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The socio-cultural impacts of short-term rentals on local neighborhoods in Lisbon. A focus on residents and tourist relationships, and local identity.

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Master in Hospitality and Tourism Management

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Ph.D, Catarina Maria Valente Antunes Marques, Associate Professor, Department of Quantitative Methods for Management and Economics at Iscte Business School

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BUSINESS
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Resumo

Esta investigação explora os impactos socioculturais dos arrendamentos de curta duração nos bairros da região de Lisboa, com um foco nas relações entre residentes e turistas e na preservação da identidade local. Com o aumento de plataformas como o Airbnb, o tecido urbano tradicional de Lisboa foi transformado, criando tanto oportunidades económicas quanto desafios culturais. Embora o aumento dos arrendamentos de curta duração tenha gerado mais receitas e oportunidades de negócio, também tem vindo a desestabilizar a coesão comunitária e a identidade local, especialmente em bairros históricos como Alfama e Bairro Alto. Os residentes enfrentam a subida dos preços das propriedades e sentem-se cada vez mais distantes das suas comunidades, ao mesmo tempo que lidam com a comercialização da cultura local. Este estudo, através de inquéritos quantitativos e entrevistas qualitativas, oferece uma análise aprofundada destas dinâmicas e propõe estratégias para uma gestão mais sustentável do turismo urbano, equilibrando os benefícios económicos com a preservação do património cultural.

Palavras-chave: Alojamento local; Impactos socioculturais; Bairros residentes; Residentes e Turistas; Identidade local; Sentimento de comunidade; Qualidade de vida.

Abstract

This research explores the socio-cultural impacts of short-term rentals on local neighborhoods in Lisbon, particularly focusing on resident-tourist relationships and the preservation of local identity. With the increase of platforms like Airbnb, Lisbon's traditional urban fabric has been reshaped, creating both economic opportunities and cultural challenges. While the influx of short-term rentals has brought increased revenue and business opportunities, it has also disrupted community cohesion and local identity, especially in historic neighborhoods such as Alfama and Bairro Alto. Residents face rising property prices and feel increasingly detached from their communities as they grapple with the commercialization of local culture. This study, through quantitative surveys and qualitative interviews, offers an in-depth analysis of these dynamics and proposes strategies for more sustainable urban tourism management, balancing economic benefits with the preservation of cultural heritage.

Keywords: Short-term rentals; Socio-cultural impacts; Local neighborhoods; Residents and Tourists; Local identity; Sense of community; Quality of life.

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Chapter 1. Introduction

1.1 The Rise of Short-Term Rentals and Urban Impact

According to Guttentag (2015), the rise of short-term rental platforms like Airbnb has significantly transformed urban environments, offering both economic benefits and potential challenges to local communities. In cities like Lisbon, a popular tourist destination, this increase in short-term rentals has become particularly significant.

Cocola-Gant and Gago (2019) suggest that while these platforms provide residents with new income opportunities and make tourism more attractive, they also raise concerns about their effects on social cohesion, cultural authenticity, and the quality of life for long-term residents. Lisbon's unique cultural identity and close-knit neighborhoods make it an important case for studying these socio-cultural impacts.

1.2 Relevance and Context of the Study

The significance of this study is evident, given the rapid expansion of short-term rentals in cities such as Lisbon. As global tourism continues to grow, cities are experiencing the impact of this surge in short-term rentals. According to Cocola-Gant and Gago (2019), Lisbon has seen a sharp increase in such rentals, which has led to significant social and cultural shifts. Arias Sans and Quaglieri Domínguez (2016) argue that these changes often manifest in altered neighborhood dynamics, with the influx of tourists disrupting traditional social interactions and affecting the sense of belonging among long-term residents.

Furthermore, Cocola-Gant and Gago (2019) point out that the commodification of culture for tourist consumption can undermine the authenticity of neighborhoods, transforming them into spaces that cater more to temporary visitors than to the long-term residents who have historically shaped their character.

Scholars such as Smith (2010) have highlighted how the rise of short-term rentals and urban tourism has the potential to commodify cultural heritage, leading to the loss of local authenticity and identity. Therefore, understanding these dynamics is crucial for developing policies that balance the economic benefits of tourism with the preservation of local communities' social and cultural integrity.

1.3 Research Questions

This research aims to address five key questions, each designed to explore different aspects of the socio-cultural impact of short-term rentals in Lisbon:

1. Social Interactions and Cultural Exchanges: How do short-term rentals affect the social interactions and cultural exchanges between residents and tourists in Lisbon's local neighborhoods?

2. Impact on Neighborhood Characteristics and Community: What are the impacts of short-term rentals on the characteristics, lifestyle, and sense of community within these neighborhoods?

3. Identity and Authenticity of Local Neighborhoods: How do short-term rentals influence the identity and authenticity of local neighborhoods in Lisbon?

4. Perceived Quality of Life: What is the perceived quality of life among residents in neighborhoods affected by short-term rentals?

5. Preservation of Historic Buildings and Landscapes: How do short-term rentals impact the preservation of historic buildings and the maintenance and improvement of houses and landscapes in these neighborhoods?

The five research questions were chosen to help fully understand the different ways short-term rentals affect local communities in Lisbon. Each question focuses on an important issue found in studies about urban tourism and housing. By looking at how short-term rentals impact social interactions, neighborhood characteristics, local identity, residents' quality of life, and the preservation of historic buildings and landscapes, this research will give a complete picture of how these rentals are changing the social and cultural life of Lisbon's neighborhoods. These questions will also help guide the discussion on how to balance the benefits of tourism with the need to protect local communities.

1.4. Objectives of the Study

This research draws on the framework proposed by Petruzzi et al. (2023), which categorizes the socio-cultural impacts of peer-to-peer accommodation on host communities. The framework highlights various aspects of housing instability, neighborhood disturbances, and the effects on local identity and community characteristics. By referring to this model, this study contextualizes Lisbon's specific challenges within a broader, systematic approach that has been used to understand how short-term rentals affect urban environments globally. The framework helps to guide the analysis, focusing on

both the positive and negative dimensions, and aligns with the key research questions, particularly in the areas of local identity, neighborhood characteristics, and residents' quality of life.

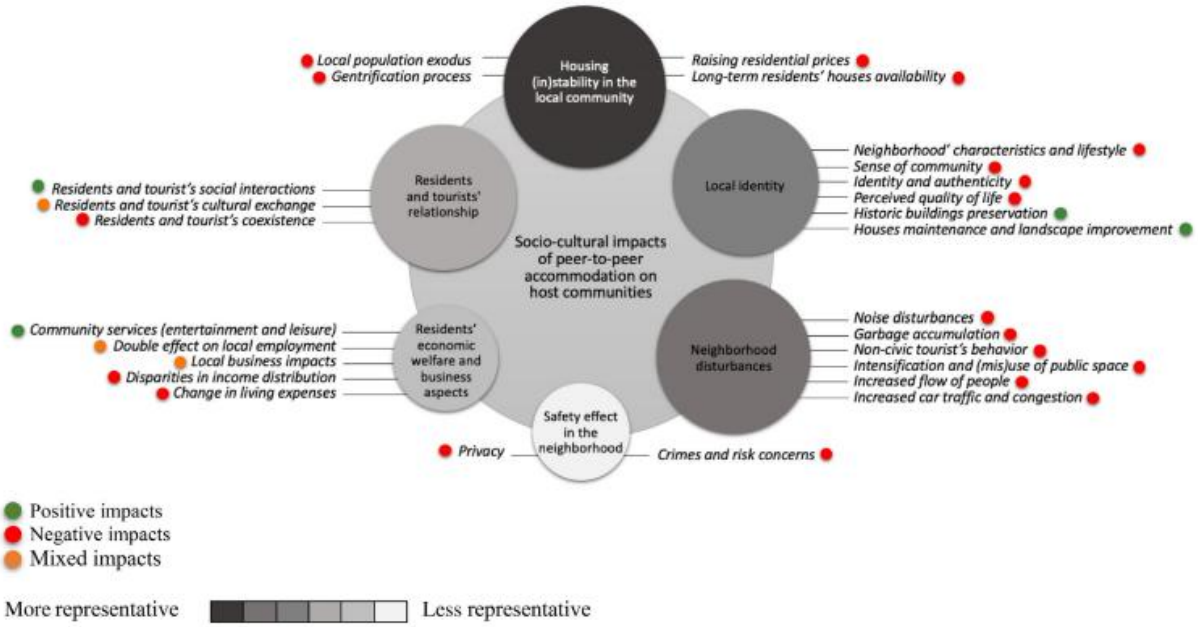


Figure 1 – Framework of the socio-cultural impacts of peer-to-peer accommodation on host communities from Petruzi et al. (2023)

Examining Resident and Tourist Interactions

The primary objectives of this research align closely with these questions. The study seeks to examine the nature of residents' and tourists' interactions within local neighborhoods influenced by short-term rentals, with a focus on the patterns of coexistence between these two groups.

Effects on Neighborhood Characteristics and Identity

Additionally, it aims to assess the broader effects of short-term rentals on neighborhood characteristics, lifestyle, and the sense of community. By analyzing these dynamics, the research will shed light on how short-term rentals contribute to or detract from the identity and authenticity of local neighborhoods, an essential consideration in cities where cultural heritage is a key component of the urban landscape.

Quality of Life and Cultural Preservation

Furthermore, the study will evaluate the perceived quality of life among residents, an important measure of the broader socio-cultural impacts of short-term rentals. Finally, the research will assess the relationship between short-term rentals and the preservation of historic buildings,

exploring whether the influx of tourists contributes to or undermines efforts to maintain and improve the architectural and cultural landscape of Lisbon’s neighborhoods.

1.5. Addressing the Research Gap

1.5.1 Focus on Socio-Cultural Impact

This study addresses a significant research gap in Lisbon, where the socio-cultural impacts of short-term rentals have not been thoroughly examined. While much of the existing research has focused on the economic and environmental effects, such as housing affordability and urban development (Fuller & Michel, 2014), there is limited exploration into how short-term rentals influence the social and cultural dynamics of local communities. The existing literature primarily covers economic and environmental consequences, but the effects on relationships between residents and tourists, as well as the impact on local identity, remain underexplored.

Short-term rentals, though economically advantageous, can alter the social fabric of neighborhoods by affecting residents' interactions, community ties, and the preservation of cultural authenticity (Bramwell et al., 2017). This research aims to address these socio-cultural dimensions, specifically in Lisbon's neighborhoods. It investigates how short-term rentals influence social interactions, cultural exchanges, and residents' overall quality of life, with the goal of providing a deeper understanding of the broader impacts of these rentals on local communities.

