

Abstract

This Bachelor's thesis is discussing the issues of alternative diets and their associated risks. Its goal is to give an overview about the consumer's lifestyle and to assess their knowledge on the topic of alternative nutrition.

The theoretical part of this thesis is dealing with specific types of alternative diets. These were chosen to be vegetarianism and its subtypes, macrobiotic diet and low-carbohydrate diet. Key associated risks are described and explained.

The practical part of this thesis was based on a quantitative survey. The data showed that the majority of the participants has a negative or a sparing approach to smoking, alcohol and fast food consumption. However, physical activity engagement several times a week was observed with only 35 % of participants. The survey showed that low-carbohydrate diet, veganism and macrobiotic diet were the prevalent choices among the participants. Additionally, it was suggested that a great portion of the respondents does not realise the significance of a nutritional therapist. Only 4 % consulted their meal plan with a nutritional therapist. The data also revealed that the respondents do not have sufficient knowledge about the risks of some nutrients. Up to 65 % would recommend alternative diets to the children, adolescents, pregnant or breastfeeding people, or seniors.

This Bachelor's thesis highlights the need for an education on the topic of nutrition, physical activity and other aspects contributing to a healthy lifestyle.

Key words: Alternative nutrition, risks, health