

RESEARCH ON THE DEMAND FOR SERVICES OF WELLNESS IN THE CZECH REPUBLIC

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Abstract: *In 2011 the research was implemented in the area of the demand for services of wellness for the purpose of the primary description of this market. The goal was to achieve a basic description of the market, the potential client and business opportunities related to the development of a set of products, today known as wellness services. Research is focused in particular on the following areas: the mix of the most popular sports, a favorite way of spending free time, popular leisure partners interested in non sporting (spiritual) activities, evaluation of the equipment of wellness facilities, establishments and last but not least also on the information concerning the understanding of concept of wellness by the public.*

Key words: *area of interest of sports, the idea of customers about prices, structure of sold programs, quality and equipments of facilities operations, the concept of wellness and its understanding by the public.*

1 Introduction

Approximately since 2005, it occurs in one of the fields of services, specifically in the field of spending leisure time for development of the market with an offer of how to spend leisure time, which is called wellness. On the one side, the offer is focused on providing a variety of more or less quality products related to healthy eating, weight loss or for example, strengthening the immune system. Furthermore, the offered menu is focused on the files of products and ideas, which are trying to change eating habits and attitudes towards so called healthy lifestyle. On the menu, which is in some cases consciously thought out and, therefore, in a way conceptual, in other cases it is only about the efforts of the (often at any cost) to sell to the customer any value regardless of its benefit. The last areas of the menu is then to offer quite a comprehensive concept of lifestyle (see definition of wellness of the WHO), whose acceptance of a particular customer is to change habits and to a complete re-evaluation of the views of your own responsibility for personal health and total physical and mental condition (comp. Hejma, 2011, Nigrinová, 2011).

For this reason in the spring of 2011 research of demand is exercised, whose aim was to gather information about customers, analyze and describe the demand so as one to be able to understand this side of the market in a qualified way, research has been then fundamental and acquired data should represent the initial character. It was an effort to reflect the widest possible range of society and to obtain supporting documents for more detailed marketing analysis already (comp. Neuwirth, 2011, 2012).

2 Research and its contents

The intention to carry out research in the field of wellness services demand originated in the years 2005-2007, when the menu of the wellness industry appeared and when the professional public begins seriously to discuss its contents.

In the above times in it was, of course, known to the client will come from better financially situated social groups in society, that will have a rather higher education and that will be considered in the context of his age and the physical conditions necessary for effective work deployment. It is about changing the way of life and on the prevention against civilization diseases and so on. For the healthy functioning of the scope it is necessary to know the specific indicators used for marketing activities, such as the potential number of all customers, their division into interest groups, the level of segmentation, the willingness to pay for the purchased services as well as knowledge of the prices for those products. With regard to the divergence of opinions on the meaning of these services, you must also know social attitudes to sports activities, health prevention as well as to willingness to change the overall way of life, so that all was ultimately beneficial for the personality and for society as a whole. Preparation of the research to determine the areas of interests

In the first stage it was necessary to establish the area of interests, in which the research will be of concern.

At first demographic and social information was considered. For the supply side it is important, in particular, the knowledge of age of clients, gender in different types (sports, medical or recreational) packages of services. From the operational and technical reasons, it is then necessary to know family situation of clients within the meaning of the number of members of the household, where it is necessary to ensure, for example, a qualified care for underage children of families, purchasing long term (weekly) programs. Based on the discussion among theorists, speaking about the suitability of wellness for children. Even though sports activities are suitable for the children's age, it is about the creation of the appropriate conditions for relaxing for the parents, who may spend part of a day without

children. Part of the professional public may have the opinion that children in the wellness service and their presence disturb the progress of some activities.

The second group of research interests is the range of the structure of sports. Opinions on individual activities, their proportional representation in the short program, eg. one afternoon, and long, for example the whole week. It depends, therefore, on the customer what he prefers, what sort of services he actually expected from professionally-oriented establishments. It can be assumed that they will be found some types of customer groups with the same or similar requirements.

A third, an equally important group information relates to ideas about the prices that customers are willing to pay for one of commonly known unit of services provided. Under the terms of the unit we have in mind, for example, the hour of the exercise in the gym or swim hour, etc. The fundamental problem lies in the fact that a significant part of the operations is not generating any profit. This is one of the reasons why the existing establishments are oriented, in particular, on financially better situated clientele. If, however, available wellness is not becoming a mass activity this scope of activities probably won't have a chance for full development.

The fourth research area of interest related to the issue of structure of the whole programs that is subject to sale. The discussion is always led by what the ratio should be represented by sporting, medical, mental activity, and what role plays the customer's personal beliefs and what he himself puts as a target. The ideal goal is, of course, a change of lifestyle in favor of self awareness of the value of their own personality and conscious care for its all-round development.

Finally, the fifth area concerns the customer views and experiences with the quality of operations as such. With regard to the evaluation of the internal fittings, quality and expertise of the staff and the overall impression of the establishment as a whole raises. It is currently available on the market in large quantities of different surface materials, promoting the possibility of improving interior design within the meaning of the so-called. the physical evidence. It is, therefore, appropriate to determine the extent to which the customer's perception of the interior and that does not affect the position of the customers in terms of whether inadequate interior has an influence on revisiting the premises.

Next, the sixth area, is an important source of information about any relationship between the average or most only occurring survey results data between the above mentioned areas of information.

An implementation of the research

Preparation of the research took place in the course of the year 2010 and its implementation phase then occurred in the months of January to March 2011. Here it should be stressed that all the price data were collected at the beginning of 2011, and in their present interpretation it is necessary to take into account the relevant inflation.

Selection and ordering questions

Selection and ordering of questions was the following:

Ad 1: as regards the demographic questions, these questions are not significantly different from normal habits that are being described in the literature. Under the existing conditions, the typical customer had already been in a family with older grown out children and his age should reach more than 40 years.

Ad 2. The questions here are the following: How the activities of the respondent look like here? You choose the answer by yourself. Four options are available, and each of them is also giving the frequency of operation for a month. The response should indicate a sporting or unsporting respondents and focus area of their interests in their spare time. Then there is also a checking question on personal experience with . It's not about the survey area in which a customer is actively indulging, but only about the possible knowledge or awareness of their own during a particular service. In the questionnaire it is included as well as the checking questions, in which the respondent assessed marks from 1 till 5 concerning the popularity of selected activities, which may bring a picture of the validity of information from individual respondents.

Ad 3. The section is then added to the query what price the customer is willing to pay. This information can serve as a guide for the supply side, when compared to the existing reality of ideas and can give information about the marketability of individual products. The group is closed with the question what are the most common combinations of pairs of activities, which are the most popular. The response should be used to find the optimum for the consumer (see Chapter 4). In this group you can also query on experience with prices of wellness weekends and willingness to pay for such actions.

