by promoting their Spa, introducing new relaxation concepts, and offering detox products for the wellness of the body (e.g. yoga, hydrotherapy, corporal treatments). The general projects manager of ITH, Rodrigo Martinez, explained for Hosteltur that these offers improve the product positioning and commercialization of the tourist

establishment by reinforcing their lack of mobile infrastructures. A clear example: rural houses (Hinojosa, 2014).

CNN and Hosteltur both have listed in their page some tourist buildings that have worked on this concept since a few years ago: JW Marriott Cancun Resort & Spa and Grand Cayman Marriott Beach Resort have opened “free technological areas” where to get rid of electronic devices, be relaxed and start up a conversation without any distractions. In Mexico and Costa Rica, yoga retreat houses have been offering 15% discounts to clients if they gave up their iPhone’s.

In Europe, the West Dublin hotel (Ireland) made something different and more effective. The hotel launched a “detoxification package” which consisted in storing the guests’ electronic devices in a safe for the length of stay, upon their arrival at the front-desk reception. Besides, they receive a kit to plant a tree, the daily newspaper, a city map, board games, and a special type of relaxing bed in the room. The Hotel Monaco Chicago (USA) implemented the similar mechanism, but they added the “Comfortable Suite” or “*Suite de la tranquilidad*” where visitors could access to amenities that make their stay more pleasant and comfortable (e.g. relaxing music, warm-up towels, massage tools, etc.). (Hinojosa, 2014; Carrington, 2012). Hotels in Spain has not left behind the opportunity to give the same impression to their clients. Vincci Hotels have tried to incorporate a “Digital Detox Pack” in his establishment in Marbella. The guests are invited to take part in a body massage session, access to the pool, a heated swimming pool, etc. The Barceló Sancti Petri (Cadiz), has also developed a detox program to allow customers unplug their devices (Hinojosa, 2014; Carrington, 2012).

VIVOOD Landscape Hotels in Spain have taken their job more seriously. They have completely transformed their local environment into a community where they assure anybody will be willing to disconnect. Although VIVOOD does not necessarily lock the phones away, they offer many options (e.g. suite rooms, pool suite rooms, pool premium villas and the Spa) to unwind and get away from obligations. The landscape and nature that surround the hotel in Costa Blanca, Alicante make the stay perfect for couples. One drawback of their service is that adults are only permitted. Nevertheless, the business segmentation is one of their priorities by providing meeting rooms, photograph sessions, exclusive locations, etc.

After all, there may be people who do not agree with the price of these detox services, so it becomes essential to discover who would be willing to pay and who would be willing to stop using Internet and not picking up the phone at least for the entire duration of the stay in tourist establishment. Currently, these places are poorly known in Spain. Some couples may know the existence of VIVOOD, but phones can be used at anytime as there is no control upon check-in.

The challenge is voluntary if more hotels intend to demonstrate differentiation in the market. This will depend on the society intention to a total blackout. The hotel’s general manager of Hotel Monaco expressed for CNN: “Guests are intrigued by the idea of detoxing from their

electronic devices but are not quite willing to make the commitment to a full digital detox” (Carrington, 2012).

The World Travel Market Global Trends Report once claimed that hotel detox packages would be a trend that hit the hospitality industry (Carrington, 2012). But Internet and mobile phone addiction are far from being solved. This demands psychological treatment besides solutions given by hotels.

### **3.6. Healthcare institutions, mental and general hospitals**

The tourist sector has the power to enthusiastically endorse the proposal to motivating the society to obtain a different point of view when traveling to any destination and living the experience in a hotel. No matter what the purpose of the travel is. This is only one solution to reduce negative numbers and guarantee that people find complete fulfillment in their journey.

Excessive use of technology can not only affect leisure, but also has a significant impact in health. People who have got an addictive personality, would not find easy to come up with that idea of visiting a hotel to fight against their problem or feel better. They would rather health professionals assisted them.

The Canadian Medical Association reported that the U.S. opened his first detox center for Internet addicts in 2009 after the case of a patient who was in his teens. He was obsessed with online video games. The facility where Ben spent 1 month and a half for the treatment was situated in Washington. The program had a cost of \$14,500 (around €12,640). It included talk therapy, physical and nutritional education, etc. (Collier, 2009).

These medical centers are very helpful to cut ties in technology and re-establish patients into the real world, as Hilarie Cash, mental health counselor and re-start cofounder would say. But some critics may say they only focus on the technological problem, when patients also need attention to their own psychological problems, such as depression. In response to this, Cash recognizes there is much more to do. And that this is just the beginning of a long process. She recommends to first treat the addiction, and then do the rest (Collier, 2009).

Spain has detected the negative impacts of the Internet and mobile phones addiction in the population's health. For that reason, there are psychological centers which contribute towards the abandonment of addictions. “*El Prado Psicólogos*” is open to the public as a healthcare institution in the Autonomous Community of Madrid. It offers a variety of techniques to work on the internal and external part of the conscience. They guarantee their patients to overcome the phone dependence, boost self-confidence, develop their social skills, take part in outer activities to give a different type of satisfaction, and learn self-control techniques to surrender the constant use (El Prado Psicólogos, n.d).

The Center for Research and Treatment of Addictions<sup>3</sup>, a professional rehabilitation center in Spain, whose purpose is to get rid of any addictive behaviors, works alongside with other centers of investigation in other European and Non-European countries. Among many treatments (e.g. against drugs addiction, gambling, smoking, personality and mental disorders, sex addiction, etc.), the detoxification center is specialized in assisting people with “nomophobia” (Centro de Investigación y Tratamiento de Adicciones [CITA], n.d).

Yet people are not fully conscious of the disadvantages of the persistent use of smartphones, both hotels and medical institutions had better work together on bringing up the idea of digital detoxication. Not all the hotels around the world would implement this concept. Travelers and adventurers are always looking for new experiences despite the characteristics of the challenge. Today, the tourist industry is offering services which were not included in the past. In the nearly future, the market will demand products and services that delight customers and increase their consumer perception. The idea is no new, but there are not many tourist establishments that eagerly promote it and force their guests to be in the present to escape from the hustle and bustle of their city.

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<sup>3</sup> CITA: *Centro de Investigación y Tratamiento de Adicciones.*

## IV. ANALYSIS OF THE RESEARCH RESULTS

### 4.1. Results of interview technique

Both interviews had the same structure. They were divided into four blocks with open questions, each one related to a certain “sub-topic” (see appendix 1). Their transcriptions can be found in appendices 2 and 3.

A comparative table has been designed in order to outline keywords in context by their respective sections so that results can be analyzed better (see table 10).

Table 10: Comparative table – Results of the interviews

	INTERVIEW 1	INTERVIEW 2
<b>BLOCK 1</b>	Phone dependence Evolution Impact Human essence Benefits	Serious problem Memory Socialization Dopamine Boom
<b>BLOCK 2</b>	Subjective Psychological problems Utilization Treatments Technological detox	Addiction Chemical Psychological Specialists Fear
<b>BLOCK 3</b>	Demand Disconnect Detox hotel Tool Acceptance	Detoxification Use Time Nature Social awareness
<b>BLOCK 4</b>	Natural Nature Spa Placemaking	Spa Nature Urban areas Market segmentation

Source: own elaboration.

As a next step, the blocks of both interviews (see appendix 1) have been summarized independently to extract general details according to the purpose of this investigation.

**BLOCK 1. General results – “Smartphone dependence in the young”**

There is dependence on smartphones. It is a real and serious problem that has impact on the life of youngsters, but also in older people. It affects the memory and the ability to read.

On the one hand, phone dependence is part of the human evolution where these devices have contributed with new ways of communication, interaction and access of information. New generations understand their reality, so they embrace the latest technologies. On the other hand, mobile phones mainly cause problems of socialization thanks to the meaning given by its users. In many cases, its use produces dopamine as much as any drug. This situation involves the increase of fake affection caused specially by the influence of social networks.

Current social perceptions connect the existence of technology with loss of human essence. In future terms, we should understand that any product in the market has its boom and time limit. Therefore, it is time to take advantage on its benefits, but without leaving behind the idea of establishing social interactions with people and not with smartphones.

**BLOCK 2. General results – “Medical influence on the digital dependence issue”**

Addiction to mobile phones can be defined as a subjective term. The effective utilization of technologies depends on people themselves, who should be engaged with the concept of constant evolution. Technology, as such, does motivate psychological problems, for instance: egocentricity, change of habits, isolation and low self-esteem. But these are provoked by individuals.

In contrast, there are signs of addiction in youngsters who find complications when trying to give up their phones. Thus, they do not accept they are facing a problem. If so, they fear to visit specialists in the subject.

Chemical reactions are present in our body. For example, the smartphones' screen generates “*blue light*” which reduces sleep time desires, so in this way, it increases the length of use. Psychological disorders have also been perceived as well as physical.

Depending on the case, there is a medical, growing tendency to recover values and exclude technology, in general, from the society. Some examples have relation with technological detoxification, and mental and physical treatments.

**BLOCK 3. General results – “Influence of hotels on the digital dependence issue”**

Some customers would break the habit of being dependent on their smartphones, but some would not. What is certain is that detox hotels may be useful as an alternative to disconnect from duties, daily-routines, etc. For the moment, there would be a reaction for the demand, and so it is not considered to totally give a solution for digital dependence. There might not be rapid

detoxification since people will continue to use technological devices. Whereas, the solution can be sought on their full-time.

Detox hotels can become tools for clients to discover pleasant sensations with no phones around, so that they realize the differences. This may also lead to the acceptance of a possible problem to be treated by a specialized medical center afterwards.

In the next years, this model may gain more popularity when social awareness of radiation and other problems produced by smartphones increase dramatically. By now, mother nature could be perfect option to be included to interest youngsters. Rural environments are thought to help better on a digital detoxification.

#### **BLOCK 4. General results – “Digital detoxification, products and services characteristics”**

Products applied in a hotel dedicated to a non-common detoxification, but natural, should have importance on the experience of the services. As external environment, nature, in comparison with urban areas, is believed to encourage users to unplug their phones, live remarkable experiences and activities such as an in-depth personal encounter. As internal environment, offering natural body treatments in the Spa may have good results for the wellness and relaxation of the guests. Other options like contact with animals, characteristics of the rooms and furniture, placemaking<sup>4</sup>, absence of wireless networks (Wi-Fi) and TV could complete the package.

The affordability of these type of hotels will depend on its market segmentation. Basically, products and services to be implemented will not be costly if what is already available is used for the benefit of the hotel and the client.

#### **4.2. Results of survey technique**

The analysis of the results of the questionnaire completed for this research has been divided into two models: univariate and bivariate analysis. The first one will help to examine single variables. While the second, involves the analysis of two independent or dependent variables.

##### **4.2.1. Univariate Analysis**

The univariate analysis consists of the results obtained in each individual block of the questionnaire starting by the fifth: demographic information (see appendix 4).

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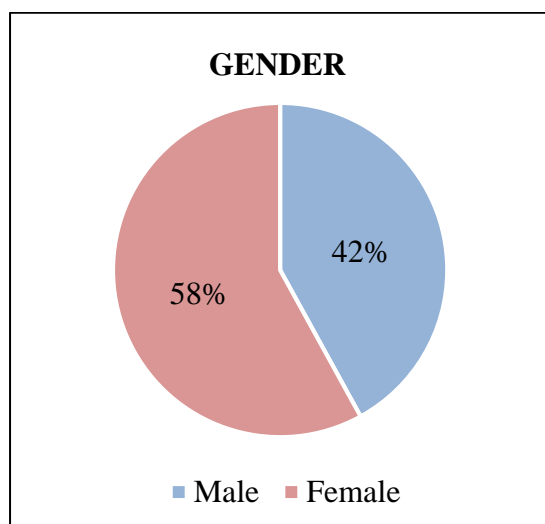
<sup>4</sup> Project of public spaces for socialization.

