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**Exploring City Brand Engagement: Uncovering  
the Values of Engaged Stakeholders in  
Budapest**

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**CORVINUS UNIVERSITY OF BUDAPEST  
DOCTORAL SCHOOL OF BUSINESS AND  
MANAGEMENT**

**Exploring City Brand Engagement:  
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Stakeholders in Budapest**

Doctoral Dissertation

**Namaz Lachin**

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I would like to thank Klaudia who supported and believed in me until the end of this  
research journey.

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# 1. INTRODUCTION

In this introductory chapter I will give an overview of the inspirations that made me study the ever-evolving field of place branding. It starts with brief presentation of the results of previous studies on the topic. After outlining the specific research goals, research questions, methodology and the structure of the doctoral thesis, I summarize the new findings of the research and the practical suggestions stemming from them.

## 1.1 Justification of the Research Topic

According to Business Ethics perspective rationality based mainstream economy is empirically misleading and normatively inadequate. Self-Interest based rationality leads to unreason from a wider ecological and human perspective. Thus, there is a need in such economical activities that are achieved in ecological, future respecting and pro-social ways (Zamagni, in Rona & Zsolnai, 2017). In other words, the virtuous life should be good for all economic actors. However, relational economy is about assuming material goods and people as gifts that must be respected and allocated in the most responsible way, to transform the planet to “Oikos” for all human and living beings. The main point here is not competing to reach value maximalization but interconnecting people-relational goods (Rona & Zsolnai, 2017).

Place branding, as a strategy started by employing marketing techniques to attract investment, talent and tourism to the countries and cities. Despite it is being accepted as widespread practice, there are certain criticisms that range from ethical to theoretical concerns. In particular, these are commodification of local culture and heritage; gentrification and lose of identity; overuse of place’s infrastructure etc. To tackle effectively such issues Place Branding needs to take into account more inclusive and sustainable initiatives. On the other hand, place meanings inform place branding strategies. Understanding the cultural, historical, and social nuances of a place can make branding efforts more authentic and effective (Aitken and Campelo, 2011). Place

branding and place meanings are interconnected concepts that both aim to understand and convey the essence of a place. While place branding focuses on constructing and communicating a distinct image or identity for a place, place meanings delve into the deeper, often intangible attributes that give a place its unique character.

From the marketing perspective building brands with strong brand equity is a central objective for marketing scholars and practitioners alike. In order to achieve this goal, marketers constantly investigate and apply new approaches that can benefit their organizations and society as a whole. Current doctoral provides considerations for marketing scholars, public policy makers, and practitioners. The thesis presents research on City Branding issues and relevant sustainability problems in central areas of Budapest. In this context, tourism and city authorities supposed to adapt better strategies. One of such strategies that was previously used for product and service marketing is the model of Brand Engagement. The power of a brand lies in what customers have seen, read, heard, learned, thought, and felt about it over time. Thus, the place brand should be as positive, informative, and appealing as it can be.

The power of a brand lies in what customers have seen, read, heard, learned, thought, and felt about it over time. Thus, the place brand should be as positive, informative, and appealing as it can be. According to Zenker and Braun (2010), a place brand is "a network of associations in the consumer's mind based on the visual, verbal, and behavioural expression of a place, which is embodied through the aims, communication, values, and general culture of the place's stakeholders and the overall place design". Associations related to country names can also increase or decrease the perceived value of manufactured products and services (Morgan et al., 2009:41), which are provided by cities. Potential consumers usually have images of countries, despite the fact that not every country establishes its name as a brand. It is related to national stereotypes; thus, people have some thoughts and beliefs concerning particular places. These include social cognitions, mental representations shared by members of a given society (Morgan et al., 2009:41–42). Therefore, destination marketing organizations have to make much greater efforts to establish a positive image and attract visitors to the country. Similarly, Hankinson (2007, in Kavaratzis, 2009) describes destination branding as a process that is dependent on brand leadership by the DMO. The process consists of the following steps: creating a vision for the

brand; creating an internal and external brand identity; maintaining consistent brand communications; and ensuring effective communication with multiple stakeholders. Kavaratzis (2009), in turn, groups similarities among existing approaches to city branding and suggests an integrated approach that comprises eight categories.

In current research I suggest integrated approach that derives its framework from Brand Engagement concept well-known in marketing field. Customers can have relationships with brands that last a long time. The more positive attitudes they have towards brands, the more they engage in that relationship. Customer engagement, or brand engagement (CE), is defined by researchers in a similar way; one of them is a definition given by Van Doorn et al. (2010). According to them, CE is customer behavioral manifestations that have a brand or a firm focus beyond purchase, resulting from motivational drivers.

Bowden (2009) mentions that customer loyalty towards a service brand is shaped by certain psychological processes, which not only attract new customers but also retain existing ones. Brand Engagement (BE) described as the degree to which a consumer is cognitively, emotionally, and behaviorally committed to specific interactions with a brand (Hollebeek , 2011; Bowden , 2009; Brodie et al. , 2011).

Knowledge about how to engage customers will have a positive influence on the implementation of a strategic approach by marketers; thus, it is vital to understand the dimensionality of CE. Some researchers argue that CE is one-dimensional, while a larger number advocate for a multidimensional approach. Vivek (2014) and Hollebeek (2012 & 2014) both identify three key dimensions of CE, although they label them differently. Understanding the customer brand engagement process is crucial for brand management and overall business performance. Engaged customers can act as brand ambassadors, providing firms with a competitive advantage. In her 2012 dissertation, Hollebeek who is well-known scholar in the field proposes multiple directions for future research. She suggests delving deeper into the complexities of customer-brand engagement by exploring various layers and aspects of different brands. Additionally, she recommends scrutinizing the Brand Engagement (BE) model specifically in relation to key or focal brands. In summary, the current dissertation will focus on the application of these Brand Engagement concepts to city brands.

## **1.2 Research Goal, Research Questions**

This research will extend the mentioned direction in marketing research by focusing on the nexus between city branding and consumer brand engagement. It aims to illuminate how brand engagement influences consumer attitudes and subsequent behaviors towards city brands. The current study considers citizens as consumers of place brands. The focal brand is the Budapest city brand. Therefore, this research has the potential to significantly contribute to both theoretical understandings and practical applications in city branding as well as brand engagement.

The aim of the dissertation research is to clarify place branding process in the light of brand engagement concept.

### ***Research questions***

Current dissertation topic is going to answer the following research questions:

#### ***General: What is the definition of City Brand Engagement?***

More definitive research questions are as below:

**What Cognitive Brand Engagement factors influence long-term loyalty to a city brand?**

**What are the cognitive, emotional, and behavioral aspects of brand engagement that form place meanings?**

**How does the behavioral engagement of active citizens in Budapest shape the co-creation of touristic offers?**

## **1.3 Structure of the Doctoral Thesis**

### ***Addressing the Gap and New Directions***

Recent advances in the field have expanded the scope of traditional branding to include city branding, which presents its own set of unique challenges and opportunities. In the realm of tourism, much of the prior research focused on attracting new visitors, overlooking the long-term benefits of visitor retention (Kavaratzis, 2009). Previous work in the field of marketing has laid the foundation for understanding customer-brand engagement. Scholars have noted that during the process of value creation, it is

crucial for organizations to consider both the purchasing and non-purchasing behaviours of customers.

The existing gap in the literature lies in the limited application of customer engagement principles to the context of city branding. While much of the past research in tourism and place branding has focused on attracting new visitors, there is an increasing acknowledgment of the importance of retention, long-term loyalty, and co-creation of place brands. An increasing number of scholars have emphasized the need for a more strategic approach to place branding. Considering the mentioned research direction, I believe that applying the Brand Engagement concept and its dimensions can serve as a holistic framework that would contribute to the development of Place Branding literature and practices.

### *Structure*

To justify the necessity of my research and support my findings presented, the theoretical background of my work will be introduced in Chapter 2. The main part of my thesis is the presentation of my research journey in Chapter 3. This section consists of two parts: Methodology and Findings. In Findings the three phases of my research is shown, centered around research questions and the main arguments summarized in Chapter 4 together with the limitations and future research directions.

### **1.4 Research Findings of the Thesis**

A multidimensional framework comprised of Cognitive, Emotional, and Behavioural dimensions of Brand Engagement will be employed to analyse place branding strategies. This nuanced approach, adapted from brand engagement literature, will serve to deepen our understanding of how city branding efforts can resonate with various stakeholders on multiple dimensions. These dimensions, closely related to the concept of Place Meanings, offering the framework for understanding the complex ways people engage with places (Hollebeek, 2012). Moreover, by aligning the Brand Engagement framework with the concept of Place Meanings, the research not only offers academic insights but also has practical implications. These may include, but are not limited to, marketing strategies that evoke ethical significance, community engagement initiatives, and data-driven policy decisions.

### *Extending the Paradigm: Co-Creation of the City Brand*

Lastly, the study will also explore the applicability of the brand engagement dimensions to active citizenship. This integration will offer a broader, more comprehensive view of how engagement manifests across different life aspects, thus enriching our understanding of brand co-creation in both commercial and civic spheres.

## **2. THEORETHICAL OVERVIEW**

### **2.1 Place branding**

To succeed in sustainable development, places have to adapt advanced strategies. One of these strategies that previously were used for product and service offerings is branding. Place branding, which has its origins in tourism marketing, has developed into an important field with both practical and theoretical implications. In spite of its development, its position within place studies and marketing remains ambiguous (Hankinson, 2012). This expansion shows place branding within the broader context of place management, influencing governance and stakeholder engagement (Kavaratzis, 2012). The same author groups similarities of existing approaches to city branding and suggests an integrated approach that comprises of eight categories: vision and strategy; internal culture; local communities (involving local residents and business); synergies (with relevant stakeholders); infrastructure; cityscape and gateways; opportunities (urban life style, good services); communications (Kavaratzis, 2009). Similarly to this Hankinson's work (2007) highlights the importance of strong brand leadership in making a destination brand successful. This involves a multi-step journey that includes creating a clear brand vision, building a consistent brand image both internally and externally, effective brand messaging, and actively involving various groups of people.

In case if we talk solely about the tourism aspect of a given place the "personality" of a destination plays a central role in forming positive attitudes among tourists (Usakli and Baloglu (2011). This suggests that there should be a strategic alignment between what a place inherently offers and how it fits with the self-image of its visitors. As the marketplace for destinations becomes more competitive, the focus is shifting from simply offering value for money to providing a deeper emotional connection and unique experiences for tourists. In this evolving landscape, destinations are learning from consumer brands and working hard to build strong identities. They aim to stand out by creating memorable experiences and emotional bonds with visitors, thereby setting themselves apart from their competitors. So, for place branding, it's not just about promoting geographical or economic features anymore. The focus is on crafting

a unique and authentic "destination personality" that resonates emotionally with potential visitors, offering them something beyond just a budget-friendly option. The tourism destination branding research also touches on the sense of place in branding. It's no longer just about the physical aspects of a place but also about creating a sense of anticipation for immersive experiences that visitors can have. Moreover, brand image is about the preconceived ideas or stereotypes people might have, while brand identity is based on the actual experiences people have when they visit. To achieve the desired brand image, there needs to be a balance between offering authentic experiences and maintaining a unique character for the destination (Hudson and Ritchie, 2008). The goal should be to align what people expect (brand image) with what they actually experience (brand identity), thus making the branding efforts more effective.

Ntounis and Kavaratzis (2017) highlight that creative promotional campaigns will not be effective in a long term if they are not supported by the place's stakeholders and their vision regarding the place's future. Accordingly, place branding is considered as a dialogue between stakeholders, the latter forming a group that jointly produces the place brand (Kavaratzis and Hatch, 2013). Place branding thrives on differentiation, with the goal of establishing distinct and appealing identities for localities in order to captivate target segments (Anholt, 2005). It includes social cognitions, mental representations that are shared by members of a given society (Morgan et al., 2009). Also, it is advised to absorb symbols and images that informed by place culture (Campelo et al., 2014). The efficiency of a brand is determined by customers' emotional associations and meanings that unfold over time. Consequently, a place branding needs to pursue informative and captivating qualities. According to Zenker and Braun (2010), a place brand comprises a complex interplay of cognitive connections etched within consumers' minds. These connections are drawn from visual, verbal, and behavioural cues that mirror the aims, communication, values, and cultural essence of a given place. These connections also extend to country names and can change the perceived value of products and services offered by cities. Although not every nation may have strengthened its name as a brand, the influence of national stereotypes significantly shapes individuals' perceptions and convictions regarding specific locales.



The reputation or image of a location plays a crucial role in how its products and services are valued. Pre-existing opinions, often shaped by stereotypes, are especially important for places that are lesser-known or not well understood. These places need to put in extra effort to improve their branding. According to Morgan and others (2009), the image of a place is a blend of various factors like its geography, history, economy, and culture. The media has a significant role in forming these perceptions, which are often based on real characteristics of the place. To be successful in place branding, a location needs to focus on what sets it apart. It has to be responsive to what its target audience is looking for and provide an experience that cannot be found elsewhere. Two key qualities for successful place branding are authenticity and uniqueness. Furthermore, Braun et al. (2018) determines identity-image match as a strongest factor that influence place reputation. This makes it unavoidable to consult and seek for synergies with organizations and institutions in a place (Ntounis and Kavaratzis, 2017). Accordingly, to attain sustainable place brand development place brand managers are expected to constantly refine their strategy according to the local communities' vision.

On a national scale, branding becomes essential for boosting global competitiveness (Go and Govers, 2000). Despite the fact that economic development is a goal, sometimes the emphasis is disproportionately placed on tourism (Gössling et al., 2020 Kavaratzis, 2012). The consequences of overlooking stakeholder input are significant and can lead to detrimental outcomes. The rise of overtourism and the emergence of "tourismphobia" underscore the importance of recognizing and accommodating the concerns of local communities. The failure to strike a balance between the interests of tourists and residents can result in strained relationships, potentially jeopardizing the sustainability of the industry (Fletcher et al., 2019).

Stakeholder engagement, particularly enlisting residents, is fundamental to effective place branding and for finding solutions to the above problems (Kavaratzis, 2005). Residents' participation in co-creating the brand identity has a significant impact on perceptions (Zenker and Braun, 2010). Recent literature demonstrates a paradigm shift in place branding toward value-driven and participatory approaches. The main emphasis is placed on community engagement and the consideration of a wide range of non-economic factors. Despite the fact that the theoretical concepts are optimistic, their implementation in practice can present difficulties (Hereniak and

Anders-Morawska, 2021; Skinner, 2021; Ripoll González and Gale 2000; Hakala et al. 2020). The integration of differentiation, sustainability, stakeholder engagement, and adaptability is important in the achieving working policies. As residents and stakeholders become integral to the branding process, a balanced approach that takes into account multiple dimensions will be necessary to ensure long-term success in this dynamic field. It is evident that the shared themes and trends among numerous authors attempt to uncover the complex interaction between perception and experience in determining the brand identity of locations (Ripoll González and Gale 2000; Hakala et al. 2020).

Incorporating a participatory approach and involving stakeholders are essential facets when devising branding strategies that transcend geographical boundaries and encompass diverse sectors (Kavaratzis, 2005; Fletcher et al.,2019). This collaborative framework extends the responsibility of shaping a brand's identity beyond organizational boundaries, recognizing the multifaceted input of stakeholders across the spectrum (Kavaratzis, 2005). Among these stakeholders, the active involvement of local residents stands out as a cornerstone of co-creating a brand that resonates authentically. Zenker and Braun (2010) emphasize the pivotal role residents play in shaping the narrative of a destination. Their insights highlight that local perspectives add an invaluable layer of authenticity to the brand, which can significantly influence how the brand is perceived by visitors. Moreover, it is evident that modern branding strategies are not just influenced by traditional marketing methods but are also shaped by influencers and amplified through social media (De Ascaniis and Gretzel, 2021). This interconnected landscape of information sources necessitates cautious monitoring and engagement (Kavaratzis, 2012).

The latest literature on place branding though emphasizes a shift toward value-driven and participatory approaches that engage stakeholders and residents. Hereźniak and Anders-Morawska (2021) explore public value-driven place branding and suggest that it can contribute to societal behaviours and attitudes, as well as promote sustainable citizenship and social cohesion. Ripoll González and Gale (2020) argue that "places are not products" and emphasize the need for a more engaged and participatory approach of local stakeholders. While Hereźniak and Anders-Morawska (2021) propose a perspective that incorporates the community into the evaluation of place branding, Skinner (2021) advocates for success factors that contribute to life

quality and warns against an exclusive emphasis on economic success. Moreover, Skinner cautions against overtourism and calls the importance on building resilience in the face of possible future disasters such as COVID. This is consistent with Hakala's (2021) emphasis on listening carefully to residents via diverse channels during place branding, recognizing the local communities as influential opinion leaders and not merely consumers.

The concept of co-creation with residents is further investigated by Hakala et al. (2020) who documented a 5-year rebranding process through the lens of the concept of co-creation with inhabitants. They argue that inhabitants play a crucial role in influencing the city's brand through their interactions and attachments. This corroborates the findings of Hakala (2021) in the communities of the Nordic cities Turku and Helsinki, which emphasize inclusivity and the necessity of adapting participation channels to various demographics. However, there are differences in the practical application of these concepts. Hakala et al. (2020) provide a positive example of co-creation with inhabitants. In contrast, Ripoll González and Gale (2020) acknowledge the difficulties in moving to a participatory approach due to initial stakeholder fragmentation and power relations. The complexity and difficulty of adapting theoretical concepts to real-world contexts are certainly highlighted by these differing perspectives.

The recent literature on place branding reveals an increasing trend toward participatory, community-centered, and value-driven approaches. The research done by Hereźniak and Anders-Morawska (2021), Skinner (2021), Ripoll González and Gale (2020), Hakala (2021) and Hakala et al. (2020) collectively emphasize the significance of involving residents and stakeholders, concentrating on quality of life, and considering the many dimensions of place branding. The insights of these authors provide a comprehensive approach to the evolving field of place branding, emphasizing the need for a balance between theory and practice and sensitivity to local contexts and community requirements.

The implication of place branding and tourism marketing has significant effect on sustainability. The evolving dynamics within the tourism landscape have prompted the reevaluation of strategies. Overtourism, as highlighted by Zenker and Braun (2010), necessitates innovative solutions to manage and distribute visitor flows. Tourism brings about employment and cash flow, but also sustainability concerns

(Gössling et al., 2013, Gössling et al. 2020). The difficulty resides in balancing environmental, economic, social, and governance dimensions. However, the growth-driven nature of branding can result in problems like overtourism and branding success can inadvertently attract protests, jeopardizing local culture and values (Fletcher et al., 2019, Milano et al., 2019). As neglecting the stakeholders can result in overtourism (Kavaratzis, 2012; Kavaratzis and Kalandides, 2017), the significance of involving them in branding efforts even more obvious.

Moreover, the landscape has undergone a considerable shift due to the COVID-19 pandemic, introducing the concepts of "undertourism" and "tourismophobia" (Milano and Ko, 2022). This disruption calls for recovery strategies that prioritize both the wellbeing of local residents and the revival of the tourism sector. The synthesis of these insights reveals the intertwined nature of stakeholder engagement, branding, and the evolving dynamics of the tourism industry. By recognizing the influence of stakeholders, particularly local residents, organizations can cultivate brands that authentically resonate with visitors. Adapting to shifting circumstances, such as those brought about by the COVID-19 pandemic, demands innovative strategies that prioritize both community wellbeing and sectoral revival. Embracing sustainability as a guiding principle paves the way for a harmonious balance among economic, environmental, and social considerations, ensuring the longevity and responsibility of the tourism sector (Milano and Ko, 2022, Michalko et al, 2022). Moreover, as the tourism industry evolves, challenges such as overtourism and disruptions like COVID-19 increased the need for new place branding strategies. Faced with these obstacles, technology plays a crucial role in enhancing safety measures and reshaping the industry. Recovery strategies must establish a balance between the wellbeing of residents and the continuation of tourism. In addition, the emphasis is transitioning toward sustainability and the need to strike a balance between various dimensions of place branding (Gössling et al, 2020; Tussyadiah et al., 2020).

## **2.2 Place Brand Co-creation**

Numerous urban research and place branding studies have investigated on the significance of citizen satisfaction, co-creation, and participatory approaches. Zenker and Rütter (2014) examine the complex relationship between citizen satisfaction and place attachment, shedding light on the critical role that citizen satisfaction plays in

the formation of an affective bond with one's place of habitation. This discovery contradicts the traditional antecedents of place attachment, such as site of birth and length of residence. This sentiment is echoed by Kavartzis and Kalandides (2015), who advocate for participatory place branding that integrates a geographical understanding and a process-oriented perspective, highlighting the central role of citizens in creating a place's brand.

As demonstrated by Zenker and Rütter (2014), the use of the Citizen content Index (CSI) emphasizes the utility of assessing content with public services and institutions. This instrument acknowledges citizens as a central factor in evaluating the performance of local administrations and provides a lens for examining both actual experiences and anticipated outcomes. This perspective is consistent with Kavartzis and Kalandides' (2015) concept of participatory place branding, which aligns citizen interactions with the development of a place brand. The authors propose a reconsideration of place brands based on two pillars: first, they incorporate a greater comprehension of geography into place branding, and second, they outline a process that enables place elements and place-based associations to combine and form the place brand. The formation of a place brand begins when individuals form mental associations with place-making elements (materiality, practices, institutions, and representations). These associations are not static, but instead evolve and change over time as they interact across multiple dimensions. These interactions constitute the formation of the place character. The perspective on place branding presented here emphasizes the critical role of interactions among actors and stakeholders in shaping the meaning and potential of a place brand. It is essential to recognize that place branding is a politically selective process. The inhabitants of cities differ in terms of age, socioeconomic status, gender, race, etc. However, certain decisions must be taken in order to engage in branding. Participatory urban governance practices can facilitate these decisions, which are contingent upon the responsibility of each organization engaged in establishing a branding system for their location. As suggested by Kalandides (2011b), place branding consultants serve as facilitators who extract and organize existing knowledge and ideas to develop the place brand. This emphasizes a significant transformation in the prevalent understanding of place branding. For practical purposes, it is superfluous to reduce a place's identity to a single, inevitably

biased slogan or image. Through participation and tolerance, it is possible to work with the variety of open-ended paths and embrace their diversity.

Despite the fact that these studies collectively emphasize the connection between citizen satisfaction and place branding, they also share similar limitations. Zenker and Rütter (2014) are limited by sample size and generalizability constraints. Neither study investigates causal relationships or underlying mechanisms in detail. Similarly, the research of Kavaratzis and Kalandides (2015) is limited by their reliance on a single case study and the absence of empirical testing for their proposed conceptualization.

Stoica et al. (2021) observe that the concept of co-creation emerges as a central focus in the tourism and place branding field. These researchers illustrate the substance of co-creation through storytelling in the United Kingdom, demonstrating that shared narratives facilitate the formulation of diverse place meanings. As observed in Japan (Uchinaka et al., 2019), the role of residents as online place-brand ambassadors is gaining prominence in the contemporary digital age. The classification of residents as Promoters, Defenders, Informers, and Observers demonstrates their involvement in place branding through digital platforms. This research examines the role of residents as brand ambassadors via user-generated content (UGC) pertaining to their city of habitation. In accordance with prior tourism literature on resident support and WoM, the findings corroborate that residents can serve as intrinsic place ambassadors. The study provides a framework for understanding the ambassadorial role of inhabitants who frequently tweet about their region and recommend it as a destination. Through social media interactions, these resident-generated contents promote electronic word-of-mouth (eWoM). The study examines the motivations behind the online ambassadorial behaviors of residents, including in-group sentiments, rewards, and place attachment. The research indicates that inhabitants can play a more active and central role in promoting tourism in the digital era, providing a natural and reliable image of a location. Destination marketing organizations (DMOs), local enterprises, and community organizations are affected by the findings as the study suggests managerial actions to enhance the ambassadorial duties of residents, such as providing support to key influencers and incorporating resident recommendations into marketing efforts. This shift toward involving inhabitants as the primary sources of place marketing aligns with Kavaratzis and Kalandides' (2015) participatory approach. The

collective insights emphasize the importance of citizens, collaborative processes, and context-sensitive strategies in shaping the identity and brand of places.

### **2.3 Brand Engagement**

The concept of engagement has been extensively explored across various domains, reflecting its multifaceted nature. The literature on engagement spans various domains, including marketing, tourism, social media, sustainability, and psychology. All these aspects collectively contribute to a rich and diverse understanding of engagement, its antecedents, consequences, and applications across different contexts and industries. Below I will give detailed overview of relevant literature showcasing different contexts and applications of Brand Engagement concept.

Brodie et al. (2011), in their fundamental propositions that define the Customer Engagement (CE) concept, characterize antecedents as follows: participation, involvement, flow, and rapport. Furthermore, Hollebeek and Chen (2014) offered a conceptual model that comprises six antecedents of brand engagement. Four of them, namely, perceived brand/company actions, perceived brand/quality performance, perceived brand value, and perceived brand innovativeness, cause immersion. The remaining two – perceived brand company responsiveness and perceived delivery of brand promise – relate to the passion dimension.

