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**Magyar fogyasztók hozzáállása a komplementer és alternatív
gyógyászathoz az egészségturizmus területén**

**Hungarian consumers' behaviour towards complementary and
alternative medicine treatments in the field of health tourism**

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ABSTRACT

Health tourism is a rapidly expanding economic sector. A smaller part of health tourism; alternative medicine is regaining popularity as a result of ongoing development and repeating trends in the field. Alternative approaches are becoming increasingly popular as more individuals turn to less conventional means of preserving good health. People are discovering that complementary and alternative medicine treatments have far fewer side effects than conventional medicines, and that using preventative medicine, which many complementary and alternative medicine options are, can have a far greater positive impact on one's life than solely relying on curative medicine.

Holistic tourism has arisen as a new and alternative kind of tourism, as well as a popular trend among travellers searching for programmes and experiences that would help them attain harmony between mind, body, and spirit.

My research's goal is to introduce complementary and alternative medicine and get insight into society's perspective on the issue. I am discussing the phenomenon's origins, benefits, and drawbacks, as well as the primary reasons for its appeal. I analysed Hungarian people's perspectives, attitudes, and expectations on the subject. The formal questionnaire completed by 351 people cannot be considered representative, still it is suitable for drawing conclusions.

Among the questionnaire, I have used the method of structured interviews. I have interviewed three alternative healthcare practitioners and compared their answers to each other to answer my research questions.

Today, people's attitudes regarding alternative medicine are widely varied. Others who believe in it emphasise it, while those who do not are entirely opposed to it. I came to the conclusion during the research that the popularity of complementary and alternative medicine is indeed increasing.

KEYWORDS:

Tourism, health, complementary and alternative medicine, attitude, demand, popularity

ABSZTRAKT

Az egészségturizmus gyorsan bővülő gazdasági ágazat. Az egészségturizmus kisebb része; az alternatív gyógyászat a folyamatos fejlődés és a szakterületen tapasztalható ismétlődő trendek eredményeként egyre népszerűbb. Az alternatív megközelítések egyre népszerűbbek, ahogy egyre többen veszik igénybe a jó egészség megőrzésének kevésbé hagyományos eszközeit. Az emberek felfedezik, hogy a kiegészítő és alternatív gyógyászati kezeléseknek sokkal kevesebb mellékhatása van, mint a hagyományos gyógyszereknek, és hogy a megelőző gyógyászat alkalmazása, amely számos kiegészítő és alternatív gyógyászati lehetőség is kínálkozik, sokkal inkább pozitív hatással lehet az ember életére, mint pusztán a nyugati gyógyászatra hagyatkozni.

A holisztikus turizmus új és alternatív turizmusként, valamint népszerű irányzatként jelent meg a lélek, test és lélek harmóniáját segítő programokat, élményeket kereső utazók körében.

Kutatásom célja, hogy bemutassam a komplementer és alternatív gyógyászatot, és betekintést nyerjek a társadalom perspektívájába a témában. A jelenség eredetét, előnyeit és hátrányait, valamint vonzerejének elsődleges okait keresem. Elemzem a magyar emberek témával kapcsolatos nézőpontjait, attitűdjeit, elvárásait. A 351 fő által kitöltött online kérdőív nem tekinthető reprezentatívnak, de következtetések levonására alkalmas.

A kérdőívek közül a strukturált interjú módszerét alkalmaztam. Három alternatív gyógyászati szakembert kérdeztem meg, és válaszaikat összehasonlítottam egymással, hogy megválaszolhassam kutatási kérdéseimet.

Manapság az emberek hozzáállása az alternatív gyógyászathoz igen változatos. Akik hisznek benne, hangsúlyozzák fontosságát, míg azok, akik nem, teljesen ellenzik. A kutatás során arra a következtetésre jutottam, hogy a komplementer és alternatív gyógyászat népszerűsége valóban növekszik.

KULCSSZAVAK:

Turizmus, egészség, komplementer és alternatív gyógyászat, hozzáállás, kereslet, népszerűség

1. INTRODUCTION

Health tourism is developing more and more over the years. People are looking for new ways to improve their health and are willing to try these methods at least once.

Nowadays there are endless ways to prevent and cure illnesses. We have the opportunity to visit our local doctor, get treatments, get prescript medicine, or we could choose to treat our sickness with natural resources. These are the complementary and alternative medicines that have been available for us since long ago. They might not cure serious illnesses like cancer, but for smaller and less significant illnesses they could be a cure for.

For my research paper, I have chosen the topic of complementary and alternative medicine – CAM in the following – as a part of health tourism. I would like to get an insight into why people would or would not choose this type of healthcare. My aim is to gain knowledge of these therapies and about the places they were first practiced at and still are.

Furthermore, I am looking for answers to questions regarding to the popularity of CAM, what travellers look for when they are taking part in holistic tourism and what are their attitudes towards the topic. Also, I am looking forward to get answers for my research questions about consumers' willingness to pay for alternative medicine, their trust among the subject and the reason behind the phenomena's popularity.

During my research, I have done interviews with CAM practitioners in Hungary and I have made an online questionnaire to support my assumption that Hungarian people believe in this kind of medical method, but they are still loyal to western medicine.

However, in order to find the relevant answers to acquire the necessary facts and make conclusions based on the answers received, I first had to dive further into the subject's literature. I had to research the system of health tourism, the main types of which are related to alternative medicine, like wellness tourism, health tourism, and holistic tourism. I also needed to learn about the medical side of alternative medicine as well as its rules, and needed qualifications to practice it.

Lastly, with the collected information I have made a conclusion regarding Hungarian customers' behaviour towards complementary and alternative medicine, about how they view it as a whole, and what are their opinions about it among with my own ideas, insights.

2. HEALTH TOURISM

Health tourism, which focuses on excellent health, general well-being, and the pursuit of it, is not a new trend. It has had a great impact in even the ancient times when for example Romans visited spas and mineral springs with the aim to get healthier, to feel better, or just to relax. Going to spas and coastal resorts to 'take the waters' became a trendy and pleasant pastime, not just for health reasons (Cook, 2008).

There are many ways to describe what health and holistic tourism is. Health tourism's definition and taxonomy are themes that are frequently debated in academic and industrial circles (Puczkó & Smith, 2017).

The UNWTO describes health tourism as "...Health tourism covers those types of tourism which have as a primary motivation the contribution to physical, mental and/or spiritual health through medical and wellness-based activities." (UNWTO, 2019).

Health tourism is a term that mostly refers to situations when people travel to another country to receive healthcare, instead of getting it in their native country due to expenses and long waiting periods. (Connell, 2013).

The issue why people travel for their health can be also caused by lack of access to health care or being dissatisfied with an existing system. Health tourism might be a stereotype of niche tourism, but improving health has always played a big role in traveling, it is not only good for the mind but it also helps us to step outside of our environment (Connell, 2013).

In recent years, the concept of health has been expanded to include not only physical but also mental and psychological well-being. There are some doubts about whether traditional healthcare can offer all the skills necessary to live a holistically healthy life, so it is quite difficult to define what is meant under the term 'healthy lifestyle' (Puczkó & Smith, 2017).

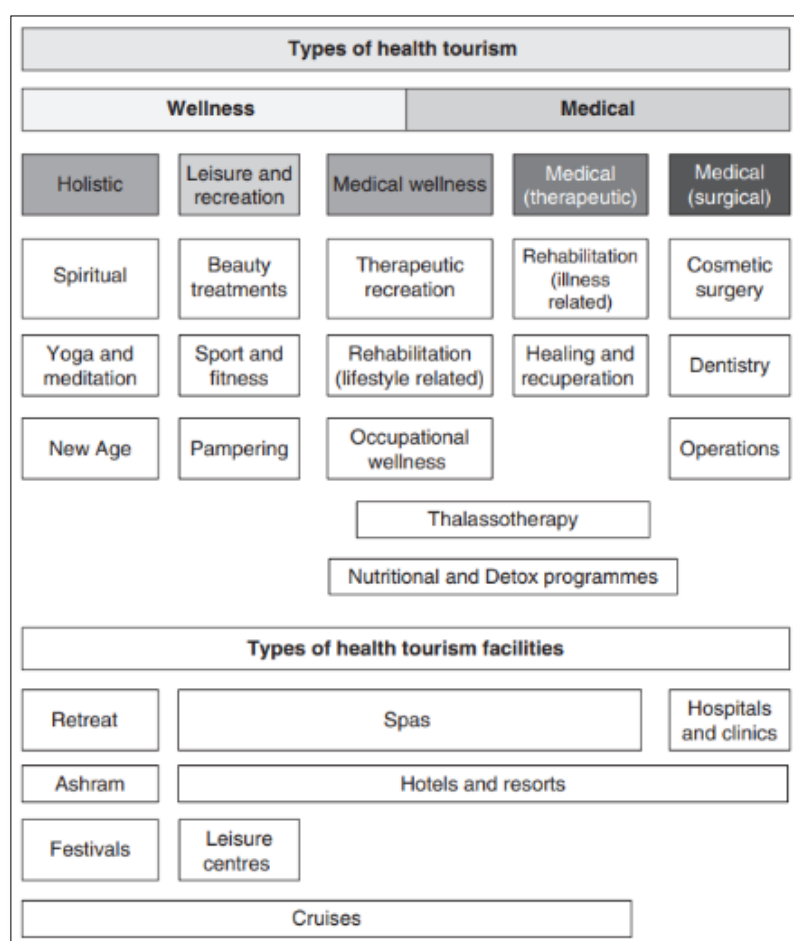
To maintain mental health, complementary and alternative medicine is gaining popularity among people living in Europe. Such as herbalism, massages, reflexology, etc. are the most well-known, and they are the safest options. These types of treatments are mostly opinion-based on whether to choose them or not, so before deciding it is worth researching the subject and then choosing the appropriate form of healing (BMJ, 2000).

The reason for the growing rate of popularity of health tourism is due to the current number of the elderly population and mostly as a result of a healthy-living lifestyle among younger generations. Many of them choose emotional, spiritual, and wellness healing besides modern medical systems (Salman, et al., 2017).

According to development trends, health tourism is the most significant touristic category in the first decade of the twenty-first century. It is a difficult concept that lacks consensus in both the tourist and health care industries. The reason for this is that there are considerable discrepancies in how different definitions of health tourism are used in different nations (Lőrincz & Papp, 2016).

There are many categories under the term ‘health tourism’ as *Figure 1* demonstrates. Not only in categories of health tourism itself but the types of health tourism facilities as well.

Figure 1: Fields of health tourism



Source: (Smith & Puczkó, 2009, p. 7.)

Medical and wellness tourism are two different terms. People who travel to receive treatment for a condition, and are motivated by the desire for a lower cost and higher quality care for their illnesses are the ones who take part in medical travel. Those who travel to maintain, manage or improve their health and are motivated by the desire for a healthier living,

managing their poor habits and stress levels by choosing to do proactive, non-medical activities are the travellers who choose wellness tourism (Global Wellness Institute, 2018).

Wellness tourism – by a different definition – is part of health tourism defined as “the sum of all the relationships and phenomena resulting from a journey and residence by people whose main motive is to preserve or promote their health. They stay in a specialized hotel that provides the appropriate professional know-how and individual care. They require a comprehensive service package comprising physical fitness or beauty care, healthy nutrition and diet, relaxation and meditation and mental activity, education” (Mueller & Kaufmann, 2001, p. 7.).

Focusing on holistic tourism’s definitions, one states that this type of tourism offers its visitors a vast variety of activities and or treatments targeted at developing, protecting, and enhancing the visitor’s body, mind, and soul. There are many parts of it and a lot of them overlap – they have many similarities and they can even exist hand in hand (Smith & Kelly, 2015.).

In the pursuit of maximum health and wellness, holistic medicine embraces the full individual — body, mind, spirit, and emotions. According to the holistic medicine concept, the major objective of holistic medical practice is to attain optimal health by achieving good life balance. Holistic health practitioners think that the entire person is made up of interconnected pieces, and that if one portion fails, all of the other parts suffer. As a result, if people have imbalances in their life (physical, emotional, or spiritual), it might have a severe impact on their entire health. A holistic doctor may treat a patient with any type of health care, from traditional pharmaceuticals to alternative therapies (WebMD, 2020).

Other definitions are mostly the same. They view holistic retreats as treatments, therapies and as well spiritual growth, and many other approaches to reach balance within someone’s mind and body with the assistance of traveling in this new industry, with not only simple contact with cultures but having the full experience (Rocha, et al., 2016.).

2.2. DEMAND FOR HEALTH TOURISM PRODUCTS

Wellness tourism aims to promote excellent health when traveling, focusing on physical, mental, ecological, and social balance in a holistic manner. A successful wellness program is both a success in terms of sustaining health and an experience in terms of travel (Ruszinkó & Donka, 2019).

