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Faculty of Regional Development and International Studies

VIENNA: CULTURAL CENTRE OF AUSTRO– HUNGARIAN EMPIRE AND ITS CURRENT IMPORTANCE

Bachelor Thesis

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Abstract

The major objective of this study is to compare an importance of Vienna as the cultural centre during the Austria Hungarian Empire and its function nowadays. The next goal is to find out the reason and motivation of travellers to Vienna. This thesis is divided into two parts: practical and theoretical one. The practical part is focused on the research of Czech- Austrian tourism. The theoretical part describes the main tourist attractions and lures of Vienna which according to tourist guides and books attract foreign visitors.

Keywords: Vienna, cultural centre, history, tourism

Resumen

El objetivo principal de esta tesina es comparar la importancia de Viena como el centro cultural durante de el Imperio Austro Húngaro y su función en la actualidad. El otro objetivo es averiguar la razón y motivación de viajeros a Vienna. Esta tesina está dividida en dos partes: la parte práctica y teórica. La parte práctica está basada en la investigación del turismo Checo-Austriaco. La parte teórica se ocupa de las mayores atracciones turísticas de Vienna qué atraen los visitantes según las guías turísticas.

Las palabras claves: Viena, centro cultural, historia, turismo

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1 Introduction

The meaning of word culture differs in various locations and is adaptive to the environment which people inhabit. It is something learnt and we gain it during all our life. Firstly this word was used for growing crops. After some time this term started to label a human activity. These activities include architecture, education, art, religion and many other products of people's creativity. It also means some kind of evaluation. It can be something what people say, do and think. The individual parts of culture are connected into a whole and are transmitted from one generation to the next one. It can be also described as a piece of work.

Vienna can be called as the product of culture with many aspects of it. The Empire was established after the Austro- Hungarian Compromise and this system called dualism lasted about half of century. This large scale Empire composed of different countries and Vienna was the headquarter of all Empire. Monarchy was under the control of the only one Emperor and the reign of Habsburgs influenced Austro- Hungarian Empire for many decades. Everything had to be done according to the wish of the Emperor and with lot of luxury. Vienna at the time of monarchy was a brilliant city with pomposity and it was the centre of emperor and his family who wanted to make Vienna the metropolis.

The time of Empire was very crucial for today image of Vienna and it is its history which makes the city interesting for tourists. Also industrial development and financial crisis took place during the above mentioned historical period. The historical background of dual monarchy is kept in Vienna until this time. During this period Vienna experienced a construction boom and many crucial buildings mostly in Ringstrasse circuit were erected. This part of Vienna is an art of the best architects from the Empire. Vienna was also a musical, industrial centre with the best colleges; it was a city where many important artists moved. All these factors made Vienna cultural centre.

Nowadays Vienna still profits from the time of monarchy. The pieces of art from this period lure many tourists from around the world and bring huge amount of income to Vienna. It is also a place of many cultural events which strengthen the

cultural position of the city. Every bookshop offers many tourist guides with information about Vienna monuments and lot of Czech travel agencies sell trips to Vienna in case of sightseeing and visiting traditional Vienna Christmas Markets. Vienna also benefits from its location in a centre of Europe. Moreover there are many other linked aspects which make Vienna one of the most visited cities in Europe because of its history and present.

2 Methodology

Goal of this thesis is to compare importance of Vienna during the dualism and in these days. The next goal is to find the motivation why the sample of respondents travels to Vienna and to ascertain their opinion and attitude toward cultural monuments and attractions in Vienna and find their perception of Vienna within Europe. The results of many Austrian statistics say that Vienna belongs to the most visited city. That was the impulse why to make the research and discover what the real motivation of travellers to Vienna is.

The practical part of thesis is focused on research which was conducted at Brno bus station. First idea how to make a research was to distribute questionnaire to passengers of buses of company Student Agency in the direction Brno-Vienna and back. This idea was refused by marketing manager of Student Agency. After these obstacles the best method how to make a quantitative research was to prepare a personal interview with respondents. The interview consisted of the same questions as original questionnaire. This interview as a part of this thesis can be considered as pre-research because small size of sample.

Interview is a communication tool and its issue is an exchange of information between two or more people, it deals with people's opinion and consciousness. Interview is a form of research used in psychology, anthropology, sociology and in other branches (Reichel, 2009, p. 110). There are lot of definitions which describe an interview. For example Geist (1992, p. 305) claims that interview is one of the most used sociological research tools.

First part of this thesis consists of analysis of respondents' answers and the description of structure of questions. At the end of these sections is a short summary of respondents' answers and reflection of why people replied the way they did. In next part of this research paper are mentioned the cultural monuments and tourist attractions which are according to tourist guides the most important and visited in Vienna. This part of work also describes the historical background and the present state of these attractions. There can be also found the consideration of respondents' motivation and reasons why they visit or not

these place during their stay in Vienna. One section focuses on Vienna tourist strategy and the next one on urban plans of Vienna. In my opinion the development of Vienna and its strategy how to attract visitors also influence the number of incoming foreign travellers.

Vienna is a city with a long history and monumental cultural attractions. A good connection between Brno and Vienna is reason why people from Brno including me can travel to Vienna so often. The interest in this city with attractive history led to my decision to concern this interesting topic.

3 Vienna

Vienna is a capital of Austria and belongs to one of the biggest towns in Europe. The number of inhabitants is more than 1,7 million and the other two millions of people live in peripheries (Hatz, 2008, p. 310). The city lies in the east part of a country on both banks of the river Danube and consists of 23 districts. The district number one is bordered by circuit Ringstrasse (Chakraborty, 2007, p. 120). Vienna belongs to the Central European time zones and has a temperate continental climate (Wien Tourism, 2015). The first part of this chapter is concerned with description of Vienna at the time of Austro-Hungarian Empire and the second one with summary of Vienna today.

3.1 Vienna as a Centre of Dualistic Monarchy

Vienna during Austro- Hungarian Empire became a main seat of Habsburgs, all Empire and the centre of political affairs (Olsen, 1986, p. 58). The location, size of this city and presence of royal family bring to Vienna many advantages (Olsen, 1986, p. 58) and led to the start of urbanization in Central Europe (Horská, Maur, & Musil, 2002, p. 154). In Vienna were establishing banks to finance the development of rails and industry. Therefore central management of banks, industrial plants and of railway companies moved there. Vienna had about 2 million inhabitants and a big part of them were immigrants. Vienna started to be a centre of common incomers from Moravia, Bohemia, Lower Austria, Poland and from other places. Jews made a big part of inhabitants and were divided into two groups. One group belonged to the middle class and the other to the outcaste (Parsch & Klimt, 2002, p. 10). Until the dualism there were many incomers as well, but the strongest flow of them started after 1850. More than half million of citizens of Moravian and Bohemian origin lived in Vienna in year 1900. Boys came there to study at master craftsmen and girls served there.

The main motivations of incomers were good economic conditions, high quality universities, developed industrial district and many other lures. The townsmen in comparison with other cities were highly educated. Numerous

high schools and college professors, scientists and artists were located there (Horská et al., 2002, p. 154-157). During the period of Empire educational reform came into effect, universities received autonomy. The teaching of German language put emphasis according to wish of the Emperor. Viennese colleges became famous for teaching medicine and the best doctors taught there (Veber et al., 2002, p. 455-457).

Vienna became a multicultural city where relationships between immigrants were good in comparison with other cities. Vienna was at that time divided into districts and every district belonged to some social class. Around the city centre lived aristocracy of many nations, in the third district gentry and from second up to ninth district lived townsmen. Outside these districts were situated poor people (Horská et al., 2002, p. 154-157). Political culture also arose at that time.

People at that time were oriented towards two values, the family and wealth. In comparison with period before 1867, people who lived in dualism period did not place a strong emphasis on religion (Veber et al., 2002, p. 399). In general Viennese at that time were interested in culture mainly in theatres (Horská et al., 2002, p. 157). Coffee culture played an important role too (Partsch & Klimt, 2002, p. 8). Townsmen of Vienna also searched for music, dance events which took place in dance halls. The higher social class visited court balls, Italian opera and Burgtheater (Veber et al., 2002, p. 399). Parks such as Prater and Vienna Woods where people strolled during the hot months played an important role. In 1902 Olympic Arena was established, which was the biggest theatre with no roof. This theatre had a space for four thousand spectators.

The tourism started to develop in Vienna at the end of 19th century and the capital was a very famous tourist spot of Central European citizens and Austrians. The purpose of their journey was the buildings built during the time of the monarchy in a circuit of Ringstrasse. This circuit meant a big step to the future. According to statistics in year 1913 Vienna was visited by hundred thousand of travellers. This number was not very high in comparison with Paris, London and Berlin. In fact it was only a fraction of travellers visiting Paris. Vienna also started publishing some tourist guides as we know nowadays with maps and descriptions

of monuments. Almost all of these books described mainly the Ringstrasse circuit and its important buildings (Driver & Gilbert, 2003, p. 78-82). The notable step was the beginning of public transport in Vienna. In year 1850 people started to use trams from city centre to peripheries.