Vivek (2014) mentions the advantages of CE in having an impact on non-customers through social connections and connections on the internet. CE positively influences customers' benevolence perceptions, patronage plans, and affective commitment towards organizations. As it is known, city brands and services are of an intangible nature. Thus, consumer-to-consumer connections through which experience and opinion about cities are shared are essential for city brand management. That is, word of mouth is one of the major outcomes of BE/CE. Additionally, Brodie et al. (2011) suggest the following CE consequences: commitment, trust, self-brand connection, and consumers' emotional brand attachment and loyalty. Hollebeek and Chen (2014) come to the conclusion that consumers' cognitive and emotional brand engagement (BE) leads to behavioral BE, which they called 'activation'. This in turn generates two consequences, namely brand attitude and word of mouth. Given these points, the same authors recommend further study and application of the proposed

model across a number of other industries and sectors (e.g., hospitality, airlines, or financial services). Considering the gap determined above in the literature and taking into consideration directions outlined by researchers in the respective field, the current dissertation research investigates brand engagement concepts from the city branding aspect. The study is going to focus on Budapest city brand and examine the relationships they have with engaged residents. The residents are expatriates and local active citizens living in Budapest.

Pansari and Kumar (2017) introduced a comprehensive framework for understanding customer engagement including its components, antecedents, and consequences. The paper highlights the need for a framework for customer engagement by reviewing the marketing academic research. The authors develop a theory of engagement, arguing that when a relationship is fulfilled and has emotional connectedness, the partners become engaged in their relation for each other. As a result, the components of customer engagement include both the direct and indirect contributions of CE. Based on theoretical support, the proposed framework describes the components of CE as well as its antecedents (satisfaction and emotion) and consequences. The authors also discuss how convenience, nature of the firm (B2B vs. B2C), type of industry, value of the brand, and level of involvement influence the link between satisfaction and direct contribution, and between emotions and indirect contribution of CE, accordingly. In summary, this paper explores the concept of customer engagement and its antecedents and consequences. The framework proposed by them has been applied to various industries, such as integrated resorts, where Ahn and Back (2018) identified key antecedents and outcomes of customer brand engagement.

The tourism phenomenon offers a unique lens to explore engagement. Rather et al. (2019) identified key antecedents and consequences of tourism customer engagement using a service-dominant (S-D) logic perspective. The results revealed a positive effect of place authenticity and place attachment on customer engagement. The findings also indicated customer engagement's positive effect on the development of customer trust, brand loyalty, and co-creation. Additionally, the authors suggest that customer engagement influences the effect of place attachment and place authenticity on customer trust, loyalty, and co-creation. This research provides new insights into the role of tourism-based customer engagement and its implications. This aligns with



the broader framework of customer engagement by Pansari and Kumar (2017), emphasizing the importance of place authenticity and attachment in driving engagement.

However, the concept of engagement extends beyond marketing and tourism. A study by Bowden and Sibley (2012) presents the finding on the concept of customer disengagement, its initiating triggers, nature, and the process by which it develops within functional/utilitarian (F/U) and participative/co-creative services (P/C). The authors found that engagement and disengagement are highly connected and that prior levels of engagement significantly influenced customers' further motives to disengage. The findings have implications for service relationships and possible two way interaction between engagement and disengagement.

Another study contrasts with the marketing-focused research by introducing a psychological perspective on engagement. The article by Milfont et al. (2012) compared the person and national-level personality within environmental engagement context. Particularly they investigate associations between the Big Five personality traits (Agreeableness, Conscientiousness, Openness to Experience, Extroversion, and Neuroticism). and environmental engagement. Results revealed that characteristics most strongly associated with environmental participation were agreeableness, conscientiousness, and openness to experience, both within individuals and across nations. These findings provide insight into more specific aspects of conservation behavior and attitudes both in persons and across entire societies.

The role of social media in engagement has been a prominent theme in recent Brand Engagement research. Molinillo et al. (2019) applied a unique model to measure social media engagement with residents and visitors of smart cities. Observed smart cities studied achieved respectable, but primitive, levels of engagement on social media platforms such as Facebook, Twitter, and Instagram. A greater emphasis on communicating emotional (affective) messages is essential, and business and business event travellers, as well as those visiting friends and family, must be prioritised.

Similarly, Sashi (2012) explored the relationship between customer engagement and social media, developing a model of the customer engagement cycle. The study examines practitioner perspectives on customer engagement, links it to the marketing idea, market orientation, and relationship marketing, models the customer engagement cycle, and develops a customer engagement matrix. The author creates a

model of the consumer engagement cycle that includes stages such as connection, interaction, satisfaction, retention, loyalty, advocacy, and engagement. Customers are grouped based on the degree of relational interaction and emotional relationships they have with brand.

Co-creation is another theme that has emerged and gaining increased attention in the brand engagement literature. Black and Veloutsou (2017) explored identity co-creation among the brand, individual consumer, and brand community. The article explores how identity is jointly shaped by the brand, individual customers, and brand community. It reveals that highly engaged customers are key in this process. The study examines core relationships and shows their broader impact, including influence aspects like the symbols involved in co-creation. This research is applicable for brands as well as communities meaning it can be employed for place branding relationships. The authors argue that brand management was once a process initiated and performed by managers while other stakeholders were observing the changes. However, research now suggests that brands are dynamic social processes and that branding is a cultural phenomenon driven by the incongruities and synergies among managers, employees, consumers, and other stakeholders. These agents increasingly co-create brands through their actions, using images and language that shape brand meanings and values which, in turn, shape brand identity and reputation.

Moreira et al. (2022) studied engagement and disengagement in sustainable development, adding a new angle to existing literature. The study's key contribution is an integrative framework that categorizes how people relate to sustainability. Understanding engagement in the sustainability context could be beneficial for future research. It can explore how these attitudes drive both sustainable and unsustainable behaviors. These insights could guide policies targeting to enhance sustainability for citizens and different communities.

### **2.3.1 Co-Creation of Experiences and Customer Engagement**

The concept of co-creation of experiences has been extensively explored in the context of tourism by Mathis et al. (2016), who examined its effects on behavioral consequences such as tourists' satisfaction, subjective wellbeing, and loyalty to the

service provider. The study examines the underlying dimensions of co-creation of an experience in the context of tourism and its effects on behavioral consequences such as tourists' satisfaction with the co-creation of an experience, subjective wellbeing, and loyalty to the service provider. The purpose of the study is achieved by showing that tourists' co-creation of an experience positively affects the vacation experience and loyalty to the service provider. In turn, satisfaction with the vacation experience influences overall life satisfaction. The results of this study should help service providers change strategies and implement a platform for creating unique co-creation of experiences, allowing tourists to become more physically and emotionally engaged in the planning of their vacations. This paper explores the concept of co-creation of an experience in the context of tourism and its effects on behavioral consequences such as tourists' satisfaction with the co-creation of an experience, subjective well-being, and loyalty to the service provider. The findings have implications for service providers and provide a foundation for strategies to better engage customers in the planning of their vacations. Service providers can improve co-creation of experiences by focusing on improving the experiences of everyone involved, including customers, employees, suppliers, distributors, and even regulators. By inviting all stakeholders to participate in co-creation efforts, companies can achieve breakthrough insights, lower costs, new revenues, and new business models. One way to improve co-creation of experiences is to set high-level goals and invite all stakeholders to decide how to reach them together. This can lead to improved customer satisfaction, increased job satisfaction among employees, and growth in the company's core business.

Another way to improve co-creation of experiences is to focus on the expected benefits of co-creation. For example, Verleye (2015) identified six co-creation experience dimensions that influence the overall co-creation experience: personal benefits (gaining a better status and recognition), social benefits (being able to connect with other people), hedonic benefits (having fun), functional benefits (getting things done more efficiently), economic benefits (saving money), and symbolic benefits (feeling part of something bigger). By focusing on these dimensions, service providers can create unique co-creation experiences that allow customers to become more physically and emotionally engaged in the planning of their vacations.

Parallel to this, the concept of customer engagement has been explored by van Doorn (2011) and van Doorn et al. (2010), who define customer engagement behaviors

(CEBs) as behaviors that go beyond transactions, resulting from motivational drivers. These behaviors include word-of-mouth (WOM) activity, recommendations, helping other customers, blogging, writing reviews, and even engaging in legal action. Van Doorn (2011) develops a conceptual model of the antecedents and consequences of CEBs, suggesting that firms can manage CEBs by taking a more integrative and comprehensive approach.

Dessart et al. (2015) expand on the concept of customer engagement within online brand communities. The study aims to identify brand community members' segments in terms of their brand engagement within the community, help us understand if these segments use a different approach in the development of brand loyalty, and develop mechanisms that can be used to identify members of these segments. The results reveal that cognitive, affective, and behavioural engagement dimensions play a different role in driving brand loyalty. Three different segments of engaged consumers exist (emotional engagers, thinkers, and active engagers). Suggestions on identifying members of these segments based on the value that they get from the community are offered. They delineate the meaning, conceptual boundaries, and dimensions of consumer engagement, both in terms of engagement with the brand and other members of the online brand communities. Online brand communities are spaces where customers, users, and fans can come together to engage with a brand, built around a shared need to get more from a brand. The study found that individuals engage in online communities on social network platforms both with other individuals and with brands. The study also identified three key engagement dimensions: cognition, affect, and behaviors. Their meaning and sub-dimensions were investigated. The paper further suggests key drivers, one outcome, and objects of consumer engagement in online brand communities.

Similarly, in their study, Bilro et al. (2018) seek to investigate the associations between several elements of website experience, namely information/content, interactive features, and design-visual appeal, and online engagement, namely cognitive processing, emotion, and activation. The researchers also explore the impact of these factors on consumer-generated media and brand advocacy. The findings of the study indicate that the variables of affection and activation have a significant influence on brand advocacy. Furthermore, the results imply that engagement plays a mediating role in the relationship between experiential stimuli and brand advocacy.

The study conducted by Taheri et al. (2017) examines the correlation between mood control, customer participation, and the development of customer value within the context of hospitality services. The results indicate that there is a direct relationship between mood clarity and customer relational value. Additionally, mood monitoring is directly related to customer participation and has both direct and indirect effects on customer economic and relational value. Furthermore, mood repair is directly associated with customer participation and customer economic value, and indirectly affects customer economic and relational value. The authors propose that hospitality service organisations who aim to encourage consumer participation may find it beneficial to include mood as a parameter for segmentation.

In their publication, Suntikul and Jachna (2016) conducted a study with the aim of establishing a conceptual connection between models of co-creation and place attachment. The authors believe that the concept of co-creation in the tourist industry has been extensively explored, focusing on the various methods through which consumers are progressively participating in the process of defining and producing services and products. Nevertheless, it should be noted that these activities represent but a fraction of the comprehensive spectrum of tourism experiences. There is a need to broaden the existing focus on co-creation of tourism products, which mostly pertains to services, in order to incorporate aspects related to the physical environment, as well as the local social and cultural contexts of tourism. The research discovered that there is a stronger correlation between place identity, which refers to an individual's personal connection with a particular location, and the value of their experiences. Additionally, locations that are ranked higher in terms of place dependence, which pertains to the perceived features of a site, exhibit a relationship between place identity and certain behaviours associated with that site. The authors propose that this finding has significant implications for the broader application of co-creation research beyond the context of service-dominated logic.

The study by Behnam et al. (2021) aims to examine the relationships between customer engagement (CE) and its key antecedents of knowledge sharing and learning, as well as its consequences of customer cocreation and relationship quality. The findings suggest that customer learning and knowledge sharing have a positive effect on CE, thus empirically validating conceptual literature-based claims. In addition, CE was found to exert a favorable effect on customer cocreation and relationship quality.

The research of Harmeling et al. (2015) aims to present an emerging theory of customer engagement marketing and provide a foundation for the use of customer engagement to achieve marketing objectives. The authors define customer engagement marketing as a firm's deliberate effort to motivate, empower, and measure customer contributions to marketing functions. They present a typology of its two primary forms and offer tenets that link specific strategic elements to customer outcomes and thereby firm performance, theorizing that the effectiveness of engagement marketing arises from the establishment of psychological ownership and self-transformation. Overall, this study provides valuable insights into the role of customer engagement marketing in achieving marketing objectives. It extends existing research by testing service-dominant logic-informed customer engagement vis-à-vis its key antecedents and consequences, and by including the nature of the offering as a moderating factor in the model.

Kumar et al. (2019) proposes a comprehensive framework for enhancing customer engagement in service (CES) through the application of the service-dominant (S-D) logic. The purpose of this study was to get insight into the perspectives of practitioners in the field. The framework investigates the potential of using insights derived from interviews to examine the utilisation of interaction orientation and an omnichannel model in the creation of favourable service experiences. The authors additionally identify elements that influence the service experience and classify them into four categories: offering-related, value-related, enabler-related, and market-related.

The study conducted by Rather et al. (2021) proposes that the various dimensions of customer experience (CE) have distinct impacts on customer satisfaction (CX) and the process of co-creation, which in turn influences the intention of customers to revisit. The authors also ascertain the indirect impact of customer engagement on revisit intention, which is mediated through customer experience and co-creation. The presence of involvement has been observed to modulate the relationship between customer experience (CX), co-creation, and the intention to revisit. Furthermore, the authors of this study have identified notable differences in customer experience (CE), customer satisfaction (CX), co-creation, and intent to revisit between first-time customers and repeat customers. This research study offers significant contributions to the understanding of the impact of customer involvement

on tourism, specifically focusing on the differentiation between first-time and repeat customers.

The study conducted by de San Eugenio-Vela et al. (2020) investigates the significant importance of stakeholder participation. The objective of this study is to examine the involvement of local stakeholders in the formulation and execution of the place branding strategy in the Empordà region in northern Catalonia. The researchers employed stakeholder-oriented and participatory methodologies in their study, drawing on these techniques to inform their investigation of place branding and spatial design. The essay examines the evolution of a brand and illustrates the significance of participatory place branding processes, highlighting the transformation of local populations into brand advocates through their active involvement in the entire development of a place brand. The paper posits the necessity of adopting a more participatory approach to the governance of place branding, emphasising the crucial role of stakeholder participation in fostering deeper connections between place branding and spatial planning.

Hollebeek et al. (2022) conducted a recent study with the objective of examining the impact of social influence on stakeholder engagement behaviour (SEB) and its associated relational outcomes, including cooperation, competition, and competition. The authors propose a conceptualization of SEB as the behavioural expression of a stakeholder in respect to their role-related interactions, activities, and relationships. The authors contend that the impact of social influence on an individual's self-enhancement beliefs (SEB) can be observed through three distinct responses: conformity, compliance, or reactance. The specific response exhibited by the influenced individual is contingent upon their degree of acceptance towards the influencer's exerted influence. The authors suggest that the phenomenon of social and emotional conformity, compliance, and reactance can result in different outcomes in the connection between influencers and those being influenced. Specifically, they believe that SEB conformance may lead to cooperation, compliance may result in competition, and reactance may give rise to rivalry.

To sum it up, the research mentioned in this section provide insights into the concepts of co-creation in tourism, customer engagement behaviors and online brand communities. These studies offer strategies to better engage customers, improve

experiences, and drive business growth, highlighting the interconnectedness of these concepts across different domains.

### **2.3.2 Visitor-Brand Engagement**

Urban and resort destinations are seen by many researchers as brands; thus, it is worthwhile to adapt branding strategies to understand some social processes related to them. In order to understand visitor-destination brand relationships, there is a need to have a clear idea regarding brand-customer relationships. Taheri et al. (2014), in their visitor engagement scale, determine attachment, emotional connection, commitment, and devotion as features of engagement. On the other hand, the involvement concept is seen as a critical psychographic construct as it determines a person's decision-making. From the tourism aspect, involvement is described as tourists' affective responses derived from their leisure activities (Manfredo, 1989; Lu et al., 2015). Tourist involvement with enduring commitment and its impact on travel behaviors deserve more attention and study (Ferns and Walls, 2012). Authors argue that links between destination brand attitudes and tourists' goals and needs will determine the level of involvement that visitors will have towards a destination. In their study, the authors conclude that when pleasure travel provides self-enhancement, individuals may have an enduring interest in travel.

There are some suggestions and studies that argue that potential visitors may have emotional bonds with places they have never visited. One of the studies that supports this argument was carried out by Cheng and Kuo (2014). According to them, emotional bonding to a certain place can be transferred to an unfamiliar place, and tourists may form an emotional bond without interacting with unvisited places. Lu et al. (2015) examine authenticity, destination image, tourist involvement, and their relationships with tourist satisfaction. Their study investigates tourists' participation in leisure activities in the context of tourists' involvement in historic districts. The main findings of the research were that perceived authenticity and involvement with local activities have a direct effect on the positive destination image of this historic district, which results in tourists' satisfaction.



Visitor's engagement with place (a heritage site in Japan) was the focus of the study by Bryce et al. (2015). The authors attempted to find out how visitors' engagement can be influenced by their perceptions of authenticity, preconceived behaviors, and motivations and how these four concepts influence loyalty. The authors came to the conclusion that self-connection has a strong influence on visitor engagement. One of the outcomes of the study is that engaged visitors tend to be committed and emotionally connected, so they become loyal to the site. Thus, the authors concluded with the idea that engagement via two-way interactions with a site is positively related to a visitor's loyalty.

### **2.3.3 Brand Meanings and Consumer Engagement**

Several studies in the subject of branding and consumer interaction have been conducted to encompass a variety of situations in order to shed light on the intricate processes that govern the connections that exist between companies and customers. This section compiles the findings of several studies, each of which demonstrates unique facets of how a brand is understood by consumers and how they connect with brands in a variety of settings.

An in-depth examination of brand community membership is carried out by Morandin et al. (2013), which reveals the subtle relationships that customers create as a result of their engagement. The authors use the laddering approach to investigate the landscape of the communities that are centered around the Ducati motorbike brand in order to comprehend the intricate sense-making processes that take place inside these communities. Their investigation has shown that there is a complicated connection between one's own personal involvement with a brand, the importance of one's social relatedness, and the rich symbolic meanings that are ascribed to the brand. This complex network of factors helps to build and describe interactions within the community, and it also provides useful insight into the many facets of consumer identities.

Schembri (2009) conducts a parallel inquiry immersing in the Harley-Davidson community in order to examine the experience characteristics that customers of this well-known brand identify with the company. The findings of the ethnographic research shows a complex picture of the experience meaning of Harley-Davidson for

customers in Australia. This is in line with the findings of Martin et al. (2006) and Schouten and McAlexander (1995), who also researched the subculture of Harley-Davidson enthusiasts and contributed to our understanding of how personal involvement, social interconnectedness, and symbolic significance are woven into brand experiences. The work of Schembri highlights the varied ways in which consumers connect with brands that are part of a subculture that transcends geographic boundaries.

Luckenbach et al. (2022) offer the novel Social Impact Brand Model (SIBM), which moves beyond the conventional branding settings and into the realm of social entrepreneurship organizations (SEOs). The SIBM develops as a framework for building real and resonant brand meanings as a result of integrating an impact mission orientation with an entrepreneurial orientation, internal branding activities, founder personas, and co-creators. The researchers stress the relevance of brand management in the context of social values and ambitions by highlighting the strategic alignment of brand narratives with societal ideals. This is done in order to highlight the importance of brand management.

Tjandra et al. (2021) investigate the phenomena of brand meaning co-creation by using the Olympic Games as their framework. In this article, we investigate the ways in which stakeholders work together to co-construct brand meanings within the dynamic and ever-shifting context of the mega-events arena. The authors place a strong emphasis on the pivotal role that the brand manager plays in the orchestration of this co-creation process, which takes place across a variety of platforms, including online forums and historical sources. By acting as a facilitator for this multi-stakeholder interaction, the brand manager is able to traverse the many subtleties that arise from multiple views, which ultimately results in a richer brand meaning.

In conclusion, the studies that were analysed for this literature review demonstrate a colourful mosaic of brand meaning when placed in a variety of settings. Consumer identities are tightly intertwined into brand meaning narratives in a variety of contexts, including the complex dynamics of brand communities and the experiential environment of renowned brands.

## **2.4 Brand Loyalty**

As loyalty is one of the main consequences of Brand Engagement it is worth understanding its main conceptual characteristics. Brand loyalty has been studied for quite some time. The concept is considered a type of emotional attachment to a brand, which helps establish successful marketing strategies. As it is well known in marketing, having loyal customers impacts profit positively. There are a variety of definitions of loyalty in the literature, which are summarized in a meta-analysis study by Watson et al. (2015) as follows: customer loyalty is a collection of attitudes combined with purchase behaviors that intentionally choose one entity over competing entities. Strong attachment affects brand loyalty and willingness to promote a brand. Upon attachment, consumers are willing to express their engagement with brands through various behaviors, such as the investment of time and money to maintain the brand relationship (Park et al., 2010).

According to Oliver (1999), there are five important factors that form brand loyalty: superiority of a product (having a unique configuration); profitability; subjectivity to adoration; the capacity to be embedded in a social network; and the willingness of the company to create, populate, and maintain the social network or village. Similarly, distinct features of a brand and its linkage to the self reveal brand loyalty, brand defense, and other behaviors for maintaining brand relationships (Park et al., 2010). However, ultimate loyalty, which is the desired level of loyalty for every sales-oriented brand, requires achieving product superiority at the minimum, plus customers who have adoration and who are defenders of the brand, plus a supportive social environment (Oliver, 1999). Additionally, there is a significant effect of both brand identity and brand identification on traditional antecedents of brand loyalty such as perceived value, satisfaction, and trust (He et al., 2012).

In order to understand the process of loyalty formation, there is a need to identify antecedents. In this respect, loyalty must be measured as an attitude or behavior separately, as antecedents build each element of loyalty differently (Watson et al., 2015). Measuring the level of loyalty has been a priority in branding research for a long time. From this perspective, the Dick and Basu (1994) model, which represents the idea of shifting loyalty conditions, underwent a reliability test. Accordingly, higher prices maintain customers in the no-loyalty condition and reduce customer loyalty by moving them down from the upper loyalty conditions. To sum up, customers who are truly loyal and who are in a latent loyalty condition have price

sensitivity; if the market is not competitive, it is easy to find a large share of spuriously loyal customers who are ready to switch to another service provider (Ngobo, 2017). There is a definition of true brand loyalty given by Kim et al. (2008). Accordingly, true brand loyalty is a sort of brand commitment that is a result of attitude strength. The importance of attitudinal loyalty is supported by extensive research. Furthermore, the development of attitudinal loyalty is influenced by several factors, including satisfaction. As Watson et al. (2015) state, satisfaction has little effect on behavioural loyalty but a strong effect on attitudinal loyalty. According to Kim et al. (2008), brand credibility – a type of cognitive and affective conviction – forms attitude strength. Since there is a positive relationship between customer satisfaction and attitudinal brand loyalty, attitudinal brand loyalty mediates the influence of satisfaction on behavioural brand loyalty (Bach and Parks, 2003).

#### **2.4.1 City or Destination Brand Loyalty**

The vast majority of destination loyalty literature describes the following as some of the main antecedents of loyalty: images, motivations, sources of information, socio-demographic characteristics, and conative loyalty (Santana and Gil, 2017). For instance, in urban destinations, emotional value and quality of the tourism destination are the biggest factors influencing perceived value, and this in turn, along with satisfaction, are the main antecedents of loyalty (Forgas-Coll et al., 2012). Associations and quality are both influenced by awareness, which occurs mainly because of cultural brand assets. In its turn, the association parameter impacts quality, which subsequently influences loyalty (Kladou and Kohegias, 2014). On the other hand, physical quality, staff behaviour, ideal self-congruence, brand identification, and lifestyle congruence were identified as key determinants of consumer-based brand equity (Nam et al., 2011). According to Luo et al. (2016), who investigated visitors' attachment to activities from the aspect of "cultural creative districts", "affective involvement activities" (e.g., cultural amenities that provide authentic experiences) tend to play a significant role in enhancing visitors' loyalty towards the city brand. Unique attributes such as social and environmental factors, leisure offerings, and infrastructure also encourage loyalty. However, some attributes that are generic and

shared by all the destinations within the category are inhibitors to loyalty (Santana and Gil, 2017). "Specific cultural brand assets (i.e., entertainment or nightlife options, art centers, cultural festivals, and events) can be identified as "unique cultural brand assets" (Kladou and Kohegias, 2014). Having unique cultural brand characteristics, along with self-congruence, brand identification, and lifestyle congruence, has a positive effect on brand loyalty (Nam et al., 2011).

According to earlier research, service quality, destination image, and perceived value all have a direct impact on overall satisfaction, which in turn affects destination loyalty (Kim et al., 2013). Furthermore, satisfaction with services, cultural resources, and eno-gastronomy, along with individual characteristics, are important determinants that influence stated loyalty (Meleddu et al., 2015). Nam et al. (2011) mention in their study that customer satisfaction with a hospitality brand is dependent on both functional (e.g., attractiveness, competence of service employees) and symbolic (fun, excitement, fantasy) benefits. It was also empirically proven that both the cognitive and affective components play a fundamental role in explaining purchase and consumption behaviors (Sanchez et al., 2006). Among the antecedents of destination loyalty, scholars mention destination satisfaction, which is confirmed empirically. Additionally, enhancing the level of satisfaction with the destination causes the increase in willingness to return and recommend (Wu, 2016). Service quality and perceived value are direct antecedents of destination loyalty. It is significant to note that perceived value and destination image both have a positive impact on perceived service quality and destination loyalty, according to other academics (Kim et al., 2013). Past travel experience and destination image positively influence a customer's destination satisfaction. It was also proven that destination image and consumer experience positively affect destination loyalty (Wu, 2016). As consumers' perceived quality forms according to their previous experience, it is vital to recognize the main indicators of travel experience, which are: shopping, tour activities, lodging, availability of travel information, dining, climate attractions, tour environment, and sightseeing (Wu, 2016). Moreover, cultural city brands tend to have the following quality items: an overall good atmosphere, quality cultural experiences, increasing one's cultural knowledge, and the good organization of the city's cultural aspects. (Kladou and Kohegias, 2014).

