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**A COMPARATIVE STUDY OF LOCAL EMBEDDEDNESS IN
HOTEL AND AIRBNB CATEGORIES IN TWO HUNGARIAN
TOURISM REGIONS**

Ph.D. Thesis Summary

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1 Aims and importance of the topic

Tourism plays an important role in the economic development of many regions and serves as a driver of employment, income, and business growth (Elgin & Elveren, 2024), contributing just under USD 11 trillion in 2024 to the world GDP, which is set to grow in 2025 to reach USD 11.7 trillion (Statista & World Travel and Tourism Council, 2025).

The industry is considered as a strategic part of Hungarian economy as well (OECD, 2018), as it contributes significantly to the national and regional economies in financial terms (Németh & Gyurácz-Németh, 2022), making up over 6% of the total GDP in the country in 2023 (Hungarian Central Statistical Office, 2025a).

In this regard, the accommodation sector has an essential place as it provides lodging services for the incoming tourists (Chandra & Ranjan, 2022). In general, accommodation service providers are not only essential components of tourism filières but also one of the main contributors to local economic development as their procurement practices and the spending behavior of their guests can create considerable economic multiplier effects (Capone & Boix, 2008). Thus, when accommodation establishments source goods and services locally, they support small businesses and suppliers, hence retain a greater portion of tourism revenue within the region and prevent leakages from the destinations (United Nations, 1999). This concept is also referred as local embeddedness, and has gained increasing attention in academic and policy circles considering its potential to reduce economic leakages (Andriotis, 2002; Mitchell, et al., 2014; Thomas-Francois, et al., 2017) as the outflow of money from a local economy occur when businesses purchase supplies from external sources (Vogt, 2008; Mitchell & Ashley, 2010; Lehmeier, 2015; Mayer & Vogt, 2016).

Furthermore, the rise of short-term rental platforms like Airbnb has brought additional complexity to the accommodation sector (Guttentag, 2019; Smith, et al., 2023). While hotels have traditionally dominated the sector, in recent decades, Airbnb has rapidly expanded by offering tourists alternative lodging options (Mody, et al., 2017). Although such apartments are usually well-integrated into residential neighborhoods, their operations can have both positive and negative consequences (Guttentag, 2015).

On the one hand, Airbnb hosts may procure supplies from local markets, and their guests might spend more in neighborhood businesses, therefore contribute to local economic development (Levendis & Dicle, 2016) which can increase their local embeddedness. On the other hand, the rapid growth of short-term rentals may cause shortages in housing supply as well as price increases, hence displacing local residents (Nieuwland & van Melik, 2018; von Briel & Dolnicar, 2021).

In general, the tourism literature suggests Airbnbs can result in increased tourist spending (Hidalgo, et al., 2024; Kim, et al., 2025) and jobs (Dogru, et al., 2020), especially outside traditional tourist cores of urban areas, while hotels contribute higher direct tax and procurement streams due to their larger size. However, while numerous studies attempt to measure the effect of Airbnbs on hotel performance (Dogru, et al., 2020; Destefanis, et al., 2020; Yang, et al., 2021) as well as compare their guests' spending impacts (Li, et al., 2022; McKercher, et al., 2023), side-by-side empirical comparisons of hotels and Airbnbs are scarce.

In particular, no empirical studies were found measuring hotels versus Airbnbs local embeddedness under the same research framework, which indicates an important research gap as Airbnbs are now capturing important share in official guest nights globally (Statista, 2025a). To illustrate, in Hungary it is believed to range between 28% and 40% depending on the region (Ministry of National Economy, 2024). Having stated that, empirical economic impact studies on Airbnbs are limited in Hungary.

Moreover, while various typologies in the hotel industry has been researched extensively (Andriotis, 2002; Sirgy, 2002; Stieb, 2008; Mitchell, et al., 2014; Kim & Kim, 2015), much less is known about differences within categories of the Airbnbs in terms of their economic effect on local economies (Lee & Kim, 2023; Guttentag, et al., 2025). Thus, although previous studies (Ram & Tchetchik, 2022; Gyódi, 2023; Lee & Kim, 2023; Herrero Ballesta, 2024; Guttentag, et al., 2025) explored Airbnb heterogeneity, they often focused on issues like gentrification and housing market effects and used listing volume or perceived professionalism as a proxy for comparison.

Therefore, a particular distinction between landlord-owned and absentee-owned Airbnbs have only been theoretically discussed in the literature (Guttentag, 2015). Notwithstanding, such a distinction would be particularly more important and fruitful as different ownership types and management models can potentially influence procurement practices (Adiyia & Vanneste, 2018; Kamann & Gyurácz-Németh, 2023), hence the extent to which businesses engage with local suppliers.

In addition, understanding aforementioned dynamics can be important for policymakers for increasing the positive economic impacts of tourism as well as mitigating potential negative consequences, such as housing affordability issues or excessive reliance on external supply chains (Nieuwland & van Melik, 2018). In this regard, effective regulation and targeted support policies can assist stronger linkages between accommodation providers and local suppliers, therefore improve the economic self-capability of tourism regions (von Briel & Dolnicar, 2021).