As mentioned above many artists lived and worked in Vienna. Mozart, Beethoven, Gustav Mahler, Franz Schubert and other composers composed there (Chakraborty, 2007, p. 115). The important is the period of Art Nouveau when Gustav Klimt, Kolo Moser, Oskar Kokoschka, Egon Schiele and many others contributed to their arts. These artists tried to throw off tradition in their works (Leidig, Zoch, & Svobodová, 2006, p. 25). Otto Wagner who constructed city roads belongs to the important Viennese architects of Art Nouveau. His famous building is the church called Am Steinhof (Šmikmátor, 2011, p. 318-320). It is only a short list of artists who worked and lived in Vienna; the all list would be too long for this thesis. It is clear that Vienna played an important role in the past and Emperors of dualistic monarchy made a huge step in the development of Vienna.

3.2 Vienna as a Centre of today Europe

Vienna is a developed city with a strong tourist and economic position. Austrian capital also won research focusing on living conditions and the centre of Vienna is a UNESCO World Heritage Site (UNESCO World Heritage Centre, 2015).

The company Mercer Consulting made a global research to find the city with the best living conditions. They evaluated political, environmental and economical aspects and Vienna won the first place as the city with the best quality of life in the world and in Europe too (Mercer LLC, 2015). The low costs of living and the system of Viennese public social care are stable and strong; these factors influenced the result of this research.

Contemporary Vienna is also home to good universities. According to QS World University Rankings of 2014/2015 the University of Vienna gained the 156th position of the best Universities in the world (Top Universities, 2015). Vienna also belongs to the best places for young people to live in (Castillo, 2013).

From all Austrian cities Vienna is the most visited one. According to statistics almost 13 million tourists stayed overnight in 2013. From this number more than 10 million of travellers were from abroad (Vienna City Administration, 2014, p. 13). Compared to other European cities, Vienna is the seventh most visited place. This number proves that Vienna belongs to the most attractive metropolises in Europe. Vienna was also ranked the third best European destination for year 2014 (European Best Destinations, 2014).

When we take a look at economic conditions, Vienna has the sixth highest GDP in comparison with NUTS 2 regions in Europe (Vienna City Administration, 2014c, p. 13). A. T. Kearney explored the 84 cities on every continent and ranked them according to economic, cultural, political and other conditions. As a result Vienna finished in sixteenth position from all 84 cities in Global City Index for year 2014. And in 2012 even thirteenth (A.T. Kearney, 2014).

Vienna is also well-known for organizing congresses. People from all over the world are meeting in Vienna in case of dealing business. Data show that Vienna hosted plenty of congresses. In comparison with number of business meetings in other international cities, Vienna is the third biggest organizer of congresses. The statistics take into account only congresses visited by more than 50 participants (Vienna City Administration, 2014a, p. 28). Congresses are thought to be an important source of income for Vienna. A congress visitor's daily expenses are almost twice as high as those of a typical traveller (Vienna City Administration, 2014a, p. 29). Vienna is also a seat of many companies from abroad. There are located more than two hundred international firms and many international organizations (Vienna Business Agency, 2013, p. 7).

Because of its size and the good organization of public transport nowadays, Vienna can boast of the smallest number of car owners from all Austria and by the seventh position from all European capitals (Vienna City Administration, 2014c, p. 17). An important function serves Vienna International Airport which has a good location. It takes no more than three hours of flight from Vienna Airport to other international cities (Vienna Business Agency, 2013, p. 12).

A huge amount of cultural monuments and attractions in the capital plays an important role in choosing Vienna as a travel destination. Lot of these monuments were built during the reign of Habsburgs and during the construction of Ringstrasse. The research conducted in 2014 counted the number of visitors of individual monuments. According to this research the most visited monument was Schönbrunn Palace, Zoo and Hofburg (Vienna City Administration, 2014b, p. 18). Vienna city centre is a UNESCO World Heritage Site (Wien Tourism, 2015). According to statistics Austrian capital is favourite tourist target of Czech travellers. Statistics claims that 150 thousand of Czech tourists stayed in Vienna overnight in year 2014 (Vienna City Administration, 2015a).

Another recommended thing to do in Vienna is shopping. After the Second World War Vienna became again one of the cities well-known for its luxurious, original shops. Crystal, porcelain, leather products etc. are just a few of many traditional souvenirs tourists like buying here (Chakraborty, 2007, p. 115).

4 Interview Results

The original idea of public research was to make a questionnaire and hand it out to approximately one hundred passengers travelling on Student Agency buses on regular route from Brno to Vienna. Student Agency is a bus transportation provider with the most frequent bus service between Brno and Vienna. However, the marketing manager of Student Agency declined my request to carry out the research directly on the coach. Because of this unexpected refusal, research tools were changed to direct (personal) quantitative interview of 20 respondents. The interview consisted of the same questions as original questionnaire. Considering the small number of interviewees, it could be rather regarded as pre-research. Choice and creation of questions, transcription of the answers and survey analysis were done by myself.

The interview was carried out at the bus station in Brno Benes St., Grand Hotel which is served by Student Agency buses as well as in the waiting room of Student Agency transport provider in December 2014. I interviewed 20 respondents. It is a quite a small random sample to make a conclusion but it can outline the reason of respondents' journey and their opinion but it could be considered as pre-research. The aim of this survey was to find out travellers' relationship to Vienna, their perception of the Austrian capital as a cultural city and the main purpose of their journey.

The interview consisted of 13 questions. There were 5 filter questions at the beginning and the following ones were focusing on the main objective of research. In the first part I used filter type of questions to identify respondents. The age structure of interviewees ranged between 19 years old up to 64 years old and the sample consisted of 8 men and 12 women. The 12 respondents were single and only 6 were married, the rest of them were divorced.

More than half of respondents are high school educated and the remaining ones have a university degree. It is an interesting fact that the research took place in Brno but half of the interviewed people were not originally from this city.

The second part of the questionnaire was focusing on Vienna itself. From the survey emerged that only 3 respondents have some relatives in Vienna which is quite a small number. I expected a higher figure because of historical ties between Czechs and the Austrian capital dating back into the times of Austro- Hungarian monarchy when nowadays Czech Republic belonged to the empire.

Main reason why people travelled to Vienna were Christmas markets visits. It was influenced by the Christmas season during which the survey was conducted. This purpose of their journey was mentioned by six of all questioned people. The second most frequent purpose of journey to Vienna was shopping and visiting friends who live in the metropolis. Shopping as the purpose of visitor's journey was mentioned mostly by women. Only two of all respondents replied that the reason for their trip were cultural monuments and attractions. It is quite a small number. The same number of interviewees said that they were going to Vienna for a business trip or just for a trip or because of the sport activities. Only 1 of the asked people was travelling to Vienna airport.

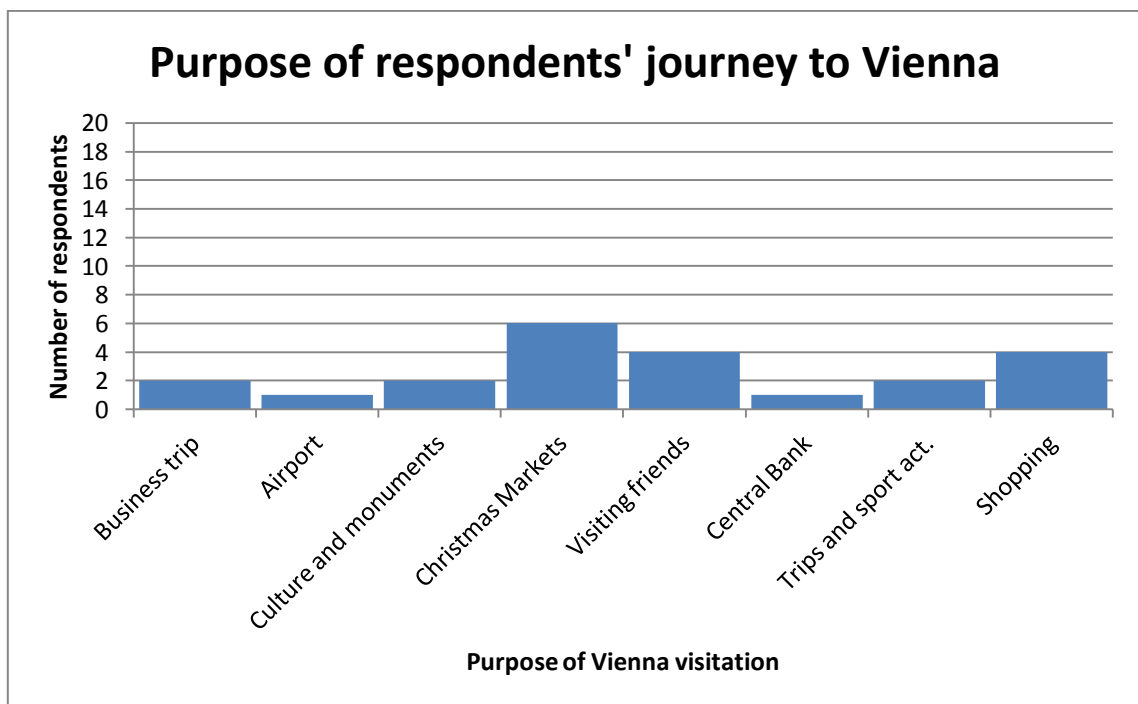


Figure 1: Purpose of respondents' journey to Vienna (N= 20). (Source: Author's archive)

