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**GENERATION INVESTIGATIONS IN THE
WELLNESS TOURISM IN HUNGARY**

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Abstract

In the initial phase of our research we investigated the spectrum of health tourism. We reviewed the related international reference literature and its conceptual development. We conducted a large sample survey based on Ardell's model for the analysis of the Hungarian wellness tourism. Our research results showed significant differences in the wellness habits of the different generations. Due to this we paid special attention to Generation Y. Using our primary and secondary research work we investigate that to which extent does the wellness philosophy apply to Generation Y of the Hungarian wellness tourists. The results of our questionnaire survey may contribute, as a guide, to the deeper knowledge of the relation of the inland tourists from the Hungarian Generation Y to the wellness and their needs. We model our empirical research results in an innovative way using the five love languages, which may be a practical guide for the providers to raise the interest of and address Generation Y in wellness facilities. According to our observation this may contribute to the reinforcement of the individuality of the wellness providers. Due to this the service is coupled with such a unique function which makes the provider unique and its service can appear on the market as a Unique Selling Product.

Keywords: *wellness models, Generation Y, five love languages*

1. INTRODUCTION

Tourism is one of the key branches of today's economy. Europe is the most visited region of the world with its arrival rate of 620 million a year and the future prospects are also promising a growth rate of approximately 2,5% per year until 2030 according to UNWTO Tourism Highlights, 2016 (<http://www.e-unwto.org/doi/pdf/10.18111/9789284418145>).

This is especially true to the health tourism which is, according to the 2008 study of Institut für Freizeitwirtschaft (Árpási, 2014), will have expanded with 40% by 2020.

In our times, due to civilization hazards, rushing lifestyle and the health trends, the role of wellness tourism is being appreciated. The satisfaction of the multi-generational tourists poses a permanent challenge for the wellness providers. (Pendergast, 2010)

According to this special attention was paid to the Y Generation in our research. The theoretical overview of our study focuses on two areas, partly on the wellness tourism spectrum and partly on the general characteristics of the Y Generation. In our primary research, the emphasis is also on the investigated generation and as a result of the questionnaire survey we make a proposal for them to plan the offers and marketing communications of the service.

2. LITERATURE REVIEW

The two constituents of the health tourism are the wellness tourism and the medicinal tourism. (Müller, Kaufmann 2000; Rátz 2004; Albel, Tokaji 2006; Ruzinkó 2006; Aquaprofit 2007; Smith, Puczko 2010; Molnár 2011; Resiak-Urbanowicz, Printz-Markó 2011; Michalkó 2012). Based on the processing of the related Hungarian and international literature it can be stated that every nation incorporates their own characteristics into the definition of health tourism. As a result of the synthesis of the various approaches Printz-Markó (2016) defines the spectrum of the health tourism in the following (Figure 1).

