



### **Budapest Party Zone**

Brand pillar in tourism or ticking timed bomb?

Perspectives of Local Governments in CEE Practice and Innovations – 05.03.2019

Árpád Karsai

Challenges of the local government

**Gábor Bódis** 

Overtourism Congestion Success



Problems
Peace
Risks

**Turning point – way out** 

Tourism Learning Area



Branding
Management
Revaluation

# Overtourism Congestion Success



Impact on a destination

influencing
the quality of life of citizens
as well as the quality of visitor
experiences in a negative way

ion





Impact on a destination

where hosts or guests feel that there are too many visitors the quality of the experience has become deteriorated





**Tourism congestion** 

is not only about
the number of visitors
but
the capacity to manage them



**Statements** 

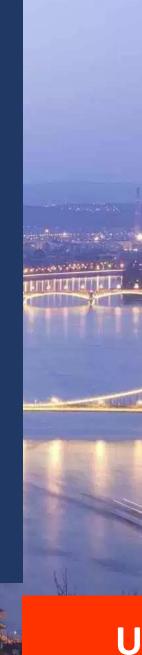
**UNWTO** 



**Tourism congestion** 

is commonly a localized rather than a citywide issue

is not a tourism-only problem



**UNWTO** 

**Statements** 



**Tourism congestion** 

technology or smart solutions
alone are important
but will not
solve the issue



UNWTO

**Statements** 



## Spice Europe

### A success story in Hungary

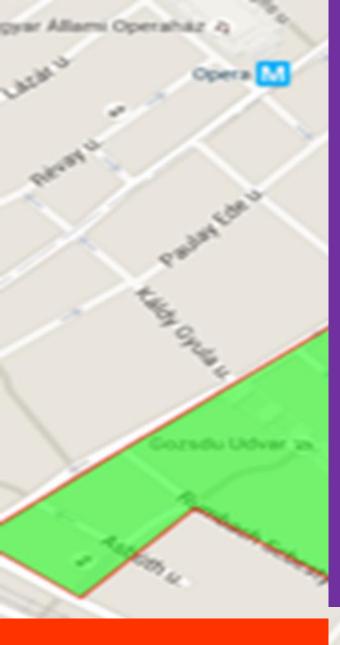
without EU or national budget
500 shops: cafés, pubs, etc.
10,000 jobs in the sector
7 billion HUF tax income
stong international demand
NTO campaigns: Spice of Europe







## Problems Peace Risks



### **Problems**

pollution: noise, rubbish

mass flocks: crime rate

threat: less green area

challenges: cleaning, protest

traffic: parking

depression: security, quality





### The temporary peace

local dwellers are
suffering and or accepting
tourism means pub crawl
artisans move away
worse visual image of the area







### The risks

more demonstrations
by citizens and NGOs
eralier closing hours
for ruin pubs and restaurants
dissaprearance of the
new Budapest Party Zone



Lose—lose?

Win-win?

## Turning point – way out



### Vision & Mission

liveable city core urban rehabilitation ,Spice of Europe' guests satisfied and proud residents successful businesses sustainable environment



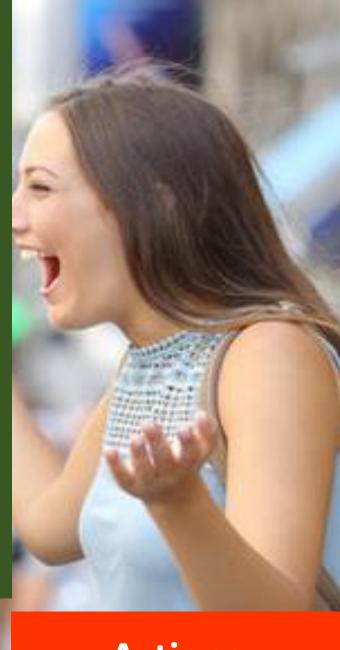
**Vision** 

**Mission** 



### Sustainability

reflexive design
slight retail load
locally managed problems
night time: party zone
day time: cultural hub
long-term brand pillar



**Strategy** 

Actions



### Value community

creative spots
Jewish memorials
unique environment
smart guiding
consumer-friendly topics
higher price level



Hill in Halbellindentakt





# Tourism Learning Area



### **Tourism Learning Area**

boundary-free approach
cross-border destination
involvement of the
real and active stake-holders
green—entertaining—cultural
workshops—experience places



**Creation** 

### **Tourism Learning Area**

tourist information
education
remarketing
traffic management
day time / night time contents
proactive approach



## Branding Management Revaluation





### **Branding & Rebranding**

easy-to-understand
single-tone messages
loveable and flexible
accepted categories
conversion of negative images
working public services



**Branding** 

Rebranding



### Management

content from the shop-floor framework from the top-floor defined tasks and scopes brand management visitor—service journey design authentic community planning



Meanings



### **Revaluation & Upgrade**

Hungarian entertainment
management model
market—image—pride
complex government issue
national and local levels







### **Budapest Party Zone**

Brand pillar in tourism with a management plan for a TLA with us

www.tutsz.org.hu

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Thank you for your kind attention

**Gábor Bódis**