The majority of all respondents travel to Vienna between two times up to five times per year. Furthermore people visit Vienna on rare occasions or once per year. Only two of twenty respondents travel to Vienna every month or more often. These travellers visit Vienna on regular basis for solely business reasons. Another set of questions was related to peoples' perception and their own evaluation of Vienna as a cultural centre and its position within Europe.

The very first question focused on the above mentioned evaluation, respondents were asked to assess Vienna's importance within Europe and grade it like at school: 1- the most important city in Europe and 5- the least important city in Europe. My survey revealed that the interviewed people consider Vienna important because majority of them valued its significance by numbers 2 and 3.

Next respondents were asked to name three best known tourist attractions. According to their opinion the best known tourist highlights are: Prater, Schönbrunn and Stephansdom. Other mentioned lures include: Albertina, museums and Christmas markets. Further I was interested if people visit these sightseeing spots during their stay and which of them. Eleven of all twenty respondents answered no and only nine people said that they were planning to see some of the monuments. These nine travellers mostly visit Christmas markets, Schönbrunn and Albertina.

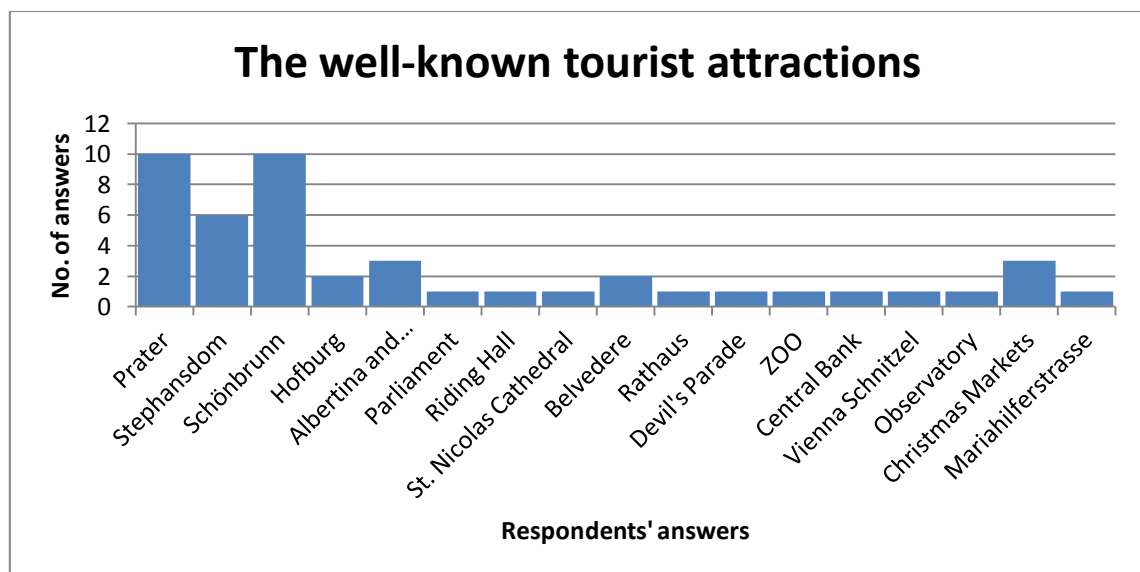


Figure 2: The well-known tourist attractions (N= 20). (Source: Author's archive)

Those who visit monuments and tourist top spots spend from 2000 up to 5000 CZK.

Based on the survey analysis it is clear that people regard Vienna as the important city within Europe and heard of the most well known monuments and tourist attractions of Vienna but they don't visit them apart from Christmas markets. Either they have already visited them before or it was not the main purpose of their journey to Vienna. During Christmas time Czech travellers visit mostly Christmas markets, shops and friends. Only few of them visited Schönbrunn and Albertina. On the other hand those tourists who visit these culture highlights spend quite a big sum of money per year and travel to the Austrian capital repeatedly, more than once a year.

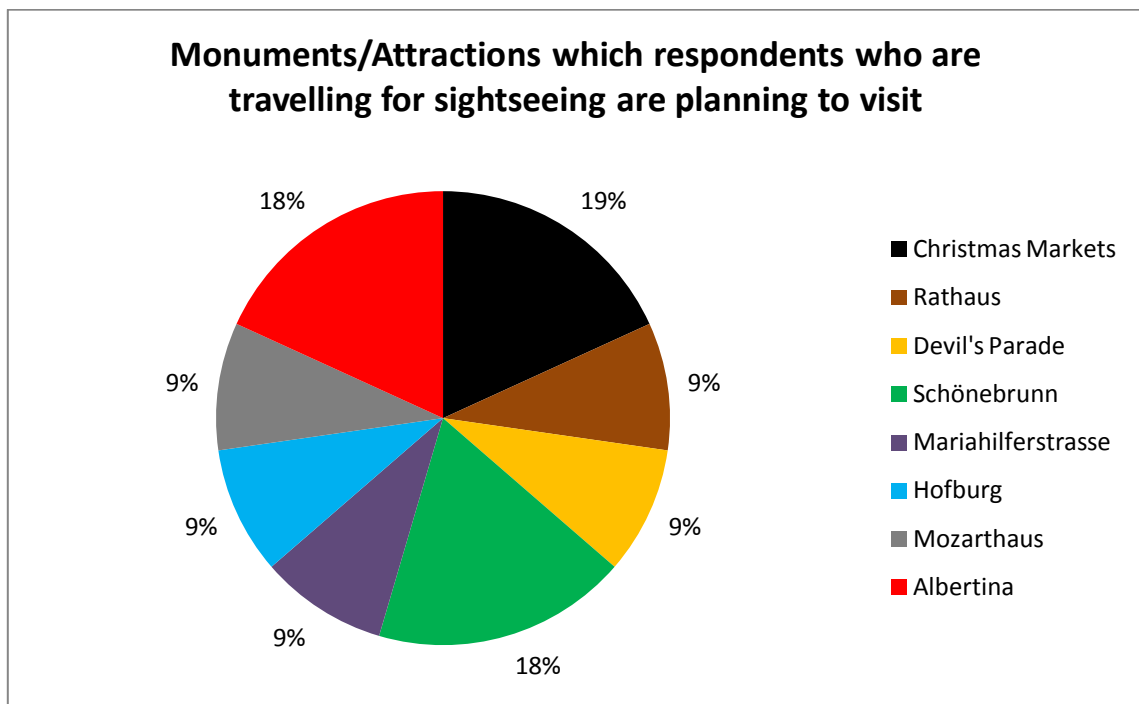


Figure 3: Monuments/Attractions which respondents who are travelling for sightseeing are planning to visit (N= 9). (Source: Author's archive)

5 Proposed Attractions

This chapter of thesis is focusing on the most frequently mentioned Vienna sights in tourist guides and on its biggest lures which draw foreign visitors. First section outlines origin and the history of every individual landmark, the second section describes the present and the last one is concerned with practical part of this thesis. This last subchapter tries to find out the reason why respondents visited or did not this kind of attraction during their stay in Vienna. One question in the interview was focusing on the most well-known tourist attractions and cultural monuments. A majority of respondents consider Prater, Schönbrunn and Stephansdom to be the biggest tourist highlights of Vienna. Therefore it is necessary to introduce these monuments and their history.

5.1 Ringstrasse

Literal translation of the name is ring road which indicates its shape. It is most famous High Street, landmark of the Austrian capital with significant buildings and palaces which belong to characteristic features of Vienna. Ringstrasse was a place of peoples' meetings and of cultural affairs.

