



Evaluating The Digital Citizenship Level (An Applied Study on Hotel Employees in Alexandria)

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ARTICLE INFO **ABSTRACT**

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Information and communication technology has spread widely to cover all aspects of our lives which has led to the emergence of a new concept known as 'Digital Citizenship'. In general, this research paper aims to evaluate the levels of digital citizenship among a sample of employees in a number of four and five star hotels in Alexandria city. For the purposes of the study, the nine dimensions of digital citizenship that referred to by most of the previous literature were classified into three main groups. The first group, digital respect, includes digital access, digital etiquette and digital law. The second group, represented in digital education, includes digital communication, digital literacy and digital commerce. The third and final group, digital protection, focuses on digital rights and responsibilities, digital safety and security and digital health and wellness. The results indicated that there was no high level of digital protection among the research sample, despite the presence of a high level of digital respect and digital education among the research sample when using technology.

1.Introduction

Information and communication technology has widely spread to cover all aspects of our life to become one of the most prominent factors that interfere in shaping human behavior. The spread of technology and its applications has led to the emergence of a new concept of citizenship to consistent with the extensive use of technology. This new concept is known as “Digital Citizenship”, that is related to the extent of legitimacy, security and efficiency on which the process of using digital technology is based on in the current era (Aladağii and Çiftci, 2017). Thus, achieving digital citizenship has become an urgent necessity of contemporary life. The matter is no longer related to the new generation of citizens, but rather extends to all people of allages (King, 2008).

Without achieving digital citizenship, it is not possible to provide the component of competence necessary for electronic participation, which has become one of the most prominent pillars of the contemporary global system. This electronic participation is governed by a set of controls related to information, communication, consultation and

deliberations, which are the necessary controls for establishing business in our recent world (Lozano-Díaz and Fernández-Prados, 2020).

As a result of misuse of the modern information technologies and their applications, this paper aims to investigate the use of technology among hospitality employees as an indicator of the level of digital citizenship. The digital citizenship level of the employee was measured through nine elements which are: digital access, digital etiquette, digital law, digital communication, digital literacy, digital commerce, digital rights and responsibilities, digital safety and security and digital health and wellness.

2.Problem of the Research

The research problem can be illustrated by the following research questions:

- To what extent are the dimensions of digital citizenship achieved among the hotel employees represented in the study sample?
- Among the different dimensions under the study, what is the most achieved dimension?

3.TheResearch Objectives

The research aims at:

- Introducing the concept of digital citizenship for the first time to hospitality industry.
- Evaluating the digital citizenship among a sample of hotel employees.
- Monitoring the extent to which the dimensions of digital citizenship have been achieved among a sample of hotel employees.
- Determining the most achievable dimensions of digital citizenship among a sample of hotel employees.

4.Review of Literature

4.1. The Concept of Digital citizenship

Emejulu and McGregor (2019) defined digital citizenship as “*a process by which people committed to some social justices when online*”. It refers “*the engagement with digital technologies and data in a competent, active, responsible and positive way*”. Aladağii and Çiftci (2017) and Heath (2018) defined it as “*the set of standards for committed behavior towards the use of technology and its applications by digital citizens*”.Accordingly, it refers to “*good, ethically, safe, responsible and respectful online usage of technology*”(Jones and Mitchell, 2016). It is simply indicates the ability to participate in online society (Pangrazio.and Sefton-Green, 2021) and the responsible use of the internet (Gleason and Von Gillern, 2018).This concept supports technology leaders to understand what technology users must know to use technology effectively and appropriately (Aladağii and Çiftci, 2017).

4.2. The Concept of Digital Citizen

The emergence of the digital citizenship concept was associated with the presence of the “Digital Citizen” concept, which refers to “*any individual who use digital technology frequently, regularly and effectively*”. Therefore, it can be used to describe those who use the internet on daily basis (Fernández-Prados et al., 2021).

As mentioned by (Heath, 2018) digital citizen is *“everyone who is fluent in using technology and digital media responsibly,”* which means preserving individual rights and adhering to the accepted rules of behavior on digital platforms. It also refers to the person who is able to choose and sort information on the Internet appropriately while being able to rely on that information later to achieve his societal, social, political, economic and personal goals (Işman and Güngören, 2014). A committed digital citizen is likely to be more responsive to legal and ethical issues, which makes them more sensitive to issues of sexing, cyber-bullying, intellectual property rights, privacy and information protection and unscrupulous e-commerce, with attention to both psychological and physical well-being when using technology (O'Brien, 2008).

4.3. The Dimensions of Digital Citizenship

As a responsible and appropriate conduct in relation to the use of technology, Ribble et al. (2004); Ribble (2009) and Jwaifell (2019) listed 9 dimensions in belongs of the digital citizenship behavior. These dimensions are digital access, digital commerce, digital communication, digital literacy, digital etiquette, digital law, digital rights and responsibilities, digital health and wellness and digital security and safety. These 9 dimensions can be discussed as follows:

4.3.1. Digital Access

Digital access dimension is concerned with trying to involve all members of society in digital transactions by ensuring the availability of equal opportunities for everyone to access technology while understanding the restrictions that may hinder the process of equal access to remove and overcome them (ISTE, 2011). It fulfills the majority of people to communicate and interact with each other.

4.3.2. Digital Commerce

Digital commerce is concerned with how to enable all members of society to become effective consumers in the new digital economy, which means increasing the individual's ability to make appropriate decisions in relation to purchasing goods and services offered through the Internet (Mata-Domingo and Guerrero, 2018). It works to facilitate selling and buying of services and goods in online base. It is also about how to supports people to be intelligent merchants and consumer at the same time when they are online. It is about all the correct practices of buying and selling online in order to protect against exposure to various forms of digital fraud (Mossberger et al., 2012). It is about all the protective behaviors associated with the currency used for purchase, the total price the product and verify the various data of the seller, while achieving full protection for the buyer from theft of his private data (Ribble, 2009).