Considering above discussion, Hungary, particularly its main tourism regions of Budapest and surroundings, as well as Lake Balaton (Smith, et al., 2023) offer a strategically relevant context for such an investigation. Together, both regions account for over 50% of all domestic and international tourism nights in the country (Hungarian Central Statistical Office, 2024), yet comparative empirical studies on the local economic embeddedness of accommodation providers remain limited. Furthermore, the rapid growth of Airbnb listings in Hungary in recent years and the emergence of regulatory tensions, such as permit restrictions introduced in Budapest indicate the necessity for a better understanding to this industry. The lack of such research in Central and Eastern European (CEE) contexts further emphasizes the need for a regionally grounded approach to this topic.

All in all, this dissertation aims to contribute to the ongoing academic debate on economic leakages in tourism and provide evidence-based recommendations for policymakers in order to support regional development. In doing so, theoretical understanding of local embeddedness, which is a useful tool for analyzing socio-economic development in areas (Hess, 2009), is also advanced by differentiating accommodation ownership structures, which is an approach rarely applied in empirical studies, particularly for Airbnbs which are treated as a homogenous category in tourism literature (Guttentag, et al., 2025).

Overall, using a dual-perspective approach, the research quantifies and compares local embeddedness across hotel and Airbnb categories in primary tourism regions of Hungary by simultaneously analyzing procurement practices of accommodation providers and tourists' local spending behavior to provide a holistic assessment of economic leakages and regional retention capability.

2 Theoretical concepts of the research

2.1 *Tourism filière*

Overall, a filière network is defined as a complex web of actions including production, processing, transportation, as well as consumption and characterizes a harmonized procedure from production over the supply chain to consumption and the choices of stakeholders in this process (Liang & Plakias, 2022).

The tourism filière is characterized by the coexistence of economic and social actors (Kamann, 1988; 2015), the specialization of businesses in different stages of the tourism production process, as well as the strong presence of SMEs (Capone, 2006).

2.2 *Tourist expenditure*

It is strongly accepted that understanding the tourist expenditure and conducting an effective analysis can provide information into the profile of tourists that visit tourism areas and their consumption tendencies respectively (Wang & Davidson, 2010). Notwithstanding, most research that has been conducted on tourist spending has concentrated on evaluating the overall expenditure per tourist (García-Sánchez, et al., 2013), which may be misleading as the accommodation spending may offset the other categories of expenditure (Wang & Davidson, 2010). To address such limitations, other studies have focused on differentiating between expenditure on accommodation establishments and that spent outside the accommodation (Amir, et al., 2015).

Having stated that, considering that accommodation expenditure usually makes up a significant portion of tourist spending, the role of accommodation service providers becomes particularly important in shaping both visitor experiences and local economic benefits. In this regard, Sthapit et al. (2022) suggests Airbnb accommodations may generate stronger local economic effects compared to traditional lodging options, such as hotels. In the same vein, the findings of the research by McKercher, et al. (2023) also confirmed the connection between accommodation preferences and tourist behavior, hence, destination consumption patterns.

2.3 *Local embeddedness*

Local embeddedness is an important theoretical concept for understanding how tourism economies retain value within host communities and takes into account the interaction

involving macroeconomics and microculture (Ma, et al., 2025). It is based on the broader economic geography and institutional economics (Hess, 2009). Hence, this concept evaluates the multidimensional ties that connect filière actors to local socio-economic systems which provide a decent framework for analyzing economic leakages as well as community resilience in tourism.

Hess (2009) operationalized these ideas through a threefold embeddedness framework comprising: (1) *societal embeddedness*, which takes into account the level to which commercial activities are affected due to the social and cultural background of the business actors (2) *network (structural) embeddedness*, which considers the reality that actors and groups do not behave isolated, but rather within networks of relations (filière) and (3) *territorial embeddedness*, which refers to spatial regions characterized by clustered objects and clear delineations.

Recent tourism studies show the concept of local embeddedness, which is defined as the degree to which tourism businesses procure locally and partner with community actors, as an important determinant for resilient growth of the industry. In this regard, in empirical tourism studies, local embeddedness is usually operationalized through measurable metrics, such as, multipliers (Kim & Kim, 2015; Tohmo, 2017; Kronenberg, et al., 2018), the share of local procurement (Andriotis, 2002; Dusek, et al., 2011) and the spending behavior of tourists within the destination (Li, et al., 2022; McKercher, et al., 2023; Guttentag, et al., 2025).

2.4 Accommodation service providers in tourism

It is obvious that, the accommodation sector has an important place in tourism as it provides shelter for the visitors and also forms economic linkages within destinations thanks to supply chain operations (Chandra & Ranjan, 2022). Hotels, whether independent or chain-affiliated, have distinct procurement strategies that influence their local embeddedness respectively (O'Neill & Carlback, 2011; Kamann & Gyurácz-Németh, 2023).

Independent hotels, due to their decentralized decision-making can be inclined to source more from local suppliers which can result in stronger connections in the communities (Komlósi & Gyurácz-Németh, 2014). In contrast, chain hotels benefit from centralized procurement systems (Enz, 2009). While this approach helps to ensure consistency in quality as well as cost reduction, it usually relies on non-local suppliers, which may limit their regional economic impact (Pirnar, 2016).

On the other hand, Airbnb has emerged as a disruptive force in recent decades (Guttentag, 2015) which offers unique lodging options (Mody, et al., 2017) that also have potential to encourage guest spending in neighborhood businesses (Levendis & Dicle, 2016). However, its rapid growth raised concerns about housing affordability and resulted in regulatory challenges (Nieuwland & van Melik, 2018; von Briel & Dolnicar, 2021). Thus, understanding such dynamics is important for policymakers which aim to enable a balanced approach.