Individuals desire to be healthy because they believe healthy people feel and look better, look younger, and live longer with a greater quality of life. As a result, people of all

races and cultures seek out methods to improve their health, spending billions in the process (Synovitz & Karl, 2020).

According to a study "push" and "pull" forces are two types of motivational variables that drive medical travel. Cost savings, the convenience of travel, transportation costs, tourism attractions of the location and enjoyment of the trip, more individualized care, high quality of care and services, shorter waiting times, and treatment availability are some of the reasons that drive demand (DeMicco, 2017).

Consumers' attitudes are influenced by their social surroundings, including their family, friends, and the cultural context in which they exist, and market trends. The use of Indian Ayurveda, Chinese acupuncture and acupressure, and Far Eastern botanicals in treatment has been influenced by the trend of exotics, eastern civilizations. This trend is heading in the same direction in alternative medicine, raising interest in traditional folk cures, or traditional medicine. The trend of gentle medicine has aided the expansion of alternative medicine by increasing the market presence of natural medicine, homeopathy, and ways of treating emotional and spiritual issues (Simon & Berend, 2011).

Correspondingly to a healthcare researcher, there is a slew of reasons why people are drawn to alternative medicine. When we take a closer look at them, it can be seen that some of them are incorrect. Others are the result of contemporary medicine's several undeniable flaws. Overall, it appears that the present popularity of alternative medicine is a scathing critique of today's traditional healthcare's failings (Ernst, 2019).

Modern concepts of medicine, health, and tourism have progressed beyond traditional treatment paradigms. It is because of the evolving preferences of modern medical tourism, which are both distinctive and difficult to predict. In recent years, the medical tourism business has seen soft medical tourism demand centred on natural therapies and complementary and alternative medicine. Medical tourists' preferences are evolving away from harsh medical treatments such as major surgeries and medications and aiming toward softer health therapies such as minor surgeries, natural treatments, CAM treatments, and so on (Majeed, et al., 2017).

The rising demand for complementary and alternative health care services appears to be a result of educational and economic worldwide trends. The changing demographics of countries, the aging population, and the increased need for medical services by the elderly, all boost the demand for improved medical services. People who reside in developed nations are more likely to spend more money to improve their quality of life. They are more likely to obtain

alternative therapies to remain active and alive for a long period, especially as the number of chronic diseases among the elderly population rises (Tosun, et al., 2020).

Despite their special needs, wellness tourists have a favourable attitude toward alternative medicine techniques such as massage therapies because they satisfy their expectations of physical, spiritual, sociological, psychological, and personal well-being. India has long been renowned as a significant wellness tourist destination, particularly for yoga, meditation, and Ayurveda. Spiritual healing is also widely practiced. All of them will be sold only as wellness tourism items. Although Asian countries like India have had some success with medical tourism, it has yet to explore the specialized indigenous items for wellness tourism target markets (Sethumadhavan & Vinodan, 2019).

The number of tourists visiting for health reasons is continuously rising across the world as a result of globalisation and technological advancement. Parallel to these developments, there is a growth in global demand for traditional and complementary medical applications and goods. More than 100 million individuals in Europe go to obtain these applications, and 25 million use traditional and supplementary medical items. These journeys and spending generate considerable revenue for national economies (Tosun, et al., 2020).

2.3. SUPPLY FOR HEALTH TOURISM PRODUCTS

Natural resources have been identified as essential variables for improving wellbeing and, as a result, the growth and sustainability of health tourism destinations. Health tourism locations provide a comprehensive experience that includes, in addition to health and wellness treatments, attractions, entertainment, accommodation, cuisine, accessibility, local transportation, and hospitality. Given the importance of the area's natural resources and local culture, the development process must be appropriately organised. According to the studies conducted in this area focused on natural resources, there is a strong demand for hydrological resources (natural mineral waters, muds, lakes, rivers, streams, and waterfalls). Hydro-mineral resources are undoubtedly useful for a variety of therapies. Forests, mountain locations, and local climate (including air and light) are also benefits of health tourism. The existence of mountain areas and forests, in particular, offers an important resource for creating wellness tourism, having favourable benefits for both physical and mental health (Pessot, et al., 2021).

Focusing on the health tourism sector in Europe – which includes infrastructure, facilities, use of destinations, and resources – it can be said that there have been a great number of developments. There are thousands of thermal springs in Central- and Eastern Europe and

spa facilities with great architectural designs in Western Europe are becoming more and more popular over the years. In the Northern part of Europe, there is a lack of natural healing assets so they base their wellness tourism on relaxation with saunas, fitness, massages, and hot baths. On the Southern side of the continent, there are historic baths with traditions and beautiful sea-sides which attract tourists for wellness opportunities (Smith & Puczkó , 2009).

On the other side of the planet, Asia is one of the main target places for those who travel intending to maintain their health, spirituality, and wellness. The continent has been one of the fastest-growing regions of tourism. Till 2019 tourism has generated over 180 million jobs in the industry. Understandably, these destinations were also affected by Covid-19, so the numbers have dropped since (Wayne & Russell, 2020).

2.4. THE FUTURE OF HEALTH TOURISM

The health-care system should no longer be considered as a cost-generating industry, but rather as an economic driver. Quality health benefits and services may attract individuals concerned about their health and well-being, as well as patients looking for high-quality treatments, contributing to the growth of the tourist industry (Illario, et al., 2019).

Hotels and spa resorts are expected to expand throughout the continent. This is already progressing to the point that individuals want to enjoy spa lifestyles on a daily basis, and it will undoubtedly continue to grow. In most regions of the world, holistic tourism is also on the rise. Not all nations will include health and wellness into their leisure and recreational product offerings, but the majority will create some sort of medical tourism. Because there will always be a demand for sickness and illness treatment, medical tourism is here to stay (Smith & Puczkó , 2009).

The most essential trends in modern health tourism are the significance of health, the expanding importance of design, and the complexity of design. This last attribute indicates that numerous services are employed concurrently to attain the objective of excellent health. On the one hand, the combination of these criteria can only lead to the desired result; on the other hand, the coexistence of several services guarantees commercial success. A new trend in health tourism is that patients desire delightful experiences in addition to exceptional treatments, and they want to enhance their health in the long term. Because of these characteristics, the importance of medical professionals' recommended cures and treatments is growing (Szegei Tudományegyetem Juhász Gyula Pedagógusképző Kar, 2022).

The increased movement of health tourists across the world has altered the demand and supply of healthcare products and services. The business benefits of the rise of health tourism may now be enjoyed by both developed and developing countries. Though health tourism remains a small portion of many locations' total tourist earnings, the direct and indirect benefits on the wider tourism business are well recognised. The recent pandemic is also a good example to develop health tourism through technology as well (Wong & Hazley, 2020).

The tourist industry has been heavily damaged by the COVID-19 outbreak. Supporting wellness tourism may be utilised as a technique to add value to a destination's intrinsic interaction between different economic sectors. There are several opportunities related with tourism and the wellness sector, as well as various services, infrastructure, and facilities that may assist firms in standing out, providing greater value, and attracting higher spending from travellers. In addition to therapeutic activities, wellness tourists require transportation, food, and lodging, and they are likely to search for shopping or entertainment. All of these enterprises, whether health-specific or not, profit from wellness tourism and contribute to the wellness tourism economy (Font-Barnet, et al., 2021).

Telemedicine is also important to mention. It is a revolutionary strategy that allows health care providers to examine, diagnose, and treat patients from a remote place because of the pandemic, Covid-19. It is quickly becoming a vital element of healthcare infrastructure. The growth of IT and the popularity of smart gadgets have created opportunities to provide remote healthcare to patients while physically present in their location. The use of software and electronic communication to give clinical services to patients via secure video and audio links heralds a new era in health management, but it affects the tourism sector in a bad way due to the fact that people can get some health related treatments comfortably from their couch (Express Healthcare, 2021).

3. COMPLEMENTARY AND ALTERNATIVE MEDICINE (CAM)

My goal with this research is to give insight into complementary and alternative medicine. Bringing the focus to the topic, its definitions state that it is a term used for medical products and practices that are not used by standard medical care. It's a diagnosis or treatment which can complement mainstream medicine and satisfy the demand not met by orthodoxy (BMJ, 2000).

Traditional medicine, which was only utilized in closed communities before the 1990s, became widely employed in both developed and developing countries after that time. WHO recognizes traditional and complementary medicine as a globally significant profession that

requires support. WHO also provided a view on state policy development for the integration of complementary and alternative medicine practices into health systems (Tosun, et al., 2020).

The World Health Organization describes complementary and alternative medicine as terms referring to “a broad set of health care practices that are not part of that country’s tradition or conventional medicine and are not fully integrated into the dominant health-care system. They are used interchangeably with traditional medicine in some countries” (WHO , 2019, p. 8).

Many consumers are interested in alternative medicine, as seen by the amount of money people spend on it. According to a before Covid-19 study, by 2025, it is expected that we will spend slightly under US\$ 200 billion on alternative medicine worldwide (Grand View Research Inc, 2017).

When looking at recent data it has been shown that there have been some shifts in the treatment preferences of health tourists. They have begun to demand traditional and alternative remedies in addition to modern treatments, as evidenced by a study (Salman, et al., 2017).

Recently made researches state – and agree – that during the pandemic, the interest for and popularity of CAM has risen. People are looking for ways to strengthen their immune system with the help of supplements, vitamins, and therapies and have been researching more on this topic online (Günalan , et al., 2021 ; Stub , et al., 2021).

Being a health consumer today entails more than just understanding traditional medicine and health practices; it also requires being well-informed in the rapidly increasing field of complementary and alternative medicine (Synovitz - Karl, 2020).

Many regular medical practitioners remain sceptical about CAM's effectiveness, claiming that there is no such thing as alternative medicine — just medication that has yet to be researched and confirmed to work (Smith - Puczkó , 2009).

There are debates about what should be a part of CAM and what should not. Of course, vitamin usage, exercises, and behavioural treatments are a part of it, but many researchers state that prayer and shamanism could also be a part of this type of medicine. Numerous therapies were still considered unlicensed practices and there were few or no formal regulations applying to performing these treatments when the research was made in the US (Institute of Medicine of the National Academies , 2004).

Nowadays there are stricter regulations in this field. In Hungary law states who can practice these. Some are requiring a medical doctor for example for homeopathy or

psychological treatments, but some practices can be done by a qualified expert in the field of acupressure or reflexology (Magyar Közlöny, 2012.).

3.1. PRODUCTS AND PRACTICES IN CAM

Before getting into the details of the topic I would like to present some of the most popular and most mentioned therapies and medicines to help to understand them better in the following.

These include acupressure which is the stimulation of acupoints – specific points – on the body surface by pressure. The pressure required can be applied with devices or manually. It is one of the most well-known Chinese medicine (Ernst, 2019).

Acupuncture is similar to acupressure but done with needles. Acupuncture is probably one of the most popular and well-studied alternative therapies. Nonetheless, experts remain split on the subject. Some people believe that acupuncture can help with certain diseases, while many others are sceptical (Ernst, 2019).

Aromatherapy is a popular therapy consisting of essential oils for the purpose of well-being. They can be used as a part of massage or inhaling the smell of oils (Ernst, 2019).

Ayurveda is an Indian system of healthcare that involves exercises, nutrition, massage, and medication. One of the most used therapy in India (Ernst, 2019).

Chiropractic is a therapy where spinal manipulations are given to a patient who sees a chiropractor. In addition, chiropractors use a variety of additional non-drug therapies, most of which are derived from physiotherapy (Ernst, 2019).

Energy healing is a term covering more healing practices. It relies on esoteric beliefs that are different from the term energy used in physics. According to researchers, it is mostly a placebo, it is not measurable but still has a high level of popularity in the “New Age¹” movement (Ernst, 2019).

Homeopathy is a well-known practice in most countries, since its inventory 200 years ago. Homeopathy remedies are often confused with herbal medicine, but they can be based on plants as well. It is prescribed as “like cures like” which means to cure an illness with something similar to it, using the laws of nature (Ernst, 2019).

Meditation is used to focus someone’s mind on an object or goal to achieve a clear and calm state of mind. It is mostly rooted in the Buddhist and Hindu religions (Ernst, 2019).

¹ In the 1970s and 1980s, an occult and metaphysical religious movement grew throughout the occult and metaphysical religious societies. It anticipated a "New Age" of love and light and provided a taste of what was to come via personal change and healing (Melton, 2016).

Reflexology is mostly used as massage therapy. It is a manual technique applying pressure to the patient's foot, ears, or hands leading to relaxation (Ernst, 2019).

Reiki is a type of energy healing. Practitioners believe that they are able to transform healing energy to a patient and get rid of their bad energies leading to harmony and balance (Ernst, 2019).

Tai Chi is a kind of exercise therapy with a historic tradition rooted in Traditional Chinese Medicine (Ernst, 2019).