4.3.3. Digital Communication

Digital communication dimension relates to the person's ability to choose and use the appropriate digital means of communication from the various digital communication options available to him (Mata-Domingo and Guerrero, 2018). It refers to exchanging experiences though various online platforms (Ribble et al., 2004).

4.3.4. Digital Literacy

Digital literacy indicates how to use technology (Bani-Abdelrahman et al., 2014). It is related to the need to train Internet users on appropriate ways of learning in a digital

society. It includes how to train everyone to use the Internet and its applications effectively for learning purposes. This dimension assumes that all citizens haven't equal ability to access online available data. Thus, there is a need to support the majority of them in to obtain this right by educating and training practices (Mulder et al., 2019). Accordingly, this dimension is associated with all skills needed to use Internet. As Jones and Mitchell (2016) and Amgott (2018) mentioned, these skills are about awareness of good search strategies, adaption of privacy settings, protection from identity theft behaviors, developing safe and effective passwords and citing properly online information. It is about educating users to behave in digital environment (Pangrazio, 2019; Raffaghelli and Stewart, 2020).

4.3.5. Digital Etiquette

Digital etiquette concerns the appropriate standards that should be followed when online (Al-Doghmi et al., 2013; Swidan et al., 2013). It focuses on providing everyone with the ability to follow the rules of digital behavior accepted by society and then take appropriate actions regarding the situations they are exposed to when using the Internet. It relates to the extent to which digital citizens follow public morals when interacting with others through social media with understanding of the nature of ideological differences (Hollandsworth et al., 2011).

4.3.6. Digital Law

Digital law dimension concerns the individual legal responsibility for all actions when online. It distinguishes between legally accepted and unaccepted actions (Mata-Domingo and Guerrero, 2018). It focuses on the ethical aspect of using technology, such as the user not trying to hack other people's information, illegal downloading of music, songs and movies, committing the crime of plagiarism and stealing someone else's identity, or sending undesired messages. It is simply about legal awareness that makes the individual not fall into the legal pitfalls of using digital technology.

4.3.7. Digital Rights and Responsibilities

This dimension is concerned with encouraging Internet users to take into account the virtual rights of all other users while motivating them to know their digital rights. It relates to issues such as freedom of expression and the preservation of privacy. It also refers the human rights to access, use, create and publish digital content through all digital devices in virtual communities (Goggin et al., 2017). In our modern life, digital rights has become among other basic human rights that ensures the same rights in online environment for all users and shareholders (Livingstone and Third, 2017). The committed digital citizen is assumed to bear the legal responsibility for all his behavior in the digital society. This can only be achieved by knowing what the legal consequences of various practices are before engaging in any online activity (Hollandsworth et al., 2011).

4.3.8. Digital Health and Wellness

Long-term use of the Internet leads to many physical and psychological health problems such as depression, carpal tunnel syndrome and neck's vertebra. Therefore, digital health dimension relates to how to protect physical and psychological health when online (ISTE, 2011). It is about practices related to protect the digital user from

the dangers associated with the use of technology, such as maintaining visual strength and improving the work environment in line with digital use and working to avoid exposure to repetitive stress syndrome while avoiding psychological problems resulting from digital use such as psychological isolation Internet addiction (Ohler, 2011).It concentrates on the desire and ability of the digital citizen to maintain his physical and psychological health while interacting in the digital society. This requires knowledge of health rules that reduce the risk of eye strain, the correct sitting positions, as well as the ability to prevent various psychological disorders associated with digital technology using (Hollandsworth et al., 2011).

4.3.9. Digital Security

This dimension relates to how to protect both software and hardware when online. It is about saving personal data, avoiding viruses and any other digital crime (ISTE, 2011). It can be defined as the need for the digital user to take all precautions that ensure the safety of the digital connection over the Internet, such as creating secure passwords, never sharing passwords, backing up data to avoid losing it for any reason and protecting himself against viruses. These could be achieved by running the firewall, installing anti-virus and anti-spyware software, while ensuring that these programs are updated from time to time (Ribble and Bailey, 2005). These procedures help protect against theft or damage, especially when sensitive data is involved (Ribble, 2009). The global growth in online misuse, the spread of downloading illegal software and the hacking phenomenon makes this dimension to be very critical (Jwaifell, 2018).

5. Methodology of the Research

For the purposes of the study, the nine dimensions of digital citizenship that referred to by most of the previous literature were classified into three main groups: digital respect, digital education and digital protection. The first group of respect includes digital access, digital etiquette and digital law. The second group that represented in education includes digital communication, digital literacy and digital commerce. While the third and final group, which is digital protection, focuses on each of the digital rights and responsibilities, digital safety and security and digital health and wellness. This systematic classification is clearly shown by the figure (1) that can be considered as a model for this current study.

To collect the research data, a Likert scale questionnaire was designed and distributed to the research sample. By calculating Cronbach's Alpha, the results showed that the scale is valid (0.882) and reliable (0.779). While 163 questionnaires were distributed to a sample of employees in four of the five-star hotels in Alexandria, only 124 questionnaires were returned within 56 days. By checking these returned questionnaires, 21 questionnaires were excluded from the sample because of incomplete data. Thus, the research sample consisted of only 103 questionnaires, which are valid for analysis (see Table: 1). By using version 18 of PASW statistics, the collected data was analyzed depending on the statistical methods of descriptive statistics and one sample t-test statistical analysis to achieve the research objectives.