2.5 *Tourism and accommodation sector in Hungary*

In Hungary, tourism is an important part of the economy as it contributes significantly to the national GDP and employment (World Travel and Tourism Council, 2023). Nevertheless, several issues, such as seasonal demand fluctuations and mass tourism necessitate better regulation, especially considering recent decades' developments in cities like Budapest show how important proper tourism planning is in terms of overcoming such obstacles.

The government aims to implement plans such as the National Tourism Development Strategy 2030, which focuses on developing tourist destinations while providing proper rules for steady tourism growth (Hungarian Tourism Agency, 2017). The country is increasing its accommodation capacity, however, at the same time, it has introduced tighter rules for short-term rentals in Budapest to address housing concerns (Ministry of National Economy, 2024).

3 **Formulating the hypotheses**

H1: Independent hotels have a higher percentage of procurement from local sources compared to chain hotels in the studied Hungarian tourism regions.

Above statement is hypothesized because independent hotels usually have stronger ties to the local community due to decentralized decision-making which leads to greater engagement with local suppliers, hence local embeddedness (O'Neill & Carlbäck, 2011; Komlósi & Gyurácz-Németh, 2014; Feinstein, et al., 2017; Adiyia & Vanneste, 2018; Kamann & Gyurácz-Németh, 2023).

H2: Landlord-owned Airbnbs have a higher percentage of procurement from local sources compared to absentee-owned Airbnbs in the studied Hungarian tourism regions.

Literature basis for the above hypothesis is that ownership structure influences local embeddedness of Airbnbs (Horn & Merante, 2017; von Briel & Dolnicar, 2021; Ram & Tchetchik, 2022; Lee & Kim, 2023) despite they are mostly presented and treated as a homogenous group (Guttentag, et al., 2025). Hence, landlord-owned Airbnbs, where the host is present and welcomes the tourist, can be more prone to engage more with local suppliers and services and contribute more to the local economy. Such Airbnbs therefore can demonstrate a greater local economic embeddedness compared to absentee-owned Airbnbs. Their inclination for sustainable and locally-focused practices are also indicated by Guttentag (2015; 2019) and Herrero Ballesta (2024).

H3: Airbnb properties have a higher percentage of procurement from local sources compared to hotels in the studied Hungarian tourism regions.

Above is hypothesized as it has been determined in the literature review that although both hotels and Airbnbs provide accommodation for tourists, their business models are different (Zervas, et al., 2017; Yeon, et al., 2020; Wirtz, 2021). Therefore, Airbnb properties, particularly those that are landlord-owned, can have a more flexible and personal approach to sourcing goods and services. Airbnb hosts might be more inclined to support local suppliers because of the decentralized and community-oriented nature of the Airbnb model (Wirtz, 2021). On the

other hand, hotels, especially chain hotels, can have standardized procurement practices that favor bulk purchasing from larger, possibly non-local suppliers. Such differences in procurement practices may result in a greater percentage of local sourcing by Airbnb properties, which means being more locally embedded in the local economy compared to hotels.

H4: Airbnb apartment customers spend a larger share of their non-accommodation budget on local goods and services compared to hotel customers in the studied Hungarian tourism regions.

As this hypothesis focuses merely on the non-accommodation spending of tourists, it should firstly be stated that, in order to address limitations due to the accommodation spending offsetting the other categories of tourist expenditure (Wang & Davidson, 2010; Boboli & Dashi, 2022), several previous studies have also differentiated between accommodation expenditure and the amount that spent outside the accommodation (Hong, et al., 1996; Wang, et al., 2006; Amir, et al., 2015). Moreover, in the same vein with the previous hypothesis **H3**, when hotels and Airbnbs are compared, not only their business models, but also the experiences that they offer for travelers differ (Zervas, et al., 2017; Wirtz, 2021) which can impact their consumption patterns (Sthapit, et al., 2022; McKercher, et al., 2023). Hence, it can be claimed that hotel customers usually have access to on-site amenities and services which reduces their need to rely on local businesses, while Airbnb customers may prioritize more local experience and therefore be more inclined to spend on local goods and services (Yannopoulou, et al., 2013; Oskam & Boswijk, 2016; Sthapit & Björk, 2019; Albaladejo & Díaz-Delfa, 2020).