Ad 4. There are asked the following questions: how would you spend a wellness weekend, whether alone, with a partner, friends, or family. With regard to the possibility of adapting the nature of operation of the wishes of the clients, so that it could be granted to different groups of customers. Here we can search relations such as an age of the group or the number of members of the household of a respondent. Otherwise, it is here to be examined membership

preferences that tend to random purchases of sporting activities for example, the use of long-term options without discounts, etc.

Ad 5. In this section it is recognized the quality and equipment of establishments based on customer feedback. The customer evaluates each of the selected fact with marks from 1 till 5 and gives the information to operators about how to improve their offerings in the area of equipment as well as in the area of competence of the employees. The answer may also serve as a basis for the establishment of recommendations for the practice at the end of this text.

Ad 6. In this area (relationships between groups of questions) it was not possible to advance closer to describe because it should be based on the results of the entire poll, and, therefore, it is not possible to determine in advance what the relationship between the different areas of importance and what the connectionst should be negligible.

Ad 7. The query group includes a communication on the concept of the respondents, which is about as such. Here it is presented the five answer options on the basis of which we can conclude on a specific point of view of the demand on wellness as a concept. It can be expected that the respondents who have some degree of knowledge about the issues, they will also be asked to make better use of each species supplement (nutritional supplements), and whether this group of customers is also interested in the intellectual area of wellness, about how you can change your own way of life and it also has its explanatory value. With regard to the query on the scopes of interest in the area of social sciences and the query on the eventual inclusion of the requirement of medical consultations relating to, for example, overweight, physical condition etc.

Overall, therefore, the initial survey data, which were not at the time available in the Czech Republic and for which the professional public, while discussing opinions, cannot rely on and cannot rely on a specific minimum of quantitative data either.

3 Characteristics of a file

Quantitative evaluation of the data was carried out in the breakdown by areas of questions, therefore, that due to the large number of questions we cannot pay them attention separately. Therefore, these questions will be discussed in the framework of individual groups. The area was selected at first as demographic.

Gender: for the research there was, therefore, used data from a total of 302 respondents, of which we can see 194 women (64.2 %) and 108 men (35.8 %). Greater representation of women was due to selection where the interviewers themselves in women were more interested in asking to attend.

The number of members of the household: the respondents most frequently come from households of four members - 108 answer (35.8 %). The average number of members is 3.22 members. According to the indicators of the relative cumulative frequency is the representation of a maximum of four households and smaller is 93 percent, which is the confirmation of the success of the chosen methods of selection of respondents.

The average age of respondents is 35,88 years and median and standard deviation = 35 9.6, which corresponds to a higher average number of household members, than the Czech Statistical Office anticipates. Standard deviation rather confirms the fact that the centre of gravity of the file varies in the range of 25-45 years. In this age of children living with their parents and, therefore, it is a measure of the average number of household members. As regards the layout of the structure of the age intervals the most numerous are the three age groups which may be crucial for research because it consists of a total of 88.4 % of the total sample. Due to the fact that the greatest interest from operators is a group at the age of 41-50 years old and this group is represented by only 19.6 %, this indicator will be used in connection with other selected values only as a guide. As the main group will be selected category age 31-40 years or will be used in the whole sample of respondents.

As regards the information about the profession to the extent that it is diversified, it could not be included in the research. It is worth mentioning just a group of office workers, whose share amounts to 26 % of those polled. Only this group will be used to track the relationships between the different areas of interest. In the case of the field, in which respondents are working, the attention will be paid to the areas of banking, which is represented by 12.2 % and the area of services involving 29.6 %. The rest of the sample will be conceived as the other scopes.

The size of the municipality in which the respondents live, there is then an additional indication that determines the layout of the clients in relation to the structure of the sample, which should include the widest possible spectrum of the public.

The structure of the respondents according to the size of the municipality

- The village into one of the thousands of residents - 10.7 %
- 1 000 – 10 000 inhabitants - 19.6 %
- 10 000-50 000 inhabitants -18.9 %
- 50 000 – 100 000 inhabitants - 31.3 %
- Over 100 000 of the population- 1.4 %

- Prague -19.2%

Representation of respondents according to their structure does not match the current structure of the population directly in the Czech Republic declared by the \czech statistical Office, but includes the layout of the surveyed in an acceptable manner so that they can be fulfilled the research tasks.

3.1 Organization of the research

The preparatory phase has been completed in the month of January 2011. Subsequently, an own data collection occurred, which was carried out in the following manner. It was printed over 500 custom questionnaire forms and those forms were handed out to the students at the Higher Technical School of the Academy of Physical Education Palestra sport s.r.o. and at the College of Physical Education and Sport Palestra, Ltd. Data collection took place in an atmosphere of peace and cooperation, and so data obtained from this perspective could be be regarded as a fully fledged.

After the end of the data collection, which took place at the beginning of the month of March, the following facts have been identified: as a total of 318 questionnaires had been returned, 16 of them were scrapped as incomplete or filled with extraordinary unscrupulous access to the respondent's evidence defects. A total of 302 pieces included in the research was the 39 specimens in electronic form, and the remaining 265 in the form printed.

In the following weeks, the results of the investigation were then transcribed into a spreadsheet program for MS-Office Excel 2007 to allow this data to enter the machine in a way to handle them and then to use them as information for research. Were thus obtained responses from 302 respondents to a spreadsheet program. Nineteen thousand data as verbal, numeric characterhad been obtained.

3.2 Evaluation of the acquired data.

The main part of the research was oriented to obtain data of the quantitative character in nature and in terms of the entire research was intended to serve as the core. In the context of the above discussion it leads to the professional operators estimates about what activities are most commonly purchased, but demand on a specific numeric indication of quantity and composition are rather estimated. The quantification of these estimates may be of importance for the planning of future calculations and estimates of economic performance.

In the next stage it was the intention to obtain data of a qualitative nature, especially in the area of relations between different groups of responses, which in the context of basic research can be used only as an additional characteristic feature.

4 The resulting data

The structure of sports

Whereas on the question "what activities you are dealing with " customers choose the answers themselves, and within the framework of the open questions, it happened that the answers were very different. Worth mentioning are the only sports, such as:

In the first scenario where a total of 267 respondents replied it was swimming in the amount of 10.3 %, cycling and aerobics of 5.0 % and 3.3 % respectively. In the second variant (208 relevant respondents) then 6.3 % swimming (which preceded the other answer in the first variant, cycling and reading 6 % and respectively 4.6 %). In the third variant it had already just to 121 replied and in the fourth to up 48 records. After manual removing answers of disabled people concerning disposal activities, it will be interesting how many times on average, respondents in the month devoted to their activities, in the first, second, third and fourth variant, and together.

