Article

Process model for multifactorial characteristics of the sense of place in the case of Budapest (Hungary) District VII

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Abstract: The existence of residential well-being of the locals in the sense of equilibrium-state is a competitive advantage for tourism in a given destination. The rise of overtourism could jeopardize this equilibrium and ultimately the effectiveness of tourism in a vulnerable destination. The research question of the study aimed to answer: what are the spiral dynamics of the multifactorial characteristics of the sense of place that can be mapped under the influence of overtourism. Answering the question draws attention to the sense of place—which can be interpreted as a synonym for local character—of the issues of overtourism and residential well-being. Mapping the mechanism of action of the multifactorial characteristic of locality can help to identify non-supportive functions, to pinpoint the balance point for moving towards a supportive quality, and to answer the "how yes" questions at individual, local and collective levels. The answer to the research question is the result of concluding three district-specific sub-questions. The assessment of the results was based on the content analysis of 251 posts (2017–2021) in the local public Facebook group (supplemented by a questionnaire survey of local residents (2022), 30 in-depth interviews with experts and residents (2022) conducted as part of the cross-sectional research, and 10 additional in-depth interviews with residents (2024) conducted for the last sub-question. The flowchart showing the current state of the district along a negative spiral dynamic, the possibility to turn it in a positive direction, and the mind-map-like summary of local, individual and collective mitigation and solution alternatives supporting the change of direction can be considered as a novel scientific result.

Keywords: overtourism; tourist milieu; residential well-being; residence impact

1. Introduction

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. By the late 1980s, cities recognised that nightlife-related activities had significant economic potential and market opportunities (Hobbs et al., 2000; Lovatt and O'Connor, 1995; van Liempt et al., 2015), leading to an unprecedented growth of nightlife in major cities around the world. The Night-Time Economy has nowadays moved from being a marginal issue to a central one (Hobbs et al., 2000). The Night-Time Economy includes all urban activities—mainly entertainment and related services—that take place between 6pm and 6am (Cardiff Public Services Board, 2017), and the bars, clubs, cinemas, theatres and cultural festivals and events at night time which are, in a context of urban entrepreneurialism, supposed to contribute to urban regeneration and local economic growth (van Liempt et al., 2015, p. 412). While the short-term

impacts generated by the Night-Time Economy stem from the fact that cities are designed for daytime operations, both qualitatively and quantitatively (Sound Diplomacy, 2018), the long-term impacts are manifested along the lines of party tourism as a product of nightlife—characterised by the simultaneous presence of tourism activities (entertainment and recreation) that are difficult to coordinate in urban spaces (Mallet and Burger, 2015), and the daily conflicts between local residents (van Liempt et al., 2015). In addition to the complexity of the problems associated with the Night-Time Economy, Mallet and Burger (2015) stress that partial solutions lead to a negative spiral, and that the potential for positive change lies in a holistic approach based on cooperation between stakeholders (Lovatt and O'Connor, 1995). Mallet and Burger (2015) point out that many stakeholders in the Night-Time Economy are competing for control along conflicting interests, but that a common ground of interests is essential (van Liempt et al., 2015), if a positive shift is to be achieved. In the years prior to the pandemic, the Night-Time Economy was identified in the literature as being dominated by visitors, managers and employees of entertainment units, and the nightlife managers such as police, firefighters, city councils (Sound Diplomacy, 2018), while research on the topic only rarely mentions the local residents (Pinke-Sziva et al., 2019), and there is not the slightest mention of individual citizen involvement in the problem.

Around the world, more and more cities are struggling with the problems caused by the massive growth of tourism, whether in the daytime or in the ecosystem linked to the Night-Time Economy. It is particularly interesting to observe the daily struggles and attempts to manage and harmonise the conflicting demands of a neighbourhood, or in the case of Budapest, an inner district. If we look at the issue of party tourism in Hungary, we should not only mention the problematic situation in Inner-Erzsébetváros, i.e., the party zone. At the moment, the problems are only perceptible at the district level, but in the long term, the 'party district' phenomenon could have an impact on the whole of the capital. It is essential for Hungary's tourism image that the situation be remedied as soon as possible.