1.5.2 Contribution to Knowledge

This study aims to contribute to the existing body of knowledge by focusing specifically on the socio-cultural impacts of short-term rentals in Lisbon, with a particular emphasis on the relationships between residents and tourists and the effects on local identity. By filling this gap, the research will provide valuable insights into how short-term rentals shape the everyday lives of residents in tourist-heavy neighborhoods, offering a nuanced understanding of the benefits and challenges associated with this growing sector.

Chapter 2. Literature Review

This literature review examines the impacts of short-term rentals on local neighborhoods. It explores both positive and negative effects on residents and tourist relationships, authenticity, and local identity. Key areas analyzed include economic, social, cultural, environmental, and regulatory impacts, highlighting similarities and differences in findings across various scholars' studies on the subject.

2.1 Socio-cultural Impacts of Tourism

Tourism is considered one of the largest sectors in the service industry and is widely recognized as an essential tool for developing destinations. According to Uysal et al. (2016), tourism impacts host communities in several ways. For example, it can create entertainment opportunities and new services designed to meet the needs of visitors. As a result, development in host communities often progresses more rapidly than it would in the absence of tourism. Uysal et al. (2016) further highlight that the growth of the tourism sector stimulates the expansion of other local industries and even influences how people think, feel, behave, and perceive their surroundings.

Bramwell et al. (2017) have focused on the impacts of tourism on the economic, environmental, and socio-cultural dimensions. However, most research has concentrated on the economic impacts of tourism, with comparatively little attention given to the socio-cultural dimension. This trend is largely due to the fact that social and cultural aspects do not typically emerge as boldly or as quantifiably as economic factors. For example, Dwyer, Forsyth, and Spurr (2004) focus on measuring the economic contributions of tourism, noting that economic effects are easier to identify and quantify, while socio-cultural impacts are often more elusive and harder to assess. Similarly, Andereck and Vogt (2000) emphasize the economic and environmental dimensions in their study of tourism impacts, while socio-cultural aspects, though acknowledged, are given less prominence in comparison to economic considerations.

According to Anon (2009), the community is to be regarded as a mixture of people who may share some common values, interests, and views and have several means of acknowledging some of these commonalities. Socio-cultural impacts of tourism are perceived as the effects that tourism produces on the local communities through interaction with the tourists, either direct or indirect. For instance, Uysal et al. (2016) looked at the socio-cultural impacts of tourism, such as changes in the various characteristics of the destination, overcrowding, and the factors that impact the residents' perception, such as the length of residence in the area.

Anon (2009) agrees with these observations and adds that the impacts of tourism on an area could be positive or negative. Some common socio-cultural impacts of tourism include a sense of identity and belonging and improved quality of life for the residents through contributions obtained from the tourists, such as improved education and health. Joo et al. (2019) identifies some of the common negative impacts of tourism as an increase in vandalism and crime, deterioration of the social structure, alcohol and drug abuse, as well as damage to the local culture and language.

Due to the adverse effects associated with tourism, Wallstam et al. (2018) suggested that there is a need for host communities to be given more prominence and consideration in the development and planning of sustainable tourism. With that done, the community will be able to address issues related to changes in moral conduct, collective lifestyles, traditional ceremonies, and creative expressions. Further, such impacts, whether positive or negative, can change the quality of life, happiness, and well-being of the people.

Bauwens et al. (2019) echoed these findings by showing that other diverse dimensions, such as economic and environmental factors, have also interlinked socio-cultural impacts of tourism due to their ability to impact the lives of residents. Therefore, such indicators may be prevalent in literature, which means that an analysis of the socio-cultural impacts of tourism will also touch on the economic and environmental aspects.

Another key socio-cultural aspect of short-term rentals in Lisbon is social isolation. The emergence of short-term rentals has made it possible for residents and community members to only stay in one place for a short time as they seek to rent out their spaces for financial benefits (Joo et al., 2019). This has reduced the opportunities for social interactions among community members, making them feel isolated. In addition, the increase in the number of tourists has made it difficult for community members to interact more closely, leading to feelings of isolation.

2.3 Effects of Short-term Rentals on Social Interactions and Cultural Exchanges

Short-term rentals have a robust social concept. Most of the platforms utilize the methodology of reviewing to create reliance and also to be able to surpass a high risk of sharing with strangers. As Wallstam et al. (2018) note, the emergence of short-term rentals comes with increased social interactions among the locals and the tourists. The authors also note that the short-term rental sector previously relied mainly on self-regulation and first pioneers. However, with the growth of the sector, government regulation has become necessary. Smith (2010) suggested that in the recent past, for-profit platforms made it necessary for both the provider and the user to offer feedback after providing

the service. The overall effect of this is that it generates a new form of reciprocity and provides an aspect of confidence. This interaction, even if not physical, has had great social effects.

The short-term rentals sector provides an opportunity for people to collaborate freely and turn sharing values into a relationship. To enhance this, Bauwens et al. (2019) note that the use of technology has come in handy as it has enabled faster bookings and simplified the check-in procedures. Notably, the old practice of people-sharing platforms has made it possible to expand the network of people who can afford houses and have them rented or shared with strangers. Smith (2010) relates this to an educational system where, during the sharing, both the guests and the hosts usually interact since the host is eager to guide the guests or even give them tourist tips about their community. Therefore, as Botsman (2010) calls it, it reshapes society's interaction.

2.4 Impacts of Short-Term Rentals on Urban Neighborhoods

Short-term rentals have a largely positive impact on people's lifestyles and sense of community. Smith (2010) noted that uneven development is a common factor in capitalistic societies that manifests at various spatial scales. Gentrification is common among local communities that constantly receive visitors either in the short-term or in the long-term. In such situations, capital is continually invested in the built environment in a bid to produce additional value as well as expand the basis of the capital itself. On the same verge, capital is usually withdrawn from the built environment, enabling it to move elsewhere and take advantage of higher profit rates. Smith (2010) obtained similar results and stated that as a result of devaluation, there is the likelihood of creating new opportunities for capital circulation in the built environment.

Gentrification is perceived to represent the frontline of unbalanced development at the local level. Gentrification is considered the process by which people of the lower class and the working-class neighborhoods in the inner city are changed and their lives improved by the influx of middle-class home buyers and renters, whether short-term or long-term. Slater (2017) notes that this is the effect that tourists bring to a community when their influx becomes high. While gentrification could highlight a process where the financially and economically weaker in society are displaced by the wealthier ones, in the case of tourism, such people are not displaced. However, they are somewhat influenced positively by the money and opportunities that the tourists create.

Pinkster and Boterman (2017) perceived that the increasing overlapping of tourist as well as residential uses arising from the expansion of the short-term rental market, coupled with the popularization of urban tourism, facilitated socio-spatial impacts that resulted in tensions and

unwarranted stereotyping of tourists. Similar findings were shared by Fuller and Michel (2014), who suggested that the increase in tourist apartments in lower-class neighborhoods was a result of the growing interest of urban tourists in experiencing the usual life of local communities. On the contrary, Tussyadiah (2015) suggested that the main reason tourists preferred the use of short-term rentals or peer-to-peer accommodation rental services was motivated by the need for tourists to leverage comfort even as they toured various places. A study by Lestegás et al. (2018) about Airbnb's market concluded that the sharing economy was not as profitable as most people commonly assumed it to be. In another related study, Lees (2012) looked at how the new phenomenon of short-term rental services had changed the classical structure of the tourism sector.

2.5 Sharing Economy

According to Rojanakit et al. (2022), the sharing economy has been considered a significant form of consumption as it is perceived as an alternative to individual ownership in marketplace exchange and gift-giving. In a sharing economy, ownership is defined in terms of collective ownership as opposed to individual ownership.

Ndaguba et al. (2022) suggested that the short-stay market has its foundation pegged on numerous technological advancements as well as time management economies. Studies by Tussyadiah (2015) had similar findings when he found that the short-stay markets key drivers differ from guests and homeowners. Issues such as home-like apartments, enjoyment, cost-savings, and amenities are considered vital factors for guests. However, for the hosts, issues such as satisfaction, financial sustainability, and a sense of belonging are considered essential.

Similar findings were shared by Magno et al. (2018), who asserted that guests consider factors such as environment, amenities, safety, comfort, and prices. On the other hand, hosts mainly focus on aspects such as social benefits, financial benefits, reinvestment potential, and the impact of guests on the community. Notably, hosts usually prefer guests who have the capacity to engage with the local community and experience the economy, as well as promote local participation and development, as opposed to guests who seek to escape the big city.

Local development is a major factor in tourist destinations' performance. Shaffer et al. (2006) identify theories such as community economic development, community value, and localization as more prevalent and applicable when discussing ways of reducing poverty through local economic activity. Similar findings by Ndaguba et al. (2022) showed that community economic development is essential for reducing poverty. As a result, the traditional definition of poverty, as well as its reduction

methods, is usually region-specific. For this reason, there is a need to tailor approaches to specific communities and individual and collective needs.

Shaffer (2006) notes that at the community level, there is a need to empower locals in order to advance community economic development by employing the inside-out approach. Further, the interconnection of communities and individuals encourages social transformation and change through guest-community discussions. Thus, the growth and success of the shared economy are dependent on various intertwined factors. With proper management, the local community can benefit immensely. Ndaguba et al. (2022) note that aspects such as buying local, local prosperity, and investing locally are key to ensuring proper community development in the age of globalization.

2.6 How Short-term Rentals Influence the Identity and Authenticity of Local Communities

Undoubtedly, the rise of short-term rentals has influenced communities' identities and authenticity in a significant way. One of the key ways in which this has been witnessed is through cultural exchange. When tourists come to a local community and are hosted there, they influence the local community immensely. Rubino et al. (2020) note that the influence is mutual since the way the visitors influence the locals, they are also immensely influenced and taught new lifestyles that they did not know of before. For instance, the visitors are taught about the cultural customs, beliefs, and practices that they come to appreciate in order to co-exist with the community comfortably, which further enhances the authenticity of the experience of the host community.

The influx of visitors is also associated with housing challenges since too many visitors within a small local area tend to create pressure on housing. Anon (2009) notes that investors in any sector are guided by market demands and trends when making selling decisions. Therefore, when there is an influx of visitors in a particular area, there is a tendency for house rents to rise as a response to the increased demand. This tends to drive local community members away from such services since they need help to afford them. Joo et al. (2019) note that the ultimate result of this is that it may erode the social fabric of the local community as members feel that they have been robbed of their property, leading to a decrease in the sense of community belonging.

In similar findings, Bauwens et al. (2019) suggested that short-term rentals affect the preservation of heritage. On the positive aspect, the influx of visitors in a local community comes with improved prestige as the local community members get revenue from the houses that they hire on a short-term basis. The ability to generate revenue makes it easier for such people to generate revenue

that can be used for both maintenance and restoration efforts. However, in contradictory findings, Joo et al. (2019) suggested that the increase in short-term rentals can erode the intrinsic value of the local communities as foreigners tend to contribute to commodifying cultural heritage for tourist consumption.