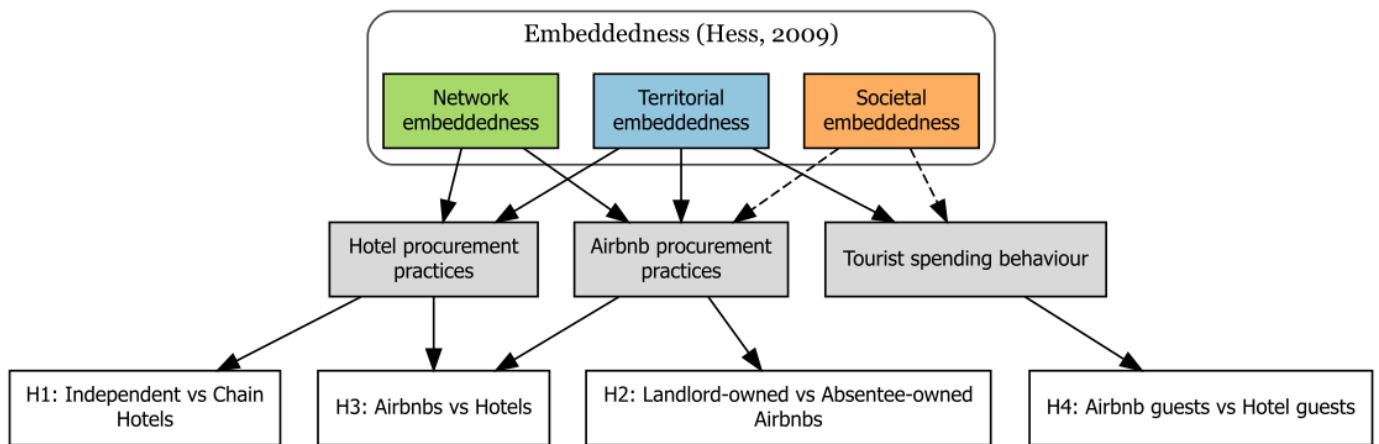


Figure 1. Connection of the embeddedness theory to the hypotheses

Source: Own edition

Once established above, the *Figure 1* links the three dimensions of local embeddedness (Hess, 2009) to the causal mechanisms and depicts which hypothesis tests which dimensions. In the figure, the solid arrows indicate the paradigms measured directly by the study, while the dashed arrows indicate theoretically relevant constructs that are only partly analyzed.

4 METHODOLOGY

4.1 *Primary Data Collection*

The necessary data to test the hypotheses was collected through surveys. All answers were anonymized using LimeSurvey to reduce desirability bias.

4.2 *The sample*

The study employed purposive sampling across Budapest and Lake Balaton to capture representative data from the accommodation categories.

For hotels, the target list comprised 241 member establishments of the Hungarian Hotel and Restaurant Association (HHRA) that are operating in the study areas. This included 163 Budapest properties and 85 Lake Balaton properties. The list of the target hotels was web scraped from the website of HHRA then manually reviewed for accuracy.

The Airbnb sample was web scraped from active listings on Airbnb website during the 2024 high season by systematically selecting the first five pages of search results for each region to provide geographic diversity. The target frame included 247 Budapest and 250 Balaton listings.

Tourist respondents were recruited through random sampling at tourist attractions of the study areas and online platforms to enable comparative analysis.

4.3 *The surveys*

Hotel Survey

This survey consisted of two sections assessing (1) hotel typology (independent/chain) and (2) local procurement levels across 14 categories.

Administration: Distributed via automated emails to hotel representatives. The 24% response rate (n=58) was in line with tourism industry benchmarks (Buhalis, 2003).

Airbnb Survey

Airbnb survey also had two sections, one for (1) Airbnb typology (landlord-owned/absentee-owned), another for (2) local procurement levels focused on three critical procurement areas (F&B, cleaning, laundry).

Administration: Utilized Airbnb's internal mailing system, resulting in 64 valid responses. After accounting for multi-property owners, an effective response rate can be estimated at around 25%.

Tourist Survey

This survey captured (1) accommodation type and (2) non-accommodation local spending levels.

Administration: Distributed via digital platforms and QR codes at tourist sites. A total of 103 responses were gathered as a result.

4.4 Research Methodology

The research model depicted in *Figure 2*, combines and illustrates the main variables as well as relationships that are analyzed.

