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Cultural Tourism in Vienna and Its Connection with The 18th Century Musicians

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I. Introduction

Tourism has always been seen as an important industry in Austria. Tourists travel there because they want to experience the local culture and ancient history of Europe, and that's why "cultural tourism" has developed so fast these years. As UNWTO Tourism Highlights, 2014 Edition, showed, cultural tourism accounts for around 40% of all European tourism.

Vienna is one of the European cities that are famous for their cultural tourism. Its tourism is primarily based on the 18th century musicians, including Mozart, Beethoven, the Struss Family, At that era, these musicians gathered in this city and made it the world-famous City of Music. In this research paper, the examples of tourist spots in Vienna and its connection with the 18th century musicians will be introduced, and how the connection influences the cultural tourism in Vienna will be investigated with an aim to uncovering how Vienna successfully manages cultural tourism with its music legacy.

II. Thesis

1. Cultural tourism

There are a number of definitions of cultural tourism due to the difference among every country's tourism industry and the different perspectives of every research. The most common sense that is accepted by most people will be discussed below.

In Bob & Hilary's study (2002), cultural tourism is defined as the partnership between tourism and cultural heritage management. There were four basic elements, including tourism industry, the use of cultural heritages, the purchase of products, and tourists. Greg Richards (2003) also categorized the tourists into serendipitous ones, purposeful ones, incidental ones, casual ones and sightseeing ones.

The wider definition of "cultural tourism" is seen as several cultural forms, such as museums, galleries, festivals, architecture, historic ruins, artistic performances, and heritage sites, which routinely draw tourists (Stebbins, R. A. 1996). In ICOMOS Charter for Cultural Tourism, Draft April 1997, it is mentioned that cultural tourism can be defined as an activity which enables people to experience the different life styles of other people and their tradition, customs and other cultural significance from earlier times. The World Tourism Organization (WTO) also said that, "They (cultural tourism) satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters."

Cultural tourism can lead to clustering effect, especially when the government and enterprises rendered full support to it. Since having long and rich history, cultural tourism has become an important industry in Europe.

Cultural tourism and cultural attractions have also become central to much of the regional economic development financed by the European Commission (Richard, G. 2003).

2. Cultural tourism in Vienna

A. Vienna New Year's Concert

The New Year Concert is performed by Vienna Philharmonic each year in the morning of the New Year's Day. The first concert was performed in 1939, and the conductor was Clemens Krauss. It is now seemed as a must-see program in Europe. Norman Lebrecht, a British cultural commentator even said, "The concert came into being as a gift to Nazi war criminals."

The Struss Family's music production has played an important role in Vienna New Year's Concert until now. For example, in 1979, there were 17 programs in the concert. Among them, the Struss Family's works covered 15 programs. In addition, *Radetzky March*, made by Johann Strauss I, and *Blue Danube*, made by Johann Strauss II, have been the most-played programs as encore since 1946. Because of their high status in Vienna, the highlight of the concert mostly surrounds the music production from the great family. Therefore, the original Viennese music can be known through the performance.

B. The opera house and the musical event

Vienna State Opera, which has been seen as one of the most important opera in Europe had its opening premiere in 1869, and its first program was *Don Giovanni* by Mozart. The Vienna Philharmonic performed a lot of classic programs in Vienna State Opera, for example, Mozart's "The Marriage of Figaro", "The Abduction from the Seraglio" and "Magic Flute." The first performance after World War II in the state opera was Beethoven's "Fidelio". The programs are mostly the productions in 18th century. Through every concert that is held in the opera, the classical music and the cultural stories behind it are preserved.

Vienna Festival, taking place for five or six weeks in May and June, is also regarded as a representative activity in Vienna. It was established in 1951, when Vienna was still occupied by the Allies in World War II. The purpose of setting up the festival was to prove that Austria still had the ability to develop their cultures and arts even when they were involved in World War II. It now has become a large-scale festival that holds over 200 events and attracted around 18,000 visitors every year. The festival combines the modern music and classical music into a new style of art. Besides the music, the artistic exhibitions in the festival also invite artists from all around the world to display their works.

The diversity of the events in the festival offers the musicians in Vienna many possibilities to develop new productions. Besides, since the 18th century, the music industry in Vienna has played a very important role in Europe, and has been

able to provide rich resource for the musicians learning, composing, or performing in the city. Many outstanding musicians from around the world seek chances of development in the city, also creating a good environment for these musicians to research on new possibilities for music. It is not only classical music but also a variety of other music in the modern generation that makes the City of Music attract a great number of tourists every year. All this immensely transcends the cultural tourism as well as the music in Vienna.