There is still disagreement over whether it is necessary to use behavioural or attitudinal metrics to measure loyalty. There are some suggestions that behavioral measures, mainly repeat visitation, are not particularly useful. The cause of frequent return visits may not be genuine loyalty but rather need. Thus, attitudinal loyalty and measures that represent personal attachment, i.e., expressions of trust and preference, are more meaningful than behavioral measures such as positive word of mouth to third parties (McKercher et al., 2012). Furthermore, some studies suggest that the measurement of destination behavioral loyalty, especially in the context of distant destinations, is difficult since, generally, the purchase of a tourism product is infrequent. Thus, measuring attitudinal elements of loyalty is more reasonable, especially in the case of long-haul travelers (Bianchi and Pike, 2011). On the other hand, in order to achieve desired behaviors such as return visits and recommendations, it is vital to achieve quality. Moreover, destination image, service quality, perceived value, and satisfaction predict the intention to revisit and share positive WOM impressions with others (Kim et al., 2013). Achieving quality also means meeting tourists' expectations and reaching the satisfaction goal, which results in behavior. The theory of reasoned action (Fishbein and Ajzen, 1975) predicts the summative value of associations on quality (Kladou and Kohegias, 2014). Consequently, tourists' post-visit relationships can be observed through their overall assessment of the place. Thus, they tend to spread positive word of mouth to other potential tourists (Zhang et al., 2014). It is worth mentioning that repeat tourists become increasingly attached to the destination (Meleddu, 2015). In this regard, Xu and Zhang (2015) mention that urban destinations Place Attachment is an important element in boosting loyalty and social bonds to a city brand. Cultural events are crucial to increasing personal involvement, which results in closer emotional ties to a city destination.

As it was mentioned before, destination image is among the main influential factors in loyalty. It is important to realize that destination image and tourist loyalty are multi-dimensional phenomena, and promoting a holistic image is key to achieving the desired destination brand attitude. The image does not have a direct impact only on tourist loyalty; it additionally has indirect influences through the mediation of other factors (Zhang et al., 2014). Destination image and satisfaction are important variables influencing destination loyalty, where satisfaction is a moderating variable (Kim et al., 2013). Loyalty is more than a behavioral manifestation on the consumers' side.

Furthermore, destination personality and destination image play a vital role in explaining attitudinal and behavioral loyalty (Souiden et al., 2017). All image dimensions have the greatest impact on composite loyalty, followed by attitudinal loyalty and behavioral loyalty. Overall image has the greatest impact on tourist loyalty, followed by affective image and cognitive image. To achieve tourist loyalty, it is also important to have congruence between the destination's image and the tourists' self-image (Zhang, 2014).

## **2.5 Perceptions of a place**

It is obvious that the perception and image of a city brand play a vital role in attracting visitors, knowledge workers, and businesses (Larsen, 2014). Accordingly, a positive image results in brand loyalty (Braun et al., 2014). It was proven that measures of place image are multi-dimensional (Gilboa et al., 2015). Santana and Gil (2017) define components of an image as follows: „The cognitive component of the image refers to the beliefs and information that tourists retain about the attributes of a destination, while the affective component is represented by emotional feelings or responses to the various characteristics of a place.”

It is worth mentioning that both perceptual and cognitive image and affective evaluation have significant effects on the overall image. The cognitive dimension (i.e., perceptual component) is knowledge about the destination attributes, whereas the affective dimension reflects the affective quality of the destination (Souiden et al., 2017). Types of information sources, age, and education have an effect on perceptual and cognitive evaluations of the destination. Together with these perceptions, tourists' socio-psychological motivations influence affect, which in turn forms overall image of destinations (Baloglu and McCleary, 1999). Souiden et al. (2017), referring to the attitude theory, conclude that the effect of destination image on tourists' attitudes is mediated by destination personality. According to the literature, knowledge, prestige, and social motivations directly impact image (Baloglu and McCleary, 1999). However, trust in a tourist destination is a consequence of the cognitive perception and affective evaluation of this destination (Artigasa et al., 2017). Cognitive image impacts the attitude toward destination, where affective evaluation plays the intermediary role (Souiden et al., 2017). Souiden et al. (2017) also use and confirm the cognitive-

affective-conative model of attitude in The Theory of Reasoned Action by Fishbein (1967). Perceptual and cognitive evaluations are formed both through positive determinants (variety and type of information sources used) and inverse determinants (age and education) (Baloglu and McCleary, 1999). Tourists' cognitive perception of a destination includes services provided in this place, which are: facilities (hotels, restaurants, etc.), environment (public order, means of transportation), cultural events and attractions, folklore, and local customs (Artigasa et al., 2017).

Tourists' trust in a destination is a result of the place's reputation. Thus, an increase in a destination's reputation will increase the likelihood that visitors will return (Artigasa et al., 2017). The Theory of Reasoned Action (Fishbein, 1967) is also a predictor of the contribution of personal normative beliefs to behavioral intention, according to Stylos et al. (2016). Therefore, personal normative beliefs regulate the formation of a comprehensive image of the destination. In addition, word-of-mouth recommendations from family and friends are among the most influential factors in the formation of touristic images (Baloglu and McCleary, 1999). On the other hand, a destination's overall image is a crucial predictor of visitors' intentions to return. In addition, conative image is regarded as a precursor of the intention to revisit a destination (Stylos et al., 2016). Consequently, it is important to note that behavioral loyalty and image influence one another.

As cognitive image impacts the attitude towards the destination (Souiden et al., 2017), city authorities should attempt to maintain a favourable image for both local citizens and international visitors. Both groups share the image dimensions of security, private, and municipal services (Gilboa et al., 2015). Accordingly, the city branding process must consider the various stakeholders, both internal and external (Gilboa et al., 2015). Moreover, local authorities need to put considerable effort into the development of human capital in order to remain competitive (De Noni et al., 2014). In the same way, cities' general attractiveness is influenced by the existence of talented and creative people, which has a positive effect on other stakeholders, i.e., businesses and financial capital (Zenker, 2009).

## **2.6 Overtourism Issues**



In recent years, the consequences of tourism have been studied, and the research's conclusion has been called overtourism. In this scenario, one of the key inquiries is about the advantages for the host communities: how can they be developed, and what potential negative effects of tourism can there be? (IPOL, TRAN Committee Authors, 2018) Overtourism happens when too many tourists overwhelm a place's resources, environment, and community at certain times. This can cause problems like unhappy locals, poor visitor experiences, strained public services, harm to nature, and risks to local culture and history (TRAN Committee Authors, 2018). The surge in tourism also drives up home prices and rent. Major cities worldwide, such as Berlin, Prague, and Hong Kong, are facing negative impacts due to the overtourism phenomenon. (Colomb and Novy, 2016b; Milano et al. 2019, TRAN Committee Authors, 2018).

The term "overtourism" refers to the problems that arise when too many tourists visit a place, affecting locals and the environment. A study by the TRAN committee in 2018 suggests that the impact should be looked at holistically, considering its effects on social, economic, and environmental factors. It also recommends listening to local opinions and combining business and social science perspectives to fully understand the issue. Postma (2013) proposed the idea of "critical tourism encounters". It may be understood as one or more thresholds being crossed, which would have adverse consequences. Such effects signify a decline in population in the urban core, grassroots movement-led protests, and a loss of authenticity and legacy in many contexts. The results of the TRAN committee study from 2018 lists various indicators like the number of overnight stays, use of Airbnb, and proximity to airports to measure overtourism.

Another concept, "critical tourism encounters," describes the negative effects when tourism crosses certain limits, such as causing protests or making life worse for locals. Frey (2021, p. 23) also emphasizes housing-related difficulties. In large urban areas, there are an increasing number of problems with the supply of affordable housing. More and more residents are having challenges maintaining their current neighbourhoods. Another element in this equation is the closure of long-established companies that were initially committed to meeting the requirements of the community's dwindling population. These result in an overall rise in living expenses. Increased food and beverage services are part of it, especially in popular tourist destinations where foreign tourists make up the majority of the customer base. As a

result, an increasing number of locals are compelled to leave the inner cities and move to the suburbs. For instance, Venice serves as a shining illustration of these changes (Frey 2021, p. 23). A sizeable portion of the local population has fled the old city core, with just over 50,000 people remaining as of this writing. However, the selection of Airbnb rentals has grown dramatically. Given the noticeable growth in the number of individual real estate owners who provide many units, the issue here is the unfair distribution of income.

Overtourism has a particularly negative impact on urban, rural, and coastal environments, in addition to islands, tourist destinations, and historic sites. The majority of research done so far, mainly in urban settings, has focused on causes and drivers. According to a study on *Managing Tourism Growth in Europe* (Jordan et al., 2018), overtourism can be caused, on the one hand, by the accessibility and affordability of travel, which leads to an increase in international arrivals, the proliferation of unregulated tourist accommodations, the concentration of large groups of tourists in specific areas of the cities in question, as well as by gentrification and rising prices in city centres and new neighbourhoods, the traditional tourism industry, and the traditional travel industry. The same study also suggested that the threshold that may lead to overtourism could be determined by the effects of overtourism on tourism growth.

The study indicates that the tipping point for overtourism might be determined by its impact on tourism growth. These impacts can include things like local residents being unhappy due to increased traffic, pollution, strain on local services, harm to the environment, and more demand for energy and water. Other issues are disrespectful behavior from tourists, damage to historical places, loss of local culture, higher living costs, and increased inequality among locals (Jordan et al., 2018).

Milano's research in 2017 and 2018 focused on three European cities: Barcelona, Berlin, and Venice (in Milano et al, 2019). He found several reasons why people are unhappy with too much tourism. These include crowded and privately-owned public spaces in city centers and rising property prices that lead to changing local areas and making life more expensive for locals. Also, having too many tourists compared to locals, like from increased cruise ship visits, can harm the environment. This can lead to problems like more trash, noise, and air and water pollution.

## 2.7 Green cities

The concept of a smart and green cities is particularly useful for tackling overtourism. This approach combines technological innovation and environmental consciousness to manage urban resources efficiently. In the context of overtourism, smart green cities could employ advanced data analytics to monitor tourist flow and environmental impact in real-time. Technologies such as smart grids, waste management systems, and traffic monitoring can help cities adapt to tourism surges while mitigating their environmental footprint.

The discourse surrounding urban development and sustainability encompasses a variety of perspectives from disciplines such as geography, psychology, and sociology (Williams, 2014). This interdisciplinary investigation goes beyond the simple examination of objective characteristics, delving into the intricate interplay between human behaviours and the meanings they affix to physical settings (Williams et al., 1992). Same author suggests that it is crucial to recognize that in this pursuit, the focus on the positive aspects of a place frequently overshadows the exploration of negative emotions, potentially limiting our comprehension of the holistic nature of places.

Against this backdrop, Bonab et al. (2013) introduce the novel concept of smart green cities in their newest study. The authors delve deeper into the relationship between a city's greenness and smartness in their subsequent study. This concept combines the notions of smart city and green city, emphasizing the various dimensions of sustainable development, including environmental, social, governance, and economic factors (Bonab et al., 2013). Their research operationalizes this concept through online media attention, providing insights into the smartness and environmental friendliness of cities with over a million residents. The main theoretical arguments are:

- The concept of a smart green city is derived from the integration of smart city and green city concepts, which have different definitions and emphases in the literature.
- The concept of a smart green city is based on the environmental, social, governance, and economic (ESGE) pillars of sustainable development, which provide a holistic and systemic approach to urban sustainability.

- The concept of a smart green city is operationalized by using online media attention as a proxy for measuring the smartness and greenness of cities worldwide with over one million inhabitants.
- The concept of a smart green city is empirically tested by performing correlational and principal component analyses to examine the relationship between smartness, greenness, and city size.
- The concept of a smart green city is useful for policy-makers, urban managers, and planners who intend to balance technological innovation and environmental protection in their urban development strategies.

On the other hand, Nederhand et al. (2023) employ the aspect of urban vitalism to evaluate prevalent urban discourses from an alternative perspective. This methodology reveals the power dynamics and political motivations underlying widely accepted concepts such as wise, inclusive, resilient, and sustainable just cities. The study is identified as the first to comprehensively explore the phenomenon of a smart green city and argue for its distinctiveness from the broader smart city concept. The authors provide empirical evidence supporting their conceptualization of a smart green city. The methodology proposed in the study introduces indices for smartness and greenness, which are relative and independent of socio-political and cultural contexts. The text suggests that uncontrolled urban growth negatively affects greenness while positively correlating with smartness. However, there's no definitive "optimal" city size for effective smart green city implementation. The study underscores the complexity of studying contemporary cities and suggests that despite the need for simplification, simple models can still effectively capture urban trends while maintaining conceptual clarity and comprehensibility. In conclusion, the text highlights the need for a clearer understanding of smart green cities, the challenges posed by uncontrolled urban growth, and the importance of refining the methodology to achieve more accurate results. The lens of urban vitalism emphasizes that vitality in cities arises from diverse activities, relationships, and components that coexist and compete within a living entity. Key points of the research:

- **Urban Vitalism and City Discourses:** The lens of urban vitalism provides a deeper understanding of smart, inclusive, resilient, and sustainable just cities. It emphasizes the value of recognizing existing flows, exchanges, technologies, and services treasured by urban communities. This perspective acknowledges the

interconnection between these concepts and underscores their relationship with human and non-human actors and structures.

- **Smart Cities and Inclusivity:** Urban vitalism challenges the narrow focus of smart technologies solely enhancing efficiency. It calls for a more inclusive perspective that considers the diverse needs of urban residents, including marginalized citizens whose data might be collected and exploited. The concept of a vital smart city emphasizes heterogeneity and the importance of both top-down and bottom-up initiatives.
- **Resilient Cities and Power Dynamics:** Urban vitalism shifts the understanding of resilience from a city-level quality to a multisystem perspective. It highlights power-laden interactions among individuals, communities, firms, and organizations that absorb shocks, learn, and transform toward resilience. The lens of vitalism also sheds light on the power imbalances that produce "ecologies of exclusion" affecting agency and resilience capacities.
- **Sustainable and Just Cities:** Urban vitalism reconceptualizes sustainable and just cities as configurations that enable life for present and future generations. It extends beyond survival to encompass thriving and flourishing, emphasizing the political power struggle over life. Inclusivity is seen as a crucial aspect of sustainable cities, aligning with the goal of leaving no one behind.
- **Interconnected Notions:** The lens of urban vitalism reveals the interconnections between smart, inclusive, resilient, and sustainable just cities. For instance, smart technologies' unequal availability for all affects opportunities for resilience and sustainability. Urban vitalism offers a way to explore these overlaps and reveals the conditions necessary for cities to thrive.
- **Limitations:** The proposed lens of urban vitalism does not address all criticisms of city concepts. However, it makes power struggles more visible and encourages critical reflection on dominant structures and narratives that shape urban dynamics.
- **Future Research Agenda:** This includes focusing on inclusive and just processes within cities, investigating adaptive and transformative capacities of urban communities, understanding power constructs that condition vitality, and exploring the role of urban private and community-based initiatives.

The mentioned approach encourages researchers to explore the complexities of urban dynamics and the conditions that promote thriving, resilience, inclusivity, and

sustainability within cities. This worldview and understanding are applied in the current dissertation for the data analysis.

Cash-Gibson et al. (2023) underline the necessity of transdisciplinary efforts that are based on change theories in light of the global socio-ecological concerns that are now being faced. According to this theory, cities are seen as centers of transformation, which play an essential part in resolving and reducing the severity of these crises. The authors underline the necessity of integration and collaboration across disciplines in order to achieve truly sustainable urban health by taking a systems-oriented approach to their research. Particular focus is also dedicated to political factors, recognizing the significance of local government resources, capabilities, power dynamics, and collaboration with civil society. These elements influence what can realistically be achieved in addressing social and environmental needs within a city (Muntaner et al., 2012; Crane et al., 2021). Additionally, the conceptual framework underscores the significance of the theory of change in the design and evaluation of complex interventions and public policies aiming to enhance social and environmental equity and sustainability (Breuer et al., 2015; Iv`alua, 2009; Ling, 2012; OECD, 2020). Furthermore, the framework highlights that divergent institutional and individual perspectives, values, and ideologies about the root causes of socio-ecological crises and related disparities exist within and across different scales. These viewpoints influence notions of fairness and the necessary actions to foster more just and sustainable societies, along with the role and responsibility of the State in addressing the health and wellbeing needs of both populations and the planet (Cash-Gibson et al., 2020; Muntaner et al., 2012).

The proposed conceptual framework is intended to be relevant to all situations. It is used as a heuristic tool for designing and assessing public policies, conducting thorough analyses, and monitoring progress on many socio-ecological aspects of sustainable well-being in varied urban environments. Additionally, it serves as an excellent educational tool by providing context and highlighting the interconnectedness of the socio-ecological problems that demand immediate response in order to ensure survival and prosperity. Additionally, it provides a framework for additional analysis and conceptual development. For instance, there's encouragement for adapting and testing the framework through collaborative processes in various urban contexts to support tailored assessments and evaluations. This work can identify

potential entry points for effective interventions in the future and contribute to the adaptation, design, and implementation of policies specific to particular settings. To facilitate this, it is essential to develop tools that comprehensively understand the complexity of these challenges while promoting democratic participation, enabling individuals to support each other in all aspects of life and realize their full potential.

Mentioned studies emphasize the complexity of the relationship between urban development and sustainability. Exploration of smart green cities, evaluation of urban discourses, and consideration of equitable and sustainable urban ecosystems contribute to a comprehensive and holistic understanding of the urban environment. These insights enable urban planners, policymakers, and researchers to appreciate complexity, recognize diverse factors, and cultivate urban environments that are more resilient and harmonious. In conclusion, the convergence of smart and green notions, the critical evaluation of urban discourses, and the emphasis on systemic sustainable wellbeing are the several approaches that come together to provide a comprehensive view of urban development and the complicated relationship it has with sustainability.

## **2.8 Place meanings**

Numerous academic fields, including geography, psychology, sociology, and literature, have contributed to the development of the nuanced idea of place in the fields of recreation, leisure, and tourism. Early researchers examined the objective characteristics of physical environments and their nuanced interactions with human behaviors and meanings under the influence of scientific empiricism (Williams, 2014). With the fundamental goal of clarifying the emotional, cognitive, and behavioral qualities that people experience in their relationships with particular settings, this academic tradition continued within the leisure, recreation, and tourist domains.

This historical trend typically emphasized the positive aspects of places, accidentally overshadowing a comprehensive investigation of unfavorable attitudes. Additionally, the traditional definition of physical space limited the larger context of social, cultural, and managerial aspects that contribute to complete place experiences by focusing solely on objective, resource-based features. This viewpoint typically ignored the complex social interconnectedness of settings, reducing them to passive backgrounds for human activity.

The distinctive features that underlie place research are noteworthy. These often don't perform comparison analysis and focus on site-specific case studies. Additionally, there is a tendency to emphasize the positive aspects of places, which might result in the accidental exclusion of unfavorable feelings. The traditional concept of physical space frequently ignores the larger context of social, cultural, and administrative variables in favor of focusing only on objective, resource-based qualities. However, it is crucial to acknowledge the change that postmodern viewpoints have wrought. These perspectives cast doubt on the widely held belief that place is a simply physical concept. According to Soja's (1989) theory, place has two dimensions: the actual setting in which social activity takes place and the interpersonal environment that is created by society. In order to further develop this idea, Zerubavel (1996) proposed that places might be thought of as texts, comprising a range of media that together shape human views. Re-examining how locations are socially constructed and the symbolic meanings they convey is encouraged by postmodernism. This feature is described by Stegner's (1992) study which also encourages us to look at the implications of various place realities. These conversations center on the powerful role that language and narrative play in creating a rich sense of place. Similar to this, Schneekloth and Shibley (1995) claim that building places whether these are homes, neighborhoods, or workplaces – inherently entails forging social connections and communities.

However, an underlying inclination towards the positive facets of place sometimes overshadowed a thorough analysis of negative sentiments. Furthermore, the conventional definition of physical space predominantly leaned on objective, resource-based attributes, constraining the broader context of social, cultural, and managerial factors that contribute to the holistic place experiences. In this perspective, settings often assumed the role of passive backdrops for human activities, sidelining their interconnectedness with intricate social dynamics. Within this context, it is pivotal to discern the main characteristics that underpin research on place (Williams, 1996, 2014):

- **Site-Specific and Case Study-Based Approach:** Research often embraces a site-specific and case study-based approach, often without the inclusion of comparative analyses.



- **Emphasis on Positive Attributes:** There's a recurrent emphasis on accentuating the positive attributes of places, occasionally causing the inadvertent neglect of negative sentiments.
- **Confinement to Objective Attributes:** The definition of physical space tends to confine itself to objective, resource-based attributes.
- **Underrepresentation of Social Dimensions:** The social, cultural, and managerial dimensions of places often occupy a secondary role in research pursuits.
- **Individual-Centric Focus:** Research predominantly gravitates towards an individual-focused analysis, occasionally leaving unexplored the exploration of shared collective senses of place.

To sum it up, the concept of place within recreation, leisure, and tourism offers complex definition due to its dynamic and multifaceted nature.

## **2.9 Wellbeing**

The term "wellbeing," often used interchangeably with "wellness," is a comprehensive and robust concept that goes beyond the absence of disease. According to the World Health Organization (WHO) definition, wellbeing is a condition of completeness and not merely the lack of physical and mental problems. This definition encompasses the psychological and social dimensions of health, in addition to physical health (WHO, 2006; Kahneman and Krueger, 2006). Wellbeing can be assessed through psychometric measurements of life satisfaction and happiness. It can be understood as satisfaction with life in general or satisfaction with specific domains of life, with variations between individuals influenced by socio-political, economic, cultural, and geographical factors (Le Masurier et al., 2010; Nawijn, 2010; Bohnke and Ferriss, 2010).

Subjective wellbeing is strongly linked to both life satisfaction and job satisfaction, particularly within the realm of positive psychology. Employee wellbeing, specifically Perceived Organizational Support, is connected to how employees perceive their organization's appreciation for their contributions and concern for their overall welfare. While individual wellbeing and job satisfaction can vary, the theory of Subjective Wellbeing Homeostasis proposes that individuals possess a genetically determined "set-point" for wellbeing that tends to remain

relatively stable over time. Life events may temporarily impact deviations from this set-point (Rhoades and Eisenberger, 2002; Australian Centre on Quality of Life, 2010; Easterlin, 2003).

Subjective wellbeing encompasses both hedonic and eudaimonic elements. The hedonic aspect revolves around maximizing positive experiences and minimizing negative ones. Conversely, the eudaimonic aspect focuses on self-development, self-realization, and making meaningful contributions to the lives of others. These dimensions of wellbeing offer a comprehensive perspective on human contentment and happiness. Hedonic wellbeing pertains to emotions and immediate experiences, while eudaimonic wellbeing emphasizes introspective aspects and life fulfillment (Le Masurier et al., 2010; McMahan and Estes, 2010).

Quality of life (QoL) is a broader concept that considers how well an individual's current life aligns with their aspirations and expectations. While some consider wellbeing synonymous with QoL, most view wellbeing as a component of QoL. QoL encompasses both objective (physical) and subjective (psychological and social) aspects. It is influenced by an individual's physical and psycho-social wellbeing, shaped by their values and attitudes. QoL extends to socio-cultural constructs and is affected by factors like physical health, psychological state, independence, social relationships, and environment (Cummins et al., 2003; Diener et al., 2009; Kahn and Juster, 2002; Barofsky, 2012). Quality of Life provides a comprehensive perspective on wellbeing, encompassing both physical and psychosocial aspects. This concept is consistent with Smith and Diekmann's (2017) examination of tourism's impact on QoL, which emphasizes both hedonic and eudaimonic dimensions. (Cummins et al., 2003; Diener et al., 2009) QoL is profoundly influenced by culture and environment, presenting an integrated view of human satisfaction.

Culture emerges as a central force in shaping urban development, influencing social cohesion, economic innovation, and individual happiness (Currid, 2007; Roodhouse, 2010; Evans, 2015). However, the influence of culture varies, resulting in distinctive urban experiences (Scott, 2010; Sommer, 2014). Culture and wellbeing are intrinsically connected in the tourism industry (Smith and Diekmann 2017). The same authors draw from various disciplines such as economics, sociology, health sciences, and psychology, offering a holistic approach to tourism development. On the other hand, the concept of cultural ecosystem services aligns with psychological well-being,

contributing to a holistic understanding of well-being in tourism. This converges with the larger notion that culture should not be trivialized into just a policy instrument but recognized as a community resource in urban development (Belfiore, 2002; Belfiore and Bennett, 2010).

Emerging research across various fields has underscored the pivotal role of culture in shaping urban development, touching upon diverse aspects from social cohesion to economic innovation (Roodhouse, 2010; Evans, 2015). Particularly, this paper explores the nuanced relationship between culture and individual well-being, focusing on the Italian cities of Bolzano and Siracusa through the lens of the 'Culture and Well Being Italy' project of 2010.

Culture has evolved from a peripheral element to what is now considered "authentic capital" in the urban context, impacting both economic and social frameworks (Throsby, 2001; Scott, 2006). Its role is decidedly multidimensional, offering symbolic, competitive, environmental, economic, and social values that enrich the urban fabric (Hayes, 2009; Smith and von Krogh Strand, 2011; Van Aalst and van Melik, 2012; Landry, 2006; Currid, 2007). However, it is crucial to note that culture should not be trivialized into just a policy instrument but recognized as a community resource (Belfiore, 2002; Belfiore and Bennett, 2010).