2.7 The Role of Short-Term Rentals in Economic Change and Urban Transformation

The impact of short-term rentals on quality of life has been a significant topic of research. The rise of platforms like Airbnb has led to changes in local communities, particularly in economic improvements. These rentals generate income for residents and benefit local businesses through tourist spending, creating positive economic outcomes for communities.

Smith (2010) argues that for these benefits to be fully realized, national and local governments must implement regulations that balance the interests of locals and tourists. Investing in local communities and empowering residents to participate in tourism can promote equitable and sustainable economic growth. This empowerment allows for a more inclusive transformation, where locals can actively share the benefits of increased tourism.

Pinkster and Boterman (2017) emphasize the importance of both individual and community empowerment in driving economic growth, particularly in areas impacted by the short-term rental industry. However, Ndaguba (2019) notes that while much research focuses on either individual or collective empowerment, the role of community empowerment is often overlooked. The debate between individualism and collectivism in development tends to neglect the significance of community-level involvement in fostering long-term economic benefits.

Emerging research on the economic impact of short-term rentals is divided. On one side, studies focus on sharing the economy's potential for environmental and social benefits. On the other hand, they analyze how it disrupts traditional economic models. Füller et al. (2014) argue that major players in the sharing economy, like Airbnb, have increased financial opportunities for providers, reshaping traditional business models. This shift has led to new ways of value creation and power distribution within the economy.

Lestegás et al. (2018) describe the short-term rental sector as a disruptive force that counters hyper-consumption, which dominated the economy a decade ago. The sharing economy has redefined how businesses operate, including regulatory adjustments and the restructuring of entry barriers.

These changes influence how value is created and captured, shifting economic power away from traditional players. Magno et al. (2018) explored the disruptive nature of the sharing economy, highlighting how the 2008 financial crisis made consumers more cautious with their investments. As a result, people became more price-sensitive and more willing to engage with the sharing economy. This model has brought positive economic effects for both property owners and guests, as both parties benefit financially from the sharing system.

Digital transactions, as Shaffer et al. (2006) point out, have played a crucial role in boosting the share economy. The ease of conducting business online has opened up economic opportunities that were previously inaccessible. By lowering costs and simplifying transactions, digital platforms have made it easier for individuals to participate in the short-term rental market.

However, the rise of short-term rentals has raised concerns about regulation. Governments are now grappling with how to effectively tax and regulate this rapidly growing sector. Wu et al. (2017) point out that without proper regulation, issues like tax avoidance, housing affordability, and gentrification can arise, making it challenging to integrate short-term rentals into the broader economic system. In cities like Barcelona, Airbnb has faced strict government regulations due to concerns over "tourism-phobia" and complaints from the traditional hotel industry. Property owners are required to obtain licenses to ensure compliance with local laws. In Lisbon, hosts must obtain a Local Lodging license, which allows them to operate legally under government supervision. Other cities, like Berlin, New York, and Amsterdam, have implemented occupancy and rental time limits to control the impact of short-term rentals on local housing markets. These varying regulatory approaches reflect different ways cities manage the rise of short-term rentals. Regulations affect not only hosts but also the tourists who engage with these services, as they must adhere to local laws. As the sharing economy evolves, these regulations will likely continue to shape the industry’s future.

Overall, while short-term rentals have brought significant economic benefits to local communities, they also pose challenges that require careful regulation. Governments must balance the benefits of the sharing economy with the need for fair competition and sustainable growth.

2.8 Relationship between short-term rentals and the preservation of historic buildings

Wu et al. (2017) looked at the relationship between short-term rentals and the preservation of historic buildings, as well as the maintenance and improvement of houses and landscapes. Based on the research, both positive and negative impacts were identified. The author suggested that short-term

rentals are essential as they enable people to preserve their historic buildings for two reasons. First, these historic buildings act as tourist attraction sites. Secondly, the tourists provide the revenue needed to help maintain and preserve these buildings (Rubino et al., 2020). Since the owners and communities are aware of the associated benefits that come with such kinds of houses and landscapes, especially in the form of revenue, they are more motivated to maintain them. Similar findings were shared by Shaffer et al. (2006), who suggested that the presence of historic buildings creates awareness among people, leading to an influx of visitors within an area. Due to this creation of awareness that leads to an increase in the number of visitors, the demand for short-term rentals goes up, which is associated with increased revenue for the locals. For this reason, they are more motivated to preserve and conserve historic buildings and landscapes to increase the influx of visitors.

Ndaguba et al. (2022) asserted that community engagement makes it easier to facilitate interactions between local hosts and guests. Such interactions offer opportunities for education on the significance of the preservation of historic buildings and landscapes. Thus, short-term rentals greatly increase the need for the preservation of historic buildings and landscapes.

In contradictory findings, Uysal et al. (2016) found that the impacts of short-term rentals are not entirely positive, noting negative effects like the commercialization of heritage. Community heritage is meant to benefit socially and culturally, not financially, and should preserve values for future generations. However, Joo et al. (2019) argue that short-term rentals often turn historic buildings and neighborhoods into tourist attractions, prioritizing profit over preservation. This profit-driven focus risks eroding the uniqueness of historic sites, potentially leading to the loss of their cultural and historical significance if preservation efforts are neglected.

Chapter 3. Methodology

3.1 Research Design

This study employs a mixed-methods research design, combining both quantitative and qualitative approaches to comprehensively explore the socio-cultural impacts of short-term rentals on Lisbon's neighborhoods. This approach was chosen to address the complexity of the subject, which involves measuring broad trends while also understanding the personal experiences of residents, property owners, and business owners. Lisbon, Portugal's capital, is marked by historic neighborhoods such as Alfama, Mouraria, Bairro Alto, Chiado, and Graça, where narrow streets, community spirit, and traditions have long defined urban life. Once filled with family-run shops, artisan workshops, local restaurants, and "tascas," with Fado music echoing through Alfama, these bairros thrived on local markets and the close ties between neighbors that gave them their unique identity and everyday authenticity.

The quantitative component involves distributing surveys to residents, aiming to capture measurable perceptions regarding how short-term rentals affect their quality of life, local identity, and sense of community. The quantitative phase uses a cross-sectional survey design, meaning data is collected from participants at a single point in time. This provides a snapshot of the current sentiments and experiences related to short-term rentals. The participants for this study were selected using purposive sampling, ensuring that the individuals involved had direct experience with the impacts of short-term rentals in Lisbon's neighborhoods.

On the other hand, the qualitative component of the research consists of semi-structured interviews with a smaller, purposive sample of 15 residents, property owners, and business operators. This phase allows for deeper exploration of personal experiences and insights into how individuals navigate the changes brought about by short-term rentals. Through these interviews, participants can explain in their own words the emotional and cultural impact of short-term tourism on their everyday lives.

Finally, ethical considerations are carefully integrated into the research design. Participants are informed of their rights to withdraw at any time and are assured that their responses will be kept anonymous, particularly when discussing sensitive topics like displacement or the commercialization of local culture.

3.2 Data Collection

Given the focus on both quantitative and qualitative aspects, two primary data collection methods were used: surveys and semi-structured interviews. These methods were chosen because they align with the research objectives and are commonly used in studies examining the socio-cultural impacts of tourism (Jennings, 2010).

1. **Surveys**: Initially, the survey was distributed online, but it was difficult to control whether only residents from high short-term rental areas were responding, and the response rate was low, making this method ineffective. To address this, QR codes linking to the online survey, along with an explanation of the study's purpose, were left in mailboxes in the targeted areas. However, responses remained limited, leading to a shift toward a hands-on approach. Surveys were then conducted in person, ensuring that only residents from the intended areas participated. Although this in-person method was much more time-consuming, it was far more effective in reaching the desired population. In total, 384 surveys were collected, achieving a 95% confidence level with a 5% margin of error. The survey instrument included close-ended questions, primarily using Likert scales and multiple-choice formats to assess perceptions on topics such as community cohesion, local identity, and quality of life. The design aimed for ease of understanding and completion, ensuring broad accessibility.

2. **Semi-Structured Interviews:** In addition to the surveys, 15 semi-structured interviews were conducted with long-term residents, property owners, and business operators. These interviews offered in-depth personal accounts, providing context and a deeper understanding of how short-term rentals affect local communities. The interview guide included open-ended questions, allowing for flexibility and deeper exploration of participants' experiences

This mixed-methods approach ensured that the study captured both broad, quantifiable data and the rich, qualitative experiences of residents, providing a comprehensive understanding of the impacts of short-term rentals in Lisbon. For this research, purposive sampling was employed to carefully select participants for both the surveys and interviews. This approach was chosen to focus specifically on residents living in neighborhoods heavily affected by short-term rentals. These areas were selected based on their significant increases in short-term rental accommodations, making them highly relevant for the study's objectives.

3.3 Data Analysis

For the analysis of the survey data, the responses from 384 participants were entered into SPSS software for statistical analysis. The first stage involved performing descriptive statistics, which included calculating frequencies, percentages, mean values and standard deviations to summarize participants' perceptions on topics such as community cohesion, local identity, and quality of life.

Next, inferential statistics were applied to explore relationships between variables. A Chi-square test of independence was used to examine associations, such as between the length of residency and participants' perceptions of neighborhood changes due to short-term rentals. This test allowed for the identification of statistically significant patterns among different groups of residents.

Additionally, Pearson's correlation analysis was used to assess the relationship between local identity and quality of life. This technique measured the strength and direction of the association between how residents perceived the impact on their local identity and their overall satisfaction with life in their neighborhood.

While these are key examples of the tests conducted, additional statistical analyses were performed to explore other potential relationships and trends within the data, ensuring a thorough examination of all relevant variables. By employing these methods, the study ensured that the survey data was analyzed in a manner that could reveal both broad trends and significant relationships between key variables.

For the analysis of the semi-structured interviews, the responses from the 15 participants were transcribed and analyzed using thematic analysis. The next step involved open coding, where raw data (such as interview transcripts) was broken down into smaller segments, allowing to identify, label, and categorize key themes, concepts, or ideas that emerge. In this part, key themes and recurring ideas were identified from the transcripts. Topics such as community displacement, economic shifts, and cultural impacts emerged during this process.

By employing thematic analysis, the study provided rich, qualitative insights into the personal experiences of residents and stakeholders, complementing the broader trends observed in the survey data.

