

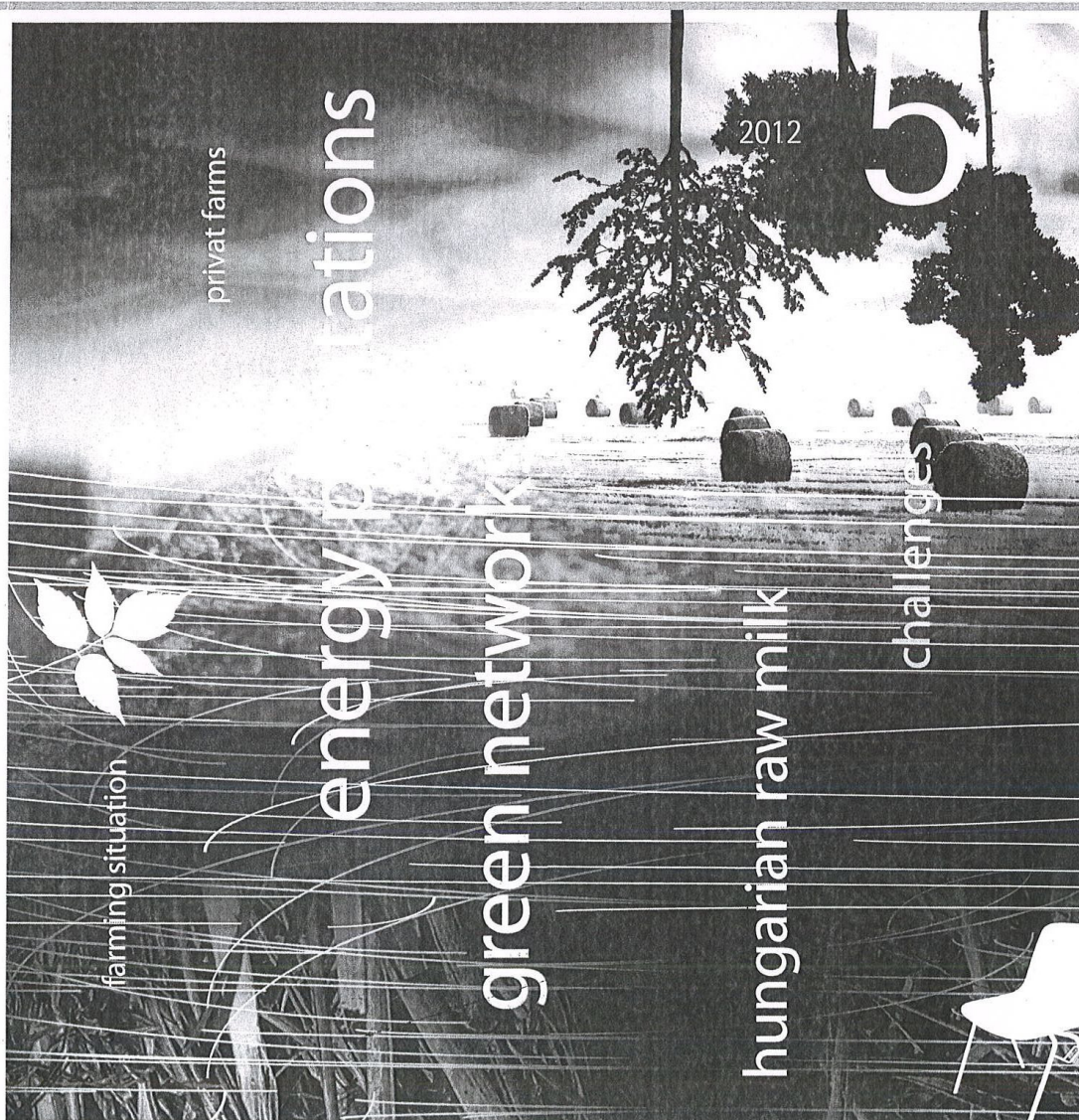
APSTRACT

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WELLNESS HABITS OF HUNGARIAN YOUTH

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Abstract: A health conscious person might contribute to the preservation of her health and to the prevention of illnesses by her lifestyle, health conscious nutrition and regular exercise. Wellness helps to reach these goals with its complex services aimed at both the improvement of one's physical state, stamina and maintenance of mental agility. The intention to develop a health conscious lifestyle is perceptible in the ever increasing demand.