The influence of culture is not monolithic but varies across cities, adding a layer of complexity to its understanding (Scott, 2010). In cities abundant in cultural resources, there's a positive feedback loop, enhancing well-being through increased social incentives for cultural participation (Prior and Tavano Blessi, 2012). Conversely, in cities where culture is less prevalent, its scarcity could cultivate a deeper appreciation, thus influencing well-being differently (Sommer, 2014). The relationship between culture, nature, and wellbeing is emphasized in tourism, where culture serves as "authentic capital" in urban development and is enriched by socioeconomic, environmental, and cultural values (Hayes, 2009; Servillo et al. 2012). In the context of cultural ecosystem services, the harmony between nature and psychological wellbeing resonates, affecting a variety of socio-economic and psychological dimensions (Michalos and Kahlke, 2008).

### **3. EMPIRICAL RESEARCH**

#### **3.1 Epistemological background**

All disciplines of the social sciences share the objective of developing precise representations of social phenomena using available data. This presupposes that the study objectives can be attained by employing an appropriate strategy. One of the most effective methods to conceptualise a research strategy is as the union of a central research objective and a specific research methodology. In qualitative research, the emphasis is on understanding the intricacies of a limited number of cases, while quantitative research aims to analyze the relationship between multiple variables across a larger sample.

Yin (2011, p.8) describes five key features of Qualitative research as following:

**Exploring Real-world Human Experiences:** Qualitative research seeks to understand people's lives as they occur in real-world settings. It captures people's thoughts and actions in natural conditions, as opposed to controlled experiments or predefined questionnaires.

**Voice of the Participants:** The research aims to faithfully represent the viewpoints of those being studied, often referred to as participants. This avoids imposing the researcher's own biases or preconceptions on the study.

**Understanding Context:** This form of research pays attention to the broader conditions in which people exist—social, environmental, and institutional. This is something often overlooked by other types of research methodologies.

**Contributing Theoretical Insights:** Qualitative research goes beyond mere description. It seeks to offer explanations for human behavior by introducing or refining theoretical concepts.

Multiple Sources of Evidence: Rather than depending solely on one kind of data, qualitative research aims to use a diverse range of evidence to support its findings.

The present study is a qualitative one, utilizing research techniques to deeply understand the complexities of the cases being examined. It aims to shed light on the intricate relationships between the various features of these cases without seeking to generalize the findings. The strength of Qualitative research comes from inductive approach, focus on specific situations, or people and focus on descriptions rather than statistical relationships between variables. Qualitative research particularly suited for understanding participants' perspectives including cognition, affect, intentions of events, situations, expressions and actions they are engaged in (Maxwell, 2013:30). Accordingly, as current research intends to shed light on expatriates' perspectives applying qualitative research methodology is considered as reasonable. Maxwell (2013:30) describes intellectual goals in Qualitative research as follows: Understanding the particular context and the influence of this context has on participants actions; Understanding of the process that leads to outcomes (not only outcomes themselves); Qualitative research has inherent flexibility that makes it possible to modify design and focus during the research to discover new relationships.

The main goal of this research is not to generalize findings but to delve deeply into the specific cases, elements, and connections within the subject matter. The study adopts a constructivist view of knowledge and employs qualitative research methods. At the outset, the researcher outlines their foundational beliefs in terms of ontology, epistemology, axiology, rhetoric, and methodology. From the viewpoint of epistemology, the researcher works collaboratively with the study participants to create a mutual understanding. The axiological aspect involves the researcher acknowledging the impact of various values on the study and being transparent about those values.

In qualitative research, the language is generally informal, descriptive, and narrative-based. The methodology often involves inductive reasoning, examining the research question in its specific setting while being flexible to adapt as initial results come in. Qualitative research doesn't follow a one-size-fits-all structure but varies depending on the unique features of the study and the experiences of the researchers. The current research process is composed of two key data collection phases and three data analysis phases. It kicks off with establishing the epistemological foundation,

which provides the theoretical backdrop for the study. After pinpointing the units of observation, the subjects or phenomena under investigation are identified. The sample was chosen in alignment with the research aims. Data collection follows, content and document analysis. To ensure the integrity of the results, both reliability and validity are assessed as the results of the research already have been published. The academic journals are included into Q1 and B3 ranking groups. Finally, the study's main findings and conclusions are presented.

In the context of this study, the focus is on Budapest stakeholders namely active citizens; expatriates and wellness businesses. The city is situated in the heart of Hungary, and it is bisected by the Danube River, which flows in from the north, dividing the city into Buda and Pest. The waters in some parts of the city possess medicinal properties due to their rich mineral content. Historical evidence, ranging from Roman times to the Middle Ages and continuing with still-operational Turkish baths, attests to a long tradition of spa culture, especially in the Buda region. As of 2019, a municipal corporation manages 13 thermal baths in the city, attracting over 5 million visitors.

Despite this, there are conflicting opinions about the state of wellbeing in the city. Locals have recently expressed discomfort due to the surge in tourism before the pandemic, which has also driven up the costs of wellness facilities. The current case study focuses on individuals and groups who are actively contributing to enhancing wellbeing in Budapest. They are engaged in community development, raising awareness about socio-environmental and cultural issues, and offering wellness opportunities. Specifically, the study explores the viewpoints of engaged citizens, wellness service providers, and experts in local heritage.

### **3.2 Data Collection**

Data was collected during two phases of the research. During 1<sup>st</sup> phase interview data from Expatriates was conducted. The residents who have been living in Budapest more than two years were recruited. During the 2<sup>nd</sup> phase interview data from different city stakeholders was collected. These groups represented well-being related businesses and citizens representing active citizenship. The research based on two phases of data collection was published through 3 articles: Namaz et al., (2018);

Namaz and Tvergyak, (2023) (3<sup>rd</sup> one was accepted and currently under publication process).

The qualitative method based on the use of interviews as it matches best to an in-depth understanding of respondents' own perceptions. As the aim of the 1st phase was achieving in-depth understanding of the phenomenon, grounded theory (GT) approach was chosen as a data analysis method. This will be described in the Data Analysis section. The study is based on in-depth conversations with expatriates living in Budapest and explores their loyalty towards the city brand. This sample was selected because it represents the views of foreigners who chose living in the city intentionally because of their loyalty. Moreover, understanding their views is important because their views also include the perspective of local person.

The goal of the study was to understand the loyalty process that forms towards the Budapest city brand. What are the advantages and drawbacks of this brand from the consumers (expatriates) points of view?

#### Recruiting the interviewees for Phase 1

The research used purposive sampling and arranged interview with expatriates Facebook users particularly who are member of Facebook's expats group- "Hungary expats". The announcement was shared within online community about who would be able to volunteer with the research on Budapest brand. Then users who were willing to take part in the interview were filtered with applying the reason based on number of years they stayed in Budapest and their travel experience. Ones who had more experience and intentionally chose to live in Budapest were invited to face-to-face interview. These participants were representatives of varying ages and nationalities (see Table 1). All interviewees were travelled a lot and they represented North America, South America, Asia and Europe, thus, they could compare Budapest with all places where they lived or visited. The total number of 6 expatriates were interviewed, equally female and male (3). All interviews were held in English. According to Charmaz (2014) saturation is achieved when gathering new data no longer sparks new theoretical insights, nor reveals new properties of these core theoretical categories. As researchers focuses less on sample size and more on

sampling adequacy (Bowen 2008, in Charmaz 2014), number of conducted interviews (6) was judged as adequate.

<b>Interviewee</b>	<b>Country of origin</b>	<b>Age</b>	<b>Years in Budapest</b>
ID1	Kirgizstan	30	More than 2 years
ID2	Russia	34	More than 3 years
ID3	Brazil	42	More than 5 years
ID4	USA	26	More than 2 years
ID5	Netherlands	63	More than 7 years
ID6	Germany	24	More than 2 years

**Table 1. Phase 1 Interviewees data**

The research used pre-defined interview guide that can make interview flow in a smooth manner. Interviewees were familiarized with the interview guide, thus, they could think about the topic and prepare themselves for productive narratives. Then they were asked to talk freely about their interaction with the city brand. At some points researcher lead the conversation by asking open ended questions related to the matter. Some of them are following: Please describe the city of Budapest.. what does it mean for you? What can you say about reputation of Budapest? Which measure can be taken by authorities to make city more attractive for living? According to the literature (Kvale, 2008) to ensure comparability, reliability, and consistency, all interviews were recorded, and transcribed verbatim. The length of these interviews varied from 35 to 52 min.

During 2<sup>nd</sup> phase purposive sampling technique was employed, deliberately choosing participants based on explicit criteria. These sources included in-depth semi-structured interviews respecting three different viewpoints: residents with active citizenship positions, entrepreneurs and businesses providing wellness services, and local heritage professionals. A Budapest urban policy document (Budapest 2030) and the "Budapest in 100 words" place meaning initiative were used as secondary data for triangulation (Lee *et al.*, 2010). The Budapest 2030 Long-Term Urban Development Concept (Budapest 2030) is a comprehensive planning document that envisages the capital city's long-term development. The "Budapest in 100 words" is a storytelling,



place meaning initiative organised by the Mindspace Non-profit Ltd., encouraging conscious participation in the city's life and enabling interested city planners to discover what citizens think about Budapest (Budapest in 100). As the title suggests, the stories contained a maximum of 100 words and had to be related to Budapest. More than 7000 stories have been received since 2014, the first public call. The annual selection of 100 stories is available online and printed. The authors analysed 120 stories pre-selected by the jury as the most relevant stories for describing Budapest place meanings. The entries were translated to English and checked for thematic patterns. Eventually, four distinctive categories: Relationship with the city, Thermal baths as places for important social interactions, Changing the city and Obstacles were identified and compared with those derived from the interviews. Data analysis chapter shows the identified categories and the number of related stories. It is worth noting that Mindspace, the NGO managing this initiative, also corresponded to the compilation of the Budapest 2030 policy document.

The interview phase employed purposeful sampling to maximise the variation (Weiss, 1995). Thus, the authors selected individuals and groups that specifically inform the central research problem (Yin, 2009; Creswell, 2013). Accordingly, the three points of view mentioned earlier were elaborated to understand how the experience of place meanings, specifically eudaimonic ones, were perceived by specific community groups. Interviews were conducted during the summer of 2019 in Budapest. Altogether, 14 in-depth interviews were conducted, either in Hungarian or English, based on the preference of the interviewees. The authors used a pre-defined interview guide that encouraged the interviews to flow smoothly. Eight participants preferred to use English in communicating their ideas. Remained six interviews have been conducted in Hungarian was recorded, transcribed verbatim and translated to English. In total, fourteen interviews were transcribed verbatim, see Table 2.

<b>ID number</b>	<b>Sex</b>	<b>Age (years)</b>	<b>Occupation</b>
ID 1	male	50-55	hotel operations manager of a downtown hotel with spa heritage
ID 2	female	40-45	urban initiatives project manager (NGO)
ID 3	female	35-40	marketing manager of a fitness-wellness centre
ID 4	female	40-45	city and river initiatives project manager (NGO)
ID 5	male	35-40	Pilates studio owner, instructor
ID 6	female	35-40	head of marketing of a day spa
ID 7	female	35-40	healthy food chef, entrepreneur, blogger
ID 8	female	50-55	head of marketing of municipality spas and baths
ID 9	male	30-35	museologist, marketing manager
ID 10	female	40-45	yoga studio owner

ID 11	female	60-65	museologist, local historian
ID 12	female	45-50	head of marketing of a thermal hotel
ID 13	male	40-45	urban journalist, urbanist
ID 14	male	40-45	urban blogger

**Table 2. Phase 2 Interviewees data**

Active citizenship was represented by four individuals: two representatives of non-governmental organisations (NGOs) and two urban bloggers. The NGOs in question are connected to community development and urban activism. Both are well-known in Budapest, mainly implementing EU-funded and civic projects to boost local communities, organising events related to accessing the River Danube, and rehabilitating disadvantaged city centre neighbourhoods. One blogger is an online journalist who has been blogging about Budapest for over ten years for one of Hungary's most popular news websites. The other blogger has also been blogging about the city for ten years, and he has been online via several well-known blog sites in Hungary.

Wellbeing businesses were represented by a yoga and a Pilates studio (entrepreneurs and instructors with more than 14 years of experience), a healthy diet chef; and by such businesses as a day spa, the biggest thermal spa hotel in the city centre, a fitness-wellness centre, the municipality company of spas and baths managing 13 institutions, and finally, a hotel in the city centre with a spa heritage background. According to The Global Wellness Institute (TGWI), a healthy lifestyle is closely related to overall wellbeing. With this in mind, entrepreneurs and businesses providing wellness services were included in the interviewee list as facilitators of wellbeing in the city. These proactive wellness practices elevate the overall sense of wellbeing, including the mental one (TGWI, 2021). On the other hand, one of the dimensions of wellness is physical health, listing healthy nutrition among its determining factors (The Global Wellness Institute, 2021).

Finally, two museologists from two different museums in Budapest represented local heritage professionals. One of them boasts an extended family history of designing and building wellness/health facilities for generations. At the same time, the other is a young professional from a museum showcasing some of Budapest's most crucial spa heritage, starting from ancient Roman times.

### **3.3 Data Analysis and Research Findings**

#### **3.3.1 City Brand Loyalty as a result of Cognitive Brand Engagement**

*Research question for Phase 1:* What are the Cognitive and Emotional Brand Engagement factors that influence long-term loyalty to Budapest city brand?

According to the concept of Customer Engagement behavioural dimension describes the components that go beyond mere transactional interactions. It includes a variety of activities such as word-of-mouth communication, consumer endorsements, peer assistance, digital content creation, and brand advocacy. When considering the study on city brand loyalty in Budapest, it became evident that this research could be theoretically situated within the larger framework of customer engagement. Just as customer engagement encompasses more than simple purchases, city brand loyalty also goes beyond touristic visits or short-term stays. In particular, the decision by expatriates to make a long-term commitment to living in Budapest serves as a unique form of Customer Engagement Behaviour. These individuals have chosen to engage deeply with the city brand.

##### **3.3.1.1 Data Analysis - phase 1**

According to the results that were also published in Turizmus Bulletin (Namaz et al. , 2018) the city's reputation, its perceived value, and its emotional appeal are the factors influencing City Brand Loyalty. These elements mirror what customer engagement literature describes as “motivational drivers”. For Budapest, the clear result is a strong sense of brand loyalty, evidenced by the expatriates’ continued residence in the city. Moreover, the Budapest study suggests that the ongoing residence of these expatriates can serve as a highly effective metric of brand loyalty. This notion resonates well with the broader concept of Customer Engagement Behaviors in existing literature.

To sum it up, both city brand loyalty and brand engagement concepts are rooted in behaviours that extend beyond simple transactions. To conclude, the first phase of research offers empirical research of the behavioural dimension of city brand engagement. When we consider how expatriates evaluate a city's offerings in terms of livability and cultural amenities to meet their needs, it leads to decisions to stay longer or even permanently relocate. Projecting this onto the context of Brand Engagement, it becomes clear that Cognitive Brand Engagement is a key driver in fostering loyalty to a city brand.

At the next stage, according to Strauss and Corbin (1998), open and axial coding were used for data analysis. During open (initial) coding, codes were attached to the data, where codes represent words that reflect action. Then, in axial coding, the properties and dimensions of categories were specified, and data that had been fractured during open coding was reassembled (Charmaz, 2014). At the last stage, theoretical coding was applied to theorize focused (axial) codes and tell the analytic story. The categories that were related to quality and creativity in Budapest were mostly discussed by the respondents in this stage of the research. According to Charmaz (2014), saturation is achieved when gathering new data no longer sparks new theoretical insights or reveals new properties of the core theoretical categories. As the researcher focused less on sample size and more on sampling adequacy (Bowen 2008, in Charmaz 2014), the number of conducted interviews (6) was judged adequate.

This research is one of the few studies that inductively explain Budapest city branding loyalty problem from the foreigners' perspective. GT focused coding reveals 5 categories. "Perception of Budapest" category is identical to the construct of Image/Reputation. "Problems" category dimensions are among factors that also contribute to the image. Thus, it is reasonable to merge both categories into one construct called Image/Reputation. The category "Emotional Value" will be named as Emotional Value/Creativity. Quality category consists of dimensions that are relevant to Perceived Value construct in previous literature. Thus, naming this construct as Perceived Value/Quality is reasonable.

These are the main categories emerging from data and which are also predicted by the literature:

Loyalty	
Perceptions of Budapest	<ol style="list-style-type: none"> <li>1. Budapest is associated with safety</li> <li>2. Budapest is of beauty and diversity</li> <li>3. Positive impressions of living</li> </ol>
Problems	<ol style="list-style-type: none"> <li>1. Traffic problems</li> <li>2. Healthcare problem</li> <li>3. Language</li> <li>4. Politics and nationalism</li> <li>5. Problems with traffic pollution</li> <li>6. Problems with homelessness</li> </ol>
Emotional Value	<ol style="list-style-type: none"> <li>1. Variety of activities</li> <li>2. City's emotional atmosphere</li> </ol>
Quality	<ol style="list-style-type: none"> <li>1. Tourist oriented</li> <li>2. Price</li> <li>3. Comparison with other cities</li> <li>4. Good transportation</li> <li>5. Lots of parks and nature</li> <li>6. Climate</li> <li>7. Memorable architecture</li> <li>8. People</li> <li>9. Leisure</li> </ol>

**Table 3.** Categories after Axial coding. Classification according to Charmaz (2006)

### **Emotional Value/Creativity**

According to recent literature cultural amenities and culture related activities in cities tend to increase visitors' loyalty towards city brands. Undoubtedly, tourist experience at the destination is a major influential factor for future behaviour towards the destination brand (Kim, 2014). From this aspect it is vital to have positive memorable experiences to achieve customer satisfaction. According to the previous research by Kim (2014) local culture and variety of range of activities are among factors that create the most memorable experiences. *"I like the fact that actually comparing to Germany for example going to concerts like classical concerts or jazz concerts is much cheaper here of course, offer is much wider even wider than in most of the big cities in Germany I would say. Because Budapest just has this great variety of classical music halls, a big jazz venues. Venues are amazingly beautiful. I recently went to the Liszt Ferenc music academy it is next to Kiraly street and it is art nova [sic] building incredibly*

*beautiful and it makes the stuff much better again you don't only listen to nice music but you also sit in this environment which is just stunningly beautiful"* (Interviewee 6). This narrative is in line with the literature which states that city authorities should put more efforts on increasing activity involvement. In this regard, "affective involvement activities" (e.g. cultural entertainment amenities that bring more creativity to provide authentic experience) tend to play significant role in enhancing visitors' loyalty (Luo et al., 2016). This in turn, can extend length of stay and boost visitation which is a main objective in city tourism development.

As the main underlying idea behind the creativity in cities is related to cultural life Budapest as a cultural city has an advantage because of its variety of range of event offerings concerning art galleries, opera houses, theatres and ruin pubs. This is obvious from Interviewee 1's narrative: "*Opera is great! Concerning theaters, may be here is difficult, because everything is in Hungarian. I was there with my mother long time ago. We liked it very much. There are some performances, which I want to see, and ready to go. You come to Opera to see all beauty, inside everything is beautiful: costumes, decorations.*" Interviewee 4 mentions the same feelings: "*... besides there is always something to do here. If you come here on weekend there are plenty of events you can choose from there is theatre, there is opera, and in winter ice skating ring, in summer there is big gardens, there is all kind of events close to the bridge in summer. So, I think like that the city has its beauty but it has the life of the city. That is why I came back.*"

### **Reputation and Image**

The data indicates that Reputation/Image influences the interviewees' satisfaction with living in Budapest. It is in line with Anholt (2010), place branding and image expert, who states that reputation spreads and increases the value of corporations. Positive image is one of the main factors of success for corporations. Accordingly, cities in this case can be considered as corporate brands.

Generally speaking, Budapest has a positive image. However, it is still not a well-known city brand as mentioned by Interviewee 6: "*...there are people sometimes when I talk to people in Germany and tell them I live in Budapest, actually it has already happened that oh (pause) is that in Romania right? And also they asked how is it living in the Ukraine? Both of this situations happened before...Some people know almost nothing about Budapest and Hungary...*". On the other hand Hungary as a

whole has an image of beauty and history: “... *I think the people who do know a bit about Hungary have this sort of quite a romantic view.*” Although the general impression is positive, there are negative associations regarding political decisions in Hungary. Interviewee 1 mentioned: “*it is impossible to look at the Budapest brand without the political processes that are happening in the country and in European Union.*” Another important factor that influences satisfaction with life in the city is safety (Bialowolska, 2016). Interviewee 6 mentioned that: “*Well security I can't remember the moment when I felt unsafe here. So, I think for the size of Budapest it is one of the safest cities, almost boring.*” Mentioned associations are in line with literature which states that individuals first rely on the gained information about the destination and then develop affective associations towards that destination, and accordingly the cognitive image is precondition for affective one Russell (1980).

### **Perceived Value and Quality**

Perceived Value is defined as a construct which consists of two parts: benefits received from socio-economic point of view; and sacrifices made by the consumers in terms of price, time, and efforts (Lin et al., 2005). On the one hand, perceived brand quality/performance is the consumer's perceived quality level of a focal brand which represents brand perceived utilitarian benefits (Hollebeek and Chen, 2014). Thus, because of similarities it seems relevant to adapt perceived quality that includes several factors of socio-economic wellbeing into this study.

Features associated with urban quality of life are grouped by Bialowolska (2016) according to previous studies related to quality of life, and they are: Physical features; Features of social nature; Economic Feature, Feature of Public and Governmental Policy and Environmental Features. In this respect, Interviewee 5 says: “... *from a climate point of view it is a pleasant place, it is a pleasant weather, I cannot sit outside in this time of the year in Amsterdam, not in Berlin, not in London. We are sitting here outside in the end of September.*” In line with mentioned literature current study reflects parks, gardens, historical buildings, public spaces, access to public services and natural environment in Budapest as main factors of satisfaction which attracts people. It can be seen from the experience of Interviewee 6: “*I love actually how the river parting the city in two. Gives it some clear structure I think and I like both sides of the Danube. Like if you stand on the Margit bridge somewhere and see the sun down or sunrise, I love that a lot. Also the buildings on riversides are*

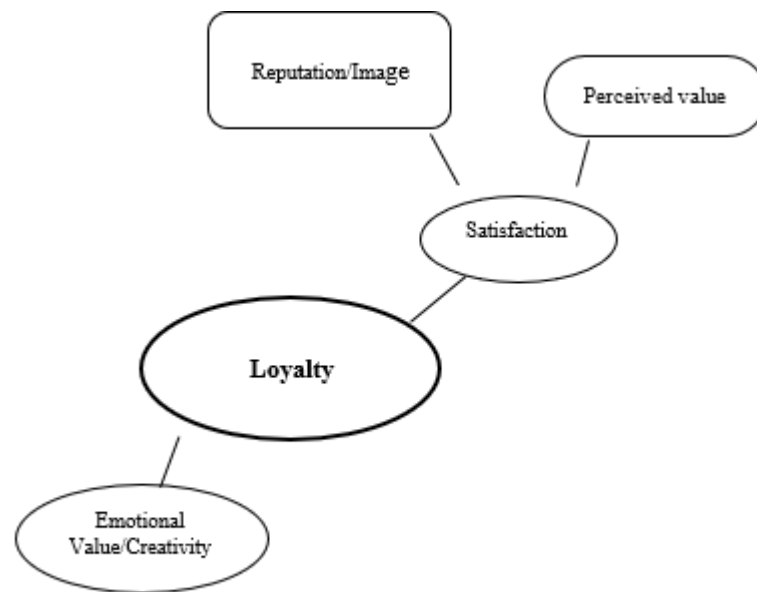
*illuminated at night. Like if you see the Parliament and the castle, and everything and the bridges it is just amazingly beautiful.*” This narrative has similarity with Kirillova et al. (2014) conclusion that *“Tourism aesthetics is an important value adding component in tourism experience”* which can influence tourists’ perception of loyalty towards a city brand. Interviewee 1 mentioned associations about Budapest brand which was including physical features, i.e. historical buildings, location and leisure opportunities: *“Budapest for me is bridges, river, Basilica, and thermal baths. Now I cannot visit them often because of some reasons, but I love them very much. As one said that if you visited Paris and did not visited Eifel tower, so, you mainly have not been to Paris. The same is about Budapest. If you have not visited thermal bath, then you have not known anything about Budapest. Even if you knew, you felt and experienced nothing.”* Interviewee 4 highlights emotional attachment to the architecture: *“... apartment building I don’t know the architecture styles but some of them have intricate designs, some of them are red next one you have blue and sometime they are dirty and you can see... I don’t know there is some kind of beauty in that dirtiness yea... I wouldn’t say I have favourite building because that is what I like here about the buildings is that mix, like I love one block you have 5 different apartment buildings and they are all totally different. That is incredible...”* Thus, aesthetics can be a considerable point of difference for destination brands which allows creating advantageous brand positioning strategy. Interviewee 5 highlights local people and their attitudes among factors influencing satisfaction with life in the city: *“What is always important of the cities is of course the people and Hungarians are relatively pleasant. Other than for example in Balkan countries where the aggression is much stronger than here, so here you don’t get into the fight that easily. It makes that pleasant. So, it is not an aggressive place and it is relatively a safe place.”*

All interviewees mentioned satisfaction with the prices and comparatively cheap living expenditures. For instance, Interviewee 5 indicates: *“For most people, for foreigners living here it is value for money. Budapest offers a good value for money.”* Thus, perceived value is considered among main factors influencing satisfaction with the city brand.