1.1. Background

As tourists, we prefer to travel to places where the locals have a sense of well-being (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 and Smith, 2019)), and therefore the well-being of the residents has a significant impact on the success of tourism in a place (Michalkó and Rátz, 2006). The milieu theory of the authors (Michalkó and 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 (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))

perspective, the individual should be in the focus of investigation (Simon and Lantos, 2016).

The existence of an equilibrium (The existence of a state of equilibrium presupposes the coordinated and healthy functioning of the individual's body-soul-spirit performance, which conceptual definition can be derived from the semantic interpretation of the word recreation (Gládi, 2011)) 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 this 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 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.

1.2. Theoretical framework

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 (Balestra and Sultan, 2013; Sirgy, 2012; Zerrahn and 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 (Goodwin, 2017; McKinsey Company and WTTC, 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 (Butcher, 2021; Fillis et al., 2023; Herbold et al., 2020; Panzera, 2022). 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 olution 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 (Damnjanović, 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 this research, I will attempt to answer the question: what are the spiral dynamics along which the multifactorial characteristics of the sense of place that can be mapped under the influence of overtourism. 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 study draws attention, thereby providing the context of the research.

Following the theoretical overview the triple unity of the tourist milieu—mental well-being dimension—residential sense of place (or residence impact) became perceptible, however, behind the mental well-being dimension there is currently neither a collective nor an individual level strategy, it is not consciously operated. However, the tourism that appears as a result of the attractiveness of the tourist milieu has a tangible and difficult to control effect on the sense of well-being of the locals, which ultimately affects the local character, which is the combination of the tourist milieu and the residential sense of place (or residence impact).

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**). 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, 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).

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.

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
Research antecedents				
Value division in relation to local character.	2017	Experts	Qualitative/In-depth interview	Marketing & Management 2021(2) (Molnár-Csomós, 2021)
Local level recommendations (concept map)	2017	Expert opinion[a]	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) (Kiss et al., 2021)
The main value is the multifactorial characteristic of the local character[b].	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
Preliminary research				
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[c].	2022	Local residents	Qualitative and Quantitative/ Sentiment analysis	Within the framework of the New National Excellence Program 2021/2022: Space and Society 2022(4) (Molnár-Csomós and Kiss, 2022)

Table 1. (*Continued*).

Finding	Research time	The circle of those included in the research	Methodology	Publication of the finding
District-Specific subquestions of local character research				
Sub-question 1: 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	Present study
Sub-question 2: 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)	Present study
Sub-question 3: 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	Present study

Source: own editing.

[a] 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 O 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 an 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 O 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.

[b] The multifactorial characteristic of the local character or sense of place 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).

[c] 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).

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. Materials and methods

2.1. Preliminary research—Sentiment analysis methodology[1]

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.

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 and 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 measurbale 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 and Kiss, 2022). These representational systems are modalities (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 and Czigler, 2018). Among the general sensory modalities and special sensory modalities, balance perception belongs to the kinesthetic representation system.) that enable ways of experiencing the world, made up of submodalities that are the "building blocks of the senses" (O'Connor and Seymour, 2020, p. 59). Submodalities are equivalent to qualities of representational systems (Molnár-Csomós and 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 and 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 generated daily problems for the residents and the city administration. The "field" of data collection was provided by the public group "Klauzália" (Facebook, 2024), 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 and Kiss, 2022). The investigated interval covered the period from 1 January 2017 to 1 December 2021. and the starting point of the investigation was an English-language keyword (overtourism) and four Hungarian-language keywords party tourism, welfare (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), housing, tourism) closely related to the research topic, which are often used in the Hungarian vernacular, with respect to 13145 comments (Molnár-Csomós and 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 and 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 and Kiss, 2022).

2.2. Research methodology of local character

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 2**. 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 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).

The nature of the data covers a broad spectrum in relation to the sub-questions:

- Since the formulation of the first district-specific sub-question supporting the answer to its central question was inspired by the data extracted during the preliminary research, the database—equivalent to 13,145 posts from the "Klauzália" Facebook group—is identical both in terms of the preliminary research and the answer to the first sub-question of the present research.
- Transcript of the 2022 in-depth interviews with 15 local residents and 15

experts based on six in-depth interview questions from "Erzsébetvárosiak-Portraits" (Vágola, 2012) by cross-sectional research.