Keywords: wellness, health tourism, prevention

Literature

There is no single agreed upon definition of wellness. The following definition is offered as an example that encompasses elements of a majority of other existing definitions. Wellness is the optimal state of health of individuals and groups. The two focal concerns are realization of the fullest potential of an individual physically, psychologically, socially, spiritually and economically, and the fulfillment of an individual's role expectations in the family, community, place of worship, workplace and other settings.¹

Historically, "wellness" conceptually arose from the "mind-cure movement" in the United States in the late 19th century.² Wellness at that point in time was primarily viewed from the perspective that physical health was a product of one's mental and spiritual state of being.

Over time, the definition of what it means to be "well" has expanded and now has variable meanings that are contextually specific. For example, in Europe, the term "wellness" has traditionally been associated with feelings of pleasure, and the therapeutic benefits of spa-type and alternative health treatments.² In the North American context, "wellness" is more likely to be associated with health and strategies to promote health such as active living, healthy eating, stress reduction and spiritual fulfillment. The Lalonde Report³ (1981) initiated a Canadian focus on wellness promotion that builds on this North American usage of the term by noting that complete well-being for all may be beyond our grasp, given the human condition, but much more can be done to increase freedom from disease and disability, as well as to promote a state of well-being sufficient to

perform at adequate levels of physical, mental and social activity, taking age into account.⁴

The goal of wellness tourism is to preserve health: in their free time, healthy people purchase tourist service packages with medical elements that are financed by themselves or by complementary private insurance sources. The providers of wellness services offer complex prevention and health promotion programs in an entertaining way and in an attractive environment for the customers, while giving them the opportunity to obtain knowledge about a healthy lifestyle. It is important for the customers of wellness tourism to attain and preserve health in its complex, comprehensive meaning, i.e. to obtain the balance between the mental, physical and biological aspects of health.⁵

In the last decades, sound changes have occurred and related new trends have emerged in the international demand and supply conditions of health tourism. In addition to forms of medical and thermal tourism which were considered to be traditional, wellness and fitness services appeared in the Nineties and gained growing popularity among consumers.⁶

Significant differences can often be observed between the consumers of traditional medical tourism and those of wellness tourism. These differences can be found in demographic, sociocultural and economic characteristics, as well as in the motivations and expectations towards the service of the health tourism providers. In the case of demand for health tourism services the need for higher quality has become obvious. The requirements concerning quality cover all elements of the service purchased, i.e. the state of the physical environment, the human factors, the efficiency of the specific medical tourism services, of the

¹ http://education.alberta.ca/media/1113116/wellness_lit.pdf

² http://www.fhoanneum.at/global/show_document.asp?id=aaaaaaaabdjus&download

³ Marc Lalonde, Canadian Minister of Health and Welfare

⁴ http://www.hc-sc.gc.ca/hcs-sss/com/fed/lalonde_e.html

⁵ www.nfu.hu/download/15665/OES.pdf

⁶ Kiss, K.-Török, P. 2001, Rátz, T. 2004

treatments and of the methods and the development of the equipments used.⁷

- Participants of wellness tourism require the service providers to offer a wide range of services promoting the balance between the body, the soul and the mind.
- Increased need for personalised services and personal care is prevalent concerning both the customers of the services of medical tourism and that of wellness tourism.
- The demand for diversity shows a rising trend in wellness establishments, which covers not only the range of services, but also the development of the premises (spaces furnished in oriental, natural or modern style) and the gastronomic offerings (international, domestic and special wellness cuisine).
- One of the most important trends on the market of health (primarily wellness) tourism is that customers increasingly look for all-inclusive services. They intend to enjoy the basic tourism services (accommodation and food), the full range of wellness and spa services, other services related to healthy nutrition, lifestyle consultancy, health state assessment, spiritual courses or community programmes in one place.⁸

Methods

The questionnaire survey was carried out in order to explore the wellness habits of the 18–25 age group. In the frame of the survey, 472 students were questioned according to the random sampling method.⁹ When assessing the outcomes of the survey, I applied the statistical methods below.

Analysis of the rentability of the survey (defining Cronbach's Alfa)

The reliability of measurement scales is characterised by the precision of their measurement, i.e. how precisely and errorless a given scale is able to measure the phenomenon of whose measurement it was designed for.¹⁰

Frequency Tables

Evidently, one primarily wishes to see the distribution of the analysed data and variables. In cases of variables assessed on nominal and ordinal scales, frequency distributions can be applied as single-variable analysis. It can be observed, for example, what the share of men and women is among those questioned or what the distribution of the opinion related responses is according to the different categories. Distributions can be expressed as a percentage.

Cross tabulation analysis, Chi-square test

Cross tabulation analysis is suitable for exploring the association among nominal or ordinal variables. Data are displayed in the form of categorical or categorized metric variables. In fact when cross tabulation analysis is carried out two frequency distributions are analysed together.