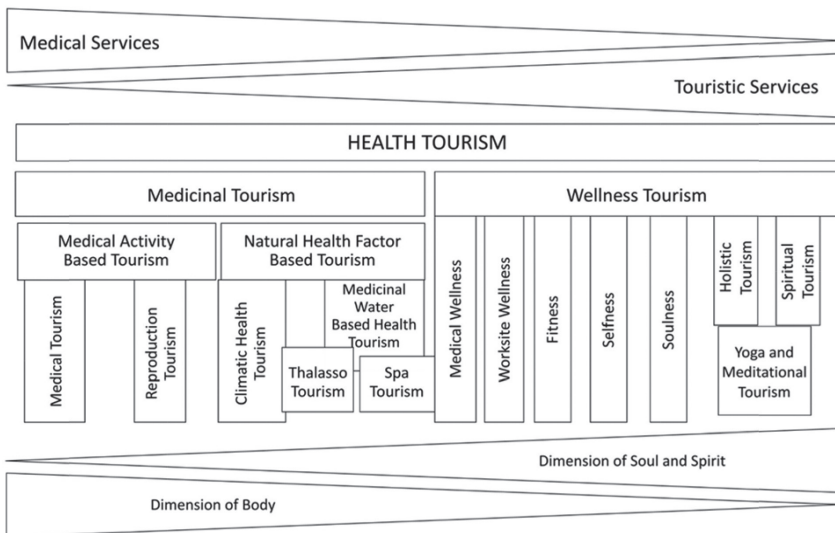


Figure 1 Spectrum of Health Tourism in Printz-Markó's Approach (2016)
 Source: Own edition, 2016, based on Dunn (1959), Bywater (1990), Müller – Kaufmann (2000), Rätz (2004), Albel – Tokaji (2006), Ruszinkó (2006), Porter and students (2006), Aquaprofit (2007), Kincses et. al (2009), Smith-Puczkó (2010), Molnár (2011), Resiak-Urbanowicz and Printz-Markó (2011), Michalkó (2012), Manlga in Kenney (2015).

The novelty of Printz-Markó's (2016) approach is the modelling of the body-mind-soul dimension in the spectrum of health tourism. The human centered approach is a feedback for the view of 'wellness godfathers' Dunn (1961), Travis (1975) and Ardell (1977). Furthermore it gives a new aspect to the conceptional system of the health tourism from an intellectual, mental and physical point of view. Besides, it takes the demand and supply trends into consideration.

Our present research covers a pillars of the health tourism, the wellness tourism.

The formation of the word wellness and its content definition is related to Dunn's name. (Nahrstedt 2002) The word wellness came into being with the fusion of the words 'well being' (that is 'to be well (healthy), feel good') and the 'wholeness' (completeness). Dunn established the concept of 'high-level-wellness', the high level practice of the healthy lifestyle.

Therefore the wellness tourism can be regarded to be the part of the health market, about which Jakopánecz and Töröcsik (2015) wrote that it highlights its economic and social significance and also projects that according to some experts this area can be characterized as such a base innovation which brings about a new era in the social and economical life. Nefiodow (1999) considers the health industry to be a potential motivation of the 6th Kondratyev-

cycle defining our days.

However, in order for the members of the supply side of the wellness to be able to serve the participants of the health tourism, we need to know the ‘wellness consumers’, their behaviour and their relation to wellness.

The consumer behaviour of the tourists are influenced by many factors, such as age, gender, education, income, etc. Whichever is used for the investigation of the wellness tourism, we would find significant differences in the travel motivations, used services and the tourist behaviour during travel. Along the age we can investigate the consumer habits of the individual generations. In Töröcsik’s (n.y.) definition the generations are linked through their shared experiences, life adventures and the common values in all. ‘The connection is loose but definitive. Loose because so many lifelines, consumer-customer decisions show themselves in case of a generation that it is extremely difficult to regard these as a unit. Yet there is a decisive trait along the values, which opens the possibility to connect these decisions and to state that there are differences between the generations and the likenesses found within generations drive the decisions of the people belonging to them’. (Töröcsik in: trendinspiracio.hu/generacios-kutatas/2016)

In certain ages the emphasis in relation to health is put elsewhere as this is shown in the figure of Töröcsik (n.y.) (Figure 2).

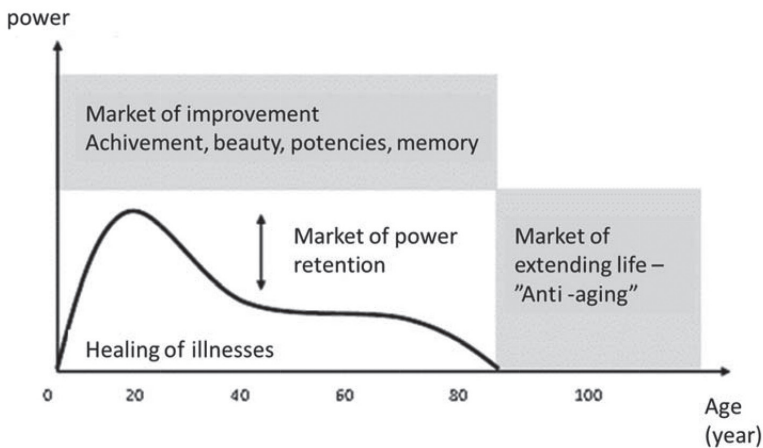


Figure 2 Relation to health in the individual ages

Source: Own edition based on Töröcsik (n.y.)

