



**Doctoral School of  
Business and  
Management**

## **THESIS SUMMARY**

**Ilona Erzsébet Molnár-Csomós**

**Impact of overtourism on the well-being of the local residents in Budapest  
(Hungary) District VII**

Ph.D. dissertation

### **Supervisors:**

**Judit Simon Ph.D, habil. – Kornélia Kiss Ph.D**  
professor emerita                      associate professor

Budapest, 2024

**Department of Tourism**

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## 1. Research background and justification of the topic

The resolution of the problematic situation caused by undesirable levels of tourism, which can also be attributed to the rise of the Night-Time Economy (NTE) (Pinke-Sziva et al. 2019, Olt et al. 2019), is relevant both in the smallest district of Budapest and at the metropolitan level, and its timeliness has once again become unquestionable after the pandemic effects have been mitigated.

As tourists, we prefer to travel to places where the locals have a sense of well-being<sup>1</sup>, and therefore the well-being of the residents has a significant impact on the success of tourism in a place (Michalkó – Rátz 2006). The milieu theory of the authors (Michalkó – Rátz 2006) draws attention to the importance of interpreting the lively and open attitude of the locals as a specific attraction. It is therefore becoming increasingly clear that the local residents have a role of importance equal as tourists. Tourism is about visitors and locals alike (Kiss et al. 2020), and can be understood as a complex set of relationships. And if a relationship system is considered complex, especially from a health<sup>2</sup> perspective, the individual should be in the focus of investigation (Simon – Lantos 2016).

The existence of an equilibrium<sup>3</sup> resulting from the sense of well-being of local residents is key to competitive tourism. The presence of overtourism may jeopardize the existence of this equilibrium and ultimately the success of tourism in the destination concerned. Therefore, the research purpose is to formulate recommendations to restore the existence of residential well-being of the locals in the sense of equilibrium-state affected by overtourism, especially at the level of the individual. This is motivated by the desire to emphasise that the local residents, beyond the illusion of powerlessness, has the capacity to make efforts for its own residential well-being, if it is conditioned to do so. But to do so, you must first be open to the fact that, in addition to the problematic situation, Budapest District VII can also offer alternatives to the solution.

The sub-topics that form the basis of the doctoral research, such as residential well-being and overtourism, all have significant research findings, particularly in the international arena, and the approach of my examination can be paralleled with the economic sociological approach. Because of

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<sup>1</sup> Well-being is a mental state described as the quality of life experienced in the "here and now", or a sense of well-being (Horlings – Smith 2019).

<sup>2</sup> Health is defined by the World Health Organization (WHO) as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity" (World Health Organization 1946 p. 1).

<sup>3</sup> The existence of a state of equilibrium presupposes the coordinated and healthy functioning of the individual's physical, mental and spiritual performance, which conceptual definition can be derived from the semantic interpretation of the word recreation (Gládi 2011).

the focus of the research, the approach is both economic and sociological, as it focuses on the relationship between the economic and social aspects of a process.

In the international aspect of the residential well-being survey, specialists working at the European Foundation for the Improvement of Living and Working Conditions (Eurofound) were among the first to show the results of the "European Quality of Life Survey" (Eurofound 2016) that the quality of the place of residence significantly affects the quality of life of the population living there. All of this is confirmed by the "World Cities Report" (UN-Habitat 2016) published by the United Nations Human Settlements Program (UN-Habitat), which also emphasizes the importance of the quality of housing. The report "Better Life Index" (OECD 2019) published by the Organization for Economic Cooperation and Development (OECD) also confirms that well-being depends on many factors, including the quality of housing. Although publications containing primary research on the issue of residential well-being were prepared as early as 2002 (Seong-Kyu et al. 2002) followed by more in the coming years (Kullberg 2010), however, the topic was published more in depth in 2012 (Sirgy 2012, Balestra – Sultan 2013, Zerrahn – Krekel 2015), articles containing valuable research data, as well as studies based on meta-analysis or systematic literature reviews (Sirgy 2016).

On the other hand, overtourism is a relatively new term in scientific research, appearing in 2016 by Ali (Zucco et al. 2020). Regarding its conceptual definition, the formulation of UNWTO (2018) is authoritative, according to which overtourism is the impact of tourism on a destination or its parts, which excessively negatively affects the perceived quality of life of locals and/or the quality of visitors' experiences. In academic research, the problem began to surface and gain ground (McKinsey&Company – WTTC 2017, Goodwin 2017) with international research results that can be observed at the year 2017. For the point of view of this particular research, relevant data and findings are made from the beginning of the year 2018 (Koens et al. 2018, Peeters et al. 2018). In terms of research results examining the phenomenon of overtourism, a report prepared by the European Union (Peeters et al. 2018) was published in 2018, which draws attention to the ever-increasing problem generated by overtourism, in addition to emphasizing the need for the sustainable development of tourism and also the importance of involving the local communities. The same year, the researchers of the World Tourism Organization (UNWTO) voiced that overtourism is a complex problem, the rise of which can lead to a lack of balance between tourists, tourism providers, local communities and the environment. thereby promoting sustainable tourism. The state of equilibrium can be restored and maintained by keeping in mind the application of the "local principle" (localism), as a result of which tourism developments are placed at the service of the local community, culture and economy. In recent