Correlation analysis

The strength of the association (linear relationship) between two continuous variables is measured by the correlation coefficient. The association between the variables is called correlation. The value of the correlation coefficient (r) varies between -1 and +1. The closer its absolute value is to 1, the stronger the association is between the variables. The closer it is to 0, the weaker the association is.

Description of the sample

According to the analysis of the reliability of the questionnaire, it can be stated that the items constituting the scale suited the sub-objectives of the analysis and met the requirements: i.e. the items constituting the scale measure similar things (Cronbach-Alfa (1) = 0.71; Cronbach-Alfa (2) = 0.84; Cronbach-Alfa (3) = 0.79). There were 169 men (35.8%) and 299 women (63.6%) from among the total 472 questioned. There were 4 unknown data in the sample (0.8%).

459 (97.7%) of the 472 answered the age question. The youngest respondent was 17; the oldest was 39 years old. The mean age of the respondents was 20 years, with a deviation of 1.816. The majority of the respondents were 20 years old (33.3%), the rate of the respondents aged 18–19 years was also significant (18 years old: 12.1%; 19 years old: 29.6%); thus almost three fourth of the respondents were in the 18–20 age group.

1. What do you do to preserve your health?

To answer the question "What do you do to preserve your health" (hereinafter: the respondents were asked to choose the most characteristic answer from a total of 5 given possibilities. The possible answers: (1) regular exercise, (2) healthy nutrition, (3) stress relief, (4) massage, (5) other.

Table 1 contains the frequency of the answers given to the question "What do you do to preserve your health".

⁷ Rátz T. 2004

⁸ http://www.pannontermal.hu/_userfiles/Online_GYSZR/Strategiak_szakmai_anyagok/nemzeti_strategiak/A_wellness_regiospecifikus_jellemzoikutatas.pdf

⁹ The number of participants is equal to 16.9% of the total number of the full-time students of the AGTC on 15 October 2010.

¹⁰ Polit and Hungler, 1995

Table 1: Frequency of the answers given to the question "What do you do to preserve your health"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regular exercise	201	42.8	43.5	43.5
	Healthy nutrition	130	27.7	28.1	71.6
	Stress relief	47	10.0	10.2	81.8
	Massage	22	4.7	4.8	86.6
	Other	62	13.2	13.4	100.0
	Total	462	98.3	100.0	
Missing	System	8	1.7		
Total		470	100.0		

42.8% of the respondents chose *regular exercise*, 28.1% marked *healthy nutrition*, 13.4% put a ring around the *other* answer option, 10.2% chose the *stress relief* and 4.8% chose the *massage*.

Table 2 is the cross-table of the answers given to the question "What do you do to preserve your health" according to gender.

- 56.0% of the men questioned chose *regular exercise*, 18.1% marked *healthy nutrition*, 10.2% put a ring around the *other* answer option, 11.4% chose *stress relief* and 4.2% chose *massage*.
- 36.5% of the women marked *regular exercise*, 33.8% chose *healthy nutrition*, 15.2% chose the *other* option, 9.5% marked *stress relief* and 5.1% marked *massage*.

Significant differences between the genders based on the answers are summarized in Table 3. There were no differences in the case of two answers, namely *stress relief* and *massage*. Nevertheless, regular exercise is significantly more notable in the case of men and healthy nutrition in the case of women.

Table 2: Cross-table of the answers given to the question "What do you do to preserve your health" by gender

Gender of the respondent * What do you do to preserve your health ? Crosstabulation		What do you do to preserve your health?					Total
		Regular exercises	Healthy nutrition	Stress relief	Massage	Other	
Gender of the respondent	male	Count	93	30	19	7	17
		% within Gender of the respondent	56.0%	18.1%	11.4%	4.2%	10.2%
		% within What do you do to preserve your health ?	46.3%	23.1%	40.4%	31.8%	27.4%
		% of Total	20.1%	6.5%	4.1%	1.5%	3.7%
	female	Count	108	100	28	15	45
		% within Gender of the respondent	36.5%	33.8%	9.5%	5.1%	15.2%
		% within What do you do to preserve your health ?	53.7%	76.9%	59.6%	68.2%	72.6%
		% of Total	23.4%	21.6%	6.1%	3.2%	9.7%
	Total	Count	201	130	47	22	62
		% within Gender of the respondent	43.5%	28.1%	10.2%	4.8%	13.4%
		% within What do you do to preserve your health ?	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	43.5%	28.1%	10.2%	4.8%	13.4%

Table 3: Significant differences between the genders concerning the question: "What do you do to preserve your health"

Answer	Men	Women
Regular exercise	*	
Healthy nutrition		*
Stress relief	no significant difference	
Massage	no significant difference	

* shows for which gender a given sport activity is significantly more characteristic

There is significant difference between the genders concerning the answers given to the question "What do you do to preserve your health" (Pearson's Chi-square: 15.541; df=4; p<0.05). To preserve their health, men prefer doing exercise regularly, while in the case of women both healthy nutrition and regular exercise play similarly important role in preserving health.

