

MUSIC TOURISM: MOTIVATION ANALYSIS OF MUSICAL PILGRIMAGE

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Abstract

The musical pilgrimage is that it is a type of music tourism. However, it is not directly related to musical event, instead it is an act of tourism that associate a place with personal identity through representative symbols such as musician. A key element to a pilgrimage is not the destination, but rather the traveler's motivations. Therefore, this research objectives focus on motivation. The objective will be to analyze the motivation for musical pilgrimage; the psycho-factors involved that make an ordinary location into a music iconic attraction.

Index Terms: *Abbey Road, Motivation for travel, Musical Pilgrimage, Music Tourism, The Beatles*

I. Introduction

Music tourism is a type of behavior that involves traveling to a destination because of an attachment to the place due to music. Music tourism is usually a proactive behavior, which means that there is already a plan to participate in music-related activities in the destination before departure. This paper discusses one type of music tourism, the musical pilgrimage. If an individual is travelling to a site that exists outside of their day-to-day lives, and that they perceive to be an embodiment of their personal beliefs and values, this act constitutes a pilgrimage [1][2][3].

Musical pilgrimages share similar motivations and intrinsic drives as religious rituals; they are characterized by a deep attachment to a particular place, and both are characterized by a certain level of sacredness. This unique tourism experience allows travelers to embark on a long-distance pilgrimage. Creating new stories, pilgrimage affords sacred travelers experiences that transcend nationalism, denominational identity, and cultural borders melding their individual constructs of meaning with communal experiences to create new insights[4].

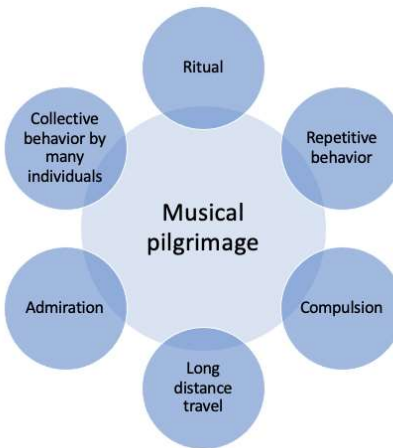


Figure 1 Characteristics of Musical Pilgrimage.

The musical pilgrimage has the following characteristics: ritual, repetitive behavior, compulsion, long distance travel, worship, and collective behavior by many individuals. Ritual, which means that people perceive their actions as ceremonial, solemn, and serious, engaging in a particular sort of logic; in my observation, this behavior is difficult to understand from the perspective of the bystander. Repetitive Behavior, which means that during the pilgrimage people usually do the same thing over and over again or perform the pilgrimage repetitively. Compulsive, meaning that the act of pilgrimage is perceived as something that has to be done from the standpoint of a certain belief. Long-distance travel, pilgrimages usually happen at a distance from the residence, which means that it takes a considerable amount of effort and time to reach the destination in order to achieve a sense of sanctity attached to the act. Worship, the act of pilgrimage implies that people have a clear object of worship. The collective behavior of many people means that pilgrimage is usually not an individual act, rather it is done with a group of their "own kind", which reflects the nature of human beings as social group species, as well as the fact that the sense of connection with other people is one of the attractions of the pilgrimage act. The uniqueness of a musical pilgrimage is that it goes beyond the usual consumption of music. Tourists consider music as a cultural symbol that constructs an emotional resonance with the destination. This involves the traveler tracing the history of music, visiting the musician's hometown, and participating in traditional music-related rituals. As a result, travelers on a musical pilgrimage focus on the sense of link to the destination perceived through music, rather than merely as spectator entertainment. A key element to a pilgrimage is not the destination, but rather the traveler's motivations [2][3]. Therefore, the research objectives of this paper are the analysis of tourists' motivations for musical pilgrimage and the analysis of psychological factors associated with ordinary location becoming an iconic musical attraction.

II. Methodology

The fieldwork was divided into two parts. First, a semi-structured interview with 53 interviewees from China, Japan, South Korea, the United States, the United Kingdom, and Taiwan who were interested in music and tourism was conducted through an online recruitment process. This part of the interviews centered on two dimensions: local associations triggered by tourists' music preferences and cultural impressions brought by music in tourist destination. The language used in the interviews was the native language of the interviewees, the recordings were transcribed verbatim and translated into English. Afterwards, I coded the interview material through Maxqda2020. The coded music genres were further categorized into ten types: traditional music performance, street music, playing in person, masterclass, landmark, museum, musical, opera, festival, and concert.