Unani is an Islamic healing philosophy. It consists of diets, massages, leeching, and meditation. These remedies include substance of products, herbal products, and minerals which might not be safe for human consumption but it still has a high demand (Ernst, 2019).

And lastly yoga, it is originated in India as one of the most popular forms of healing therapy. It helps to strengthen the body and mind, helps with pain control, and can expand lung capacity (Ernst, 2019).

What is important is that natural does not mean safe. Herbal supplements can be dangerous whether used alone, in combination with other drugs, or in huge dosages. Botanicals and nutritional items, such as herbal and dietary supplements, and vitamins, are used in complementary and alternative medicine treatments. Before being offered to the general public, these goods do not need to be authorised by the Food and Drug Administration – Nébih and OGYEI in Hungary (National Cancer Institute , 2022).

3.2. CLASSIFICATIONS OF CAM

Some of the most well-known products and practices are the ones we can get information from on the daily. We know they exist, and we can have an idea about what they mean, and how they are done. These treatments are for example acupuncture, aromatherapy, homeopathy, reiki, yoga, and meditation, or for some people they can be healing crystals or even spiritual healing, praying (Ernst, 2019).

The use of CAM has been gaining popularity in the past years, mostly in Asian countries, where researchers identified three main sectors; spirituality, yoga, and wellness (Sethumadhavan & Vinodan, 2019).

Asia is said to lead the tourism market for complementary and alternative medicine. To begin with, in an increasingly artificial world, many Western tourists desire a return to nature and natural components and may be drawn to Eastern traditions and cultures since, in the view of the consumer, they are more natural. Asia presents a pristine universe filled with true, unique,

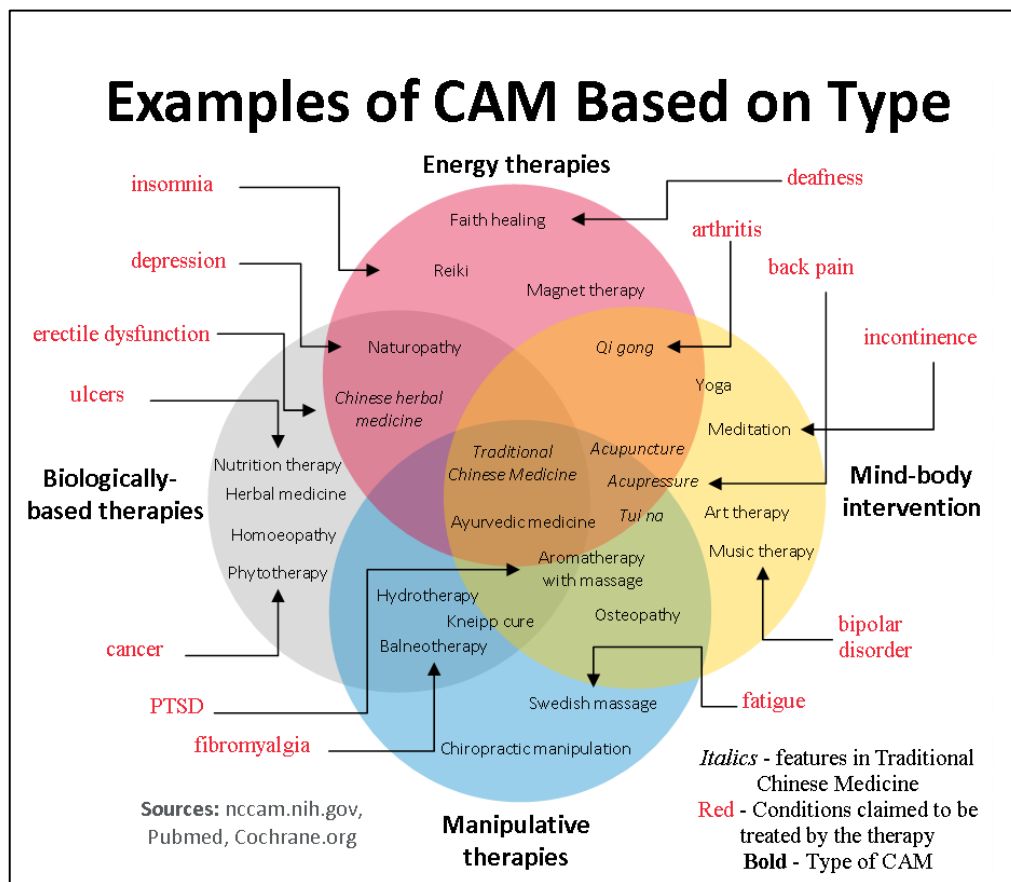
sincere, and profound interactions. Many Asian treatments and therapies, such as Buddhist components in meditation or South Asian yoga, are based on Eastern faiths or beliefs. Secondly, a growing need for eco-aware products and services complements the tendency toward conventional, more "natural" treatments and therapies, as noted by the trend for beauty products to become green and the drive toward ecologically conscious companies. Support for the usage of herbs, plants, and flowers for a beauty treatment or health, rather than lab-created products, may inspire a customer to seek out the Asian origins of many of these more environmentally friendly substances. (Laing & Weiler, 2008.).

The National Center for Complementary and Integrative Health states that there are not three, but five completely different points of classification in CAM. It divides into

- alternative medical systems,
- mind-body interventions,
- biologically based treatments,
- manipulative and body-based methods, and
- energy therapies (NCCAM, 2000).

To look at the third point of view of classifications of CAM and to expand my research I have visited an American hospital's site. Their categorization is a bit different, but mostly the same as the ones mentioned before. They group CAM treatments into six categories. The first is a traditional alternative medicine which includes acupuncture, homeopathy, or Chinese medicine. They have a separate group for physical practices like massages, yoga, or chiropractic medicine. They also include a diet/herb category which is mostly about supplements. The last three are kind of lapping over each other focusing on the mind. Using external energy to perform reiki – which is a kind of spiritual Chinese treatment – and connecting the body and mind with meditation and basing therapies on senses like touch or sight using visualization, art and dance or music (The Johns Hopkins University, The Johns Hopkins Hospital, and Johns Hopkins Health System, 2022). *Figure 2* illustrates the overall types of CAM with examples.

Figure 2: Examples of CAM based on type



Source: (Narajos, 2012)

3.3. POPULARITY OF CAM

More than 40% of the population in nations including the United States, Chile, Cuba, Switzerland, and Germany utilizes traditional and complementary medicine at least once a year. CAM is also used at a high rate in basic health care facilities in Africa and Southeast Asia, with rates ranging from 60% to 90% (Tosun, et al., 2020).

During and after the Covid-19 pandemic the popularity of CAM is rising, but very different in every country. In China, these therapies are already well-known and commonly used as before. In the Middle-East CAM is linked to their history and over 1 in 5 people use this kind of medicine. Meditation, praying, herbs, teas, and fruits are popular in curing the symptoms of the virus also. In Africa over 80% of the population relies on natural medicine and their governments have herbalists to help fight the outbreak – even if the WHO has concerns about it. Communities throughout Europe and North America have a wide range of CAM practices, which reflects the cultural diversity of these regions. There are about 20,000 distinct

types of herbal products available in the United States alone. However, herbal product restrictions differ throughout Europe and North America. Herbal preparations are classified as food supplements by the US Food and Drug Administration. Over 40% of CAM practitioners would not use natural medicine for treating the virus (Paudyal, et al., 2022).

People are afraid of possible side effects of medications for example fatigue, weight gain or loss, mood swings, and loss of sex drive. They are looking for more natural treatments that will make them feel good as well. Reducing stress is easy with yoga or meditation. Of course, it is not always a replacement for medicine but could work for most people. CAM might not cure serious illnesses but could make the quality of life better, and make people happier (Healthline Media a Red Ventures Company, 2021).

Some supplementary medical practises, when used in conjunction with regular treatment as prescribed by your doctor and physical therapy team, can speed up and make recovery more comfortable. The advantages include that it cares for the body as a whole, re-harmonises spiritual health, and is way less expensive than modern medicine, while the disadvantages besides the already mentioned ones could be that it takes more time to be effective and besides it being more expensive, it cannot be used in emergencies (South-Eastern Spine Institute and Ambulatory Surgery Center, 2022).

According to a recent study, women are more likely to use CAM than men, and the level of income and education also correlate with practicing natural therapies, meaning those who have higher annual incomes and higher education are more likely to use CAM (Chiarioni, et al., 2018).

4. POPULAR DESTINATIONS FOR CAM

Western visitors are interested in Eastern philosophies and therapies are given in many Asian nations, such as shiatsu and onzen (hot springs) in Japan, Chinese acupuncture, reflexology, tui-na and tai chi in China, Ayurveda techniques in India, and traditional Thai massage in Thailand. Such alternative health therapies are accessible in Western nations, but visitors are typically eager to visit their country of origin (Heung & Kucukusta, 2012).

In this chapter my goal is to introduce the main destinations known for complementary and alternative medicine, where most of the therapies are originated from. Afterwards, I would present the case of Europe and Hungary with the help of recent literatures and researches.

4.1. CHINA

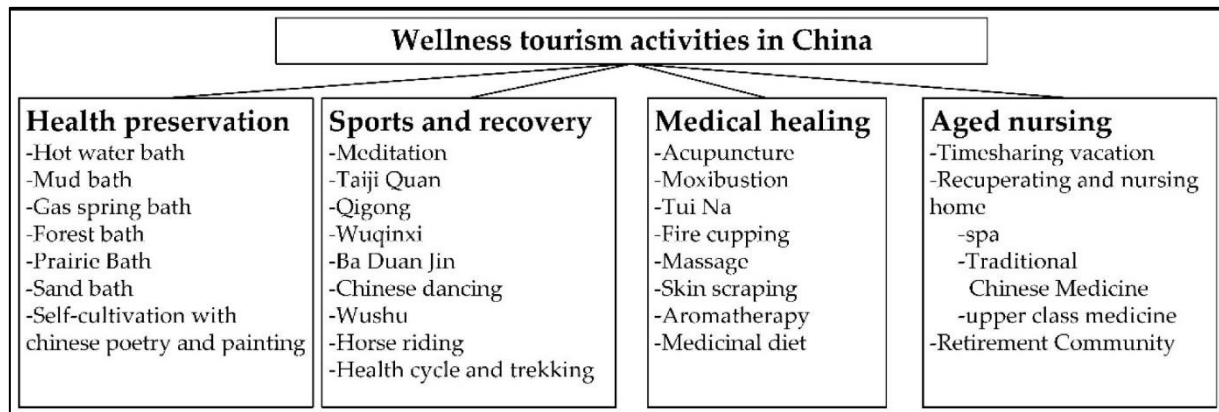
The primary offerings of China's wellness tourism sector are the country's natural and cultural treasures. Although wellness tourism in China is in its adolescence, it has the potential to open up new possibilities and boost China's tourism industry's overall competitiveness (Heung & Kucukusta, 2012).

According to studies, one of the key reasons why Asian nations are world leaders in wellness tourism is that they have a huge array of strong features such as natural sources, attractive sceneries, and unique landscapes that complement the thought of wellness tourism. Holistic tourism in Asian nations, particularly China, has a very essential interaction with nature, since harmony between the internal and external surroundings is a necessity of wellness (Lee & Kim, 2015).

Chinese Herbal Medicine, one of China's most valuable resources, is now gaining recognition in the Western world. Today, not just acupuncturists, but a wide spectrum of health care practitioners, including medical physicians, herbalists, chiropractors, and dieticians, are increasingly using Chinese herbs to treat their patients. Chinese medical theory is based on Confucian, Taoist, and Buddhist philosophies. The goal is always to activate and enhance the body's intrinsic healing potential in order to restore biological balance and harmony. Since then, it broadens to include global worth and significance that transcends cultural and philosophical sectarianism. Traditional Chinese Medicine (TCM) ideas and practises are being effectively adapted to the use of Western medication therapy, vitamins, minerals, and other supplements (Tierra & Tierra, 1998).

China has been encouraging TCM on the world stage in the hopes that more individuals may benefit from the practise, hence increasing TCM-oriented medical tourism. It is estimated that consumers globally spend \$50 billion on healthcare each year. TCM's therapeutic properties might result in a significantly higher return on investment in healthcare costs. TCM has become recognised as one of the most popular complementary and alternative therapies in the world over the last 20 years, a family of healthcare beliefs and practises that plays a significant influence in individuals' health and well-being (Wen, et al., 2022).

Figure 3: Wellness tourism in China



Source: (Xiumei, et al., 2019)

4.1. INDIA

India's medical tourism business has promise, as overseas visitors may visit India for a reasonable cost and there is a simple visa process. India provides world-class and standardised medical services, as well as services for alternative medical care. Nonetheless, in order to realise this potential, the Indian medical tourism industry must address several issues, including a lack of standardised herbal drugs and medicines as well as authentic raw materials, lagging processing technologies, the need for improved infrastructure, and a lack of sufficient training for non-medical staff in cross-cultural sensitivity and language skills (Gautam & Bhatta, 2020).