Table 1 *How respondents like the respective activities*

Alternative 1			Alternative 2			Alternative 3			Alternative 4		
Activity	%	Average frequency	Activity	%	Average frequency	Activity	%	Average frequency	Activity	%	Average frequency
Swimming	10.5	4.65	Swimming	6.3	4	Cycling	3.6	7	Hiking Walking	9	10
Cycling	5	5.47	Cycling	6	4	Jogging	3	6	Swimming	1.3	4
Aerobic	3.3	5.1	Skiing	3	5.9	Skiing	12	7	Skiing	1.4	4

From the table it can be seen that in the first (probably more popular) variant of physical activities, they devote to questioning on average almost 9 times per month and the second variant, an average of almost 7 times. In the third variant, it is on average 8 times and 9 times in the fourth. As regards the operation of a greater number of one activity per month for the fourth variant, educators from the sports field believe that the man who runs the sports as the subject of his continuous interest can have a favorite activity, and lists them in the first

place. But they are not so often operated in less popular activities and are more affordable. Those show up in the end, however, it is operated by multiple times.

On the basis of the above, you can also say that we can distinguish the interviewed persons according to how much the kinds of activities appear. This question, however, has not been in the focus of research.

In the case of the sum of the variations, however, is the fact that some sports may occur in the lower proportional representation but in all variations, and other activities are not particularly in the last two variants at all represented the totals of variants then exhibit already more pronounced results.

Will be taken into account the sporting activities, the frequency of any number of data answered is greater than 5 %, therefore, to be able to evaluate the information with at least the minimum importance. In other words, a total of 271 to the respective respondents were taken into account, "267" sports data and their corresponding 108 communication on ' non sporting-activities ', i.e. non-sporting activities of the respondents, who were included in the selection of sports activities. The rest of the data on both the types of activities are too numerous and in terms of the entire sample, as well as the minimum that could be anything from them statistically significant.

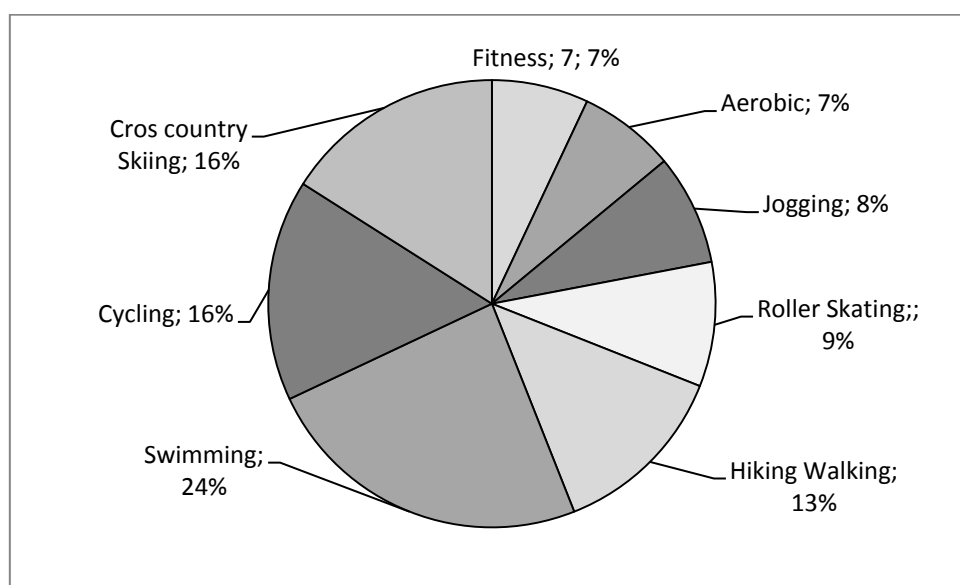


Figure 1 *Structure of selected sports activities*

From the Figure 1, we see that the three activities are represented here with a share of at least 15 % on all selected activities. They could, therefore, be a thematic focus, especially for the establishment of a hotel type and as an activity for the device in the field of balneology. Other tracked activities here are suitable for "extra-urban" companies, and

exercises in the gym and fitness centers can serve as the supporting activities for the establishment of urban character.

In summary, if we take all the sports and unsportsmanlike activities, respondents expressed a ratio of 60 : 40 percent of the total. From a statistical point of view then, no significant differences were found between men and women for the data, which were the results of the research included (comp. Cathala, 2007).

How to spent wellness weekends and relaxing part of the day

In this part of the research focused on the ways that customers prefer in the case that are dedicated to purchased activities selected from the perspective of the needs of the service area. As a guide for the operator with which groups of customers will work, what kind of catering and accommodation capacity could, within its thematic focus for customers to be built and what kind of personnel with regard to its use seems to be optimal.

The number of services in a single purchase

In the case of the query to the number of purchased services suddenly customers respond that they prefer to require rather a separate one service in one purchase. About the specific package (which can be assumed) they are interested in the case of entire weekends. However, this interest is generally lower.

- One service was purchased by 64.4 % of the surveyed
- Multiple services then were purchased by 34,1 % of the surveyed
- Both variants admit only 1.5 % of the surveyed.

Data between men and women are not significantly different, and even in the age structure of the respondents we could not find a greater diversity of opinion on the amount of services purchased. Then it opens space to quote in the sense that it is possible and desirable to operate on your clients so that even within parts of the days devoted to relaxation it is possible to to buy more services at the same time within the experts recommended groups, mutually interdependent activities with positive physiological impact.

Furthermore, it has been revealed that there has been no serious interest in membership in the interested clubs existing in the individual premises of wellness centre.

- 22 % of the respondents preferred membership
- Membership is not preferred by 88 % of respondents.

This view is held in the same extent by women as well as by men. You can detect a preference for ages 21-30 years, in the case of women, 32 % and 27 % in the case of men. With age there is a tendency to especially for women membership linearly decreasing, so all such as speaking rather in favour of the rotation of the establishments and activities (comp. Nigrinová, 2011).

Partners in the consumption of purchased services

The idea of the company's partners which represents the customer's optimal wellness weekend can give guidance to operators how to conceive the establishment to comply with, if possible, the most commonly occurring groups of customers. The results of the poll on the most favourable partner – the partnership is illustrated by the Figure 2.