Theoretical codes specify relationships between categories that were developed in focused coding (Charmaz, 2006). Thus according to analyzed data it is logical to assume that behavioural loyalty of expatriates toward city’s brand is due to their



satisfaction with living and experiencing emotional atmosphere in the city. This is also indicated by earlier research which concludes that destination loyalty is influenced by overall satisfaction which is directly affected by service quality, destination image and perceived value (Kim et al., 2013).



**Figure 1.** Network of core categories after focused/axial coding

### 3.3.1.2 Conclusion of phase 1

It is vital to understand constructs that form city brand loyalty since it helps to develop powerful place branding strategies. One of the main goals of city branding is to apply it for brand positioning strategies that would result in advantageous position over competitor brands. Current study shed light on perspectives of expatriates living in Budapest combining the views of locals and foreigners at the same time. Expatriates can be considered as consumers with exhibiting a behaviour towards the city brand which is due to factual behaviour – remaining in the city. Expatriates were previously visitors who became satisfied with the city, came back and remained here despite having other opportunities to choose from.

### **3.3.2 Budapest Place Meanings: A Cognitive, Emotional, and Behavioral Perspective**

**Research Question: What are the cognitive, emotional, and behavioral aspects of brand engagement that form place meanings?**

#### **3.3.2.1 Data Analysis – Phase 2**

The authors decided to apply theoretical thematic data analysis since this method "examines the ways in which events, realities, meanings, experiences and so on are the effects of a range of discourses operating within society" (Braun and Clarke, 2006, p. 81.). A qualitative data analysis program (MAXQDA) was employed for the analysis. Each initial quotation from the 14 semi-structured interviews received equal consideration during the coding stage. (For quotations, see the annex.) To add rigour, the author individually coded the data (Yin, 1994). The data set's interesting features were noted and then examined to see if they formed repeated patterns, or themes (Braun and Clarke, 2006). In Table 4, these potential topics are shown as sub-themes: Water as identity, Architecture as Identity, Preserving and increasing existing green areas, Development, Cleanliness issues, Pursuing intrinsic values, Meaningful involvement, Realising intellectual potential, Self-devotion, Ethical Business, Place wellbeing, Place making, Overtourism, Clashes over the land use. These potential ideas were then reorganized into primary themes, and sub-themes were once again debated until there was interrater agreement. Data points that differed from the primary narrative were not disregarded; rather, they were retained and expanded upon later in the Discussion section to present the growing framework made up of key themes. Environmental characteristics, personal development, finding purpose, and social development were the author's primary topics. The authors also checked secondary data gathered from policy papers and the "Budapest in 100 Words" narrative writing contest against the results of the theme analysis as a last step in the validation process (see: Table 5).

Example of Initial codes (First order codes)	Sub-Themes	Main Themes
City of waters	Water as identity	Environmental Qualities
Symbols of Budapest	Architecture as Identity	
Budapest identity is its Environment	Preserving and increasing existing green areas	
Disadvantaged areas	Development	
Dirtiness of streets	Cleanliness issues	
		Personal Growth
I should build	Pursuing intrinsic values	
Promotion of culture	Meaningful involvement	
Learning about City Heritage	Realizing intellectual potential	
		Seeking for Purpose
Do something for the city	Self-devotion	
Questioning morals	Ethical Business	
		Social Growth
Wellness services are expensive	Place wellbeing	
Development of place	Place making	
Totally a party place	Overtourism	
They want to build a dam	Clashes over the land use	

**Table 4.** Themes after data analysis (source: Namaz and Tvergyak, 2023)

Quote	Category	Number of stories in category
„The little boy sighed: -Budapest is beautiful, but it will be nice to go back home to Hungary.”	Relationship with the city	18
„The streets should be named after those who the city belongs to.”	Changing the city – bottom up initiatives	4
„My grandmother Manco used to go swimming to Lukács [Bath]. Thursday was our day. She took my brother and me. She introduced us to everyone. He bragged about how much we'd grown, how good our grades were. There were actors, journalists, professors.”	Thermal baths as places for important social interactions	5
„Kristóf Baltazár sold his car one fine day and went to work by bike. However, his transport reform was not universally welcome.”	Obstacles in infrastructure	5
Total number of analysed stories: 120		

**Table 5.** Themes after content analysis of “Budapest in 100 words” initiative

This research phase delved into the meanings attributed to places that contribute to the formation of urban self-expression, as well as the obstacles that hinder these processes in Budapest. The initial stage of the analysis identified three overarching themes: Wellbeing, Impediments, and Physical Setting, which resonate with Gustafson's (2001) tripartite framework of Self, Others, and Environment. A more in-depth exploration of these overarching themes clarified the mechanisms that give rise to what is termed as "Self-expressive True-self Identity" level of place meanings (Williams and Patterson, 1996; Williams, 2014). Specifically, three clusters of eudaimonic factors – Personal Growth, Seeking Purpose, and Social Growth – shape this level of place meanings.

### **Environmental Qualities**

Budapest boasts a distinctive and rich natural and architectural heritage, which has evolved over centuries and is closely tied to the city's unique geographical location. Archaeological discoveries reveal the utilization of constructed baths dating back to Roman times, continuing through the Middle Ages, and enduring in the still-operational Turkish spas predominantly found in the Buda region. These historical assets have contributed to various therapeutic practices that have promoted the well-being of the city's residents, eventually acquiring symbolic significance for the place. In 1934, Budapest earned the title of "City of Spas" due to its abundant springs and water sources within its boundaries, as well as its distinct culture of spa and bath visits (Buza, 2006).

Green spaces and natural surroundings play a significant role in enhancing overall well-being, particularly in terms of psychological well-being. Easy access to outdoor amenities for recreation and relaxation in natural settings is vital for promoting overall wellness. In Budapest, these amenities are predominantly represented by the protected forests of the Buda hills and the parks in Pest, complemented by the central presence of the River Danube. ID4 emphasizes the importance of nature in daily life, stating, *"I think the mountains, Normafa [a hill and popular picnic spot in Buda], and so on... are easily accessible within an hour or even half an hour from many places in Budapest... for me, the best form of recreation and wellness is spending time in nature... I live in a traditional building, and we have a small inner garden that nobody*

*really uses. But I go there and do a bit of gardening... I do it because it really helps me to unwind."*

The accumulated natural and architectural heritage of a city, shaped by multiple historical eras, underscores its distinctiveness and unique qualities. These qualities create an inspiring environment that can potentially encourage personal and societal growth, ultimately leading to pro-environmental behaviors. Additionally, place attachment can serve as a predictor of pro-environmental actions (Scannel & Gifford, 2010).

Conversely, there are factors that can diminish the meanings and values associated with a place. Overtourism is one such factor, as highlighted by ID4: *"If tourists do not interact with the locals, the place becomes empty. A city's essence starts to fade when people only visit for a few days and then leave. A city is built on its stories, the people who reside there, and their emotional connections to shops, specific individuals, trees, and more."* In contrast, Mátyásföld, a location unaffected by tourism and situated far from the city center, has been able to preserve its unique characteristics and place values. ID13 describes it as follows: *"At the same time, it is a bourgeois neighborhood; it used to be a holiday area, so it still retains an elegant atmosphere and maintains its rural identity."*

## **Personal Growth**

Personal growth closely aligns with Aristotle's original concept of eudaimonia, specifically focusing on self-realization and fulfillment. How do individuals achieve personal growth or express themselves? One avenue is through engaging in meaningful and satisfying work.

ID11, a researcher specializing in the city's recreational and well-being history, finds her true self in her role as a local historian. She discusses how her professional engagement with the city has brought her happiness. Her family history, particularly her ancestor's role as the architect of the Széchenyi Thermal Bath, has provided a strong foundation for her career. She feels a great responsibility to contribute to the city that is so intertwined with her family's legacy. *"... [He] is my ancestor... as well as the designer of the Széchenyi Thermal Bath. Let's just say it was natural for me to wind up dealing with the city. Actually, the city is my family. (...) And it implies a*

*tremendous amount of responsibility, therefore I should not ruin it. And if I can't create it the way they did, I should do it another way.*" Her experience resonates with Sheldon et al. (2019), who argue that positive functioning is linked to intrinsic values such as intimacy, community, and growth.

Similarly, ID14 found self-expression by blogging about the city, eventually transitioning from a corporate job to a certified tour guide role. *"At first, I was simply researching the city. And then, over time, I accumulated so much stuff... I also began to write about it."* This career change allowed him to explore lesser-known parts of Budapest, enriching both his and visitors' understanding of place meanings. His decision aligns with Waterman (2008), emphasizing the moral values of independence and community connectedness. From a broader perspective, it can be argued that residents who act responsibly toward their environment can discover unique pathways to personal growth by working, studying, and discussing the various place meanings that Budapest offers (Kim et al., 2017).

Kim et al. (2017) propose that regions with potential for spa and medical tourism should actively promote programs centered on spiritual awakening. Such endeavours would not only foster personal development in individuals but also bolster the local wellness industry. ID11 regards responsible cultural tourism as a means to highlight the local culture, while viewing overtourism as a concerning threat, stating, *"Culture, cultural life, encompassing diverse musical and artistic expressions, could flourish if promoted more effectively, attracting a more engaged tourist demographic."*

Culture can be defined as a combination of ideas, regulations, values, and tangible aspects. These abstract values, rooted in religion or personal experiences, often mirror ideals and aspirations for an ideal society (Jahoda, 2012). Both primary and secondary data, as well as emerging tourism trends, indicate a troubling decline in the historical and cultural image of Budapest. One possible explanation is that tourism boards are targeting pleasure-seeking visitors who do not align with the city's cultural essence. Cultural background significantly influences people's beliefs, giving their lives meaning and guiding their values for optimal functioning. In contrast, visitors or residents seeking eudaimonic tourism products recognize the advantages of these offerings for enhancing their way of life (Pyke et al., 2016). As one interviewee (ID5)

aply put it, *"Certain Asian cultures place great emphasis on spa experiences to enhance beauty, depending on the country and its cultural context."*

Thanks to its strategic geographical location, the Budapest region has been renowned for its healing thermal waters since ancient Roman times when Aquincum, a military outpost, was established to harness the therapeutic springs. This bathing tradition persisted through the Middle Ages, flourished during Hungary's Ottoman period, and remains vibrant today (Buza, 2006). By incorporating a cultural component into their wellness offerings, ID9 presents an excellent solution for personal growth, catering to both tourists and locals: *"A collaborative package could be developed between modern wellness facilities and historical sites such as Király Bath in Fő utca, a relic from the Turkish era, or local historical museums showcasing the spa heritage. This dual offering has the potential to drive development and attract a diverse audience."*

### **Seeking Purpose**

In Ryff's work (1989) the essential role of ideas in determining an individual's sense of purpose and the "meaning of life" is stressed. Recognizing social and cultural characteristics can assist individuals or communities in finding their direction by engaging in activities that lead to a deeper sense of existence. This inclination becomes more pronounced when individuals have a persistent drive for personal growth and regularly work on self-improvement. In such situations, individuals may discover their own unique life purpose (Ryff, 1989). For instance, ID2, the founder of a non-governmental organization dedicated to urban development, expresses their affection for the city, saying, *"We started a decade ago with a desire to do something for the city, even if it was small steps, to enhance it. So we initiated efforts related to mobility issues and transportation."*

When examining business owners, entrepreneurs, or managers of wellness service providers, a similar process can be observed. The companies they lead, such as Pilates or yoga studios, also reflect their personalities, and vice versa. What initially started as an external motivator gradually evolved into an internal motivation as these individuals authentically expressed themselves, aligning their businesses with their lifestyles. The initial external drive to establish wellness enterprises has the potential to enhance the city's quality of life by reducing stress, alleviating the burden on the public healthcare system, and promoting mindfulness as a sustainable way of living

(Butzer et al., 2016). According to the authors, activities like Pilates and yoga contribute to eudaimonia by improving both physical and mental health over time. Aristotle also emphasized that pursuits like virtue, self-improvement, and self-realization lead to a "higher" form of happiness compared to those focused solely on maximizing pleasure from consumption or material possessions.

Another approach to enhance one's "sense of purpose" is by contributing to the well-being of the community through ethical business practices (Zamagni in Róna and Zsolnai, 2017). In these cases, the motivation is considered inherent from the outset. These efforts or movements are typically associated with various aspects of healthy living, such as adopting a nutritious diet (Brávác, 2017). ID7 provides an exemplary illustration of this lifestyle, representing ethical companies that promote awareness of a healthy diet among Budapest residents and tourists, thereby enhancing the city's eudaimonic values. As a vegan chef, she translated her lifestyle into an ethical business that offers wholesome food and conducts cooking classes. She noted, *"I believe Hungarian culture has a strong spiritual dimension. There are influential spiritual communities. I encounter many individuals deeply interested in personal growth, which involves evaluating their own existence, questioning their principles, and pondering, 'What can I contribute to society?'"* Members of these groups engage in brainstorming sessions to address problems and support their immediate or indirect surroundings during meetups or informal encounters, considering how Budapest can connect with their well-being and enjoyment.

### **Social Growth**

To enhance the overall well-being of the given locality, both the city's residents and non-governmental organizations (NGOs) collaborate on initiatives related to accessibility and sustainability. Prominent and influential NGOs like "Valyo" and "Mindspace" lead efforts to improve connectivity to the Danube and uplift underprivileged areas within the city center. As part of the previously mentioned process termed "Environmental Mastery" (Ryff, 1989) achieving these objectives can be viewed as a societal contribution (Keyes, 1998) to the collective well-being. Nonetheless, there are certain issues that run counter to the vision of sustainable development and the initial noble intentions of the NGOs engaged in place-making endeavors. In this case study, one of the NGOs acknowledges the potential for gentrification as a consequence of place-making activities, which diverge from their



original mission of serving the community: *"...there is the development of places [where] you start with an unused location, initiate a vibrant cultural and alternative scene... and after a while, it becomes mainstream. Then, someone notices that it's a lucrative place, and it gains momentum. This happened – the same – with the Ponton, this location near the Chain Bridge... you really need to be able to resist the temptation when you see the possibility of making more money from the place; and consider whether pursuing profit might actually harm the place. Maybe the income I have now is sufficient, and I don't want to open five more bars..."* (ID4).

The meanings associated with a place are rooted in its cultural and social values. When these values are eroded, we observe a transformation in the place's identity. Such alterations can have adverse effects on the aspects of continuity and uniqueness of places, leading to disruptions in community bonds. Instances of values being undermined include restrictions on traditional bathing customs, the disruption of the Castle District's identity, and the degradation of the Jewish Quarter's distinctiveness due to the hedonistic, consumer-driven nighttime economy. *"If tourists do not interact with the local residents, it turns into an empty place. Because when only short-term visitors come and go without forming deeper connections, the essence of a city begins to fade. A city is built upon its stories, its inhabitants, and their emotional ties to shops, individuals, trees, and more. So, during this transition, when you visit a town and realize that the emotional connections are not as strong... like the Castle in Budapest: locals no longer frequent it. When I go there, I also feel like a tourist."* (ID4).

Due to the increased population density in Budapest and the local residents' negative perceptions of social, economic, or environmental changes, overtourism can be described as a disruptive factor, which may potentially give rise to anti-tourism sentiments among the local population. Tourists may be viewed as a group of "intruders," leading locals to avoid specific areas frequented by them (Gössling et al., 2020).

A well-known example is Budapest's "Party District," previously known as the "Jewish Quarter." This area once held prestige for the Jewish community before World War II. However, the district suffered damage during the war and years of neglect. In recent times, there has been a heavy focus on incoming tourism in this district, primarily due to its concentration of nighttime leisure activities. Consequently, low-

cost hostels and Airbnb accommodations have emerged, displacing the local residents from their original homes. At the municipal level, there have been protests and a local vote to address this issue, but a full consensus was only partially achieved. Stakeholders perceive the influx of tourists in the area as overtourism. *"We can now say that there is overtourism in Budapest, especially in that district... Everyone moved out because locals couldn't live there anymore. It's good to have party areas, but maybe they should be in places that don't disrupt the lives of the city's residents, rather than in beautiful old buildings with a rich cultural history. I think this area has not lived up to its potential; it's now solely a party destination."* (ID4).

Additionally, it's worth noting that local urban influencers, cultural heritage experts, civil activists, and businesses share the view that Budapest as a tourist destination is perceived as "too budget-friendly," which is not advantageous. As previously mentioned, one of Budapest's distinctive cultural features is its tradition of bathing in thermal waters (Búza, 2006). These traditional practices contribute to psychological wellbeing and community bonding through social connections and preventive thermal spa treatments. Similarly, Pyke et al. (2016) underscore that achieving higher sustainability requires a long-term preventive and protective strategy in public health, closely aligned with eudaimonic philosophy. *"Not too long ago, in old Budapest, many people did not have private bathrooms, so they used public baths... There was a public bath [in Széchenyi], where people could avail most spa services. Back in the 1920s, swimming pools were relatively easy to access. Even before that, there were Danube swimming pools that were also easily reachable and affordable. However, there's been a trend where accessing wellness services has become more expensive, more difficult, busier, and increasingly exclusive, with more people looking in from the outside."* (ID11).

Preventative actions aimed at averting disruptions to the meanings associated with a place were found to have a positive impact on social well-being in certain cases, as indicated by the data. Non-governmental organizations (NGOs) opposing such initiatives, which were initiated by business stakeholders, can play a constructive role in safeguarding place meanings, especially those linked to the city's traditional water-related leisure activities.

An example of this phenomenon can be seen at the "Római Riverbank," a green area on the Buda side of the Danube that has a historical tradition of swimming and

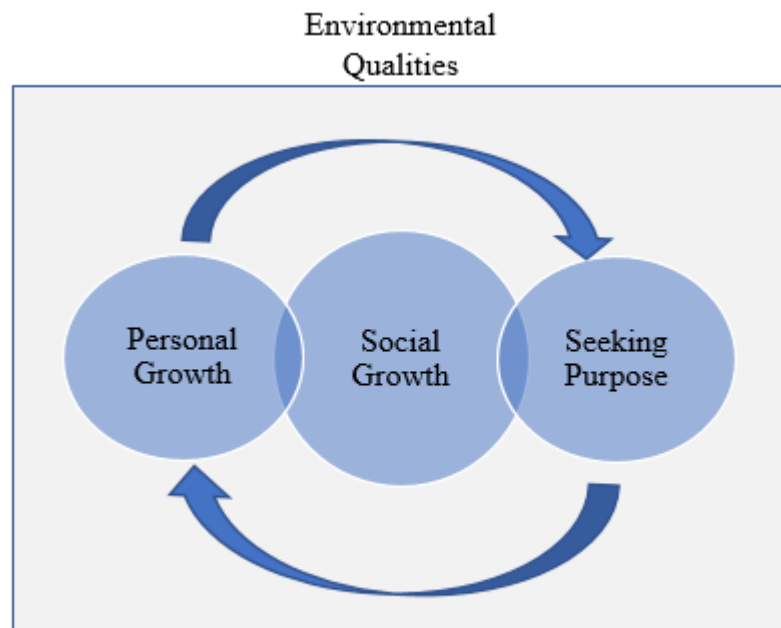
rowing. Unfortunately, this area has recently seen its identity erode due to its reclassification as a residential zone. This green space was once a beloved location for swimming and rowing, boasting a rich history. Presently, the meaning associated with this place is undergoing negative changes because of efforts by investors to alter the surrounding natural environment. This serves as an illustration of how modifications to place identity can diminish the potential for social growth and overall well-being. The hotel industry is one of the driving forces behind these planned changes, and it has led to clashes of interests between businesses and the local community in this part of the city. Business stakeholders have proposed the construction of a mobile dam to protect their investments. However, implementing the mobile dam would, in part, harm the local flora and the naturally "pristine" condition of the riverbank that is cherished by the local residents. ID4 describes the situation as follows: *"People used to go there for swimming and rowing... There used to be numerous boat houses, 27 in the 1970s, but now only 4 remain active. Many of these boat houses could have been renovated and preserved, but there was a proposal to build a mobile dam there. So, for the past six years, we have been working to prevent it because this riverbank is a natural treasure in our capital city. In Western European capitals, they would invest billions to restore such a natural forested riverside. The local residents and our organization have organized numerous protests to halt these changes."*

### **3.3.2.2 Discussion of phase 2**

This study delved into the relationships between humans and their environment, specifically proposing a preliminary analytical framework for comprehending intangible and spiritual place meanings. Through individual and collective experiences and actions within a specific urban setting, we categorized the deepest level of place meanings, as outlined in Williams's model (Williams, 2014). We identified three types of deep-level meanings that facilitate the self-expression of three predefined groups of local residents: Personal Growth, Seeking Purpose, and Social Growth. These meanings are linked to eudaimonic qualities that, when externalized, contribute to the psychological well-being of individuals connected to a particular place.

Figure 2 illustrates the connection between the proposed deep place meanings, which consist of Personal Growth intertwined with the related process of Seeking Purpose, both nurtured by an inspiring environment. In this representation, we

acknowledge prior research indicating that the natural and built environment can serve as a source of inspiration for individuals. Consequently, personal development (Personal Growth) and the pursuit of one's purpose (Seeking Purpose) combine to yield Social Growth, reflecting an individual's contribution to the common good. Consequently, contributions to the common good enhance the Environmental Qualities of a place and elevate the overall well-being of its inhabitants.



**Figure 2.** Model of deep place meanings (source: Namaz and Tvergyak, 2023)

The physical aspects of a place, encompassing its terrain, geology, landscape, architecture, and so on, generally exhibit a passive nature in relation to human activities. Nonetheless, the manner in which these elements are presented and the quality of their design can significantly influence the types of behaviors and meanings associated with a particular location (Seamon, 2023; Stephenson, 2010). As indicated by the findings, city stakeholders, particularly the Active Citizenship group, have the potential to cultivate Personal Growth based on the environmental qualities of their surroundings. Thus, Personal Growth can be expressed through individuals' feelings of accomplishment and self-esteem (Scannel & Gifford, 2017). The primary data instances and available secondary data previously mentioned serve as specific cases of

individuals rooted in a place, exemplifying the significance of place in achieving personal fulfillment and self-improvement.

We describe "Seeking Purpose" as an intangible place meaning observed in the entrepreneurs' group. This group of entrepreneurs operates in the wellness sector and, through their businesses, align their goals with the common good. Based on the interview data and secondary source analysis, the process of seeking purpose is not always a linear quest. It may even begin with extrinsic motivation before shifting towards a eudaimonic direction. The authors consider Pilates and yoga training sessions as activities contributing to eudaimonia, as they offer an avenue for initiating self-development. Given that such forms of self-improvement can contribute to the overall well-being of the city by reducing individuals' stress levels and relieving pressure on the public healthcare system while promoting mindfulness as a sustainable way of life (Butzer et al., 2016), the initial extrinsic motivation to establish a wellness business transforms into the intention to contribute to the social well-being of the place.

In the case of running a vegan business, the significance of well-being and the promotion of self-care can be seen as primary drivers. The key distinction between these two approaches lies in the emphasis on intentionality and the aim of serving the societal good. In contrast to the previously mentioned well-being businesses, which encompass yoga and Pilates studios, the motivation for ethical businesses was initially intrinsic rather than extrinsic (Ryff, 2019).

When compared to the preceding meanings, namely Personal Growth and Seeking Purpose, the final layer, Social Growth, reflects meanings that emerge from socially-oriented contributions. Earlier research revealed that relatedness, connections, and environmental management are vital for well-being (Ryan & Deci, 2001; Ryff & Singer, 1998). People's active engagement with a place is shaped by the meanings they attribute to that place. Eudaimonic well-being encompasses a sense of mastery over the environment and the creation of contexts that reflect personal values (Ryff, 1989). It corresponds to participating in community activities in the urban context, enhancing each other's quality of life and the community's well-being (Keyes, 1989). An active segment of the residents is involved in such pro-environmental initiatives. These instances of civic engagement, or citizen science, can be viewed as activities that shape

"place meaning," ultimately benefiting sustainability (Cappa et al., 2021; Toomey et al., 2020; Cappa et al., 2020; Namberger et al., 2019).

However, alongside the meanings that fall under Social Growth, meanings that differ from, and in some cases contradict, the mentioned ones can emerge from the perspective of business stakeholders. These motivations and worldviews can lead to disruptions in place meanings, as observed in processes like gentrification, overtourism, and conflicts of interest among social actors (city stakeholders). This aligns with the recent study by Smith & Diekmann (2017), which concluded that urban transformation currently undermines residents' quality of life in Budapest. For example, the initial positive intentions of NGOs or activists related to development and place-making might inadvertently lead to overtourism and gentrification. The instrumental level of meanings (Williams & Patterson, 1996) takes precedence for business stakeholders, allowing them to increase their profits and pursue a growth-driven economy. Investors may become interested in a developing area solely as a business opportunity, leaving behind their initial communal goals. In such cases, the economic, socio-cultural, and environmental sustainability of a place may be negatively impacted (Mihalic, 2020; Milano et al., 2019). Moreover, with the availability of Airbnb, the original intentions can shift toward a growth-driven economy. In the interview data, as well as in policy documents, we found evidence of gentrification and overtourism taking place in the "Jewish Quarter," which was also supported by previous research (Pinke-Sziva et al., 2019; Smith et al., 2019).

Another instance of the disruption of Social Growth is the clash of interests occurring in a city area traditionally known for bathing and rowing. The NGO working to facilitate and promote access to the River Danube faces challenges due to conflicting interests, illustrating the disruption of deep place meanings. This underscores the notion that eudaimonic place meanings can only be achieved through a socially just sharing of urban space, as suggested by prior research (Maxim, 2019).