There are four types of medical tourism in India: surgical treatment tourism, cosmetic surgery tourism, alternative medical tourism, and wellness treatment tourism. Wellness tourism, in general, focuses on human activities and supports individuals seeking to balance the mental, emotional, physical, professional, intellectual, and spiritual parts of their lives (Gautam & Bhatta, 2020).

Today, India is considered as one of the world's most cost-effective and rapidly developing medical tourism destinations. The potential of India to provide holistic medical services such as unani, yoga, meditation, ayurveda, and homoeopathic therapies distinguishes it. Despite the benefit of cheap medical expenses, the Indian government is uniquely promoting its medical tourism business by emphasising its wellness features (Wong, et al., 2014).

Many people choose India for their medical aimed travels due to rising healthcare costs in their home country. According to a study, Indian costs are around 1/10 compared to US medical costs (Lee & Kim, 2015).

Complementary and alternative medicine is also outstanding in India mostly because of their successful marketing as a yoga destination. Presenting India as a yoga tourism destination, India is one of the oldest yoga locations, and it remains the most popular, owing to the fact that it is where the tradition originated. As the birthplace of yoga, India is well-positioned to promote this form of tourism. Four distinct techniques may be detected in the analysis of India's efforts to position itself as a leading yoga destination. Three of them correspond to yoga tourism positioning; they are based on conceptions of yoga as a wellness, athletic, or spiritual practise. The country promotes itself as a supplier of a genuine yoga experience, emphasising its status as the origin of the activity (Telej & Gamble, 2019).

4.2. EUROPE AND HUNGARY

In Europe, complementary and alternative medicine refers to a wide range of medical treatments that are less reliant on contemporary medicines, such as acupuncture, reflexology, herbology², chiropractic, osteopathy³, massage therapy, homoeopathy, and naturopathy. People typically claim that their CAM services are tailored and not hurried, providing them with a sense of personal attention that conventional therapies do not provide. CAM is becoming more popular in Europe, with 100 million EU people utilising an alternative therapy. In nine nations, at least one-third of the population frequently utilises complementary and alternative medicine. The EU anticipates that demand will continue to rise and is aiming to simplify regulation and research on complementary and alternative medicine (Matador Network , 2019).

According to the cited website, the European countries where CAM is a popular form of healing are Norway, Denmark, Lithuania, Austria, and Germany (Matador Network , 2019).

CAM has grown in popularity and acceptance throughout Europe, mirroring patterns seen in other Western nations. Although this trend has been recognised in European health policies, the knowledge foundation for informed policy responses is weak, and more research on the incidence and drivers of CAM usage in Europe is needed (Kemppainen, et al., 2018).

The recognition of professional qualifications influences the provision of complementary and alternative medicine treatment in Europe, even for CAM providers who are not authorized/licensed as health care personnel. A few countries have established separate authorization/licensing for certain categories of CAM providers (such as acupuncturists and chiropractors), and these are included in the legally regulated professional groups. These CAM

² Study and collection of herbs and plants (Dictionary.com, 2022).

³ Method of diagnosing, treating, and preventing health issues by moving, stretching, and massaging the muscles and joints of a person (NHS, 2022).

providers might pursue professional recognition in the nations where they are regulated. In addition, under a 2005 regulation, CAM providers have a fundamental right to work in all European countries (Wiesener, et al., 2012).

Individuals are returning to nature, rediscovering herbs and their healing benefits, and more and more people who wish to recover and live a healthy lifestyle are turning to them. Hungary is a big herbal powerhouse, with over 400 different types of herbs; yet, the potentials and prospects are not being fully realised, despite the fact that herbs are necessary for humans, and alternative tourism as a sector may play a key part in tourism and health tourism in the country. It is said that there is a great potential for herbs to help boost Hungary's CAM tourism (Pászok, 2020).

According to a study done in Hungary among healthcare workers, they have stated that they trust CAM in some kind of way. A low percent of them actually uses it in clinical practice but over 30% of them have used it in some kind of way among their families or on themselves. Many of them supports that CAM should be taught as a part of the medical study because even if they will not practice it in the future they will still have a clue about the way it works or even why it does not work in practice. They believe in traditional Chinese medicine the most and in natural therapies and bioenergetics, medicines are the ones they tend to not trust at all (Soós, et al., 2016).

In Hungary, CAM is also studied to help cure breast cancer patients as well. It is known by now that CAM is mostly used and trusted by women, so that could be the main reason behind the increasing numbers in the mentioned study. The study looked at the usage of complementary and alternative medicine practises among breast cancer patients at a Hungarian hospital's oncology department. Prior to cancer diagnosis, around 50 percent of people used complementary and alternative medicine, which grew to over 80 percent following oncology treatment. A comparable European-wide survey discovered that CAM usage was lower before cancer diagnosis and increased by at least 30% following diagnosis, with current use stabilising at a somewhat higher rate than before diagnosis. So it can be said that people do trust this type of healing practices, even during high-risk illnesses, but it could be also the fact that they might think they have nothing to lose with them (Sárváry & Sárváry , 2019).

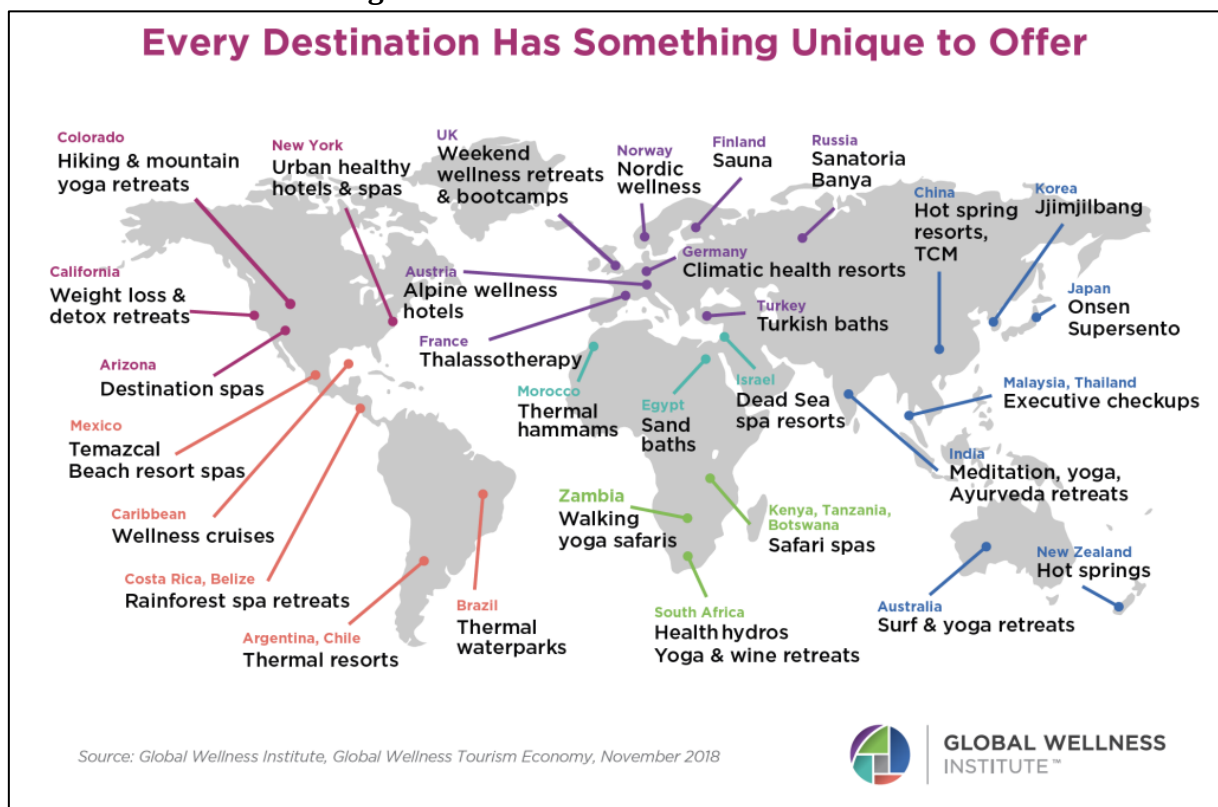
4.3. OTHER DESTINATIONS

Brazil, Costa Rica, India, Mexico, Panama, Singapore, South Africa, and Thailand are popular medical tourism destinations. Health and medical clinics that cater to medical tourists are

frequently state-of-the-art institutions staffed by physicians with advanced medical degrees (Rogers, 2016).

On the other hand, besides Asia there are many possibilities to travel to places known for alternative medicine. They include Turkey with its ancient spa destinations which are rich in carbonate and good for the skin. Japanese hot springs are also outstanding. They are believed to cure every possible illness, in which visitors believe and pray before entering the hot water. In the United States of America many states has something to offer in connection with CAM. The city of Portland is known for its healing crystals which are popular among reiki healers. In the Midwest they offer many forms of spiritual healing like yoga or even Tarot classes which is a type of fortune telling card deck. Lastly, the Australian Ayers Rock, or as it is also known; Uluru is also worth to mention. It has been closed off from the public, they are not allowed to climb it. Aboriginal people fear it, they believe it has been there since the creation of time (Travel Wire News, 2017).

Figure 4: Holistic tourism destinations



Source: (Global Wellness Institue, 2018)

5. GENERATIONS' ATTITUDE TOWARDS CAM

In this chapter of my study I am focusing on the attitudes of different generations – Baby Boomers, generation X, Millenials and lastly generation Z – and their habits including mindfulness and CAM. By looking through articles and studies found, I am comparing their opinions and usage.

First of all, to avoid confusion I have researched some sites to gain knowledge about who fits in each of the generations. There were only differences between the articles in one or two years between age groups.

Starting with Baby Boomers, they are the generation born between 1946 and 1964. They are all around 58-78 years olds. The generation X is the age of my generation's parents mostly. They were born between 1965 and 1980 and around the age 42-57 years old now. Generation Y – or known as Millenials – are born between 1981 and 1996 and are currently between 26 and 41. Lastly, my generation which is generation Z, who were born between 1997 and – arguably – 2012. We are around the age of 10 and 25. The alpha generation is the youngest generation born after 2012, I will not research about them (Kasasa, 2021).

A larger proportion of baby boomers reported practicing most individual CAM modalities among recognised CAM users. Individual health care habits and service usage are influenced by age cohort, which may impact future trends in the use of complementary and alternative medicine for health. Spirituality, like as prayer, is extremely important to them (Grodén, et al., 2017).

For this older generation there are many types of CAM practices that are beneficial for them not only physically but mentally as well. For example findings show the potential of yoga to reverse and postpone cognitive decline, improve mood and decrease stress levels, and increase brain plasticity among the elderly (Lavretsky, 2017).

Researchers discovered that individuals of Generation X and Generation Y had lower physical health, greater levels of harmful behaviours such as alcohol consumption and smoking, and higher levels of despair and anxiety when compared to prior generations (Grabmeier, 2021).

Generation X do not believe that alternative therapies were as effective as conventional therapy, thus they were cautious to use complementary and alternative medicine according to recent studies (Uysal, et al., 2019).

Most individuals in their twenties and thirties are interested in complementary and alternative medicine, which encompasses everything from massage, meditation, acupuncture, and yoga to herbal, nutritional, and plant-based supplements and homoeopathic therapies. Most

Millennials utilise alternative medicine to avoid illnesses and preserve health, rather than to treat current ailments. Millennials were also the fastest-rising demographic of supplement users, with 68 percent reporting that they had used some form of supplement in the previous 30 days, up from 50 percent in 2009. Despite such reservations, millennial devotees continue to employ alternative medicine to improve their general well-being, particularly for prevention, and some medical institutions are taking notice (CNBC , 2014).

Because CAM is becoming increasingly accessible via smartphones and tablets, we can always have a pocket therapist or health guru on hand. Meditation applications and other, more holistic wellness treatments such as essential oils and probiotics are becoming increasingly popular. Millennials are finally reaching the age when they will require healthcare, and many are sceptical that Western medicine is always looking out for their best interests. A recent research by Sermo, a social network for doctors, discovered that this generation feels most pharmaceutical corporations are out of touch. These drug businesses haven't done a good job of marketing to Millennials according to them. Millennials are also more likely to shop around for health-care services instead of visiting their doctor (C+R Research, 2022).

According to research, generation Z is the most open generation when it comes to mental health. They are the first generation to have been raised entirely on the Internet and phones, and they have grown up with a totally different worldview than prior generations. There are various reasons for Generation Z to be more anxious than earlier generations. Finally, stress can contribute to psychological issues including anxiety and depression. Prior generations may have laid the ground for Gen Z's openness by raising mental health awareness and initiating public initiatives to decrease stigma. When these folks on the Internet open up about their mental health difficulties, it makes it simpler for others all across the world to do the same (Cuncic, 2021).