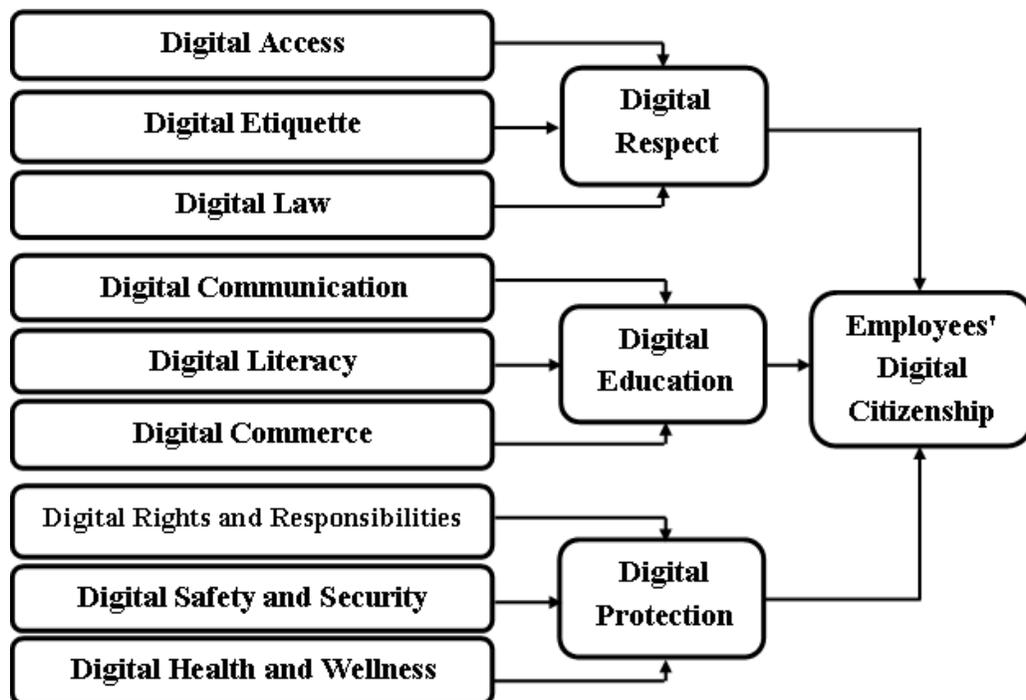


Fig.1. The Model of the Research
(*Source:* Prepared by the Author).

Table 1
The Research Sample

Distributed Questionnaires	Returned Questionnaires	Excluded Questionnaires	Valid Questionnaires (The Sample)
163	124	21	103
100%	76.07%	16.93%	63.19%

6.Hypothesis of the Research

Depending on factors appears in figure (1), the research examined 3 main hypotheses. Each hypothesis classified into 3 sub-hypotheses as follows:

H1: There is a high level of digital respect among the research sample.

This hypothesis is classified into:

H1A: There is a high level of digital accessibility among the research sample when using digital technology.

H1B: There is a high level of digital etiquette awareness among the research sample when using digital technology.

H1c: There is a high level of digital law awareness among the research sample when using digital technology.

H2: There is a high level of digital education among the research sample.

This hypothesis is classified into:

H2A: There is a high level of digital communication practices among the research sample when using digital technology.

H2B: There is a high level of digital literacy among the research sample when using digital technology.

H2C: There is a high level of digital commerce practices among the research sample when using digital technology.

H3: There is a high level of digital protection among the research sample.

This hypothesis is classified into:

H3A: There is a high level of digital rights and responsibilities awareness among the research sample when using digital technology.

H3B: There is a high level of digital safety and security practices among the research sample when using digital technology.

H3C: There is a high level of digital health and wellness practices among the research sample when using digital technology.

7.Importance of the Research

There are several factors that drive the studying of digital citizenship among employees in all sectors. These factors include the vast spread of technology in all businesses and the wide dependence on web technology in all sectors all over the world (Gasaymeh, 2018). Studying digital citizenship provide businesses with best understanding of employees behaviors and support the process of designing and developing the appropriate standards to modify their behaviors (Nordin et al., 2016).Isman and Gungoren, (2014) emphasized the importance of studying the dimensions of digital citizenship to provide a general informative guide that assessing the efficient use of digital technology.Armfield (2016) also emphasized the importance of being a digital citizen in our modern live. The inability to use technology and the violation of intellectual rights are among the most prominent obstacles to dealing with information technology, which can be overcome through the dissemination of digital citizenship among people (Blocher 2016).

Ghazinour et al., (2013) emphasized that most Facebook users may not know the value of privacy and have little awareness of the need to understand privacy settings, which is very risky (Davis and James 2013).Achieving global technological integration and planning for it requires a paradigm shift, which will only come by spreading the culture of digital citizenship globally to ensure human interaction with each other in the global digital environment that enhances cultural differences and interconnections at the global level (Armfield and Blocher, 2019).Achieving digital citizenship reduces the digital gap, which results in many economic savings in businesses that depend heavily on digital technology (Armfield and Blocher, 2019).

The topic of digital citizenship derives its importance through its link to access and inclusion associated with the skills that future citizens need to participate in the digital environment. It is also about learning and creativity which refers to the desire of modern citizens to learn in digital environments that supported by many innovative

ways (Richardson and Milovidov, 2019). Many researchers have pointed out the need to spread digital awareness among citizens in order to promote digital citizenship, which is indispensable in the information age (Jones and Mitchell, 2016).