2. Do you use wellness-therapeutic services regularly?

To answer the question "Do you use wellness-therapeutic services regularly" (hereinafter: *kerdes_2*) the respondents were asked to choose one out of 3 given answers. The answers:

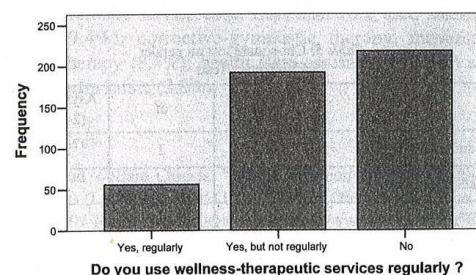


Figure 1 Frequency graph of the answers given to the question "Do you use wellness-therapeutic services regularly"

(1) yes, regularly, (2) yes, but not regularly, (3) no. I received 466 answers that were appreciable, so 98.7% of the sample answered this question. 46.8% of the respondents do not use wellness-therapeutic services, 41.2% use them, but not regularly and 12% use such services regularly.

Figure 1 demonstrates the frequency data of the answers given to the question "Do you use wellness-therapeutic services regularly".

Table 4 is the cross-table of the answers given to the question "Do you use wellness-therapeutic services regularly" according to gender.

- 56.0% of the men questioned do not use wellness-therapeutic services, 33.5% use them, but not regularly and 10.2% of the men answered to use such services regularly.
- 45.5% of the women use wellness-therapeutic services, but not regularly, 46.8% do not use

and 13.0% of the women use such services regularly.

Table 4: Cross-table of the answers given to the question "Do you use wellness-therapeutic services regularly" by gender

Gender of the respondent		Do you use wellness-therapeutic services regularly ?			
		Do you use wellness-therapeutic services regularly ?		N	Total
		Yes, regularly	Yes, but not regularly		
male	Count	17	36	94	167
	% within Gender of the respondent	10.2%	33.5%	56.3%	100.0%
	% within Do you use wellness-therapeutic services regularly ?	30.4%	29.2%	43.1%	35.8%
	% of Total	3.6%	12.0%	20.2%	35.8%
female	Count	39	136	124	299
	% within Gender of the respondent	13.0%	45.5%	41.5%	100.0%
	% within Do you use wellness-therapeutic services regularly ?	69.6%	70.8%	56.9%	64.2%
	% of Total	8.4%	29.2%	26.6%	64.2%
Total	Count	56	192	218	466
	% within Gender of the respondent	12.0%	41.2%	46.8%	100.0%
	% within Do you use wellness-therapeutic services regularly ?	100.0%	100.0%	100.0%	100.0%
	% of Total	12.0%	41.2%	46.8%	100.0%

Table 5 contains the results of the Chi-square test concerning the answers given to the question according to gender.

Table 5: Chi-square test on gender
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.474a	2	.009
Likelihood Ratio	9.486	2	.009
Linear-by-Linear Association	7.155	1	.007
N of Valid Cases	466		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.07.

Significant differences between the genders based on the answers are summarized in Table 6. According to the table, if we ask the question about participation on wellness-therapy from a men, he will answer "no" with higher probability, while if we ask a women, she will answer "yes, but not regularly" with higher probability.

Table 6: Significant differences between the genders concerning the question "Do you use wellness-therapeutic services regularly"

Answer	Men	Women
Yes, regularly	No significant difference	
Yes, but not regularly		*
No	*	

* shows for which gender a given answer is significantly more characteristic

There is significant difference between the genders concerning the answers given to the question "Do you use wellness-therapeutic services regularly" (Pearson's Chi-square: 9,474; df=2; p<0.05). It is more characteristic of the women (58.9%) to use wellness-therapeutic services than of the men (43.9%).