years, several publications have been issued that jointly examine the topics of localism – overtourism – residential well-being (Fillis et al. 2023, Panzera 2022, Butcher 2021, Herbold et al. 2020). For example, the lack of this state of balance can be seen in the case of eight large cities – such as Amsterdam, Barcelona, Berlin, Copenhagen, Lisbon, Munich, Salzburg, Tallinn – which, due to their outstanding involvement in the phenomenon of overtourism – in order to explore/unveil the effects of undesirable levels of tourism and their solution alternatives – formed the sample area of a large-scale (3153 respondents) quantitative research before the pandemic (Julian 2019).

Actually, sustainable tourism and overtourism are two sides of the same coin, with the difference that the former has the ability to destroy the effects generated by the latter (Damjanović 2021).

Domestically, in addition to the ever-expanding literature on overtourism, residential well-being is an under-researched topic, as it is considered a new field of research, but its importance is growing in direct proportion to the rise of overtourism.

In the course of the doctoral research I will attempt to answer the question: *how does an undesirable level of tourism affect the residential well-being of the locals*. I am looking for the answer to the central research question based on the example of Inner-Erzsébetváros, which is considered a key area in terms of the topic, to which the title of the dissertation draws attention, thereby providing the context of the research.

The answer to the research question is supported by three – district-specific – sub-questions, the wording of which was inspired by my own research antecedents and the results of the preliminary research published in the table above (Table 1 of dissertation). Based on the preliminary results, it became clear that tourists, professionals and the local residents also marked the place as the most important value in the largest proportion, and there was also agreement that there is a significant division of values in the context of "place". As Accor Hotels also advertises, "as many talents, as many personalities (...) as many brands, as many characteristics..." (accor.hu 2024 p. 1) however, all these are core values such as sustainable performance – which for the network currently operating 3500 European hotels is equal to long-term (durable) value creation – they become a community by being connected along. The division is not new, and the Preserving Places (PLACE for short) project, funded by the European Commission from 2007 to 2013, aimed at eradicating it (Montanari 2020). However, local problems require local solutions tailored to the specific sense of place (Peeters et al. 2018).

Table 1: A summary table of the sub-questions, as well as the own research history and the parameters of the preliminary research, which form the basis of their formulation

Finding	Research time	The circle of those included in the research	Methodology	Publication of the finding
<b>RESEARCH ANTECEDENTS</b>				
Value division in relation to local character.	2017	Experts	Qualitative/ In-depth interview	Marketing & Management 2021(2) <sup>4</sup>
Local level recommendations (concept map)	2017	Expert opinion <sup>5</sup>	Written assessment	Marketing & Management 2021(2)
Value division in relation to local character.	2021	Tourists and Local residents	Qualitative/ Narrative analysis	Within the framework of the New National Excellence Program 2020/2021: Tourism Bulletin 2021(4) <sup>6</sup>
The main value is the multifactorial characteristic of the local character <sup>7</sup> .	2021	Tourists	Quantitative/ Questionnaire	Marketing & Management 2021(2)
The main value is the multifactorial characteristic of the local character.	2022	Experts and Local residents	Qualitative/ In-depth interview	Under preparation
<b>PRELIMINARY RESEARCH</b>				
As a result of exploring the input representing sensory perception and the internal processes equivalent to individual filters – such as habits, attitudes, patterns – it is possible to raise awareness of the output underlying the increase in the number of choice options and to improve well-being. <sup>8</sup>	2022	Local residents	Qualitative and Quantitative/ Sentiment analysis	Within the framework of the New National Excellence Program 2021/2022: Space and Society 2022(4) <sup>9</sup>
<b>DISTRICT-SPECIFIC SUBQUESTIONS OF DOCTORAL RESEARCH</b>				
<b>Sub-question 1:</b> The multifactorial characteristic of the district's local character - as a value - can be seen along the lines of what buzzwords?	2022 - 2024	Local residents	Qualitative and Quantitative/ Content analysis	Doctoral dissertation
<b>Sub-question 2:</b> What ways can the durability of the multifactorial characteristics of the district's local character be supported?	2022 - 2024	Expets and Local residents	Qualitative/ In-depth interview (cross-sectional research)	Doctoral dissertation
<b>Sub-question 3:</b> What effect does the undesirable level of tourism have on the multifactorial characteristics of the district's local character?	2024	Local residents	Qualitative/ In-depth interview	Doctoral dissertation

Source: own editing

<sup>4</sup> Molnár-Csomós (2021)