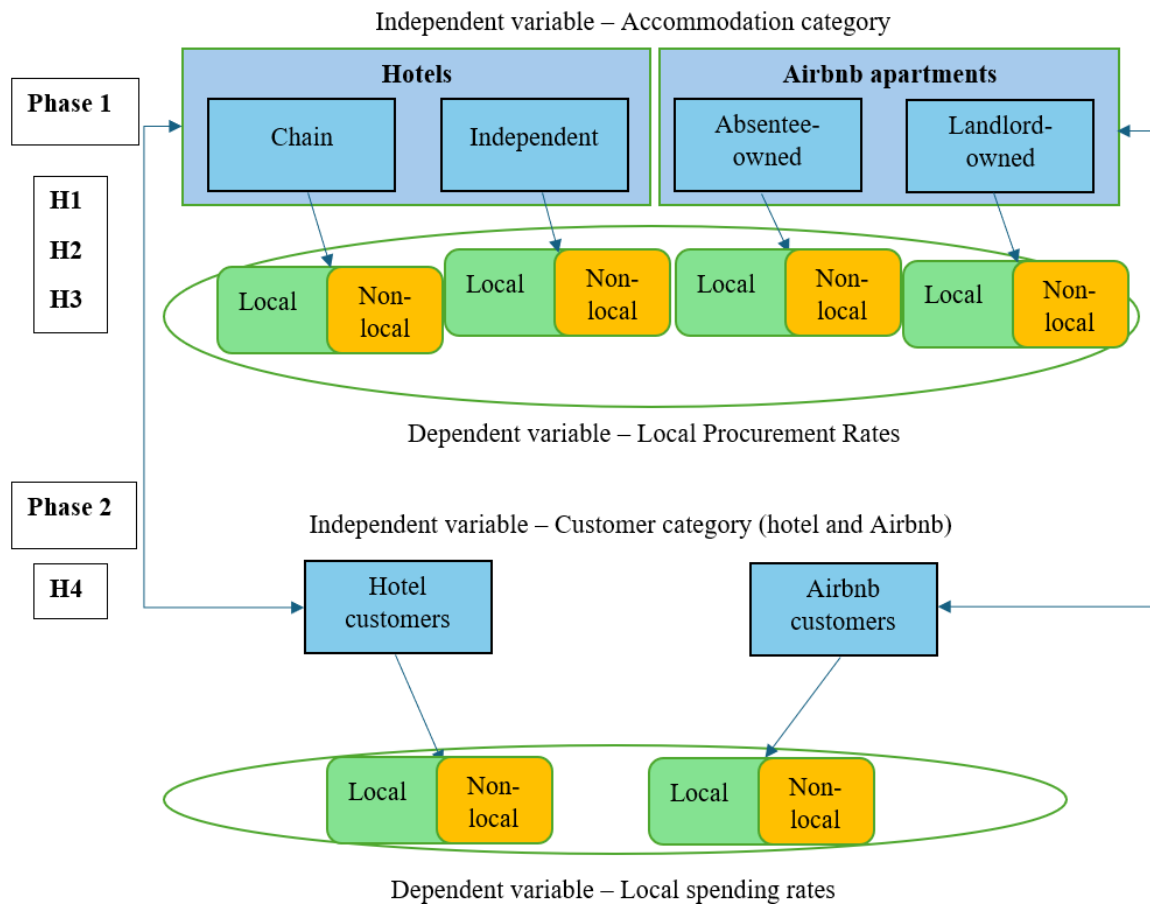


Figure 2. The research model

Source: Own edition

The analytical approach combined descriptive and inferential statistics to test the hypotheses. Initial data screening employed boxplot visualization, followed by winsorization to accommodate outliers without discarding valuable data. For hypothesis testing, appropriate statistical tests (Student’s t-test or Mann-Whitney U test) were used depending on the violation of variance equality and normality assumptions. All tests applied a 95% confidence threshold ($\alpha = 0.05$) to determine statistical significance.

5 Testing the hypotheses

Hypothesis 1

Independent hotels have a higher percentage of procurement from local sources compared to chain hotels in the studied Hungarian tourism regions.

To test this hypothesis, procurement data from 35 independent and 23 chain hotels were analyzed. The Student's t-test was employed, with winsorization applied to address outliers in the independent hotel subset (2 cases).

Results confirmed that ($t=2.880$, $p=0.006$) independent hotels sourced significantly larger share of supplies locally than chain hotels.

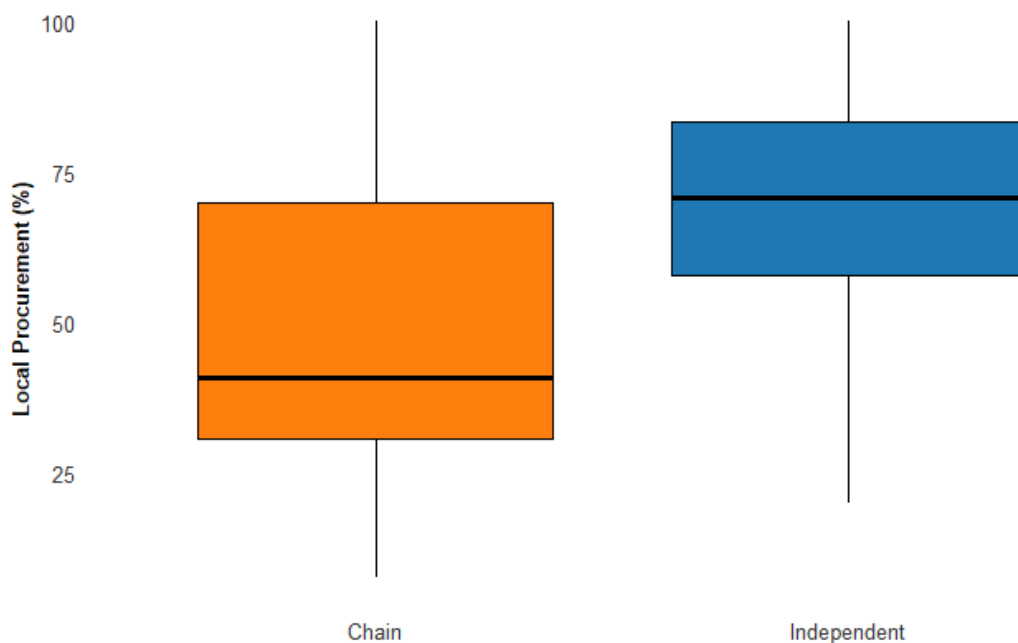


Figure 3. Box plots for hotel categories' local procurement levels

Source: Own edition

Hypothesis 2

Landlord-owned Airbnbs have a higher percentage of procurement from local sources compared to absentee-owned Airbnbs in the studied Hungarian tourism regions.

In order to confirm the above-mentioned hypothesis, data was first winsorized as there were outliers observed (3 in landlord-owned group and 1 in absentee-owned group). Following, the Student's t-test found a significant difference between the landlord-owned and absentee-owned Airbnb groups ($t=4.055$, $p<0.001$).

However, the Mann-Whitney U test (Wilcoxon rank sum test) was also applied due to violation of normality (Shapiro-Wilk $p<0.001$) and homogeneity of variances (Levene's test $p=0.003$) assumptions in the dataset where analysis of 33 landlord-owned and 31 absentee-owned

properties confirmed the statistically significant difference ($W=258, p<0.001$).