- Transcript of the 2024 in-depth interviews with 10 local residents.
  The lotacion of the in-depth interview process in relation to the sub-questions:
- The first sub-question was answered without conducting in-depth interviews.
- In the case of second sub-question the location of the personal meetings was always the downtown part of Budapest (in the vast majority of cases, one of the catering units found in the quieter parts of Erzsébetváros).
- Half of the in-depth interviews for the third sub-question were conducted face-to-face and the other half online. In all cases, the location of the personal meetings was one of the catering establishments along Dohány Street, because in addition to the cultural and historical values that Dohány Street encompasses. This street starts from the party zone and connects the Inner-Erzsébetváros and the Central-Erzsébetváros like a bridge, can be interpreted as a metaphorical escape route from the bustle to peace of mind. The online interviews were conducted using the Microsoft Teams.

Table 2. Presentation of the steps of the research plan.

The significance for that step	Substantive content for that step		
Step 0: Research antecedents/preliminary research	Research antecedents: 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. Preliminary research: Local people have the ability to make efforts for their own residential well-being.		
Step 1: 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.		
Step 2: Literature review	The theoretical background to the sub-themes underpinning the local character research theme: Residential well-being and undesirable levels of tourism.		
Step 3: Research question	What are the spiral dynamics along which the multifactorial characteristics of the sense of place that can be mapped under the influence of overtourism?		
Three district-specific sub-questions	Sub-question 1: The multifactorial characteristic of the district's local character—as a value—an be seen along the lines of what buzzwords?	Sub-question 2: What ways can the durability of the multifactorial characteristics of the district's local character be supported?	Sub-question 3: What is the impact of undesirable levels of tourism on the multi-factorial character of the district's local character?
Step 4: Data collection	local residents	experts + local residents	local residents + field observation
Step 5: Data analysis	qualitative and quantitative/content analysis	qualitative/in-depth interview (cross-sectional research)	qualitative/in-depth interview
Step 6: Results	identification of buzzwords	identification of modes/conditions that support durability	identification of mitigation and solution alternatives
Step 7: 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.

While the content analysis used to answer the first sub-question is a method "on the border between qualitative and quantitative methods" (Géring, 2014, p. 11), the in-depth interviews used for the second and third sub-questions are a "uniquely sensitive and powerful method to get to know the subjects' experiences drawn from their everyday world and the lived meanings of this everyday world. During the interviews, the subject can convey his situation to others in his own words" (Kvale, 2005, p. 79).

Table 2 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.

2.3. Validity and reliability of the preliminary research and the local character research

In order to ensure the validity of the research, both sentiment analysis and content analysis prove to be useful methods, as both methods draw from easily retrievable and reliable databases, thereby truly mapping the current state that serves as a starting point. Determining the current state from the database is of outstanding importance because the three most influential components of human experience—such as neurology, language and programming—can be mapped using the pictograms (symbols), which components contribute to emphasizing the importance of the sub modalities that mark the quality of sensory perception in relation to the quality of the sense of well-being that can be experienced. Regarding the validity of the internal validity, it can be said that the suitability of the research method chosen to achieve the set research goal can be proven based on the results of the research. The existence of representativeness—which basically supports the external validity of the research—was especially important during the preliminary research. All of this was ensured by the more than 1800 members of the "Klauzália" Facebook group, whose comments related to the keywords on which the sentiment analysis was based—regardless of demographic characteristics—had the same chance of appearing in the 13,145 comments under investigation. The concepts that make up the research model can only be measured by objective criteria; they can be experienced according to subjective criteria. For all these reasons, it is also important to address the issue of construct validity, the existence of which is supported by measurability in terms of the physical and social well-being dimension, and interpretability in terms of the mental well-being dimension. The research also has content validity, since the research question and the concepts observed to answer it

can be considered relevant both in relation to overtourism and residential well-being research.