<sup>5</sup> The Faculty of Foreign Trade of the Budapest Business University (BGE) is asked the District VII's professionally competent deputy mayor to give a written opinion on the action plan published as part of my master's thesis - as a recommendation at the local level - and he said the following about the concept map intended to reduce the division of values: "as deputy mayor of an inner-city district and as a member of the Capital City Tourism Roundtable, I would certainly find the practical application of the image-building project to be welcome at the capital city and district level" (Vető 2017 p. 3). The *pannon I K Ö N* image-building project - the first half of which is associated with the Pannonian sense of life, while the second half is associated with the word image (Molnár-Csomós 2017) - is intended to serve as a kind of future leitmotif and a unified presentation platform in the presentation of the multifactorial characteristics of Hungarian settlements. At the 2021 competition organised by the Hungarian National Bank (MNB), my entry submitted under the project name *pannon I K Ö N* was a finalist - two posts from PhD level were shortlisted nationally - and was evaluated by experts from the Hungarian National Bank (MNB) and academic specialists.

<sup>6</sup> Kiss et al. (2021)

<sup>7</sup> The multifactorial characteristic of the local character as a term is attributed to Vecco (2020), which denotes "the creative force immanent in the landscape, created together by natural and human factors" (Fogarasi 2019 p. 1).

<sup>8</sup> The NLP-based analysis of the obtained public impressions contributed to the examination of the three components of human experience: mind, speech, body. By using the NLP toolbox, it was clarified how and in what quality (submodalities) we perceive the world around us (Neuro), and how we express what we perceive through language (Linguistic) and through our behavior (Programming).

<sup>9</sup> Molnár-Csomós – Kiss (2022)

The local-level recommendations created in 2017 and published in 2021 and the subsequent research history and the results of the preliminary research led to the recognition of the importance of the individual-level recommendations in addition to the collective-level recommendations, the formulation of which is the common denominator foreseen by the district-specific sub-questions (sub-question 1 and 2) and conflict field (sub-question 3) can become established. While the 1st and 2nd sub-questions prepare the liquidation of the division of values that can be seen in action along the way and the quality of the experience, the 3rd sub-question concretizes it as the scene of disagreements.

After reviewing the relevant literature, the formulation of the central research question was motivated by the realization that the number of international researches conducted in the context of overtourism - residential well-being is low. Moreover our country it is not yet typical to observe the study of overtourism from the aspect of residential well-being. The number of researches focusing on the study of overtourism is constantly increasing, despite everything, there is an aspect of the topic where there is a deficiency. Recommendations related to the management of this phenomenon are most relevant for decision-makers, but little is said about what the local residents can do on an individual level to improve their own residential well-being.

The answer to the research question contributes to the process, as a result of which the public perceptions generated by overtourism come to the surface, which lead to the formation of a field of conflict between visitors to the affected destination and the local residents. As a result of everything, it becomes possible to formulate recommendations that can be applied freely and widely, but still tailored to the individual, during the conditioning of tourists and residents. The formulation of public recommendations based on the examination of the issue of overtourism from the point of view of residential well-being would not only contribute to the elimination of the research gap described above, but could also stimulate new research.

## **2. Applied methods**

### **2.1. Preliminary research: Sentiment analysis methodology<sup>10</sup>**

The research history and the rationale for the topic highlight the close link between well-being and housing conditions, and the importance of previous research findings and methods that are also related to residential well-being.

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<sup>10</sup> The content of the subchapter is largely identical to the relevant parts of the Hungarian conference proceedings (Molnár-Csomós – Kiss 2022b) and the English journal article (Molnár-Csomós – Kiss 2022a) on the methodological aspects of preliminary research (English journal article attached to the thesis summary).



To conduct the preliminary research, Neuro Linguistic Programming (NLP)-based sentiment analysis – which uses text analysis to "systematically identify, extract, quantify and study emotional states and subjective information" (Kugler 2022 p. 1) – was applied exclusively to a group of people on an online platform where it could be demonstrated that the posts on that platform were public and available for anyone.

"The NLP-based analysis of the residential impressions thus extracted has contributed to the investigation of three of the most influential components of human experience: neuroscience, language and programming" (Molnár-Csomós – Kiss 2022 p. 39). "The nervous system regulates our bodily functions, language determines how we interact and communicate with people, and programming is the models of the world that we create. Neuro Linguistic Programming describes the basic dynamics between the mind (neuro) and language (linguistic) and how their interaction affects our bodies and our behaviour (programming)" (S. Tóth 2016 p. 2).

The preliminary research question aims at exploring which representational systems of individuals are primarily responsible for the sensory perception of the effects of tourism-induced temporary environmental changes and their measurable influence on the well-being of local people and our three main representational systems – such as visual perception for vision, acoustic perception for hearing, and kinaesthetic perception for sensation – are complemented by gustatory representational systems for taste and olfactory representational systems for smell (Molnár-Csomós – Kiss 2022). These representational systems are modalities<sup>11</sup>, that enable ways of experiencing the world, made up of submodalities that are the "building blocks of the senses" (O'Connor – Seymour 2020 p. 59). Submodalities are equivalent to qualities of representational systems (Molnár-Csomós – Kiss 2022).