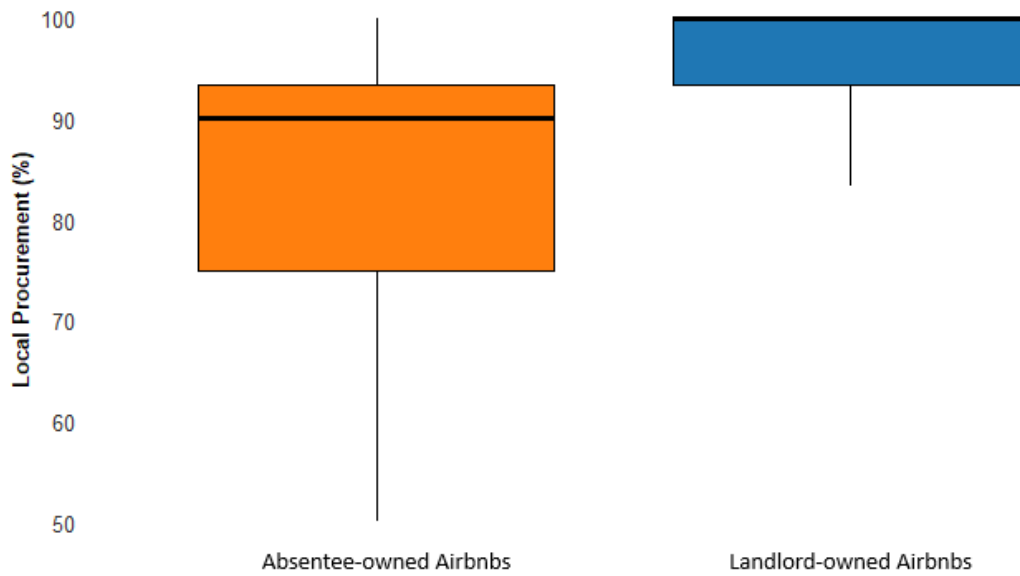


Figure 4. Box plots of Airbnb categories' local procurement levels

Source: Own edition

Hypothesis 3

Airbnb properties have a higher percentage of procurement from local sources compared to hotels in the studied Hungarian tourism regions.

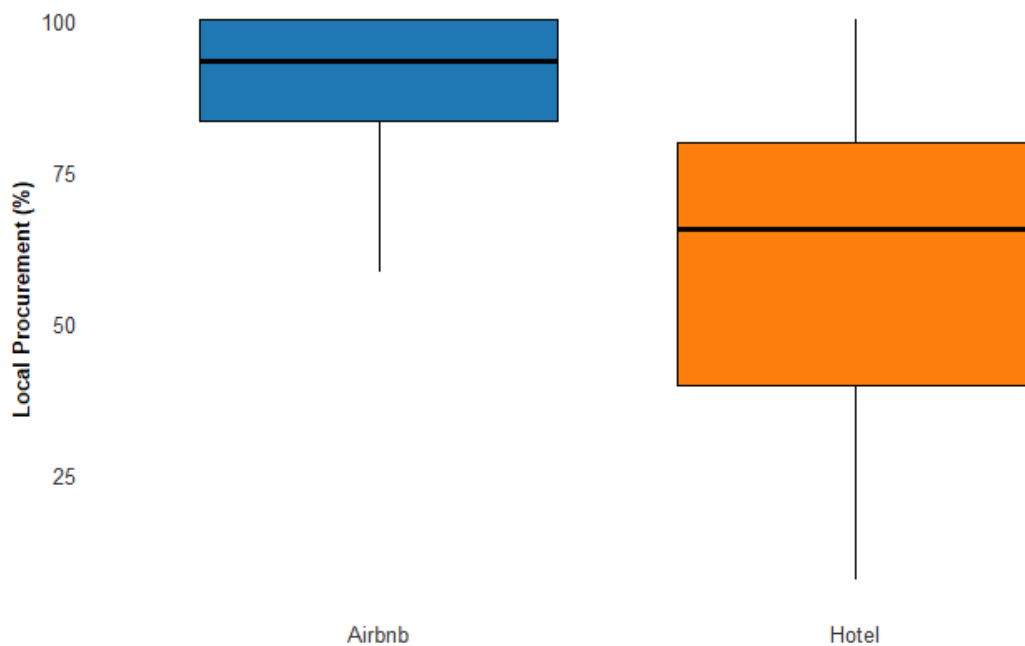


Figure 5. Box plots for the accommodation categories' local procurement levels

Source: Own edition

To confirm this hypothesis, the Student's t-test showed a significant difference between Airbnbs and hotels in terms of local procurement levels ($t=8.835$, $p<0.001$). However, both Levene's test ($p<0.001$) and the Shapiro-Wilk test ($p<0.001$) showed violations of this test's assumptions. To address this, the Wilcoxon rank sum test was conducted as a non-parametric alternative, and it effectively confirmed the significant difference between the two groups ($W=3221$, $p<0.001$).

Hypothesis 4

Airbnb apartment customers spend a larger share of their non-accommodation budget on local goods and services compared to hotel customers in the studied Hungarian tourism regions.

In testing the Hypothesis 4, spending data from 54 hotel and 49 Airbnb customers were analyzed. The Student's t-test was utilized, with winsorization applied to accommodate outliers in the Airbnb customers subset (1 case).

As a result, the Student's t-test robustly confirmed the differences in local spending patterns of tourists ($t=-6.775$, $p<0.001$).