Finally, the global spread of the COVID-19 pandemic has forced people from all over the world to achieve social distancing, which has supported the need to practice various activities through technological media, and called for the need to study digital citizenship in business organizations more than ever (Buchholz et al., 2020). Thus, the dimensions of digital citizenship came at the forefront of the priorities of many countries to accelerate digital literacy as a necessity of learning, communication and doing business.

8. Results of the Research

8.1. Data Presentation and Description

8.1.1. Features of The Use of The Internet Among Research Sample

According to data illustrated in table (2), while the most type of devices that used by the research sample to access the Internet is Smartphones (75.7%), the main goal of using of the Internet among them is both entertainment (listening to music, watching videos, playing games and visiting various social media sites) and searching for information (37.9%).

Table 2

Features of the Internet Using

Internet Using Features	Choices	N	%	Mean	Std. Deviation
The most type of device that used by the research sample to access the Internet:	Smartphone	78	75.7	1.34	0.680
	Laptop	17	16.5		
	Tablet PC	6	5.8		
	Desktop Computer	2	1.9		
The main goal of using of the Internet among the research sample:	Entertainment	39	37.9	1.96	0.959
	Searching for Information	39	37.9		
	Accomplishing Work Tasks	15	14.6		
	Knowing of The News	10	9.7		

8.1.2. Evaluating Digital Access Among Research Sample

As shown in table (3), the majority of research sample have no obstacles getting online whenever they need in their workplace (86.4%). It is very easy for them to find valuable information about their interests online (93.2%) and download any app they want (72.8%). They indicate that it is easy for them to use the Internet effectively and quickly (67.4%) and know exactly how to access online sources (46.1%).

Table 3
Digital Access Among Research Sample

Digital Access	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Deviation
	F	%	F	%	F	%	F	%	F	%		
In my workplace, I have no obstacles getting online whenever I need.	84	81.6	6	5.8	13	12.6	0	0	0	0	4.69	0.686
It is very easy to find valuable information about my interests online.	66	64.1	30	29.1	7	6.8	0	0	0	0	4.57	0.620
I don't find any difficulty in downloading any app I want.	56	54.4	19	18.4	15	14.6	8	7.8	5	4.9	4.10	1.201
It is easy for me to use the Internet effectively and quickly to find answers to my questions.	27	26.2	63	61.2	12	11.7	1	1	0	0	4.13	0.637
I think as a user I know exactly how to access online sources.	11	10.7	55	53.4	17	16.5	14	13.6	6	5.8	3.50	1.047

8.1.3.Evaluating Digital Etiquette Among Research Sample

As shown in table (4), the majority of research sample are keen to present themselves online as polite persons (78.7%). Therefore, they are careful to use appropriate vocabulary that not to bother others when disagreeing with them online (74.8%) and make sure that their online posts are convenient and not embarrassing to others (70.9%). They indicate that when they are online, they make sure to give everyone equal opportunities to present their views (71.8%) as they are always respect others' opinions, feelings and cultures (69.9%).

On the other hand, they find no problem to share videos and photos related to others without their permission (45.6%) as they are believed that they have a complete freedom to share any post (63.1%) and to express objection on other people's posts online (55.4%). They are also found no problem with sending funny comments to their co-workers as long as just for kidding (67%). They generally indicate that feeling uncomfortable in any online community makes them to express their feelings in a very rational way (37.8%).

Table 4
Digital Etiquette Among Research Sample

Digital Etiquette	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Deviation
	F	%	F	%	F	%	F	%	F	%		
I am keen to present myself online as a polite person.	63	61.2	18	17.5	22	21.4	0	0	0	0	4.40	0.821
When disagreeing with others online, I try to be careful to use appropriate vocabulary so as not to bother others.	41	39.8	36	35	9	8.7	8	7.8	9	8.7	3.89	1.260
When I post online, I make sure it's convenient and not embarrassing to others.	46	44.7	27	26.2	28	27.2	2	1.9	0	0	4.14	0.886
When I'm online, I make sure to give everyone equal opportunities to present their views.	31	30.1	43	41.7	9	8.7	9	8.7	11	10.7	3.72	1.279
When I'm online, I always respect other people's opinions, feelings and cultures.	29	28.2	43	41.7	25	24.3	4	3.9	2	1.9	3.90	0.924
I never share any videos or photos related to others without their permission.	16	15.5	27	26.2	13	12.6	27	26.2	20	19.4	2.92	1.391
I don't think I have a complete freedom to share any post on my private Facebook page.	10	9.7	17	16.5	11	10.7	46	44.7	19	18.4	2.54	1.243
I don't think I have complete commentary freedom to express my objection on other people's posts online.	5	4.9	17	16.5	16	15.5	46	44.7	19	18.4	2.45	1.118
I think there is a problem with sending funny comments to my co-workers even if they know I'm just kidding.	4	3.9	12	11.7	18	17.5	45	43.7	24	23.3	2.29	1.072
Feeling uncomfortable in any online community makes me express my feelings in a very rational way.	16	15.5	23	22.3	20	19.4	31	30.1	13	12.6	2.98	1.291

8.1.4. Evaluating Digital Law Among Research Sample

As illustrated in table (5), the majority of research sample aren't fully aware of the relevant Internet regulations and copyright rules (65%). They indicate that they have many unoriginal apps and software on their devices (72.8%). They find no problem neither with using photos that are shared online on their own pages (60.2%) nor with downloading music and movies without paying for it (94.2%).

On the other side, they know that sending viruses and spam (82.5%), hacking and plagiarism (90.3%) and stealing someone's identity or impersonating them (100%) are digital crimes, therefore, they have never done those.