The investigation of the sectors of health tourism and the analysis of the spa guests’ behaviour may assist other tourism-related providers in developing their services. This way, for example, in the establishment of services for spa guests of wellness hotels. (Happ 2008)

This should be considered when establishing wellness programmes and service packs for the various generation. However, it should be considered that the new trend of the tourism is the multi-generation travel. This is a travel in which multiple generations take part; a group of travellers which contains at least one under 18 and one over 60; a travel done by an expanded (large) family and friends. (Magyar Turizmus ZRt 2015.) The trend can be well seen in Europe but can be detected also in Hungary and especially typical to the wellness travels where grandparents travel together with their grandchildren.

According to McCrindle and Wolfinger (2009) the generations for the sociology researchers are like the artifacts for the archaeologists because the generations provide a good image on a nation's values and lifestyles of the given time interval. The reason of this is that they have lived in the same age and under the same social influences.

The labelling of the generation is different for each author. In our present research the labels of McCrindle are used. According to this we define Builders (Veterans) (born before 1946), Baby Boomers (1946-1964), the Xs (1965-1979) and mainly the Ys (1980-1995) and the succeeding Generation Z (1996-2010). McCrindle labels the youngests, born after 2010, the Alpha Generation. The proportion of the individual generations in the Hungarian society is shown in Table 1.

Table 1

The proportion of the individual generations in the Hungarian society

Description	Birth Date	Proportion to the Entire Population
Builders or Veterans	-1946	13.38%
Baby Boomers	1947-1964	23.68%
X Generation	1965-1979	22.99%
Y Generation	1980-1995	20.33%
Z Generation	1996-2010	15.00%
Alpha Generation	2011-	4.63%

Source: Own edition based on KSH age graph data, 2017 <https://www.ksh.hu/interaktiv/korfak/orszag.html>, 2017.05.22.

2.1. The role of the individual generations in the wellness tourism

According to Smith and Puczko (2014) the age, gender, income, lifecycle, residence, religion or education plays role in the segmentation of wellness tourists but the wellness industry attaches more and more importance to the psychographic characteristics such as lifestyle, values, occupation, personality and the hobby. The segmentation based on lifestyle is used more and more frequently in tourism-related researches and the service management and its popularity increases in the wellness customer behaviour research (Nalobina 2015).

The 2007 Wellness Lifestyle Insights study of Hartman Group defined the major life stages of the Americans when they are most interested and motivated towards the wellness. According to this, years of secondary school,

university years then the period of pregnancy and maternity, the major birthdays and the health experience which is either personal or experienced instead of someone else. (Smith, Puczkó 2010)

Researches have shown that there is a strong connection between how people behave in everyday life and in their chosen leisure time activity (Sandy, Gosling, Durant 2013). This enables the analysis of the possible wellness markets based on life style patterns.

According to McCrindle és Wolfinger (2010) the age determines the behaviour and conduct. The culture of our childhood, the social markers and the decisive events of the years of growing up have greater impact on us. This phenomenon is reflected in the old saying that ‘People resemble more to their age than to their parents’.

In our research we investigated the relation of the Y Generation to the wellness.

In the 1950’s the Baby Boom generation revived the health clubs and the ‘fitness industry’ in the USA (Hritz, Sidman, D’Abundo 2014), however, the attention of the wellness facility leaders slowly shifted to the Y Generation. They were very young then, 12-34 years old, however, there were three times as many as the X Generation (Jang et al 2011) and their discretionary income, despite their young age, was higher than that of any other generation in the history (Morton 2002). According to Jang and his colleagues (2011), the members of this generation like to spend the money rather than save it. Farris and his colleagues (2002) considered them the most important consumer group.