The literature that underpins the non-conventional methodology also points out that the quality of the senses – along with the quality of the "good life" – was already a concern of ancient Greek thinkers, and thus Aristotle dealt with submodalities in detail without naming them at the time (Molnár-Csomós – Kiss 2022).

The sample area of the preliminary study is Erzsébetváros, Budapest District VII, which is a key area for the research topic, as the overtourism that marked the period before the COVID-19 epidemic

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<sup>11</sup> The general sensory modality is equivalent to the sensation of pain, heat, and touch, and the special sensory modality is equivalent to the ability to sense balance, sight, hearing, taste, and smell (Márkus – Czigler 2018). Among the general sensory modalities and special sensory modalities, balance perception belongs to the kinesthetic representation system.

generated daily problems for the residents and the city administration. The "field" of data collection was provided by the public group "Klauzália" (<https://www.facebook.com/groups/281195558585433>), which has been present on the Facebook community online platform for 12 years and which at the time of the research already had more than 1800 members, most of whom were local residents and a smaller number of people with District VII interest (Molnár-Csomós – Kiss 2022).

The investigated interval covered the period from 01.01.2017 to 01.12.2021. and the starting point of the investigation was an English-language keyword (overtourism) and four Hungarian-language keywords party tourism, welfare<sup>12</sup>, housing, tourism) closely related to the research topic, which are often used in the Hungarian vernacular, with respect to 13145 comments (Molnár-Csomós – Kiss 2022).

The first year of the study coincided with a period of academic interest in the ruin pub culture that is the breeding ground for significant tourism, then the years 2018-2019 are important in the context of overtourism and the years 2020-2021 in the context of the "redesign opportunity" created by the COVID-19 epidemic, the contrast between overtourism and the disappearance of tourists overnight, which leads to a population revival (Molnár-Csomós – Kiss 2022).

The research used the methodology of sentiment analysis to explore emotional reactions to digital content in order to explore the effects of overtourism as perceived by local residents and to identify possible factors that may play a role in the repositioning of the district in terms of the residential well-being of local residents (Molnár-Csomós – Kiss 2022).

## **2.2. Doctoral research methodology**

As in the previous research, the location of this research is Budapest District VII's core area, however, the ultimate goal is to explore the mechanism of the effect of the "excessive local concentration of tourist demand" (Vanyúr 2021 p. 134) as a phenomenon that affects the everyday life of the residents of the inner-city districts.

The elements of the research plan are the same as the eight steps detailed in the aforementioned figure, which are explained in Table 14. Due to the predominance of empirical data collection, which enables flexible planning, the type of research plan can be categorized as qualitative, which, after a deep

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<sup>12</sup> The distinction between the words "welfare" and "well-being" is not typical in public colloquial usage. Despite its subjective content, the term "welfare" is particularly used in everyday life, which has also become visible in the content of the related posts of the "Klauzália" Facebook group.

exploration and understanding of the problem, provides the opportunity to produce the information necessary for change regarding the investigated phenomenon, as well as to determine the possible direction of change (Pamplona 2022).

Table 14: Presentation of the steps of the research plan

<b>Step 0:</b> Research antecedents + Preliminary research	<i>Research antecedents:</i> based on the survey of experts, the local residents and tourists, there is a division of values in relation to the local character marked as the main value <i>Preliminary research:</i> local people have the ability to make efforts for their own residential well-being		
<b>Step 1:</b> Problem statement	Overtourism can pose a threat to the balance of the natural (at the collective level: tourist milieu/residence effect) and human (at the individual level: well-being) factors that make up the local character.		
<b>Step 2:</b> Literature review	Processing the theoretical background of <i>From well-being to residential well-being + From tourism to overtourism</i> topics		
<b>Step 3:</b> Research question	How does an undesirable level of tourism affect the residential well-being of the locals?		
Three district-specific sub-questions	<b>Sub-question 1:</b> The multifactorial characteristic of the district's local character - as a value - can be seen along the lines of what buzzwords?	<b>Sub-question 2:</b> What ways can the durability of the multifactorial characteristics of the district's local character be supported?	<b>Sub-question 3:</b> a nemkívánatos mértékű turizmus milyen hatással van a kerületi helyi jelleg soktényezős karakterisztikájára?
<b>Step 4:</b> Data collection	local residents	experts + local residents	local residents + field observation
<b>Step 5:</b> Data analysis	qualitative and quantitative / content analysis	qualitative/in-depth interview (cross-sectional research)	qualitative/ in-depth interview
<b>Step 6:</b> Results	identification of buzzwords	identification of modes/conditions that support durability	identification of mitigation and solution alternatives
<b>Step 7:</b> Model making	spatial projection (tourist milieu/residence effect) of the dynamics between conflict fields exposed to direct external influences (physical and social well-being dimension) and the common denominator (mental well-being dimension) in relation to tourists and the local residents		