Table 5
Digital Law Among Research Sample

Digital Law	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Deviation
	F	%	F	%	F	%	F	%	F	%		
I am fully aware of the relevant Internet regulations and copyright rules.	0	0	13	12.6	23	22.3	10	9.7	57	55.3	1.92	1.135
On my devices, all apps and software are original.	15	14.6	7	6.8	6	5.8	27	26.2	48	46.6	2.17	1.449
I think there is a problem with using any of the photos that are shared online; therefore, I am careful when I post them on my own page.	2	1.9	7	6.8	32	31.1	33	32	29	28.2	2.22	0.999
I know that sending viruses and spam are digital crimes and so I've never done this.	64	62.1	18	17.5	21	20.4	0	0	0	0	4.42	0.811
I know hacking and plagiarism is a crime and I have never done those.	75	72.8	18	17.5	10	9.7	0	0	0	0	4.63	0.657
I know that downloading music and movies without paying for it is an infringement of copyright and therefore I have never done this.	0	0	0	0	6	5.8	60	58.3	37	35.9	1.70	0.575
I am fully aware that stealing someone's identity or impersonating them is a digital crime and therefore I have never practiced this.	103	100	0	0	0	0	0	0	0	0	5.00	0.000

8.1.5. Evaluating Digital Communication Among Research Sample

As appeared in table (6), while the majority of research sample aren't keen to have a lot of people on their Messenger apps (71.8%), they do most of their works through Messenger and WhatsApp (87.3%) as their enjoy communicating more with others online (43.7%). They use the internet to express their feelings by posting photos and videos (58.3%), keen to comment on other posts that are shared by others (49.5%) and tend to extract the official papers related to them through the official government websites (58.3%). They also prefer conducting business meetings online (58.3%) and motivate others to connect with them on social media (55.4%). Therefore, they have made strong friendships with people online without meeting them physically (55.4%).

On the other hand, the percentages of agreement and disagreeing on keening to share their opinions online regarding political and social issues are equal amongst the research sample (39.8%).

Table 6

Digital Communication Among Research Sample

Digital Communication	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Deviation
	F	%	F	%	F	%	F	%	F	%		
I am keen to have a lot of people on my Messenger app.	10	9.7	8	7.8	11	10.7	44	42.7	30	29.1	2.26	1.236
Most of my work is done through Messenger and WhatsApp.	50	48.5	40	38.8	4	3.9	3	2.9	6	5.8	4.21	1.063
Compared to direct offline communication, I enjoy communicating more with others online.	24	23.3	21	20.4	16	15.5	22	21.4	20	19.4	3.07	1.464
I am keen to share my opinions online regarding political and social issues.	10	9.7	31	30.1	21	20.4	21	20.4	20	19.4	2.90	1.295
I use the internet to express my feelings by posting photos and videos.	24	23.3	36	35	22	21.4	10	9.7	11	10.7	3.50	1.251
I am keen to comment on other posts that are shared by others.	17	16.5	34	33	25	24.3	13	12.6	14	13.6	3.26	1.268
I tend to extract the official papers related to me through the official government websites.	44	42.7	34	33	11	10.7	6	5.8	8	7.8	3.97	1.216
I prefer conducting business meetings online.	28	27.2	32	31.1	16	15.5	15	14.6	12	11.7	3.48	1.342

Continued

I motivate others to connect with me on social media.	28	27.2	29	28.2	17	16.5	13	12.6	16	15.5	3.39	1.409
I've made strong friends with people online without meeting them physically.	28	27.2	29	28.2	17	16.5	13	12.6	16	15.5	3.39	1.409

8.1.6.Evaluating Digital Literacy Among Research Sample

As shown in table (7), despite the research sample referred that their workplaces aren't always interested in training all employees on how to integrate new digital technologies into future activities (46.6%), they have no problem using digital devices to achieve their goals (62.1%). They think that being online increases their knowledge of things (86.4%) and use social media as an effective way to connect with others. They think they know exactly how to use a computer and how to rate online resources (57.3%) as they know very well that a lot of information being published online is not true or accurate (77.7%). They believe that improving digital knowledge enhances employment opportunities (75.7%) and indicate that they always find support when faced with any problem using new digital technologies in their workplaces (80.6%).

In regards of social and political matters and other community problems, the percentages of agreement and disagreeing on discussing such issues with others online are equal amongst the research sample (39.8%).

Table 7
Digital Literacy Among Research Sample

Digital Literacy	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Deviation
	F	%	F	%	F	%	F	%	F	%		
I have no problem using digital devices to achieve my goals.	51	49.5	13	12.6	24	23.3	12	11.7	3	2.9	3.94	1.211
I think being online increases my knowledge of things.	49	47.6	40	38.8	7	6.8	3	2.9	4	3.9	4.23	0.982
I have already had many discussions of social and political matters and other community problems with others online.	10	9.7	31	30.1	21	20.4	22	21.4	19	18.4	2.91	1.284
I use social media as an effective way to connect with others.	21	20.4	56	54.4	18	17.5	7	6.8	1	1	3.86	0.852
I think as a user I know exactly how to use a computer and how to rate online resources.	11	10.7	48	46.6	17	16.5	15	14.6	12	11.7	3.30	1.195

I know very well that a lot of information being published online is not true or accurate.	27	26.2	53	51.5	18	17.5	4	3.9	1	1	3.98	0.828
I believe that improving digital knowledge enhances employment opportunities.	28	27.2	50	48.5	16	15.5	6	5.8	3	2.9	3.91	0.961
In my workplace, I always find support when faced with any problem using new digital technologies.	39	37.9	44	42.7	16	15.5	2	1.9	2	1.9	4.13	0.882
My workplace is always interested in training all employees on how to integrate new digital technologies into future activities.	5	4.9	30	29.1	20	19.4	24	23.3	24	23.3	2.69	1.253

8.1.7.Evaluating Digital Commerce Among Research Sample

As illustrated in table (8), the research sample indicated that they prefer ordering products online as they trust online shopping (48.5%), therefore, they are firstly research online whenever they need to purchase any product (67%). They do extensive search before purchasing any product from online stores to check all sellers' details and to make sure how secure the website they are buying from (81.5%). When buying online, they pay attention to the total price of the product (81.5%) and reading all possible reviews about the product before buying it (80.6%). They find that online commerce saves their time and gives them better prices and options (46.6%). They also keen to receive a copy of the purchase transaction when shopping online (50.5%). Generally, they indicate that they prefer online shopping as it is easier than going to the market (42.7%).