### **3.3.2.3 Conclusion of phase 2**

In conclusion, deep place meanings offer a multifaceted framework that includes cognitive understanding, emotional attachment, and active participation. This allows me to draw parallels with Brand meanings. Accordingly, integrated view provides

valuable insights for both academic research and practical applications, such as community development and policy making. Deep place meanings intertwine cognitive, emotional, and behavioral dimensions to foster brand engagement in cities. They enhance understanding of a city's unique attributes, history, and culture, so, they contribute to cognitive brand engagement. Emotionally, deep place meanings might create strong attachments to places, similar to how brands cause loyalty. These emotional ties often inspire active participation and advocacy, mirroring the behavioral aspect of brand engagement. In other words, emotional attachment with places can encourage specific actions like eco-friendliness or community involvement, which is also a feature of Brand Engagement.

### **3.3.3 Brand Engagement as a Driver for Co-Creation**

**Research question: How does the behavioral engagement of active citizens in Budapest shape the co-creation of touristic offers?**

#### **3.3.3.1 Data Analysis – phase 3**

During the data analysis important patterns in the data set were revealed (Yin, 2012). Then they were subsequently examined to see if they constituted recurring motifs or themes, following the approach of thematic analysis by Braun and Clarke (2006). All the themes are represented in two columns as sub-themes being candidate themes and main themes (themes), see Table 6. Architecture and cultural, Natural heritage and location, Relaxation and entertainment, Devoted to the city, Vulnerability of wellbeing, Visiting spas, Cultural heritage, Health tourism, Lacking conference tourism, Cheapness, Overtourism, Incoherent communication of touristic programmes, Dirty cafe and shop entrances, Opinions depending on the tourists' own profiles, Lack of financial resources, Raising the level of services. Subsequently, these candidate themes were regrouped into main themes and sub-themes were discussed again until interrater agreement was achieved. Data items that deviated from the dominant story were not ignored; they were used in the later steps of data analysis. I chose Bottom-up approach to a place brand, Current tourism products and issues and Co-created tourism products and USP as main themes.

<b>Examples of Initial codes</b>	<b>Sub-themes</b>	<b>Themes</b>
		<i>Bottom-up approach to a place brand</i>
Personification	Architecture and cultural heritage	
City of waters	Natural heritage and location	
I live in the best possible place	Relaxation and entertainment	
I love Budapest	Devoted to the city	
Good place to live but not always affordable	Vulnerability of wellbeing	
Locals usually don't go to spas because it is expensive for them	Visiting spas	
		<i>Current tourism products and issues</i>
Diversity	Cultural heritage	
A lot of different healthcare services	Health tourism	
There are no suitable congress places	Lacking conference tourism	
Cheap for tourists	Cheapness	
Exhausted ruin pub tourism	Overtourism	
Many tourists arrive here uninformed	Incoherent communication of touristic programmes	
Disgrace in Király Street	Dirty cafe and shop entrances	
Generational differences in opinions	Opinions depending on the tourists' own profiles	
Infrastructural problems in spas	Lack of financial resources	
Undertrained, underpaid employees, need to develop	Raising the level of services	
		<i>Co-created tourism products and USP</i>



Emphasizing the city of spas history	Bringing image and identity closer to each other	
No cooperation among professional partners	Not sufficient cooperation	
It is difficult to bring together business partners		
Cooperation usually not profitable		
No business gatherings		
Danube riverbank is not accessible in many places	Danube inaccessibility	
Aquincum lack of cooperation possibilities	Lack of cooperation between cultural heritage and tourism stakeholders	

**Table 6. Themes after data analysis**

### **Citizen's perception of a place brand**

Cities have historically been attractive places for people from a wide range of nationalities and social groups. As one of the capitals of the late Austro-Hungarian Monarchy, Budapest was described by interviewees as a noble place with related fame and glamour. According to the data local citizens see Budapest as a place of great architecture and cultural heritage. However, this rich heritage needs a considerable amount of finances to maintain, renovate, and improve it, representing a certain challenge to its identity.

Another aspect of the city identity is the natural heritage and the favourable geographical location; the River Danube, its waterfronts, the natural thermal springs. According to the patterns in the interview data, such environmental assets of the city and also the Buda hills and the surrounding forests reinforce a peaceful atmosphere outside the city centre, supporting wellness tourism development in Budapest. However, analysis of the data revealed the pricey nature of wellness services for residents. *“And then you start with a trend that means that accessing wellness services is more and more expensive, getting harder; they are getting more and more busy, and more and more people are looking at them from the outside.”* (ID11) Data revealed that those people who need social assistance or have limited financial tools can lose access to the mentioned facilities. The authenticity of a brand heavily relies on the

local specificities or cultural characteristics of the place; in this case, the tradition of visiting spas. Therefore, to prevent the locals losing their access to the centrally located spas and thus preserve the authentic character of these facilities, a special attention to dispersing the tourist flow is needed.

Relaxation and entertainment opportunities: cultural events, concerts and festivals are also favourable elements of the local identity. Meanings and associations connected to certain locations in the city constitute a distinctive emotional part of the identity of Budapest. All these factors can contribute to the emotional attachment to the city.

### **Current tourism products and issues**

An ineffective way of communication about touristic facilities and opportunities in the city can result in experiencing low quality services that in overall can damage the city image. Incoming visitors may be aware that there are some medicinal waters in Budapest. Nevertheless, they generally do not consider the city for wellness programs; they rather come for entertainment or for other cultural and gastronomical experiences, mostly depending on their age groups. As part of the "live like a local" concept trying to find "authentic" experiences, such visitors typically choose to stay in Airbnb and/or hostels. On one hand, this enhances their experience, on the other, it adds to crowdedness as most of the mentioned type of accommodations are located in the so-called "party district" (the 7<sup>th</sup> and partly 6<sup>th</sup> districts). *"So, I think accommodation options should not be pushed towards Airbnb... Because now this huge real estate property serves only it. Rather than serving the [city residents] it is serving the tourists and the city seems unable to do anything about it. Airbnb and hostels. So, it is the "vomiting tourism", or overnight or two-nights-stay tourists. We are going to the direction of overtourism, and this is eventually bad for everyone."* (ID11)

According to previous studies (Kiss et al., 2021; Smith et al., 2019) the main associations among young place consumers are that Budapest is a beautiful and cheap party city. This is the sign of commodification and commercialization of urban space as in the case of many other commodified cities for example Barcelona (Milano et al., 2019). The city has a destination image of cheap offerings which should be improved. In addition, the-ruin pub tourism image is considered as an exhausted profile by the city stakeholders. Collected data revealed that overtourism is starting to appear because only a physically limited area of the city is promoted and frequented by

visitors. This strongly contradicts with the vision of local stakeholders on the future of Budapest and this approach influences external stakeholders (tourists, business and talents) for considering the city for repeat visitation, longer stays, as well as for mobility. To prevent problems coming from overcrowded places the tourist flow should ideally spread out in all potentially intriguing areas of the city and should not be concentrated around two or three hotspots. The study by Smith et al. (2019) concludes that currently urban transformation undermines the quality of life of residents in Budapest. In overall the number of visitors is continuously increasing in the recent years with 4 million people in 2018 visiting 12 spas and baths of the city. However, there have been some measures taken to decrease the crowd in the most frequented spas: every year from 2011 a new or newly restored spa/bath has been opened to the public. The regional competitor cities of Budapest: Prague and Vienna do not possess the outstanding natural asset such as the thermal water springs of the Hungarian capital, however, they still advertise local wellness and wellbeing facilities.

Nevertheless, bathing as a cultural feature is still not highlighted enough in the tourism branding campaigns. Particularly, the eudaimonic value of bathing heritage is not connected to its hedonic value, although several stakeholders had the idea to connect these and offer them as a package. On the other hand, wellness tourism experience in Budapest is diverse. From one side there is a flourishing tourists' flow for medical tourism and spa or balneology tourism, especially from Scandinavian countries, Germany and the UK. From the other side, there are some disadvantages of the touristic environment such as the service level, language barrier between local workforce and tourists in municipality-owned wellness industry. In overall, Budapest is mainly considered by foreigners as a "value for money" destination. From the point of view of subjective wellbeing (Smith and Diekmann, 2017) some groups of tourists are satisfied with current offerings, for example, pleasure-seeking tourists. Particularly, these are the visitors from the UK who see spas and baths as an extra to their main passion which are the nightlife activities. However, visitors from countries where pub culture is not that popular cannot fully experience cultural tourism offerings. This can be also explained by different cultural backgrounds as culture affects the way people perceive happiness and approach well-being (Smith and Diekmann, 2017). It should be also mentioned that local influencers and businesses have a common view that the city is still a "too cheap" (ID11) destination which is not

always beneficial.

Compared to municipality-owned businesses private businesses deliver higher quality services and meet more of the satisfaction criteria of a foreign audience. Businesses have capacity for expanding. However, one of the problems that entrepreneurs face in Budapest is the insufficient number of qualified workforces. One of the business stakeholders describes service quality issues as: *“Their service can be lifted. Because we have so many great service-based businesses in Hungary. Some of the hotels and services are great, but the state-owned ones they have a problem. Because they are relying on the fame of this bath. Because they have the springs, which they don't have to do anything about.”* (ID5)

Furthermore, Budapest requires the development of a long-awaited new Congress Centre to strengthen the tourism sector, and particularly wellness tourism. This is also reflected as one of the goals in the Tourism Development Strategy of Budapest accepted by the government. Nevertheless, construction works have not been started yet. *“All tourism sector has been waiting for it for 20 years and after all, the goal would be to get a "quality" guest because this is a "quality" place.”* (ID12)

### **Co-created tourism products and USP**

Previous research and tourism policy documents call for a more conscious use of the cultural, and environmental assets and handling of the intangible and tangible heritage for tourism purposes. Earlier studies also advise absorbing symbols and images that are informed by the culture of the place (Campelo et al., 2014) since the image of any place should reflect its identity as much as possible. Accordingly, appropriate messages should be sent to communicate the city's heritage and cultural amenities. This is in line with the study by Souiden et al. (2017) highlighting the destination's personality as one of the key elements in forming affective attitudes of tourists. Such an affective evaluation considers communal meanings which are determined by time, ancestry, landscape and community. By following this logic, it is possible to co-create the touristic products that reflect local meanings.

Co-creation can be achieved in two interrelated ways. First, with the help of active, engaged citizens, and second, through collaborative efforts between businesses, non-governmental or non-profit organizations and tourism authorities. These forms of co-creation allow people and organizations to take part in the development and

implementation of new products, services, or experiences, resulting in touristic products that are beneficial to all stakeholders. The involvement of engaged citizens is distinguished by a bottom-up approach in which participants actively shape the co-creation process. The second approach, on the other hand, is a more top-down one, where businesses, non-profit organizations, and tourist authorities collaborate in designing and implementing co-creation activities that consider the needs and preferences of various stakeholders. Communal meanings can also be expressed through different activities coming from being engaged to the city. The interviewed NGOs were particularly engaged with enhancing the city environment, and as a further step, strengthening community ties and eventually, wellbeing of the city. The citizens participating in these activities actually represent the co-creation of the city brand with the help of engaged communities that affect tourism offers as well. However, only part of the citizens feels so pro-active and engaged and are involved in co-creation processes.

Communal meanings can be reflected by different modes of participation in activities delivered by the city's engaged citizens. ID11, a local city historian, is so enthusiastic about the city she wants to build it similarly as her ancestors: *"The city is actually my family. And if I can't build it the way they built it, then I should build it in some other way."* Similarly to her, a city blogger changed his carrier because he became so engaged with Budapest and its built cultural heritage: *"First, I was just reading about the city. And then, over time, I had so much material ... I also started to write about it."* (ID14) By participating in similar activities, citizens contribute to the co-creation of the city's brand. However, the level of citizen engagement in co-creation processes varies, with only a segment of the population being actively involved. The NGOs interviewed for this study were particularly committed to improving the urban environment, strengthening community ties, and, eventually, enhancing the wellbeing of the city. As mentioned earlier in this section, the culture of visiting spas or baths constitute a significant part of the Budapest brand from the citizens' point of view. Therefore, to emphasize this message, the background information of this historic habit of visiting the local spas should be passed to the incoming tourists as well. Those people or NGOs who are actively engaged with city development - thus contribute to strengthening the city brand would also be able to co-create this tourism product. Applying such a mechanism allows delivering the message of local communities. As

a result, apart from obvious cultural exchange, mutual respect and trust can develop on both sides. Such “engaged citizens” would be able to talk with love about the city and recite lesser-known stories to their audiences as opposed to typical tour guides. NGOs with their place-making activities create accessible places for everyone, first of all, for the residents of the city but they can be beneficial for the tourists as well. However, these places should never exceed the capacity of the given place. One of the NGOs describe the process as: *“There is the development of places [when] you come to an unused place [and] you start there a very strong cultural and alternative thing (... ) and consider that but maybe this would destroy the place”* (ID4).

As noted earlier in this section, the tradition of visiting spas and baths is a significant component of the Budapest brand, as perceived by its citizens. To emphasize this cultural element, it is important to present the historical context of this practice to incoming tourists. Individuals and non-profit organizations that are actively engaged in city development and contribute to the strengthening of the city brand can also participate in co-creating this tourism product. This approach enables the delivery of the message of local communities, fostering cultural exchange and mutual respect and trust between tourists and locals. A cultural heritage management professional (ID 9) offers solution: *“... there's a corporation for example between the institutions that the modern facilities offer the wellness one and here and some other parts for example, in that Király Bath in Fő utca from the Turkish period or for example here they can get knowledge about the Roman period so get a historical cultural knowledge.”* Engaged citizens possess the passion and knowledge to convey lesser-known stories about the city, providing a more personal perspective than traditional tour guides. NGOs that engage in place-making activities can create accessible places for both residents and tourists. However, it is crucial that these places do not exceed their capacity. According to one of the interviewed NGOs, these spaces should be designed and maintained with their appropriate capacity in mind.

Because of the disconnectedness of wellness offers in the city authorities should help with promotion of wellness facilities as a whole and with partnership packages specifically. Currently, partnerships among small businesses are mainly based on private connections of their owners. Some earlier cooperation schemes were deemed ineffective due to the low cost of the packages. Previous studies have shown the value of partnerships in the tourist industry, and their use is consistent with this

finding (Page et al., 2017). In addition, place brands that represent habitus of its residents may win the support of those dwellers. As a consequence, the locals can become more welcoming to tourists who are aware of the place's values (Campelo et al., 2014). That is, tourism products that have knowledge sharing and provision as a USP attribute will improve competitiveness and positioning in target markets. To sum it up, the richness of practically valuable reflections provided by the business and dwellers particularly illustrates the importance of participatory place brand development as earlier studied by Ntounis and Kavaratzis (2017).

### **3.3.3.2 Conclusion of phase 3**

The current study provided an inductive insight of Budapest's place brand and the associated tourism products that can be co-created by city stakeholders. The authors also provided an outline of the current tourism products and the challenges associated with them. Based on the collected data, authors suggest enhancing the participation of the actively engaged citizens' and NGOs' in designing of tourism products. The data reveals that, the cultural heritage aspect of bathing is not linked to its wellness value in tourism branding campaigns. The authors also claimed that destination management organisation should enhance the cooperation with city stakeholder groups and incorporate their perspectives into the marketing activities to ensure a more realistic and welcoming place brand. As one of the possible solutions to this problem, the authors suggested a Co-Created Selling Proposition (CCSP): a touristic route that would be organized by businesses, NGOs and tourism authorities and guided by "engaged citizens" to showcase the local culture of bathing to visitors. Finally, the article emphasized the need for research to investigate the links between tourism, wellbeing, and cultural ecosystem services.

### **3.3.4 Summary of Research Findings**

The first phase of the research provides empirical insights into the behavioural aspect of city brand engagement, especially how expatriates assess a Budapest's features in terms of quality of life and cultural attractions. This leads to decisions to stay longer or even move in permanently. The second phase describes the Deep Place Meanings that are highly connected to urban wellbeing. Uncovering the deep meanings citizens

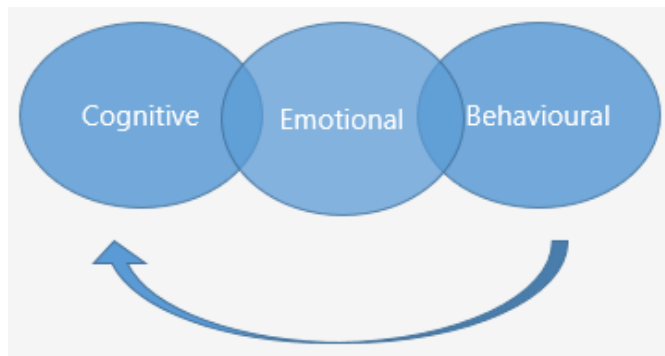
associate with places can help local governments tailor community engagement strategies more effectively. Additionally, this understanding can inform policy decisions. The 3<sup>rd</sup> phase of the research applies Place Brand Co-Creation concept in the context sustainable tourism development in Budapest. The study suggests a dual approach: a bottom-up method led by engaged citizens, and a top-down strategy involving businesses and authorities. This collaborative approach enhances authenticity and sustainability of tourism products. However, it also poses challenges, such as the varying levels of citizen engagement. Overall, co-creation offers a more inclusive and dynamic way to develop and brand tourism in Budapest.



## 4 SUMMARY

### **Cognitive Engagement**

The study brings forth the concept of Place Branding from a Brand Engagement perspective. It outlines how Place Branding elements are interconnected through the dimensions of Brand Engagement, offering a novel approach to understanding this relationship. A focus on cognitive engagement also leads to academic investigations into how narratives and symbols shape our mental images of a place.



**Figure 3.** Place Brand Engagement process

### **Emotional Engagement**

Emotional engagement involves feelings of attachment and trust toward the brand. The study highlights that emotional engagement considers visual attributes and emotional resonance. The importance of a place's cultural and historical heritage in evoking a strong sense of emotional commitment from both locals and tourists is emphasized. Emotional bonds are strengthened through inclusion community into branding activities. The study by Namaz et al. (2018) illustrates that the city's image, perceived value, and emotional impact are key factors affecting City Brand Loyalty. Moreover, Emotional component can result into active engagement, such as participation in community events, movements and advocacy for local issues.

## **Behavioural Engagement**

Behavioural engagement refers to how individuals act based on their cognitive and emotional engagement. The research discusses the importance of including local communities in branding efforts, which not only builds a sense of ownership but also enhances emotional bonds. Partnerships with local businesses, government agencies, and NGOs often result in mutually beneficial outcomes like co-created marketing initiatives or investment in local projects.

## **Answering to the General Research Question**

In my current dissertation research I support earlier literature on Brand Engagement that this is multidimensional construct. To the best of my knowledge novelty of this study is that Brand Engagement concept first time applied to place branding. The construct that I define as City Brand Engagement comprise of three dimensions: Cognitive, Emotional and Behavioral. This echoing previous research on Brand Engagement and it explains how do interact various place brand stakeholders. These are the businesses, citizens, authorities and NGOs. They have their own motivations and worldviews. The process of Engagement with city brand starts with the *Cognitive* phase, thinking and narrating about the place in this case Budapest. Then it evolves into *Emotional* phase as they develop emotional attachment. This is because of the memories, symbols, cultural amenities, satisfaction with living and overall wellbeing. As a result, the emotional attachment transcends into *Behavioral* engagement. This in turn allows Active citizenship, City Brand advocacy, in case of businesses this is about investments. According to data analysis the ties between these three dimensions are circular. Behavioral engagement phase relates back to Emotional and Cognitive phases as brand stakeholders enhance their emotional attachment to the place over the time. They feel more connected or related. In its turn Emotional phase allows positive thinking about the place that is connects back the to Cognitive phase of Brand Engagement.

In summary, the study presents a multidimensional framework for understanding place branding through the lenses of Cognitive, Emotional, and Behavioural engagement. These dimensions are not isolated but are interrelated, describing the stages from individual perceptions to long-term residence decisions and brand advocacy. The insights gained from focusing on these dimensions have practical applications, aiding

local governments in customizing their community engagement initiatives and shaping policy decisions.

#### **4.1 Future Research**

In the evolving landscape of place branding and stakeholder engagement, several critical dimensions have emerged that warrant comprehensive research and application. These dimensions span across stakeholder participation, ethics, technology, adaptability, economic viability, interdisciplinary methodologies, cultural significance, and global-local dynamics. Stakeholder engagement, particularly the inclusion of local residents as brand ambassadors, is pivotal for the effectiveness of place branding initiatives. Their perspectives can offer invaluable insights into how a place is perceived and can contribute to more authentic branding strategies. Sustainability and ethics are increasingly important, calling for frameworks that measure the social and environmental impacts of branding initiatives. Ethical considerations are especially crucial when branding efforts intersect with marginalized communities or risk eroding local culture. Technological advances, notably digital tools like social media and augmented reality, offer novel ways to enhance place branding. Virtual tourism, a burgeoning field, adds another layer of complexity by offering both challenges and opportunities for sustainability. Place branding also needs to be adaptive, able to respond to crises like the COVID-19 pandemic, natural disasters, or economic downturns. This adaptability involves rebranding strategies that make places more resilient and appealing for tourism and investment.

Interdisciplinary approaches drawing from marketing, urban studies, and sociology are increasingly relevant for providing a holistic view of place branding. In-depth case studies can offer nuanced insights into the specific challenges and successes associated with different geographical and cultural contexts. Finally, the field intersects with broader themes of engagement, both in the context of cities and other sectors like hospitality and airlines. Emotional bonds that visitors form with places, segmentation of different visitor types, and the psychological aspects of engagement are all important areas for future research. Social media's role in digital engagement

and the link between sustainability and brand engagement are other avenues that deserve further exploration.