## BLOCK 5. Demographic Information

The online questionnaire (see appendix 4) was completed by 100 people from different nationalities, ages and occupation. Among them (58%) were female and (42%) were male (see figure 2).

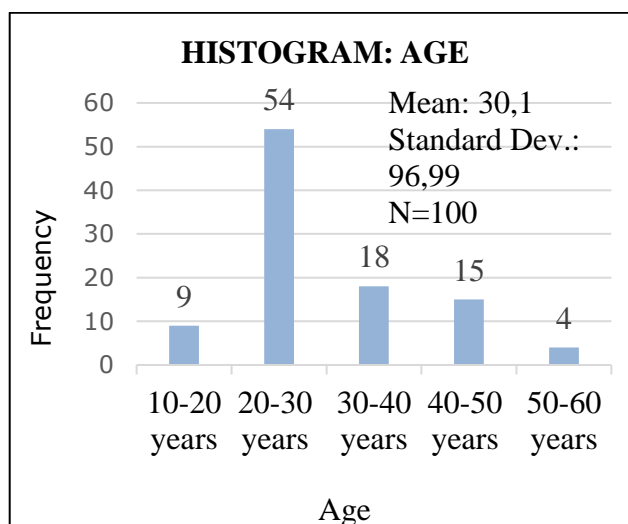
Figure 3 illustrates the frequencies in terms of the age of the participants. The average is 30 years old. It was required that no individuals under 18 could be enrolled as this study must lie in its effectiveness. Therefore, the first column considers the frequency of age starting by that age. As observed, the vast majority are between 20 and 30 years old. On the other hand, there were a few who are between 50 and 60 years old. To be exact, only four. This provides consistency and equivalence in the answers because of the variety of opinions and perceptions. On the one hand, the experience and wisdom of adults, and on the other hand, the participation of the young.

Figure 2: Gender



Source: own elaboration.

Figure 3: Age



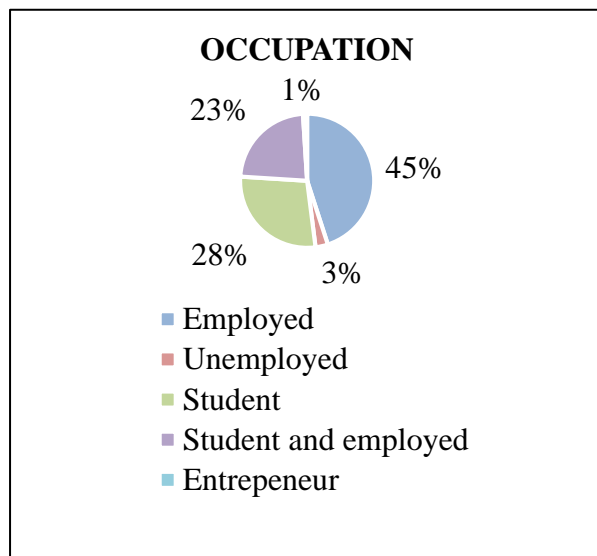
Source: own elaboration.

Figure 4 depicts that most of the participants on this study are employed (45%). But (23%) of the total are both employed and students. Only (3%) are unemployed and (1%) has an own business. Finally, (28%) are just focused on education.

By following the goal of the investigation, the list of questions was not only sent to Spanish, but also to other nationalities to broaden the inclusion of cultures. As indicated in figure 5, most are from Peru and Spain. The rest comes from Bolivia, Slovenia, England and Jamaica.

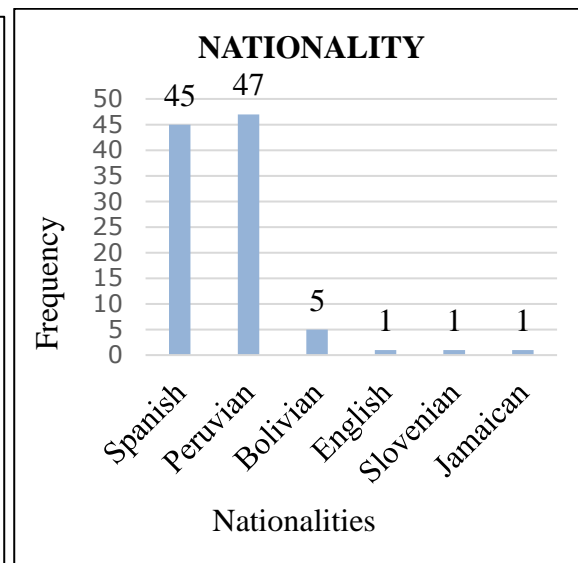


Figure 4: Occupation



Source: own elaboration.

Figure 5: Nationality



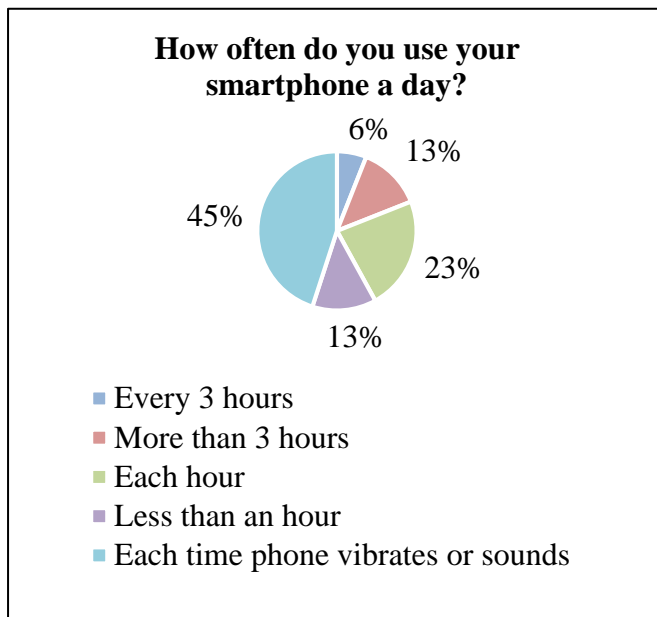
Source: own elaboration.

### BLOCK 1. Mobile phone dependence issue and influence

The most impressive aspect to underline in figure 6 is that (45%) of the participants check on their smartphones each time it vibrates or sounds daily, followed by (23%) who use their phones each hour approximately. Thirteen percent use their devices in less than an hour, and the rest (19%) each 3 hours or more.

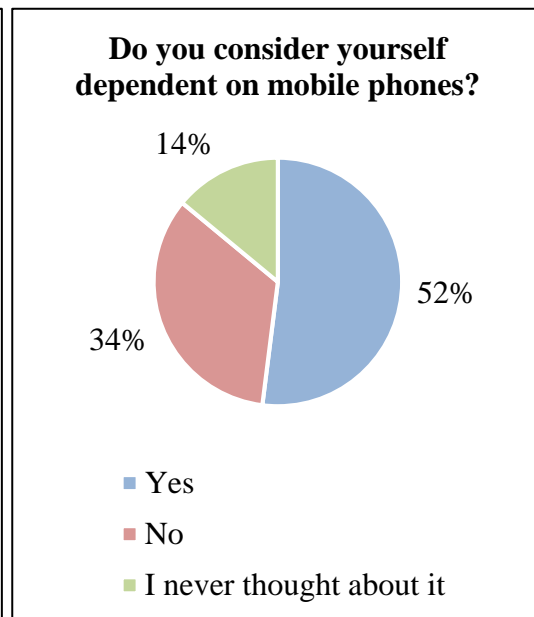
More than a half of the people who were enrolled in this questionnaire consider themselves dependent on mobile phones (see figure 7), (34%) do not believe they are dependent on them. And, it is just a tiny minority of individuals who never thought about it. This ensures the validity of this study that faces a real problem.

Figure 6: Frequency of smartphone use per day



Source: own elaboration.

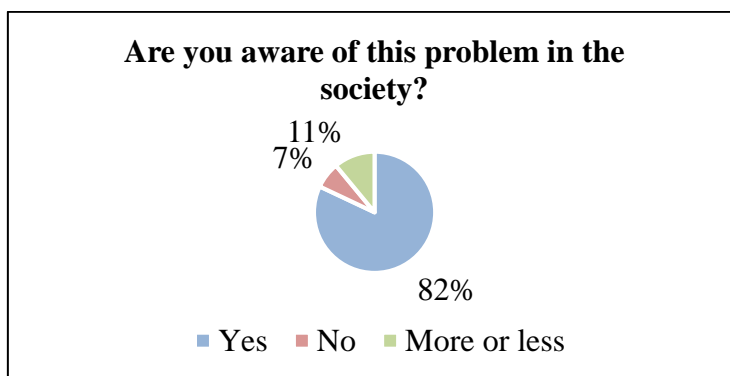
Figure 7: Acceptance of phone dependence



Source: own elaboration.

In the small group of people asked to participate in the study, almost everyone has knowledge of the problem, (11%) have heard a little about it, while a small portion, which represents (7%) of the total, have no idea of the existing technological issue (see figure 8).

Figure 8: Social awareness

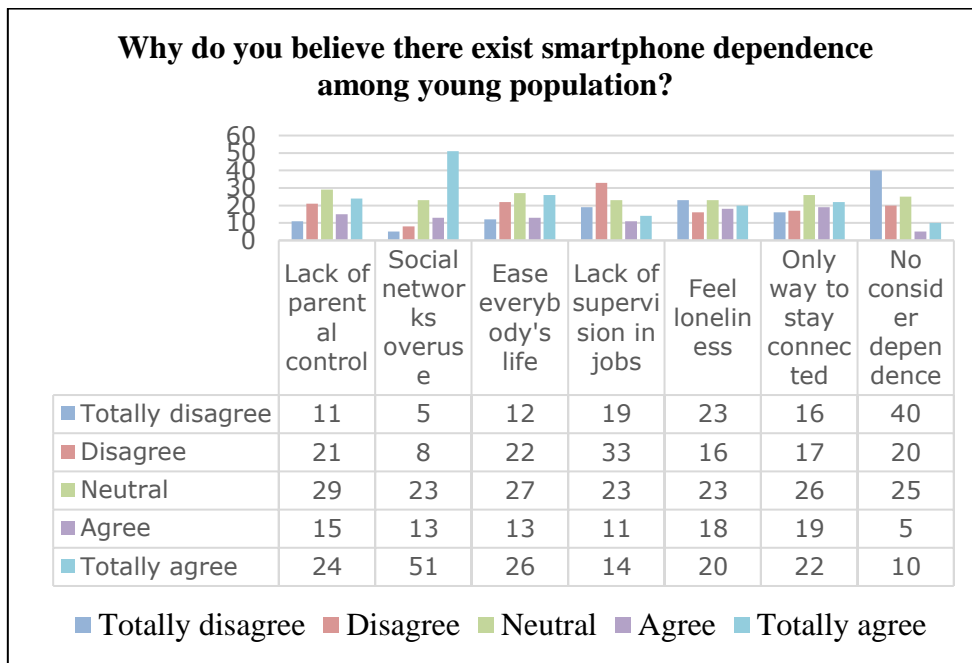


Source: own elaboration.