Ringstrasse is a huge complex of public and private buildings and in the past it separated the old inner city from periphery (Schorske, 2000, p. 161). Until the half of 19th Century were walls of Vienna preserved because of political reason. First idea to destroy them appeared in 20's years of 19th Century and after a few years of discussion the imperial decree to remove these walls was issued (Auböck & Ruland, 1994, p. 68). The erection of Ringstrasse started in year 1857 when Emperor Franz Josef I. appointed the City Development Commission (Schorske, 2000, p. 49) and the ring was open in year 1865 (Pippal, 2001, p. 143). During the construction of Ringstrasse was controlled only a height of buildings and the streets should have been wide enough because it should have worked as an arterial road. Its typical feature is an open space. Completion of Ringstrasse construction was divided into several stages (Schorske, 2000, p. 60). The project of Ringstrasse inspired some cities to build ring roads like this one. Brno followed

Vienna's example and built a circular boulevard with impressive buildings in its city centre (Horská et al., 2002, p. 161).

5.1.1 Social Utilization of Ringstrasse

It was also visual expression of social class values (Schorske, 2000, p. 50). Ringstrasse was a part of a city where people from upper class got together and they wanted to be seen there (Lehne & Johnson, 1995, p. 89). Authors Lehne & Johnson (1995, p. 89) aptly summed up the function of Ringstrasse: "*Ring was festive street for festive people*". Ring was a multifunctional place where people spent free time in parks, some ceremonies, celebrations took place there and serve as a place for speeches and for expression of political opinions. Part of roads belonged to horse riding; these horse roads were replaced by bicycle paths nowadays (Lehne & Johnson, 1995, p. 89).

5.1.2 Ringstrasse Nowadays

At present is Ring a busy city circuit overflowing by people, cars and buses but of course the imperial buildings are still located here (Bousfield, Humphreys, & Kozák, 2006, p. 50). Ringstrasse consists of 15 buildings. From these 15 buildings are three in private ownership and the rest of them serves as public buildings. These public monuments include for example: Rathaus, Parliament, Burgtheater, State Opera etc. As mentioned above the horse roads serve today as bicycle paths (Lehne & Johnson, 1995, p. 182).

It is interesting that despite important role of Ringstrasse as described in the books interviewees during the interview did not mainly quote that the purpose of their journey was to visit palaces in Ringstrasse and did not mostly state any of these buildings among the most well known monuments of Vienna. Only one person from 20 respondents replied that his purpose of journey to Vienna is Rathaus or Hofburg visit. Just two respondents consider Hofburg one of the biggest monuments and only one of the asked people regards house of Parliament and Rathaus as the main cultural monuments. It is surprising that nobody named any of these impressive buildings as the most important ones

in Vienna. There is a sharp contrast between these answers and tourist guides and statistics where these palaces are included on the list of the most interesting tourist attractions in Vienna and numerous pages in these guides are dedicated to their description.

5.2 Prater

Prater is a one of several landmarks of Vienna and it is a term used for two areas. The first one is an amusement park called Wurstelprater with lot of swings, merry-go-rounds, minigolf courses and with food markets. The second one is a park which is situated on 60 square metres and is used for running, jogging and other sports (Bedford & Eberle, 2007, p. 79).

5.2.1 History of Prater

Name Prater comes from Latin word partum which means a meadow in English. Prater arose from the original Habsburg's hunting district which was closed for public in the past. After this period Emperor Leopold I. allowed rides through the main avenue for aristocracy only, but entrance with dogs and weapons was prohibited. During the reign of Emperor Maria Theresa was introduced an entrance fee which was used for sprinkling a dusty roads. After few years Prater was opened to all public classes, but was still closed during at nights. This permission was not favourite among aristocracy class.

Prater served as an amusement park where people could have bought salads, chocolate, meat and drinks during their walk. There were established coffee houses, pubs, magicians' performances and markets. In that time was issued the first permission to keep swings. It can be said that Prater was a part of Viennese cultural life. The next popular thing was Fiacre- a cab with a coachman who owned a police licence to carry passengers in the inner city and was recognized by his characteristic clothes and bowler (Fiala, 2004, p. 226-228). It was a place where Flower exhibitions, May Day parade of operatives were held and the house of movies was situated there (Driver & Gilbert, 2003, p. 82).

An inseparable part of today and last Prater is Ferris wheel. A huge construction of Ferris wheel was built in 1897. It was designed by an English engineer and produced by an English company. A diameter of a wheel is 61 m. A lot of wheels of this type were constructed in the past but none was preserved until nowadays (Fiala, 2004, p. 226-228). This wheel started to be place of visits of many travellers (Driver & Gilbert, 2003, p. 83) After Second World War the wheel was damaged and there was an idea to demolish it. Finally there was a decision to repair it (Fiala, 2004, p. 226-228).

Today Ferris wheel together with other amusements belongs to Wurstelprater from the beginning of 20th Century. Nowadays this part of Prater is favourite with and more focused on families with children (Bedford & Eberle, 2007, p. 79). Other famous attraction are carriage rides which survived from the past (Bousfield et al., 2006, p. 145).

Rotunda was a one of the buildings of Prater complex and was wider than higher. Because of this shape Rotunda was under the mockeries from public. In one part of Rotunda Eduard Sacher opened his first restaurant with small lake and a fake waterfall. This building became famous in year 1873 when there was organized the World Exhibition. Rotunda became an exhibition place (Electric Exhibition in year 1883), place of folk celebrations, circus performances etc.

On the first floor of Rotunda's south wing were established few flats where Czech traveller and explorer Emil Holub lived. After First World War Rotunda was used for bicycle races, boxing fights and for the first Viennese trades which were held annually. In 1937 Rotunda burnt down (Fiala, 2004, p. 228-231).

5.2.2 Prater Nowadays

It is clear that Prater fulfilled function of a tourist attraction in the previous century and today too. In the past Prater park was more focused on entertainment of adults where people spent free time in coffeehouses and it was a place of organized markets. We can say that people used to meet there and discussed public affairs. Nowadays the function of Prater little bit changed. The park is used for sports activities. The Ferris wheel was a big attraction in the last Century; today

it is more symbol of Vienna and the amusement park in the vicinity of wheel serves more for families with children.

From interview came out that nobody of the interviewed people visit Prater in December. It could be caused by winter season and unsuitable weather conditions but on the other hand respondents believe that Prater is one of the most famous attractions of Vienna.

5.3 Schönbrunn

Schönbrunn was designed during the reign of Leopold I. and was finished during the reign of Maria Theresa who spent a lot of money on construction of this castle (Huss, 2014, p. 177-185). It is a huge, symmetric building with lot of details (Bousfield et al., 2006, p. 133). At that time it was used as a summer house during the reign of Maria Theresa and was important at Mozart time. Mozart was introduced there as a sixteen years old boy and became a favourite musician of Maria Theresa (Fiala, 2004, p. 418). Schönbrunn consists of 1 441 rooms and only 45 of them are opened to the public (Šmikmátor, 2011, p. 484). During Napoleon wars Schönbrunn served as Napoleon's seat. It played an important role in year 1809 when there was signed Schönbrunn Viennese peace called as treaty of Schönbrunn. In the latest years of Habsburg monarchy there died Emperor Franz Josef I. (Fiala, 2004, p. 418).

As Bousfield et al. (2006, p. 50, p. 133) presents in its book Schönbrunn is one of not omitted goals during trips to Vienna. Today Schönbrunn attracts visitors by collection of emperor's coaches and other exhibitions. From 1996 Schönbrunn has been a UNESCO World Heritage Site (Šmikmátor, 2011, p. 484).

Despite of these facts, Schönbrunn visited only 2 from twenty interviewed people in December 2014 but at the same time half of respondents rates Schönbrunn as the popular cultural monument and the most favourite tourist attraction. The reason why respondents did not visit Schönbrunn in December 2014 can be the same like in case of Prater: unfavourable weather during winter time.

5.4 Stephansdom

Stephansdom is located in the Stephans square and from its establishment was clear that it will become a heart of all Vienna (Fiala, 2004, p. 12). As Bedford & Eberle (2007, p. 54) state Stephansdom is built in a gothic style. Some Czech constructors participated on the construction of that church. South tower of cathedral is 137m high and became a symbol of the city. This tower was meant to be an observation for firemen and observers of danger for the city until the First World War. Stephansdom also served as an orientation point in Vienna. It is a treasury of precious monuments and a place of burial of important persons of Austrian culture and history. Many artists such as Haydn, Mozart etc. were married there. In the past the tower of cathedral was an attractive tourist landmark as well. Stephansdom survived fire after the Second World War but half of the church was destroyed (Fiala, 2004, p. 12; Šmikmátor, 2011, p. 209).

The purpose of today Stephansdom little bit changed, it serves as a tourist attraction at present. Visitors can ascend to the south tower and watch the surrounding of the capital for a small fee. These tours are held in the evening time too or visitors can pay for the church tour including visit of catacombs. Another function is religious, masses take place there or it is possible to arrange wedding service (Bedford & Eberle, 2007, p. 54-55).