Chapter 4. Results

4.1 Quantitative Findings from the Surveys

The survey, distributed among residents in neighborhoods affected by short-term rentals, aimed to capture residents' perceptions regarding community cohesion, local identity, and quality of life. The sample comprised 384 people, with the majority being Portuguese residents, (nº353; 91.9%). Regarding gender, there was a not-so-balanced distribution, with 246 participants being female (64.1%), and 138 being male (35.9%). In terms of age ranges, most respondents, 156 people (40.6%), were aged 45–54, followed by 102 respondents (26.6%) in the 55–64 age group. When considering educational levels, the majority, 210 participants (54.7%), had completed a bachelor's degree, while 77 (20.1%) had completed a master's degree. The survey also gathered data on income levels, with a wider range of responses. The most common income bracket among respondents was between 1500–1999€, reported by 90 participants (23.4%). This was followed by 72 participants (18.8%) earning between 1000–1499€. Additionally, 56 respondents (14.6%) reported an income of 2000–2499€, while 51 respondents (13.3%) earned less than 1000€. Finally, regarding their professional status, 261 participants (68%) were full-time employed, while 123 (32%) were retirees.

4.1.1 Community Cohesion and Local Identity

To explore the relationship between residents' sense of connectedness to their neighbors and the presence of short-term rentals (STRs), a cross-tabulation was conducted between ("How has your connection to your neighbors changed since the rise of short-term rentals in your area?" and "Do you live in an area with a high concentration of short-term rentals?").

Connection to neighbors	High STR Area – Yes	High STR Area – No	Total
Feel less connected	118 (61.1%)	42 (22%)	160 (41.7%)
No change	64 (33.2%)	124 (64.9%)	188 (49.0%)
Feel more connected	11 (5.7%)	25 (13.1%)	36 (9.4%)
Total	193 (50.3%)	191 (49.7%)	384

Table 1 - Residents perceived connection to neighbors according to the concentration of short-term rentals in their area

Among respondents residing in high short-term rental (STR) areas, the majority (61.1%) indicated that they felt less connected to their neighbors since the rise of STRs. In contrast, only 22% of those living in areas with fewer STRs reported a decline in neighborly connection. Instead, most of this latter group (64.9%) stated that their sense of connection had not changed.

These results suggest that the presence of a high concentration of STRs is linked to a weakening of social ties within neighborhoods. The data indicates that areas with fewer STRs tend to maintain higher levels of community stability, with residents perceiving little or no change in their relationships with neighbors. Conversely, in areas where STRs are more prevalent, residents are more likely to report erosion in local social cohesion.

This finding aligns with existing literature on urban tourism and gentrification by Pinkster and Boterman (2017), which emphasizes that short-term rental proliferation can disrupt community structures by introducing a more transient population and reducing opportunities for long-term neighborly bonds. Thus, the results provide empirical evidence supporting the argument that STRs contribute not only to physical changes in urban landscapes but also to the social fragmentation of residential communities.

A chi-square test was also conducted to analyze whether the observed differences in residents' connection to their neighbors were statistically associated with the concentration of short-term rentals in the neighborhood. This test allowed the study to assess the significance of the relationship between the two variables, providing evidence on whether variations in community cohesion could be linked to differing levels of short-term rental activity.

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	81.450	2	.000**
Likelihood Ratio	83.212	2	.000**
Linear-by-Linear Association	45.987	1	.000**
N of Valid Cases	384		

Table 2 - Chi-square test examining the association between residents' connection to neighbors and the concentration of short-term rentals in their neighborhood

The Chi-square test of independence indicates a statistically significant association between living in a high concentration short-term rental (STR) area and residents perceived connection to their neighbors, $\chi^2(2, N = 384) = 81.45$, $p < 0.001$. This means that the differences observed in cross tabulation are highly unlikely to be due to chance. Specifically, residents living in neighborhoods with a high concentration of short-term rentals are significantly more likely to report feeling less connected to their neighbors, whereas those residing in areas with low short-term rental concentration predominantly indicate no change in their neighborly connections.

These findings suggest that the prevalence of short-term rentals is linked to decreased social cohesion in affected neighborhoods. The Chi-square results statistically confirm the trend observed in the descriptive cross-tabulation: the higher the density of short-term rentals, the greater the impact on weakening local community ties.

A cross-tabulation was then conducted to examine the relationship between residents' perceptions of local identity degradation ("How do you perceive the impact of short-term rentals on your neighborhood's local identity?") and the reported impact on their quality of life ("How has the rise of short-term rentals impacted your quality of life?").

Local Identity Impact	Negative QoL	Neutral QoL	Positive QoL	Total
Very significant	41 (58.6%)	19 (27.1%)	10 (14.3%)	70 (18.2%)
Significant	52 (61.2%)	24 (28.2%)	9 (10.6%)	85 (22.1%)
Moderate	39 (43.3%)	31 (34.4%)	20 (22.2%)	90 (23.4%)
Minor	26 (36.1%)	29 (40.3%)	17 (23.6%)	72 (18.8%)
No impact	6 (9%)	27 (40.3%)	34 (50.7%)	67 (17.4%)
Total	164 (42.7%)	130 (33.9%)	90 (23.4%)	384

Table 3 - Cross-tabulation examining the relationship between residents perceived degradation of local identity and the impact on quality of life

The results reveal a clear pattern: respondents who perceive a very significant or significant degradation of local identity are more likely to report a negative impact on their quality of life. Specifically, 58.6% of those reported very significant degradation and 61.2% of those reporting significant degradation indicated a negative impact.

Conversely, respondents who perceive minor or no degradation of local identity are more likely to report neutral or positive effects on quality of life. For instance, only 9% of those perceiving no impact reported a negative quality of life, while 50.7% reported a positive impact.

These findings suggest a strong association: as residents perceive greater threats to their neighborhood's local identity, they are more likely to experience declines in their quality of life. This trend highlights the social and psychological consequences of changes in neighborhood character associated with the rise of short-term rentals.

A chi-square test was also conducted to analyze whether the perceived degradation of local identity was statistically associated with residents' reported quality of life.

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	102.37	8	.000**
Likelihood Ratio	108.54	8	.000**
Linear-by-Linear Association	78.46	1	.000**
N of Valid Cases	384		

Table 4 - Chi-square test assessing the association between perceived local identity degradation and quality of life

The Chi-square test indicates a statistically significant association between residents' perceptions of local identity degradation and the impact on their quality of life, $\chi^2(8, N = 384) = 102.37$, $p < 0.001$. This result confirms that the pattern observed in the cross-tabulation is highly unlikely to have occurred by chance. Specifically, residents perceiving very significant or significant local identity degradation are much more likely to report a negative impact on their quality of life. Conversely, those who perceive only minor or no degradation generally describe their quality of life as neutral or positive.

These findings provide strong statistical evidence that the perceived erosion of local identity in neighborhoods affected by short-term rentals is closely linked to residents' overall quality of life, highlighting the social and psychological impacts of changes in neighborhood character.

To examine the relationship between residents' perceptions of local identity degradation ("How do you perceive the impact of short-term rentals on your neighborhood's local identity?") and their views on neighborhood commercialization ("How has the commercialization of your neighborhood affected its identity?", a Spearman correlation was conducted.

		Correlation (Spearman's rho)	Sig. (2-tailed)	N
Local Identity	Commercialization	0.728	0.01	384

Table 5 - Correlation matrix showing the relationship between perceived local identity degradation and neighborhood commercialization

The analysis revealed a strong, statistically significant positive correlation ($\rho = 0.728$, $p < 0.01$, $N = 384$). This indicates that residents who perceive greater degradation of local identity also tend to agree more strongly that commercialization has increased in their neighborhood. Conversely, those perceiving minor or no degradation of local identity are less likely to perceive commercialization as relevant.

These findings suggest that the perceived erosion of local identity is closely linked to neighborhood commercialization, highlighting how economic and social changes are intertwined in residents' experiences.

Neighborhood identity shifted to tourism	Negative QoL Impact	Neutral QoL Impact	Positive QoL Impact	Total
Yes	152 (92.7%)	60 (46.1%)	18 (20%)	230 (59.9%)
No	12 (7.3%)	70 (53.8%)	72 (80%)	154 (40.1%)
Total	164 (42.7%)	130 (33.9%)	90 (23.4%)	384

Table 6 - residents' perception of a tourism-focused neighborhood identity and the perceived impact of short-term rentals on quality of life

The cross-tabulation highlights a strong association between neighborhood identity and perceived quality of life. Among residents who perceived their neighborhood's identity as shifting towards tourism, (92.7%) reported a negative impact on their quality of life, compared to only 7.3% among those who did not perceive such a shift. Conversely, residents who did not report a tourism-focused identity were much more likely to describe neutral or even positive impacts. These results confirm that the expansion of local lodging is closely tied to declines in residents' well-being.

A Chi-square test of independence was then conducted to examine the association between residents' perceptions of a shift towards a tourism-focused neighborhood identity ("Do you feel your neighborhood's identity has shifted towards a transient, tourism-focused identity?") and their reported impact on quality of life ("How has the rise of short-term rentals impacted your quality of life?").

Test	Value	df	Asymptotic Sig. (2-sided)
Pearson Chi-Square	84.371	2	.000**
Likelihood Ratio	86.542	2	.000**
Linear-by-Linear Association	62.118	1	.000**
N of Valid Cases	384		

Table 7 - Chi-square test results for the association between a tourism-focused neighborhood identity and perceived impact on quality of life

The results revealed a statistically significant association between the two variables, $\chi^2(2, N = 384) = 84.37$, $p < 0.001$. Residents who reported that their neighborhood's identity had shifted towards a tourism-focused model were far more likely to report negative impacts on quality of life, whereas residents who did not perceive such a shift were more likely to report neutral, or even positive impacts.

These findings suggest that the perception of a tourism-driven neighborhood identity is strongly associated with reduced quality of life, reinforcing the broader pattern found in earlier analyses by Cocola-Gant e Gago (2019), linking local identity degradation with diminished community well-being.

4.1.2 Tourism and Rental Dynamics

To examine whether individuals who host short-term rentals are more likely to reside in areas with a high concentration of STR, a cross-tabulation was conducted.

	High STR Area (Yes)	High STR Area (No)	Row Total
Hosts rentals (Yes)	27 (64.3%)	15 (35.7%)	42 (11.0%)
Does not host (No)	166 (48.5%)	176 (51.5%)	342 (89.0%)
Column totals	193 (50.3%)	191 (49.7%)	384

Table 8 - Cross-tabulation examining the association between hosting on STR platforms and living in areas with high STR concentrations

The results show that 7.0% of the total sample were hosts living in high STR areas, while 3.9% were hosts in low STR areas. Among non-hosts (89%), 48.5% lived in high STR areas and 51.5% lived in low STR areas. This distribution suggests that while most hosts are indeed located in high STR neighborhoods, hosting is still relatively uncommon compared to the overall sample (only 11% of respondents are hosts).