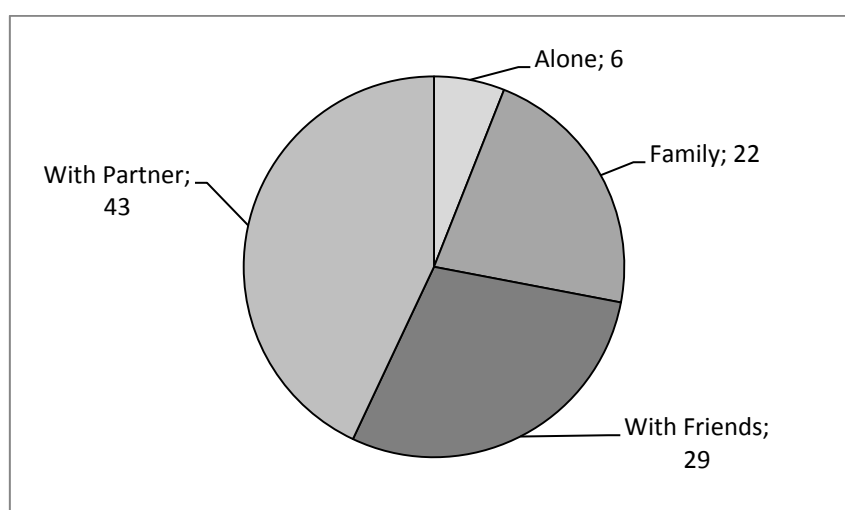


Figure 2 *Structure of the most favourable partners for wellness weekend*

There were two variants of answers, in total 604. They are expressed in 311 cases, which is 54.1 % of the use of the opportunity to respond. The largest group of respondents is seeing the partner as the optimal partner. This fact offers operators the ability to both building double accommodation facilities and space for families that can be both useful, and also benefit from the marketing point of view and to provide care for children that you can employ other (often paid) activities where there is some procedures or sporting activities and desirable participation only of parents. Accommodation for families with children can also be used for groups of friends.

Whereas that group with a greater number of members than the two groups compared with them one and two are roughly steady representation that shows the need to either focus on customers from multi-member groups or on the balanced distribution of the different types of accommodation.

Further the attitude of respondents it was examined for group or individual sports activities, which can add the most commonly requested information about the partnership. The inquiry has been focused on the popularity of the collective or individual sports.

The popularity of collective sports

- On a total of 286 respondents replied to the query
- Team sports are popular with 57.5 % of the surveyed
- Individual sports are popular with 39.2 % of those polled
- The popularity of both activities is 3.1 % of surveyed.

There is no difference among the respondents in the evaluation for men and women, and age categories do not play an important role either.

The relationship between the questions on the most popular type of partnership and collective-individual sports is as it follows:

- The popularity of the collective to the individual sports is in the ratio 5: 3.5
- A similar ratio is preserved almost in all types of partnership
- An exception from these data form the respondents requesting a weekend experience alone in a ratio of 1: 5.3.

In the case of respondents preferring solitude, women's and men's opinions do not exhibit significant deviations. However, both sexes agree on that they very intensively prefer individual sports activities. This preference can be assumed, although there may be cases where the personality of its desired solitude compensates for the participation to activities in collective sports. In this case, however, the participation in sport of the team is fundamentally rejected.

Representation of mental activities

Part of the expert discussions devotes to the representation of mental activities and their role in the field of wellness. Among the questions there was a query appeared on the so-called intellectual activity, which should investigate the possibilities of developing the field and outside the sport and sometimes even passive regeneration relaxing activities. There are

also examples of non-traditional activities included in the area of leisure, so that the respondent had the ability to communicate their affection to the areas, which are usually the public understood rather as marginal. In the questionnaires there were available for a total of 1 812 of different answer options. Of this amount they have expressed willingness to be interviewed in the three hundred and forty-seven different cases, which make scope offered by 19,1 % of responses. In the case of the Figure 3 below it is actually a structure within the framework of those, who are on the issue.

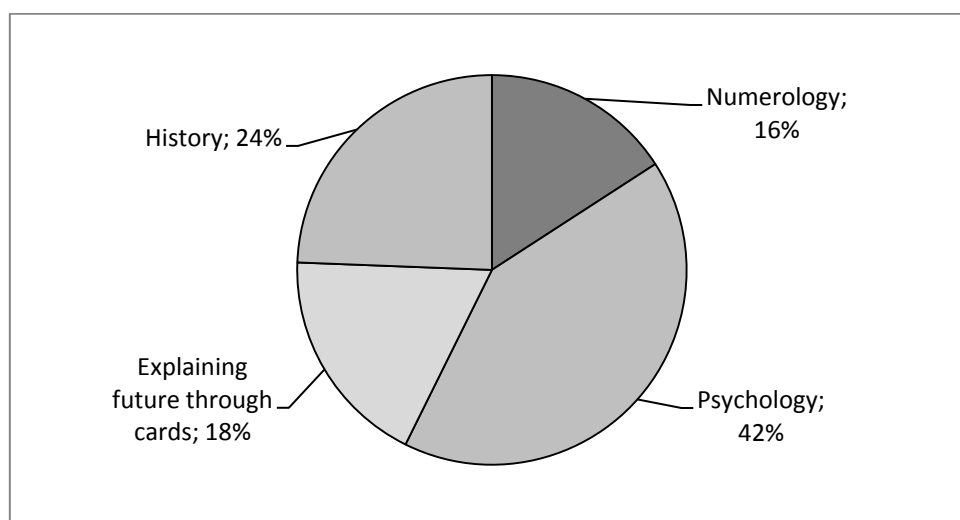


Figure 3 *Structure of interest intellectual activity*

Match the 73 % of women and 23 % of men. In addition to history, where both sexes showed the same interest in the study, women predominate in other items. The biggest difference, as it can be expected, disclosing the future through cards. Here women have expressed interest in 9: 1 in relation to men. This ratio also applies in the case of numerology. Summary of the data appears in the Table 2.

Table 2 *Allocation of selected activities between men and women in %*

Allocation of selected activities between men and women in %		
Activity	Women	Men
History	53.1	46.9
Philosophy	60.6	39.4
Astrologers	78.1	21.9
Psychologists	78.9	21.1
Explaining the future through cards	90.5	9.5

Numerology	91.4	8.6
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The proportion of women in each of the selected activities suggests additional options for operators in the field of interests that prefer a rather sensual (not rational) perception and the idealistic perspective of the world. This gives the possibility to provide female customers the area of relaxing, which is the area, as evidenced by the number of respondents above, by being marginalised by the public. For example, we talk about the visual arts, automatic drawing, sofrologii, and total and mental relaxation (comp. Cathala, 2007, Šauerová, 2011).

The question of activities can be supplemented with an indication of at least one to participate in meditation sessions or seminars. Women confirmed their participation in the amount of 20 percent, and the men confirmed 14 % of participation. Both sexes represent in total 17.9 %. The age structure of the respondents here does not play almost no role with the exception of the age group of women 51 - 60 years, where it is the participation of 37 percent. The truth value of the poll confirms the fact that 68.5 % of participants designated by the type of seminars confirm its interest in psychology or philosophy of science at the same time or both disciplines simultaneously.