It is clear that Stephansdom is an attractive tourist highlight. In interview which was conducted in December 2014, interviewers see Stephansdom as the third most important and well known tourist monument of Vienna. On the other hand none of respondents visited Stephansdom during their journey to Vienna. Maybe majority of them visited Stephansdom during their previous visits of Vienna. It is clear that Stephansdom is one of the biggest symbols of Vienna and belongs to the most visited monuments of the Austrian capital.

5.5 Coffee-Houses

Coffee houses were the centres of public affairs and they were an inseparable part of Vienna during Art Nouveau (Lehne & Johnson, 1995, p. 96). Vienna established coffee houses later than for example London or Paris but it is clear that coffee

houses became a part of Vienna culture. We can find roots of establishment of coffee houses in year 1685 when Emperor Leopold I. granted a licence to trader to sell coffee from Turkey (Robinson & Keen, 1996, p. 2).

5.5.1 Coffee Houses as Cultural Centres

Lehne and Johnson (1995, p. 97) state that in year 1904 there were about 700 coffee houses situated in Vienna. People met each other there, studied and consulted public affairs and authors wrote their books and read newspapers there (Lehne & Johnson, 1995, p. 97; Robinson & Keen, 1996, p. 2). According to Lehne and Johnson (1995, p. 97) some people almost spent whole life in coffee houses. They used address of their favourite coffee house as a permanent residence for delivering of post etc. The typical features of all Vienna coffee houses were newspapers, cards, playing chess and billiard which was preserved until present. At that time another typical feature was a smoking. Pipes were available to buy in a lot of coffee houses (Robinson & Keen, 1996, p.2).

5.5.2 Café Griensteidl, Café Central and their Customers

Lehne and Johnson (1995, p. 97) point out that Sigmund Freud, Arthur Schnitzler and poet Peter Altenberg were regular customers of coffee houses. Segel (1993, p. 18) states that authors mentioned above together belonged to the group called "Young Vienna". It was a group of poets and writers. This group conducted meetings in Café Griensteidl. This Coffeehouse was established in year 1847 close to Hofburg and nowadays (Bedford & Eberle, 2007, p. 140) it is a favourite place for tourists. Other favourite coffeehouse called Café Central was opened few years later than Griensteidl. Visitors of this coffeehouse were: Karl Kraus, Lev Trocki, Hermann Bahr, Otto Bauer and the other significant people (Bedford & Eberle, 2007, p. 140; Kladiwa & Vučka, 2011, p. 95; Segel, 1993, p. 18). At the end of 19th Century Café Central was one of the most important social centres (Kladiwa & Vučka, 2011, p. 95). A big section of customers created Jews. A lot of coffeehouses were located in Jewish part of the city- Leopoldstadt close to city centre (Segel, 1993, p. 11).

5.5.3 Coffee Houses in the Present

In this time we can find about 2000 coffeehouses in Vienna. It is interesting that it is almost 3 times more than in 20th Century which was a period of coffeehouses culture. This number includes also bakeries and espresso bars. In 1950s in the first of the 20th Century entrepreneurs had a problem with low demand for coffee in their coffee houses and the other problem was high rental price, that was a reason why lot of them were closed (Robinson & Keen, 1996, p. 2). Coffeehouses are still very popular in Vienna but they do not play such an important role in comparison with previous century. Customers can read newspapers or magazines including foreign titles (Bedford & Eberle, 2007, p. 139). Smoking is forbidden in public places except for the coffee houses because of its tradition (Robinson & Keen, 1996, p. 2).

Results of interview show that none of interviewed people responded that they would visit some coffeehouse during their journey to Vienna. It can be caused by the fact that Czech respondents do not consider coffee houses the main part of culture.

5.6 Christmas Markets

According to Europe's Best Destinations research Vienna's Christmas Markets are the third best Christmas Markets in Europe (European Best Destinations, 2014). Many of travel agencies offer organized trips to Christmas Markets in Vienna. People can buy them on discount portals on the internet where numerous travel agencies sell cheap tours to Vienna including visits of markets. As Kozáková and Francová (2010) claim that tourism connected with visits of Christmas Markets is very popular among Czech tourists. 50 000 Czechs visited Christmas Markets in some foreign country in year 2010.

5.6.1 History of Christmas Markets

Vienna's Christmas Markets are held from year 1298 when Albrecht I. gave a permission to Vienna's inhabitants to conduct these markets for 14 days but there

was no direct connection with Christmas festivity (Austrian Tourism Board 2015; Vienna City Administration, 2015). From 17th Century, specifically from year 1626 started real Christmas Markets on Stephansplatz as are known nowadays. People could have bought there some food and sweets from vendors. But these markets were closed in year 1761. Three years later, in 1764 on Saint Nicolas Day were markets opened again in Freyung (Vienna City Administration). Freyung is a square with lot of cultural monuments (Šmikmátor, 2011, p. 88). After problems between vendors these markets were moved to Platz am Hof in 1843. Since then Christmas Markets were opened annually for three weeks in December. During World War I and World War II there were made changes in of these markets and they were cancelled again for a few years. In 1975 were markets moved to Rathausplatz, where have been located since then (Vienna City Administration, 2015). So it is evident that Christmas Markets were established a long time before dualism in Austro–Hungarian Empire.

5.6.2 Christmas Markets Nowadays

Vienna's Christmas Markets are opened from half of November to Christmas. In Vienna there are lot of Christmas Markets at many places (Wien Tourism). The most famous markets are situated in Rathausplatz (Munson, 1993, p. 1), where visitors can buy some food, drinks and goods from more than 150 vendors. Another ones are located for example at Stephansplatz and Freyung (Wien Tourism, 2014) as was usual in the past.

The research was conducted at Christmas time and it proved the assumption of Europe's Best Destination that Vienna Christmas Markets are the third best ones on the continent. According to the research which took place in December, the main purpose of Vienna visitors is visit of Christmas Markets. Six travellers to Vienna from all twenty respondents visited Vienna in order to attend Christmas Markets during Christmas season. It is confirming the assertion that these markets belong to the most visited ones from all Europe.

5.7 Fair trades, Exhibitions and Congresses

Vienna in the past was well-known cultural centre. Austrian capital hosted lot of congresses in the past and in the present too. Two hundred years later there was held the first congress in case of trade. Before dualism there was organized a huge congress in Lower Belvedere in 1814 and in 1815 (Wien Tourism, 2014).

Nowadays Vienna is a venue for more than 1 000 of conferences per year. This number ranks Vienna among the three cities with the most held congresses in the world (Vienna City Administration 2014b, p. 75).

5.7.1 World Exhibition in 1873

During Dualism in 1873 a big cultural event took place in Vienna. After London and Paris, Vienna hosted a world exhibition (Pippal, 2001, p.153). It was fifth world exhibition and should have demonstrated the economic and industrial expansion of Empire and also a celebration 25 years of Franz Joseph I. reign (Veber et al., 2002, p. 449-450) For this big event were used places in Prater, specifically in Rotunda (Pippal, 2001, p. 153). Rotunda was a large building and to see all exhibitions took a long time. Thirty-five states from all over the world took part at international exhibition. The most exhibitors came from Austria and Germany. There was expected a big number of exhibitors from the United Kingdom, France and from the USA but at the end only a small number of exhibitors arrived from these countries. For the first time there were exhibitors from Japan and China at the international exhibition (Halada & Hlavačka, 2000, p. 52-62).

The aim of this exhibition was to present scientific, technological, artistic, cultural and in a small size also industrial progress. And at the same time the purpose was to educate people. Exhibition was ceremonially opened by Emperor Franz Josef I. and was visited by more than 7 million visitors during six months lasting expositions. It was a small number in comparison with London exhibition. This event was accompanied by selling international food which Viennese had never tasted before (Wien Museum, 2014).

The lack of UK, France and the USA exhibitors could cause the small presence of technological news but on the other hand there was presented dynamo

by German company Siemens and Halske. Czech company L. and C. Hardmuth exhibited pencils and the owner of this company was promoted into aristocracy class by Emperor and received numerous badges of honour (Halada & Hlavačka, 2000, p. 54).

As Halada and Hlavačka (2000, p. 61) also mentioned there were some factors which affected the exhibition in a bad way. During the fair started a stock market crash and other problem influencing the exposition was the spread of cholera. Both these circumstances negatively impacted the attendance of this event.

Other problem was that construction of Rotunda as an new exhibition centre and adjacent places cost around 19 milion gulden and income from exhibition was only about 4,2 milion gulden (Wien Museum, 2014). As Prakash and Kruse (2008, p. 38) inform Vienna' s world exhibition belongs to a group of a few other exhibitions where money was lost.

These problems made this exhibition exceptional. Despite these negative circumstances it is clear that Vienna international exhibition belonged into one of the biggest events of that time.