Overall, these findings indicate that hosting is somewhat associated with higher-density STR areas, but the majority of residents in such areas are still non-hosts. This reinforces the idea that STR presence extends beyond the hosts themselves, shaping the neighborhood experience for a much broader group of residents.

4.1.3 Perceived Quality of Life

A Spearman correlation was conducted to examine the relationship between residents' perceived impact of short-term rentals on their quality of life ("How has the rise of short-term rentals impacted your quality of life?") and their overall quality of life rating ("On a scale of 1 to 5, how do you rate your overall quality of life in your neighborhood?").

		Correlation (Spearman's rho)	Sig. (2-tailed)	N
Impact on QoL	QoL Rating	-0.654	<0.001	384

Table 9 - Spearman correlation matrix showing the relationship between residents perceived impact of short-term rentals on quality of life and overall quality of life rating

The Spearman correlation analysis revealed a strong and statistically significant negative association between residents' perceived impact of short-term rentals on quality of life (Q15) and their overall quality of life rating (Q17), ρ = –0.654, p < 0.001. This result reflects the way Q15 was coded, with higher values representing more negative impacts. Substantively, the findings show that residents who reported negative impacts of STRs tended to evaluate their neighborhood quality of life as very poor, while those who perceived positive impacts consistently rated their overall quality of life as very good.

These results suggest a clear link between residents' subjective perceptions of short-term rental impacts and their broader evaluation of neighborhood livability, highlighting the social and personal implications of STR proliferation in residential areas.

An independent sample t-test was conducted to examine whether overall quality of life ratings ("On a scale of 1 to 5, how do you rate your overall quality of life in your neighborhood?") differ between residents in high STR concentration areas and those in low STR concentration areas ("Do you live in an area with a high concentration of short-term rentals?").

Levene's Test for Equality of Variances	t-test for Equality of Means	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval
F = 0.87, Sig. = 0.35 (equal variances assumed)	Equal variances assumed	-6.24	382	<0.001	-0.57	0.09	-0.74 to -0.39
	Equal variances not assumed	-6.20	380	<0.001	-0.57	0.09	-0.74 to -0.39

Table 10 - Independent samples t-test comparing mean quality of life ratings between residents in high STR concentration areas and low STR concentration areas

Levene's test for equality of variances was not significant, $F(1, 382) = 0.87$, $p = 0.35$, indicating that the assumption of equal variances was met. The t-test results revealed a statistically significant difference between the two groups, $t(382) = –6.24$, $p < 0.001$. On average, residents in high STR concentration areas reported lower quality of life scores (M difference = –0.57, SE = 0.09) compared

to residents in low STR concentration areas. The 95% confidence interval for the mean difference ranged from –0.74 to –0.39, confirming that the effect was consistently negative.

These findings suggest that living in areas with a high concentration of short-term rentals is associated with lower perceived quality of life. This result complements the earlier cross-tabulation and chi-square analyses, reinforcing the conclusion that STR density is strongly linked to diminished well-being among residents.

4.1.4 Neighborhood Identity

Another relevant finding relates to how residents perceive changes in neighborhood identity due to the proliferation of short-term rentals. To capture these dynamics, respondents were asked how they would describe their interactions with tourists in their neighborhood and, in a follow-up question, what types of interactions they typically had with tourists.

Category	Frequency	Percentage
Increased contact with tourists	251	65.4%
No change in contact	64	16.7%
Decreased contact with tourists	69	18.0%
Total	384	100%

Table 11 - Distribution of residents' reported changes in contact with tourists

Results show that the majority of respondents reported an increase in contact with tourists, with 251 respondents (65.4%) selecting this option.

Category	Frequency	% of Responses
Tourism-dependent interactions	310	62.2%
Commercial/service-oriented	92	18.5%
Cultural exchange/sharing	60	12.0%
Deep/meaningful interactions	36	7.2%
Total (multiple responses)	498	100%

Table 12 - Distribution types of interactions between residents and tourists

Among 384 respondents, a total of 498 interaction types were reported, confirming that many residents selected more than one category. The majority of responses indicated that interactions were tourism-dependent (62.2%), followed by commercial/service-oriented interactions (18.5%). Fewer residents reported cultural exchange or sharing experiences (12.0%, of respondents), and only 7.2% of responses reflected deep or meaningful interactions.

This distribution demonstrates that while contact with tourists is frequent, it is overwhelmingly transactional rather than cultural. In other words, residents most often interact with tourists in contexts linked to rentals or services, while only a minority report any genuine cultural exchange or meaningful conversation. This reinforces the perception that short-term rentals contribute to the commercialization of neighborhood identity, rather than fostering cultural understanding.

4.2 Qualitative Findings and Discussion from the Interviews

The semi-structured interviews provided deeper insights into the socio-cultural impacts of short-term rentals. Several important themes emerged from these discussions, expanding on the survey findings and offering a more nuanced understanding of the issues.

4.2.1 Loss of Local Identity

A predominant theme from the interviews was the perceived erosion of local identity, which complements the findings from the survey. Long-term residents expressed concerns about their neighborhoods increasingly catering to tourists rather than the local community. While the survey

highlighted the perceived decline in community cohesion, the interviews shed light on the deeper emotional and cultural impacts this shift has had on residents.

Many interviewees highlighted the gradual disappearance of traditional landmarks, family-owned businesses, and local festivals, which have been replaced by tourism-centric establishments such as souvenir shops and tourist-oriented restaurants. This transformation has significantly impacted the residents' connection to their neighborhoods, as local customs and traditions have been commercialized for the benefit of tourists.

One resident from Alfama, who had lived in the neighborhood for over 40 years, reflected, “The fado that used to be part of our lives is now performed for tourists in overpriced venues. It doesn’t feel like home anymore.” This personal account illustrates the emotional toll that the commercialization of local culture has taken on long-time residents, who feel increasingly alienated from their own communities. The interviewees frequently mentioned that this loss of authenticity has stripped neighborhoods of their unique character, turning them into generic tourist destinations.

The commercialization of local culture, as described by the residents, has not only altered the physical landscape of these neighborhoods but also weakened the emotional connections that once defined them. Residents from Alfama and Bairro Alto, in particular, voiced their concerns about the transformation of their once close-knit communities into spaces where the cultural richness that once defined them is being commodified. This process has left many long-term residents feeling disconnected, as their neighborhoods no longer reflect the values, traditions, and social bonds that once made them feel like home.

4.2.2 Resident Displacement and Housing Affordability

One of the most emotionally charged issues emerging from the interviews was the displacement of long-term residents, driven by rising rents and the conversion of residential properties into short-term rentals.

Residents expressed frustration over the economic pressures generated by platforms like Airbnb, with landlords increasingly drawn to the profitability of short-term rentals. Many interviewees recounted how friends, neighbors, and even family members had been forced to leave due to unaffordable rent hikes. As one resident from Bairro Alto shared, “My neighbors have been leaving, one by one. The rent hikes make it impossible to stay, and my landlord who owns the entire building is considering turning it into short-term rentals as soon as the licenses become available because it’s more profitable.”

While managing short-term rentals requires more logistical effort, such as guest communication and cleaning, several landlords have found the financial benefits to outweigh those of long-term leasing. This has led to a drastic reduction in available housing for locals, exacerbating the housing affordability crisis. For those remaining, the displacement of close-knit neighbors has created a profound sense of social fragmentation, with many reporting a loss of the strong communal ties that once defined their neighborhoods.

This trend has had far-reaching implications beyond housing affordability. Long-term residents noted that the rising demand for tourist accommodation has fundamentally altered the character of their neighborhoods. The overcrowding of streets and public spaces, particularly during peak tourist seasons, has made everyday life increasingly difficult. Many expressed that their neighborhoods had become noisier and less peaceful, no longer conducive to the kind of lifestyle they had once enjoyed. The strain on local infrastructure, coupled with the constant influx of tourists, has further contributed to feelings of isolation and frustration.

Despite government efforts to regulate short-term rentals, such as restricting new licenses in heavily impacted areas, many residents felt these measures came too late to curb the widespread displacement. As one interviewee reflected, "It’s not just about rising rents—it’s about the loss of community, the loss of our history. Our neighborhoods no longer feel like home."

The broader issue of housing affordability and displacement has not only forced residents to move to more affordable areas but has also intensified a growing sense of alienation among those who remain. As these communities fragment, the cultural and social fabric of historic neighborhoods is at risk of disintegration, further contributing to the erosion of local identity and belonging.

4.2.3 Economic Impacts on Local Businesses

The economic impact of short-term rentals on local businesses was a significant concern raised in the interviews, revealing a dual narrative about winners and losers in this new economic landscape. While some businesses—particularly those catering directly to tourists, such as cafes, bars, and souvenir shops—have thrived, others, especially those serving long-term residents, have struggled to survive. This divide in economic outcomes was a recurring theme, reflecting the uneven distribution of tourism's benefits.

A local grocer in Alfama explained the challenge: "Tourists don’t buy daily necessities, they eat out or shop for souvenirs. Our regular customers, the people we’ve known for years, are being priced out, and the tourists don’t need us." This sentiment was echoed by several small business owners, who

described how their customer base had shrunk as long-term residents were displaced. Traditional businesses that once served daily needs have seen a decline in sales, and some have even had to close their doors, further eroding the local economy.

On the other hand, businesses in the hospitality sector have experienced significant growth. An account manager from a tourist services company shared, "Without aggressive marketing, we've doubled our sales each year by partnering with short-term rental platforms and property owners. Tourists want authentic local experiences, and they're looking for services like guided tours, cultural workshops, luggage drop-off stores, and key collection pick-ups." The expansion of short-term rentals has created new opportunities for businesses offering tourist-specific services, particularly those that can leverage partnerships with platforms like Airbnb.

This shift in the business landscape has contributed to the broader transformation of neighborhoods. As more businesses turn their focus to tourists, the character of the community changes, with family-owned businesses being replaced by more commercially oriented establishments. While this has resulted in economic benefits for some, many local residents and business owners lament the loss of regular local customers and the decline of a community-centered economy.

Ultimately, while the influx of tourists has boosted some sectors, the uneven economic impact has led to a sense of disconnection among long-standing businesses and residents, who feel left behind by the shift toward a tourism-driven economy.

4.2.4 Impact on Social Interactions

The proliferation of short-term rentals has profoundly altered the nature of social interactions within neighborhoods. While previous sections highlighted the decline in community cohesion and local identity, this section focuses on the personal and day-to-day social exchanges that have been disrupted by the influx of tourists.

Many long-term residents reported a noticeable reduction in meaningful social exchanges as their neighbors were replaced by tourists. Unlike permanent residents, who were invested in building lasting relationships, tourists typically stayed for short periods and interacted with locals in more transactional ways. One resident in Bairro Alto explained, "We used to know everyone on our street. Now, there are new faces every week. Tourists are here for a short time—they don't invest in the community. It feels more like a hotel than a neighborhood." This shift has led to a growing sense of

alienation among long-term residents, who now find themselves living among strangers with whom they have limited interaction.