Source: own editing

Table 14 of dissertation also illustrates the possibility that the eight steps of the research plan include the following three divisions:

- Stage I – previous experiences leading to problem recognition: steps 0 and 1
- Stage II – diagnosis of the current situation: the stage from step 2 to step 6
- Stage III – solution proposal: step 7

The discovery of the causes of the diagnosis (Stage II) (Stage I) can bring you closer to the interpretation of the problematic situation experienced by the local residents, so that the formulated recommendations (Stage III) serve as a real solution. All of this is also in line with the three stages of the Change Model presented in subsection 2.3, interpreted vertically, such as recognizing, breaking

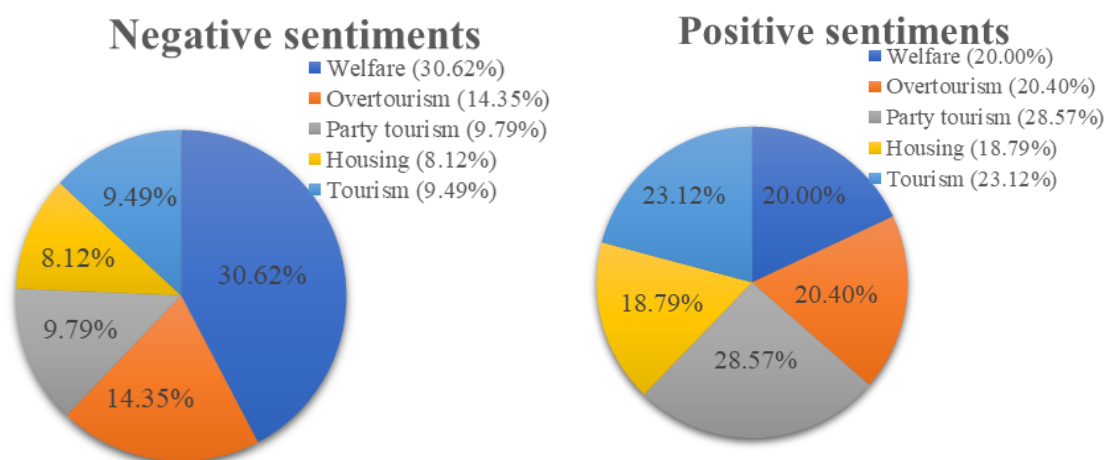
down and building. While steps 0 and 1 lead to the recognition of the problematic situation (recognition stage), the (decomposition) stage from step 2 to step 6 is the sense of place, including environmental (collective) and human (individual) factors. outlines its unbalanced current state in order to rethink it, thereby providing space for the creation of a model that supports better functioning (step 7) and gaining ground not only in theory, but also in the practical arena of the everyday life of the local residents. The key to harmonious cooperation between the steps that are an element of the research plan is their building on each other and thereby strengthening each other through the harmony found between the steps.

### 3. Results of the thesis

#### 3.1. Preliminary research: Results of sentiment analysis<sup>13</sup>

Based on the emoticons associated with both posts and comments within posts, the highest number of pictograms representing neutral emotional responses is found, suggesting a predominance of reactive attitudes to external stimuli.

Figure 11: Ratio of total posts and post-related comments by keywords in case of negative and positive versions of the sentiments



Source: own editing based on Molnár-Csomós – Kiss (2022 p. 45)

Preliminary research (Molnár-Csomós – Kiss 2022) has shown, that the number of emoticons representing negative responses shows the proportion of respondents who are victims of knee-jerk reactions, i.e. of circumstances and based on the ratio<sup>14</sup> of the total number of negative pictograms for keywords to the total number of uncommented posts and comments related to a post, the most negative

<sup>13</sup> The content of the subchapter is largely identical to the relevant part of the Hungarian conference proceedings (Molnár-Csomós – Kiss 2022b) and the English journal article (Molnár-Csomós – Kiss 2022a).

<sup>14</sup> welfare= $((36+13)/160)*100$ ; overtourism= $((4+60)/446)*100$ ; party tourism= $((38+145)/1,869)*100$ ; housing= $((39+79)/1,453)*100$ ; tourism= $((327+548)/9,217)*100$

reactions were quantified for the word "welfare" (30.62 %), followed by "overtourism" (14.35 %). The negative tone for the words "party tourism" (9.79 %), "housing" (8.12 %) and "tourism" (9.49 %) is similar (left diagram/ Figure 11 of dissertation).