After this big event plenty of other exhibitions took place in Vienna. For example one year after the world fair, there was held Exhibition by Ministry of Commerce as well as art, industrial, electric and aviation shows. All these exhibitions were located in Rotunda too (Kristan & Peichl, 2004, p. 196).

5.7.2 Exhibitions in this Time

Nowadays exhibitions are located in a new modern trade fair called Messe which is also in Prater (Fischer, Schönwetter, & Kunz, 2005, p. 94). Construction of this centre started in year 2001 but discussions about construction of these fair grounds started in the 90. In 2004 this modern exhibitions centre was opened (Kristan & Peichl, 2004, p. 10, 194). In Vienna's new exhibition centre are also organized festivals as Jazzfest, Wiener Festwochen, Viennale and others (Leidig, Zoech, & Svobodová, 2006, p. 80-81).

Messe consists of three halls, tower and of congress centre. All these buildings are built from iron materials in a modern style (Fischer, Schönwetter, & Kunz, 2005,

p. 94). According to ICCA statistics the total number of congresses organized during years 2008-2012, Vienna was ranked as the 2nd biggest organizer of congresses from all 20 members of ICCA (ICCA Head Office, 2013, p. 17). In year 2015 Messe organizes 8 international fair trades (Messe, 2015).

We can say that in Vienna will be lot of fair trades but none as important as World Exhibition in 1873, on the other hand Vienna started to be important by congress organization.

Even though that Vienna belongs to the biggest world organizers of congresses nobody of Student Agency bus travellers planned to visit some Vienna congress in December. The reason can be that congress attendants travelled to Vienna by their own cars or they arranged other type of transport to Austrian capital. Also there is a possibility that there was not organized any congress in December.

5.8 Museums

In Vienna is more than 120 museums (Altman, 2000, p. 50). The most important is Museum of Fine Arts- "Kunsthistorisches Museum", Museum of Natural History- "Naturhistorisches Museum", Albertina and Belvedere. Except of these museums there are situated museums of bicycles, flat of Ludwig Van Beethoven (Beyerl, 2009, p. 93). According to Statistics Austria there was increase in museums attendance in whole Austria about 0, 7% in year 2013 (Statistics Austria, 2015).

According to EGMUS statistics of the most visited museums by the states. In Austria four from all five the most visited museums in year 2012 were just in Vienna: Belvedere, Museum of Fine Arts, Albertina and Museum of Natural History (EGMUS, 2012). The Art Newspaper did an exhibition attendance survey in which they compiled the list of 100 most visited museums in the world in year 2013. Belvedere scored the 64th place and Kunsthistorisches Museum the 85th place (The Art Newspaper, 2013).

5.8.1 Kunsthistorisches Museum

The foundations of this museum date back to 1358 when Rudolf I. received the collection of medieval art (Borghesi, 2006, p. 7). In 19th Century plans about construction of two similar buildings opposite each other arose. These two buildings are divided by a small square (Neubert & Maass, 2006, p. 109). According to plans first constructed building should have been Kunsthistorisches Museum and the second one Naturhistorisches Museum (Borghesi, 2006, p. 12). Today Museum of fine art was built during the construction of Ringstrasse (Schorske, 2000, p. 58) with features of Renaissance. The inner decoration is made by Hans Makart and Gustav Klimt. This huge building (Lehne & Johnson, 1995, p. 86) was opened in 1891 (Kladiwa & Vučka, 2011, p. 68). Until the year 1918 Museum of Fine Arts was in the royal ownership and since that it has belonged to the state (Aronsson & Elgenius, 2014, p. 35). Habsburgs were big collectors of art so during the Habsburg reign lot of important works of art flowed to Vienna (Bedford & Eberle, 2007, p. 73). That is the reason why this museum boasts a wide range of Western European art (Altman, 2000, p. 51)

Museum of Fine Art belongs to the best museums in Europe at present (Bedford & Eberle, 2007, p. 73) and has the biggest collection of art (Paul, 2012, p. 167), which mainly comes from ownership of archduke Leopold William (Borghesi, 2006, p. 13). There are also located Egyptian, Greek and Roman collections, picture gallery etc. Borghesi (2006, p. 13) mentions that there are about 1400 pictures.

Despite the claim of tourist guides none of respondents visited Kunsthistorisches Museum during their trip. It can be caused by respondents' lack of interest about museum. They also do not see Kunsthistorisches Museum as the one of the most important cultural attractions in Vienna.

5.8.2 Belvedere

As it is mentioned above Belvedere was the most visited museum in Austria in year 2012 and one of the most visited museums in the world. Belvedere served as a seat

of Prince Eugene of Savoy and it was used as his palace during spring and summer season (Gronberg, 2007, p. 133).

Belvedere is divided into two parts. These two parts are called Upper and Lower Belvedere. The Lower one served as offices and living rooms of Prince Eugene and the Upper one as presentation of prince's collection of books (Parsons, 2008, p. 169).

At present Belvedere attracts tourists by its building components and its garden (Gronberg, 2007, p. 133) as well as by its museum. The division of Belvedere has been preserved until today. In the Upper Belvedere is art of Gustav Klimt, Egon Schiele, Oskar Kokoschka etc. on display. Lower Belvedere serves as Barockmuseum at present. In this museum is placed art collection of Austrian painters from 17th and 18th Century. Next there is located Marmorsaal with trophies, Groteskensaal with grotesque representation of birds and animals and the last part is called Goldkabinett with oriental vases (Bousfield et al., 2006, p. 122-123).

Belvedere was not visited by any respondent during his trip and only two of all these respondents see Belvedere as one of the most important tourist attraction.

5.8.3 Albertina

As Rampley presents (2013, p. 10) Albertina was in private ownership and was accessible for visitors from 1822. The exterior of Albertina was changed during the beginning of dualism. After sixty years Albertina changed ownership into the public one. At the time of Second World War was Albertina destroyed.

Albertina is divided into a few exhibition halls which are decorated with statues and rooms which function is to keep collections (Albertina, 2015). Albertina is considered as the centre of art and culture (Šmikmátor, 2011, p. 301) and belongs to the most famous museums and places where numerous exhibitions are take place (Neubert & Maass, 2006, p. 107). Huge number of travellers visit Albertina every year. Exhibitions are dedicated to individual artists and they last several months (Šmikmátor, 2011, p. 301). Dürer exhibition of art set up in 2003

belongs to the most famous expositions. This exposition was linked to opening of Albertina reconstructed rooms (Neubert & Maass, 2006, p. 107). Despite of the fact that Albertina is one of the most visited places according to tourist guides, Albertina was visited only by two respondents. This result says that Albertina is not too favourite tourist target as tourist guides claim.

5.8.4 Naturhistorisches Museum

Naturhistorisches Museum was built in the same period as Museum of Fine Art in the process of creation of Ringstrasse (Lehne & Johnson, 1995, p. 86) and was opened for public in 1889 (Bousfield et al., 2006, p. 101).

This museum houses a huge compilation of natural history (Lehne & Johnson, 1995, p. 86). There is exposition of minerals, precious and semiprecious stones, figure of Venus etc. (Bousfield et al., 2006, p. 101).

Even though Naturhistorisches Museum belongs to the top visited tourist attraction none of respondents visited this museum during his trip. It can say that Vienna's museums are not too important as it is mentioned in tourist guides,

5.9 Theatres and Burgtheater

Vienna's theatres were considered cultural centres. To this reputation helped some reforms of Franz Joseph II. who allowed the construction of theatres around the walls of city centre and his other reforms. Other important step was establishment of Burgtheater (Pyrah, 2007, p. 1). In that time Vienna's theatre scene was at the same level as London and Paris one (Yates, 2005, p. 2).

According to statistics Burgtheater had the third highest seat occupancy rate from all theatres in Vienna in 2011 and 2012 and meanwhile Burgtheater played the third most plays in these same years (Vienna City Administration, 2014c). The highest seat occupancy rate had Theater im Zentrum which was established in 1905 (Theater der Jugend, 2013). According to new statistics of Statistics Austria the seat occupancy of all Austrian state theatres increased about 0, 3% and attendance of private Vienna theatres declined in year 2012 and 2013 (Statistics Austria, 2015).

5.9.1 Burgtheater

Before the construction of Burgtheater there was a wooden house at the same place which served as a tennis hall for Ferdinand I. and during the reign of Maria Theresa functioned as temporary theatre (Standl, Fischer, Teltscher, & Komarek, 2003, p. 12). Burgtheater as it is known nowadays was opened in 1888 with presence of Franz Josef I. The construction was more oriented on the rule that seats for spectators have to be placed above the other according to social classes than on the purpose of that building (Šmikmátor, 2011, p. 18-19). This rule brought acoustic problems which were solved after nine years from opening. The plays played in Burgtheater were under the censorship from Emperor's family at that time (Fiala, 2004, p. 186). There was a boom of Italian opera because of multicultural court (Yates, 2005, p. 5). After the Second World War there was the other rebuilding of Burgtheater due to fire which destroyed the theatre (Šmikmátor, 2011, p. 19).