Evaluation of the popularity of activities by mark

This part of the research shows the menu options for clients, with visits wellness facilities of more than one day. Here they are represented the activities relating to active leisure, as well as ways to relax in the passive way. Even the leisure time spent passively requires environment and location in the appropriate part of the establishment. For example, about sitting with friends, which may in some instances interfere with the relax of the other customers. It is, therefore, required, particularly in larger installations to individual spaces to build up them with regard to their purpose of use. The guide can be declared with respect to the popularity of leisure as the table below indicates.

Among the most popular activities are the following ones and they include massage, sitting with friends, swimming, and cultural events. The differences in popularity between men and women are arising from widely known cultural and social traditions. A relatively high ranking cultural events is a reflection of the selection of respondents with a greater frequency of their participation in the poll.

The relatively low popularity ratings, it was found for a workout in the fitness centre, under the guidance of coach, watching TV and recreational riding. However, it is particularly striking that health care is rated as the least attractive by men. One of the tasks of the wellness

movement may then be awareness raising in this area. As regards the age of respondents, there were no significant differences.

If we deal with the evaluation of the active and passive activities, generally, it is obvious that the women evaluated more favourably passive ways of spending their free time. The exception is just watching TV, which is rated by critics. Active group activities, the results are different, and, therefore, cannot determine the differences between the priority given to activities for both genders.

Table 3 Activity evaluation would be marked by grading

Evaluation of liking activities mark by mark					
Activities	Female	Total	Activity	Female	Total
	Male			Male	
Massage	1.87	1.97	Cycling	2.73	2.60
	2.15			2.36	
Party with friends	2.0	2.08	Sauna	2.84	2.69
	2.24			2.41	
Swimming	2.18	2.13	Fitness without supervision	3.13	2.99
	2.05			2.72	
Cultural events	2.02	2.20	Fitness with supervision	2.90	3.02
	2.23			3.26	
Aerobic	2.14	2.41	TV	3.40	3.23
	2.91			2.93	
Reading books	2.34	2.50	Horse riding	3.15	3.28
	2.80			version 3.51	
Cosmetics and body care	1.92	2.56	Health care	2.81	3.33
	3.85			4.33	

The results were also tested with regard to the popularity of various types of partners with whom the clients would like to spend a wellness weekend, and even here it was not possible to determine the more statistically significant differences and no correlation.

Attitude to a healthy way of life in the area of nutrition

The purpose of the educational efforts of the wellness movement is the creation and acquisition of habits in the area of healthy nutrition. It follows from the above definition of wellness the composition of food and nutritional supplements can positively contribute to the overall sense of a higher quality of life. The purpose of these questions is to identify the views of demand on the selected elements of a healthy diet, and having an impact on the overall health condition of man.

The initial questions pointing to healthy nutrition directly related to the interest of customers about this area.

- The fact that they are interested in healthy nutrition is confirmed by 147 respondents, which is 48 %.
- Healthy eating, then added to the diet 167 respondents confirmed, i.e. 55.3 %.

Description of the elements of a healthy diet (in the case of interest) was in the context of open questions left to the respondent. Everyone interviewed expressed more or less the same vegetables, fruit, fish, meat, and only to a limited extent.

As regards the actual implementation of these common elements between the eating habits, evaluation for a customer is a "healthy diet" and with the previous question is identical.

The use of products, thus regulating the publication of various elements of the biological equilibrium of man was classified as a guide for further expansion options towards additional sales of establishments of providing services. The notion in the questionnaire is explained because the understanding of this concept may be different. Basically, the situation can occur when the customer already buys the supplements from a variety of personal reasons, but does not know that these medications under the above-mentioned concept is included. The results are the following:

- The issue expressed 301 surveyed. Some of the respondents indicate use of single supplements, others even more products at a time. 99.7 %.
- Never put 110 supplements surveyed, i.e. 36,4 %.
- Exceptionally used supplements from the total number of respondents polled 127 surveyed, it is 42.1 %.
- Often supplements used 52 respondents, which is 17.2 %
- Continuously used supplements 11 persons, which is 3.6 %

Evaluation of the structure of the publication about those users who responded to the question in the affirmative way, describes the Figure 4 below.

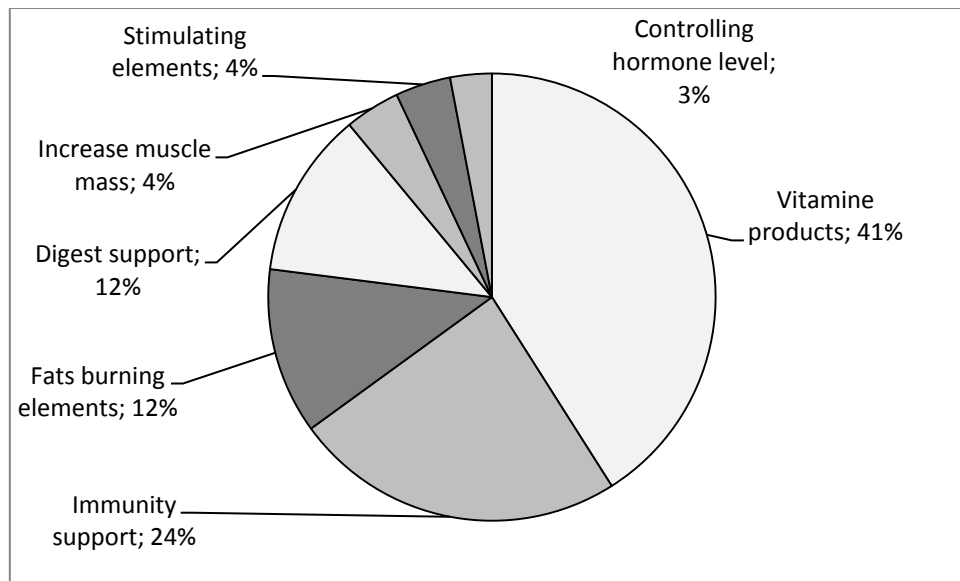


Figure 4 *Structure of supplements users*

Still, the use of the suplemets was positively expressed only by 190 respondents (62.9%), the total number of supplements is relatively high in this group. This means that if the respondent has already used most supplements,he usually together combines more than one. After counting all types of nutritional supplements, it was achhieved 347 positive data. As the most significant for an additional sale, it appears vitamin preparations and products to support immunity seem to be very significant

As regards the means of stimulating growth of muscle mass, usually the younger generation used when regular strengthening and exercise in the fitness centers, these resources are in many cases condemned by the public, and it is most likely that for this reason, their actual use is higher than the percentage of respondents indicate. For this reason, it is a result of the findings that it should be taken with some degree of reluctance.