3. Results and discussion

3.1. Preliminary research—Results of sentiment analysis[2]

Thanks to the results obtained during the preliminary research, both for posts and for comments within posts, it can be concluded that the highest number of pictograms representing neutral emotional responses are present, which suggests a prevalence of reactive attitudes to external stimuli (Molnár-Csomós and Kiss, 2022).
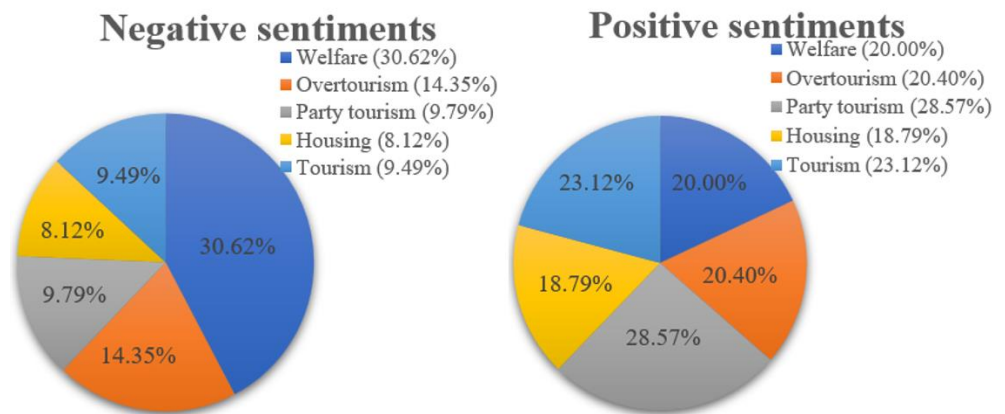

Figure 1. Ratio of total posts and post-related comments by keywords in case of negative and positive versions of the sentiments.
Source: own editing based on Molnár-Csomós and Kiss (2022, p. 45).

Preliminary research (Molnár-Csomós and 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 (welfare = $((36 + 13)/160) \times 100$; overtourism = $((4 + 60)/446) \times 100$; party tourism = $((38 + 145)/1869) \times 100$; housing = $((39 + 79)/1453) \times 100$; tourism = $((327 + 548)/9217) \times 100$) 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 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 (**Figure 1**).

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 (welfare = $((1 + 31)/160) \times 100$; overtourism = $((2 + 89)/446) \times 100$; party tourism = $((57 + 477)/1869) \times 100$; housing = $((43 + 230)/1453) \times 100$; tourism = $((196 + 1935)/9217) \times 100$) 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 (**Figure 1**) almost identical results for three keywords: "overtourism" (20.40%), "welfare" (20.00%),

"housing" (18.79%) (Molnár-Csomós and 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 and 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 and 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 and 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 and Seymour, 2020).

3.2. Research results of local character

The results were based on the 251 posts from the digital dialogues created in the Facebook group "Klauzália" during the five-year period from 2017 to 2021, which were involved in the case of the word "value" (**Table 3**).

Table 3. Distribution of the number of posts related to the keyword "value" by year in the "Klauzália" group.

Points of view	All posts for that year					
For the word "value", the year of publication of the relevant posts	2017	2018	2019	2020	2021	In total
In the case of the word "value", the number of posts affected	15	15	52	92	77	251

Source: own editing.

This endeavor was supported by the 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 2**).

Figure 2. Buzzwords revealed during the content analysis in a word cloud display.
Source: own editing.

The results are based on the study of 17 interviews in the publication "Erzsébetvárosiak-Portraits" (Vágola, 2012) and the evaluation of 30 in-depth interviews (15 experts and 15 local residents) conducted in 2022 as part of the research. The in-depth interviews took place in person, in the summer of 2022. In terms of the average length of the interviews, half an hour was typical, of which a written description was prepared in all cases. The selection of interviewees was based on an arbitrary sampling. The range of interviewees included members of the local residents in addition to professionals with professional insight. After the interviews with 30 people, it can be said that the number of interviewees was balanced (15-15 people) in terms of both experts and local residents. During the interviews, gender and generational affiliation were also recorded. Regarding the range of respondents, women and men were equally present, and the X generation (11 people) was represented in the largest proportion, followed by the Baby Boomer generation (9 people). Regarding the composition of the sample, Generation Z was present in 20 percent of the sample, while Generation Y was present in 13.33 percent. For all interviewees, the interview was conducted in Hungarian. The aim of the cross-sectional research was to explore in which cases, over a decade, along the same questions—six questions = six approaches from different aspects—I find the possibility of identifying the same mental modes or states that support temporal stability.

