

## Symposium Cultural Festival Studies

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### **Festival of traditional arts and customs in the Alps. Ideas and views behind the social and cultural curtains**

The regions in the Alps, i.e. Tyrol, have got a rich tradition in cultural arts and customs. We can also say, specially tourism deals with these phenomenon. But this is not only a modern economical reason. For more than 150 years, people in the Alps advertise their regional culture, i.e. with their folklore (dancing, traditional costumes, music and customs). People from all over the world have been coming and they would like to see these countries. They expect a special way of life, "original" behaviour in all kinds of culture. And like the song of Britney Spears: (Opps) We did it... for them.

But time goes by and nowadays, even for about 20-30 years, new ideas and a new awareness, even from the younger generation, are bringing new or "better" festivals. Better, in this case, means: a combination between old tradition and modern acts. That's not always easy, because even the elder generation have problems with this - they call it a "not serious mixture". On the other, hand old customs are revived - in some kind as regional identity against globalization.