The number of positive emoticons gives an approximate picture of the extent of emotional responses that are more likely to be associated with a positive outlook on life, which is a breeding ground for proactivity and the total number of positive emoticons for the keywords analysed in relation<sup>15</sup> to the total number of posts without comments and comments related to a post shows that the highest proportion of pictograms suggesting positivity is found for the word "party tourism" (28.57 %), followed in descending order by "tourism" (23.12 %). Similar to the negative sentiment indicators was observed (right diagram/ Figure 11 of dissertation) almost identical results for three keywords: "overtourism" (20.40 %), "welfare" (20.00 %), "housing" (18.79 %) (Molnár-Csomós – Kiss 2022). Sensory perception can be seen as the starting point of the communication cycle, since our sensory organs, the gateways of perception, are our points of contact with the world (Huxley 1932).

Based on the "data table" (Molnár-Csomós – Kiss 2022 p. 46), which provides the basis for the percentage information, it is striking that for all keywords – regardless of the annual distribution – the visual (60 posts) representation system representing modalities related to vision has a significant superiority, followed by the olfactory (36 posts) representation system representing modalities related to smell. The use of acoustic (32 posts), kinesthetic (32 posts) and gustatory (30 posts) representational systems for hearing (32 posts) and taste (30 posts) is almost equally represented in the posts studied (Molnár-Csomós – Kiss 2022). In the sample under study, the highest proportion of vision is achieved through a complex series of active perceptual filters, where the perceived world is not equivalent to the real world, but to the map of it made by our nervous system (Molnár-Csomós – Kiss 2022). The filters created by our beliefs, interests and prejudices determine what we observe on this map and the ability to perceive more of the world and make finer distinctions is an innate ability, and by becoming aware of it and skilled at it, our quality of life can be significantly improved (O'Connor – Seymour 2020).

### 3.2. Doctoral research results

To answer the *district-specific sub-question 1*, the results were based on the 251 digital dialogues generated in the "Klauzalia" Facebook group over a five-year period from 2017 to 2021, which were relevant for the word "value" (Table 19 of dissertation). This endeavor was supported by the

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<sup>15</sup>welfare= $((1+31)/160)*100$ ; overtourism= $((2+89)/446)*100$ ; party tourism= $((57+477)/1869)*100$ ;  
housing= $((43+230)/1453)*100$ ; tourism= $((196+1935)/9217)*100$

foundational roots, population-level initiative, which began in February 2022 at the same time as the analysis of the results of the preliminary research. The essence of the public initiative was the compilation of a questionnaire, the range of questions of which particularly touched on topics of value to the local residents. To fill in the questionnaire prepared by the former (2019) and current (2024) civil representative candidate of Inner-Erzsébetváros, a separate email had to be sent to the email address shared in the "Klauzália" facebook group. The compiler of the questionnaire tried to comply with the basic idea that only the population of Inner-Erzsébetváros should be filling out the questionnaire in order that the quantitative results reflect the real opinions of the population as accurately as possible. Due to the relatively high willingness to fill in, the completion of the questionnaire was suspended after a few days, and the results were distributed to the members of the "Klauzália" group with the help of diagrams. Based on the data obtained in this way, it can be concluded that the 251 posts related to the word "value" show a similar pattern in terms of the content of the introductory text and question line of the questionnaire compiled by the locals, as well as the content elements of the related digital conversations (Figure 12 of dissertation).

Figure 12: Buzzwords revealed during the content analysis in a word cloud display