The section of bar graphs in figure 9 explains the reasons why there is dependence, specifically in late generations. The participants were required to express agreement/disagreement to the statements presented with the help of numbers (from 1 to 5). Firstly, it can be observed that most people agree or do not agree with the statement referring to the lack of parental control as a cause of phone dependence, and 24 totally agree. Secondly, as expected, almost all totally agree with social networks overuse. Thirdly, there is a slight difference between who think the phones ease everybody’s life, so therefore, there exists this problem, and the ones who stay neutral. Then, lack of supervision in jobs are not the cause according to 33 people. Next, loneliness may be considered a cause, but the vast majority disagree or stay neutral. Lastly, it

is neutral to think that the young are dependent because it is the only way to stay connected, and in the point of view of most, the excessive use of cell phones cannot be named the main reason of dependence.

Figure 9: Smartphone dependence in the young – reasons



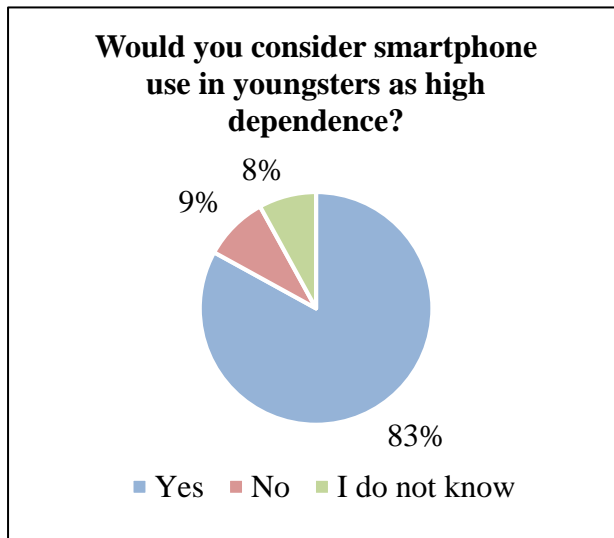
Source: own elaboration.

**BLOCK 2. Phone dependence – Medical care and people’s perception**

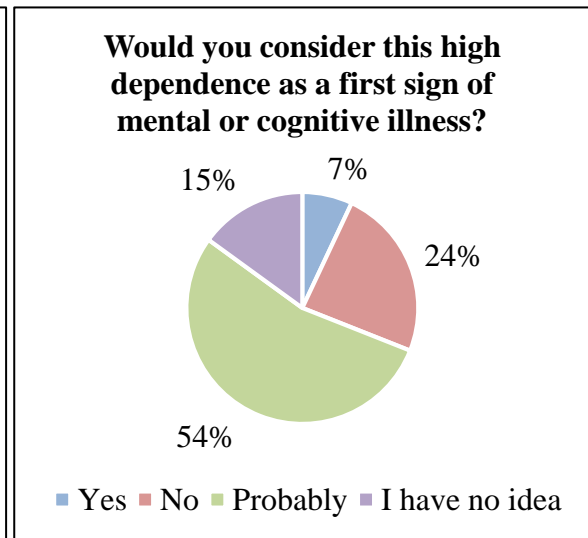
The pie chart in figure 10 shows that (83%) consider the use of smart gadgets as high dependence in youngsters. The rest (17%) do not think so or simply do not know. High dependence or long hours of use of smart devices can probably be a sign of mental or cognitive illness according to (54%) of the total (see figure 11).

Figure 10: Consideration of high dependence

Figure 11: Consideration as mental illness



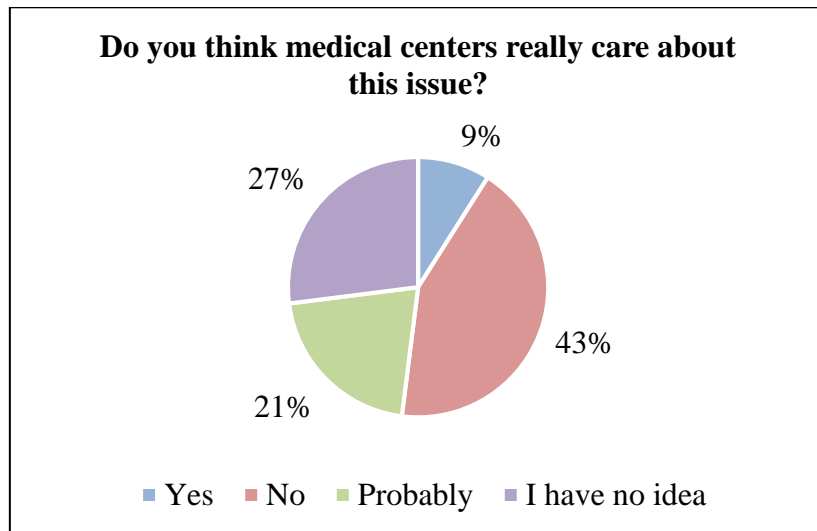
Source: own elaboration.



Source: own elaboration.

This study also collected opinions. The vast majority which represents (43%) of the total are pretty sure medical centers do not look after tech-dependent consumers (see figure 12).

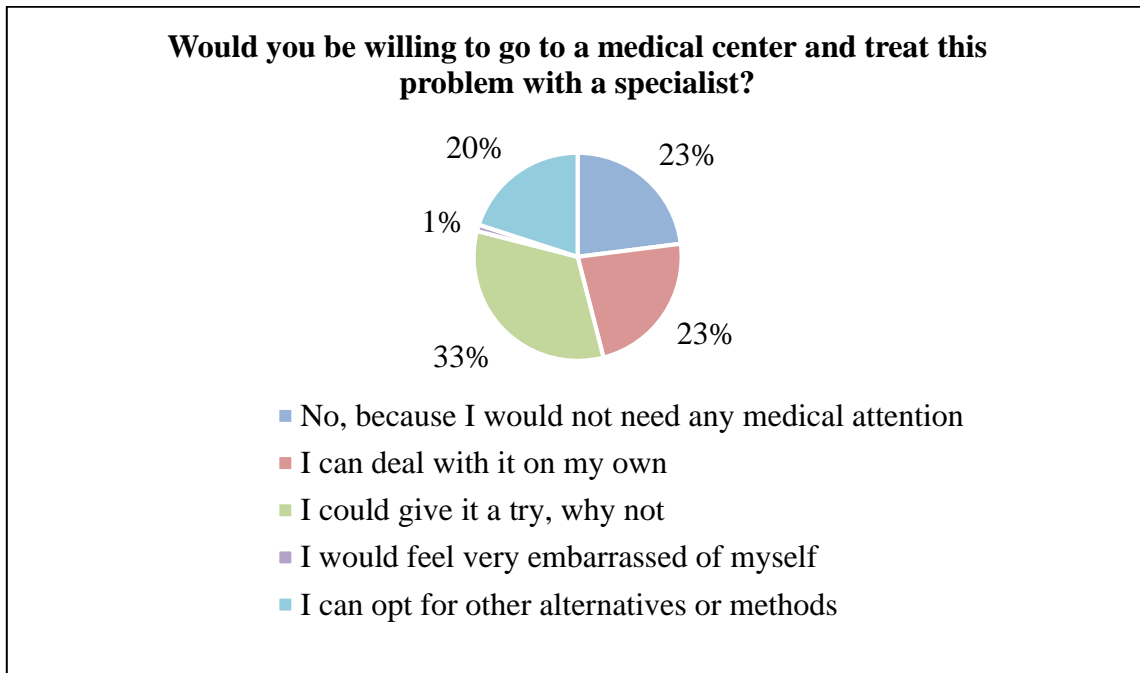
Figure 12: Opinion about medical centers participation



Source: own elaboration.

Even though, one does not accept there is a problem with technology, most of the respondents are curious about visiting medical centers specialized in the topic (see figure 13). This means good news for the development of new instruments that give solutions.

Figure 13: Social willingness to opt for medical centers

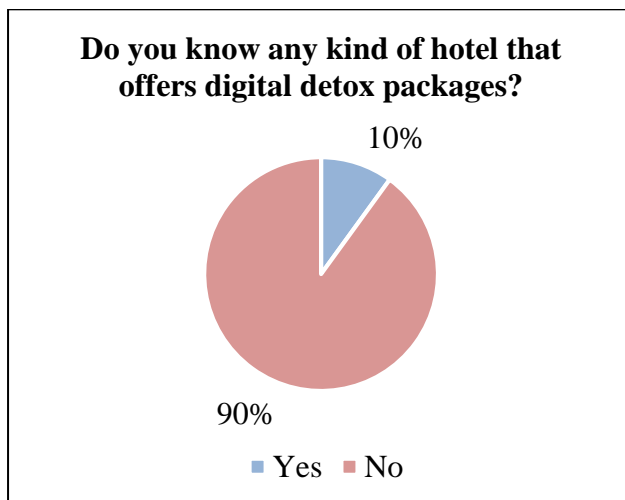


Source: own elaboration.

### BLOCK 3. Phone dependence – Attitude towards hotels participation

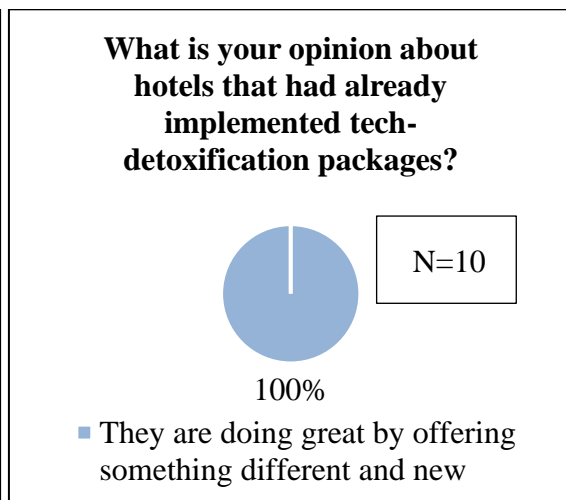
The intention of this block was to discover the degree of knowledge about worldwide hotels that currently operate and offer detox packages. The responses were negative. That is to say that (90%) of all individuals surveyed do not know about any existing lodging, and only (10%) do (see figure 14). Figures 15 and 16 contain the answers of the ones who have knowledge about these types of hotels. As far as they are concerned, these touristic places are doing great and are likely to stay in one.

Figure 14: Knowledge about detox hotels



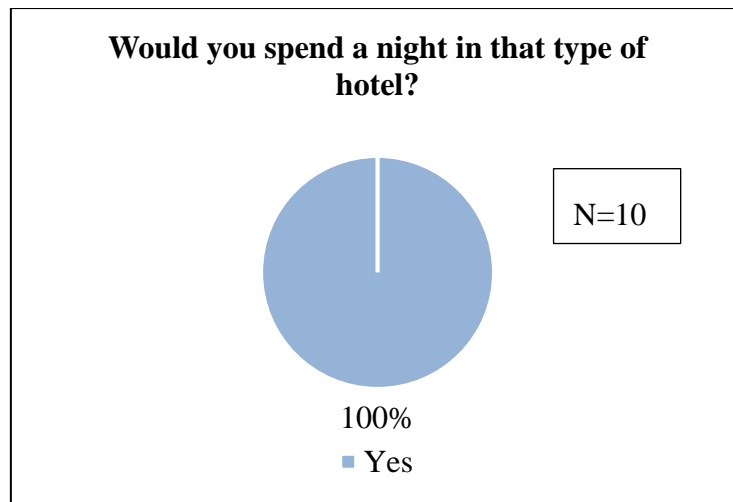
Source: own elaboration.