As Šmikmátor (2011, p. 18) claims Burgtheater is the most important theatre from all German speaking theatres. Its typical feature of Burgtheater is local German called Burgtheater Deutsch which is a model for other German speaking theatres (Standl et al., 2003).

Vienna has lot of other important theatres as International theatre which shows plays mainly for American minority living in Vienna, Theater in der Joseftadt with traditional German plays and Volkstheater which is the biggest one in Vienna (Bedford & Eberle, 2007, p. 170- 171) and many other theatres.

It is interesting that respondents do not see Burgtheater or any other theatre as one of the most important monuments or do not to visit any theatre during their trip to Vienna.

5.10 Vienna State Opera and Philharmonic

Vienna is the capital of opera and classical music (Bedford & Eberle, 2007, p. 167). Vienna State Opera house is one of the biggest and the most beautiful buildings from all opera houses in the world (Weidinger, 2009, p. 62). And at the time

of Austria- Hungarian Empire it was a musical centre of Europe (Fiala, 2004, p. 169). In the Statistics Austria research Vienna State Opera had the highest number of occupied seats from all cultural places in years 2011 and 2012. It is clear that its position as an important musical centre continues up to nowadays (Vienna City Administration, 2014c, p. 19).

The building of Vienna's opera was built in the period of Ringstrasse construction as many other important houses in Vienna and was the first house in public ownership built in Ringstrasse (Lehne & Johnson, 1995, p. 85). The reason for building this Opera House was an impulse from imperial court and from aristocracy class to construct music centre (Šmikmátor, 2011, p. 302). The building was finished in 1869 and it is work of two designers (Lehne & Johnson, 1995, p. 85). As Weidinger (2009, p. 44) states one of these two architects committed suicide because of the criticism regarding opera house appearance by Franz Joseph and the public. After opening of State Opera criticism stopped. The capacity of Vienna Opera House was 2 500 seats (Fiala, 2004, p. 169). Already at that time only the best conductors, musicians and members of choir performed in Vienna State Opera. We can say that the past brought the today status (Šmikmátor, 2011, p. 302). During the Second World War State Opera went through a huge censorship and the building was damaged.

In these days Vienna State Opera plays a significant role in the world and has one of the biggest repertoires. Many important singers, pianists and philharmonics perform there (Wiener Staatsoper GmbH). The Philharmonic orchestra consists of the best artists with the highest qualification (Šmikmátor, 2011, p. 352)

In year 2014 Vienna State Opera received an eminent price of IBC for one of the best opera in the world. IBC is an event which is held annually and its purpose is to unite masters who provide amusement and newscasts (IBC, 2015).

Despite of all the statistics it is interesting that none of respondents regards Vienna State Opera as one of the biggest attractions of Vienna.

5.10.1 Vienna Opera Ball

First balls took place in Royal Court Opera theatre before construction of Opera House. After 1869 Franz Joseph I. rejected a possibility of organizing Ball in Opera House but after 8 years from opening Opera House finally got his permission to organise Balls in State Opera. In 1918 was the ball cancelled but in 1921 balls were finally reintroduced (Wiener Staatsoper GmbH, 2015).

Today Opera Ball is watched everywhere in the world and this event is accompanied by presence of artists and guests from all over the world. The next ball will be held in February 2016 (Wiener Staatsoper GmbH, 2015).

5.11 Vienna as the Centre of Psychoanalysis

Vienna is connected with establishment of psychoanalysis. Father of this is Sigmund Freud who spent almost all his life in Vienna and nowadays there is museum dedicated to him in his flat where he lived.

5.11.1 Sigmund Freud

Sigmund Freud is the discoverer of psychoanalysis. When Freud was a child his family moved to Vienna because of financial problems. Freud studied and lived in Vienna too (Šmikmátor, 2011, p. 414). After the studies he started to work in Vienna General Hospital and after that he worked in private medical institution of mentally ill people from the highest social classes (Plháková, 2006, p. 170). He opened a private office and was working with people who suffered from hysteria and he carried out his own research. From year 1884 he was researching cocaine. He tested it at his friends and trusted in its medical use as local anaesthetics. But he caused a deep addiction to this drug at his friends. Despite this failure he was named a private lecturer (Šmikmátor, 2011, p. 416). He spent some time lecturing and afterwards he went to France to psychiatrist Charcot for practical training (Plháková, 2006, p. 170). Charcot was an important doctor who found out a way how to medicate patient with no errors.

After Freud's return to Vienna he organised a congress to inform other doctors about findings from France. Because of his uncritical attitude toward

Charcot's studies he was not understood by other doctors (Šmikmátor, 2011, p. 416-417).

Freud was inspired by Charcot's methods and with his friend Josef Breuer developed a cathartic treatment of neurosis. This treatment was focused on consideration that the frustrating events make an effort to crowd up from memory. These findings were connected with hypnosis where patient tries to recall these unpleasant events. In year 1896 he presented an idea about sexual seduction in childhood and its consequences in adulthood. After this lesson his opinion was refused and led to the end of cooperation with his colleague who did not have the same opinion as Freud did (Vymětal, 2004, p. 232).

Later Freud was convinced that others were hindering his work and he made lot of enemies by this accusation and also lost some clients. He also applied Oedipus complex and suggested his solving, method of free association and electrotherapy.

Four years later Freud published a work called Interpretation of Dreams which became his most famous work and he started to teach a group of young doctors. From year 1907 Freud started to cooperate with Carl Gustav Jung who became his friend and for a while lived in Vienna too but their friendship ended after few years because of different opinions. In year 1909 Freud received a first honorary doctorate in Worcester University in the USA.

During the First World War Freud lost many of his clients and due to inflation he also lost money. His new phase started by analysis of soldiers which brought him lot of material and popularity. So he decided to open his own publishing house with materials focusing on psychoanalysis. Freud made another professional step when one of his daughters died. He decided to focus on examining human motivation principles such as satisfaction of desires and reality principle. The next explored thing was the relationship of people's behaviour in a group and their relationship to charismatic leader.

Before the Second World War Freud fell ill by cancer but his professional life was at its peak. In 1938 he and his daughter were under the monitoring from

Germans and he had to escape from Vienna to England with his family where he also died (Šmikmátor, 2011, p. 416- 424).

5.11.2 Sigmund Freud Museum

At this time there is a museum in a flat in Vienna where Sigmund Freud lived and worked which is dedicated to a father of psychoanalysis. It was opened in 1986 with help of Freud's children. There are exhibited original things connected with his life as objects from his travels, statues, his portraits, his typical sofa and a waiting room for patients and in one room of Freud's flat is available a homemade movie from the time before his death. His manuscripts are not available in Vienna because of his escape to England (Bedford & Eberle, 2007, p. 93). Freud made lot of contribution to psychoanalysis. Despite this fact none of respondents had a plan to visit his museum.

6 Development of Vienna

Vienna is a huge city which has been continuously developing. This development can bring Vienna many other visitors and it can strengthen its tourist position. It is a reason why it is beneficial to address this topic in a separate chapter. Vienna is still growing and had to adapt to the increasing car traffic. To the adaption helps Vienna Strategic Plan and it is important to find out the equilibrium between the old built-up area and the new one. Vienna came with several goals which wants to reach until 2025 in urban development. Vienna is more focusing on development of newly built city outskirts and their equipment.

In the next years Vienna would like to establish schools and kindergartens in urban part of a city. The reason for creation of these plans is a high demand for these educational institutions. Schools will be established in newly built areas of the city with good traffic connection and with possibility of getting there on foot. Vienna also tries to extend green places and build new parks, swimming pools and other areas where people can spend free time. A big project is a construction of Vienna's Urban Lake. It is a project focusing on building new houses with combination of open space and nature. Building operations started in 2010, they will continue in three stages and the end is planned in 2028. It will be a new part of the city so it will be necessary to erect a rail station, connect it directly with the Main Station and extend underground (Aspern Development, 2014). Another big project is Vienna wood located in the north east side of the city with good conditions for leisure activities.