According to the model of musical topophilia by Bolderman (2018), Musical symbols are the mediation that links between intangible music and tangible locations. There are four types of music symbols: the first is the instrumentation or musical structure; the second is the non-sonic aspects of music. Examples include song titles and lyrics; the third mediation is the biography of the composer or artist; and the fourth is the place where the music is produced, distributed or consumed [5]. The 10 musical events that emerged from the interviews correspond to each of these four musical symbols. The musical pilgrimage in this paper belongs to the second type of musical symbols, that is, the label "landmark" in the coding.

The second part is a street interview for the fieldwork. Based on the interviews, the most mentioned location for music tourism was the United Kingdom. Also based on UK music (2023), the UK's music tourism industry is a vibrant and thriving sector, attracting millions of visitors, for many different reasons, each year to every part of the UK [6]. The country's rich musical heritage, diverse range of genres, and iconic music landmarks have solidified its position as a top destination for music enthusiasts from around the globe. Based on the above I have chosen Abbey Road, one of the UK's musical landmarks. The focus of this part is to analyze the motivations for musical pilgrimage and the factors associated with an ordinary location becoming a musical iconic attraction.

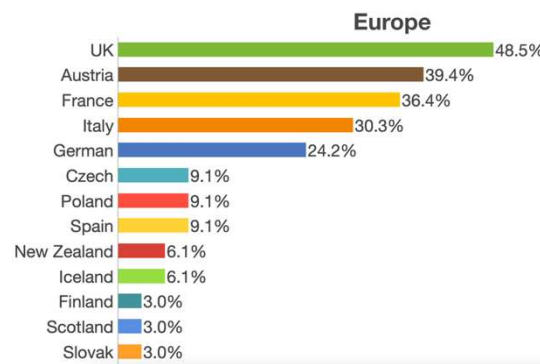


Figure 2 Top mentioned countries.

As no qualitative research is entirely free of bias, the researcher must be aware of their own position and strive to make sure that there is a limited incursion of personal values into the research process [7]. During the data collection and analysis process, I was not influenced in my impartial attitude towards the Beatles by my own musical preferences. Since I am not a fan of the Beatles, and I lived in an environment that was hardly influenced by the Beatles in any way. I have a definite distance from the Beatles in a certain sense both physically and culturally. Therefore, my personal views of the music did not have a significant impact on the data collection.

1. Online Interviews

In this part of the interview, the interviewees provided memories of music tourism in the past rather than feelings in the present. Even though a long time has passed, they are still energized when talking about their experiences at that time, and the memories of traveling about music have left a deep imprint in their minds. The reason for this is that music tourism enables the creation of episodic memories. Episodic memory, which is a memory that can be associated with a specific time or place and can be clearly stated or imagined; also, emotion will make an event easy to remember; One of the components of episodic memory is the process of recall [8].

When I went to England, I went to Abbey Road¹ and the Beatles' studio²...I took some pictures of Abbey Road. I have a friend in Japan who loves the Beatles, so I bought her a gift. A lot of Japanese people like the Beatles, they are very famous. We often did English listening studies for high school or something with their music.

(Mari, F, 30, Japan, office worker)

In addition to information that points directly to place like lyrics, covers, and song titles, this section adds the connection that the soundtracks of movies and anime create with the scenes in the show, and in the process, music and media come together to form the musical imagination of place.

The most impressive song is "Love Story waTotsuzenni"³ from the "Tokyo Love Story"⁴, which I heard for the first time in middle school, the singer is Kazumasa

¹Abbey Road is the title of the Beatles' 11th studio album and also the name of a road in London.

²The old name was EMI Recording Studios and was created in November 1931. Abbey Road Studios' most famous client was The Beatles. The studio was renamed Abbey Road Studios in honor of the Beatles' 1969 album Abbey Road.

³(Original text: ラブ・ストーリーは突然に) is the theme song written by Japanese singer Kazumasa Oda for the TV series "Tokyo Love Story" (1991), which became one of the best-selling singles in Japan, selling 2.7 million copies (eighth in Japanese history).

Oda⁵ ... The melody reminds me of the scenes in the play, it really impresses me a lot. When I came to Japan for a trip, I felt like I was walking in the TV series. I also thought of the scene where Kanntiand Rika⁶ were interacting with each other. (Hu, M, 40, Japan, business management)

Music evokes memories and returns the mind to the past. This interviewee mentioned that whenever he would hear that melody it would remind him of the scenes in the TV Series. This indicates that the music creates an association of place, which is based on the theme song of the drama as a medium, thus the scene is the place where the characters live in the story. Therefore, he mentioned that traveling in Japan was like "entering the drama".