Figure 15: Opinion about detox hotels



Source: own elaboration.

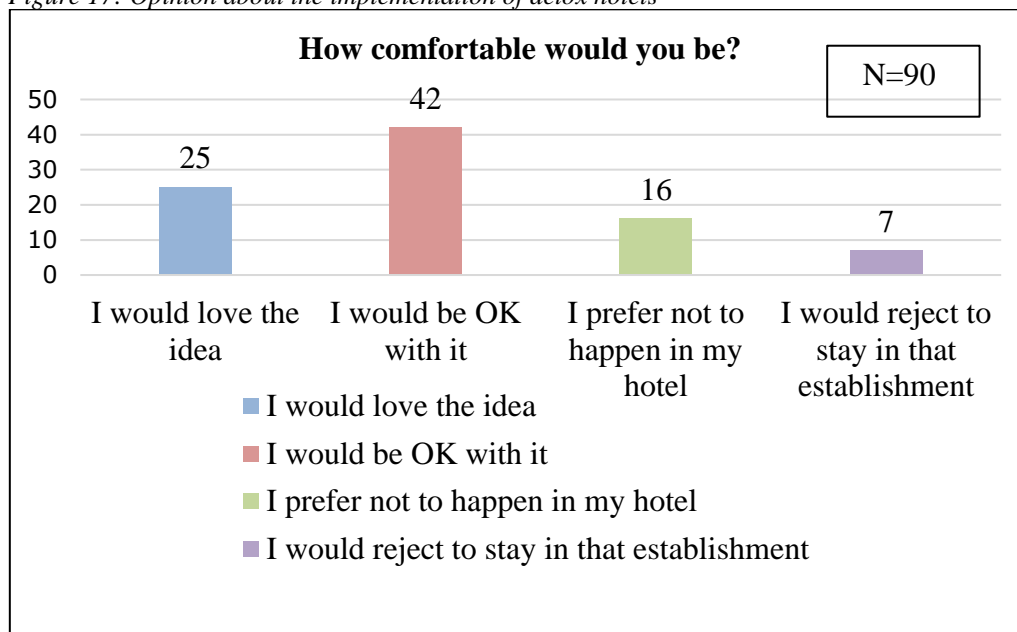
Figure 16: Willingness to spend a night in detox hotels



Source: own elaboration.

On another side, figure 17 illustrates the opinion of the ones who never heard about the newest trends in hotels' detoxification. Even so, they would be keen on staying over in one whether they are introduced in their local community.

Figure 17: Opinion about the implementation of detox hotels



Source: own elaboration.

#### BLOCK 4. Phone dependence – General solutions in hotel establishments

This last block was made to seek creative alternatives. It is true most products or services mentioned seem to have already been implemented in hotels (see table 11). However, it is crucial to identify the necessities of the guests.

Table 11: List of other products or services to be implemented – free answers

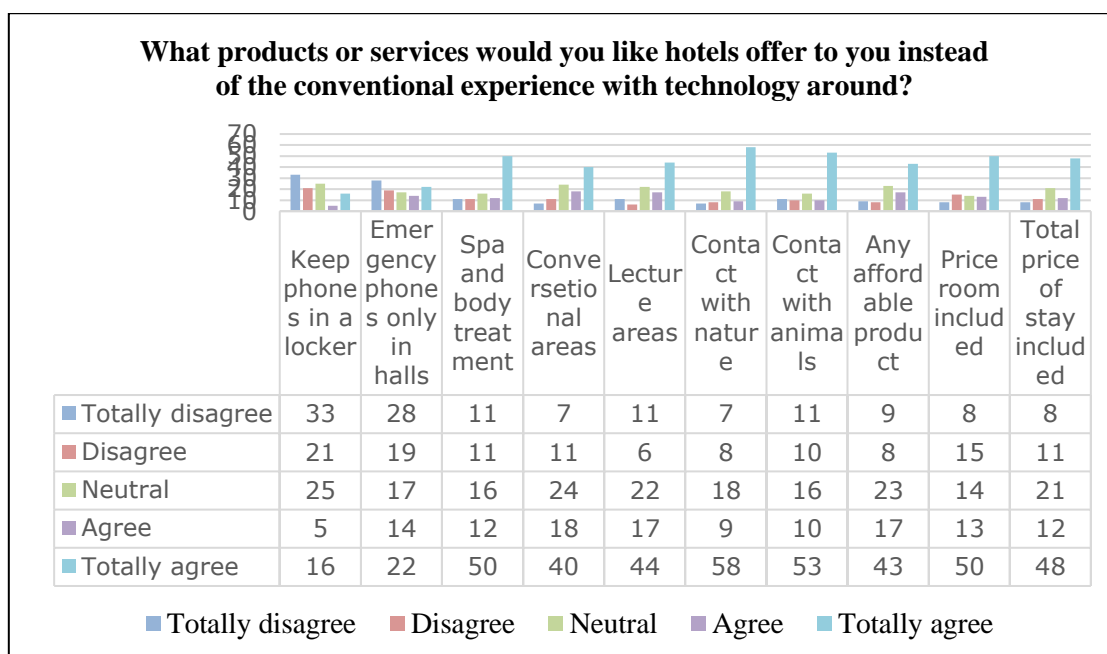
What other products and services could the hotels offer in matters of digital detoxification?	
Basic ecologic amenities	Cinema
No internet	Gym
Activities like surf, bowling, etc.	Touristic tours
Areas without technology	Live music
Conferences	Activities related to social events
Sports	Workshops
Activities with families	Inhibitors of frequency

Source: own elaboration.

Figure 18 indicates that they are not very fond of keeping their phones away in the locker at the front reception desk, nor the idea of emergency telephones in the halls. Only a small portion agree to it.

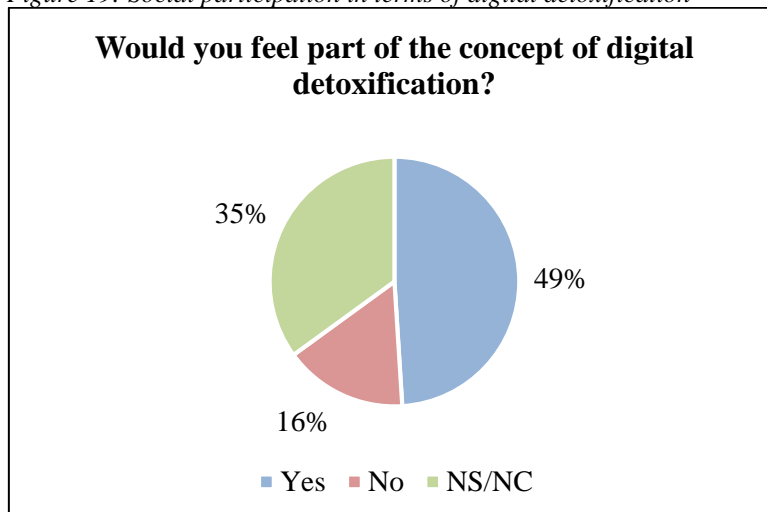
Spa and body protection, conversational areas, lecture areas, activities that allows contact with animals and nature are pursued by customers. In addition, they look for products or services with acceptable prices.

Figure 18: Detox products or services to be implemented in hotels – opinion



Source: own elaboration.

In the case of social participation, (49%) would feel part to meet new emergent concepts in the hotel sector, such as digital detoxification. But only (16%) would not (see figure 19).

*Figure 19: Social participation in terms of digital detoxification*

Source: own elaboration.

#### 4.2.2. Bivariate Analysis

The bivariate analysis will be focused on interrelations between 2 variables selected that direct us towards the objectives of this study. To achieve this, the program Gambia Barbwin 7 will help us elaborate crosstabulations of the statistical data.

On table 12, we can appreciate the relation between the smartphone use per day and the age of the participants. What is interesting is the amount of people who use their smartphone each time their phones vibrate or sounds per day. In total, without considering the range of age, there are 45 individuals that answered this option. Among them, it is important to point out that most are between 20 and 30 years old, which means young population. Another aspect to emphasize is that just a few people whose age are 18 and 19 years old participated in the questionnaire. In the opposite situation, that would have meant an increase in young respondents who pick up the phone when it rings or lights not only for calls, but to text messages, use social media or take a picture anywhere at anytime.



Table 12: Crosstabulation - Frequency of smartphone use per day and Age

SMARTPHONE USE PER DAY					
Frequencies	Every 3 hours	More than 3 hours	Each hour	Less than an hour	Each time phone vibrates or sounds
<b>Total = 100</b>	<b>6</b>	<b>13</b>	<b>23</b>	<b>13</b>	<b>45</b>
<b>Age</b>					
<b>AGE = 100</b>	<b>6</b>	<b>13</b>	<b>23</b>	<b>13</b>	<b>45</b>
<b>(10-20 years) = 9</b>	1	4	1	0	3
<b>(20-30 years) = 54</b>	2	3	14	6	29
<b>(30-40 years) = 18</b>	1	4	6	4	3
<b>(40-50 years) = 15</b>	2	2	2	3	6
<b>(50-60 years) = 4</b>	0	0	0	0	4

Source: own elaboration.

Table 13 reveals the importance of this study. The numbers are so clear and show dependence (52), between the ages of 20 and 30 years old (35). One more time, this period is affected. Then, 34 people consider they are not dependent on phones. The rest never took it into account. By considering older ages, we observe that the range between 40 and 50 years old is the second most dependent in the group with 8 responses.

Table 13: Crosstabulation - Acceptance of mobile phone dependence and Age

DEPENDENCE			
Frequencies	Yes	No	I never thought about it
<b>Total = 100</b>	<b>52</b>	<b>34</b>	<b>14</b>
<b>Age</b>			
<b>AGE = 100</b>	<b>52</b>	<b>34</b>	<b>14</b>
<b>(10-20 years) = 9</b>	3	3	3
<b>(20-30 years) = 54</b>	35	12	7
<b>(30-40 years) = 18</b>	6	10	2
<b>(40-50 years) = 15</b>	8	5	2
<b>(50-60 years) = 4</b>	0	4	0

Source: own elaboration.

If more medical programs were implemented in the society to treat mobile phone dependence, patients would have the intention to walk into the hospital. According to the results obtained

(see table 14), 33 of the respondents marked this option. Twenty-three, believe they would not need medical centers to treat or not this issue. Also, they believe they could deal with it. Only one person would feel embarrassed and 20 are more interested in looking for other options. Finally, it seems that female participants are more willing to accept medical attention to the problem.

Table 14: Crosstabulation – Social willingness to opt for medical centers and Gender

<b>SOCIAL WILLINGNESS</b>						
<b>Frequencies</b>	<b>No, because I would not need any medical attention</b>	<b>I can deal with it on my own</b>	<b>I could give it a try, why not</b>	<b>I would feel very embarrassed of myself</b>	<b>No, what would my parents or friends say about it</b>	<b>I can opt for other alternatives or methods</b>
<b>Total = 100</b>	<b>23</b>	<b>23</b>	<b>33</b>	<b>1</b>	<b>0</b>	<b>20</b>
<b>Gender</b>						
<b>GENDER = 100</b>	<b>23</b>	<b>23</b>	<b>33</b>	<b>1</b>	<b>0</b>	<b>20</b>
<b>Male = 42</b>	10	10	14	1	0	7
<b>Female = 58</b>	13	13	19	0	0	13

Source: own elaboration.