The frequent turnover of visitors has also disrupted the continuity of social bonds, with many residents describing their neighborhoods as having lost the familiarity and trust that characterized them in the past. This sense of social disconnection has been compounded by the fact that tourists, while often polite, do not engage with the local community in a meaningful way, further contributing to the erosion of neighborhood ties.

In contrast, a minority of interviewees who hosted tourists through platforms like Airbnb shared more positive interactions. For these hosts, short-term rentals occasionally facilitated opportunities for cultural exchange, as hosting created space for conversations about Lisbon's history, culture, and daily life. One host noted a sense of pride in being able to share their knowledge of the city with guests. However, even these interactions were often described as fleeting, and most relationships remained superficial due to the short-term nature of the stays.

Overall, while there have been isolated cases of positive social exchanges, the overwhelming sentiment from long-term residents was that the transient nature of short-term rentals has diminished the sense of community and made it difficult to establish meaningful social bonds. The resulting isolation has contributed to a broader feeling of disconnection among residents, who long for the stronger neighborhood ties that once defined their lives.

4.2.5 Safety and Security Concerns

Comparing residents in high versus low saturation areas of short-term rentals revealed significant differences. Residents in areas with a high number of short-term rentals were more likely to report issues such as increased noise levels, overcrowding, rising costs of living, and concerns about the preservation of historic buildings and landscapes. Many felt that short-term rentals contributed to the commercialization of historic neighborhoods, which shifted focus away from maintaining and preserving these culturally significant areas. Instead of being valued for their historical and cultural importance, some historic buildings were being adapted primarily for tourist use, reducing their authenticity and accelerating their deterioration.

Noise pollution was a major concern, particularly in neighborhoods known for nightlife or close to tourist hotspots. Residents frequently reported disruptions from late-night gatherings, parties in short-term rental properties, and the general increase in foot traffic from tourists. This led to a sense of loss of the peace and quiet that once defined these areas.

Overcrowding was another significant issue. Lisbon's narrow streets, especially in its historic quarters, were not designed to handle high tourist volumes. Residents expressed frustration over congested sidewalks, long queues in shops, and difficulties accessing public spaces. This overcrowding extended to public transport, where locals often struggled to use services overwhelmed by tourists. Several residents pointed to the deterioration of public spaces and infrastructure, with historic areas facing challenges in maintaining public facilities and heritage sites under the strain of heavy foot traffic.

The rising cost of living was also a common theme. The demand for short-term rentals has driven up rental prices for long-term residents, making housing less affordable. In addition, the influx of tourists has inflated the prices of everyday goods and services. Local businesses have shifted focus toward catering to tourists, resulting in increased costs for dining, groceries, and daily necessities. This economic shift benefits property owners but comes at the expense of residents' living conditions and the preservation of their neighborhoods' historical and cultural integrity.

Safety and security emerged as critical concerns. Many residents in high saturation areas reported feeling unsafe due to the constant turnover of tourists. The transient nature of short-term rentals left residents uncertain about who was entering and leaving their buildings. One resident in Graça shared, "You never know who's coming or going. Every week, there are new people in the building, and it's not always clear if they're tourists or strangers." This lack of familiarity and oversight heightened feelings of insecurity, especially at night.

In neighborhoods like Bairro Alto, known for its nightlife, residents reported increased instances of disruptive behavior, including rowdy tourists and late-night parties hosted in short-term rental properties. These disturbances not only affected residents' peace but also contributed to a growing sense of danger. The lack of regulation in some short-term rental properties exacerbated these issues. Property owners were often perceived as indifferent to managing guest behavior, prioritizing profit over the safety concerns of permanent residents.

Additionally, some neighborhoods saw a rise in illegal activities. Residents of areas like Bairro Alto and Graça noted an increase in contrafaction and illicit markets in popular tourist spots. This emergence of illegal markets further eroded the sense of security for long-term residents, who felt their neighborhoods were no longer the safe places they once were.

4.3 Implications for Practice

The findings from this study have significant implications for policymakers, property managers, hosts, and local communities. As Lisbon continues to grapple with the socio-cultural impacts of short-term

rentals, it is critical to develop strategies that balance the economic benefits of tourism with the preservation of community identity and quality of life. Based on the findings from the surveys and the interviews, several key policy recommendations emerge, explained as following.

4.3.1 Limiting Short-Term Rental Concentration

One of the primary concerns raised by residents was the over-saturation of short-term rentals in certain neighborhoods. To address this, Lisbon's policymakers have successfully implemented restrictions on the number of short-term rentals allowed. This has been a positive step toward preventing the displacement of long-term residents and reducing the social alienation caused by the transient nature of short-term tourism. However, additional measures could be taken to further protect local communities and the social fabric of the city.

One potential strategy is the introduction of zoning laws that differentiate between residential and tourist-heavy areas. These laws would designate specific neighborhoods primarily for long-term residents, thereby restricting the number of short-term rentals in those zones. By doing so, zoning laws could help preserve the authentic culture and traditions of Lisbon's historic districts, ensuring that these areas continue to serve local residents rather than tourists. This approach would also prevent the over-commercialization of entire neighborhoods, safeguarding the character and social cohesion of these communities.

In cities such as Barcelona and Amsterdam, policies limiting the number of nights that properties can be rented out on short-term platforms have proven effective in curbing the negative effects of tourism on local housing markets. The study by Garcia-López, Jofre-Monseny, Martínez Mazza, and Segú (2020) provides strong evidence that such regulations, particularly in Barcelona, have helped reduce the number of Airbnb listings, stabilizing housing prices and making more long-term housing available for residents. These measures contributed to preserving the character of neighborhoods and balancing the interests of both tourists and residents.

Adopting similar measures in Lisbon could help maintain this balance by protecting the social fabric of its neighborhoods. Encouraging property owners to rent to fixed tenants during the low season could also enhance social cohesion and strengthen community bonds, addressing the disruptions caused by tourism. Stabilizing neighborhoods in this way would allow Lisbon to foster a more sustainable relationship between its tourist economy and its permanent residents.

4.3.2 Creating Affordable Housing Initiatives

Another pressing issue highlighted in the interviews was the rising cost of rent, which has driven many long-term residents out of their homes. Policymakers should consider initiatives that provide affordable housing options to counterbalance the financial incentives for property owners to convert their properties into short-term rentals.

One potential policy response is the introduction of a housing levy or tax on short-term rentals, with the generated revenue earmarked for affordable housing projects. Such measures would allow cities to capture part of the economic benefits of tourism while mitigating its negative externalities, particularly rising housing costs, gentrification, and resident displacement. Petruzzi et al. (2022) highlight that peer-to-peer accommodation significantly contributes to housing instability by reducing the supply of long-term rentals and accelerating processes of urban gentrification. In this sense, taxation can act not only as a corrective mechanism but also as a redistributive tool to reinvest in community needs. Additionally, offering incentives for property owners to prioritize long-term leases over tourist rentals could help stabilize local housing markets, preserve neighborhood identity, and protect community cohesion.

Additionally, a progressive tax system would ensure that higher earnings from short-term rentals are taxed at higher rates, redistributing the economic benefits of tourism more equitably. Funds raised through this taxation could be reinvested into affordable housing initiatives or community development projects, helping to mitigate the displacement of long-term residents and supporting more sustainable urban growth.

Implementing stronger rent control measures in neighborhoods with a high concentration of short-term rentals could be highly beneficial as well. By limiting how much landlords can increase rent on these specific places, local governments would be able to protect long-term residents from being priced out of their homes. This would help stabilize the rental market and ensure that locals can continue to live in their communities, preserving the neighborhood's social fabric and preventing further displacement due to rising housing costs.

4.3.3 Enhancing Regulation and Monitoring of Short-Term Rentals

One of the key takeaways from this research is the urgent need for stronger regulation of short-term rentals in Lisbon. Although existing frameworks, such as the Local Lodging License, have been introduced, the findings suggest that these measures fall short in addressing the broader socio-cultural impacts.

A consistent concern raised in the interviews was the inadequate oversight of the short-term rental market. Many residents voiced frustration over the effects on safety, security, and quality of life caused by insufficient regulation. To tackle these issues, policymakers should focus on stricter enforcement measures, including enhanced safety and health standards, along with regular inspections to ensure compliance across properties.

It is well-known that some property owners are renting their properties on hosting platforms without valid license numbers, while others are not following the rules imposed by the government for short-term rentals. Implementing more frequent inspections could greatly improve transparency and ensure that property owners comply with local laws and regulations. Furthermore, enforcing penalties, including the removal of licenses from non-compliant property owners, would help curb illegal rentals and ensure that short-term rental operations are conducted responsibly, in a way that benefits both the community and the tourism industry.

4.3.4 Community Engagement and Cultural Preservation

The research highlights the crucial role of community engagement in shaping tourism policies. As Lisbon's tourism industry grows, it is important that residents have a say in decisions that impact their neighborhoods. To address this, policymakers could create community advisory boards made up of local residents, business owners, and other stakeholders. These boards would provide valuable input on tourism-related matters and help ensure the concerns of long-term residents are considered.

Equally important is the preservation of cultural heritage in areas affected by short-term rentals. Initiatives such as establishing heritage protection zones can safeguard local businesses, traditions, and festivals from excessive commercialization. Furthermore, promoting cultural tourism that emphasizes the preservation and celebration of local customs—rather than their commodification—would allow Lisbon to retain its unique identity while capitalizing on tourism's economic benefits.

The interviews point to the dangers of over-commercializing culture, reinforcing the need to protect the authentic character of Lisbon's neighborhoods. Community-led preservation efforts can focus on maintaining local cultural and historical assets by designating certain areas as off-limits to heavy tourism development, thus preserving their distinct identity.

4.3.5 Promoting Deeper Resident-Tourist Engagement and Enforcing Clear Communication

One of the findings from the interviews was the lack of meaningful engagement between tourists and long-term residents. Property managers and hosts can play a key role in fostering more positive and impactful interactions between visitors and the local community. For example, hosts could be encouraged to provide information about local customs, traditions, and community norms as part of the rental experience, helping tourists to better appreciate and respect the local culture.

Furthermore, property managers can develop community-focused initiatives, such as offering discounts or promotions that encourage tourists to support local businesses that cater to long-term residents, rather than just tourist-oriented shops and restaurants. By encouraging a deeper connection between visitors and the local community, property managers can help reduce social alienation and enhance the cultural exchange between residents and tourists.