The Ys are considered to be the key target groups of our days in several fields. Due to their innovativity, flexible adaptation to trends and technical talents better than that of the older generation they use the decisive resource of the knowledge based economy, the online information efficiently. Due to all this they are more and more conscious consumers and have become the opinion shapers of the consumer society.

3. METHODOLOGY OF THE RESEARCH

Our primary research was done with questionnaire survey between May 2014 and November 2015. Our questionnaire sheet containing 22 questions was filled in by 547 persons. The questionnaire was conducted primarily in the multiple-generation spas – Hajdúszoboszló, Lipót, Kehidakustány, Bükfürdő and the Annagora Aquapark in Balatonfüred – since we presumed that we could access higher number of those who participate in journey, journeys combined with or expressly aimed to wellness. Unfortunately, the willingness to answer was quite low.

The questions of the questionnaire were built on Ardell’s (in: E–AWR 2012) five-dimension wellness model and Lee’s European health and wellness model (2004), this was the basis of our investigation of the relation of the various

generations Veterans (70+ years), the Baby Boomers (52-70 years), the X (37-51 years), the Y (22-36 years) and the Z Generation (6-21 years) to the wellness as philosophy of life. From among the generations above we focused on the Y Generation in our research. In the research, two and multiple output closed and five-stage Likert-scale questions were used to examine the respondents' participation in wellness tourism, motivation, services used, their approach to nutritional awareness, environmental sensitivity, stress management, physical fitness and self-responsibility.

The questionnaire was analysed with the SPSS program. The data were analysed with frequency and cross-table analysis, chi-square test was applied where the level of significance was defined at 95%.

4. CHARACTERISTICS OF SAMPLE

Women were more willing to fill in the questionnaire, thus their proportion in the sample is significantly higher, 67 %. The age of respondents were asked for with open question then transcoded based on the age of the respective generations. Budai and Székács (2001) were the first to segment the participants of the Hungarian health tourism based on age (18-35 years, 35-55 years, 55+ years) and the services used (fitness, adventure bath, wellness, medicinal bath)

According to this the age distribution of our respondents is as follows.

Table 2
The age distribution of the respondents according to the respective generations

Name of generation	Age	Proportion in sample
Builders/Veterans	70 -	2.4%
Baby Boomers	51 - 70 years	14.3%
X Generation	37 - 50 years	23.9%
Y Generation	21 - 36 years	23.9%
Z Generation	-20 év	33.1%

Source: Own edition based on KSH (2016) data, 2017

In the questionnaire the respondents' income positions were also examined. 45% of the questioned have outlined that they can make a living and can save some. 40%, though they can get by but cannot save. 10% of the questioned have difficulties to get by and 5%, by their own admission, cannot cover their monthly needs. This fact has a great influence on the demand side of tourism, since besides free time and motivation, one of the most important factors is the discretionary income. This is particularly true to the wellness tourism where rather expensive services are used and the healthy nutrition is commonly known to cost much more.

5. KEY RESULTS OF THE RESEARCH

The wellness can be interpreted not only as a part of health tourism but as a base concept as a philosophy of life. This is the base of the five dimensions of the Ardell's model (1977). This is why it is important to examine the lifestyle of the participants of the tourism. According to our research results the members of the Y Generation marked the active and rushing category rather than the stressful (Figure 3). This serves a guideline for the wellness providers because they have to construct packages that emphasize the active relaxation.