Among generation Z astrology and spirituality are the most outstanding forms of CAM. They tend to be non-believers, they do not see the importance of being a member of a spiritual community (Bernschütz , et al., 2016).

For a long time, Millennials have shaped the line between mocking and accepting astrology. When the collapse in religiosity in the West is analysed, it appears that humanity will always seek mysticism in some form. However, through social media, Generation Z is pushing the preoccupation with star signs to new heights. According to experts, in a hectic and data-driven society, we may be going to the sky for comfort and a good laugh (Learmonth, 2019).

In addition, 43 percent of generation Z would make a key life choices based on a horoscope/tarot card reading, more than a quarter claimed horoscopes and astrology affect their purchase decisions, and 1 out of 3 said that in this time of uncertainty around the world, they turn to astrology to make sense of things (Gen Z Insights, 2019).

As mentioned before, spirituality is a key factor also for generation Z, but with a twist. A new survey confirms what metaphysical store owners and veteran tarot readers have known since the term Gen Z was formulated: younger generations, known for fashioning their own spirituality the way they personalise their social media feeds, do so using well-established alternative practises. Many young readers connect with a traditional faith while seeking spiritual growth outside of established systems. Also, many generation Z members who are spiritually uncommitted still work with crystals as a form of energy healing (Religion News Service, 2021).

Although horoscopes became popular around 2016, long before Covid-19, astrology's function in explaining an otherwise mysterious cosmos has been with us for years. Another reason for astrology to be this popular among young people is that it is easier to blame anything on it instead of facing real issues but it makes them feel better (Watkins, 2020).

6. RESEARCH METHODOLOGY

My primary purpose in conducting research is to test my hypotheses and answer my research questions. I'd like to gain a comprehensive picture of consumers' attitudes toward alternative medicine using the data that I have collected. The target group of my research were consumers of alternative medicine. During my research, I concentrated on both the demand and supply sides of the product. I examined the present state of affairs in alternative medicine as well as the trends. I got to look at the demand side; what people anticipate and get from CAM, and I also gained an insight into the supply side with the support of practitioners through interviews.

6.1. RESEARCH QUESTIONS

- Q1: Why are people willing to pay for complementary and alternative medicine?
- Q2: What is the reason why people trust or do not trust complementary and alternative medicine?
- Q3: What is the reason behind the popularity of complementary and alternative medicine in Hungary?

6.2. HYPOTHESES

- H1: Women tend to care more about complementary and alternative medicine than men.
- H2: People who practice alternative medicine do it to relieve stress and relax, not for medical reasons.

To get the intended outcomes, I conducted both quantitative research (questionnaires) and qualitative research (structured interviews).

6.3. QUANTITATIVE RESEARCH – ONLINE QUESTIONNAIRE

First of all, the reason why I chose to collect information with questionnaires is because this method is a popular research methodology as they provide a quick, efficient, and low-cost way to collect huge quantities of information from big sample sizes and is efficient to provide information about behaviour, preferences, attitudes, and views (Cint.com, 2022).

I have designed my questionnaire with the help of Google Forms and I have opened it to the public at 17th April, 2022. From that date, 351 people have filled it out until 26th June 2022. I have tried to reach as many people as possible from different age groups and with different mind sets and attitudes. Every filling of the questionnaire were complete, so all of them can be evaluated. This means that the sample size is 351. The questionnaire was of course in Hungarian.

The majority of those who completed the questionnaire were women, as the forums available online where the main topic is alternative medicine – which I have chosen to share my questionnaire on – are most popular among them. This also proves my point that CAM is widely popular among women rather than men.

The individuals were included for the sample with an unknown probability, therefore it is not representative, but inferences can be taken in relation to the examined population. I strove to ensure that the questionnaire maintains the interest of the person completing it and also covers as many aspects as possible that may be relevant for my research.

6.3.1. QUALITATIVE RESEARCH – STRUCTURED INTERVIEWS

The framework of structured interviews is standardised, which implies that the same questions are asked to each interviewee in the same sequence (Simply Psychology, 2014).

The reason I chose this method is that structured interviews with a consistent set of questions provide for a more fair and unbiased approach of evaluating applicants, which also aids in the removal of unconscious biases (Son, 2022).

I have done these interviews with different practitioners in the field of alternative medicine. One of them Gyöngyi Szili who is a naturopath and an oncology nurse at Keszthely's hospital since 1977. The other practitioner who has helped my study is the mother of one of my friends. She is Annamária Geschitz, who has her own business mostly focused on massages and soul relaxing therapies. The third is Erika Ricz who works in the field of kinesiology and she is a lifestyle – psychology teacher as well.

7. RESULTS OF QUANTITATIVE RESEARCH

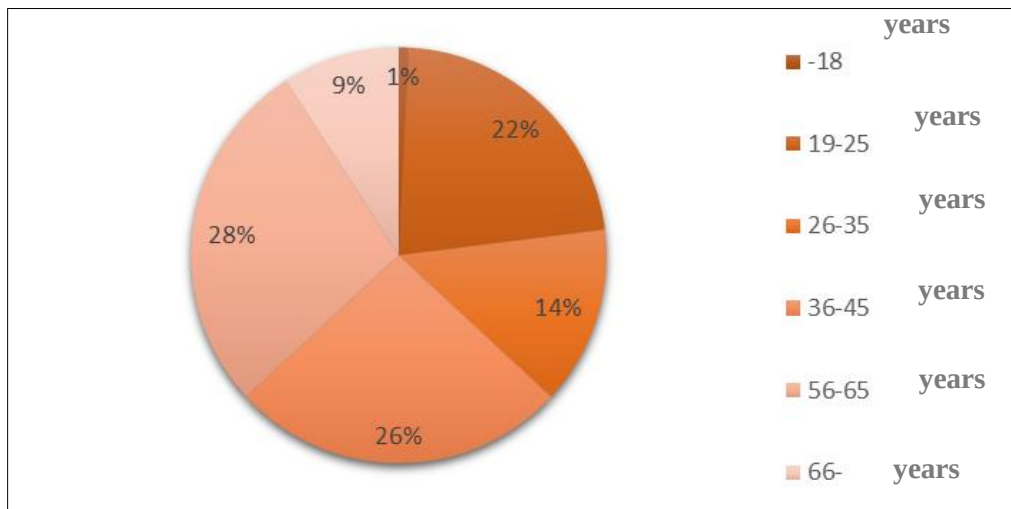
In this chapter of my study results obtained during the questionnaire are examined. The order of the questions and the technical solutions used during the editing made it possible for people who have no interest in alternative medicine to express their opinions. The purpose of the survey was to support or disprove my earlier hypotheses based on the answers received from the respondents, according to which, in terms of gender distribution, women show more interest in the subject than men and that those who use the given services to a greater extent they do it for relaxation rather than health reasons and meanwhile, I am looking for links, connections between the answers to the questions.

I decided to use diagrams to show the results of this research to illustrate the distribution of the given answers more easy to see through.

My questionnaire had 19 questions both open-ended and close-ended. I attempted to construct my questionnaire from the most basic facts to the more complex questions.

351 participants completed the anonymous online questionnaire, 318 of whom were women and 32 of whom were male. One person did not indicate their gender. The respondents' age distribution, as indicated in *Figure 5*, is diverse. The 46-55 age group had the most persons, although the 36-45 and 56-65 age groups also had a considerable share. Only 26% of respondents were between the ages of 18 and 35, indicating that the subject was not as popular among younger people.

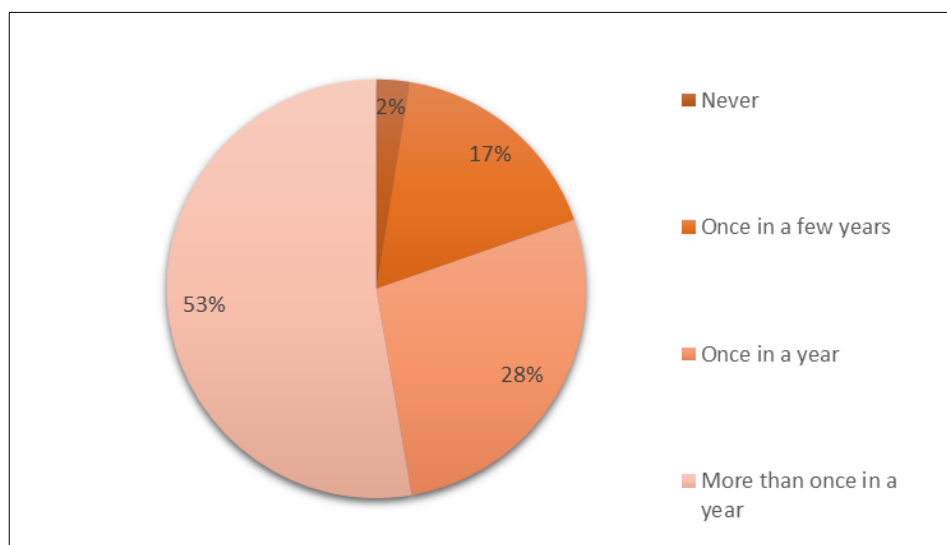
Figure 5: Age distribution of respondents'



Source: Own editing (based on questionnaire)
N=351

Among the participants in the survey, 185 travel several times a year for recreation, while the other main group, who travel once a year, make up 97 people which is 27% of the respondents. Those who only travel once in a few years take up a smaller percentage, only 17% of respondents'. Only 2% of the respondents, 9 people claim that they never travel for recreation, but this does not rule out the fact that they do not travel for other reasons but I did not cover that matter in this questionnaire (Figure 6.).

Figure 6: Traveling habits of respondents'



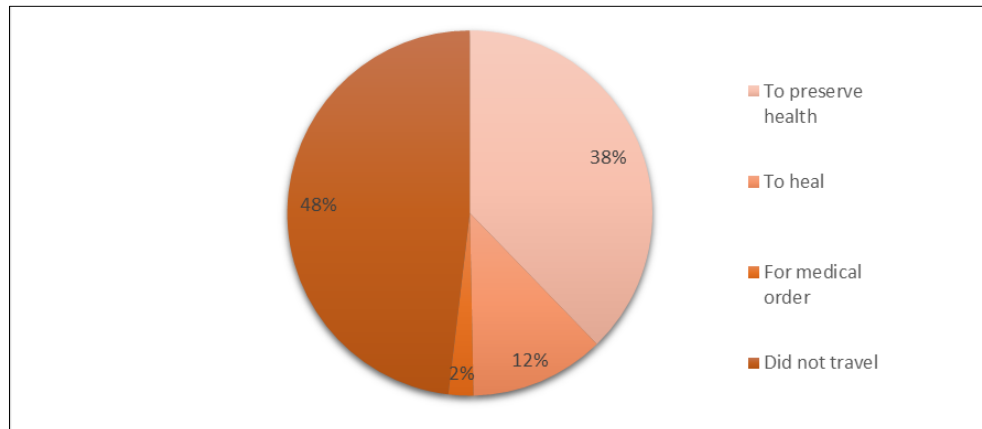
Source: Own editing (based on questionnaire)
N=351

I was interested in whether, in addition to relaxation, people also travel for their own health – these could include wellness therapies or medical care as well. I was curious whether individuals vacation for health reasons in addition to enjoyment. There were 49% of respondents who just said no, which is a rather large number. The majority said yes, with 12% travelling for rehabilitation, 0,2% for medical order, and 37% for health preservation.

With the help of Microsoft Excel, I made a sheet of the data collected from the survey, and with it I was able to see the age and gender of the respondents to make a clearer picture for the results. This led to the conclusion that woman – according to the questionnaire – tend to travel more for their health. 48% of them did not travel for their health but still the bigger amount of them did. 38% of them travelled in hopes of preserving their health, 12% of them in order to heal an already occurring illness and only an insignificant number of them have gone as part of a medical order.

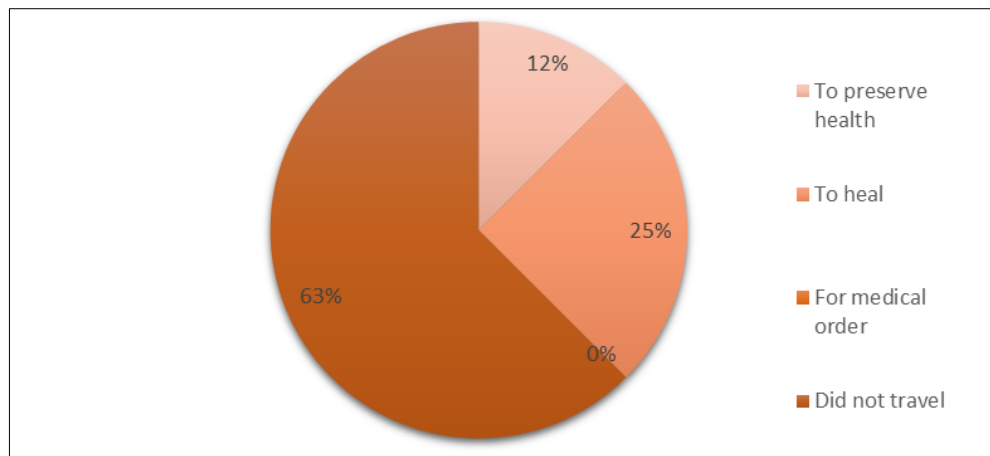
The men who has answered the same question as ‘no’ has a higher rate in percentage as women. 62% of responses made by men state that they do not travel for their health not even for medical order (*Figure 7. and Figure 8.*).