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 and Schwartz, 2003) motivational model mentioned in 2019 (Molnár-Csomós, 2019).

However, based on the answers to the in-depth interview questions 1–10 of the district-specific 2024 qualitative research on the third sub-questionnaire, it can be concluded that District VII is in a negative spiral (**Figure 3**), but this can be turned into a positive one (**Figure 3**). The following series of ten qualitative questions aimed to explore how overtourism impacts on the natural (collective level environment, which includes the tourism milieu and the residence impact) and human (individual level well-being dimensions) factors that make up local character, from the perspective of the residents:

1) How does tourism affect your well-being on a social level?
2) How does tourism affect your well-being on a physical level?
3) How does the immediate environment affect your well-being on a social level?
4) How does the immediate environment affect your well-being on a physical level?
5) In what mental ways do you support yourself in maintaining a sense of well-being?
6) How does your current feeling of well-being manifest itself on a physical level?
7) According to your experience, how does the quality of the local people's well-being affect the district milieu that visitors can experience?
8) According to your experience, how does the quality of the local people's well-being affect the district milieu that residents can experience?
9) In your opinion, what type of tourists do you think the milieu in the district attracts?
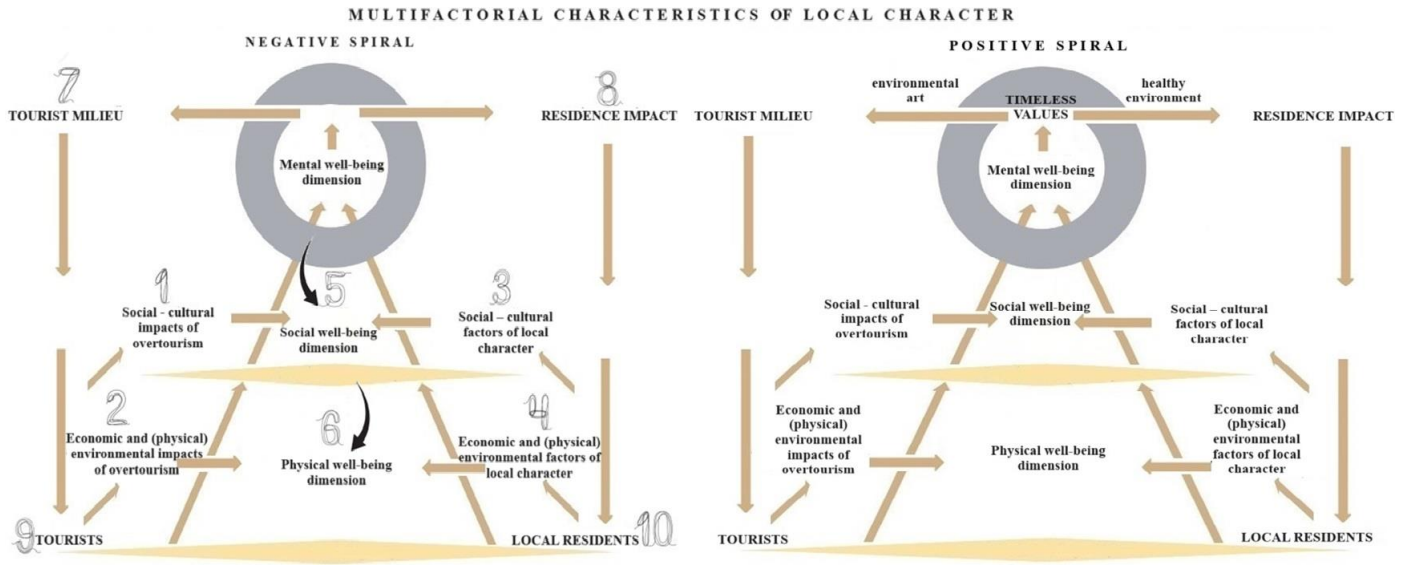10) In your opinion, what type of residents do you think the milieu in the district attracts?