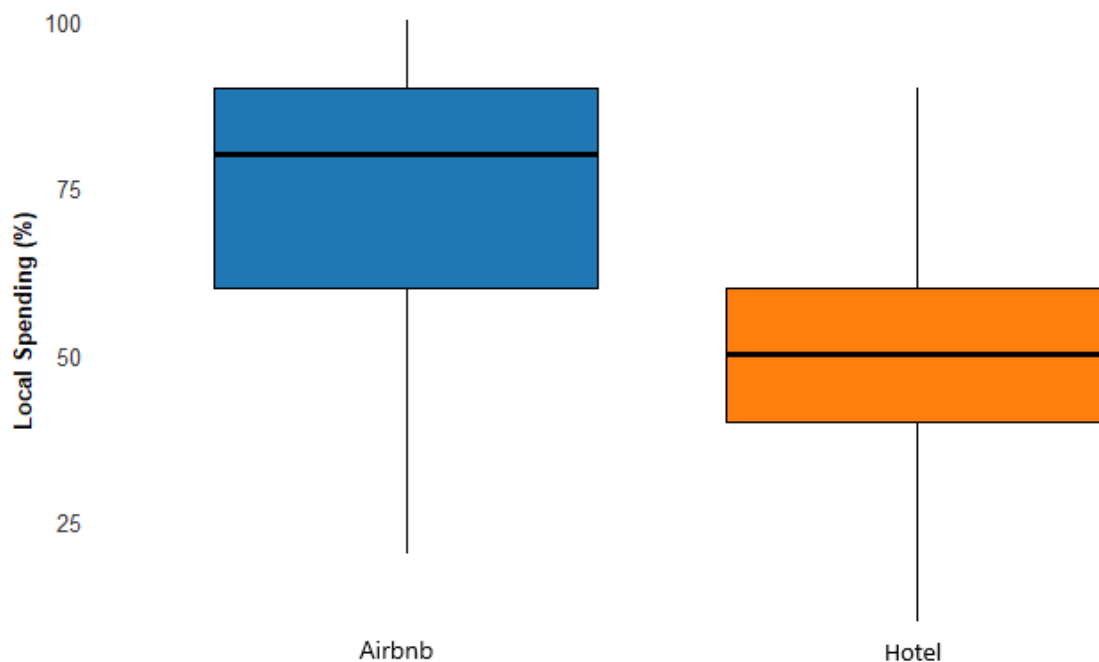


Figure 6. Box plots of responses from tourists grouped by accommodation choices

Source: Own edition

6 Novelty of the research

Based on the findings there are several contributions of this research that can be considered as novelty as listed below:

- This study analyzed both procurement practices of accommodation service providers and the spending behavior of tourists to assess local economic embeddedness, which is an approach not combined in existing tourism research.
- Unlike previous studies, this research empirically compared independent hotels, chain hotels, landlord-owned Airbnbs, and absentee-owned Airbnbs altogether in terms of local procurement.
- While the distinction between landlord-owned and absentee-owned Airbnbs has been discussed theoretically, this study is the first to empirically prove that landlord-owned Airbnbs are significantly different from absentee-owned ones in terms of sourcing from local suppliers.
- The finding that Airbnb properties, on average, procure a larger share of supplies locally than hotels is a novel contribution not addressed in prior literature.

7 Collection of theses

Thesis 1

It has been confirmed that independent hotels source a significantly larger share locally than chain hotels in the studied Hungarian tourism regions.

This thesis depicts that ownership category is an important factor in terms of local embeddedness of hotels.

Thesis 2

It has been empirically validated that landlord-owned Airbnbs procure larger share of their supplies from local suppliers than absentee-owned properties in the studied Hungarian tourism regions.

This thesis supports the theoretical distinction between host types while showing the role of host presence in local economic embeddedness.

Thesis 3

Results proved that Airbnb properties source a larger percentage of supplies locally compared to hotels in the studied Hungarian tourism regions.

This thesis indicates accommodation type is an important factor for local embeddedness. However, absolute monetary impacts may also depend on operational scales.

Thesis 4

It has been found that Airbnb guests allocate a greater proportion of their non-accommodation spending to local businesses than hotel customers in the studied Hungarian tourism regions.

This thesis shows accommodation type is a significant factor for local spending propensity of tourists. Notwithstanding, total monetary contributions may also depend on the amounts spent by tourists.

All in all, the findings offer a clearer understanding of how accommodation ownership types influence local economic embeddedness. Hence, the study presents an integrated view of local economic dynamics in the tourism industry.

8 Further research

Future studies could incorporate a longitudinal approach and track changes in procurement patterns as well as tourist spending over periods. This would help to assess how economic conditions, regulatory changes or shifts in consumer behavior impact local embeddedness in the accommodation sector.

In addition, the actual monetary flows generated by different accommodation types can also be analyzed by comparing total local expenditures such as annual supplier contracts and guest spending volumes. This would be further helpful if higher procurement rates were translated proportionally to greater economic contributions in absolute terms.

Future research could also expand on the findings of this study by explicitly comparing local embeddedness patterns across regions using stratified models or interaction effects by using a more comprehensive data that includes other tourism regions as well.

Moreover, by integrating qualitative research methods, such as in-depth interviews with accommodation providers or tourists, local suppliers, and policymakers can complement the quantitative research findings. Thus, such additional information can potentially be fruitful to better understand the motivations behind procurement choices, barriers to local sourcing, as well as strategies for improving economic linkages within the tourism industry.