Figure 7: Women traveling for their health



Source: Own editing (based on questionnaire)
N=318

Figure 8: Men traveling for their health



*Source: Own editing (based on questionnaire)
N=32*

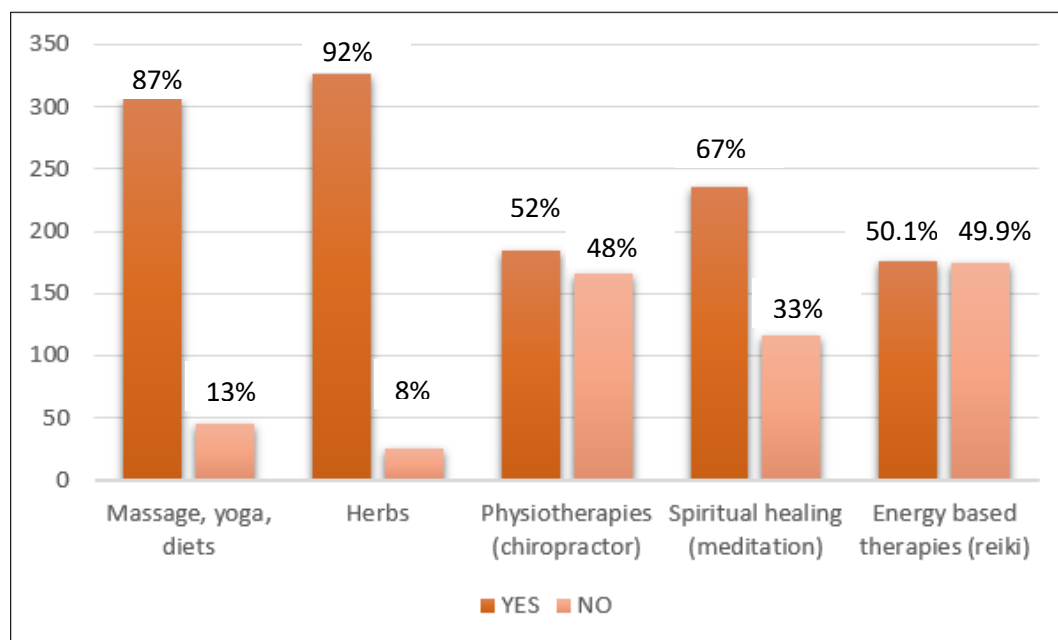
Due to the fact that the focus of my research is on alternative medicine, I chose to ask the willing respondents what they think about themselves in terms of mental health. Do they look after it, and if so, how? I've also asked about how they deal with stress, since I've discovered from my study and everyday life that CAM may be a terrific answer to stress and anxiety. The responses were extremely varied. 276 responses state that their mental health is important for them for the sake of their calmness and stress-reducing. Others – excluding 5 respondents who said it is not important for them – answered with yes as well but their reasoning are more varied; they find it important for their mind-body-spirit balance, for their overall health or just to feel relieved.

I also asked them what types of remedies they believe in for their mental health and stress treatment. Almost half of them - 49.1% of all replies combined - picked meditation or provided their own answer that was an alternative method of healing, implying that the majority of individuals who completed the questionnaire feel that CAM may be beneficial.

Moving forward, I have asked whether they have experience with some listed methods or they do not. The listed therapies were massage, yoga, herbs, physiotherapies, meditation, and energy-based therapies like reiki. As I have thought, most of the answers were yes for massage, yoga, diets, and herbs. These are the ones that are the most accessible in my opinion and the less controversial. What is surprising to me is that the energy-based therapies are almost at 50-50 percent and I thought that reiki for example is only popular in Asian countries but turns out that half of those who filled the questionnaire have experience with it. I have calculated the

mean of the answers and 30% of the respondents answered with no, and 70% of them answered with yes to the questions. It can be claimed that the majority of those who replied yes to the given questions have prior experience with the listed therapies, either negatively or positively. The less popular were the physiotherapies or chiropractors, could be due to the lack of trust in them or the fear around them that something could go wrong with one bad movement. The given answers are illustrated in *Figure 9* which shows how diverse the answers turned out to be.

Figure 9: Experience with therapies



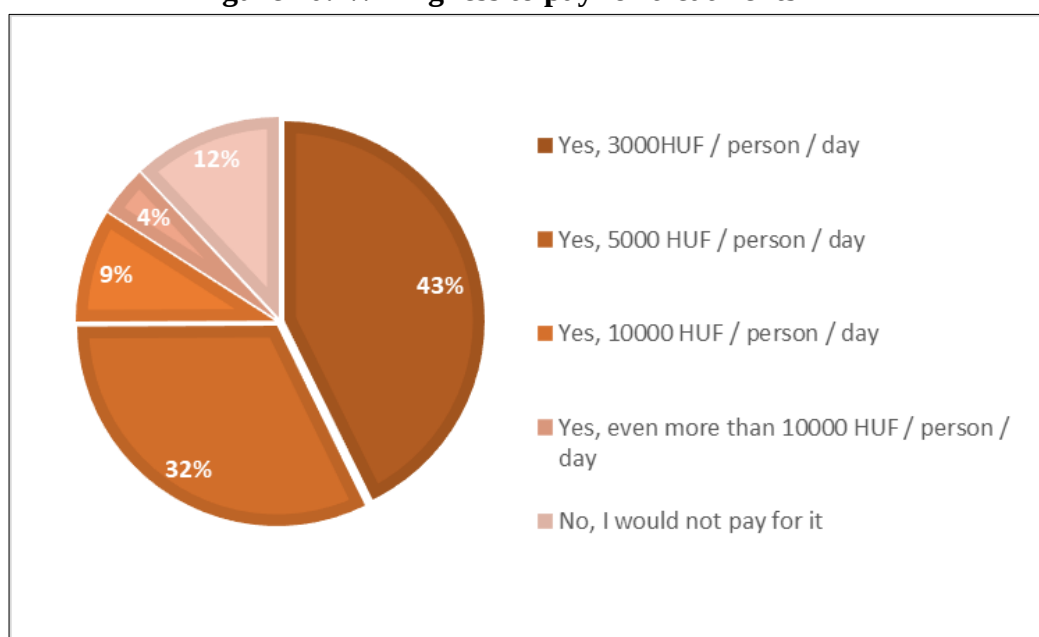
Source: Own editing (based on questionnaire)
N=351

In the next section of my questionnaire I focused on destinations. I have asked the respondents about what is important for them in a given destination, where exactly they would like to visit and the amount of money they would spend there.

When creating this questionnaire and this question to be exact, I concentrated on estimated quantities of money rather than specific figures. That example, I have written symbolic values of money to reflect whether it is a large or little quantity. The answers are given in HUF/person/day. *Figure 10* represents the given answers where it can be seen that most of those who filled out the questionnaire would rather choose less expensive treatments when visiting a destination; approximately 75% of respondents are on the cheaper side. 12% of the

answers – 42 individuals – stated that they would not even pay for such treatment no matter the price. They might not believe in it, would like to try it but not pay for it or just do not trust it in general but I did not ask for reasoning behind their choices in this question. Only 12% of them stated that they would spend a lot – 10000 HUF – or even more on therapies when visiting a destination, which I think is quiet a low number – only 13% – but this could mean that there are people who are highly interested in these treatments even if it is only a few of them.

Figure 10: Willingness to pay for treatments



Source: Own editing (based on questionnaire)
N=351

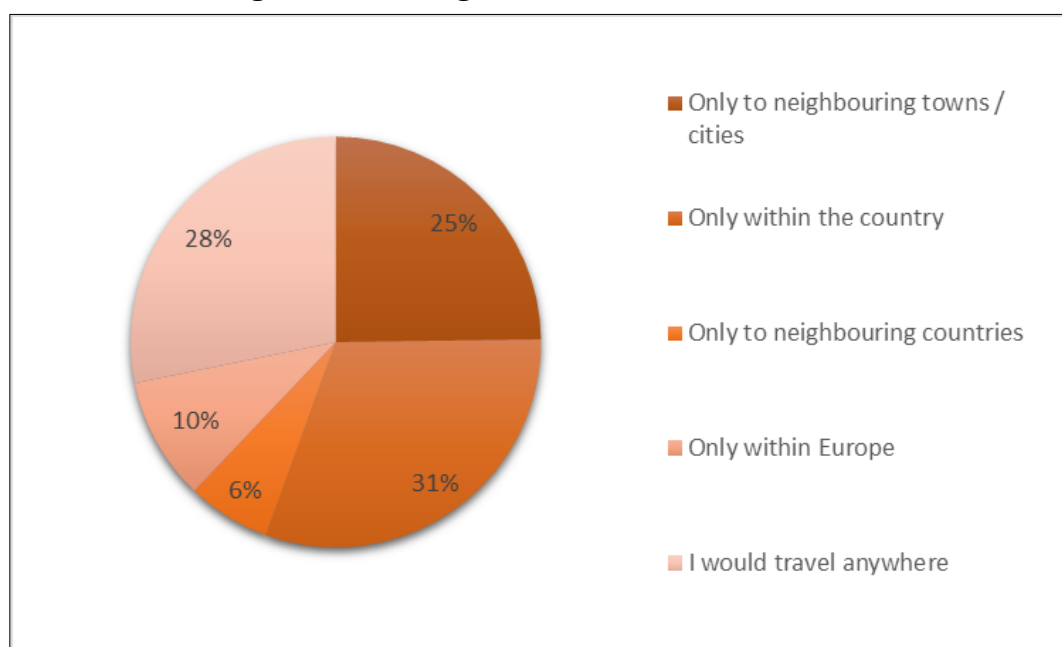
It was previously indicated in a previous chapter of my study that native treatments can be found in certain destinations. These include China, India, Thailand and Middle-Eastern countries. I directly asked which countries they were interested in if money was no issue, and I presented a more approachable question about whether they would mind travelling to receive these treatments or if they would stick to locally accessible therapies.

Most of the answers to the first question – whether they would travel to an Eastern destination to get native treatment – was no. Those who said yes, mostly chose India and Thailand which are both known for their relaxing therapies, massages and mindfulness. I let the respondents add their own idea – thinking they would add some new places – and they said that they would rather get these treatments at home, they are not interested in travelling. As the main age group of this questionnaire are people between the ages of 45 and 65 and above I would

say it was predictable based on my own experience that this age group, especially in Hungary are not very keen on travelling and trying out new things such as these treatments.

The answers to the question about how far they would travel are illustrated in *Figure 11*. As in the previous question most of the answers stated no, they would not travel, to this question 30% of respondents said that they would travel any distance. However, most of the answers agree with the previous one. They would rather stay in the country or only go as far as the neighbouring countries. The answers given for getting these treatments in Europe is significantly lower than to go far away – to Eastern countries – for these methods, which could mean that Hungarians are interested in these treatments and travelling but they might lack the sources for them.