Table 8
Digital Commerce Among Research Sample

Digital Commerce	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Deviation
	F	%	F	%	F	%	F	%	F	%		
I prefer ordering products online as I trust online shopping.	10	9.7	40	38.8	19	18.4	19	18.4	15	14.6	3.11	1.244
Whenever I need to purchase any product, I research it online first.	30	29.1	39	37.9	22	21.4	7	6.8	5	4.9	3.80	1.088
I do extensive research before purchasing any	44	42.7	40	38.8	17	16.5	2	1.9	0	0	4.22	0.791

Continued

product from online stores to check all sellers' details and to make sure how secure the website I'm buying from.													
When buying online, I pay attention to the total price of the product.	44	42.7	40	38.8	17	16.5	2	1.9	0	0	4.22	0.791	
I read all possible reviews about the product before buying it in online stores.	44	42.7	39	37.9	18	17.5	2	1.9	0	0	4.21	0.800	
Online commerce saves my time and gives me better prices and options.	10	9.7	38	36.9	25	24.3	18	17.5	12	11.7	3.16	1.178	
I am keen to receive a copy of the purchase transaction when shopping online.	25	24.3	27	26.2	14	13.6	22	21.4	15	14.6	3.24	1.411	
I prefer online shopping as it is easier than going to the market.	6	5.8	38	36.9	23	22.3	22	21.4	14	13.6	3.00	1.172	

8.1.8.Evaluating Digital Rights and Responsibility Among Research Sample

As illustrated in table (9), the research sample indicated that they don't know their basic digital rights (42.7%). They find a problem in giving network administrators the authority to monitor all internet usage in their workplaces (39.8%).When using texts and graphics from websites, they don't make sure to mention where they got them from (68.9%) and they illegally download many audios, videos and software (60.2%).

On the other hand, they use the Internet according to the established rules (67%) and believe that they are responsible for all of their online actions (90.3%). They also consider themselves as visitors when they are online (45.7%) and have never posted any online content related to other's privacy (55.4%).During their works, they only access the internet from their personal mobile phone for work purposes (48.6%) and have never accessed other pages or engaged in any personal online activities while attending any online business meetings (63.1%).

Table 9
Digital Rights and Responsibility Among Research Sample

Digital Rights and Responsibility	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Deviation
	F	%	F	%	F	%	F	%	F	%		
I know my basic digital rights.	3	2.9	29	28.2	27	26.2	27	26.2	17	16.5	2.75	1.126
I have no problem giving network administrators the authority to monitor all internet usage in my workplace.	10	9.7	29	28.2	23	22.3	26	25.2	15	14.6	2.93	1.231
While at work, I use the Internet according to the established rules.	40	38.8	29	28.2	23	22.3	9	8.7	2	1.9	3.93	1.069
I know that I am responsible for all of my online actions.	32	31.1	61	59.2	10	9.7	0	0	0	0	4.21	0.605
When I use text and graphics from websites, I make sure to mention where you got them from.	0	0	4	3.9	28	27.2	41	39.8	3	29.1	2.06	0.850
I consider myself a visitor when I'm online.	15	14.6	32	31.1	16	15.5	24	23.3	16	15.5	3.06	1.327
I never download any audios, videos or software illegally.	1	1	2	1.9	38	36.9	39	37.9	23	22.3	2.21	0.848
I have never posted any online content related to other people's privacy.	22	21.4	35	34	12	11.7	20	19.4	14	13.6	3.30	1.364
During my work, I only access the internet from my personal mobile phone for work purposes.	18	17.5	32	31.1	24	23.3	19	18.4	10	9.7	3.28	1.232
While attending business meetings online, I have never accessed other pages or engaged in any activities not related to the topic of the meeting.	27	26.2	38	36.9	22	21.4	11	10.7	5	4.9	3.69	1.120

8.1.9. Evaluating Digital Safety and Security Among Research Sample

As shown in table (10), the research sample indicated that no one can get their data that available on their computer as long as they connected to the internet (44.7%). They aren't keen neither to regularly make changes to their passwords to protect their

privacy(46.6%) nor to read the privacy statements before installing any software (56.3%).They also referred that they aren't fully aware of all potential threats that may harm their digital devices (57.3%).

On the other side, theybelieve that providing their personal data online to others is not secure in all cases (81.8%) and they make sure that firewall is turned on and antivirus and anti-spyware are installed and up to date on their computer (63.1%).When using Facebook, they think it is inappropriate to show all their data (68.9%). They also never open any untrusted files or messages sent by unknown people (62.2%) therefore they delete messages and email from the suspicious sender immediately. They also believed that it is not safe to open attached documents even if they are sent by someone they know (62.2%) and they are keen to protect important data in password protected files and to backup them to a secure external drive (41.8%). They also referred that they shut their devices down immediately and take it to the maintenance center when they notice strange changes to them (52.4%) and they do not allow anyone to have access to their personal device and do not save any information on any public devices (86.5%).