Musical phrases can be used to express a person's semantic intent or emotional state, and listeners can understand the intended expression of the phrase or melody through the perceived "movement" of the signal. (Molnar-Szakacs & Overy, 2006). Music that is retained in the mind can be "predicted", which is why people often hear many old songs and immediately know the melody that will follow. This is the process of memory reactivation, and the nostalgia brought about by the memory of the melody is the emotional link between the music and the past experience. In addition, since some of the works were directly related to a certain TV series, the interviewees would directly associate with the scenes of the shooting, thus creating curiosity and longing for a certain place, even wishing to "enter" the plot and live in the scenes of the TV series, making the imagination become reality.

Most of my memories of Japan come from TV series. I want to talk about a Japanese song called "Good Day Tomorrow"⁷, which is the theme song of the show "The Proposal"⁸. When I came to Japan, I would look for scenes from the drama, and when I heard the song, I felt like I was in it. (Rai, M, 33, Taiwan, designer)

The same case is that with this designer who lives in Taiwan. She was also motivated to travel by the theme song of a TV series, which reminded her of the scenes in the story. After traveling, she imagined Japan as "basically the scenes from the TV show and wanted to experience them again...Sometimes when I hear some of the melodies that I experienced during my travels, I feel like I'm back in the place where I traveled." This proves once again that music can trigger episodic memories that become vivid scenes in the mind and are not easily forgotten.

⁴ "Tokyo Love Story" is based on the manga of the same name by Fumi Shibaemon, which premiered on Fuji TV in Japan on January 7, 1991.

⁵ Kazumasa Oda is a Japanese singer and songwriter, formerly a member of the band Off Course.

⁶ The names of the male and female leads in the series "Tokyo Love Story".

⁷ "Ashita hareru ka na" is a song by Keisuke Kuwata. It was released on May 16, 2007 by Taishita label/SPEEDSTAR RECORDS.

⁸ Operation Love is a drama series broadcast by Fuji TV in Japan, which and received the highest ratings in the Japanese spring drama group in 2007.

The following are some other cases of local association and attachment due to lyrics or album titles, the second type of musical symbol:

There's a song called 'welcome to New York' that makes me feel like stepping into America. I feel like New York is like that song. I had a feeling of being welcomed.
(Sandy, F, 24, Taiwan, Student)

When I listen to songs from Les Miserables, I think of the old Paris, a long, long time ago. (PGH, F, 25, Korea, Student)

There is a singer in China who is from Chongqing. His lyrics have the characteristics of his hometown. Besides melody, instruments and tone, lyrics are very important in a song. (Jeffrey, M, 29, Taiwan, Student)

I think music can represent the culture of a country, like I like England, I think of the Beatles. (Chein, F, 35, Taiwan, housewife)

I suddenly remembered why I like Germany so much because I watched the musical Mozart. (Gaogao, F, 30, China, Doctor)

The Beatles had an album called Abbey Road, so I knew about the place Abbey Road. (Rai, M, 33, Taiwan, designer)

If you ask me what I remember about music in the UK, I'd say the Beatles, and the album's picture of the crosswalk. (Cooper, M, 34, Taiwan, Engineer)

The lyrics of the band Visualize describe places that feel like Shinjuku, Harajuku, Ginza. The background of their lyrics is based on actual locations, there are some very specific coordinates in the lyrics, as well as some private railroads in Japan, such as the Odakyu Line⁹.

(Miss Y, F, 26, Japan, student)

Salzburg is the location of the movie "The Sound of Music"¹⁰, it has a garden, my friend and I sang "Do re mi"¹¹ there... and then my friend and I used to sing Jolin

⁹ The Odakyu Electric Railway line in Japan.

¹⁰ The Sound of Music is a theatrical adaptation of Maria von Trapp's work, The Story of the Trapp Family Singers, originally staged on Broadway as a musical.

¹¹ One of the famous songs from "The Sound of Music"

Tsai's song "Prague Square" ¹²in Prague Square. I think the music is one of the factors that attracts tourists. (Julia, F, 36, Taiwan, trade)

The above is description of the music that the interviewees shared to evoke memories of the past. Among them, the interviewees mentioned their love for the place from the TV series, the location of the album with the same name "Abbey Road", and the film shooting location Salzburg. Rather than the unique experiences of the interviewees, these are the collective memories of a certain group of people or a certain era. Several of the above works and musicians were classic versions of their existence for a significant number of people in the past, bringing the images to life again when the melodies are played, even after many years. Music as a means of social bonding is closely related to the collective reminiscence function of music...Social bonding through music is a long-term process that is based on remembered shared musical activities and experiences and therefore can be an essential component of interpersonal attachment [10]. This is the opposite of the fast-food pop culture mentioned by one of the other interviewees; despite the fact that several of the above pieces are in the pop genre, they have not been forgotten as the music has been updated. Certain music is something that can be stored in memory for a long time and continue to have emotional resonance.