Figure 11: Willingness to travel for treatments

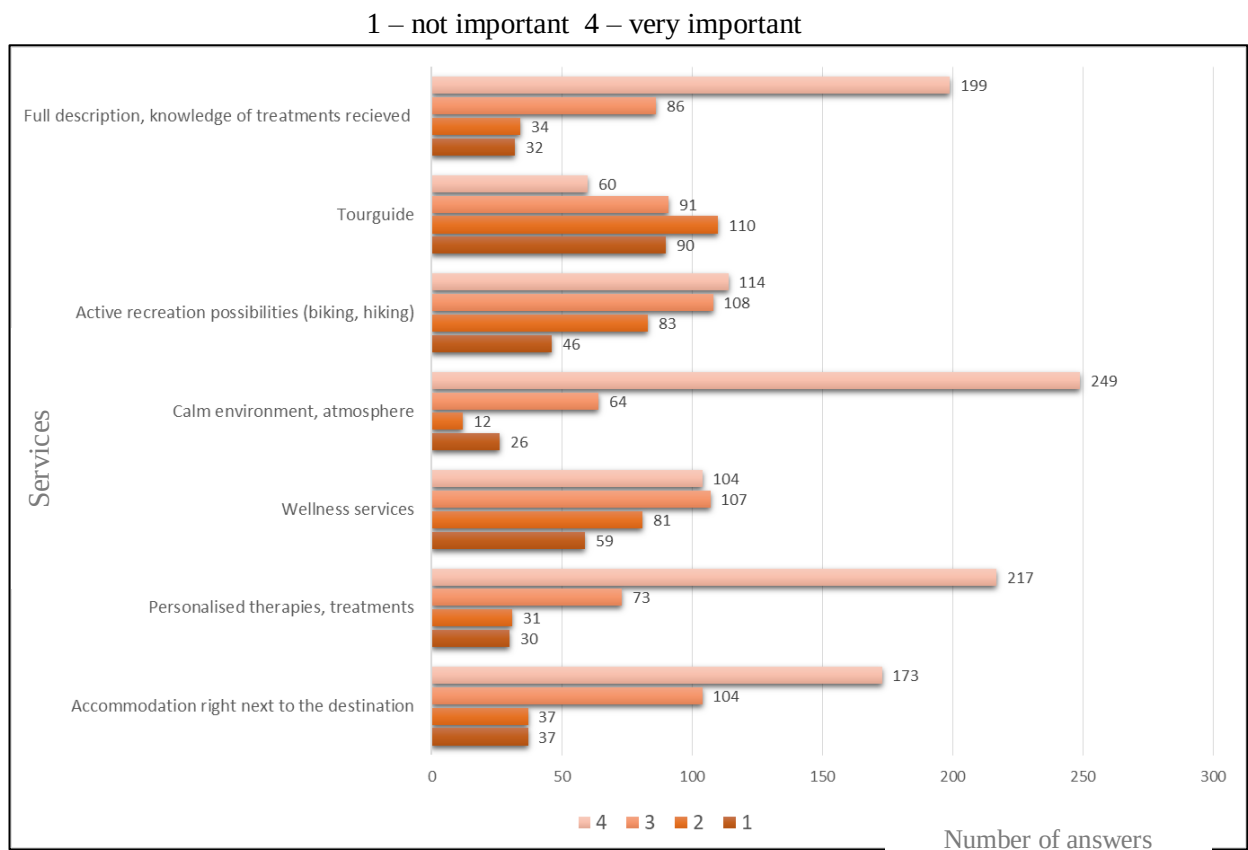


Source: Own editing (based on questionnaire)
N=351

Approaching the end of the questionnaire, I was interested in what kind of services would be the most important for travellers when visiting a healing destination. Looking at the answers I realised that the basics are the most outstanding – meaning that being close to the given destination, being in a calm environment and having knowledge of the offered therapies got the most votes. The calm environment received the most votes for 'very important' and the fewest for 'not significant,' with which I completely agree because participating in such restorative therapies is not worth anything if someone cannot relax. The least important services in this case turned out to be the active recreation possibilities and having a tour guide. When

visiting, most of the respondents said that a personalised treatment would be important for them as well (Figure 12.).

Figure 12: Importance of given services are when visiting a healing destination



Source: Own editing (based on questionnaire)
N=351

As the last question of the survey, I asked if they trust complementary medicine or not, and if not then why? As I have expected most of the answers were that they mostly trust it. Out of 351 answers I have only received 8 answers as 'no'. They explained that most of them do not trust it because they only believe in western medicine or they think that these methods are nothing more than witchcraft or that they believe that some part of it like herbs could be beneficial but they do not consider therapies, yoga and massages as a cure for anything.

8. RESULTS OF QUALITATIVE RESEARCH

In this part of my research I will evaluate the answers for the structured interviews. My goal is to compare the three interviews and make a conclusion based on them. As the field if

complementary and alternative medicine is wide, I thought I would like a more detailed insight of it with the help of practitioners. All three of my interview guests consented taking part of my work with their help of giving information and were okay with not staying anonymous.

8.1 FIRST INTERVIEW

I was lucky to get this interview done in person so I could get as much information from her as possible. When asked about her services she talked about them a lot, because these therapies and methods are very complex. She offers soft massages, healing with laying of hands, chakra massages, face-lift without plastic surgery, immune strengthening therapies and relieving therapies. She has many returning guests who keep asking for her treatments to achieve liberation, complete self-awareness – which is the most important part as she stated.

Her clientele ranges from kids – 6 the youngest – to older generations – 60 the oldest so far who has travelled to her from Munich. Locally she has not many patients nearby, but a lot of them comes from different places, from Budapest or even abroad.

According to her, women are more open to alternative medicine than men. So far in the past she only had three male patients. Among women massages – maternity massages to be exact – are the most popular.

Many people visit her not for relaxation or recreation but for a change. The aim for their visit is to learn self-healing.

Concerning if it is worthwhile, she stated that because there are many recurring visitors, she does not immediately schedule appointments for the following session after each one. Her visitors are aware what they may be able to pay for these methods, and her charges are not nearly as expensive as in the capital, as the countryside restricts pricing. Her clients however many times say that she could be more expensive because the level of service is outstanding.

Many times, when she gets a new client, they come in with difficulties that she cannot assist with because it would need a higher level of understanding, or the customers themselves are not partners in order to change or do not want to change but simply want a solution to their problems which she cannot solve without the guest being open-minded to it.

When asked about the advantages and disadvantages of her given services she said that the only drawback it that her treatments come with change and if the client is not open to it, then it does not worth it. These methods come with self-awareness, mindfulness and conscious change which everyone deal with differently in their own life.

She is certain that complementary and alternative medicine is on the rise of popularity. The objective is to discover the best natural treatment while avoiding modern medicine's medications. Essential oil therapies are increasing in popularity and capturing a larger percentage of the market. She claims that regardless of advertising, there is always something that is really popular and will develop and go out of fashion, and that there will always be leading trends in every field, even in complementary and alternative medicine.

According to her; studies and researches are important because we gain more knowledge about how our bodies work, and what treatments we need and how to be more successful in self-healing as this part of science is still not well mapped. She believes in modern medicine as well, because there are illnesses and issues that cannot be healed in an alternative way, only with the help of doctors, but the most crucial thing is to prevent issues to develop a healthy lifestyle. She offers her treatments to everyone who is willing to change.

8.2. SECOND INTERVIEW

This interview was done through emails, as she was quite busy to meet up personally. When I asked her to tell me about her services offered she listed natural medicine, complementary medicine, acupuncture, reflexology and mental health counselling mostly focused on family problems.

Her clients contact her with a wide variety of issues from the furthest points of the country till Switzerland and Germany as well. Some of them come directly to her and some of them live nearby. According to her it is not possible to state that women are keener on these therapies than men or the other way around – she has many clients from both sexes.

The aim of her patients is not relaxation, all of them visits her with some kind of issue, which can be psychiatric, psychological, internal medicine, urological or gynaecological or even musculoskeletal conditions.

She does not view this job as a source of livelihood, according to her it is also her hobby and all of her patients are always satisfied with the gotten services.

Those who visit her for the first time are always prepared with knowledge about the treatments and differences between alternative and modern medicine and or already coming with recommendation from a previous patient. She works together with doctors and if she states that her methods are not enough to cure the issue then she consults with a specialised doctor for further medical care.

She does not think that there are any bad side effects or disadvantages of her services, its advantage however is that these therapies harmonise the human body's energies leading it to self-healing.

According to her, it would be important that every hospital should have its own complementary and alternative medicine specialist ambulance where patients could have access to this type of healing in a community for free of charge. As she works both in the local hospital and has her own business in CAM, she believes that both modern medicine and alternative medicine are very important. However she still thinks this part of medicine is still isolated from the rest, but getting more and more recognition and she is hoping for a brighter future for this medicine.

She recommends her services to everyone, she does not use any type of advertising only her website because everyone can find her if they need her through it.

8.3. THIRD INTERVIEW

This interview, like the previous one, was conducted via e-mail. She is a kinesiologist who assists her patients in developing their personality and skills. This includes Chinese medicine as well as behavioural psychology. Aside from that, she provides acupuncture services, including special massages, and the application of kinesio tapes, which help in the recovery of injuries, particularly muscular injuries.

Her typical clients are between the ages of 30 and 50. Her clients are usually in need of regeneration and healing. Some of them are regular visitors who return for regular condition maintenance, while others come to maintain their health.

When asked whether or not women are more interested than men, she said that when it comes to physical therapies – like massages or kinesio tapes after injuries – men are more common but when talking about psychological issues then women are more open to it and is more popular among them.

The aim of the clients' visits are usually health related rather than recreation or relaxation.

According to her; 80% of her clientele are regular guests, so it can be said that her guests are absolutely satisfied with the received service. She does not prioritize income, it is important for her to help.

When I asked her if her first-time guests are sceptical, she said that those who choose these types of therapies do so because they trust them. Of course, it is natural to be hesitant at

first, but after the treatments, the majority of them feel better and satisfied, and would choose her again.

These, like all therapies, have advantages and disadvantages for both the patient and the therapist. The advantage of kinesiology is that there are many ways to deal with an issue, but not many patients accept these, so the given therapy takes longer. Acupressure is great because it provides immediate results, but one bad movement can easily ruin it.

She agrees that complementary and alternative medicine is gaining popularity, people not only trust modern medicine but the alternative as well. CAM would benefit in prevention and recreation in everyday use and in case of sickness it would be best if used together with modern medicine. She hopes that in the future more and more people will trust it and its popularity will keep on showing a growing tendency. Both types of medicine are important, but she worries that in western medicine they do not treat the patients as a whole, only physically and not mentally; many times only symptoms are treated and not the root of the problem. Medications could have many side effects unlike the natural remedies. She claims that the two – modern medicine and alternative medicine – should work together so everyone would benefit.

She provides her services to people of all ages who want to start living a healthier, better lifestyle - both physically and mentally.

8.4. COMPARISON OF STRUCTURED INTERVIEWS

There are several assertions on which the three interviewees agreed and some on which they opposed. For example, they all valued mental health and agreed that the fundamental objective is self-healing and self-awareness. It is difficult to cope with the customers' concerns without prevention, but all three of them endeavour to assist their patients in beginning this journey.

When asked about money, they are more focused on helping – they are dedicated to their job, it's a part of their life to show the way to healing – so they do not prioritise income, and neither of them offers their services as a relaxation but a treatment or therapy to help change one's life.

They share the view of popularity of CAM as well. All of them stated that it is on the rise but still in the need of more recognition, hoping for a brighter future. It was always present in our life and will continue to do so.

The difference might be that the people go to one of them with mostly spiritual issues, to receive holistic treatments and to feel more free and self-aware, whereas clients who go to other practitioner usually have physical illnesses rather than mental – not excluding that she

offers psychological help, but it's not her main service. She also provides doctor consultations and works at the hospital, but others do not. Some practitioners' guests choose her for both physical and mental treatments.

Two interview guests said that their guests visit them for healing and not relaxation. There is an interview guest whose guests choose her for both. She offers therapies for relaxation and physical issues as well.

Lastly, they declared differently about the popularity of their services among sexes. They all answered differently; the interview guest stated that women are more interested in CAM therapies than men, proving it by that she only had two men guests in the past among a lot of women, while my second interview guest stated that it cannot be said that women are more interested than men, they vary a lot. My last interview guest said that for her it's 50% - 50% and it really depends on the type of therapies. While men choose mostly physical therapies, women are more open to psychological, mentally uplifting therapies.

9. EXAMINING RESEARCH QUESTIONS AND HYPOTHESES

In this section I will explain and summarize the results of my hypotheses and answer my research questions.

My first research question was why are people willing to pay for complementary and alternative medicine? To answer this question both the interviews and the questionnaire results were helpful. Firstly, according to literature some of the factors driving demand include cost savings, travel convenience, transportation expenses, tourism attractions of the place and enjoyment of the trip, more customised care, high quality of care and services, reduced waiting periods, and treatment availability (DeMicco, 2017.). When focusing on complementary and alternative medicine, the main driver according to the questionnaire was that people trust this type of medicine and would like to travel to receive these treatments. Most of them would rather choose cheaper options but still, the percentage of those who would pay for it is significantly higher than those' who would not. According to practitioners people are willing to pay for treatments for recreation and healing, and this type of medicine is easily accessible for them even at the comfort of their home and when they choose to visit an alternative therapist there are not as long waiting periods than in modern medicine, in hospitals.

The second research question was why people trust or do not trust complementary and alternative medicine? The reason why people do not trust this type of medicine could be their lack of knowledge of it. Those who answered the related question in the questionnaire where I asked them if they do not trust it then state why provided similar answers. They did not hear about it, they think it is quackery or they do not trust anything that is not scientifically proven. Those who trust it have already tried it and were satisfied with it according to both of my researches. Healthcare providers agreed that even those who are sceptical at first are leaving the services satisfied and most of the time they come back meaning that it has worked for them and they trust it. In the questionnaire I asked the respondents whether they have experience with the given treatments or not and most of the answers were yes, they have. I can confidently state that due to the fact that 343 people out of 351 said that they trust it. The answer is that the researched group trusts alternative medicine based on their experience with it.