Property managers and hosts can actively promote local businesses and services to their guests, creating a positive economic impact on the community. By partnering with local cafes, restaurants, and service providers such as tour guides or artisans, they can offer unique experiences that enrich visitors' stays while supporting the local economy. Managers could provide curated guides with recommendations that go beyond tourist hotspots, highlighting authentic experiences that encourage guests to explore the culture and traditions of the area.

Additionally, Transparency is essential in building trust between hosts, guests, and the local community. Property managers and hosts should provide clear communication regarding house rules, local regulations, and expectations for guests. This includes being upfront about noise restrictions, local cultural sensitivities, and neighborhood norms to ensure a respectful and harmonious coexistence between tourists and residents. Effective communication can prevent misunderstandings and potential disturbances, contributing to a more pleasant experience for both guests and the surrounding community.

4.3.6 Strengthening Community Bonds

Given the decline in social interactions and community cohesion noted in the interviews, it is critical to create initiatives that encourage long-term residents to engage more with one another and with tourists. Local governments, together with community organizations, could establish neighborhood councils or community groups aimed at preserving local culture, addressing residents’ concerns, and fostering a sense of belonging.

Events that celebrate local traditions and invite both residents and tourists to participate could help reinforce the community's identity. For example, hosting cultural festivals or local market events could create opportunities for long-term residents to reclaim public spaces and foster a sense of pride in their neighborhoods. Additionally, providing forums for dialogue between residents and tourism stakeholders could help bridge the gap between these groups and mitigate some of the tensions caused by tourism.

Chapter 5. Conclusion

5.1 Conclusions and Contributions to Existing Theory

This study has explored the socio-cultural impacts of short-term rentals on local neighborhoods in Lisbon, focusing particularly on the dynamics between tourists and residents and the preservation of local identity. The research findings reinforce several established theories while also expanding and challenging prevailing assumptions in the field.

One of the most significant findings is that short-term rentals have contributed to the gentrification of neighborhoods, accelerating the displacement of long-term residents. This aligns with classic models of urban gentrification (Slater, 2017), but the study also highlights how platforms like Airbnb have accelerated this process, making it increasingly difficult for policymakers to balance the needs of residents with the economic benefits of tourism. This reinforces the argument that short-term rentals are not merely a symptom of gentrification, but a driving force that reshapes the socio-economic landscape by creating financial incentives for property owners to prioritize tourists over long-term residents.

The commodification of local culture is another important theme in the findings, mirroring earlier works such as Smith (2010), who described how tourism often turns cultural heritage into a product for consumption. The interviews conducted for this study revealed how Lisbon's historic neighborhoods are being transformed into tourist attractions, often at the expense of authenticity and local identity. This process of commodification has led to the replacement of traditional businesses and landmarks with tourist-oriented establishments, diluting the neighborhoods' cultural fabric.

This study also reinforces theories of social alienation, such as those proposed by Uysal et al. (2016). The findings show a decline in meaningful social interactions between residents and tourists, as well as among neighbors. This alienation is compounded by the transient nature of tourism, which has eroded the community cohesion that once defined many of Lisbon's neighborhoods.

However, this research also expands theoretical understanding by offering a nuanced perspective on the role of short-term rentals in accelerating urban displacement. While gentrification has been widely studied, this research adds to the growing body of literature by showing that short-term rentals exacerbate the problem. Recent studies, such as those by Wachsmuth and Weisler (2018) and Gurran et al. (2020), support this finding, but this study offers further insights by highlighting how

short-term rentals contribute to the transformation of local economies, creating disparities between tourist-focused businesses and those serving long-term residents.

The research also challenges the assumption that tourism's economic benefits are universally positive. While tourism has brought financial opportunities to some local businesses, the benefits are unevenly distributed. The financial gains often come at the cost of social cohesion, cultural authenticity, and quality of life for long-term residents, thus challenging the widely held belief that increased tourism automatically leads to positive economic outcomes for local communities.

5.2 Recommendations

Based on the findings of this research, several recommendations can be made to address the socio-cultural challenges posed by short-term rentals in Lisbon. These recommendations aim to strike a balance between fostering economic growth through tourism and preserving the integrity of local communities.

Policy Interventions

One of the most pressing issues identified in this study is the displacement of long-term residents due to rising rental prices, which is exacerbated by the proliferation of short-term rentals. To mitigate this, policymakers should consider implementing stronger rent control measures in neighborhoods with high concentrations of short-term rentals. These measures could limit the extent to which landlords can increase rents, thereby offering some protection to long-term residents from being priced out of their homes.

In addition to rent control, zoning laws could be introduced to differentiate between residential and tourist-heavy areas. By designating certain neighborhoods primarily for long-term residents, the city can help preserve the authentic culture and traditions of these areas while limiting the number of short-term rentals. Similar policies have been implemented in cities such as Barcelona and Amsterdam, where restrictions on the number of nights a property can be rented out have been successful in reducing the negative impact of tourism on local communities.

Another policy intervention could involve imposing a tax or levy on short-term rentals, with the revenue directed towards affordable housing projects. This would allow the city to benefit from tourism while addressing the housing shortage that is contributing to gentrification and displacement.

Enhancing Regulation and Monitoring

A major concern for residents is the lack of effective regulation and oversight in the short-term rental market. Strengthening the existing regulatory framework, including stricter enforcement of safety, health, and licensing standards, would help to ensure that property owners adhere to local laws and maintain the quality of the housing stock.

Improved monitoring of short-term rental platforms to ensure that all listings are properly licensed would also help curb illegal rentals, which have proliferated in recent years. These regulatory measures would ensure that the benefits of tourism are more evenly distributed and that local residents are not disproportionately affected.

Community Engagement

Community engagement is critical in addressing the socio-cultural impacts of short-term rentals. Policymakers should establish neighborhood advisory boards that include residents, business owners, and other stakeholders. These boards could provide input on tourism-related issues and ensure that the concerns of long-term residents are considered in policy making decisions.

Additionally, efforts should be made to preserve cultural heritage in neighborhoods affected by short-term rentals. This could involve creating heritage protection zones where local businesses, landmarks, and traditions are protected from commercialization. Cultural tourism initiatives that promote the preservation of local customs, rather than commodifying them, could help maintain the authenticity of Lisbon's historic neighborhoods.

Encouraging Longer Stays

To reduce the transient nature of short-term rentals and their impact on social cohesion, property managers and hosts could encourage longer guest stays, particularly during the low season. Offering discounts for extended stays or promoting month-long rentals could attract guests who are more likely to engage with the local community, fostering deeper connections between visitors and residents.

Supporting Local Businesses

Hosts and property managers can also play a crucial role in supporting local businesses by encouraging guests to patronize establishments that serve long-term residents. Providing guests with recommendations for local, family-owned businesses could help ensure that the economic benefits of

tourism are more evenly distributed across the community, rather than being concentrated in tourist-oriented shops and restaurants.

5.3 Limitations and Future Research

While this research offers valuable insights into the socio-cultural impacts of short-term rentals in Lisbon, there are several limitations that should be acknowledged.

Geographic and Sampling Limitations

This study primarily focused on neighborhoods in Lisbon that have been heavily impacted by short-term rentals. While these areas provided a rich context for exploring the effects of short-term rentals, the findings may not represent the full diversity of Lisbon's neighborhoods. Future research could include a broader range of neighborhoods to better understand how different areas of the city are impacted by short-term rentals.

Subjective Nature of Self-Reported Data

The reliance on self-reported data introduces potential biases, as participants' responses are influenced by their personal experiences, emotions, and socio-economic status. For example, residents negatively affected by short-term rentals might overemphasize the negative aspects, while those benefiting from tourism might downplay the downsides. Future research could incorporate more objective data sources, such as housing market statistics or official tourism data, to complement self-reported findings.

Cross-Sectional Design

This study used a cross-sectional design, collecting data at a single point in time. Although this provides a snapshot of the current socio-cultural dynamics, it does not allow for an analysis of how these dynamics evolve over time. Longitudinal studies that track changes in neighborhood composition, housing prices, and resident attitudes over several years would provide a deeper understanding of the long-term effects of short-term rentals.

Demographic Considerations

The sample size for the qualitative portion of the study may not fully capture the diversity of experiences in the affected neighborhoods. The research focused primarily on long-term residents and local business owners, potentially overlooking the perspectives of newer residents or younger

populations who may have different attitudes towards short-term rentals. Additionally, future studies could benefit from a more stratified sampling approach, ensuring representation across different age groups, socio-economic backgrounds, and other demographic factors.

Regulatory Context

Lastly, the study was conducted in a specific regulatory context where Lisbon had already implemented some restrictions on short-term rentals. These regulations may have influenced both residents' experiences and housing market dynamics. Future research could explore how varying regulatory frameworks in different cities impact the socio-cultural effects of short-term rentals, offering comparative insights across regions or countries.

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Annexes

Annex A. Survey Questions:

1. **Age**
   - Under 18
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55-64
   - 65 and over
2. **Gender**
   - Male
   - Female
   - Prefer not to say
3. **Length of Residency in Neighborhood**
   - Less than 1 year
   - 1-5 years
   - 6-10 years
   - More than 10 years
4. **Occupation**
   - Employed full-time
   - Employed part-time
   - Self-employed
   - Unemployed
   - Student
   - Retired
5. **What is your monthly income range?**
   - Less than 1000€
   - 1000-1499€
   - 1500-1999€
   - 2000-2499€
   - 2500€ or more
   - Prefer not to say

6. **Level of Education**
   - High school diploma or equivalent
   - Bachelor's degree
   - Master's degree
   - Doctorate
   - Other
7. **How has your connection to your neighbors changed since the rise of short-term rentals in your area?**
   - Feel less connected
   - No change
   - Feel more connected
8. **How long have you lived in this neighborhood?**
   - Less than 5 years
   - 5-10 years
   - More than 10 years
9. **In your opinion, how have short-term rentals affected the cohesion of your community?**
   - Very significant degradation
   - Significant degradation
   - Moderate degradation
   - Minor degradation
   - No impact
10. **How do you perceive the impact of short-term rentals on your neighborhood's local identity?**
    - Very significant degradation
    - Significant degradation
    - Moderate degradation
    - Minor degradation
    - No impact
11. **How would you describe your interactions with tourists in your neighborhood?**
    - Increased contact with tourists
    - No change in contact
    - Decreased contact with tourists

11.1 **What kind of interactions do you typically have with tourists?** (Select all that apply)

- Giving directions or answering questions
- Commercial/service-oriented interactions
- Cultural exchange or sharing experiences

- Tourism-dependent interactions (renting out a home/room)

12. **Do you rent out your home or a room to tourists through a short-term rental platform (e.g., Airbnb)?**
    - Yes
    - No

12.1 **If yes, how would you describe the interactions with your guests?**
    - Limited to practical information
    - In-depth conversations and cultural sharing
    - Mixed interactions

13. **How has the commercialization of your neighborhood (e.g., increase in tourist-oriented businesses) affected its identity?**
    - Strongly agree
    - Agree
    - Neutral
    - Disagree
    - Strongly disagree

14. **Do you feel your neighborhood's identity has shifted towards a transient, tourism-focused identity?**
    - Yes
    - No

15. **How has the rise of short-term rentals impacted your quality of life?**
    - Negative impact
    - Neutral impact
    - Positive impact

16. **Do you live in an area with a high concentration of short-term rentals?**
    - Yes
    - No

17. **On a scale of 1 to 5, how do you rate your overall quality of life in your neighborhood?**
    - 1 - Very Poor
    - 2
    - 3
    - 4
    - 5 - Very Good

Annex B. Interview Script for Residents

Introduction

1. **Welcome and Purpose:**
    - "Thank you for taking the time to speak with me today. I'm conducting this research to understand the socio-cultural impacts of short-term rentals. Your insights will be incredibly valuable to help me better understand how these rentals have affected the community and local life."
2. **Consent and Confidentiality:**
    - "Before we begin, I want to remind you that this interview is completely voluntary, and you can choose to skip any question or stop at any time. Your responses will remain confidential and anonymous in the final report. Is this okay with you?"

