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# The wellness habits of men and women in the Northern Great Plain Region

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**Abstract:** In the past decades, the harmony of body and soul was getting more and more important, the balance, the self-confidence, and the positive-being, which is supported mostly by health tourism, so this section is improving with huge steps to serve the increasing needs fluently. For the effect of the consecutive social changes, the rules of genders have also changed. At the same time changes could be realized in the consumption habits of different genders. The resource took place from September to December 2018. It happened with a questionnaire survey; we asked the customers of hotels in the Northern Great Plain Region, and the answering was optional – they do it on their own choice. We investigated the participants' data through different dimensions and look for the answer to the question along these dimensions that which specifies had the service customers.

**Keywords:** wellness, men, woman, consumption habits

## Introduction

In the last two decades, the increasing tendency of the user circle of wellness service was realized what's a witness is the establishment of the increasing number of different typed wellness & spa centers, which have huge spa traditions, for example, Hungary.

Cause our need for the modern stressful life and the various and good quality tourist points with a lot of wellness content, more and more people pay attention to this segment of tourism because they feel better right after their first visit and they try to practice these experiences over and over. Also the rivalry of different cultures and the natural facilities of each regions with their advanced offer in wellness & spa,

the effect on the fluent rivalry between them; automatically improve their offers, contents for their customers which is for their benefit and because of this the destinations which are chosen have rich selection of wellness & spa, in which there are some leader countries, just like Hungary.

Wellness is the novel approach of a healthy lifestyle such as a consciously chosen one, where near the harmonic improve fitness the creation of the balance of body, soul, and mind is also the goal (Törőcsik, 2014).

„Wellness is the collection of personalized health programs and in certain cases the combined use of cures and treatments. For the customers who spend their holidays or rest times in wellness hotels to relax after everyday stress and tiredness, to calm and upload their body and soul. The parts of wellness can be (gymnastics, healthy eating, swimming, fitness, massage, etc.) They can be built in their everyday life but these services are mostly be taken during a cure in a hotel (4-5days or a week)" (Hézsóné, 2013).

Wellness is the same age as humanity and the aspiration of getting the fight with their abilities, improve them and prevent illnesses. The aspiration dates back to ancient times to get the health of the body and soul. The expression itself comes from an American doctor, named Halbert Dunn, who wrote it down in 1950 (Hojcska and Szabó, 2010).

Nowadays, this economic importance of wellness is quite big; it improves with huge dynamism, in America and West-Europe it has a leading role. The program of the perfect being by Kenneth H. Cooper was published in 1990, defines it firstly as a lifestyle. He says we should realize our balance in three areas: 1. not too much and not too less precept – balanced performance; 2. making aerobic program – it advises at least 20 minutes of aerobic physical training with working pulse 3-4 times a week; 3. Positive Eating Plan – it gives the recommended rate of our main nutritions and meals.

Besides the listed levels Cooper also keeps the emotional balance important, that appropriate relaxing sleeping, the systematic holidays and the stress reduction.

Sebastian Kneipp (2003) German naturopath also tried to find out the principles of a healthy lifestyle. The base pillars of his philosophy are dietetic, exercise therapy, body-soul balance, and hydro-therapy.

According to Donald Ardell (1982), wellness is an aspiration for positive manifestations, individual responsibilities of health, development of the environment, balanced lifestyle, self-consciousness, and completion of an individual wellness plan.

John W. Travis, Regina Sara Ryan (2004) says that the components of wellness are: Csíkszentmihályi Mihály (psychologist, educator 1991) says: „The perfect experience is such a thing that not only happens to us but we create it ourselves" (Győri, 2013). It often occurs in sports, games, arts, and hobbies.

Lifestyle changes can be helped by: stress relief technics; relax helping activities; alternative exercise therapy; massage therapy; nature medicine; reform eating; use of beauty care principles.

Task: personalized exercise plan; medical condition survey; eating and lifestyle guidance; creation of good being.

### Consumption differences between genders

Among the social changes the roles of genders also changed. At the same time changes can be realized in the typical consumption habits draws up Mária Törőcsik in her book „Consumption attitude”, 2011, the customer habits of the „new men and women” (Törőcsik, 2011).

About the new men, we can say that they are mostly well-qualified upper- and middle-class men who have to act in traditional and new social roles as well. So their behavior samples in connection with consumption can be contradictory to each other. As customers, they are more interested in the chances given by new technologies. They have adventurousness, which they live out in organizing exotic journeys and doing extreme sports. Modern men are getting more opened not only in health-preservation but also in beauty and body care. So they have more interest in linking products and services.