The third question was about the popularity of complementary and alternative medicine, asking what is the reason behind it in Hungary? According to law, (Magyar Közlöny, 2012.) there are strict regulations who can practice as an alternative therapist, but when I have interviewed some of them they said that they see a growing tendency in the popularity of complementary and alternative medicine. As it is required by law for those who wish to work in the field to complete education and exams, an increasing number of people who wish to try these treatments now have the opportunity to do so. People are more open to try new things nowadays and according to my first interview, they aim to be closer to nature and find natural treatments for their issues rather than taking prescribed medications.

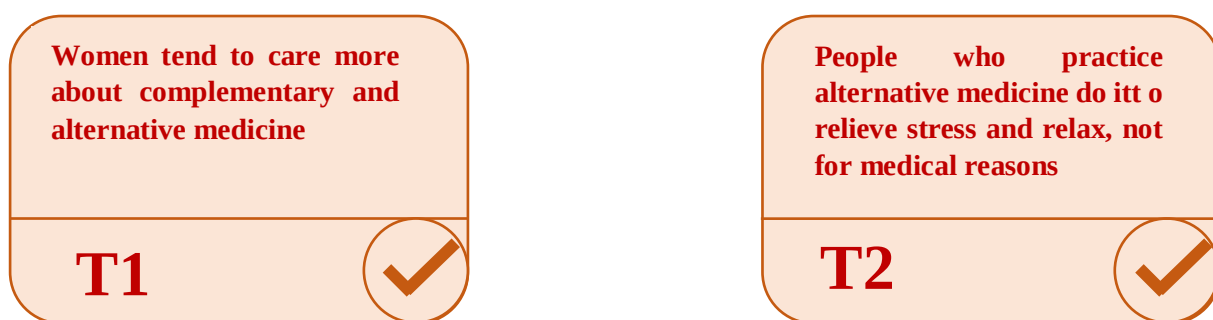
The first hypothesis in which I assumed that women tend to care more about complementary and alternative medicine than men could be proved as true according to my questionnaire as it was filled by 351 people out of which 318 was women and most of them were giving positive answers regarding the issue – the given answers in the questionnaire by men are mostly negative towards the subject. However looking at the interview results it could be questionable as the answers are really different. According to the first interview it could be true, but the second states otherwise. Mostly that is the reason I made three interviews so it could be easier to answer. The third interview stated that men are open to physical therapies and women are more interested in the more holistic therapies. With this information and the fact that men choose her for mostly kinezotapes and massages after injuries I would say that when it comes to alternative ways to heal, women are more likely to choose her. The majority

of the answers – both the questionnaire and the interviews – proved that women are more into complementary and alternative medicine, so this hypothesis is proven to be true.

The second hypothesis stated that people who practice alternative medicine do it to relieve stress and relax, not for medical reasons. When approaching this issue from the non-representative questionnaire it could be proven to be true, because the majority of the respondents said that they do participate in these services or use these treatments themselves for recreational and stress relieving aims. Approaching from the other side, the interviewed practitioners stated that it's rare that someone visits them with the aim of relaxation, prevention or healing is the main goal most of the time. However the third interview guest stated that people choose her for relaxation as well not only healing, so

Both of my hypotheses are proven to be true, due to the fact that the majority of the answers proved them and only a smaller group of answers are against them. I would say that the first hypothesis can be proven to be true based on both researches. The second hypothesis is true as well because most of the answers from the questionnaire agree, which is completed by different individuals and the interviews agree that these therapies can be good for recreation as well. Based on the results of the research, I set up two theses, which can be seen in *Figure 13*.

Figure 13: Summary of theses



Source: Own editing

10. SUMMARY AND SUGGESTIONS

Firstly, in conventional medicine, good health is defined as the absence of diseases and disorders, and treatment typically involves surgery and the use of medications. Alternative medicine, on the other hand, takes a holistic approach to health and focuses on the balance of physical, emotional, and spiritual systems. In the case of alternative medicine, the treatment

focuses on restoring balance between these systems. As time passes, an increasing number of people from Western countries travel long distances to seek alternative medicine therapies and treatments.

Holistic tourism has emerged as a new and alternative form of tourism, as well as a popular trend among tourists looking for programs and experiences that will help them achieve balance between mind, body, and soul.

As more people turn to less conventional methods of maintaining good health, alternative methods are becoming more and more popular. As more people use these methods, attitudes toward them are shifting. People are discovering that complementary and alternative medicine treatments have far fewer side effects than conventional medicines and that using preventative medicine, which many complementary and alternative medicine options are, can have a far greater positive impact on one's life than relying solely on curative medicine.

In the case of tourism for Hungarian people, they are not so open to traveling abroad for their health. Mainly the reason behind this is either the lack of resources keeping them back from traveling, or they are satisfied with the accessible treatments in Hungary. However, if resources did not pull them back, over 50% of respondents would like to visit a healing destination where they could access complementary and alternative medicine from where it is deep-rooted, for example China for Chinese medicine or India for Ayurvedic therapies.

It can be said that the attitude of Hungarians towards alternative medicine has changed a lot in the recent years. They are more open to try it and aiming to find natural methods for their issues than before. It can be backed up by both the answers from interview guests who said that they have many visitors who come for the first time and leaves satisfied and the positive answers given by respondents on the questionnaire – of course it is a not 100% of them, but the majority; those who gave negative answers are mostly due to their lack of information regarding the topic. As I see it would be beneficial for everyone if these type of treatments, therapies were talked about more, or even taught in schools, so it could solve the problem for the majority of those who do not believe in it or simply thinks it is quackery due to their lack of knowledge.

The number of those who have answered the non-representative questionnaire and travelled for their health in addition to recreation is still lower than those who do, but those who have travelled for their health mostly did so to preserve their health rather than to heal. Some people would spend money on such treatments in order to achieve a relaxed state of mind as well as to heal. The high quality of services, getting to know the culture of the given destination,

personalised care, a calm environment, or shorter waiting periods could all influence their decision to travel for alternative therapies. Their demand is also driven by their income, their leisure time and their desire to change their environment all while being more health-conscious.

With the results from this study, it can be stated that women are more likely to be open to using a form of complementary and alternative medicine rather than men who are more closed-minded when it comes to this issue. One of the reasons behind this could be that women care more about their well-being than men, not only physically but mentally and spiritually as well and the other reason is the gender distribution of the questionnaire. Approximately 90% of the responses were women and 10% were men – most of the positive answers were given by women.

I agree with the fact that the main goal is to be closer to nature and find those solutions that could lead us to depend less on modern medicine, however it does not mean to fully neglect it, because there are issues that cannot be solved without it, so the preferred way would be that these two sides of medicine could work effectively together.

As I see it, seeking professional assistance is becoming more acceptable. People can seek assistance in a variety of ways, including yoga for meditation, massages and reflexology therapies, and even transition therapies in the case of divorce or job loss. There are ways that modern medicine could deal with these issues by prescribing medications like sedatives and antidepressants, but thankfully, people try to seek out the most natural remedies first, and only if they do not work out the way they want to, will they turn to western medicine. Due to this statement I think that complementary and alternative medicine is on the rise of popularity in the country, also stated by the interviewees whom also hope for an even brighter future of the matter. That is why it could be important to establish appropriate sectors of health tourism and make these methods more accessible to a larger audience.

The seen positive attitude about alternative medicine may indicate the willingness of people to expand their knowledge about it and trust it nearly as much as they trust modern medicine in the near future.

For further research I would plan researching a more narrowed down target audience; as this research has quite a wide target being researched – focused on consumers across the country and the questionnaire was mostly filled out by people above the age of 36. By researching the attitudes of younger generations – for example generations Z and Y - in connection with complementary and alternative medicine, we could get a more detailed insight into the future of the subject.

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APPENDIX

1. APPENDIX – ONLINE QUESTIONNAIRE

I. Your gender?

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

II. Age?

- ☐ -18
- ☐ 19-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ 65-

III. Place of living?

- ☐ Village
- ☐ County capital
- ☐ Small town (5-20 thousand inhabitants)
- ☐ Mid-sized town (20-100 thousand inhabitants)
- ☐ City (over 100 thousand inhabitants)

IV. Highest level of education

- ☐ Below 8 elementary classes
- ☐ 8 elementary classes
- ☐ Maturity exam
- ☐ Professional qualification after secondary school
- ☐ Higher educational vocational training
- ☐ Higher education (University Degree)

V. Your current occupation?

- ☐ Unemployed
- ☐ Student is secondary education
- ☐ Student in higher education
- ☐ Homemaker
- ☐ Employed
- ☐ Entrepreneur / has own business
- ☐ Retired
- ☐ I do not wish to answer
- ☐ Other...

VI. Who do you travel with? You can choose more options.

- ☐ With my partner
- ☐ With my family
- ☐ With my friends
- ☐ Alone
- ☐ Other...

VII. How often do you travel for leisure?

- ☐ Never
- ☐ Every second year
- ☐ Once every year
- ☐ More times in a year

VIII. Have you ever travelled for your health and well-being besides leisure activities?
(Including medical care, wellness, therapies)

- ☐ Yes, to cure illness
- ☐ Yes, to prevent illness
- ☐ Yes, for medical instruction
- ☐ No

IX. Is mental well-being important for you? You can choose more options.

- ☐ Yes, to lower stress and be calm
- ☐ Yes, to see clearly
- ☐ Yes, to be able to concentrate
- ☐ Yes, to be healthy
- ☐ No
- ☐ Other...

X. How do you deal with stress? You can choose more options.

- ☐ I do not deal with it or I do not know how to
- ☐ Meditation
- ☐ Going for a walk, doing sports
- ☐ Be in a community, be with friends, partying
- ☐ Usage of alcohol, drugs or smoking
- ☐ Isolation, being alone
- ☐ I do not think my life is stressful
- ☐ Other...

XI. Have you ever heard of complementary and alternative medicine? You can choose more options.

- ☐ Yes, I have read about it / learnt about it
- ☐ Yes, I have heard about it from the media (TV, radio, newspaper, internet)
- ☐ Yes, I have been to a treatment before
- ☐ Yes, I heard about it from my doctor
- ☐ Yes, I have heard about it from my friends / family
- ☐ No

XII. Do you have experience with alternative therapies and methods?

	YES	NO
Massage, yoga, diets	☐	☐
Herbs	☐	☐
Physical practices (chiropractor)	☐	☐
Spiritual healing (meditation)	☐	☐
Energy based therapies (reiki)	☐	☐

XIII. Are you willing to spend money on these methods?

- ☐ Yes, maximum 3000 HUF / day / person
- ☐ Yes, maximum 5000 HUF / day / person
- ☐ Yes, maximum 10000 HUF / day / person
- ☐ Yes, over 10000 HUF / day / person
- ☐ I would not pay for it

XIV. Would you travel to Eastern countries to experience native therapies? (Not including travel costs)

- ☐ Yes, to China
- ☐ Yes, to India
- ☐ Yes, to Thailand
- ☐ Yes, to the Middle-East
- ☐ I would not travel
- ☐ Other...

XV. How far would you travel for alternative medicine / treatments?

- ☐ Only to neighbouring towns / cities
- ☐ Only within the country
- ☐ Only to neighbouring countries
- ☐ Only within Europe
- ☐ I would travel anywhere
- ☐ I would not travel anywhere

XVI. How important are the following services for you in the case of this type of healing traveling? 1- not important, 4- very important

	1	2	3	4
-Accommodation near the destination	☐	☐	☐	☐
-Personalised therapies, treatments	☐	☐	☐	☐
-Wellness services	☐	☐	☐	☐
-Calm environment, atmosphere	☐	☐	☐	☐
-Active recreation possibilities (biking, hiking)	☐	☐	☐	☐
-Tour guide	☐	☐	☐	☐
-Full description, knowledge of treatments received	☐	☐	☐	☐

XVII. Do you believe in the effectiveness of alternative medicine?

- ☐ Absolutely yes
- ☐ Mostly yes
- ☐ Mostly no
- ☐ Absolutely no

XVIII. If you answered no to the previous question, please indicate why!

.....

XIX. Any comment, remark about the topic or the questionnaire?

.....

2. APPENDIX – STRUCTURED INTERVIEW

1. What services do you provide (previously provided) to your guests? Please introduce them briefly.
2. Please introduce your clientele!
3. Is it true that alternative medicine is much more popular and widespread among women than among men?
4. What is the purpose of your guests? Do they choose your services for health or relaxation purposes, or both?
5. Is it worth using the services provided? Both financially and in terms of satisfaction.
6. What kind of attitude do guests who take part in therapies and treatments show for the first time? Do they trust the methods or are they sceptical at first?
7. What are the advantages and disadvantages, if any, of the treatments you provide?
8. What do you think about the popularity of alternative medicine? Is it a hot trend now or has it always been as popular as it is today? Is the popularity of alternative medicine declining or increasing?
9. If you could choose, what do you think, alternative or modern medicine is more effective? Which do you believe in more? Why?
10. Why and to whom do you recommend the services you provide?
11. Any other information you would like to share?