Finally, the question of vegetarianism as an alternative to healthy eating efforts shows the following results: a total of 298 of the respondents replied, which is 98.7 % of the total number of respondents.

To vegetarianism 10 of the respondents report an positive attitude, which is the total number of respondents just 3.3 %.

About vegetarianism 31 surveyed, i.e 10.3 % manifested a positive interest and no concern for vegetarianism it is reported by 257 persons, i. e. 85.1 %.

These results clearly indicate that the products associated with this way of eating are not likely to play a role in the case of possible additional sales, but rather a new space is opening up space here for the lighting of the issue in the context of professional seminars.

Relations between questions concerning diet are the following. All respondents who reported to vegetarianism, use supplements in 60 %. Furthermore, every respondent who actively classified elements of healthy nutrition to into his/her diet, indicates use of at least one type of supplement (154). More than one nutritional supplement are used by 37 % of the respondents.

Interested in leading professional medical diagnosis when it is necessary to use the wellness service are 79.6 % respondents. Visits to premises are not required in 20.4 percent of cases. This fact can lead to reflection on the expansion of assortment of the offered services of expert consultations and related examination of the sports physician.

Guest service evaluation, opportunities and price

For the operator we have surely found useful information about how customers evaluate establishments from the perspective of their personal impressions. Terms of the environment, equipment and employees on the basis of an intuitive estimate of the client. Views on the price of the selected favorite activities then complement the overall view of the customer, as well as general awareness of the existence of the establishments involved in the offer of wellness services.

Evaluation of the environment of the establishment

In the context of the evaluation establishments respondents answered several groups of questions. The first group is concerned regarding the assessment of the environment evaluation.

Table 4 *Evaluation of quality operation*

Evaluation of wellness centre equipment and total perception of clients			
Item	Gender	Average	Total average
The Appearance, age, wear and tear	Female	1.8	1.87
	male	2.03	
Colorness interior	Female	1.83	1.82
	male	1.8	
Perception of the whole design	Female	1.84	1.82
	male	1.78	
Function leve of equipment	Female	1.55	1.63
	male	1.81	
Level of cleanness in operation	Female	1.31	1.39
	male	1.56	

Respondents were asked to evaluate the selected indicators environment establishments with mark 1-5, where mark 1 is the best evaluation mark and mark 5 the worst. The selection of indicators was taken into the account on the basis of the requirements of members of the Czech Association of Wellness. As it can be seen from the table above, in the worst way of evaluation was the appearance, age and wear and tear of equipment establishments, which can be on one side of the theme for the operator, on the other side of pointing to the cost performance of similar plans of operations and their generally lower profitability.

As regards cleanliness and functionality of the equipment, the assessment is much more positive. For most indicators women show more positive assessment opinion than men. The exception is the color of the interior and the impression of the overall design, where men are slightly more satisfied.

Then attention was turned to the views of customers on the employees, their access to the customer and their competence. This group of questions was created on the basis of requirements of the experts from the Czech Association of Wellness.

Table 5: *Evaluation of employee 's opinion according to clients*

Evaluation of wellness centre equipment and total perception of clients			
Item	Gender	Average	Total average
Experience in work with clients	Female	1.70	1.84
	Male	2.11	
Working experience of employees	Female	1.63	1.80
	Male	2.17	
Interest or apathy of employees	Female	1.71	1.79
	Male	1.97	
Skills in work	Female	1.60	1.72
	Male	1.90	
Professional approach and expertise of employees	Female	1.52	1.65
	Male	1.92	

The evaluation was performed using the mark and again as at least positive it appears (see table above) experience when working with customers. As a top rated is then professionalism and expertise. In this section, women are significantly more concerned with assessment, which is attributed to the operator with greater customer experience and competence.

The views of clients on the price of the selected services

These data then can serve as a guide in determining prices for establishments that serve for the rather better financially situated group of clients and are in a given area price makers. The questions were worded, again on the basis of requirements of the above Association.

The first question was laid on personal participation in wellness weekend. It can be assumed that the personal experience of the customer will lead to a realistic opinion on the price of each selected services and also to possible disparities in testing the popularity of these selected activities.

- The question was answered by almost total of 297 persons (98.3 % (of respondents).
- Participation at the weekend was confirmed by 65 persons (21.9 %).
- Personal experience was not confirmed by 198 people.(78.1 %).

For respondents with regard to at least one of their experience with a wellness weekend, then it was reported the following information (see table below):

Table 6 *Pricing data on the wellness weekend*

Experience with previous pricing or the perspective of price in CZK						
Experience	Female		Male		Total	
	Average	Standard deviation aggregate column	Average	Standard deviation aggregate column	Average	Standard deviation aggregate column
Yes	3 452	1 891	3 of 567	1 498	3 480	1 796
Well	2 770	1 198	2 169	1 365	2 565	1 285

From the table it can be seen that the customers, who have an experience with the purchase, indicate the overall higher price than paid by customers, who are just cost conscious and prices are just estimated from them. In the case of clients without the experience the query was formulated in such a way, so the information we can get we have to treat as more as a common effort by the demand on the negotiation of more favourable market conditions under almost perfect competition. The standard deviation also indicates a very high margin of data in all of the items in the table, which points to a high diversity as already paid amounts and an estimated price of the service. The median in this case is not shown because it has in the case

of the experience with the price value of 3 000 crowns, in the case of no experience and a value of 1 500 crowns in all table entries, therefore, does not have any statistically significant value.

Opinion on the price and the experience with the selected activities, suitable for inclusion in the assortment packages offering wellness services, was established asking for at least one meeting with the designated product, and it was also accompanied by a price indication of the respondent on the defined unit of this activity, for example, the query on the total price massage or one hour (lesson) of aquagymnastics.

As it is apparent from the table below, a communication on at least one meeting with one activity are very diverse. These data can serve only to operators and the public working directly in the field. In any case, it is necessary to focus on the area that is the center of interest of the reader, and also her own operating experience and can be compared with own operational expertise.

In the table data are sorted by the frequency of responses indicating the customer's meetings with these activities. Among the very famous products they include services related to the operation of the spa equipment, swimming pools and relaxation services, related to the water. You can also assign the exercise fitness, total body massage and facial cosmetics (see Table 7).

These data are confirmed by the clients in more than 50 % of cases. At the opposite pole of the spectrum of the types of services are then aquagymnastics, the total underwater massage and spiritual therapy. Due to the fact that two of these activities relate to water, and operators, with whom this was consulted, are of the opinion that the activities are currently still little known, especially among the respondents from smaller communities.