## ANNEXES

### Annex 1. Codes after 1st phase of research

Open codes	Categories
<p>1. Feeling of safety</p> <p>1. Feeling that for years, zero problem with safety</p> <p>1. Very good feeling of safety</p> <p>1. Budapest is associated with safety - Safety</p> <p>1. No much police but safe</p> <p>1. The safest city in the World</p> <p>1. Comparing to its size and number of visitors it is too safe</p> <p>1. Safety and place for growing kids is important</p> <p>1. Relatively safe place</p> <p>2. Budapest is beautiful during the day and night – Beautiful city</p> <p>2. Feel good and happy in Budapest</p> <p>2. City is the place for living</p> <p>2. Likes the city it is interesting</p> <p>2. Budapest is - Diversity and lots of nature</p> <p>2. City is interesting for youth</p> <p>2. It is pleasant</p> <p>2. Relaxed and effortlessly beautiful</p> <p>2. The city has beauty and its life</p> <p>2. International city</p> <p>2. Budapest is connected with personal life</p> <p>2. Everything is close and convenient for a stay, positive associations</p>	<p><i>1. Budapest is associated with safety</i></p> <p><i>2. Association related to Budapest</i></p>

<p><b>2. Secure close and convenient</b></p> <p>3. Like public transportation</p> <p>3. Good Transportation - Because of good transportation taxes are reasonable</p> <p>3. The buses and metro is working properly</p> <p>3. Transportation is very good</p> <p>3. Transportation is very fast and convenient</p> <p>3. Locals still complain</p> <p>3. The whole city can be traveled for 20 minutes</p> <p>4. Need in reducing cars number - Too much space for cars is bad</p> <p>4. Car is traffic</p> <p>4. Dangerous driving without responsibility</p> <p>4. decrease space for car, parking</p> <p>4. Traffic Problems – Need for traffic improvement</p> <p>4. Unpolite and very fast drivers, pollution because of traffic</p> <p>4. No signs for cars near kindergarten</p> <p>4. Parking on sidewalk</p> <p>4. Need for reducing space for cars</p> <p>5. Parks are amazing - parks for kids amazing</p> <p>5. couldn't find this kind of parks in many cities</p> <p>5. Kids infrastructure, safety and public transport are the best in Budapest</p> <p>5. Most convenient place for kids</p> <p>5. Margit island – suitable for families and picnic</p>	<p><i>3. Good functioning of transportation</i></p> <p><i>4. Traffic problems</i></p> <p><i>5. Parks are amazing</i></p>
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<p>6.Problems with healthcare and education - Hospitals and kids' education is not so good</p> <p>6. Heard bad staff about hospitals</p> <p>7. Private hospitals are good</p> <p>8. Quality- Place of living is important for quality of live</p> <p>9.Quality of life - Important to have free sidewalk</p> <p>9. It impacts quality of life</p> <p>9.Transportation, free sidewalk, network of bicycle paths impacts quality of life</p> <p>9. Pollution, noise, and bad situation with cars impact QoL</p> <p>11.Variety of activities - Some subcultures and many clubs and partying</p> <p>11. It has effect on Budapest Brand</p> <p>11. Never boring city with variety of available activities</p> <p>11.A lot of fun and nice leisure places</p> <p>11.Always there is something to do here</p> <p>11.Plenty of cultural events on weekend</p> <p>11.Year-round events and leisure</p> <p>11.City for leisure</p> <p>11.So many cafes, bars</p> <p>12. Language- Completely different language</p> <p>12. Problems for non-speakers of Hungarian language</p>	<p><i>6. Healthcare</i></p> <p><i>7. Impacting Quality of Life</i></p> <p><i>8. Variety of activities</i></p> <p><i>9.Language</i></p> <p><i>10. People</i></p>
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<p>13. People - Hungarians are relatively pleasant</p> <p>13. Open and friendly people</p> <p>13. Is not a lot of aggression</p> <p>13. Don't get into fight easily comparing to other countries</p> <p>14. Climate is pleasant in Budapest</p> <p>14. It has pleasant weather comparing to London, Berlin, Amsterdam</p> <p>14. Good weather in the end of September</p> <p>15. Architecture - Relatively Embedded buildings</p> <p>15. Bit chaotic center but Integrated buildings</p> <p>15. Classical style and intact structure</p> <p>15. Intricate designs of architecture</p> <p>15. Different colors and dirtiness</p> <p>15. Mixture of buildings</p> <p>15. Incredible Totally Different apartment buildings</p> <p>16. Emotional value- Evolution</p> <p>16. More traditional and more classical city</p> <p>16. Flavor from the 19<sup>th</sup> century</p> <p>16. Budapest means friends</p> <p>16. City has a certain elegance</p> <p>16. Budapest has more beautiful sort of elegance than Vienna</p> <p>16. It is super pretty in relaxed way</p> <p>16. People are very relaxed</p> <p>16. Relaxed city</p> <p>16. Mixture of elegance and something very wild</p>	<p><i>11. Climate</i></p> <p><i>12. Memorable Architecture</i></p> <p><i>13. Emotional value</i></p>
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<p>16.It has this mixture wild and run down more than other Western European metropolises</p> <p>16.Beauty in dirtiness</p> <p>16.Positive emotions</p> <p>16.Nonexistence of great love because of not having long lasted memories but having positive emotions</p> <p>17.Came back to Budapest</p> <p>17.Came back to Budapest</p> <p>17.Following the news about city ???</p> <p>18. Many tourists in the city</p> <p>18. Infrastructure and many places are adapted for tourists</p> <p>18.Tourists contribute to the economy</p> <p>19.General impression changes over time</p> <p>19.Everything changes overtime in a positive way</p> <p>19.I feel difference with the situation 6 years ago</p> <p>19.Positive change</p> <p>20. Price - Expensive services, goods are Ok</p> <p>21. Politics- People like discussing politics</p> <p>21. Small country complex</p> <p>22. Outsider's objective point of view</p>	<p><i>14. Loyalty to Budapest</i></p> <p><i>15. Many Tourists</i></p> <p><i>16. Changes over time</i></p> <p><i>17. Price</i></p> <p><i>18. Politics</i></p> <p><i>19. Objective comparison of experienced traveller</i></p>
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22.Objective comparison of experienced traveller	
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## **Annex 2. Codes for Budapest in 100 words competition (Budapest 100 szóban)**

Available at: <https://budapest.in100words.eu/hu>

### **Relationship with the city (18)**

- 1) A tudás néha átok (2020)
- 2) Hagyomány (2019)
- 3) BUDAPESTORSZÁG (2019)
- 4) HOGYAN SZELFIZD SZÉT HAZÁDAT (2019)
- 5) VAK BOTTYÁN (2019)
- 6) AZ ÉLŐ VÁROS (2019)
- 7) TELEPI SZIESZTA (2019)
- 8) CSATORNÁK (2019)
- 9) Nő az erkélyen (2019)
- 10) A zuglói márványmenyasszony legendája (2020)
- 11) A dédi mesélte (2019)
- 12) Ne itt keresd Monroe lábnyomát! (2019)
- 13) Hajnal a Blahán (2019)
- 14) RÁKÓCZI TÉR (2019)
- 15) DUNAI EMLÉK (2019)
- 16) EGY VÁROS (2019)
- 17) MONICA (2019)
- 18) HÁROMHETENTE (2019)

### **Changing the city – bottom up initiatives (4)**

- 1) Átnevezés/Renaming (2020)
- 2) HOLLÓ UTCA (2019)
- 3) ÉVA NÉNI PADJA (2019)
- 4) KÁTYÚS MAGDI (2019)

### Thermal baths as places for important social interactions (5)

- 1) Lukács Fürdő/Lukács Bath (2019)
- 2) OSZKÁR BÁCSI ÉS AZ USZODA (2019)
- 3) ÉPPEN HATVAN ÉVE (2019)
- 4) CITROMSÁRGA (2019)
- 5) SEGÉLYHÍVÓ (2019)

### Obstacles in infrastructure (5)

- 1) AKADÁLY-DAL (2019)
- 2) NAGYVILÁGI ÁLOM (2019)
- 3) A VÁROS GEOMETRIÁJA (2019)
- 4) LÉGVONALBAN (2019)
- 5) BUDAPEST TÍZ CSAPÁSA (2019)

2020

### Átnevezés

Szólhatna az utcanévadás azokról, akiké a város. A sok József Attiláról, Kossuth Lajosról, Széchenyiről, Petőfi Sándorról, és a legkülönbélebb szentekről elnevezett közterületnevek helyett lehetne Fut, aki nem rest rakpart, Csikorgó villamos körtér, Lépdeljünk szabadon korzó, Ül le mellém tér, Bringások körútja, Megbúvó kiskert köz, Szerelmesek sétánya, Veszélyben lévő fasor, Délutáni dugó sugárút, Vacogó kocogók allé. Soha többet nem kéne átnevezni utcákat Szent Lászlóráról Mautnerre, aztán vissza Szent Lászlóra. Andrásról Népköztársaságra, aztán vissza, épp, ahogy a szél fúj. Csak ha megváltozna az uralkodó szélirány, és nem a Vár irányából fújna többé, akkor talán lehetne még Megváltozott szélirány dülő.

### Renaming

The streets should speak for those who own the city. Instead of the many names of public spaces named after Attila József, Lajos Kossuth, Széchenyi, Sándor Petőfi and all kinds of saints, it could be called Run, who does not rest Quay, Squeaky tram Roundabout, Let's walk freely Alley, Sit down with me Square, Bringers' Boulevard, Hiding small garden Street, Lovers' promenade, Trees in danger Boulevard, Afternoon traffic Boulevard, Vacillating joggers' Alley. Never again should streets

be renamed from St. László to Mautner and back to St. László. From Andrassy to People's Republic, then back again, just as the wind blows. Only if the prevailing wind direction would change, and it would no longer blow from the direction of the Castle, then maybe there could be a Changed wind Street.

### **A tudás néha átok**

Budapesttel én amolyan se vele, se nélküle kapcsolatban vagyok. A saját félelmeim gátolnak meg abban, hogy csak úgy beruccanjak a városba, pedig egy köpésre lakom tőle. Viszont ha egyszer bementem, elég csak a belvárosban egy utcácskán végigsétálnom, hogy többet ne akarjak hazamenni. Egy nap ugyanígy mászkáltam a Nyugati előtt, mikor egy nem tudom eldönteni, hogy részeg vagy elmebajos, vagy egyéb tudatmódosítás alatt álló egyén elkiáltotta magát: „Aki tudja Kolumbusz három hajójának a nevét, azt leszopom!” Én akkoriban szende gimisként megszeppenten mormoltam magam elé: Santa Maria, Nina, Pinta. De megállni nem mertem, inkább elsiettem.

### **Knowledge is sometimes a curse**

With Budapest, I am in a kind of neither with you nor without you relationship. It's my own fears that stop me from just popping into the city, even though I live just a stone's throw away. However, once I'm there, I only have to walk down one street in the city centre to never want to go home again. I was walking in the same way one day in front of the Western when an individual, I can't tell if he was drunk or insane or otherwise under some kind of mind control, shouted, "Anyone who knows the names of Columbus's three ships, I'll suck his cock!" At the time, I was a really shy high-school student, muttering to myself: Santa Maria, Nina, Pinta. But I didn't dare stop, I hurried away.

2019

### **Lukács fürdő**

Mancó nagyanyám a Lukácsba járt úszni. Télen, nyáron a szabad ég alatt úszott. Csütörtök volt a mi napunk. Akkor az öcsémmel minket is vitt. Mindenkinek bemutatott minket. Dicsekedett, mekkorát nőttünk, milyen jó volt a bizonyítványunk. Színészek, újságírók, professzorok jártak oda. Furák voltak csöpögő fürdőgatyában azok az emberek a tévéből. Még az az ügyész is odajárt, aki apámat '70-ben államellenes izgatásért elítélte. Mindig hangosan köszönni kellett neki.

## **Lukács Bath**

My grandmother Mancó used to go swimming at Luke's. In winter and summer she swam in the open air. Thursday was our day. Then she took my brother and me. She introduced us to everyone. He bragged about how much we'd grown, how good our report cards were. There were actors, journalists, professors. They were weird in dripping bathing suits, those people on TV. Even the prosecutor who convicted my dad in the '70s of sedition came there. You always had to say hello to him out loud.

## **A dédi mesélte**

Dédmamám, Bánfi Jusztínia 1939-ben végzett a Margit körúti angolkisasszonyoknál. Nemrég meghívót kapott egy belvárosi kávéházban tartandó eseményre, a nyolcvanéves érettségi találkozására. Meglepetésére az akkori huszonnégy fős osztályból valamennyien megjelentek, erőben-egészségben. Az igazi meglepetés az volt, amikor betoppant Aurélia nővér, a most százkilenc esztendőös osztályfőnökük. A régi osztályból huszonhárman Isten szolgálói lettek. Közülük egyetlenegy nem maradt apáca. Hat gyermeke, tizennyolc unokája és ötvennégy dédunokája született. Ez a csodálatos asszony az én dédnagymamám. A régi angolkisasszonyok megbeszélték, 2039-ben újra találkozni. Aurélia nővér arra kérte őket, hogy a találkozót legközelebb nála tartsák meg.

## **Great-grandma told me**

My great-grandmother, Jusztínia Bánfi, graduated from the Englishwomen of Margit körút in 1939. She recently received an invitation to an event in a downtown café, her eightieth graduation reunion. To her surprise, all of the twenty-four members of the class at the time turned up, safe and sound. The real surprise was when Sister Aurélia, now the class teacher for one hundred and ninety-nine years, walked in. Twenty-three of the old class had become servants of God. Not one of them remained a nun. She had six children, eighteen grandchildren and fifty-four great-grandchildren. This wonderful woman is my great-grandmother. The old Englishwomen have agreed to meet again in 2039. Sister Aurelia asked them to have the next reunion at her house.

## **Ne itt keresd Monroe lábnyomát!**

A tanév vége nemcsak a vakációt jelenti, hanem a beinduló nyári útfelújításokat. Utálják az autósok, azok, akik csinálják, a munkából elkésők, mindenki. A Katona József utca járdaszakasza szintén kiválasztott lett. Szorgos légkalapács ébresztette a lakókat. Amúgy az egész procedúra megdöbbentő gyorsasággal zajlott le. A szőrös karú fickó olyan elegánsan simogatta el az aszfaltot a végén, hogy cigiző kollégái is megtapsolták. A még képlékeny szurkolást körbekerítették figyelmeztető szalaggal, amit idő előtt elloptak a környékbeli srácok, létrehozva ezzel a „Nem olyan híresek sétányát”. Ezen az első nyomot hagyók: a postás biciklije, egy üzletasszony túsarkai, Eta néni macskája és egy kislány nyalókája.

### **Monroe's footsteps cannot be found here**

The end of the school year means not only the holidays, but also the start of summer road renovations. Hated by motorists, the people who do it, the people who are late for work, everyone. The Katona József Street sidewalk section has also been selected. A busy jackhammer woke residents. By the way, the whole procedure was carried out with astonishing speed. The guy with the hairy arms was so elegantly smoothing the asphalt at the end that even his smoking colleagues applauded. The still-formulaic cheering was surrounded by warning tape, which was prematurely stolen by the neighbourhood lads, creating a "Walk of the Not So Famous". Here are the first clues: the postman's bike, a shopkeeper's heels, Aunt Eta's cat and a little girl's lollipop.

### **Hagyomány**

1982-ben történt. A holland fiú az Astoriánál szólította le a lányt. Útbaigazítást kért tőle, hogy hogy juthatna el a Halászbástyára. A lány épp nyelvvizsgára készült, örült, hogy gyakorolhatja az angolt – no meg tetszett is neki a fiú –, ezért elhatározta, hogy magyarázás helyett inkább felkíséri a Várba az idegent. A Dunára letekintve, az angolórákon szerzett tudását latba vetve, lelkesen sorolta a hidakat, aztán rátért a Parlament leírására. „Parlament?! Minek nektek Parlament?! Az egyetlen pártotok önmagával vitázik?” A lány elhallgatott. Még sohasem tette fel magának ezt a kérdést. „Tradition.” Ez volt az egyetlen angol szó, ami az eszébe jutott.

### **Tradition**

It happened in 1982. The Dutch boy called her down at the Astoria. He asked her for directions on how to get to the Fisherman's Bastion. The girl was preparing for a

language exam, was happy to practise her English - and liked the boy - so she decided to accompany the stranger to the Castle instead of explaining. Looking out over the Danube, he put his English lessons to good use, eagerly listed the bridges, then turned to a description of the Parliament. "Parliament?! Why do you want a Parliament?! Is your only party arguing with itself?" She fell silent. She had never asked herself that question before. "Tradition." It was the only English word that came to her mind.

### **Hajnal a Blahán**

Koldus papírpoharában néhány kopott fémpénz koppan. Úgy látszik, ma hajnalban én vagyok a fejét leszegve tovasiető, majd hirtelen megtorpanó ügyeletes élő lelkiismeret. Rám se néz, takarója egy burok, vagy inkább páncél, amiről lepattan a közöny, az undor és a sajnálat is. Én végül továbbmegyek, bár nem vagyok elégedett, nem tudom, ki a hibás, nem tudom, még mit tehetek. A Blahán nehéz a hajnal és sűrűek a reggelek.

### **Dawn at Blaha**

A beggar's paper cup is rattling with a few worn metal coins. I seem to be the living conscience on duty at dawn this morning, lowering my head and hurrying to my room, then suddenly stopping. He doesn't even look at me, his blanket is a shell, or rather a shell of armour, from which indifference, disgust and pity are all bouncing off. I finally move on, though I'm not satisfied, I don't know who's to blame, I don't know what else I can do. On the Blaha, the dawns are heavy and the mornings are thick.

### **Nő az erkélyen**

Nagyapával sétáltunk, akkor láttam meg őt a Thököly úton. – Mit néz az a nő az erkélyen? – Az egy szobor. – Nem hiszem, mindjárt int nekem. – Próbáld meg! Integtettem, de nem történt semmi. – Tényleg csak egy szobor. – De nem akármilyen. – Valami híresség? – Nem. Ő egy legenda... Férje az esküvőjük után kapta meg a behívóját az első világháborúba. Ezt követően minden délután innen figyelte a visszatérését. Teltek a hetek, egyre szomorúbb lett. Spanyolnáthában megbetegedett, de lázasan is az erkélyen várta rendíthetetlenül. Meghalt. A férje másnap egészségesen hazaérkezett. Bánatában állíttatta e szobrot, és az erkélyt befalaztatta.



### **Woman on the balcony**

I was walking with my grandfather, and that's when I saw her on Thököly road. - What is that woman on the balcony looking at? - It's a statue. - I don't think so, she's waving at me. - Try it. I waved, but nothing happened. It's really just a statue. - But not just any statue. Some celebrity? - A celebrity? No. She's a legend... Her husband got called up for the First World War after they were married. He watched her return from here every afternoon after that. As the weeks went by, he grew sadder. She fell ill with the Spanish flu, but even with a fever she waited steadfastly on the balcony. He died. Her husband came home the next day in good health. In her grief she had this statue erected and the balcony walled up.

### **HOLLÓ UTCA**

A piszoárnál hárman álltunk. Tőlem jobbra ötvenes, sűrűbajuszos has szuszogta ki a száraz vöröset, balra túlvezérelt hipszter próbálta nem telibe kapni a Tisza cipőjét. Engem két vice házmester küldött ide kis terpeszbe merevedni, hogya ztán a velem szemben, fejmagasságban véget érő, ismerős fehér csempét bámuljam, felette pedig a szépen, egyenletesen befűrt lukakat a falon, ahol egykor a konyhánkat díszítő falitányérok lógtak. Ott és akkor, két vadidegen között brunzolva, teljesen új, megszokhatatlan és szürreális érzé skerített hatalmába, hogy arra a pár évre, míg a bulinegyed központja nem lett a Gozsdu, a házunkból romkocsmá, a lakásból pedig, ahol felnőttem, WC lett.

### **Holló Street**

There were three of us at the urinal. To the right of me was a dense mustachioed belly sniffing out the dry red, to my left an overdriven was trying not to catch the Tisza's shoe. Me was sent here by two vice janitors to stiffen up and then to the familiar white tile, and above it the neat, evenly drilled holes in the wall, where once the wallpaper that decorated our kitchen the wall plates that used to decorate our kitchen. There and then, between two stranger spissing, a completely new, unfamiliar and surreal feeling that for the few years that the party district Gozsdu, our house had become a rum bar, the and the apartment where I grew up had become a toilet.

### **AKADÁLY-DAL**

Lehel térnél három járda, egyik végén sincs lejtő, rámpa.

Kanyargunk és kerülgetünk, Nyugatinál át nem megyünk.

Villamossal szinte egy ugrás Káposztásmegyer,  
csak odáig alacsony padlós szerelvény nem megy el.

Busszal utazni a városban viszont sokfelé lehet,  
ha a sofőrnek kedve van vinni kerekesszékeket.

Új a metró, szinte csoda!

Vajon mikor jut lemindenki oda?

Szép város Budapest, szeretnénk ezt látni!

Jár az élmény annak is, ki két lábon nem tud járni.

### **Song of Obstacles**

At Lehel Square there are three sidewalks, none of which have a ramp at either end.

We twist and turn, we don't cross at Nyugati.

With tram it's almost a jump to Káposztásmegyer, just to get there

A low-floor train won't go Travel by bus to

in the city, if the driver is in the mood to take you

wheelchairs. The metro is new, almost a miracle! I wonder when it will come down  
everyone gets there? Budapest is a beautiful city, we would love to see it! Go to  
for those who can't walk on two legs.

### **ÉVA NÉNI PADJA**

Szeretem az idős embereket. A nagymamám, akihez erősen kötődtem, kilencvenhét évig élt. Éppen ezért ma is felfigyelek arra, ha valahol nagyon idős emberekről hallok. Az év elején meglepődve olvastam arról, hogy lakókerületünkben él egy százegy éves néni. Éva néni kora ellenére még mindig aktív volt, naponta lesétált Gellérthegy utcai otthonából a Csészényi kávézóba. Sajnos azonban már nem bírta egyvégtében megtenni az utat, a Falánk-faló kocsmával szemben meg kellett pihennie. A korláton üldögélt. Barátja, a kocsmagazdája kijárta, hogy pihenőhelyére pad épüljön. Éva néninek ez volt az utolsó születésnapi ajándéka, de a padnál most is hirdeti a tábla: Sasvári Éva pihenője.

### **The bench of Auntie Éva**

I love old people. My grandmother, to whom  
I was very attached to, lived to be ninety-seven. That's why I still pay attention  
when I hear about very old people. The year  
I was surprised to read at the beginning of the year that in our district  
there is an aunt who is one hundred and eleven years old. Despite her age, Aunt Eva  
is still  
active, she walked daily from her home on Gellérthegy Street to the  
Csészényi café. Unfortunately, however, she could no longer go on  
to make the trip, opposite the Falánk-faló pub  
he had to stop for a rest. He sat on the banister. His friend, the pub  
had asked him to build a bench where he could rest. Aunt Eva  
it was her last birthday present, but even now the bench  
the sign reads: 'Éva Sasvári's resting place'.

## **BUDAPESTORSZÁG**

A tikkadt nyári délutánon a vonat indulására vártunk, hogy  
a kerekek minden fordulásával lassan magunk mögött hagyjuk  
a katlanként izzó várost. Az ülések egyikén egy kisfiú  
beszélgetett lelkesen: – Tudod, anya a Duna nagyon tetszett.  
Honnan jön a sok víz, hogy nem fogy el? A mozgólépcsőn  
miért nem mosolygott senki? Én, ha mindennap mozgólépcsőzhetnék,  
állandóan mosolyognék. A tér a királyokkal szép  
volt, de rajtunk kívül senki nem beszélt ott magyarul. A legeslegjobb  
a fagyis volt és az állatkert, igaz, a zsiráfától kicsit  
féltem. A vonat lomhán elindult. A kisfiú felsóhajtott: – Szép  
ez a Budapest, de azért jó lesz hazamenni Magyarországra.

### **Budapestland**

On a sweltering summer afternoon, we waited for the train to depart  
with each turn of the wheels, slowly leaving behind us  
the city glowing like a cauldron. On one of the seats a little boy  
"You know, Mum, I really liked the Danube.

Where does all the water come from that doesn't run out? On the escalator  
Why wasn't anyone smiling? Me, if I could take the escalator every day,

I'd smile all the time. The square with the kings is beautiful  
but no one spoke Hungarian except us. The best  
was the ice cream and the zoo, although the giraffe was a bit  
a bit scared. The train was off at a sluggish pace. The little boy sighed.  
Budapest is beautiful, but it will be nice to go home to Hungary.

### **KÁTYÚS MAGDI**

Hosszú volt a tél. És kemény. Magdi mama utcájában még  
májusban is kis tócsák jelezték a kátyúkat. Szabálytalanul  
hálózták be az úttestet, a gépkocsik csigatempóban szlalomoztak  
közöttük. De még így is előfordult, hogy belehajtottak  
egyikbe-másikba, mert sofőrjüket elvakította a tócsáról  
visszaverődő késő délutáni napfény. Magdi mama első emeleti  
lakása erkélyén állva, muskátlijai közül leste az utat, és  
elégedetlenkedve csóválta hajcsavarókkal teletűzdelt fejét.  
„Nem lesz ennek jó vége” – motyogott az orra alatt. „Még  
nézni is rossz.” Aztán egy reggel a munkába induló autósok  
arra lettek figyelmesek, hogy az előttük kanyargó utat virágok  
díszítik. Éjjel valaki minden kátyúba ültetett egy muskátlit.

### **Magdi of potholes**

It's been a long winter. And hard. In Mama Magdi's street  
even in May, small puddles marked the potholes. Irregular  
and the cars slalomed along at a snail's pace  
between them. But even so, there were still occasions when they drove into  
because their driver was blinded by the puddle  
reflecting off the pond. Mama Magdi on the first floor  
standing on the balcony of her first-floor apartment, watching the road from her  
geraniums.  
and shook her head, full of curlers, in displeasure.  
"This is not going to end well," she muttered under her breath. "Not yet.  
even to look at." Then one morning, the drivers on their way to work  
they noticed that the winding road ahead was covered with flowers

... were adorning the road ahead. Overnight, someone had planted a geranium in every pothole.

### **RÁKÓCZI TÉR**

Nagymama a Rákóczi tér sarkában lakott, épp a rendőrség épülete mellett. Apám ott nőtt fel. Ismerte az összes kurvát, akik napközben is kint álldogáltak. Elmesélte nekik, mi volt az iskolában, ők pedig cukorkát adtak neki. Kedvelték őt. Egyik nap iskolából hazafelé menet a Német utca sarkán elbotlott. Vérző feje megijesztette a lányokat, hazakísérték a kapuig. Nyolcéves apám felcsöngetett: „Anyu, elestem és hazahoztak a kurvanénik”. Másnap házi lekváros piskótát ettek a hölgyek. Húsz évvel később galambokat kergettem a Rákóczi tér nagy fái alatt. Öregemberek sakkoztak a padoknál. Nemrég arra jártam. Se kurvák, se galambok, se nagymama.

### **Rákóczi Square**

Grandma used to live on the corner of Rákóczi Square, just next to the police building. My father grew up there. He knew all the whores, who used to stand outside during the day. He told them about what was at school, and they would give him candy. They liked him. One day on his way home from school, on the corner of German Street he stumbled. His bleeding head frightened the girls, they took him home to the gate. My eight-year-old father rang the bell: 'Mummy, I fell and they brought me home.' by the prostitutes". The next day they had homemade jam tarts ...and the ladies. Twenty years later I was chasing pigeons on the Rákóczi under the big trees of the square. Old men played chess on the benches. I recently passed by. No whores, no pigeons, no grandma.

### **DUNAI EMLÉK**

Félve hallgattam, ahogy apukám a levelet olvasta. Mi lesz, ha a sok korlátozás után a macimat sem tarthatom meg? A küldeményben azonban nem ez, hanem egy VII. kerületi cím állt, amely ezentúl az otthonunk lesz. Odaköltözésünk

után két héttel a lakókat az udvarra küldték a katonák. Körülbelül tíz felnőttet kiválasztottak. Köztük a szüleimet is.

Éreztem, hogy jobb, ha csendben maradok. „Hová visznek minket?” – kérdezték. „Csak egy kis Duna-parti sétára” – röhögtek. Három óra múlva újra láttam a katonákat, viszont a szüleimet soha többé... Az unokáimnak egész Budapestet megmutattam a rakpart kivételével. Ötéves korom óta nem tudom csodálattal nézni.

### **Memory of the Danube**

I listened in fear as my father read the letter. What will happen, if I can't keep my teddy bear after all the restrictions?

But the letter didn't say that, it was from a

which would be our home from now on. Our move

two weeks after we moved in, the residents were sent to the yard by the soldiers.

About

about ten adults were selected. Among them were my parents.

I felt it was better to keep quiet. "Where are they taking me?

us?" - they asked. "Just a little walk along the Danube" -

they laughed. Three hours later I saw the soldiers again, but

but never my parents again... My grandchildren have the whole of Budapest

except for the quay. Since I was five years old

I can't look at it with admiration.