3. What kind of services do you use?

To answer the question "What kind of services do you use" (hereinafter: *kerdes_3*), the respondents were asked to choose one out of 8 given answers. The answers: (1) massage therapy, (2) health state assessment, (3) corrective-gymnastic therapy, movement therapy, (4) sauna, (5) infra sauna, (6) solarium, (7) gym/fitness, (8) other. The last option was "I do not use anything". I received 321 answers that were appreciable, out of which 37 respondents answered that they do not use wellness services. 33% of the respondents marked sauna, 25% marked solarium, 16% marked gym/fitness, 11% marked massage, 6% marked infra sauna, 4-4% marked corrective-gymnastic therapy and the other answer option, respectively. (Figure 2)

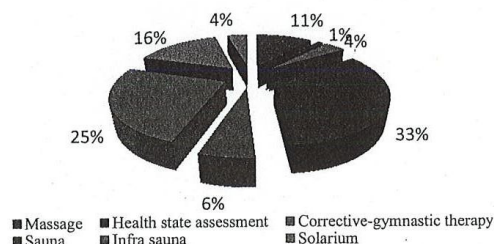


Figure 2 Distribution of the answers given to the question "What kind of services do you use"

Figure 3 demonstrates the frequency data of the answers given to the question "What kind of services do you use".

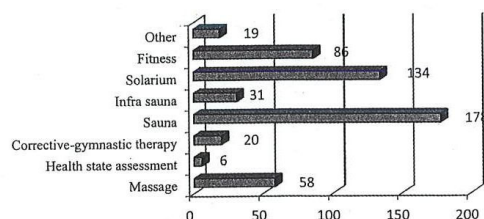


Figure 3 Frequency graph of the answers given to the question "What kind of services do you use"

4. How often do you use wellness services?

To answer the question "How often do you use wellness services" (hereinafter: *kerdes_4*) the respondents were asked to choose one out of 5 given answers. The answers: (1) weekly, (2) once a fortnight, (3) monthly, (4) quarterly, (5) half-yearly. I received 311 answers that were appreciable. 50.2% of the respondents marked the answers *quarterly* and *half-yearly*. 10.9-10.9% of the respondents use wellness services weekly and once a fortnight correspondingly. The most frequent answer was that of *monthly* which was marked by 28.3% of the respondents.

- 52.6% of the men surveyed use wellness services relatively fewer times: 19.6% of them quarterly, 33% of them half-yearly. 24.7% of the male respondents chose the answer *monthly*, 11.3-11.3% chose *weekly* and *once a fortnight*, respectively.
- In case of the women, the most frequent answer was that of *monthly* (29.7%). The ratios of the answers *quarterly* (24.1%) and *half-yearly* (25.0%) was almost identical. The ratios of those using such services weekly or once a fortnight is also roughly identical.

There is no significant difference between the genders concerning the answers given to the question "How often do you use wellness services" (Pearson's Chi-square: 2.788; $df=4$; $p>0.05$). Both the men and the women do wellness in a similar ratio weekly and once a fortnight (20-24%), and the ratio of the answer *monthly* is also similar for both genders: for the men it is 24.7%, for the women it is 29.7%. (Figure 4)

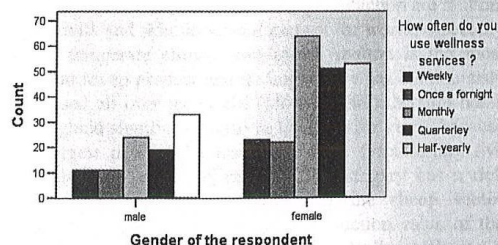


Figure 4 Answers given to the question "How often do you use wellness services" by gender

Connections

- There is significant difference between the genders concerning the answers given to the question "What do you do to preserve your health?". To preserve their health, men prefer doing exercise regularly, while in the case of women both healthy nutrition and regular exercise play similarly important role in preserving health.

- If we ask the question about participation on wellness-therapy from a men, he will answer "no" with higher probability, while if we ask a women, she will answer "yes, but not regularly" with higher probability.
- **There is significant difference between the genders concerning the answers given to the question "Do you use wellness-therapeutic services regularly"**. It is more characteristic of the women (58.9%) to use wellness-therapeutic services than of the men (43.9%).
- Concerning the popularity of the wellness services, 33% of the respondents marked sauna, 25% marked solarium, 16% marked gym/fitness, 11% marked massage, 6% marked infra sauna and 4-4% marked corrective-gymnastic therapy and the other answer option, respectively.
- There is no significant difference between the genders concerning the answers given to the question "How often do you use wellness services". Both the men and the women do wellness in a similar ratio weekly and once a fortnight (20-24%), and the ratio of the answer *monthly* is also similar for both genders.
- 29.9% of the respondents marked massage therapy, 24.1% marked sauna, 19.0% marked fitness/gym as wellness service used. Less than 10% used solarium (9.4%); corrective-gymnastic therapy, movement therapy (8.4%); health state assessment (6.6%) and infra sauna (2.8%).

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