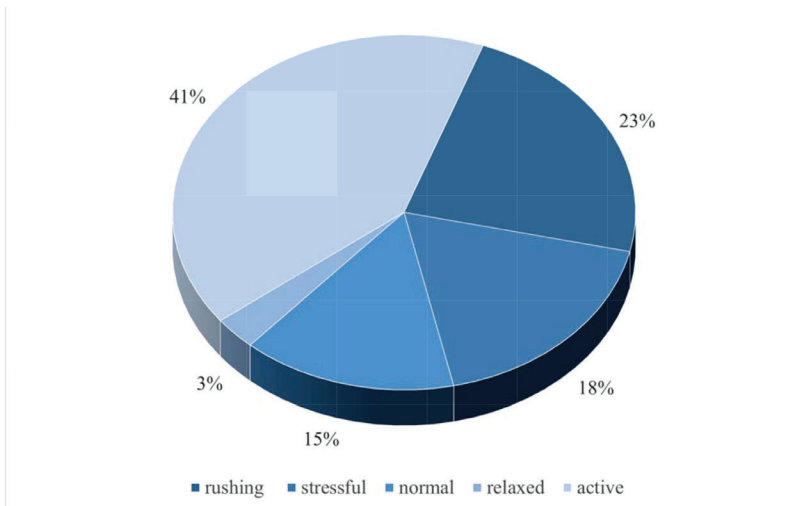


Figure 3 How do Y Generation see their lifestyle

Source: Own edition based on own research

During the evaluation of the questionnaires it was confirmed that although the X Generation, based on their age and income status achieved, could afford to participate in wellness tourism, according to earlier researches – Jang et al. 2011. – it is much more characteristic to the Y Generation that they participate in wellness relaxation more than once a year. Overall, it is the X Generation besides the Y in Hungary that is decisive for the wellness providers.

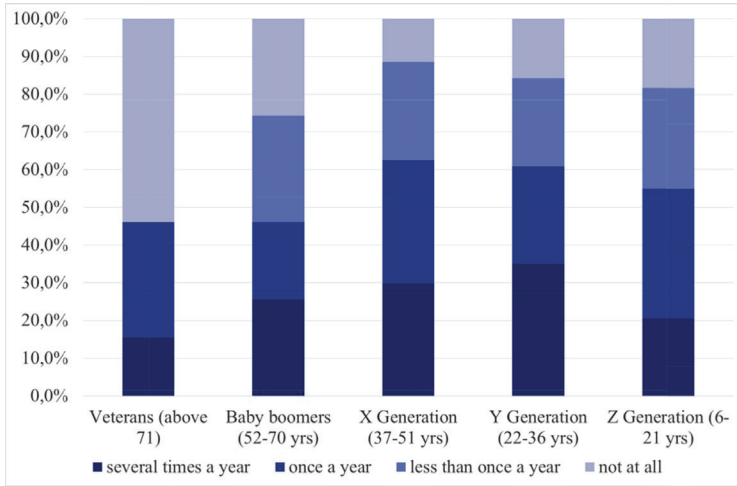


Figure 4 Frequency of Wellness Visits of Generations

Source: Own edition based on own research

The wellness visit frequency has shown significant relation to the income ($\chi^2=38,194, p=0,000$) and the lifestyle ($\chi^2=41,571, p=0,000$).

That is also apparent from Figure 5., that the Y Generation considers wellness a passive relaxation in the first place rather than a philosophy of life.

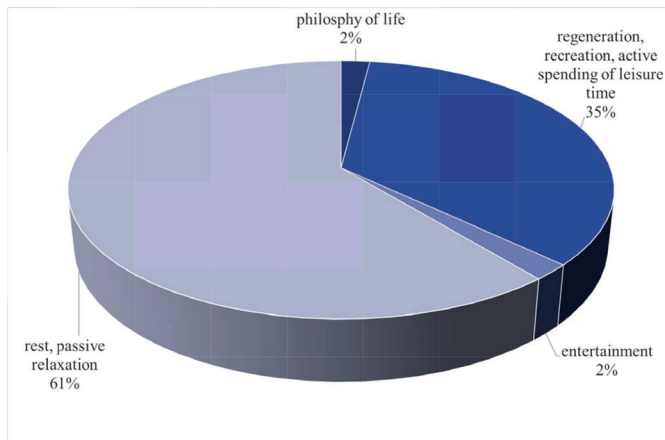


Figure 5 What does wellness mean for Y generation?

Source: Own edition based on own research

According to this the services used are experience-oriented (Fig. 6) and less related either to the health check, disease prevention or the need for healthy lifestyle. The majority of the experience-based services can be found in a conventional bath facility as well.