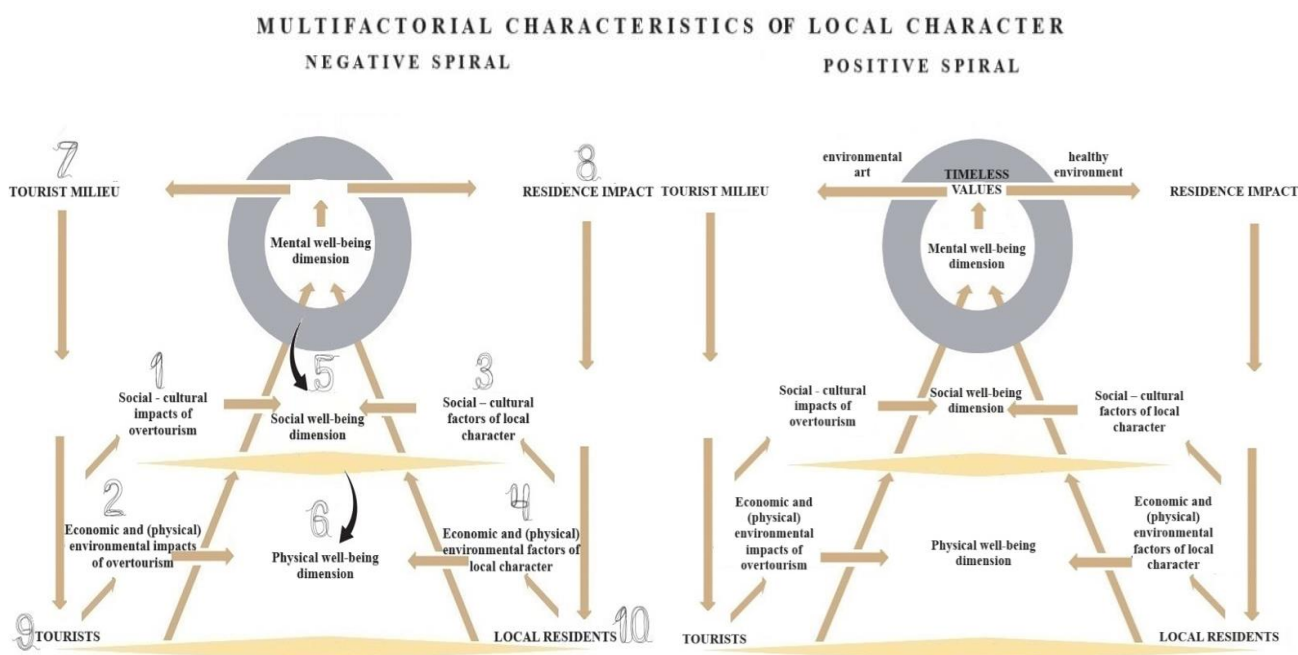
Source: own editing

For the *district-specific sub-question 2*, the results are based on the study of 17 interviews in the publication "People of Erzsébetváros - Portraits" (Vágola 2012) and the evaluation of 30 in-depth interviews (15 experts and 15 local residents) conducted in 2022 within the framework of doctoral research. The aim of the cross-sectional research was to explore in which cases, in relation to the same questions, we can identify the same mental modes or states that support temporal stability, a decade later. This was done by approaching six questions from six different angles, along the lines of the questions in Annex 2 of the dissertation.

While in 2012, the "What does Erzsébetváros mean to you?" showed full commitment to the district. in relation to this question, by the words "full of life" (Vágola, 2012 p. 74), "connection" (Vágola 2012 p. 84), "life space" (Vágola 2012 p. 119) and "love place", until then 10 years after that, the negative

echoes (6 pieces/20 percent) also appeared. After that, in addition to the same number of (6 pieces/20 percent) answers with positive content, the optimistic, but rather neutral tone of the responses (18 pieces/60 percent) was the authority. The most telling results regarding the individual attitude towards the district came from the last question intended to predict the future of Erzsébetváros. It became clearly visible that those who are not committed in any way to living in the district in relation to the coming years, have a gloomy outlook on the future of Erzsébetváros. Eight of the 30 main respondents held this position. In the revelation of the pessimistic attitude, a few female respondents from all generations were involved, in addition to the disillusioned and apathetic expression of 1 gentleman from Generation Z. Almost half of the respondents (13 people) envisioned a hopeful future as a result of the effort to avoid the seemingly desperate outside world. And almost a third of the interviewees (9 people) had no doubts and had faith in the expected positive outcome of the coming period at the local level. The above-mentioned mental states – such as belief, hope and engagement – that support the timelessness of values (call words) can also be paralleled with the "Power of Full Engagement" (Loehr – Schwartz 2003) motivational model mentioned subsection 2.2.3 of this thesis.

Based on the answers to the in-depth interview questions 1-10 of the 2024 qualitative research related to the *district-specific sub-question 3*, it can be concluded that Budapest's District VII is currently in a negative spiral (left figure/Figure 18 of dissertation), but this can be turned in a positive direction (right figure/Figure 19 of dissertation). All these can be considered as novel scientific results of the dissertation.