Table 15 gives a general overview regarding the relationship between the implementation of detox hotels and the individuals' nationalities on this research. Following the design of the questionnaire, the vast majority (90) who answered "No" to question 9 (see figures 14, 17 and methodology section) have greater importance on this crosstabulation.

As seen, most nationalities would accept detox hotels. It is important to highlight that Spanish citizens are more likely to feel comfortable with it, followed by Peruvians, Bolivians and one Jamaican. Moreover, both Peruvians and Spaniards would love the idea. This all means there are no barriers and that new alternatives can access the new world.

Table 15: Crosstabulation - Opinion about the implementation of detox hotels and Nationality

<b>OPINION DETOX HOTELS</b>					
<b>Frequencies</b>	<b>I would love the idea</b>	<b>I would be OK with it</b>	<b>I would not know my reaction</b>	<b>I prefer not to happen in my hotel</b>	<b>I would reject to stay in that establishment</b>
<b>Total = 90</b>	<b>25</b>	<b>42</b>	<b>0</b>	<b>16</b>	<b>7</b>
<b>Nationality</b>					
<b>NATIONALITY = 100</b>	<b>25</b>	<b>42</b>	<b>0</b>	<b>16</b>	<b>7</b>
<b>Spanish = 45</b>	4	20	0	10	5
<b>Peruvian = 47</b>	18	18	0	5	2
<b>Bolivian = 5</b>	1	3	0	1	0
<b>English = 1</b>	1	0	0	0	0
<b>Slovenian = 1</b>	1	0	0	0	0
<b>Jamaican = 1</b>	0	1	0	0	0

Source: own elaboration.

The last analysis relates to the previous one. It features additional information on the consumers' necessities in association with digital detoxification in hotels. The meaning of this is what can be offered in exchange whether technology, specially smartphones, is blacked out. Therefore, table 16 suggests "contact nature" as a potential element alongside other internal or external ones, which together play a vital role in the digital detoxification of visitors.

It has been found that more than half of the people surveyed totally agree to the idea of having contact with nature if they are treating their digital dependence. Between 20 and 30 years old are eager than the rest.

Table 16: Opinion about detox products or services to be implemented in hotels and Age

<b>CONTACT WITH NATURE</b>					
<b>Frequencies</b>	<b>Totally disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Totally agree</b>
<b>Total = 100</b>	<b>7</b>	<b>8</b>	<b>18</b>	<b>9</b>	<b>58</b>
<b>Age</b>					
<b>AGE = 100</b>	<b>7</b>	<b>8</b>	<b>18</b>	<b>9</b>	<b>58</b>
<b>(10-20 years) = 9</b>	0	0	1	2	6
<b>(20-30 years) = 54</b>	6	4	11	4	29
<b>(30-40 years) = 18</b>	1	2	3	3	9
<b>(40-50 years) = 15</b>	0	2	2	0	11
<b>(50-60 years) = 4</b>	0	0	1	0	3

Source: own elaboration.

## V. CONCLUSIONS

### 5.1. General conclusions

The findings of the research are quite convincing, and thus the following conclusions can be drawn.

Hypothesis 1 can be confirmed. Despite some specialists or experts in the area do not agree on considering phone dependence in the society as a threat, the data obtained are broadly consistent with the major trends. There is excessive use of smart technologies that leads to psychological problems, not only on smartphones. To be more specific, the quantitative study presented a great majority between 20 and 30 years old. This time frame is judged to still be a process of life discovery and set of consistent objectives. It is true to say that mobile technologies may affect in bigger amounts to youngsters. However, the evolution of this phenomenon is embraced by any actual and future generation. Of course, it is a very well-known characteristic of the elderly who perfectly know how to co-exist with the digital performance, and at the same time, how to continue living without it.

Hypothesis 2 cannot be confirmed. Although one of the interviewees suggested embarrassment as one of the reasons for possible visits, the finding was quite unexpected as there would be willingness to opt for medical attention (33% of the total participants in the study). The main negative aspect found is that there are no detoxification centers. If so, there is lack of knowledge by local and foreign civilizations.

There are both a degree of acceptability and non-acceptability of psychological dependence on smartphones, but there are not enough options or dedication to encourage patients treating their diagnosis.

Offering hotels that get involved in a process of detoxification as a possible solution, hypothesis 3 can be confirmed. Much of the demand would agree to also visit a hotel which provides creative or relaxing services in contact with nature. They look interested in innovative products and services in tourist lodgings where common actions happen, for instance: check-in, ask for room service, check-out, etc. But another problem that starts is that they do not know about the existence of current detox hotels.

The sub-hypothesis, whose aim has relation with the above mentioned, is also confirmed. Some hotels have been incorporating new tools to limit the use of technology. It would continue to do so because customers claim for something in exchange. As said before, the location of the hotel is fundamental. They also request the implementation of tangible objects to distract themselves from the use of the phone. Plus, any other product or service do not have to exceed the budget of the travelers.

The current consumers' perception may be skeptical for the sake of the good results, unless future time demonstrate the contrary with significant changes.

## 5.2. Recommendations

### 5.2.1. Society

Tourism industry's future relies on the digital phenomena. A thousand years had to happen for early modern humans to hunt and become farmers. Then, in the Industrial Revolution, a hundred years to accept steam engines and changes by that time. Today, we are living with immediate modifications in jobs and the use of technology. There is an excess of automatism (Oppenheimer, 2019). His book is dedicated to future modifications in employments thanks to robots and technology.

The society is facing evolutions and addictions. The most powerful together with alcoholism and drug addiction, is smartphone addiction which provokes video games addiction as well. The World Health Organization (WHO)<sup>5</sup> has recognized video games addiction as a mental one on June 14<sup>th</sup>, 2018. Gamers find faster the access in these small devices.

Social networks are the principal cause of mobile addiction. Facebook was launched with the purpose of keeping everyone connected. However, their thought process was all about getting users' attention to exploit the weaknesses of human psychology. The founders and co-founders regret about the creation of Facebook as they were conscious of the negative effects for the society.

In 10 years, smartphones have considerably penetrated in our lives. Gradually, these have become our best ally. Youngsters sometimes describe they feel naked if they did not have it with them all the time. They use Internet as anesthesia to relieve their psychological problems. Nowadays, after 10 years, the world is looking for solutions. The findings of this research are of direct practical relevance. People underestimate the risks of technological disadvantages, but the truth is that it comes with a downside. Technology can confuse us and make us careless.

### 5.2.2. Governments and business world

Korea and the US have begun to open private clinics for patients between 18-24 years-old who suffer from telephone addiction. A program, which price is 400 dollars per day, and it is also used in alcoholics, consists in absolute isolation, indoor and outdoor activities. In the second phase, teens are given a phone with limited use of Internet and apps. The goal is to let them live from the beginning.

The proposed method can be applicable to the hotel industry. If there just a few public or private medical centers that treat smartphone dependence on the young, why cannot hotels or other public establishments act in favor. As the findings suggest, the idea is to provide potential tools in hotels related to progressive immersion with contact nature. Internet addiction can be compared with toxin for the body, while the antidot necessarily includes nature to prevent the effects as we are animals and the society must be conscious about its inclusion in nature. Hotels

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<sup>5</sup> OMS: *Organización Mundial de la Salud*.

would not eliminate the use of phones but might encourage to reduce the time of use. Besides, e-generations could realize their addiction having the experience of not having one for a period. Based on medical results, even hiding or banding the use of smart devices may cause frustrations or denials patients get value for themselves, start to discover their hobbies and the interest in other life attractions.

Further applications will still be needed on beating phone addiction. Another innovative solution may bring good results: the creation of Apps that break the addiction and find phone life balance. An example is *Space*, an app in charge of awarding its users for giving up their smartphones and reducing the time of use.

### 5.3. Further research

More tests are desirable to continue working on the concept of digital detoxification. In the next years, hotels will have to adapt to the market and be ready for new trends. Internet could probably be inserted in human brains as chips. The concern is how to deal with real psychological disorders and negative effects which are caused by us, but also by tech-updates. They were supposed to supply communication and participation among societies, yet overall have become harmful weapons.

There is no doubt that the world has been living in continuous transformations, but we had better re-start the process. It does not mean to buy smartphones and get rid of digital gadgets. The objective is to dominate them and avoid being dominated, have healthier life and accept technology with caution. Furthermore, this investigation advises doctors that cooperate with governments in founding more clinical centers where any group of people treat the addiction. Once this is done, more public communication strategies should be applied for upcoming consumers.

### 5.4. Limitations

The main limitation of the experimental result is the adaptability of consumers. Detox hotels may be interesting to visit for some guests, but no for others. Besides, it is difficult to know whether they are ready to stayover in a hotel where the use of technology is limited. One question still unanswered is where these lodgings to vacation will be located. Particular attention has been driven to natural environment. However, it has been found hard to determine if the method can be applied in the cities as well (where most hotels are placed and booked). Moreover, it is still uncertain whether detox programs should include projects of immersive experiences or not (e.g. MadKameleon Player 360<sup>6</sup>) to keep a balance and provide interactive, personal encounter.

The analysis does not enable us to conclude the types of tourism with effective demand over detox hotels. For example, it would be quiet a challenge for businessmen to stay in hotels with

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<sup>6</sup> A projector that offers virtual reality without the use of headsets in rooms.

zero connectivity. So far, these would be helpful for backpackers, travelers seeking relaxing vacations, tourists, health tourists, excursionists.

Another possible limitation is the price of detox products or services as new tourists are more price sensitive. Hotels will select certain marketing strategies that affect the budget of the tourists. If detox packages are included or not in the price of the room, the main concern of consumers is always how much they are spending in their daily basis. In this case, youngsters are the patients that opt to overnight in detox lodgings in accordance with their budget. If they cannot afford any detox center, the experiment will not be possible.

By doing the search of information, it has been noticed the limited literature specifically on detox establishments. It means there are not enough authors who have published books referring to these hotels as a solution for mobile phone dependence. They just give a quick refresher on the consequences.

The survey technique was based on a small sample. The data obtained could have been broader consistent if large groups of people had participated. With this, we would have known several opinions about the topic.

From the qualitative research carried out, the last limitation identified is about the opinion of both interviewees. Neither show disagreement about the topic and intention of the study, but they recommended to apply the method in future years. In their point of view, this could mean smoother integration with the market, suppliers and the social demand.



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APPENDICES

**Appendix 1: Structure of the interview**

Esta entrevista tiene como finalidad contar con la experiencia y contribución profesional del entrevistado para el desarrollo de la investigación sobre el concepto de *desintoxicación tecnológica en el sector hotelero*. Concepto que ya ha sido tratado desde hace algunos años atrás. Sin embargo, pese a su antigüedad, no ha sido considerado al 100%, ya que se presume que hoy se demanda un estilo de mercado distinto dirigido sobre todo a los jóvenes quienes dedican mayor parte de su tiempo frente a aparatos móviles, y así se encuentran inmersos en un ambiente de dependencia digital.

Es necesario recordarle que se mantiene la confidencialidad de esta entrevista.

De antemano, agradecerle su participación e interés mostrado.

BLOQUE 1. Dependencia de los smartphones en los jóvenes

1. ¿Cree usted que actualmente se habla de dependencia hacia el uso de los smartphones sobre todo en los adolescentes y los jóvenes?

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.....

a) Si cree que sí, ¿cuáles considera que son los motivos?

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b) Si cree que no, ¿cuál es su comentario sobre el elevado número de horas que le dedica un joven a su teléfono móvil cada día?

