

Abstract

Each year Austria is hosting a wide variety of events, which are initiated by very different people or institutions and serve many different purposes. Despite varying cultures and numerous prejudices between two different worlds, it is of great importance to unify the world of culture with that of the economy, as it is important to put the resulting success in the foreground. In this regard, the best example is the province of Salzburg with its Salzburg Festival, which is described as "the most important cultural festival in the world" (Eymannsberger 2016). Additionally, the event industry has grown enormously in recent years and topics such as the issue of sustainability have become increasingly important.

It is therefore the aim of this bachelor thesis to analyze the impact of the Salzburg Festival on the province of Salzburg and its tourism, based on the three pillars of sustainability: economic, environmental and socio-cultural. The evaluation is done by conducting literature research, collecting and analyzing secondary sources as well as focusing on quantitative statistical data.