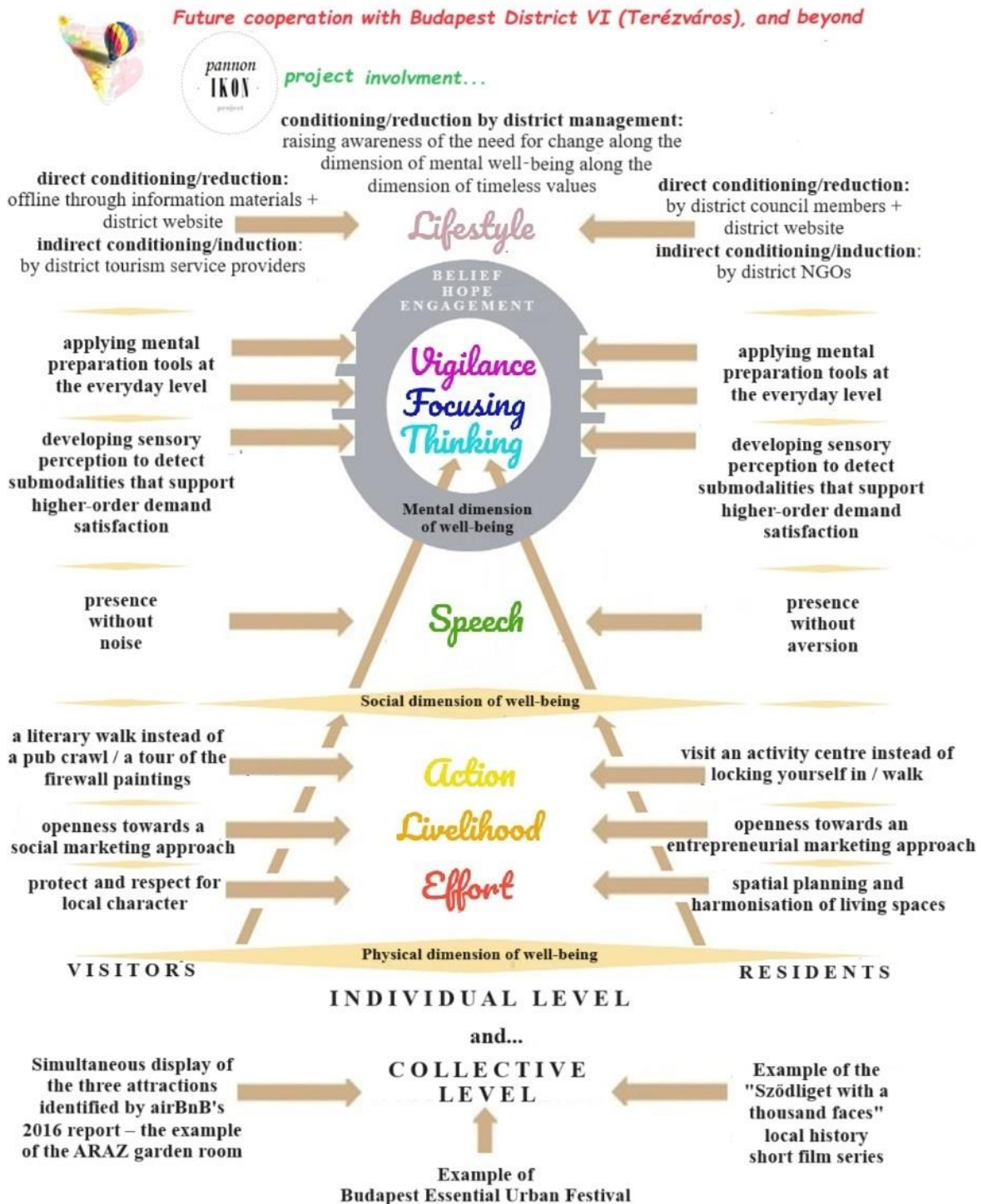


Source: own editing

## 4. Summary of conclusions

There are mitigation and resolution alternatives ("how yes") for change at local, individual and collective levels. But to do so, you must first be open to the fact that, in addition to the problematic situation, Budapest District VII can also offer alternatives to the solution (Figure 20 of dissertation).

Figure 20: "How yes?!" at local, individual and collective levels



Source: own editing



The answer to the central question of the thesis was already somewhat foreshadowed by the very premise of the question. This suspicion was confirmed by the results: undesirable levels of tourism have an undesirable impact on the residential well-being of local resident. Overtourism has a negative spiral effect on residential well-being, which can also be described as a residential effect, in addition to its negative impact on the tourist milieu, if the transmission of values in a timeless way is lost in the mists of ignorance. However, during the field observation of the *district-specific sub-questions*, it became apparent that while the firewall paintings have an impact on both local and visiting passers-by, the Dohány street – mentioned several times in the thesis – has some characteristics that are particularly important from the tourist point of view, as they transmit heritage and tradition through the artistic manifestations of the buildings found there. (Illustration 4 of dissertation). Observations suggest that, in terms of well-being dimensions, heritage can be related to the physical dimension, tradition to the social dimension, and the mediation of these dimensions to the mental dimension. The mode and origin of mediation is the creative intention, which we can identify as an artistic activity.

Coming to the closing chords of the thesis summary, the question may legitimately arise as to how the mental well-being dimension currently takes shape along the spatial projection of timeless values? A district-specific example should follow as an answer: In Inner-Erzsébetváros (Illustration 8 of dissertation) there is an inner street, a narrow inner path called Dohány street, which connects the "Mests", the spiritual essence of Budapest. The largest synagogue in Europe, one of the most beautiful churches in Hungary, which is the largest Diamond Way meditation center in Europe can be found along the route provided by the street. Jewish heritage, Christian traditions, and "transmission of spiritual and artistic values of Tibetan Buddhist culture" (Tibet-Europa Foundation 2024 p. 1) in one place. A single street that connects centuries and faith systems that exist with different paths but with the same goal, thereby giving space to all those who have belief, hope and engagement. Where these exist, there is balance, and where there is balance, there is peace.

Illustration 8: Map illustration of the party zone – "Hungary's Favorite Streets" project



Source: Krnács (2014)

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## 6. Author's topic-specific publication list

### 6.1. Papers published in peer-reviewed journals

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### **6.4. Other journal paper**

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### **6.5. Other published studies, workshop papers**

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