As regards the price data, their variability is so strong that you cannot infer from the statistical point of view almost any individual information. You can only track here the fact that men appreciate the services in about one half of the above than women, but the differences are always very low.

In the case of women the price evaluation is, in some cases significantly higher than the price evaluation by men. In particular, the following activities: wraps in the spa, beauty salon and hairdressing services. The reason is probably greater experience and expertise in a given area exercised by women.

The effect of ages and the number of members of the household in this group did not have any significant meaning.

Table 7 Does the client know the activity and its price in CZK?

The client's activity and its price in CZK						
Kases	Female		Male		Total	
	A Minimum of one experience:	Average price	A Minimum of one experience:	Average price	A Minimum of one experience:	Average price
Swimming	89.7	89,00	86.1	99,00	88.4	93,00
Relaxation in jacuzzi vhirpool	70,1	153,00	76.9	149,00	72.5	152,00
Sauna	62.9	120,00	80.6	123,00	69.2	121,00
Training in the wellness center	70,1	117,00	60,2	108,00	66.6	114,00
Complex massage classic	66.0	448,00	60.2	402,00	63.9	433,00
Face cosmetics	77.3	394,00	11.1	258,00	53,6	reimbursed 373,00
Aerobic	63.4	95,00	15.7	111,00	46.4	98,00
Supervisor ' with excercising and training	36.6	191,00	40.7	245,00	38,1	208,00
Stretching	34.0	105,00	47.0	245,00	38,1	208,00
Treatment in the spa bath in the Spa	35.1	345,00	25.0	239,00	31.5	314,00
Other cosmetic servicees	47.0	448,00	6.5	308,00	28.5	421,00
Horse riding	26.3	230,00	29.6	237,00	27.5	232,00
Sesion on health nutrition	30.4	134,00	20.4	120,00	26.8	130,00
Hair dresser with ' servicees	30.4	865,00	8.3	254,00	22.5	721,00
Reflexive, masage	22.7	293,00	22.2	305,00	22.5	296,00
Yoga	24.7	106,00	4.6	144,00	17.5	114,00
Aquagymnastics	24.7	118,00	4.6	171,00	17.5	128,00
Complex masage in the water complex underwater massage	7.7	326,00	18.5	315,00	11.6	322,00
Mental therapy	11.9	203,00	6.5	234,00	9.9	212,00

Evaluation of selected activities in connection with the price idea

The questionnaire was also put a question on the popularity of the query and the frequency of operation of selected activities. These activities were selected to match the projected track offers with wellness facilities. Their composition is identical to the query on at least one experience with these activities and the asking price on the idea of customers (see Table 8).

In the case of the query about at least one experience with the selected activity and then putting this activity as a favorite, you can conclude that the respondent who stated a specific activity as a favorite, in all cases, confirmed that it has already met his expectations at least once. This relationship is important, rather more than its checking character, and confirms, in particular, the validity of the poll. Average price guest favorites activities that are not significantly different from the price average, regardless of whether they are popular or not.

In the case of the two most frequently reported activities assessment (query: select two favorite activities), it was found the following: as the most popular activities are included the total massage and sauna in the latter case (see Table 8).

Table 8 *The most favorite activities*

Activity	Alternative 1		Alternative 2	
	Number of answers	% of total	Number of answers	% of total
Masage	106	36,4	-	
Sauna	-		62	22.5
Total	291		276	

This is a significant majority of respondents that expressed the views. If we compare these two activities among themselves, this selected choice occurred in 20 cases, which is approximately 7 % of the total number of responses.

Evaluation of the knowledge of the concept of wellness

Due to the effort to map the customer awareness of the knowledge of the concept of wellness research was laid as close-mid question to the customer about an idea of the concept of wellness. The query was laid without any influence of the respondent. It could not, therefore, indicate which of the descriptions offered it is from the perspective of the definition of the scope the most appropriate. Respondents are then expressed in submitted alternatives, but because the query was listed as one of the respondents queries were not affected by the initial questions from the questionnaire, and it was unable then to show the impression about the wishes and ideas of the interviewers.

The results are presented in the Table 9 and because of the seriousness and subsequently in the Figure 5. From the Table 9 it can be seen that the most common idea about the concept

of wellness is linked to rest and relax on the weekends. The second most common notion is the idea of a healthy way of life. This is the second answer which corresponds at least in part with the definition of the term, but this response with regard to the needs of the field is not too qualified due to its universality. Relaxation on the weekend is a good means to achieve a sense of overall higher quality of life, but the activity itself cannot be a carrier, if it is not accompanied by a corresponding life position and regular applications of living habits in the area of health and nutrition, more often and regularly operating sporting activities during the work week.

Table 9 *What does the respondent understand if he/she hears the notion: wellness*

What does the respondent understand if he/she hears the notion: wellness		
Notion	Number of answers	% of total
Sporting in leisure time	69	17.7
Permanent perception of life quality	28	7.2
Healthy way of living	88	22.6
Rest and relaxation during weekends	194	49.9
The respondent has no idea	10	0.6

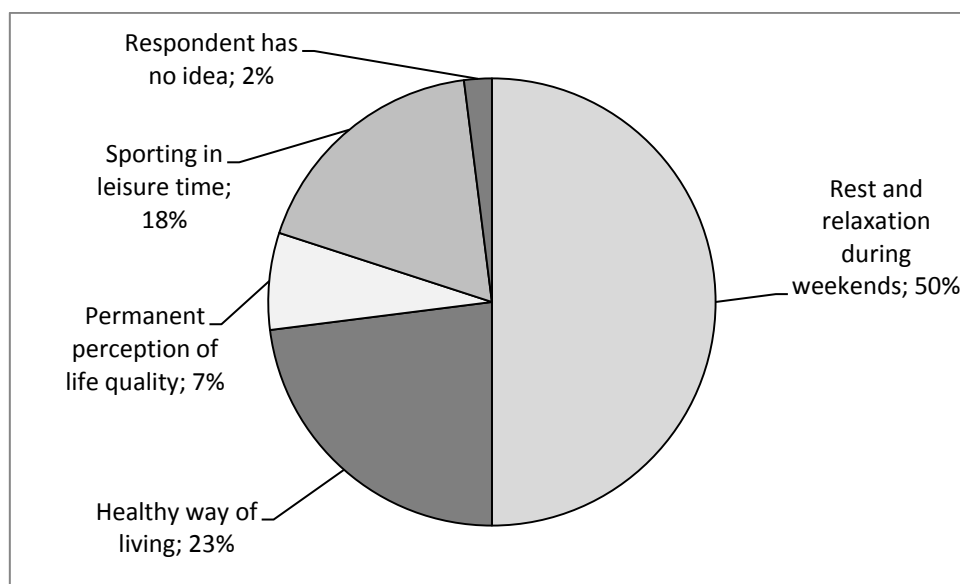


Figure 5 *What does the respondent understand if he/she hears the notion: wellness*

In the Figure 5 then we find the fact that the most desirable response from the perspective of the interviewer, which corresponds with that definition of the concept of

wellness, has been received from only by 7 % of respondents. This fact is evidenced by the sinister influence of business entities on their own idea and will probably result from the use of the term rather than for the purpose of marketing and promotional activities. It seems, therefore, that he thought the Foundation of the entire movement in the Czech society has not yet regained sufficient importance and for this reason did not become a common social standard.