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2. ¿La dependencia tecnológica puede ser señalado como un problema grave para la sociedad actual y futura? ¿Por qué?

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BLOQUE 2. Influencia médica dentro del campo de la dependencia digital

3. Muchos estudios revelan que el nivel de atención que los jóvenes dan a los aparatos móviles es tanto que se debe definir con el término *adicción*. ¿Está de acuerdo con que se defina como adictos a los jóvenes de hoy en día?

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4. ¿Cree que el problema de dependencia digital debe ser tratado como una enfermedad mental o cognitiva?

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a) Si lo cree así, ¿debe ser tratado el paciente por un especialista en algún centro médico?

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5. ¿Existen centros médicos dedicados específicamente a este problema en España?

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.....

BLOQUE 3. Influencia de los hoteles dentro del campo de la dependencia digital

6. Una de las soluciones que se están evaluando para combatir la dependencia tecnológica en la población juvenil es la implementación de nuevos productos y servicios en los hoteles que ayuden a mostrar una visión distinta y experiencias totalmente inmersivas. ¿Cree que sería esta una opción favorable para luchar contra el problema mostrado?

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a) ¿Qué resultados tanto positivos y negativos piensa que traería la implementación de estos servicios?

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.....

7. ¿Cree que esta herramienta llamaría el interés de los jóvenes para luego tratar el problema de la dependencia?

.....

BLOQUE 4. Desintoxicación digital – Características de los productos y servicios

8. ¿Qué productos y servicios dentro de un establecimiento hotelero piensa que beneficiarían a la lucha contra la desintoxicación digital?

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9. ¿Cree que estos productos y servicios serían muy costosos para las empresas hoteleras y por tanto de muy alto precio para los consumidores?

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Muchísimas gracias.

## Appendix 2: Transcription of Mr. Pentagrowth in Ideas for Change interview

### Details:

- Date: Friday, March 22<sup>nd</sup>, 2019
- Location: Through Gmail
- Language: Spanish
- Interviewee: Rodrigo Raúl Martínez
- Interviewer: Mauricio Vargas La Rosa

By email was the mean of contact with the interviewee. We never met in person as he agreed on answering the questions by himself as he might be very busy. On Wednesday, March 20<sup>th</sup>, 2019 at 1:22pm, I sent the first email to him to request his help. In addition, overall details of the purpose of the investigation were provided. Two days after, on March 22<sup>nd</sup> at 9:59am, I received the document back. His professional experience in the sector inspired me to count on contacting him. Also, his role as a Manager of Projects, Operations and New Technologies in ITH will contribute to this study. I had met him before when I took part in FITUR<sup>7</sup> 2017 in Fiturtech stand. No probing questions were asked.

### Interview with Rodrigo Martínez:

Esta entrevista tiene como finalidad contar con la experiencia y contribución profesional del entrevistado para el desarrollo de la investigación sobre el concepto de *desintoxicación tecnológica en el sector hotelero*. Concepto que ya ha sido tratado desde hace algunos años atrás. Sin embargo, pese a su antigüedad, no ha sido considerado al 100%, ya que se presume que hoy se demanda un estilo de mercado distinto dirigido sobre todo a los jóvenes quienes dedican mayor parte de su tiempo frente a aparatos móviles, y así se encuentran inmersos en un ambiente de dependencia digital.

Es necesario recordarle que se mantiene la confidencialidad de esta entrevista.

De antemano, agradecerle su participación e interés mostrado.

### BLOQUE 1. Dependencia de los smartphones en los jóvenes

#### **1. ¿Cree usted que actualmente se habla de dependencia hacia el uso de los smartphones sobre todo en los adolescentes y los jóvenes?**

Sí, actualmente se habla de forma frecuente de dependencia del móvil por parte de los jóvenes y en muchos casos de los no tan jóvenes.

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<sup>7</sup> Annual international tourism fair in Madrid.

**a) Si cree que sí, ¿cuáles considera que son los motivos?**

Tiene su lógica porque vivimos en una época de cambio donde el impacto del móvil ha contribuido a aportar grandes novedades. Esas novedades vienen impulsadas en gran medida por nuevas generaciones que abrazan las nuevas tecnologías y cambian la forma de comunicarse, de acceder a la información y de interactuar. Generaciones que han nacido en la era digital y es la realidad que conocen.

Por otro lado, nos encontramos con generaciones que han vivido la transición de lo que podemos llamar la era analógica a la digital y donde existe la comparación, existe la crítica, por lo que se entiende esta nueva ola como una “dependencia” cuando seguramente sólo sea una nueva forma de entender el mundo, ni mejor ni peor.

Hay por tanto dos motivos principales para esta consideración, el primero es el gran impacto de las tecnologías y en especial de la movilidad y el encuentro en el tiempo de una generación exclusivamente digital, los nativos tecnológicos, y una generación que transita de lo analógico a lo digital.

**2. ¿La dependencia tecnológica puede ser señalado como un problema grave para la sociedad actual y futura? ¿Por qué?**

El principal motivo seguramente sea porque se vincula la tecnología a la pérdida de la esencia del ser humano. En cambio, hemos vivido muchos periodos de cambio durante la historia y nos hemos encontrado en situaciones de cambio similares, no tan drásticas, pero con muchos puntos en común y en cambio aquí estamos. Es parte de nuestra evolución.

Es por eso por lo que hablar de un “problema grave” puede que no sea del todo consistente porque supone valorar el futuro desde la perspectiva del presente, acogernos a lo que tenemos hoy como lo mejor. Y al final, incorporar la tecnología a nuestro día a día es una decisión voluntaria que hemos escogido de forma conjunta. Pretendo aquí dar a entender o presuponer la inteligencia de nuestros actos. ¿O es que las nuevas tecnologías no nos ofrecen también muchas cosas que eran impensables hace apenas 20 o 30 años?

Cada época tiene su propia idiosincrasia y el ser humano lleva siglos evolucionando, cada época de cambio, cada revolución industrial, tiene sus detractores y momentos de duda en el periodo de transición, pero cuando se asientan y consolidan los cambios entendemos las bondades y beneficios del progreso.

## BLOQUE 2. Influencia médica dentro del campo de la dependencia digital

### **3. Muchos estudios revelan que el nivel de atención que los jóvenes dan a los aparatos móviles es tanto que se debe definir con el término *adicción*. ¿Está de acuerdo con que se defina como adictos a los jóvenes de hoy en día?**

Entiendo que habrá casos en los que efectivamente sea así, pero estamos hablando de algo tan subjetivo como la psicología personal y como decía antes, no podemos olvidar el impacto de cambio que motivan las nuevas tecnologías.

También y fruto de la constante evolución que vivimos, no nos podemos alarmar o no deberíamos porque seguramente uno de los temas que más afecten a que consideremos de forma negativa nuestra relación con la tecnología se deba a que hoy por hoy las tecnologías son elementos externos físicamente a nosotros, pero qué va a pasar entonces cuando desaparezcan los móviles y tengamos chips conectados a internet o a otras nuevas redes de comunicación que puedan surgir y que nos permitan cubrir lo que a día de hoy nos ofrezca el móvil con algo que forme parte de nosotros, de nuestro propio cuerpo.

Si hacemos caso a muchos principios del transhumanismo o de la singularidad tecnológica esto sea así y entonces, cuando forme parte de nosotros ¿habrá atención o habrá recurso? ¿habrá adicción? ¿será un médico el que nos trate o un ingeniero?

Francamente, creo que hay que tratar de forma aislada el concepto adicción y entender que de forma general estamos en una fase de cambio donde las cosas no son como eran hace treinta años.

### **4. ¿Cree que el problema de dependencia digital debe ser tratado como una enfermedad mental o cognitiva?**

Dependerá de cada caso. Me preocupa mucho más lo subyacente a determinados usos de la tecnología y cómo la tecnología incentiva, potencia y multiplica exponencialmente otro tipo de problemas psicológicos que existen en el ser humano desde sus orígenes.

Por ejemplo, el egocentrismo que incentivan las redes sociales, la soledad que puede generar la propia tecnología, las comodidades y cambio de hábitos a los que nos conducen los dispositivos inteligentes.

Aquí es donde para mí reside el problema de la tecnología, pero no es sólo fruto de la tecnología sino más bien de un compendio de muchas cosas que hacen que cada vez vivamos en una sociedad más acelerada, que se pierda la esencia de determinados valores incluyendo el concepto familia, amistad o trabajo.

Por lo tanto, al final, lo que queda claro para mí es que se trata de personas, no de tecnologías y por lo tanto habrá casos en los que deba ser tratado como una enfermedad y el diagnóstico sea que el paciente tiene una dependencia clara al aislamiento, falta de autoestima o a lo que corresponda y que además cubre determinadas carencias con un “yo digital” creado en redes sociales o en cualquier otro medio. Seguramente surjan nuevos diagnósticos, nuevas



enfermedades y nuevos tratamientos, pero no será una cuestión de tecnología sino del uso que hacemos de la tecnología y lo que esta representa dentro de la sociedad que se está creando.

**a) Si lo cree así, ¿debe ser tratado el paciente por un especialista en algún centro médico?**

Sí afecta y genera síntomas fisiológicos, desde luego. Si hablamos sólo de lo psicológico dependerá de cada caso, pero también es susceptible.

**5. ¿Existen centros médicos dedicados específicamente a este problema en España?**

Que yo sepa no, pero no soy especialista en el tema. Existen muchas nuevas tendencias y proliferan libros, escritos y filosofías que abogan por lo que se llama détox (desintoxicación tecnológica) o por la vuelta a los valores.

Y lo hacen desde el aspecto del encuentro mental y físico como la meditación, del encuentro personal con el entorno, como el mindfulness o del encuentro personal y el laboral.

En los últimos años han proliferado estas metodologías de tratamiento que, aunque no aíslan como principal motivo de la tecnología, sí que suponen una exclusión de esta en muchos aspectos.

BLOQUE 3. Influencia de los hoteles dentro del campo de la dependencia digital

**6. Una de las soluciones que se están evaluando para combatir la dependencia tecnológica en la población juvenil es la implementación de nuevos productos y servicios en los hoteles que ayuden a mostrar una visión distinta y experiencias totalmente inmersivas. ¿Cree que sería esta una opción favorable para luchar contra el problema mostrado?**

No. Creo que es una buena alternativa para cubrir una nueva demanda que surge de la necesidad de desconectar y aislarse, pero al final es algo que se viene dando a lo largo de la historia de hotelería que en muchos aspectos ha estado vinculada a una oportunidad de olvidar el día a día, el trabajo, de descansar, de desconectar. Hace quince o veinte años vivimos el boom de las casas rurales que ofrecían una alternativa perfecta para alejarse en fines de semana del ajetreo del día a día y desconectar del trabajo.

¿Supone eso una alternativa de lucha? Considero que no, es simplemente una oferta que se acoge a un nicho de clientes que puede ser creciente por el creciente uso de la tecnología, pero es algo reactivo en cuanto a demanda, no proactivo en cuanto solución.

Si es o no favorable dependerá de cada cliente, evidentemente es una alternativa pero que como tal es puntual y que se corresponderá con la estancia del cliente en ese hotel. ¿Cambiará el hábito del cliente cuando vuelva a su día a día? Pues entiendo que a unas personas más y a otras menos y entiendo que durante un tiempo sí y luego poco a poco no.

Ojalá y que podamos ver hoteles que transformen la forma de vida de las personas de forma permanente, quizá con crear un hábito de visita y fidelización hayamos dado un gran paso,

aunque quizá pudiéramos aludir aquí a la dependencia del cliente al hotel o a su necesidad de rechazo al día a día que vive. Eso ya sería otro discurso.