Figure 3. The negative and positive aspects of spiral dynamics.

Source: own editing.

4. Discussion

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 4**).

A long-term (local) solution can only be hoped for in cooperation with Terézváros. The future of the District VII is inseparable from the future of the neighboring District VI. Helping each other while making institutionalized joint action are necessary for a desirable future where the preservation of "the past becomes part of the present" (Vágola, 2012, p. 32). It can be assumed that the solution is partly a function of education for cooperation and the shift towards higher-order demand satisfaction mentioned above, and partly lies at the level of submodalities in relation to both tourists and the residents.

Conditioning through district leadership based on timeless values that can be interpreted in terms of mental well-being—even by making a series of short films on local history (szodligetiek.hu, 2024)—is of key importance in the shift towards the satisfaction of higher-order needs.
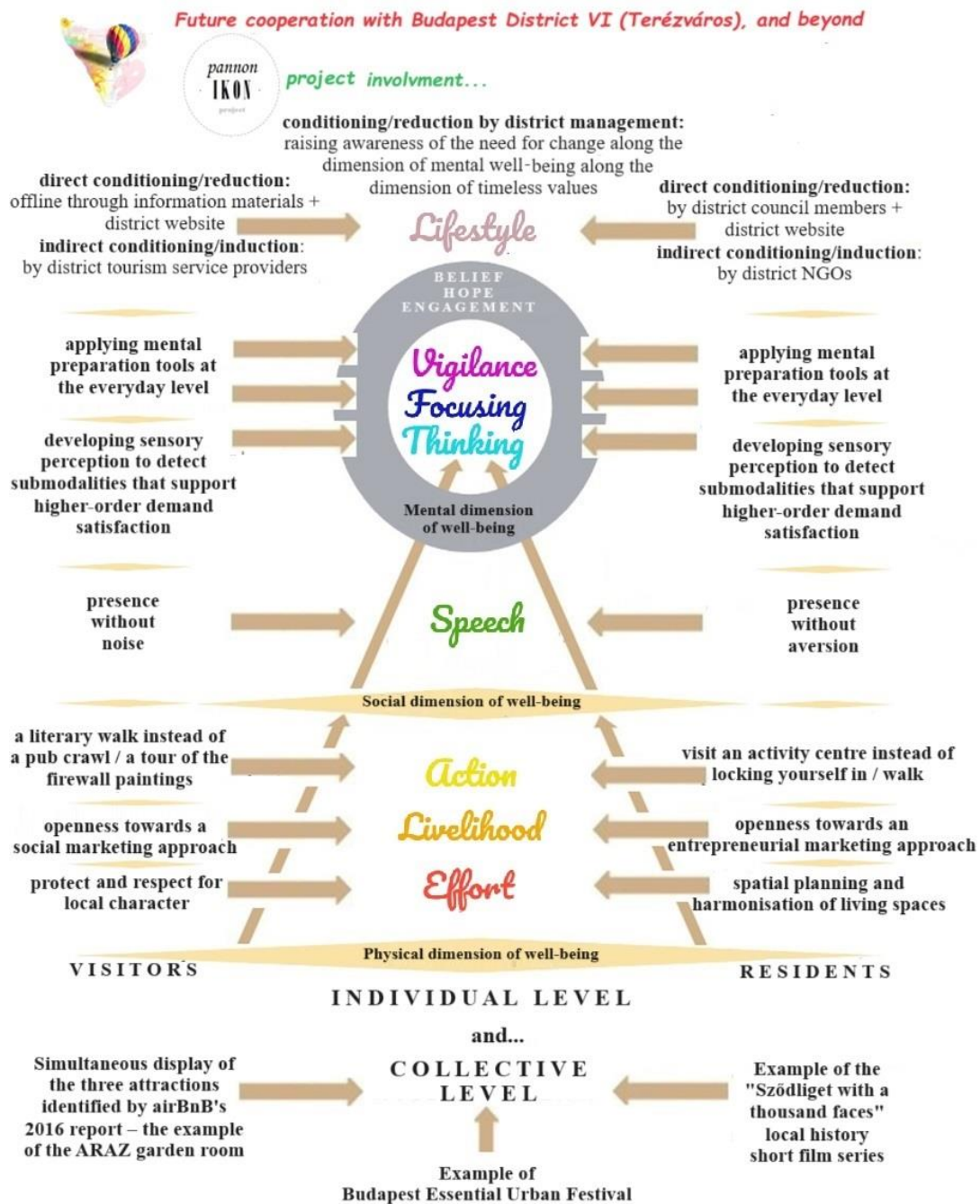
Figure 4. How yes?!" at local, individual and collective levels.
Source: own editing.