### **EGY VÁROS**

Ez is csak egy város. Megszülettem, felnőttem, megláttam a

kajszai mosolygást, a puha pillantást a margitszigeti platánfa

lombkoronája alatt, levelek, szőke hajzuhatag, érzések kavarogtak

a szélben, félszegen odaléptem bolondot csinálni

magamból, de kapható voltál, elhívtalak, bólintottál, vártam,

késtél, remegtem, megérintettelek, elvirágzott egy csók és egy

örökké, ígértem fűt-fát, nekem bárhol, csak veled, neked

velem és itt, így itt, együtt, betartottam fűt-fát, és annyi

év után is szerelmesen viszem ki az unokáidat a tűzijátékra,

mezítláb lépkedünk a rakodópart kövein, az enyhe sodrásban,  
a fényben, rólad kérdeznek, milyen voltál, mit csináltál,  
hogyan szerettél minket. Ez is csak egy élet.

### **Just another city**

It's just another city. I was born, I grew up, I saw the  
the soft look of the plane tree on Margaret Island, the smile of the  
under the canopy, leaves, blond hair, feelings swirling  
in the wind, half-cold I went there to play the fool  
But you were available, I asked you out, you nodded, I waited,  
you were late, I trembled, I touched you, a kiss bloomed and a  
forever, I promised a grass-tree, me anywhere, only with you, for you  
with me and here, so here, together, I kept my promise, and so much  
After so many years, I'll still take your grandchildren out to the fireworks with love,  
we walk barefoot on the stones of the loading dock, in the gentle drift,  
in the light, asking about you, what you were like, what you did,  
how you loved us. It's just another life.

### **CITROMSÁRGA**

A Lövőház utcában ücsörgök egy kocsmában, fölöttem napernyő. Megdörren az ég,  
elkezd esni az eső. Ömleni. Felbolydul az utca. Aki sétál, elkezd szaladni, de hiába.  
Egy másodperc bőven elég ahhoz, hogy bőrig ázzanak. A kocsmárosok nagy  
meglepetésemre eltorlaszolják a bejáratokat. Először rosszhiszeműen arra gondolok,  
hogy a vizes embereket akarják kizárni, de hamar rájövök, tévedtem. Perceken belül  
vízben áll a székem, a vádlím közepéig ér a folyam az utcán. A legtöbb csapos  
kétségbe esetten meri ki a vizet az üzletéből. Egyet kivéve. Ahol én iszom, a tulaj  
teljes nyugalommal sétál ki kezében egy sörrel, strandgatyában, és elkezd felfújni  
egy citromsárga gumimatracot.

### **Yellow**

I'm sitting in a pub on Lövőház Street, above me an umbrella. The sky breaks, it  
starts to rain. Pouring. The street is in turmoil. People walking start to run, but to no  
avail. About a second is enough to get them soaked to the skin. The barkeepers to my  
great surprise, barricade the entrances. First I think, in bad faith, that the wet  
people but I soon realise I was wrong. Within minutes my chair is standing in water,

the stream in the street up to the middle of my calf. Most bartenders are desperate to get water out of their business. Except one. Where I drink, the proprietor walks with complete composure with a beer in his hand, wearing beach shorts, and starts blowing a lemon yellow rubber mattress.

### **NAGYVILÁGI ÁLOM**

Budapest maga a nagyvilág, a lehetőségek városa – Mari azóta tudta ezt, mint az eszét. Ha felnő, Budapestre költözik.

Marinak szerencséje volt, hamar talált munkát – a vásárcsarnokban.

Egy baromfiboltba vették fel, tapasztalata miatt

könnyedén; odahaza is az ő dolga volt kikészíteni a házi szárnyasokat.

Mari egy huszonhat négyzetméteres garzont bérel,

onnan jár be mindennap, és aprít, zsigerel, csontoz. És Mari

boldog. Száz négyszögöl helyett csupán egy tenyérszerű zugot

mondhat ugyan magáénak, s reggelente kakaskukorékolás

helyett autózúgásra, a csipkerózsák illata helyett a városi

szmogra kel. Ám mindezt álmai nagyvárosában, Budapestben.

### **Big dreams**

Budapest is the big world, the city of possibilities - Mari since then

knew it like the back of her hand. When she grew up, she would move to Budapest.

Mari was lucky, she quickly found a job - in the market hall.

She was hired in a poultry shop, because of her experience

easily; at home, it was her job to finish the poultry.

Mari rents a twenty-six square metre garage,

from where she goes in every day to chop, gut and bone. And Mari

is happy. Instead of a hundred square metres, she has a corner the size of a palm

And every morning, she'll hear the crowing of a rooster

and the smell of roses instead of the smell of the city

the smog of the city. But all this in the city of his dreams, Budapest.

### **OSZKÁR BÁCSI ÉS AZ USZODA**

Oszkár bácsi a szomszédunkban lakott, a körfolyosó lépcsőház

felőli sarkában. Télen-nyáron kinn cigizett a konyhaablakuk



előtt, hozzá olcsó borokat ivott. Imádott a gyerekeknek mesélni a fiatakoráról. Arról, hogy vízilabdázott, „mint minden vagány srác a környéken, focizni külvárosi prolik jártak”. Későbbi olimpiai és világbajnokokról sztorizott, a Komjádi és a Hajós öltözői poénjairól, a kisgyerek Benedekről és arról, hogy egyszer gyorsabban megúszta a százat, mint Csapó Gábor. Oszkár bácsit egyszer mentő vitte el, utána már nem ihatott, nem cigizhetett, gyógytornára és úszni is küldték. Akkor derült ki, hogy Oszkár bácsi még csak úszni se tud. De mesélni – azt mindenkinél jobban.

### **Uncle Oszkár and the swimming pool**

Uncle Oszkár lived next door to us, on the staircase of the circular corridor corner of the staircase. In winter and summer he smoked outside their kitchen window

drinking cheap wine. He loved to give the kids about his youth. About playing water polo, "like all "like all the cool kids in the neighborhood, football was played by suburban prostitutes.

He told stories about later Olympic and world champions, the Komjádi ...the locker-room jokes of Komjádi and Hajós, the little kid Benedek...

how he once got out of the 100 faster than Csapó

Gábor. Uncle Oszkár was once taken away by an ambulance.

He was sent to physiotherapy and swimming.

Then it was discovered that Uncle Oszkár could not even swim.

But he could tell stories - better than anyone else.

### **MONICA**

Kálmán bácsi belekortyolt a reggeli kávéjába és a Szabadság-szoborra emelte a tekintetét. Egy emlék jutott eszébe:

nagyjából 40 évvel ezelőtt Monica, az igéző szépségű spanyol

hölgy Budapestre érkezett pár hetes tanulmányútra. Az akkor

húszéves Kálmán azonnal beleesett, mint vak ló a szakadékba.

Első randevűjük a Gellért-hegyen volt. Kálmán bácsi kuncogva

idézte fel, mit válaszolt Monica arra a kérdésre, vajon mit emel az ég felé a híres nőalak: – Ahogy eddig megismertelek titeket, magyarokat, egy fél rántott húst vagy lángost... Kálmán bácsi beszólt a konyhaablakon: – Drágám, lehetne lángos a mai ebéd? – Lángosz? Por supuesto! – hangzott a válasz.

### **Monica**

"Uncle Kálmán took a sip of his morning coffee and looked up at the Statue of Liberty. A memory came to mind: about 40 years ago, Monica, the enchantingly beautiful Spanish lady, arrived in Budapest for a few weeks of study. The then twenty-year-old Kálmán fell for her, as if a blind horse had fallen into a ravine. Their first date was on Gellért Hill. Uncle Kálmán chuckled as he recalled Monica's answer to the question of what the famous female figure is raising towards the sky: 'From what I've gathered about you Hungarians so far, it's probably a fried cutlet or a lángos...' Uncle Kálmán called into the kitchen window: 'Darling, could we have lángos for lunch today?' 'Lángosz? Por supuesto!' came the reply."

### **A VÁROS GEOMETRIÁJA**

Úgy döntöttünk, összeköltözünk itt, Budapesten. A párom és én. Más volt az életvitelünk. Ő dolgozott, én egyetemre jártam. Fogtuk a térképet, mindketten rajzoltunk rá egy kört: kinek mi esne közel. De a köreink nem találkoztak. – Korán kell indulnom, úgyis zavarnálak – jegyezte meg ő. – Lehet, sokáig ellennék esténként – bólintottam én is. Csak néztük a két karikát, amiknek nem volt közös pontja. – De a hétvégék... – kezdtem, és egy kicsit nagyobb kört rajzoltam. – Vagy a délutánok – egyezett bele, és sajátját megtoldotta egy furcsa kis sarokkal. Szó szó után, síkidom síkidomhoz illesztve: együtt megoldottuk a legfontosabb geometriapéldát.

### **Geometry of the City**

We decided to move in together here, in Budapest. My partner and me. We had a different lifestyle. He worked, I went to university. We took the map, we both drew a circle on it: who's closest to what. But our circles never met. "I have to leave early, I'll disturb you," he said,

I could stay late at night," I nodded. We just watched the two rings that had no common point. - But weekends...  
- I started, and drew a slightly bigger circle.  
- Or afternoons," he agreed, and added his own with an odd little corner. Word by word, plane node by plane node: Together we solved the most important geometry problem.

### **LÉGVONALBAN**

Baltazár Kristóf egy szép napon eladta az autóját, és biciklivel indult munkába. Közlekedési reformját nem mindenki fogadta örömmel. – A járdán tilos kerékpározni, tűnés innen!  
– Mit tartod fel a többieket a bicikliúton, nem tudsz gyorsabban tekerni?! – Takarodj a buszsávból azzal a bringával!  
– Az ilyenektől dugul be a város! Baltazár Kristóf nem adta fel. A drótszamar kormányát erősen megmarkolva felemelkedett a levegőbe, és a körút fölött, úgy háromméteres magasságban rendületlenül taposta tovább a pedált. Jogkövető módon továbbra is megállt a piros lámpáknál, amin elég sokan csodálkoztak.

### **As the crow flies**

Kristóf Baltazár sold his car one fine day and went cycling to work by bike. Transport reform not universally welcomed welcome. - No cycling on the pavement, get out of here!  
- What are you holding up people on the cycle path for, can't you go any faster? faster?! - Get out of the bus lane with that bike!  
- You're the ones clogging up the city! Kristóf Baltazár didn't give up. Gripping the handlebars of his wire donkey, he rose up into the air and, about ten feet above the boulevard. he stomped on the pedal.  
continued to stop at the red lights, which were many people were amazed.

### **ÉPPEN HATVAN ÉVE**

Nem tudom, hány csoda történt Budapesten 1959-ben.

Állok a Gellért fürdő kapuja előtt és az én csodámra gondolok.

Azon a nyári délutánon a Gizella téri bank mahagóni

bőrfotelje, az Andrassy úti nagypolgári lakás csipkefüggönyös

ablaka, a Nyúl utcai villakert vörös rózsabokra megérintette

az emeleti fehér korlátot és lepillantott a vízre. A tömegben

nem tudta levenni a szemét a kiscesti, füstös levegőjű kocsmá

kockás abroszáról, a lakatosműhely fémforgácszagú, zsírfoltos

barna köpenyéről, a házmesteri lakás sötét, belső szobájáról.

Addig nézte, amíg végül az is felpillantott és egymásra

mosolyogtak. A csoda megtörtént. Anyu és Apu találkoztak.

### **Sixty years ago**

I don't know how many miracles happened in Budapest in 1959.

I stand in front of the gates of the Gellért Spa and think of my miracle.

On that summer afternoon, the mahogany of the Gizella Square bank

the lace curtains of the bourgeois apartment on Andrassy Avenue

and the red roses of the fork garden on Nyúl Street

the white railing upstairs and glanced down at the water. In the crowd

he could not take his eyes off the smoky air of the pub in Kispest

the chequered tablecloth, the grease-stained, metal-shavings-smelling

the dark inner room of the caretaker's flat.

He watched until at last it, too, looked up and looked at each other.

smiled at each other. The miracle had happened. Mum and Dad had met.

### **HOGYAN SZELFIZD SZÉT HAZÁDAT**

A kiírásra került Budapest Szelfije pályázatra számos figyelemre méltó fotográfia érkezett rendkívül kreatív megközelítésekben.

A kiemelt képek között volt egy Vásárcsarnok

hentespultja előtt tanácstalanul szemlélődő szarvasmarha,

egy a Lánchíd oroszlánja mellett ásító kiscica, és egy Balaton

út és Tanító utca csomópontjában épülő körforgalmat

ostorral csapkodó betyár fényképe is. Végül azonban a zsűri

által hosszas töprengések után kiválasztott fotón egy Fiumei

úti benzinkút melletti oszlopra kirakott behajtani tilos tábla volt látható a mellette ugyanabba az irányba mutató kötelező haladási iránnyal együtt.

### **How to selfie your homeland**

The Budapest Selfie competition has attracted a lot of attention remarkable photography in highly creative approaches.

Among the featured images was one of a Market Hall in front of the butcher's counter,

a kitten yawning next to the lion of the Chain Bridge, and a picture of Lake Balaton road and Tanító utca at the roundabout

of an outlaw cracking a whip at the roundabout. But in the end, the jury after much deliberation by the jury, the photo of a

a no entry sign on a pole next to a petrol station on Fiumeiei

next to a sign pointing in the same direction, with the

direction of traffic.

### **VAK BOTTYÁN**

Hamu lepte be a köröndöt. Ugyan a tűzoltók már rég eloltották

az égő háztetőt, a lassan felszálló füstöt még mindig

legalább ötven ember fényképezte. Egy tömött, kétszintes

városnéző busz lépésben haladt az Andrássy úton a Hősök

tere felé. Az alsó szinten helyet foglaló Kinga görcsösen

szorongatta a mikrofont. Történelem szakos tanárként

végzett, de mivel jól beszélt angolul, utolsó szabad nyarára

idegenvezetőnek állt. Az összes turista az ablakhoz tódult.

A ház alatt álló szoborra pillantva Kinga rögtön kapcsolt, és

percekig mesélt törökről, labancról, kurucról. Érezte, hogy

végre elkapta a pillanatot, és övé minden figyelem. Abban a

pillanatban megtalálta hivatását.

### **Blind Bottyán**

Ashes covered the roundhouse. Although firefighters had long since extinguished

the burning rooftop, the slowly rising smoke was still

at least fifty people were taking pictures. A crowded, two-storey

sightseeing bus was moving at a brisk pace along Andrassy Avenue to the Heroes' Square.

Square. Kinga, who was sitting on the lower deck, was convulsing  
clutched the microphone. As a history teacher  
but because she spoke English well, she had spent her last free summer  
she became a tour guide. All the tourists flocked to the window.

Glancing at the statue under the house, Kinga immediately switched on the TV and  
for minutes on end about the Turks, the Labans and the Kurds. She felt that  
she had finally caught the moment and had all the attention. In that moment  
In that moment, she found her calling.

### **AZ ÉLŐ VÁROS**

A város megszületik, érez, nevet, szomorú, boldogságos és fájdalmas,  
mint a gyermekei sorsa. Emlékszem, negyvenötben,  
amikor a túlélők feljöttek a pincékből, mindenki mosolygott,  
ismeretlenek ölelkeztek össze. Az első szabad május elsején a  
budai hegyekből és külvárosi kertekből kitépett orgonabokrokkal  
díszítették fel a házak kapuit. A város újra élt és nevetett,  
boldogan szívta be a remény orgonaillatát. És emlékszem,  
ötvenhatban, amikor a lánctalpak már a budai oldalon  
csikorogtak és a szétlőtt város vérző utcái sötétben zokogtak,  
a Népszínház utca minden ablakában gyertyák égtek. A gyász  
döbbenete ülte meg a szíveket. Ezen a novemberi halottak  
napján a város önmagát, édesgyermekait siratta.

### **The Living City**

The city is born, feels, laughs, sad, happy and painful,  
like the fate of its children. I remember, at forty-five,  
when the survivors came up from the cellars, everyone was smiling,  
strangers hugging each other. On the first free day of May Day.  
with lilac bushes plucked from the hills and suburban gardens of Buda  
decorated the gates of the houses. The city was alive and laughing again,  
happily breathing in the scent of hope. And I remember,  
in the fifties, when the caterpillars were already on the Buda side

and the bleeding streets of the shattered city wept in darkness,  
candles were lit in every window of Népszínház Street. The mourning  
of grief filled the hearts. On this November's dead  
the city was mourning itself, its children.

### **TELEPI SZIESZTA**

Van egy kerület, ahol a napfény csak a hatodik emelet felett  
süt be az ablakon. Egy kerület, ahol a patkányok panelban  
laknak. Egy kerület, amiről mindenki rémmeséket hallott,  
mégis mindig sziesztahangulat van. Aki itt él, mindent máshogyan  
lát: „itt a füst is máshogyan száll”. Kátyús utak, szabálytalanul  
parkoló autók. A bevándorlást megállítottuk, de  
török kebaboltban vásárolunk pakisztáni eladóktól, kínai étteremben  
esszük a legfinomabb édes-savanyú csirkét, szlovén  
fagyizóban nassolunk és albán pékségbe járunk kenyérért. Ha  
pedig kifogytunk a mosószerből, vietnami háztartási boltba  
megyünk. Ez a mi lakótelepünk, ahol kubai legfeljebb csak  
a hangulat lehet és a név; Havanna.

### **Siesta in the Neighbourhood**

There is a district where sunlight is only above the sixth floor  
shines through the window. A district where the rats in a panel  
live in a flat. A district that everyone has heard horror stories about,  
yet there's always a siesta atmosphere. For those who live here, everything is  
different

"The smoke is different here". Potholed roads, irregularly  
parked cars. Immigration has been stopped, but  
we buy from Pakistani vendors in Turkish kebab shops, Chinese restaurants  
eating the best sweet and sour chicken, Slovenian  
Slovenian ice cream parlours and Albanian bakeries for bread. If you  
we're out of detergent, we go to a Vietnamese hardware store  
we go to a household appliance store. This is our neighbourhood, where Cubans are  
at most  
is the atmosphere and the name; Havana.

### **HÁROMHETENTE**

Háromhetente elég profán okból kifolyólag mindig elsétálok a Hegedűs Gyula utca 8-as szám előtt. Jól bejáratott forgatókönyv alapján jutok el oda a Nyugatiból, mindig ugyanarra, mindig a reggeli órákban, esőben, szélben, nyári melegben. Ilyenkor még csendes és nyugodt a város, csak az én gyomrom ugrik össze minden alkalommal Az Élet Menete központja előtt, amikor meglátom Oser Nándor és felesége, Oser Nándorné, született Benkő Magdolna botlatóköveit. Mindkettőjüket 1944-ben deportálták és haltak értelmetlen halált. Összeszorul a szívem: Oser az majdnem Cser, csak egy értelmetlen vonalka a különbség. Sosem látott apai nagyszüleimre gondolok, és szaladok tovább a körmösömhöz.

#### **Every three weeks**

Every three weeks, for a rather mundane reason, I always walk away past number 8 Hegedűs Gyula Street. It's a well-worn a well-established script to get there from Nyugati, always the same place, always in the morning, in the rain, in the wind, in the summer heat. At this time of the day, the city is still quiet and calm, only the but my stomach jumps every time The March of Life when I see Nándor Oser and his wife, Nándorné Oser, née Magdolna Benkő. Both of them were deported in 1944 and died meaningless deaths. My heart sinks: Oser is almost Cser, only a just a meaningless line of difference. To my never-seen paternal grandparents I think of my never-seen grandparents and run to my nail salon.

### **BUDAPEST TÍZ CSAPÁSA**

Réges-rég történt, igencsak rájárt a rúd a városra. Tíz csapás követte egymást, egyik veszedelmesebb, mint a másik. Elsőként szennyvíz festette vérvörösre a Duna vizét. Aztán csótányok lepték el az Andrássy út díszes palotáit. Mutáns



giliszták bukkantak fel az Illatos úti vegyi üzemnél. Kutypapírok  
lepte el a tereket, lépni sem lehetett tőle. Megjött az  
influenzajárvány az orvos nélküli városba. Később hullani  
kezdtek a galambok, kéményeket eltömítve. Tavasszal özönvíz  
érkezett, elvesztek a rakpartok és pincék. Menekültek  
hada érkezett délről, ám látva a többi csapást, inkább továbbmentek.  
A város sorsát végül az pecsételte meg, amikor bezártak a körúti kocsmák.

### **The ten plagues of Budapest**

It was a long time ago, the city was in a bad way. Ten blows each more terrible than the last. First, sewage turned the Danube blood red. Then cockroaches infested the ornate palaces of Andrassy Avenue. Mutant worms appeared at the Illatos Road chemical plant. Dog poo infested the squares, making it impossible to move. Then the flu epidemic arrived in the city without a doctor. Later, pigeons began to fall, clogging chimneys. In spring, a flood...the quays and cellars were lost. Refugees arrived from the south but seeing the other scourges, they moved on. The fate of the city was finally sealed when when the pubs on the boulevard closed.

### **CSATORNÁK**

Kőbányán a házunk előtt van egy csatornafedél. Az a legszebb csatornafedél. Aranyozott íves peremén jól látszik a sorszáma: D400 E124, REXEL, Budapesti Távhőszolgáltató RT. Kettéválaszt két távoli világot; világost és sötétet. A világos fent, a sötét lent. A sötét gyorsabb. Most, hogy megint nem jár a 4-es, 6-os villamos, egyszerűbb az alsó világon keresztül eljutni a Deák térre. Ott is vannak szép csatornafedelek, de mások, mint a kőbányai D400 E124, REXEL, Budapesti Távhőszolgáltató RT. csatornafedél. Az van a házunk előtt, s minden reggel azon állva búcsúzunk el egymástól, esténként hazatérve pedig azon üdvözljük egymást. Az a legszebb csatornafedél a világon.

### **Sewers**

In Kőbánya, there is a sewer cover in front of our house. It is the most beautiful sewer cover. You can see the number on the gilded curved edge: D400 E124, REXEL, Budapest district heating company RT. It bisects two distant worlds; light and dark. The bright one above, the dark below. Dark is faster. Now that it's not the 4, 6 trams are running, it's easier to cross the lower world to get to Deák tér. There are nice

manhole covers there, but other than the D400 E124 in Kőbánya, REXEL, Budapesti Távhőszolgáltató RT. manhole cover. It is in front of our house, and every morning we say goodbye standing on it, and in the evenings and when we return home we greet each other on it. The most beautiful manhole cover in the world.

### **SEGÉLYHÍVÓ**

Üdvözetem, jó napot! A segítségüket szeretném kérni. 20 éve vagyok szingli, önálló, független. Szerető, hű, őszinte társamat keresem, aki szívesen hozna nekem reggelente kávé vagy teát a Móriczról, munka után eljönne velem a Margit hídra vagy a Lánchídra (szabadon választható) sétálni és hajókat számolni. Hétvégéken elkísérne a Margitszigetre kacsát etetni és piknikezni. Örökbe fogadna velem egy szurikátát az állatkertben, bátran felülne velem a Budapest Eye-ra, versenyezne velem a mozgólépcsőkön, integetne a Nyugatiban. A legfontosabb pedig: úgy bánná velem, hogy én legszívesebben a Hősök terére kívánnám, a többi hős közé.

### **Emergency call**

Greetings, good day! I would like to ask for your help. I am a 20 years old single, independent, self-sufficient person. I am looking for my loving, faithful, honest partner who would like to bring me coffee in the morning or tea from Móricz, to go with me to Margaret Bridge after work or to the Chain Bridge (optional) for a walk and to see boats counting ships. On weekends he would accompany me to Margaret Island to feed ducks and picnics. He would adopt a meerkat with me at the zoo, he would bravely ride the Budapest Eye with me, race me on the escalators, wave at me in the Western Railway Station. The most important thing he would treat me in a way that would make me want to go to Heroes' Square with the other heroes.

### **A zuglói márványmenyasszony legendája**

1919. Elmesélem, mi történt abban a Thököly úti bérházban? A javasasszony jegyese, valami huszárhadnagy elment a nagy háborúba, a dámája pedig az erkélyen állva várta éjjel-nappal, tavasztól télig. Úgy hallotta, az ura elesett Isonzónál, átkot szórt magára, és menten kővé dermedt a balkonon. Ott lelte a lovastisztje a frontról hazatérve.

1959. Látod, amott egy szobor az erkélyen? Egy burzsuj gyáriparos leányáé, aki bánatában kivetette magát a teraszról, mert az apja a proli fiú szerelmét elhajtotta

bakának a frontra. A mágnás gyászában befalaztatta az erkélyajtót, és ezt emelte emlékül márványból.

1912. Pápai Manó varrógépgyáros megrendelésére ajándékol lányának, Irénnek.

A szobor Ligeti Miklós alkotása.

### **The Legend of the Marble Bride of Zugló**

1919. Should I tell you what happened in that apartment building on Thököly Road? The wise woman's fiancé, some hussar lieutenant, went off to the great war, and his lady waited for him day and night on the balcony, from spring to winter. She heard that her man had fallen at the Isonzo, cursed herself, and instantly turned to stone on the balcony. That's where her cavalry officer found her upon returning from the front.

1959. You see that statue on the balcony over there? It belongs to the daughter of a bourgeois industrialist who, in her sorrow, threw herself off the terrace because her father had sent her working-class lover off as a common soldier to the front. In his grief, the magnate bricked up the balcony door and erected this marble monument in her memory.

1912. Commissioned as a gift for his daughter, Irén, by Manó Pápai, a sewing machine manufacturer.

The statue is the work of Miklós Ligeti.

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