C. Church and museum

St. Stephen's Cathedral was initiated in 1147. This mother church of the Roman Catholic Archdiocese of Vienna's architectural style mixes Romanesque with Gothic. It is famous especially for its multi-colored tile roof and the Gothic structure. It was found that there were graves below the surface in an excavation in 2000. Since being built in Habsburg and reconstructed over countries, the church can be viewed as a microcosm in Austrian history. The south tower, which is 136 meters tall, is the highest building of the St. Stephen's Cathedral. It is second only to Cologne Cathedral, the tallest gothic tower all around the world.

The houses where the musicians used to live became museums, displaying the musicians' personal items and portraits. "MOZARTWOHNUNG" is located in Vienna's old town. It is Mozart's only surviving residence in Vienna. He lived there from 1784 to 1787 and completed lots of works, including *The Marriage of Figaro*, in the house. It now has become the museum showing Mozart's life story and the history in that era. "BEETHOVEN PASQUALATIHAUS" was the place Beethoven lived in when he spent his eight years in Vienna. He composed his 4th, 5th, 7th and 8th Symphonies and the great opera "*Fidelio*" in the apartment on the fourth floor." HAYDNHAUS" was the house where Haydn spent his last twelve years. He created his most important works such as "*The Creation*" (1796–1798) and "*The Seasons*" (1799–1801) during the last years of his life in this residence.

3. The Role of the 18th century musicians in Vienna's tourism industry

Vienna was an important city in Europe in history. It became the capital city of the Habsburg Dynasty in 1440 and it was the de facto capital of the Holy Roman Empire from 1483 to 1806. Being the capitals of European countries gave Vienna great advantages to develop. As the technology and invention were growing rapidly, in order to promote the quality of residents' life, the royalty and the nobility started esteeming art works and the art markets. Artists came to Vienna, the well-developed city, to pursue their dreams because it offered great opportunities for their talents.

"First Viennese School" refers to, in particular, the three major composers in Vienna in the last half of the 18th century. They are the world-famous Mozart, Haydn, and Beethoven, great composers in Classical Period in Western music. Even now, the capital of Austria is always associated with the classical music

school and its representative musicians. It is the reason why the 18th century's music style has been regarded as an important element when it comes to the city's tourism industry.

Tourism industry plays a very important role in Austria's economy, which was accounting for almost 9% of the Austrian gross domestic product. "Welcome to the world's music capital! More famous composers have lived here than in any other city – in Vienna, music is literally in the air: Waltzes and operettas have their home here, and so do musicals "made in Vienna," which have conquered international audiences." It is the slogan on Vienna's official website. From the words we can learn that even the government institution tries to promote Vienna by showing the connection between the music and their city.

On the main page of Vienna's official traveling website "The online travel guide for Vienna - VIENNA – NOW OR NEVER", seven out of the ten categories designed to provide information about the city and introduction to it are linked with the 18th century music school and its musicians. For example, "Mozarthaus Vienna" and "Museum of the Johann Strauss Dynasty" are even shown as distinctive items. It shows that 18th century musicians still have a great impact on Vienna's cultural tourism industry.

For the tourists who come to Vienna, the City of Music provides them a great number of events to experience the atmosphere of classical music style. Visitors can learn the history and the personal life of the musicians from the musician's residence, where they used to live centuries ago. These historic spots have always attracted lots of visitors who desire to experience the lives of great musicians in their former residence in person.

III. Conclusion

The 18th century musicians are playing an important role in Vienna's cultural tourism even now. Since the music of that era is seen as a symbol of the city, Vienna uses the symbol to develop her tourism industry. The events, buildings and museums still show how First Viennese School has influenced the capital of Austria. They are not just historic spots. Tourists can learn the local culture and the life of the musicians by visiting the City of Music. Therefore, the 18th century musicians in Vienna, the ones who created the greatest music works and influenced music style all around Europe, gave the city a great foundation to develop its tourism industry, and gave people chances to know more about the previous culture. Vienna's government also took good advantage of it to promote their city.

Every place has its own history, and the historic background may develop its unique culture. The culture can become a place's local specialties. From Vienna's example, we can totally learn that all the previous cultures should be treasured since they are the most precious assets for the places.

IV. Bibliography

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