

The Music City Salzburg: Musical Sources and Cultural Landmarks

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Abstract : This study examines the successful practices and unique characteristics of Salzburg as a quintessential 'music city' and prominent music tourism destination. By analyzing Salzburg's music tourism model, this research provides valuable insights for other countries and regions, particularly in leveraging traditional music resources, developing distinctive music industries, and promoting tourism growth. Furthermore, by synthesizing Salzburg's experiences, this study offers a useful perspective for exploring new pathways to integrate music and tourism industries, enabling the region to play a more significant role in international cultural exchanges.

Keywords: Music Tourism; Music Heritage; Music Museums; Mozart; Music Masterclasses; Street Music

1. Introduction

In August 2023, I conducted a field study in Austria as a crucial part of my research on the intersection between music and place, with a focus on the unique cultural and economic phenomenon of music tourism. Salzburg is widely recognized for its significant role in global music culture. The city attracts countless visitors with its well-preserved historical architecture and vibrant musical atmosphere. Additionally, the Salzburg Festival, a prestigious international event, draws countless musicians and audiences annually, making it a quintessential case study in music tourism. Besides these musical activities, Salzburg boasts numerous music-related landmarks, such as the Mozart Birthplace and Mozart Residence. These cultural heritage sites testify to the profound connection between music and place while providing rich

material for exploring how music tourism shapes local identity and economic development. This study examines how Salzburg integrates music into its cultural and economic framework.

2. Literature review

Austria hosts a diverse array of music festivals, including the Salzburg Festival, the Vienna Festival, and the Bregenz Festival, which draw music enthusiasts from across the globe (Austrian Press Agency, n.d.). A recent study provided an in-depth analysis of the economic structure and contribution of Austria's music industry. The findings reveal that music is a major driver of Austria's economic activity, with the industry directly employing approximately 95,000 people and generating €4.8 billion in value added. When indirect effects are considered, this contribution expands to 117,000 jobs and €7.5 billion in value added (Paul & Kleissner, 2024; Frena, 2024).

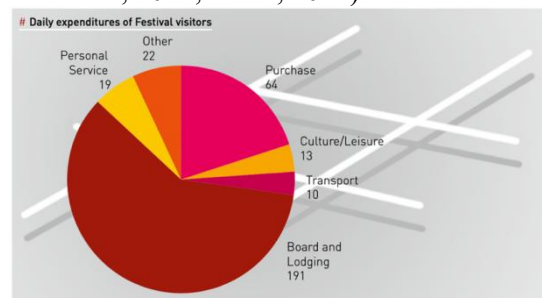


Figure 1. Daily Expenditures of Festival Visitors (Wirtschaftskammer Österreich, 2017).

Figure 1 shows the daily expenditures of festival visitors, highlighting the economic impact of music tourism in Salzburg. In Austria, approximately 3% of overnight visitors identify "attending a musical event" as a key purpose of their trip. The integration of music-related events significantly contributes to the expansion of Salzburg's tourism sector. Moreover, the economic

impact of music in Austria extends well beyond the music industry itself, driving growth in tourism, employment, and tax revenues. Statistics indicate that for every €1 earned by an artist, an additional €0.72 is generated for other industries in Austria. This highlights music as a quintessential cross-industry driver, closely linked to sectors such as tourism (Paul & Kleissner, 2024).

Since its conception and founding in 1917 by Reinhardt and others, the economic benefits of the Salzburg Festival have been a focal point of discussion, and the economic impact of the festival's development continues to be far-reaching today (Wirtschaftskammer Österreich, 2017). The festival brings together a diverse array of opera, theater, and concert performances (Jsem Digitalni, n.d.). Particularly in the fields of economics and cultural studies, the Salzburg Festival is regarded as a central example of the creative and cultural industries. For a long time, the cultural sector has been viewed as a special symbol of sustainable economic development.

Based on the above, Austria is undoubtedly one of the world's centers of musical culture and enjoys the reputation of being the "Land of Music". Austrian music culture is not confined to the country; in a unique way, it serves as a catalyst for regional mobility and international cultural exchange.

3. Research Methods

This study adopts a qualitative analysis method (Hameed, 2024), using in-depth interviews to explore individual experiences, emotions, and perspectives, essential for understanding Salzburg as a music tourism destination. Face-to-face interactions with tourism and music professionals provided first-hand data on Salzburg's musical culture and their contributions to music tourism.

The interviews are structured into three sections. The first focused on local tour guides, offering insights into music tourism dynamics. The second examined music professionals' views on audience preferences and repertoire selection. The third involved tourists visiting Mozart's birthplace, exploring their motivations and perceptions of musical heritage. By analyzing these interviews, this study highlights how

Salzburg's musical heritage attracts global tourists and supports sustainable cultural and economic growth. The interviewees, primarily tourism and music professionals from Japan and Taiwan, provide valuable international perspectives, further enriching discussions on music tourism in Salzburg within the global music culture context.

4. Case study

4.1 Salzburger Festspiele

Before the epidemic, tour companies organized week-long music festival tours to famous musical sites. The busiest time was late August, as visitors attended the festival. The peak season lasted about five weeks from late July to early August, attracting those specifically for the music... There have also been tough times for the festival..... It was scaled back during the epidemic but not canceled. (Mino, August 2, 2023, Salzburg) Salzburg, a key destination for music tourism (European Music, 2024), attracts visitors through its rich musical resources and the tourism behaviors of its visitors. Events like music festivals impact tourist flow distribution. Salzburg's tourism market is diverse, with short-term tours for time-constrained tourists and long-term events like the Salzburg Festival drawing dedicated cultural tourists. The festival showed resilience during the pandemic, relying on strong cooperation from participants. Its persistence provided a model for other events and highlighted the importance of music festivals in shaping destination image. Despite restrictions, the festival boosted the local economy and sent positive cultural signals globally.