The economical role of „new women” is increasing, as the female members of the world's population get into education more often. As they get more qualified they prevail better on the labor market and become potential customers with individual incomes. In their family mostly these women are the ones who make decisions and now they have also economical potential behind them.

Modern women can change customer's habits, as an example, the movement of bio- and environmental awareness started in the last decade.

The influential trends on customers affect four main groups of new women:

Adventure-seeking girls' group compact young women from big cities, who are not career-oriented, but mostly want to have fun. For ecospiritists, self-realization is important, the environmental consciousness, they are interested in other cultures and critical with things seen and heard in the media (Horváth, 2015).

The new housewives find self-realization in the leading of the family and the household. They are well-experienced customers of media, so they can be touched by well-organized advertisements easily, but they are more interested in classical quality products. Modern Amazon is tried to get the fastidious balance between family and career, and services are important to them. They are future-oriented, but not careerists.

### Survey of holiday habits

Danubius Hotels made research in 2016 in which they asked more than 6500 people to crawl the habits of their customers at the beginning of the year. It is not usual to use wellness alone, free breakfast is more important than free wifi, and we like to make the beds before leaving the rooms. Among Hungarian travelers, the most frequent is the domestic holiday with half-board service, preferably near water and the politeness of the staff is important.

In the service of hotels and restaurants, the main role is for the internet, because it is the first place of information searching and it is also true if we cannot point the internet as a clear source (Neulinger et al., 2009).

With the use of the internet, customers are more informed and conscious than before (Herman et al., 2020; Xiang et al., 2015). They know exactly what services they want to take, they expend time and energy to know details, and they demand higher needs besides providers.

## The research

The research took place between September and December of 2018. It happened with the questionnaire, we asked the guests came to hotels in the Northern Great Plain area and the answering was a free choice. The questions of the questionnaire consist of simple choice, multiple-choice, opened questions and Likert scale.

The questions of the research apply to the parameters characterizing the wellness services of the Northern Great Plain area. The object of our investigation was the usual statistic trait of the ones who take part in service to help the wellness providers in the region to specify the target group. The target group of the research was the ones who use wellness service. The data of the participants of the research were examined through more dimensions and we search the answers through these dimensions for the question that which traits have the ones who take the service. This article is part of bigger research.

## Results

One of these dimensions was the difference between genders. 43% of responders were men (72 people) and 56% were women (94 people). Women were cuter divided by age than men, as can be seen in table 1. so we took our research by the division of gender and mostly focused on women.

**Table 1.** Division of genders N=166

		Age				All
		18-29 years	30-39 years	40-59 years	Over 60 years	
Gender	Male	34	15	14	9	72
	Female	36	20	28	10	94
All		70	35	42	19	<b>166</b>

Half of the women lived in marriage or relationship, 31 were single, 11 were divorced and 2 were widows. Men took part in the research through similar parameters, 36 were married, 29 were single, 4 were divorced and 2 were widows.

In education women showed balanced rates; nearly the same number had middle and higher education (47 and 46 people) while with men this rate was 45 and 27 for middle education.

The next dimension in which we made a difference in our research between men and women was the net monthly income of the family per person. While 60% of the whole answerers said the income for one person is 100000-200000 HUF, the ones who had lower incomes were mostly women (under 100000 HUF, 20 people) than men (7people). The ones who had higher incomes (more than 300000 HUF) were mostly men, 25 people, opposite the 16 women.

In the usual search of wellness, the first group of questions was about their opinion about wellness. They had to mark the statements on a 4 rate scale and we separate it by genders. They did not answer the questions in each case, so we mention it in the questions.

The first group of questions consisted of negative and positive statements about wellness, which can be often heard and can be built on prejudice.

In the research, most of the answerers agreed that wellness is consists of sauna and massage, then comes the expectation that wellness should be near some kind of thermal water. They disagreed with the statement that it is only for youth, families or older people. In table 2, we can see that they also rated low expensive service.

**Table 2.** Opinions about wellness habits N=166

	<b>Average</b>	<b>Dispersion</b>
Wellness services are mostly for young people	1,93	0,898
Wellness services are mostly for families	2,01	1,123
Wellness services are mostly for older people	2,15	1,158
Wellness is aa too expensive service for me	2,16	1,201
Wellness service is for rich people	2,55	1,391
The oness who go to wellness take more care about their health in their everyday life	2,97	1,668
Wellnesss is trendy and fashionable in our country	3,84	1,684
Wellness services are for the preservation of the health of body and soul	4,38	1,657
Thermal water is a must have for wellness services	4,43	1,696
Sauna and massage are the parts of wellness services	5,02	1,475

We also watched this question by genders and we examined the average and dispersion. Based on these we stayed out a rating scale and found out that there were no main differences between genders, but in huger research, it can be realized.