**a) ¿Qué resultados tanto positivos y negativos piensa que traería la implementación de estos servicios?**

Los resultados serán siempre positivos o negativos en función de la oferta que se pueda armar. Al final un hotel es una respuesta a una demanda, si el hotel acierta con el nicho de clientes, genera un buen producto que cubre las necesidades de este y establece los canales de comercialización adecuados para llegar a ese cliente, los resultados serán positivos tanto para el hotel como para el cliente. Se habrá unido la oferta a la demanda y viceversa.

**7. ¿Cree que esta herramienta llamaría el interés de los jóvenes para luego tratar el problema de la dependencia?**

Creo que si el joven busca un hotel détox para desintoxicarse de la tecnología debería estar capacitado para buscar un centro o ayuda de algún tipo para romper malos hábitos de uso de la tecnología o, cuanto menos, ser consciente de forma individual de que tiene que cambiar los usos que hace de los mismos.

Que un hotel détox sea un espacio de descubrimiento para el cliente que sirva para hacerle ver lo bien que está sin tecnología durante su estancia, me parece factible, que además sea un recurso al que se acoja de forma más o menos permanente para desconectar de su día a día, me parece deseable, que sea un paso previo a reconocer un problema y recurrir a un tratamiento del mismo, me parece posible pero no lo plantearía como objetivo o lo vincularía activamente, sería algo puntual y casi que casual.

**BLOQUE 4. Desintoxicación digital – Características de los productos y servicios**

**8. ¿Qué productos y servicios dentro de un establecimiento hotelero piensa que beneficiarían a la lucha contra la desintoxicación digital?**

- Limitándonos a lo experiencial del servicio y a lo básico del principio, tratemos la tecnología como el contrapunto a lo natural y pensemos en cosas que nos acerquen a lo segundo y nos alejen a lo primero.
- Entorno tranquilo y en contacto con la naturaleza.
- Actividades de aislamiento y reencuentro personal, relajación y pensamiento regenerativo.
- Actividades en la naturaleza y en contacto con animales, por ejemplo, una granja para recoger huevos, ordeñar vacas, coger las naranjas para el zumo, incluir actividades de cocina que mantengan la mente ocupada, etc.
- Tratamientos naturales, spa, piscina.
- Espacios de relación entre personas que generen actividad y conversación en marcos placemaking.

Luego podemos entrar en cuestiones como:

- Cabinas donde dejar las tecnologías al llegar con prohibido el uso de tecnología.
- No hay wifi ni teléfonos o si se mantienen las instalaciones están equipadas con aisladores de frecuencia y los materiales de las habitaciones y el colchón mantienen esas propiedades.
- No hay tv.

**9. ¿Cree que estos productos y servicios serían muy costosos para las empresas hoteleras y por tanto de muy alto precio para los consumidores?**

Lo enfocaría más bien en aprovechar el entorno y lo disponible alrededor que en lo dispuesto dentro del propio hotel. No me resulta especialmente costoso en relación con otro tipo de productos.

### Appendix 3: Transcription of Hotel Manager in Sleep'n Atocha interview

#### Details:

- Date: Tuesday, March 26<sup>th</sup>, 2019
- Location: Sleep'n Atocha – Calle Dr. Drumen 4, 28012 (Madrid)
- Language: Spanish
- Interviewee: Gorka Rosell
- Interviewer: Mauricio Vargas La Rosa

Firstly, I contacted with Gorka on Wednesday, March 20<sup>th</sup>, 2019 at 1:07pm. The same day, but earlier than the other interview. He answered back quickly, so we set a day, place and time: Tuesday, March 26<sup>th</sup>, 2019 at 11am in the hotel establishment nearby Atocha train station. In the first email, I briefly explained to him about the topic and the intention on this study. I had already had an interview with him before as we discussed about the organigram and general aspects of the ongoing processes of the hotel. His experience in the sector and great development in of his role in Sleep'n Atocha made me consider himself in this second interview. No probing questions were asked.

#### Interview with Gorka Rosell:

##### BLOQUE 1. Dependencia de los smartphones en los jóvenes

#### **1. ¿Cree usted que actualmente se habla de dependencia hacia el uso de los smartphones sobre todo en los adolescentes y los jóvenes?**

Sí, es un problema real. Además, es un problema que está llevando a fracasos escolares y a que la gente tenga menos capacidad de memoria. La gente de hoy ya no sabe escribir. Me parece fundamental que se sepa escribir, pero la sociedad actual está siendo azotada por este tipo de situaciones. Hay más faltas de ortografía ahora que nunca. Es más, dentro de poco irónicamente podría existir un “diccionario de español a WhatsApp y de WhatsApp a español”. Hoy ahora mismo se debe considerar como un problema serio. Yo siempre digo este ejemplo: Mi abuelo tenía más capacidad de memoria que yo, y yo tengo más que mis hijas, porque obviamente las herramientas de hoy hacen que no pierdas el tiempo en memorizar nada. Con éstas tengo una base de datos infinita que me permita responder a una cosa en un segundo, lo cual si me preguntas ahora que he preguntado ya ni me acuerdo de tal pregunta.

Al final la gente se refugia en el uso de esos aparatos. Yo creo que tenemos que mirar a Japón. Este país ahora mismo tiene una sociedad que tiene 30 años sin querer salir de casa, gente con problemas de socialización. Y estoy seguro de que se va a trasladar a occidente.

#### **a) Si cree que sí, ¿cuáles considera que son los motivos?**

Que es super adictivo. Está a nivel de una droga. De una droga, lo que ataca es a la dopamina. La dopamina es la hormona que genera la felicidad. Entonces el problema es que los móviles también las generan. Primero, la pantalla transmite luz azul, luego lo que hace esta luz es quitar

el sueño. Y si yo no tengo sueño, voy a querer estar con el móvil más tiempo y voy a descansar menos. Por otro lado, te dan recompensas al instante. Es decir, si yo subo una foto a Instagram y obtengo “5 likes” o “me gusta”, esos son como mi dopamina. Me siento querido cuando nadie me ha dicho nada ni me ha tocado. Creo que es mucho más agradable una sonrisa o un abrazo que a un “like” en Instagram. En el presente, hasta ha habido suicidios de *influencers*<sup>8</sup> de esta plataforma a causa de pérdida de seguidores. Ejemplos de cocineros que se quitaron la vida por perder la tercera estrella Michelin.

Finalmente, todo llega a ser un ataque alego y un ataque a la dopamina.

## **2. ¿La dependencia tecnológica puede ser señalado como un problema grave para la sociedad actual y futura? ¿Por qué?**

Porque cuando sale algo al mercado todo tiene un boom temporal, para luego tender a normalizarse. Nos daremos cuenta, sobre hablando del futuro, que somos seres sociales y que necesitamos relacionarnos con la gente y no con un smartphone.

Es grave porque más de la mitad de las personas andan con el móvil en un paso de cebra con el cuello torcido usando el móvil. Es un problema que se irá solventando, pero por el mismo hecho que la gente busque otro tipo de relaciones.

### BLOQUE 2. Influencia médica dentro del campo de la dependencia digital

## **3. Muchos estudios revelan que el nivel de atención que los jóvenes dan a los aparatos móviles es tanto que se debe definir con el término *adicción*. ¿Está de acuerdo con que se defina como adictos a los jóvenes de hoy en día?**

Sí estoy de acuerdo. Pero quisiera decir que los jóvenes no aceptan que son adictos a la primera. Lo que más cuesta es reconocer que se tiene un problema. Si no fuese así, serían capaces de reconocer contra qué enemigo luchan. El mayor problema es asumirlo. Una vez que lo tienes asumido ya tienes un objetivo, ya tienes un enemigo a quien vencer. También está el hecho que hasta que una experiencia negativa real no le suceda en la vida de uno, no va a ser de ayuda para un aprendizaje próximo o reconocimiento de lo negativo.

La Real Academia Española define una adicción cuando uno no puede vivir sin algo. Entonces sí, porque el mayor castigo que se le puede hacer a un joven es quitarle el teléfono, incluso sería un castigo muy leve el no darle de comer.

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<sup>8</sup> Creators of content in online communities and social networks.

#### **4. ¿Cree que el problema de dependencia digital debe ser tratado como una enfermedad mental o cognitiva?**

No soy yo un experto en la materia, pero creo que es más un problema químico, por el ejemplo que te mencioné antes de la pantalla azul y su relación con la dopamina que es generada por el propio cerebro de la persona para hacerle sentir bien y feliz.

Albert Einstein cuando no era capaz de terminar una fórmula, solía coger trabajos que no requieran mucha atención mental. Es decir, él trabajaba de bibliotecarios, simplemente para despejar la mente. Si comparamos esto con el uso del móvil, esto hace que la mente no pare un momento. Se tiene más bien la necesidad de estar constantemente consultando hechos y acciones.

Creo que es un problema a la vez psicológico que tiene secuelas físicas.

##### **a) Si lo cree así, ¿debe ser tratado el paciente por un especialista en algún centro médico?**

Antes que nada, es primero asegurarse que estos médicos puedan tratar esta “dolencia”. Si hay especialistas para ello todo sería correcto. Lo que sucede es lo contrario, que tenemos miedo a recurrir a ello. Vamos al dentista o al oculista y lo hacemos con orgullo, pero ir a un psicólogo o a un especialista que me trate una adicción, se convierte en un tabú.

El problema también es que cuando uno cumple una cierta edad se da cuenta que has venido a este mundo solo y te vas solo, y si tienes un problema lo resuelves tú mismo, sin importar lo que piensen los demás. La otra cara de la moneda es que cuando eres joven, la inclusión en grupo y lo que piensen los demás de ti afecta muchísimo más que cuando no lo eres. En un adulto es mucho más fácil que se reconozca un problema en general antes que un joven, más que nada por la relación en grupos, por el qué dirán de mí. Pero también no es cuestión tanto de edades establecidas porque el cerebro madura indistintamente. Digamos que a partir de los 30 años dependiendo igual de las experiencias personales.

#### **5. ¿Existen centros médicos dedicados específicamente a este problema en España?**

Me suena haber escuchado alguno, pero no puedo afirmarlo con certeza. Solo tengo conocimiento que ya empezaron a tratar a jóvenes con respecto a este tema.

### **BLOQUE 3. Influencia de los hoteles dentro del campo de la dependencia digital**

#### **6. Una de las soluciones que se están evaluando para combatir la dependencia tecnológica en la población juvenil es la implementación de nuevos productos y servicios en los hoteles que ayuden a mostrar una visión distinta y experiencias totalmente inmersivas. ¿Cree que sería esta una opción favorable para luchar contra el problema mostrado?**

Voy a empezar respondiendo con un ejemplo referente a Sleep'n Atocha. El cliente que ha estado más veces en el hotel ha hecho más de 100 reservas en 3 años. Evalúa que cada reserva

es de dos noches. Son 200 noches en 3 años. Tres años son 1000 días y 1000 noches. El 20% de tu vida no va a marcar grandes diferencias.

Normalmente una persona viaja, de media, 44 días al año. Quiero decir con esto, que puede haber una pequeña desintoxicación, pero no creo que marque la diferencia. Creo que sí lo hace mi día a día, un día puntual.

La gente va a seguir utilizando la tecnología, una cámara de fotos y un GPS, que para las personas son imprescindibles al estar de vacaciones. La primera para los recuerdos, y la segunda, para no perderse.