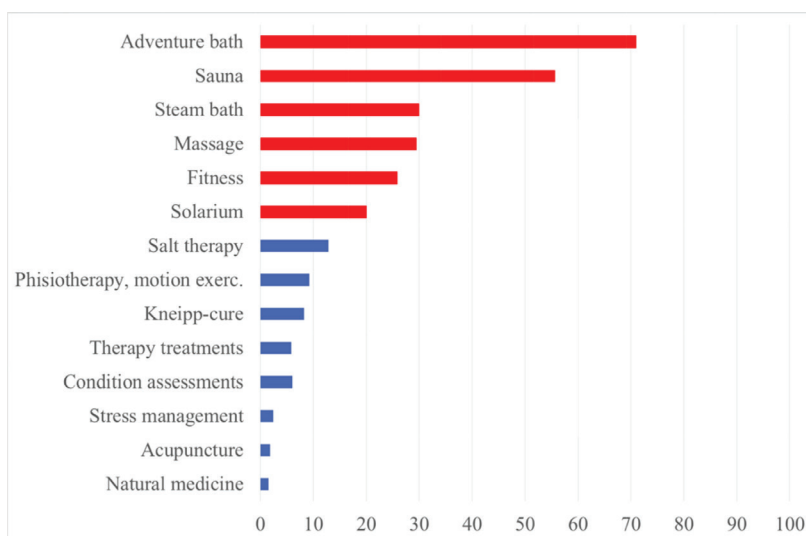


Figure 6 Mention frequency of services used

Source: Own edition based on own research

It is important that a wellness provider can provide a unique product range, much more attention is to be paid for the threefold dimension formulated in the wellness, the mind and soul factors besides the body. These dimensions are emphasized also in Printz-Markó's (2016) view.

In our opinion, a special communication belongs to the characteristics of the individual generations and life stages, milestones. For the optimal communication it is important to learn each other's 'mother tongue'. In this, the 5 love languages can assist us. This is a concept of couple- and psychotherapy. The concept was conceived by Chapman - American Christian writer, relationship expert and marriage counsellor - in 1992. We think that the utilization of the 5 love languages in the planning of the wellness service offers is novel, reinforcing the material side with a modicum of mental and spiritual filling described earlier, which has a special significance related to the wellness philosophy since today's disaffected, love-deprived, virtual relationships are calling for help and attention. Furthermore (in our opinion) it is important to be able to follow the trends with 'emotional means'. Because we think that the ancient Indian saying gets more and more sense: 'now I stop and wait for my soul to catch up'.

Chapman (2015), based on his counselling experience, defined 5 types of love language. These are the words of affirmation, the quality time, giving gifts, acts of service and the physical touch. To sum up briefly the words of affirmation mean honest encouragement, compliment, reassurance. By the quality time we mean not the physical presence but an experience which can be achieved during the time spent together with undivided attention towards our

companion and with joint activity. Giving gifts is the symbol of thinking of the other person. So it is not the material value of the gift which is important. The acts of service means to perform activities happily, without being asked. The physical touch stokes and feeds our soul. It is proven that the children who have been embraced by their parents a lot are much healthier in their souls.

As the interest towards wellness raises in the individual life stages (Hartman Group 2007 In: Smith, Puczko 2010), the communication is attached to milestones of the life with different emphasis. Attached to the milestones of life, Chapman also advanced the concept of the 5 love languages. In his further books he deals with the relation of the parent and child (Chapman, Campbell 1997), the parent and the adolescent (Chapman, 2010), the parent and the adult child (Chapman, Campbell 2011), and the workplace (Chapman, White 2011).

The modelling of supply elements of wellness based on the concepts of the 5 love languages can be considered a new result of our literature research (Fig. 7).



Figure 7 The concept of 5 love languages in wellness tourism

Source: own edition based on own research

The element of the words of affirmation can be for example the perpetual calendars placed in the wellness hotel rooms with thoughts in terms of love. Furthermore colorful aphorism cards drawable at the bath cashiers or motivational messages printed on the admission tickets. Furthermore, by offering such structured discussions as wellbeing, the lifestyle alteration and health development coaching (<http://www.wellbeingcoaching.hu/708-2/szolgalatasok/coaching/>, 2016.10.26.) the wellness can be reinforced as lifestyle, philosophy of life which contributes to the balance of body-mind-soul.

