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

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1 http://education.alberta.ca/media/1113116/wellness_lit.pdf
2 http://www.fhjoanneum.at/global/show_document.asp?id=aaaaaaaaabdjus&downloa1
3 Marc Lalonde, Canadian Minister of Health and Welfare
4 http://www.hc-sc.gc.ca/hcs-sss/fed/lalonde_e.html
5 www.nfu.hu/download/15665/OES.pdf
6 Kiss, K.- Török, P. 2001, Rätz, T. 2004
treatments and of the methods and the development of the equipments used.  

- 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.  

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. 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.

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”.

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7 Rátz T. 2004
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
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 3: Significant differences between the genders concerning the question: “What do you do to preserve your health”

<table>
<thead>
<tr>
<th>Answer</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular exercise</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Healthy nutrition</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Stress relief</td>
<td>no significant difference</td>
<td></td>
</tr>
<tr>
<td>Massage</td>
<td>no significant difference</td>
<td></td>
</tr>
</tbody>
</table>

* 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:

(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 services regularly.
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

<table>
<thead>
<tr>
<th>Gender of the respondent</th>
<th>Do you use wellness-therapeutic services regularly?</th>
<th>Yes, regularly</th>
<th>Yes, but not regularly</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>% within Gender of the respondent</td>
<td>10.2%</td>
<td>33.5%</td>
<td>56.3%</td>
</tr>
<tr>
<td>Female</td>
<td>% within Gender of the respondent</td>
<td>30.4%</td>
<td>29.2%</td>
<td>43.1%</td>
</tr>
<tr>
<td>% of Total</td>
<td></td>
<td>3.6%</td>
<td>12.0%</td>
<td>20.2%</td>
</tr>
</tbody>
</table>

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

**Table 5: Significat differences between the genders concerning the question “Do you use wellness-therapeutic services regularly”**

<table>
<thead>
<tr>
<th>Answer</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, regularly</td>
<td>No significant difference</td>
<td></td>
</tr>
<tr>
<td>Yes, but not regularly</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>*</td>
<td></td>
</tr>
</tbody>
</table>

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

- 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 correspondingly. The most frequent answer was that of monthly which was marked by 28.3% of the respondents.

- 24.1% marked sauna, 19% marked fitness/gym as wellness service used. Less than 10% used solarium (9.9%); corrective-gymnastic therapy and the other answer option, respectively.

- 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 gym/fitness 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%).

If we ask the question about participation on wellness-therapy from a man, he will answer “no” with higher probability, while if we ask a woman, 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%).

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.

References