Section 1: Local Identity and Community Cohesion

1. **Changes in the Neighborhood:**
    - "How has your neighborhood changed since the rise of short-term rentals?"
        - Can you describe the specific ways in which the local identity has been affected?
        - What are some traditional landmarks or customs that have been lost or replaced?
2. **Impact on Cultural Traditions:**
    - "How has the presence of short-term rentals impacted local cultural practices or traditions?"
        - Do you feel that local customs or traditions have been commercialized for tourists?
        - How do you feel about these changes? Do you feel more or less connected to the culture of your neighborhood?

Section 2: Housing Affordability and Resident Displacement

1. **Affordability Issues:**
    - "Have you or people you know been affected by rising rental prices due to short-term rentals?"
        - How have rent increases impacted your ability to stay in your neighborhood?
        - Do you know people who have had to leave the area due to rising costs? Can you share their experiences?

2. **Displacement Concerns:**
    - "What are your thoughts on the displacement of long-term residents?"
        - Do you feel that landlords are more focused on short-term rentals than long-term tenants?
        - How has this displacement affected the sense of community and the social fabric of the neighborhood?

Section 3: Economic Impacts on Local Businesses

1. **Shifts in Local Economy:**
    - "What impact do you think short-term rentals have had on local businesses?"
        - Have you noticed a shift in the types of businesses in your area?
        - Are there fewer businesses catering to local residents, and more focused on tourists?
2. **Winners and Losers:**
    - "Which businesses do you think have benefited from the rise of short-term rentals? Which have struggled?"
        - How have small businesses that traditionally served the community been affected?
        - What's been the impact on everyday shopping for local residents?

Section 4: Social Interactions and Community Ties

1. **Changes in Social Interactions:**
    - "How has the increase in short-term rentals affected your interactions with your neighbors?"
        - Have you noticed a reduction in meaningful social exchanges?
        - How do the frequent turnover of tourists affect your sense of community?
2. **Tourist-Resident Interaction:**
    - "Do you interact with tourists staying in short-term rentals? If so, what are these interactions like?"
        - Are these interactions generally positive, neutral, or negative?
        - Do you feel that tourists are interested in engaging with the local community?

Section 5: Safety and Security Concerns

1. **Feelings of Safety:**

- "Has the increase in short-term rentals affected your sense of safety and security in the neighborhood?"
    - Do you feel less secure with the constant turnover of tourists in your building or neighborhood?
    - Are there specific safety concerns you've experienced, such as rowdy behavior or unfamiliar people?

2. **Regulation and Control:**
    - "Do you feel that short-term rentals are being properly regulated in your neighborhood?"
        - Do you think there should be more oversight or stricter regulations?
        - What role do property owners play in ensuring that guests respect the neighborhood?

Section 6: Overall Experience

1. **Overall Impact:**
    - "Overall, how would you describe the impact of short-term rentals on your quality of life?"
        - What has been the most positive aspect of living in a neighborhood with short-term rentals?
        - What has been the most challenging or negative aspect?
2. **Future Outlook:**
    - "What do you think the future holds for your neighborhood as short-term rentals continue to grow?"
        - Do you think the neighborhood can retain its identity, or is it changing irreversibly?
        - What changes would you like to see in terms of policy or community action to address the issues raised by short-term rentals?

Closing

1. **Final Thoughts:**
    - "Is there anything else you would like to share about your experience living in a neighborhood with short-term rentals?"
    - "Thank you so much for your time and for sharing your experiences with me. Your insights are incredibly valuable."

Annex C. Interview Script for Property Owners

Introduction

1. **Welcome and Purpose**

   "Thank you for speaking with me today. I'm researching the socio-cultural and economic impacts of short-term rentals from the perspective of property owners. Your insights will help understand how these rentals affect both business and community."

2. **Consent and Confidentiality**

   "Your participation is voluntary, and you can stop anytime. Responses will remain confidential. Is this okay with you?"

Section 1: Impact on Property Management and Local Identity

1. **Business Focus**

   "How has the rise of short-term rentals impacted your property management practices?"

   - Have you shifted focus toward short-term rentals?
   - How do you balance maintaining local identity while hosting tourists?

2. **Effect on the Neighborhood**

   "What changes have you noticed in the neighborhood since you began renting to short-term guests?"

   - Have you received feedback from local residents regarding changes in the community's identity?
   - How do you think short-term rentals affect local culture?

Section 2: Economic Benefits and Challenges

1. **Profitability**

   "How has short-term renting impacted your business financially?"

   - Have you seen an increase in profits compared to long-term renting?
   - What are the costs and challenges involved in maintaining short-term rentals?

2. **Community Impact**

   "Do you think short-term rentals benefit or harm the local economy?"

   - Which local businesses seem to benefit the most from tourism?
   - Have you noticed any negative effects on traditional, local businesses?

Section 3: Housing Affordability and Community Displacement

1. **Affordability Concerns**

   "How do you view the relationship between short-term rentals and rising housing costs?"

   - Have you considered how your rental practices affect long-term residents?
   - What are your thoughts on the displacement of local families or residents?

2. **Landlord Focus**

   "Do you feel there's a shift among property owners to focus on tourists rather than long-term tenants?"

   - How do you balance profitability and community responsibility?

Section 4: Social Interactions with Guests and Community Relations

1. **Interaction with Guests**

   "What's been your experience interacting with tourists staying in your property?"

   - Are these interactions positive, neutral, or negative?
   - How do you ensure guests respect local customs and community rules?

2. **Community Response**

   "How do neighbors react to your property being used for short-term rentals?"

   - Have you faced any challenges or complaints from neighbors?

Section 5: Regulation and Oversight

1. **Safety and Security Concerns**

   "Do you believe short-term rentals are properly regulated in your area?"

   - What steps do you take to ensure guests do not disrupt the neighborhood?
   - Do you believe there should be more regulation or oversight?

2. **Future Regulation**

   "How do you see the role of local authorities in managing the rise of short-term rentals?"

   - What policy changes, if any, would you support to address issues raised by short-term rentals?

Section 6: Overall Experience and Future Outlook

1. **Overall Impact**

   "How would you summarize the impact of short-term rentals on your business and neighborhood?"

   - What's been the biggest positive and biggest challenge?

- Do you think the benefits of short-term rentals outweigh the challenges for property owners?

2. **Future of Short-Term Rentals**

   "What do you think the future holds for your property and the neighborhood as short-term rentals continue to grow?"

   - Do you see long-term potential in the short-term rental market?
   - What changes would you like to see in the short-term rental industry?

Closing

1. **Final Thoughts**

   "Is there anything else you'd like to share about your experience as a property owner in the short-term rental market?"

   - "Thank you for your time. Your insights are invaluable."

Annex D. Interview Script for Hospitality Sector Businessess

Introduction

1. **Welcome and Purpose**

   "Thank you for joining me today. I'm researching the socio-cultural and economic impacts of short-term rentals, particularly on businesses in the hospitality sector. Your insights will help understand how these rentals influence the broader hospitality landscape."

2. **Consent and Confidentiality**

   "Your participation is voluntary, and your responses will remain confidential. Is this okay with you?"

Section 1: Business Impact of Short-Term Rentals

1. **Changes in Business**

   "How have short-term rentals affected your business operations?"

   - Have you noticed a change in demand for your services since short-term rentals became more popular?
   - Has your target market shifted due to the rise in these rentals?

2. **Competition**

   "Do you view short-term rentals as competition or a benefit to your business?"

   - What advantages or disadvantages do short-term rentals offer compared to traditional hospitality options?

Section 2: Economic Impact on Local Hospitality Industry

1. **Local Economy**

   "What impact do short-term rentals have on the local hospitality economy?"

   - Have you noticed a change in spending patterns among tourists?

2. **Market Trends**

   "Have short-term rentals influenced market trends in the hospitality sector?"

   - Are you partnering with short-term rental platforms or seeing an increase in collaboration?

Section 3: Customer Experience and Service Adjustments

1. **Changes in Customer Preferences**

   "How have customer preferences shifted due to short-term rentals?"

   - Have you noticed a difference in the types of services guests expect now?

- Are tourists more inclined to seek personalized or local experiences due to the influence of short-term rentals?

2. **Service Adjustments**

   "Have you had to modify your services to cater to short-term rental guests?"

Section 4: Social and Cultural Impact on the Industry

1. **Community Impact**

   "What's your perspective on how short-term rentals affect the overall community?"

   - Are there any cultural or social concerns that you think hospitality businesses should address?

Section 5: Regulation and Market Oversight

1. **Regulation**

   "Do you think short-term rentals are properly regulated in your area?"

   - What types of regulations would you support to create a balanced market between traditional hospitality businesses and short-term rentals?

2. **Future Outlook**

   "What changes do you foresee in the future of hospitality due to short-term rentals?"

Section 6: Overall Impact and Future Directions

1. **Impact on Business Strategy**

   "How have short-term rentals influenced your long-term business strategy?"

   - What has been the most significant benefit and the most significant challenge?
   - How are you preparing for future trends that may further change the market?

2. **Future of Hospitality**

   "Where do you see the hospitality sector heading as short-term rentals continue to grow?"

   - How do you think the market can remain competitive while retaining the local identity of hospitality businesses?

Closing

1. **Final Thoughts**

   "Is there anything else you would like to share about your experience working in hospitality alongside the rise of short-term rentals?"

   - "Thank you for your valuable insights. Your input will greatly contribute to understanding the broader impacts on the hospitality industry."