The quality time can be made up of programmes for couples or families. It is important to realize the careless, common playtime.

Giving gifts provides possibility for the wellness providers to appreciate the loyalty of their guests with further discounts. Furthermore they can be nice

with the so-called destination souvenir which is a gift peculiar to the given location. These can be considered an important means of marketing.

By the application of favours we mean that the wellness hotels may make various preparations for their guests or even offer free animation for children to provide the parents with time for each other.

The physical touch include the various massages, beauty care procedures, prevention treatments or even the handshake upon saying goodbye to the guests.

The model illustrates well that the individual elements are closely connected, complement each other. To sum up we think that our model covers and can be connected to the offerings of the wellness. Therefore applicable on the part of the providers.

Knowing the theoretical framework and the trends, and from the results of the questionnaire survey we came to the conclusion that the 'Y-wellness' is none other than satisfying the needs of the body-mind-soul and is possible by learning and using the 5 love languages.

Taking the characteristics of certain subgroups of the Y-tourists into consideration and applying the concept of the 5 love languages, we recommend to establish the following services for the wellness providers (Fig. 8).

Target group	Sparing Adventure	Born E-travellers	Authenticity
Service	Adventure cooking Pedifish	Wellness application and wellness community Wellness blog	Services based on local products Destination souvenir

Figure 8 Y wellness tourism

Source: own edition based on own research

For those seeking a sparing adventure, the adventure cooking as food and lifestyle and pedifish treatment can be suggested as a Unique Selling Product. This is a chiropody treatment performed by small fish.

For the born E-travellers it can be exciting to have a wellness application in the area of the hotel or blogs related to the field. Additional applications may assist in formulating the diet or the workout plan. The participation in active exercising is assisted by the various Fitness-wellness watches such as the Misfit Tracker.

For the authentic groups it can be a lifelong experience to try the services based on local products. For example consuming foods made from local stocks or drinking tea made from locally grown herbs, or massage with a local thermal water based massage lotion. It is important that these be able to be bought and taken home.

CONCLUSIONS

Our research proved that for the wellness tourism in Hungary the X and Y generations are the two most determining ones. The number of wellness hotels in Hungary is increasing but wellness without the wellness philosophy merely means a high level spa tourism combined with relaxation, where healthy lifestyle does not really appear. Respondents used most frequently the experience-based services. The Y generation, as we have presented in our research, defined its lifestyle to be mostly active, they are the most open to follow the health megatrend present today. We think that in a rushing, increasingly empty world, they also consider mental wellness important which can be conveyed by wellness hotels through the five love languages.

By learning and applying the 5 love languages we can recognize what it is that makes our fellows happy, thus the human goal to make our loved ones happy can be achieved. In the field of tourism the main goal of the providers is to provide the tourists with experience, elicit satisfaction and joy. Therefore, connecting to our research, the 5 love languages are justifiable because the tourism, especially the wellness tourism means a confidential service. During providing wellness service the provider almost enters the service user's aura, private area. In our opinion the sorting of the wellness supply elements based on the concept of the 5 love languages contributes to the balance of the body-mind-soul dimension. The providers can establish optimal communication, conflict management means which contributes the genuine experience provision, guarantees the recharging of the service users. Due to this the services are associated with such unique functions which make the provider special and its service can be entered into market as a Unique Selling Product. Furthermore we think that the application of the 5 love languages may help the embedding of the wellness philosophy of life.

Due to our complex view we came to the conclusion that Chapman's 5 love languages (1992) can be connected to Maslow's hierarchy of needs. It is not only the requirement level of love and belonging to which we have to think. If, for example, we think about the self-fulfillment placed on the top of the pyramid, we can see that the words of appreciation make a great contribution for realizing our talent, strengthening our self-esteem.

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