Table 10
Digital Safety and Security Among Research Sample

Digital Safety and Security	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Deviation
	F	%	F	%	F	%	F	%	F	%		
I believe that providing my personal data online to others is not secure in all cases.	47	45.6	37	35.9	14	13.6	5	4.9	0	0	4.22	0.862
I think anyone can get my data if I make it available on my computer as long as I'm connected to the internet.	7	6.8	26	25.2	24	23.3	31	30.1	15	14.6	2.80	1.175
I make sure that firewall is turned on and antivirus and anti-spyware are installed and up to date on my computer.	34	33	31	30.1	10	9.7	18	17.5	10	9.7	3.59	1.361
When using Facebook, I think it is inappropriate for me to show all my data.	40	38.8	31	30.1	12	11.7	12	11.7	8	7.8	3.81	1.284
I never open any untrusted files or messages sent by unknown people therefore I delete messages and email from the suspicious sender immediately.	35	34	29	28.2	16	15.5	15	14.6	8	7.8	3.66	1.295

Continued

It is not safe to open attached documents even if they are sent by someone I know.	35	34	29	28.2	16	15.5	15	14.6	8	7.8	3.66	1.295
I am keen to protect important data in password protected files and to backup them to a secure external drive.	11	10.7	32	31.1	28	27.2	24	23.3	8	7.8	3.14	1.129
I regularly make changes to my passwords to protect my privacy.	6	5.8	21	20.4	28	27.2	31	30.1	17	16.5	2.69	1.146
I am keen to read the privacy statements before installing any software.	2	1.9	14	13.6	29	28.2	35	34	23	22.3	2.39	1.041
I am fully aware of all potential threats that may harm my digital devices.	1	1	7	6.8	36	35	35	34	24	23.3	2.28	0.933
When I notice strange changes to my device, I shut it down immediately and take it to the maintenance center.	27	26.2	27	26.2	20	19.4	19	18.4	10	9.7	3.41	1.317
I do not allow anyone to have access to my personal device and I do not save any information on any public devices.	53	51.5	36	35	12	11.7	2	1.9	0	0	4.36	0.765

8.1.10. Evaluating Digital Health and Wellness Among Research Sample

As shown in table (11), the research sample indicated that they don't make sure to keep the screen at an appropriate distance from their eyes when they are online (40.8%) and also aren't careful to maintain a proper sitting position when they are online (40.8%). They aren't always making sure not to stay online for long periods of time (33%) and aren't fully aware of both physical and psychological problems related to the heavy use of technology (46.6%). They also haven't been informed by their employer of health problems related to the excessive use of digital technologies (88.4%). Only 34% of them rationalize their internet use to avoid any physical health problems that can occur from heavy use of technology.

Table 11

Digital Health and Wellness Among Research Sample

Digital Health and Wellness	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Deviation
	F	%	F	%	F	%	F	%	F	%		
When I'm online, I make sure to keep the screen at an appropriate distance from my eyes.	5	4.9	23	22.3	33	32	29	28.2	13	12.6	2.79	1.081
When I am online, I am careful to maintain a proper sitting position.	5	4.9	28	27.2	28	27.2	29	28.2	13	12.6	2.83	1.112
I rationalize my internet use to avoid any physical health problems that can occur from heavy use of technology.	7	6.8	28	27.2	34	33	24	23.3	10	9.7	2.98	1.084
I always make sure not to stay online for long periods of time.	6	5.8	27	26.2	36	35	24	23.3	10	9.7	2.95	1.061
I think I am fully aware of both physical and psychological problems related to the heavy use of technology.	2	1.9	29	28.2	24	23.3	30	29.1	18	17.5	2.68	1.122
I have been informed by my employer of health problems related to the excessive use of digital technologies.	0	0	0	0	12	11.7	4	3.9	87	84.5	1.27	0.660

8.1.11. Cumulative Overview of All Research Dimensions

As shown in table (12), the digital education ranked first among the various dimensions of the study with a percentage of 81.6%, while the digital respect came in the second place with a percentage of 67%. In the last place came the digital protection with a percentage of only 39.8%.

Table 12

Cumulative Overview of All Dimensions

The Dimension	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Std. Deviation
	F	%	F	%	F	%	F	%	F	%		
Digital Respect	6	5.8	63	61.2	31	30.1	3	2.9	0	0	3.70	0.624
Digital Education	12	11.7	72	69.9	16	15.5	3	2.9	0	0	3.71	1.000
Digital Protection	2	1.9	39	37.9	38	36.9	20	19.4	2	1.9	3.15	0.890

9.Data Analysis

- H₁: There Is a High Level of Digital Respect Among The Research Sample

As mentioned previously, this hypothesis is classified into 3 sub-hypotheses. By using one sample t-test statistical analysis, the results show that there is a high level of both digital accessibility (statistical significant= 0.000 and T = 24.152) and digital etiquette awareness (statistical significant = 0.000 and T = 6.233) among the research sample when using digital technology. On the contrary, the results show that there isn't a high level of digital law awareness among the research sample (statistical significant = 0.207 and T = 1.269). Generally, these results indicate that there is a high level of digital respect among the research sample as the statistical significant equal 0.000 and the value of T equal 11.376 as illustrated by table (13). Such results mean that the 1st main hypothesis is accepted.