9 Conclusion

This dissertation examined the local economic embeddedness of hotel and Airbnb categories in the Hungarian tourism regions of Budapest and surroundings as well as Lake Balaton. This has been done by analyzing both their procurement practices and the spending behavior of their guests. Through comparisons between independent and chain hotels, landlord-owned and absentee-owned Airbnbs, as well as between hotels and Airbnbs more broadly, the research revealed how different accommodation models are inclined to contributing to the local economies. The findings confirm that both accommodation type and ownership structure significantly influence local procurement levels and tourist spending patterns, with important implications for policymakers and industry stakeholders.

Independent hotels were found to source a greater share of their supplies locally than chain hotels, which reflects their strong ties to regional supplier networks. In the same vein, landlord-owned Airbnbs were more locally embedded than absentee-owned ones, suggesting that physical owner presence results in greater local economic engagement. On a broader level,

Airbnb properties showed higher local procurement rates than hotels, which is in line with their flexible and often more informal sourcing practices.

The study also showed that Airbnb guests allocate a larger share of their non-accommodation budget to local businesses compared to hotel guests. However, this does not automatically mean that their total monetary contribution is higher, as hotel guests may have larger overall travel budgets.

From a practical standpoint, these findings provide guidance for enhancing economic benefits of tourism. Thus, policymakers could encourage chain hotels to integrate more local suppliers and consider incentives for locally embedded Airbnb hosts. Destination marketing organizations (DMOs) may also support initiatives that encourage all tourists, regardless of accommodation type, to engage more with local businesses, therefore strengthening local economic impact of the industry.

In addition to the practical recommendations, this research makes theoretical contributions to the academic understanding of tourism embeddedness. It offers empirical comparisons of local embeddedness across accommodation types and ownership models. Moreover, conceptualizations of local embeddedness in platform-based tourism accommodations were refined which strengthens the empirical foundations of Airbnb host typologies. Furthermore, the integration of both supply-side and demand-side behaviors into a unified analysis represents a novel methodological advancement, which enables a more comprehensive understanding of how accommodation structures influence local economic outcomes.

The findings also contribute to the broader debate on tourism development and economic resilience. Hence, as tourism industry grows in Hungary, ensuring that local communities benefit from visitor spending should remain a priority. A balanced regulatory approach is essential to manage the expansion of Airbnbs while avoiding negative side effects such as housing shortages or overtourism. In this regard, strengthening hotel-supplier networks, supporting small-scale hosts, and promoting authentic, community-based activities can result in a more inclusive and resilient tourism practices.

To conclude, policies that promote stronger local economic connections across all types of accommodation are key to ensuring that tourism growth leads to sustainable development. By addressing the limitations outlined in the previous chapter and expanding future research into areas such as absolute spending, a better understanding of economic role of tourism can be achieved. Finally, building a more resilient and inclusive tourism sector will require long-term collaboration and transparency among policymakers, businesses, and local communities.

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Yannopoulou, N., Moufahim, M. & Bian, X., 2013. User-generated brands and social media: Couchsurfing and AirBnb. *Contemporary Management Research*, 9(1), p. 85–90. <https://doi.org/10.7903/cmr.11116>.

Yeon, J., Song, H. J. & Lee, S., 2020. Impact of short-term rental regulation on hotel industry: a difference-in-differences approach. *Annals of Tourism Research*, 83(2020), p. 102939. <https://doi.org/10.1016/j.annals.2020.102939>.

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11 List of Publications

Journal article published in English

Karimov, A., Gyurácz-Németh, P. & Kamann, D.-J., 2023. Economic impact of hotels and similar establishments in Veszprém District. *Region : The Journal of ERSA*, 10(1), pp. 133 - 145. DOI: 10.18335/region.v10i1.418.

Journal article accepted for publication in English

Karimov, A., Kamann, D.-J., & Gyurácz-Németh, P. 2025. Local spending patterns of tourists in the Budapest and surroundings and the Lake Balaton tourism regions: An exploratory study on the non-accommodation budget across Airbnb and hotel guests. *Turizmus Bulletin* (accepted for publication).

Abstract published in conference proceedings in English

Karimov, A., Gharehdaghi, M. 2022. Opportunities for increasing the economic impact of hotels and similar establishments in Veszprem through the use of blockchain. In: Fehérvölgyi, Beáta; Obermayer, Nóra (eds.) „A Tűztorony lépcsőin – Tovább lépési lehetőségek az innovációban” - absztrakt kötet. Veszprém, Hungary: University of Pannonia. 40 p. p. 36.

International conference presentations

8th Global Conference on Business Management and Social Sciences

Year: 2022

Conference date: 17th – 18th March

Location: Online

Mode: Online

Participation: participated and presented

8th International Conference of the Euro-Asia Tourism Studies Association

Year: 2022

Conference date: 4th-8th July

Location: Veszprém, Hungary

Mode: In-person

Participation: participated and presented

VI. BGE Sustainability Conference 2023

Year: 2023

Conference date: 28th of April

Location: Online

Mode: Online

Participation: participated and presented

Tourism and recreation in the 21st century: problems and prospects

Year: 2023

Conference date: 5th-6th May

Location: Baku, Azerbaijan

Mode: Online

Participation: participated and presented

VII. BGE Sustainability Conference 2024

Year: 2023

Conference date: 26th of April

Location: Online

Mode: Online

Participation: participated and presented

UNeECC annual conference: Impact and Legacy of the European Capitals of Culture Programme

Year: 2024

Conference date: 9th-11th October

Location: Timisoara, Romania

Mode: In-Person

Participation: participated and presented