4.2 Local music performer

Another interviewee is a pianist who comes from Japan studying at Mozarteum University Salzburg. As a local musician residing in Salzburg, she performs street music approximately five times a month. These performances have become a significant means of engaging with the local community. Interviewing active local musicians is crucial, as they can interpret the relationship between music and place from the perspective of residents rather than that of tourists.

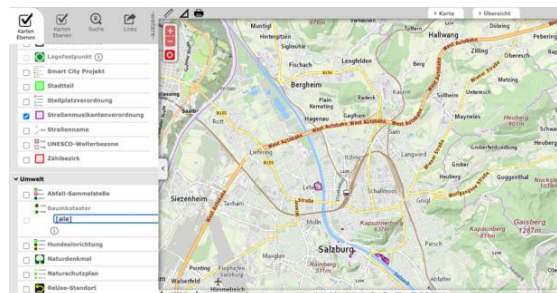


Figure 2. Map of Salzburg, Accessed from the Official City Map (Stadt Salzburg, n.d.) .

I performed several street shows with a violinist and found Mozart's pieces most popular. The sonata drew crowds, even lesser-known works were well-received. Once, I dedicated an entire performance to Mozart. (Meko, August 4, 2023, Salzburg)

The interviewee's experience of collaborating with a violinist in street performances highlights the unique charm of Mozart's works in such informal settings. Especially in street performances that transcend language and cultural barriers, Mozart's music has the ability to quickly capture the attention of audiences from diverse backgrounds. When discussing street performances, the interviewee emphasized the influence of economic factors on the choice of repertoire. She noted that to generate income, she would adjust the pieces she played based on the audience's response. This approach highlights the compromises street performers make between artistic expression and economic necessity. In this context, performers must adapt their strategies flexibly to maximize earnings. Specifically, the interviewee mentioned that they avoid taking breaks between pieces. This is because, in street performances, any pause can cause the audience to disperse, affecting the continuity and appeal of the performance.

4.3 Mozart's birthplace and residence

The New Grove Dictionary calls Mozart "the most universal composer in Western music" (Autor, 2006). His influence spans eras, from Grammy-winning performances to modern alarm clocks (Keefe, 2003). Mozart's global impact cements Salzburg's cultural status, with his brand valued at \$1 billion by the Austrian National Tourist Board. Salzburg shops are filled with

Mozart-themed merchandise (Autor, 2006). Based on this, I visited Mozart's Wohnhaus in Salzburg and interviewed two musicians from Japan and Taiwan, both longtime classical music students in Vienna. One interviewee, a Taiwanese musician, has lived in Austria for years.

4.3.1 Historical comparison of Mozart's living conditions

The museum exhibits include Mozart's manuscripts and his father's violin instruction book, a key music education work. His clear yet scribbled scores reveal his musical ideas, preserved for over 300 years. (Huanxiong, personal communication)

The interviewees further described her experiences, particularly the observations and reflections on the exhibits. These accounts provide valuable insights into the role of cultural heritage in music education and emotional connection. The museum's display of Mozart's original manuscripts and the violin instruction book written by his father are key elements in the history of music education. The interviewee noted that she had studied the book in class, highlighting the direct connection between the exhibits and their own music learning experiences. This link reinforces the museum's educational function and underscores the ongoing relevance of historical artifacts in contemporary music education. Furthermore, the neatness and clarity of Mozart's manuscripts demonstrate his exceptional musical logic and compositional skill, offering intuitive insights into his creative process.

4.3.2 Mozart's Residence Tour Experience

Austria's natural beauty and palaces deepened my appreciation of music. Visiting Mozart's home, a must-see for history and music lovers, was a key part of my trip. (Yuu, questionnaire)

During the visit, he was deeply impressed by the significance of understanding the environment in which Mozart lived. The experience of visiting Mozart's residence underscored the close relationship between music and its historical environment, offering fresh perspectives on the composer's creative motivations and stylistic nuances. Furthermore, such field-based cultural experiences can serve as a source of artistic inspiration, enhancing musicians'

understanding and interpretation of the works they perform.

5. Conclusion

Salzburg entrepreneurs promoted the creation of the music festival, a decision that proved to be one of the most important economic policies in Salzburg's history. The synergy of the festival and other cultural events became an important driver for attracting tourists and also kick-started an economic engine that continues to this day, injecting long-term vitality into the regional economy. Salzburg's success as a city with music as its core feature provides a valuable reference for the cultural industry and regional economic development. According to Wirtschaftskammer Österreich (2017), city image is a synthesis of multiple dimensions such as economy, culture, history and space, in which cultural image is particularly important. Salzburg has developed a significant competitive advantage with its unique cultural resources, including its World Heritage Old Town, rich musical tradition and historical architecture. These resources shape the city's cultural image and reinforce its international visibility and economic impact through many musical events.

In addition to the music festivals, interviews revealed that the iconic cultural symbol of Mozart, Austria's regular music master classes, and street music performances all contribute to the image of the "Land of Music". These elements complement each other to provide tourists with a rich cultural experience, making Austria a cost-effective tourist destination. To summarize, a close interaction has developed between music and tourism in Salzburg. This successful model provides valuable lessons for other cultural tourism cities.

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