The triple unit of attraction identified in the report prepared by airBnB (2016) can represent a way out of lower-level needs towards higher-order need satisfaction, such as:

1) cultural and artistic scenes,
2) delicious local food and drinks,
3) locations providing outdoor experiences.

In most cases, all of these can be achieved separately, without a coordinated strategy at the district level, in a way and at a price specifically tailored to tourists, while expanding the target group to include locals could also make the everyday life of the population more diverse. However, in the year prior to the 2016 airBnB study,

there were already domestic program organizers who, based on these three attractions, organized multiday downtown events that appealed not only to tourists but also to the residents. A prime example of these previous initiatives is the "Budapest Essential—Urban Festival" held between 2014 and 2016. The organization of the multiday event was the idea of some young people enthusiastic and committed to Budapest, who came up with the idea of organizing "the first urban festival for those who live here, those who don't live here, foreigners, young and not so young. For everyone who loves the city and even more so what has happened to the capital in the last couple of years. This became Budapest Essentials, which is everything the city has to offer: music, parties, culture, gastronomy and an indescribable feeling!" (Bendover, 2015, p. 1). Due to budgetary difficulties, Budapest Essential only lasted three years, however, due to the fact that the organizers artistically combined culture with gastronomy and music programs, it remains an eternal reference point as a good practice.

In order to experience and interpret the synergy resulting from the combination of economic and (physical) environmental, as well as social and cultural factors, efforts must be made at the individual level, since "the participants do not suffer from trials, do not experience and intense experiences through which they could understand themselves better, they do not undergo a real transformation" (Mitev et al., 2017, p. 46). The submodalities can be assigned to the mental well-being dimension, as they are based on experience, ignoring measurability. In this way, the method of preparations aimed at the development of experience can only come from the tool system that can be interpreted in the mental dimension.

Relaxation, meditation, imagination and the toolbox of contemplation can also be considered as mental preparation. Examining the origin of all four tools and what kind of methodological tools they have, we can see differences, but there are common points. In the case of all four devices, it is true that through their use we withdraw from the environment around us, as a result of which our perception also undergoes a qualitative change.

Environmental art that reshapes the attractiveness of the tourist milieu, as well as a healthy environment that is essential for the sense of well-being desired by the residents, can be given space along such mental states as belief, hope and engagement that support the timeliness of values. The above list of mental tools that help to experience timeless values on an individual level and integrate them into everyday life can serve as a solution for those district residents who do not yet have an answer to question No. 5 (Question No. 5: "What mental ways do you support yourself in maintaining a sense of well-being?"—caused surprise in most cases and resulted in 50 percent (5 people) mentioning physical and/or social methods instead of mental methods, which suggests that the mental well-being dimension functions without strategy) of the 2024 qualitative guide.

The 2024 interviews ended with a special coincidence. On the very day of the last interview, the János Hild award-winning urbanist's article "Will the party district become a cultural district?" was published (Ongjerth, 2024), in which the author highlights that the deterioration of the living conditions of those who remain there causes a process that leads to the formation of a downward spiral. The ubiquity of this downward negative spiral was also confirmed by the interviewees' narratives.

As a result of the answers given to the questions (**Figure 3**) the process model acting as a retraction force was increasingly outlined and became visible at the level of the individual. This has resulted in the negative and positive aspects of the process model (**Figure 3**), which is a novel scientific result.