Other important part of Vienna activity is sustainability. Vienna is going to make efforts to protect all its green places against harmful impacts such as air pollution by spreading public traffic connections, bicycle paths and side walking area. For cyclists Vienna starts arranging parking places for bikes and more bike lanes in the city and for long trips. As Vienna points out 39% of all tours are operated by public transport, 8% by bike and 28% on foot. Other action is to improve traffic connection to shopping centres and thus reduce car usage. In case of reducing car transportation, Vienna will try to reduce parking places

in a city centre because of effective use of streets for pedestrians and cyclists. Small shops will not have to have a current amount of reserved parking spots for customers as it is now. Underground parking spaces will be built in a city centre and in the place of old parking places will be established some green areas. Moreover Vienna wants to protect land from construction of new huge centres. These types of projects could be only build in exchange for help in a given city neighbourhood. Vienna would also like to redevelop old buildings and transform factories and industrial estates into so called brownfields in a city centre. The next improvement is to make new stops of public transport and extension of underground connection. Building of new rail stations is also an important change.

Within the next years Vienna would also like to focus more on arranging congresses in order to strengthen its position of a congress city as well as supporting research centres (Vienna City Administration 2014b, p. 9-143) which will surely attract many other investors and visitors.

7 Vienna Tourism Strategy up to Year 2020

Vienna is still making a huge effort to improve its tourist position within Europe. As Vienna claims in its tourist strategy until the year 2020 they plan to enlarge the airport transportation. They will try to implement twenty direct flights to Vienna from other big cities until the year 2020. Together with arranging more flights to Vienna they are going to improve connection to the airport by adding a new rail from Vienna Main Station to Vienna airport.

Another intention of Austrian capital is spreading knowledge about Vienna as the city of congresses by placing flags at trams etc. Vienna also wants to improve public transport which will be beneficial for tourists who will easily visit tourist attractions. They would like to expand bicycle paths and pedestrian precincts and add information boards where tourists will find information about walking distances to monuments. Furthermore Vienna will try to combine the preferences of the local people and tourists by creating new city lakes and other things. Next step is to raise general awareness about typical Viennese products and focus on marketing highlights of Vienna's shopping streets.

This year 2015 Ringstrasse will celebrate 150 years from its establishment and Vienna is due to this anniversary preparing a book and film about this boulevard and plans to organize events connected with celebration. The next anniversary events are planned for year 2018. It will be a 100 years anniversary of deaths of Gustav Klimt, Egon Schiele, Koloman Moser and Otto Wagner (Vienna Tourist Board, 2014, p. 1-83).

8 Conclusion

Vienna is in many aspects still same as during Austro- Hungarian Empire. Capital of Austria still benefits from its location for a long time. Because of its advantageous position within Europe Vienna is an ideal place for conventions, congresses and serves as a transportation hub. In the past Vienna was a centre of congresses and this tradition continues up today. The Vienna cultural life started to flourish at the time of Empire during the construction of Ringstrasse circuit where museums, opera and many other buildings were built. These monumental palaces are repeatedly mentioned as characteristic features of Vienna. Vienna city promotes them as the main lures of the place and uses them to draw tourists from all over the world. In these days Vienna is more oriented on construction of apartment houses in peripheries instead of erecting huge monumental buildings. It also puts stress on harmony between old and new architectural design and styles. The research confirmed significant role of Vienna within Europe. The survey respondents found Vienna to be the second or third most important city in Europe. Vienna attracted many talented artists and highly educated individuals in the past because of its universities and good economic situation. This slightly changed because many other European cities also offer good quality education but Vienna remains attractive for many artists. Statistics show that Vienna is the best place for living in a global perspective with good economic conditions.

Important part of Vienna income is comprised of tourism as confirmed by Vienna authorities. However, the outcomes of my research do not fully prove it. Therefore significance of tourism for Vienna could be either overestimated by Vienna authorities or Czech tourists could differ from other Vienna visitors. In the carried out survey whose objective was to discover prevailing purpose of journey to Vienna majority of Czech visitors claimed that they do not visit cultural events and monuments as much as official city statistics claim. This could be caused by the fact that the Czech Republic is Austria close neighbour and people from Brno and South Moravia especially have already visited Vienna many times

and saw its tourist highlights before this research had been conducted. It is necessary to say that Vienna's monuments are the inseparable part of this city. The fact that every respondent remembered some of these monuments and was able to name couple of them proves cultural significance of the Austria capital. The other explanation of survey respondents' lacking interest in Vienna sightseeing and culture in general might be the season of a year when the research was conducted. Vienna states that the most popular tourist season is summer especially August. While interviewees were interviewed in December when they were mainly attracted to Christmas markets. Interest of Czech tourists in Christmas markets suggests that they are also an important source of income for Vienna as well as tourist attraction. According to statistics Christmas markets in Vienna belong among the best three Christmas Markets in Europe. These markets have a long history and tradition and are part of Vienna culture. The survey shows that Vienna Christmas Markets are the most visited cultural event during Christmas time by Czech tourists. Numerous offers of trips attracting Czechs to Vienna and other European Christmas Markets support my claim. Result of the research in which respondents said that they visit Vienna up to five times per year confirms status of Vienna as European cultural metropolis. Research respondents were aware of the important role which Vienna plays in whole Europe and remembered the most famous monuments of this city. But on the other hand they do not visit Vienna tourist spots and hypothetical reasons for this are discussed above.

9 Summary

From one part of this thesis is clear that Austrian capital preserved many characteristics and features from the past. This city has always belonged to the top European ones and this has not changed since the times of Austro-Hungarian Empire. It still functions as a setting for many international meetings and is a highly interesting place for foreign visitors. People can still find good conditions for living in Vienna because of abundant greenery and good economy. We can say that character of the city survived from Austro-Hungarian Empire until today. Only inhabitants and their manners have changed. Pre-research confirms this claim. Interviewees see Vienna as one of the most important cities in Europe. Respondents are also aware of major city landmarks and they have plenty of reasons to travel there more times per year. On the other hand pre-research results point out that only few of Czech tourists travelling to Vienna visit cultural monuments there.

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XI Annexes



Figure 4: Historical photo of construction of Ferris Wheel in Prater Amusement Park. (Source: Author's archive)



Figure 5: Vienna Ferris Wheel in Prater nowadays. (Source: Author's archive)



Figure 6: Prater Park-recreation place for residents. (Source: Author’s archive)



Figure 7: Waux museum Madame Tussauds and tourists in Vienna Amusement Park. (Source: Author’s archive)



Figure 8: Stephansdom. (Source: Author's archive)



Figure 9: Café Griensteidl and tourists. (Source: Author's archive)



Figure 10: Kunsthistorisches Museum. (Source: Author's archive)



Figure 11: Albertina. (Source: Author's archive)



Figure 12: Albertina- opposing view. (Source: Author's archive)



Figure 13: Naturhistorisches Museum. (Source: Author's archive)



Figure 14: Burgtheater. (Source: Author's archive)



Figure 15: Burgtheater- opposing view. (Source: Author's archive)



Figure 16: Vienna State Opera. (Source: Author's archive)

Vážení cestující,

*toto anonymní dotazníkové šetření je určeno ke sběru dat závěrečné práce studentky
Martiny Dostálové z Fakulty regionálního rozvoje a mezinárodních studií Mendelovy univerzity v
Brně na téma: **Videň jako kulturní centrum a její dnešní význam.** Cílem tohoto dotazníku je
zjistit Váš osobní postoj a mínění o Vidni.*

1. Kolik je Vám let? (doplňte)

2. Jste muž nebo žena? (nehodící se škrtněte)

3. Jaké je Vaše nejvyšší dosažené vzdělání? (zakroužkujte)

1. základní
2. středoškolské
3. vysokoškolské

4. Jste svobodný/-á, ženatý/vdaná, rozvedený/-á, ovdovělý/-á? (zakroužkujte)

5. Odkud pocházíte? (uveďte prosím místo)

6. Jaký je účel Vaší cesty do Vidně? (zakroužkujte)

1. turismus
2. jedu na letiště do Vidně
3. jedu do Vidně na služební cestu
4. jiný důvod; jaký?..... (doplňte)

7. Jak často cestujete do Vidně? (zakroužkujte)

1. výjimečně
2. několikrát do roka
3. několikrát do měsíce
4. každý týden

8. Jak je podle Vás Videň důležitá v rámci Evropy? Označte jako ve škole:

9. Co jsou podle Vás 3 největší turistické atrakce Vidně? (doplňte)

1.
2.
3.

10. Navštěvujete při Vašich cestách do Vidně kulturní památky a turistické atrakce?
(zakroužkujte)

1. ano
2. ne

11. Pokud ano, jaké? (doplňte)

Pozn. Pokud ne, pokračujte s otázkou č. 13.

12. Jaké jsou Vaše roční výdaje za návštěvu vídeňských kulturních památek a turistických
atrakcí? (doplňte v tis. Kč)

13. Máte ve Vidni příbuzné? (zakroužkujte)

1. ano
2. ne

Předem děkuji za Váš čas strávený vyplňováním tohoto dotazníku a přeji příjemnou cestu!

Více informací na e-mailu: xdosta21@node.mendelu.cz

Figure 17: Questionnaire- questions of interview. (Source: Author's archive)