While men said it is at least for young people, women disagreed that it is for families. This question is interesting because it is quite divisive how child-friendly is wellness, it is a family program, or it is for young people. As we see the number of singles and families in answerers, we can state that young single men think wellness is a part of family life. But in fact, both genders search for sauna, massage, thermal water and the reformation of body and soul during a wellness holiday.

**Table 3.** Opinions about wellness by genders N=166

	<b>Males</b>	<b>Females</b>
Wellness services are mostly for families	10	9
Wellness services are mostly for young people	9	10
Wellness is a too expensive service for me	8	7
Wellnesss services are mostly for older people	7	8
Wellness services are the privilages of rich people	6	6
The oness who go to wellness take more care about their health in everyday life	5	5
Wellness is trendy andd fashionable in our country	4	4
Wellness services are for the preservation of the health of body and soul	3	2
Thermaal water is a must have for wellness	2	3
Sauna and massage are the parts of wellness	1	1

For the question of which factor is the most important men and women gave the same answer so we did not mention it. The common sequence and the rate of average and dispersion can be seen in table 4. They agreed most in that a holiday place does not need to be abroad and disagreed the most about sports facilities.

**Table 4.** The storehouse of services and possibilities N=166

Sequence	Statements	Average	Dispersion
10	The resort should be abroad	1,83	0,763
9	The resort should be close to my living place	2,25	1,454
8	Should be suitable for hiking and trips	3,12	1,591
7	The resort should have cultural programmes	3,15	1,454
6	Could bbe paid by holiday vouchers	3,18	1,84
5	The resort should be inland	3,36	1,706
4	Child preservation and child programmes should be held	3,65	1,909
3	The resort should be obstacle cleared	3,69	1,916
2	The resort should have sport facilities	4,14	2,033
1	The surroundingss should be calm	4,71	1,652

Three rates stated in regions also made a difference between men and women and we can see that although most of the answerers were women in spite of that the answers of men agreed with the common rate. While men thought that the human factor is more important, just like residents and the development of the region, women thought that the price of the resort is important and how is the cultural life in the village. It can be seen in the agreement of the price of the resort.

This question was completed with how true is that they were satisfied with the service of the Northern Great Plain region. Here despite others, the experiences that were held important by women were more frequent. There were no huge differences, only in how satisfied they were with the staff. This shows that in hospitality people who they met were more determinative than other regional differences. This can be seen in the results of table 6.

**Table 5.** Importance of the region N=166

Statements	Average	Dispersion	Sequence		
			All	Males	Females
Advanced infrastructure	2,82	0,883	7	7	7
Clean, orderly villages	2,94	0,906	6	6	6
Sparkling cultural life	3,07	1,156	5	5	4
Dinamically developing region	3,13	1,013	4	4	5
Favorable price for resort	3,24	0,788	3	3	2
Friendly, hospitable residents	3,25	0,953	2	2	3
Advanced medical tourism services (thermal spa and baths)	3,54	0,711	1	1	1

**Table 6.** Regional satisfaction

Statements	Average	Dispersion	sequence		
			All	Males	Females
With the standards off price	3,24	0,752	5	5	5
With the variety of available services	3,36	0,782	4	3	4
Wwith the offered cultural and freetime programmes of the regon	3,43	1,052	3	4	3
With the staff	3,54	0,705	2	2	2
With the level of service	3,63	0,598	1	1	1

**Table 7.** Taking the services again N=166

		Would you like to take this service again?				All
		Surely not	Mainly not	Mainly yes	Surely yes	
Gender	Female	0	5	35	55	95
	Male	2	2	38	29	71
All		2	7	73	84	166

And finally, we asked how sure they are that they will take this service again. We got the answer that men were more unsatisfied than women, that satisfaction of women (57%) was higher than men's (41%). So maybe women got the service they expected more than men.

### Conclusion

To sum up the answers of men and women in the examined region we got this result. Although there are basic differences in the economic, educational status of men and women, the claims in spite of the region do not have main differences and though men are less satisfied, we can say that they were satisfied with the region and the services chosen and according to their admission they would love to visit here again.

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