Table 13

Testing the Research Hypothesis

	Main Hypotheses	T	Sig.	Result
H ₁	There is a high level of digital respect among the research sample.	11.376	0.000	Accepted
H _{1A}	There is a high level of digital accessibility among the research sample when using digital technology.	24.152	0.000	Accepted
H _{1B}	There is a high level of digital etiquette awareness among the research sample when using digital technology.	6.233	0.000	Accepted
H _{1C}	There is a high level of digital law awareness among the research sample when using digital technology.	1.269	0.207	Rejected
H ₂	There is a high level of digital education among the research sample.	14.814	0.000	Accepted
H _{2A}	There is a high level of digital communication practices among the research sample when using digital technology.	7.149	0.000	Accepted
H _{2B}	There is a high level of digital literacy among the research sample when using digital technology.	15.159	0.000	Accepted

H2C	There is a high level of digital commerce practices among the research sample when using digital technology.	12.268	0.000	Accepted
H₃	There is a high level of digital protection among the research sample.	1.660	0.100	Rejected
H3A	There is a high level of digital rights and responsibilities awareness among the research sample when using digital technology.	8.009	0.000	Accepted
H3B	There is a high level of digital safety and security practices among the research sample when using digital technology.	2.045	0.043	Rejected
H3C	There is a high level of digital health and wellness practices among the research sample when using digital technology.	-1.831	0.070	Rejected

- **H₂: There Is a High Level of Digital Education Among The Research Sample**

This hypothesis is also classified into 3 sub-hypotheses. By using one sample t-test statistical analysis, the results show that there is a high level of digital communication practices (statistical significant = 0.000 and T = 7.149), digital literacy (statistical significant = 0.000 and T = 15.159) and digital commerce (statistical significant = 0.000 and T = 12.268) among the research sample when using digital technology. These results confirm that there is a high level of digital education among the research sample as the statistical significant equal 0.000 and the value of T equal 14.814 as mentioned in table (13). Thus, the 2nd main hypothesis is accepted.

- **H₃: There Is a High Level of Digital Protection Among The Research Sample**

Like other hypotheses, this hypothesis is classified into 3 sub-hypotheses. While the results show that there is a high level of digital rights and responsibilities awareness (statistical significant = 0.000 and T = 8.009) among the research sample, the other two sub-hypotheses of digital safety and security practices (statistical significant = 0.043 and T = 2.045) and digital health and wellness practices (statistical significant = 0.070 and T = -1.831) among the research sample when using digital technology were rejected. Depending on such results, there isn't a high level of digital protection among the research sample (statistical significant = 0.100 and the value of T = 1.660). Thus, the 3rd main hypothesis is rejected as mentioned in table (13).

10. Limitations of the Research

The results are related only to 103 employees from hotels in Alexandria; therefore, these results couldn't be generalized to employees neither in Alexandria nor in Egypt. Secondly, the research concentrated only on employees from four and five star hotels. Thus, excluding other types of hotels make it difficult to generalize results to cover all types of hotels.

11. Conclusion and Recommendations

In conclusion, the results of the research indicate that while there isn't a high level of digital protection among the research sample, there are high level of both digital respect and digital education among the research sample when using technology. Depending on such results, the research provides some recommendations. These

recommendations are related to the role of hospitality establishments in the followings:

- Increasing the level of awareness among employees in the hospitality sector by activating their participation in various activities through technological mediums. This will only be achieved by understanding all causes and motives related to the misuse of digital technology among employees and working to eliminate those reasons while developing positive motives to improve the use of digital technology among them.
- Including digital needs as an essential part of the training programs directed to employees in the hospitality establishments.
- Activating the role of the hospitality establishment in encouraging positive digital practices through incentive systems to ensure optimal use of digital media.

In addition, there some recommendations that related to future studies as follows:

- Reapplying the research on a larger number of employees.
- Reapplying the research on other types of hotels and other types of hospitality establishments.
- Reapplying the research on hospitality establishments in other Egyptian countries.

12. References

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تقييم مستوى المواطنة الرقمية (دراسة تطبيقية على العاملين في فنادق الإسكندرية)

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المخلص

انتشرت تكنولوجيا المعلومات والاتصالات على نطاق واسع لتغطي جميع جوانب الحياة، مما أدى إلى ظهور مفهوم جديد يعرف باسم "المواطنة الرقمية". وتهدف هذه الورقة البحثية -بصفة عامة- إلى تقييم مستوى المواطنة الرقمية بين مجموعة من العاملين في عدد من فنادق الأربع والخمس نجوم في مدينة الإسكندرية. ولأغراض الدراسة، تم تصنيف الأبعاد التسعة للمواطنة الرقمية التي أشارت إليها معظم المؤلفات السابقة إلى ثلاث مجموعات رئيسية. وتشمل المجموعة الأولى، والمتتمثلة في الاحترام الرقمي كل من: الوصول الرقمي والآداب الرقمية والقانون الرقمي. أما المجموعة الثانية، والمتمثلة في التعليم الرقمي فتشمل: الاتصالات الرقمية ومحو الأمية الرقمية والتجارة الرقمية. في حين تركز المجموعة الثالثة والأخيرة، وهي الحماية الرقمية، على كل من: الحقوق والمسؤوليات الرقمية، والسلامة والأمن الرقميين، والصحة الرقمية. ولقد أشارت نتائج الدراسة إلى عدم وجود مستوى عالٍ من الحماية الرقمية بين عينة البحث، على الرغم من وجود مستوى عالٍ من الاحترام الرقمي والتعليم الرقمي بين العينة محل الدراسة عند استخدام التكنولوجيا.

معلومات المقالة

الكلمات المفتاحية

المواطنة الرقمية؛ الاحترام الرقمي؛ التعليم الرقمي؛ الحماية الرقمية؛ صناعة الضيافة

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المجلد 21، العدد 5،
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