Yo creo que la solución hay que buscarla en el 80% del tiempo de uno, no el 20%. Más vale, por ejemplo, cuidarse todos los días de a pocos, que hacer dieta una vez al mes.

Jugaría un mejor papel quizás el espacio. Es decir, estos productos y servicios que sean desarrollados en un balneario o cerca de una montaña. Sí ayudarían a prescindir del móvil. Lo contrario sería aplicar esta política en la ciudad. Aunque sea uno usa el móvil en la ciudad para consultar el horario de una obra de teatro, la línea de metro que mejor convenga, o simplemente tomarse fotos en la plaza de Cibeles.

**a) ¿Qué resultados tanto positivos y negativos piensa que traería la implementación de estos servicios?**

Calculando que los menores de 45 años son adictos al teléfono móvil, entre mayor y menor medida, y que los mayores de 45 años no suelen viajar a las ciudades como para llenar los hoteles, veo sinceramente complicado sus resultados positivos. Pero en el momento en que se le dé más importancia y la gente tenga un poco más de consciencia, ahí sí podría traer buenos resultados.

Un ejemplo, hoy hay mucha consciencia de reciclaje, pero la gente no escoge un hotel porque recicla. Hay muy poco porcentaje de la población que lo haga así. Lo que impera la elección de un hotel por parte del cliente son el precio y la reputación. Entonces si se abriese un hotel en donde no se utilice el móvil, esté a buen precio competitivo y se consiga buena reputación, la gente irá, pero no sabrá que no se puede utilizar el móvil por la sencilla razón que no leen.

Insisto, en la ciudad veo complicado obtener resultados positivos, porque en la ciudad hay 3 tipos de clientes. Primero, el de negocios, que nunca dejaría el móvil por ningún motivo. Luego, los que viajan por placer, y finalmente, los que viajan por incentivo, ya sea por un evento deportivo u otros.

Yo creo que la gente específicamente en una ciudad no estaría preparada, y el mercado tampoco lo está. Sería muy distinto en un ambiente rural donde un incentivo por dejar el móvil funcionaría mejor.

Actualmente, veo muy difícil este aspecto. A lo mejor de aquí a unos años la gente pueda reconocer los problemas de radiación que causan y se tome más consciencia y sean ellos mismos que busquen y recurran a establecimientos que busquen esa opción.

### **7. ¿Cree que esta herramienta llamaría el interés de los jóvenes para luego tratar el problema de la dependencia?**

Estableciendo relación con la pregunta anterior, creo que sería muy complicado en las ciudades, pero no el ambiente rural. En una ciudad es muy difícil que se llame ese interés ya que por todos lados se percibe intoxicación, un ejemplo de ello son las antenas de repetición de señales para el uso del móvil. Teniendo muchas antenas en frente de uno hacen complicada la tarea.

Los paquetes de desintoxicación que ya han estado ofreciendo otros hoteles en el mundo, me parece que tendrían mejor repercusión en París o en Roma, ciudades bohemias donde el uso del mapa en papel y no en un móvil, por ejemplo, ayudaría a la inmersión en la cultura.

## BLOQUE 4. Desintoxicación digital – Características de los productos y servicios

### **8. ¿Qué productos y servicios dentro de un establecimiento hotelero piensa que beneficiarían a la lucha contra la desintoxicación digital?**

Pensaría directamente en el Spa, donde se podría considerar un paquete de desintoxicación. Cada día que se esté en el hotel, se puede ofrecer una sesión gratis. También, el acceso a una buena biblioteca, paseos en caballo por playa (en el caso que sea un hotel que se encuentre cerca del mar), la opción de comer mariscos en un hotel que se encuentra en una isla. Todas estas opciones son gracias a la naturaleza, al espacio, que nos vuelve a enraizar, nos vuelca al origen de todo.

En el caso de las ciudades, si yo me estoy desintoxicando, pisando un asfalto, me parece mucho más complicado, en mi opinión. Si estoy en frente del mar disfrutando del paisaje y del sonido de las olas, estoy tranquilo, sin prisas y disfruto de un buen restaurante que me ofrecen dentro del hotel, forman parte de una experiencia totalmente distinta que sí llamaría a una desintoxicación real. Me parece mucho más razonable el que me digan que se alguien se va a desintoxicar en una isla o en Galicia con excursiones y paisajes espectaculares alrededor que en centro de Madrid.

En el caso de implementar el Spa en un hotel que se encuentra en la ciudad, sería mucho más rentable que sean habitaciones que cuentan con uno, teniendo en cuenta la maximización de los metros cuadrados. Cabe mencionar que se han hecho muchas pruebas de desintoxicación ya, considerando el Spa, y se notó que cuesta mucho que la gente acuda. Sin embargo, creo que sería una buena opción, pero incluyendo siempre la naturaleza de por medio.

### **9. ¿Cree que estos productos y servicios serían muy costosos para las empresas hoteleras y por tanto de muy alto precio para los consumidores?**

Yo creo que no. Si nace un hotel con la intención de mostrar esa imagen con esos determinados servicios, es mucho más fácil y menos costoso que si hay que hacer una adecuación de una habitación o una instalación general. Todos los servicios que se ofrecen no son ni de muy alto precio ni baratos, solo dependen al final a quienes vayan dirigidos. Si mi hotel es de lujo, sus servicios costarán más ya que iría dirigido a una clientela de alta gama.



## **Appendix 4: Structure of the questionnaire on the study of digital detoxification in the hotel sector**

Sobre el estudio: Esta investigación es sobre un nuevo concepto que ya ha sido considerado desde años atrás. Sin embargo, no ha sido aplicado al 100% para el bienestar de la sociedad y del sector hotelero. Por dicha razón, nos gustaría que por favor rellene esta encuesta para contribuir con nuestro entorno social y con el desarrollo de las últimas tendencias en el ámbito turístico.

Antes de responder a las preguntas, por favor lea cuidadosamente la siguiente descripción sobre desintoxicación digital para que así sirva de ayuda a entender mejor nuestro propósito:

*El concepto de desintoxicación digital en el sector hotelero está relacionado con la inserción de nuevos productos y servicios con el objetivo de reducir, y si es posible eliminar la dependencia en el uso de teléfonos móviles. De esta manera, se crearía un ambiente distinto y característico en este sector del mercado.*

Es necesario recordarle que se mantiene la confidencialidad de esta encuesta, la protección de datos y el anonimato de sus respuestas. Muchas gracias por su colaboración.

### **BLOQUE 1. Problemática de la dependencia de teléfonos móviles y su influencia**

1. ¿Cada cuántas horas al día usa su smartphone?

- Cada 3 horas.
- Cada más de 3 horas.
- Cada hora.
- En menos de una hora.
- Cada vez que mi móvil vibra o suena.

2. ¿Considera usted que es dependiente de los teléfonos móviles?

- Sí.
- No.
- Nunca lo he pensado.

3. ¿Tiene usted conocimiento de este problema en la sociedad?

- Sí.
- No.
- Más o menos.

4. ¿Por qué cree que existe dependencia al smartphone entre la población joven? (Por favor, responda del 1 al 5, siendo 1 “Estoy completamente en desacuerdo con la afirmación” y 5 “Estoy muy de acuerdo con la afirmación”).

- Porque hay falta de control parental.

- Por el uso excesivo de las redes sociales.
- Porque facilita la vida de todos.
- Porque jefes y encargados no supervisan la actividad laboral en una empresa donde mayormente los trabajadores son jóvenes.
- Porque se sienten solos si no usan un smartphone.
- Porque es la única forma de mantenerse conectados a las redes sociales.
- En mi opinión, no considero que el uso excesivo de los teléfonos sea dependencia.

## BLOQUE 2. Dependencia al móvil – Ayuda médica y percepción de la población

5. ¿Considera que el uso del smartphone en jóvenes sea considerado como alto nivel de dependencia?

- Sí.
- No.
- No sé.

6. ¿Consideraría usted que este alto nivel de dependencia sea un signo inicial de una enfermedad mental o cognitiva?

- Sí.
- No.
- Probablemente.
- No tengo idea alguna.

7. ¿Piensa usted que centros médicos tratan realmente este problema?

- Sí.
- No.
- Probablemente.
- No tengo idea alguna.

8. ¿Estaría dispuesto a acudir a algún centro médico y tratar este problema con un especialista? (Por favor, elija SOLO UNA OPCIÓN).

- No, porque no necesitaría ayuda médica.
- Puedo lidiar con el problema yo solo(a).
- Podría intentarlo, por qué no.
- Me sentiría muy avergonzado(a).
- No, por el “qué dirán los demás”.
- Podría mejor optar por otras alternativas o métodos de ayuda.

## BLOQUE 3. Dependencia al móvil – Actitud frente a la participación de los hoteles

9. ¿Sabe si existe algún tipo de hotel que ofrezca paquetes para la desintoxicación digital?

- Sí. (Si elije esta opción, por favor responda las preguntas 10 y 11).
- No. (Si elije esta opción, por favor responda la pregunta 12).

10. ¿Cuál es su opinión frente a estos hoteles que han optado por implementar paquetes de desintoxicación tecnológica?

- Hacen un gran bien en ofrecer algo distinto.
- No es necesario que lo hagan.

11. En relación con la pregunta 10, ¿estaría dispuesto a pasar una noche en este tipo de establecimiento hotelero?

- Sí.
- No.

12. Si ciertos programas o reglas son introducidos en cualquier establecimiento hotelero con el fin de luchar contra la dependencia tecnológica, ¿cuán cómodo estaría? (Por favor escoja SOLO UNA OPCIÓN).

- Me encantaría la idea.
- Estaría de acuerdo con ello.
- Preferiría que no suceda en el hotel donde pase la noche.
- Rechazaría completamente quedarme en ese hotel.

#### BLOQUE 4. Dependencia al móvil – Soluciones generales en los hoteles

13. ¿Qué productos o servicios le gustaría que un hotel le brinde en vez de una experiencia tecnológica convencional? (Por favor, responda del 1 al 5, siendo 1 “Estoy completamente en desacuerdo con la afirmación” y 5 “Estoy muy de acuerdo con la afirmación”).

- Mantener los teléfonos lejos del alcance de uno en una caja fuerte ubicada en la recepción y tener los aparatos de vuelta al culminar la estancia en el hotel.
- Teléfonos de emergencia solamente localizados en pasillos del hotel.
- Spa y cuidado del cuerpo incluidos durante toda la estancia.
- Áreas para platicar con los demás.
- Áreas de lectura (como una pequeña biblioteca).
- Contacto con la naturaleza.
- Contacto con animales.
- Cualquier producto o servicio que esté al alcance de mi presupuesto.
- Algo que esté incluido en el precio de la habitación.
- Que el precio del servicio no sea considerado por día de estancia, sino como un total.

14. En relación con la pregunta anterior, ¿qué otros productos y servicios los hoteles pueden ofrecer para tratar la desintoxicación digital? (Por favor, responda libremente).

15. En los próximos años, conceptos modernos estarán emergiendo en la sociedad. Esto afectará al sector hotelero. ¿Se sentiría parte de este concepto de desintoxicación tecnológica o digital?

- Sí.
- No.
- No sabe/No responde.

## BLOQUE 5. Información demográfica

16. Sexo:

- Masculino.
- Femenino.
- Otro....

17. Edad: .....

18. Ocupación:

- Empleado.
- Desempleado.
- Jubilado.
- Estudiante.
- Estudiante y empleado.
- Otros: ...

19. Nacionalidad: ...