5 Summary of the the results of the research

In the context of a summary of the results, we will pay the attention to the values which are identified as either the most frequently occurring or as an average or as data, for the purposes of exploitation of the results for comparison with foreign countries, and have a certain, not ignorable significance. This means that there is not to the correct results, but to their interpretation in the interests of transparent description of the issue.

Demographic data

In terms of demographics, it can be said that the respondents were chosen so that they represent the structure of the population, mostly the middle category. Almost two thirds of respondents (61 %) falls within the ages 31-40 and 41-50 years. From the perspective of the sample this group is the best, because they are here represented as future clients, the younger of the two age groups, and clients who already form a potential group of customers. The number of household members and the size of the municipalities then show more on an even distribution of the group.

Area of interest for sports

Sports activities can be divided into two basic categories: the collective nature and activities, where it is envisaged in their pursuit of certain synergies and interaction, and further the activities of the individual characters that are carried out so that there is no need to communicate with the outside world. This can then lead to considerations about the equipment and the focus of the establishments.

The results of the research show that more than half of customers, regardless of the intensity of their preferences gravitating to activities associated with water, such as swimming, sauna and, in exceptional cases, aqua aerobics and aquagymnastics. This finding is evident with regard to the questions relating to both the selection of sports, which according to its own terms, most respondents are engaged and routed to query evaluation of selected activities mark and the particulars of the two most commonly operated by sporting activities. Among the other most popular sports are clients for cycling, skiing, walking, in-line skating,

running, aerobics and, finally, a workout in the gym and exercise. From this finding the fact arises that a greater interest in the activities of the individual character, appear although in the case of ice skating or hiking can, of course, for communication to occur. It seems, however, that the sharing of experiences and communication about favorite activities will take place there, where is the sport of running, rather will take place in premises intended for social contacts (meeting rooms, restaurant, meeting space, after completed sporting events and the like).

Here it is, therefore, possible to see space for creating marketing opportunities in the framework of the provision of marginal and complementary kinds of services, of course, with regard to the potential increase in sales of establishments. In the results, then the frequency of operation of collective sports appeared as not so frequent, apparently with regard to time and organizational demands of the joint meeting as such, where they are individuals forced to adapt to your personal program (especially during the work week) capabilities of the team as a whole. They may refer to the popularity of collective sports activities, more than half (57%), but cannot determine whether this popularity is usable for the needs of spa establishments.

The ideas of the customer about the prices of individual services, regardless of their popularity, then you can mark in all cases as undervalued. Price evaluation is then more realistic in the case of swimming and saunas, which appears from the greater experience of respondents with these activities.

Ideas about the optimal way of eating and the song purchased wellness services

Here research was focused on the kind of idea they have most often interviewed on the way of recreation and rest with regard to relationships with service providers. In particular, long-term relationship with wellness (important for awareness of operators) and types of partners involved in together.

The number of purchased services: customers in almost two thirds of the cases (64 %) indicate that they prefer to buy only one service. This means that only one-third of customers seems like a potential buyer of the service packages, which is again a great space the development of marketing tools to change behavior and routed the shopping habits of consumers. Interested in membership, then only 23 % of the preference of respondents, which was already expected to be, since membership is common in sports clubs with the tradition of the Sokol and other PE type of unity, providing a rather monotematic way to enjoyment and relaxation, and within the paid offer (customer clubs and the like) is not yet considered a generally normal.

In the context queries on the popularity of the shareholders refer to the respondents most frequently that are able to spend a wellness weekend with your partner (almost half) and with friends (specifically 29%). Wellness weekend alone would then be spent only by 6% of respondents. However, research has not been carried out with regard to the needs of the health spa where they wish to spend the weekend alone could have for the purposes of medical therapy may require a higher percentage of clients.

The area of these issues has been supplemented by an indication of the purchase and personal experience with a wellness weekend or residents, where customers confirm the experience of only one-fifth of all respondents.

Other options for the development of establishments

From the perspective of wellness they are important activities of disabled persons that offer more options for creating programs specifically for the Group of multiday stays in the client devices. In terms of usage, then it is worth noting that the clients indicated an interest in psychology, which rather slightly with age for women is growing.

As a further opportunity for operators in the field of composition and the additional sale of fish appears to be the fact that the respondents are interested in healthy nutrition, almost $\frac{1}{2}$, but only less than 10 % of them is interested in vegetarianism, over three percent of the total. This fact suggests that the preparation for the vegetarianism will be supplementary, sales have little meaning. In the case of use of the supplement, the situation is reversed, only one third of respondents indicates that does not take any special nutritional supplements.

Guest facilities

As regards the assessment of the establishments, the women assessed in the case of the appearance, the age of wear and tear, the functionality of the equipment and the cleanliness of the equipment more favourably than men. In terms of color and the overall impression guests of both sexes are approximately of the same opinion. In the case of the experience with the attitudes of staff towards clients and their work experience then women always make a more positive assessment than men. Overall, it can be said that in this respect there is between the interviewees fairly positive experience. Guest mark 1-5, never does not exceed the average of 1.9. In conclusion, this section was laid on the question of premises. They indicate a knowledge of the location of the spa service or at one-third, suggesting a possibility of extending the activities in the field of communication policy.

Knowledge of the concept of wellness

As one of the most valuable information from the perspective of the entire research was considered to be the respondent's communication of its contents and the content of the

concept of wellness. One half of the clients shows that wellness is a sport for them in their free time. From the perspective of the entire scope it can be concluded that this notion is wrong, but, unfortunately, the most widely used. At least partially satisfactory answer, from the perspective of the definition set out above, formulated as a healthy way of life has been reported in 23 % of the respondents. In the case of a more comprehensive perspective on the issue, the wellness has been conceived as a lifestyle ensuring a lasting feeling of a higher quality of life, and this fact was positively expressed only by 7 % of respondents. This finding is then an incentive for professionals to increase their awareness-raising activities and to ensure greater awareness of the importance of the field.

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