Based on the results of the research, the assumption is confirmed that the well-being of local residents in the Budapest District VII is significantly affected by the presence of overtourism, however, the interpretation of housing takes place primarily at the level of the individual. However, the right to change related to the quality of the interpretation of the local effect is in the hands of the individual, which affects the environment and ultimately affects the individual. This is a kind of spiral effect, which can be channeled in a positive direction through conditioning to submodalities that predestinate the satisfaction of higher-order needs. This is confirmed by **Figure 1**, which summarises the most relevant results of the preliminary research, showing that most negative sentiments were associated with the keyword "welfare", which is not used in the vernacular to distinguish between the words "welfare" and "well-being", while most positive sentiments were associated with the keyword "party tourism". All this shows that, ultimately, the sense of well-being of the locals is not the result of party tourism, which can be posited as an external circumstance, but is the result of an lifestyle that culminates along the dimensions of well-being. The negative spiral resulting from inappropriate lifestyles can be turned in a positive direction along the buzzwords summarised in **Figure 2** and the origo (**Figure 3**) summarising the mental modes that support the durability of time.

5. Conclusion

The answer to the central question of the study was somewhat hinted at even by the question itself. Based on the results, the guess was substantiated: the multifactorial characteristics of the local character of District VII can be mapped along negative spiral dynamics due to the impact of undesirable levels of tourism. In a negative spiral, overtourism acts as a kind of retraction force on residential well-being, which can also be apostrophized as a place of residence effect, in addition to having a negative influence on the tourist milieu, if the passing on of values in a timeless way is lost in the darkness of ignorance. However, if the integration of timeless values, which can also be interpreted as a point of balance, as an original way of life, is surrounded by a vigilant awareness on the part of both tourism and the residents, then the prominence of environmental art as an attraction can also function as an added value that increases the concentrated presence of tourists in the future. These values help the creation of a more livable, healthier environment and eases its maintenance by the stakeholders.

It is also necessary to address the shortcomings related to both the processing of the literature and the preliminary research. During the writing of the present study, I tried to prioritize the critical approach, however, despite everything, there are paragraphs in which the descriptive character is more strongly manifested. All of this stems from the fact that, during the processing of the topic, I made every effort to create a connection between the points of view involved in the topic, in addition to presenting scientific opinions that complement each other or contradict each other,

when summarizing the relevant literature. Attempting to create this connection reflects my intention, which considers bringing opinions to a common denominator as the direction to follow. The fact that neither the preliminary research results, nor the preliminary research, nor the research covers the inclusion of the opinions of tourism service providers and local civil organizations on the subject can also be considered as a limitation of the research. All of this is premeditatedly based on the assumption that the main goal of tourism service providers can be identified with profit making instead of "not economic growth at all costs, but" a moral value, "improving people's quality of life" (Kiss, 2016, p. 3) would fill this role. However, the dialogue on the sustainability of tourism is currently more influenced by a profit-centered paradigm, as a result of which the protection of the environment—and thus the existence of environmental art and a healthy environment—is neglected and is primarily interested in business acquisition (Afanasiev et al., 2018). As long as the hospitality industry units prioritize profit in a greater proportion and are not sufficiently interested in educating the party tourists themselves to a more cultured way of behaving, it cannot be expected, that the current operation of Belső-Erzsébetváros should be reconsidered on their part on a moral basis (along the lines of improving the quality of life of the residents). In the vast majority of cases, the members of local civil organizations are selected from among the volunteers of the local residents. By including them in the research, there would be a risk of duplicating opinions, which could lead to distortions in the results.

In addition to including the quantitative and qualitative aspects of the content analysis based on the results of sentiment analysis, future research directions that also extend to the level of submodalities can promote a deeper understanding.

Figure 5. Map illustration of the party zone—"Hungary's Favorite Streets" project.
Source: (Krnács, 2014).

Coming to the closing chords of the study, 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 (**Figure 5**) there is an inner street, a narrow inner path called Dohány street, which connects the "Mosts", 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 belief 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.

Conflict of interest: The author declares no conflict of interest.

Notes

1   The content of this subsection is to a certain extent identical to the relevant parts of the journal article—published in a Hungarian scientific journal—on the methodological aspects of preliminary research (Molnár-Csomós and Kiss, 2022).

2   The content of this subsection is to a certain extent identical to the relevant parts of the journal article—published in a Hungarian scientific journal—on the result related aspects of preliminary research (Molnár-Csomós and Kiss, 2022).

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