2. On-site interviews

Based on the interviews above, it is clear to notice that Abbey Road is mentioned a lot. Even though many of the interviewees do not live in the UK even in completely different cultural circles, the Beatles are inevitably mentioned in their minds when it comes to music. It is obvious that the Beatles have a huge global influence. This also shows that the existence of a classic like the Beatles is still of great value to study in terms of cultural heritage and geographic study areas.

According to UK music (2016), considered by many to be the most famous and culturally significant recording studio in the world, Abbey Road has been attracting an estimated 300,000+ music fans a year to its home in North London for decades. Whether to follow in the footsteps of the Fab four by recreating the legendary Beatles 'Abbey Road' album sleeve on the crossing outside or to add their initials to the graffiti wall outside, the studio has become a premium destination for music lovers and tourists to make a pilgrimage to [11]. Based on the above, the location of the fieldwork was Abbey Road in London.

¹² "Prague Square" is a song performed by Taiwanese singers Jolin Tsai and Jay Chou. It is composed by Wenshan Fang, composed by Jay Chou and arranged by Xingmin Zhong, included in the album "Magic" released on March 7, 2003.



Figure 3 Abbey Road Studio.

I conducted street interviews with five groups of families from four countries at Abbey Road Studios and the famous Zebra Crossing, where the Beatles' album of the same name was shot. They were a family of four from Spain, three female college students from the United States, a couple from France, a grandmother and granddaughter from Mexico, and a grandmother and her two grandsons from the United States. All fourteen interviewees traveled to the UK and were photographed at the zebra crossing like the Beatles album cover. The language of the interviews was English. The conversations were recorded with the permission of the interviewees and were transcribed verbatim into a transcript afterwards.

We are both fans of the Beatles...here's like iconic, like we have to take a picture because it's a very important place in music. I mean it's really near Abbey Road studio. A lot of artists have recorded and somebody else...it's really like an iconic. And we thought it was really important. We think taking pictures here is a necessity(Mexico, F, 20)

I like music and it's an emblematic place. This is my first trip in London. There are many luminaries. with the strip and I wanted to take a picture with my family like those band...with four members of the band, an album from Beatles that the image...it was a picture of the Beatles crossing this place...this is a place we marked. My daughters also know some songs of Beatles in their generation.(Spain, F, 40)

The above two groups of interviewees come from Mexico and Spain. The former mentioned that with the transit time, it took them about 24 hours to reach London. This corresponds to a characteristic of the musical pilgrimage mentioned in the previous article - long distance traveling. The grandmother and granddaughter from Mexico have an age difference of about 50 years, but they both share the same idol, The Beatles. It shows that the influence of the Beatles continues to be so great until today. The music of the Beatles has an unexplainable universal quality that resonates with listeners, resulting in the continuing presence of the band on the

cultural landscape[12]. Similarly, the interviewed mom from a Spanish family mentioned that her daughter's generation also knows Beatles' songs.

Furthermore, interviewees repeatedly referred to "iconic attractions" and " emblematic places". For Beatles fans, these places are filled with a sense of importance or aura. Aura is an essential quality of artwork that can only be seen in person[13]. In other words, this intersection was given extra meaning by the presence of the Beatles, turning an ordinary location into a tourist attraction. This drives tourists from all over the world to come to this place to take a picture, a necessary thing for Beatles' fans.

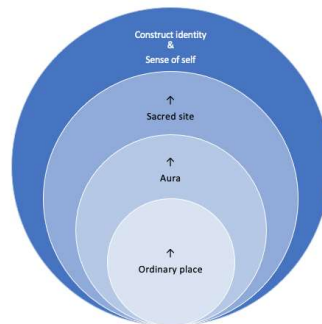


Figure 4 Aura for tourist

For Beatles fans, a visit to the place that is so deeply connected to the object of their fandom has become an event that is akin to a religious pilgrimage to a sacred site [1]. When a musician, an iconic song or a shooting scene creates a strong connection with a location, an ordinary location is able to become a tourist attraction. The Beatles made Abbey Road a symbolic musical destination rather than an ordinary street. Tourists traveling to a musical pilgrimage site would connect with past experiences. They link themselves to their idols by staying briefly in the same spaces where their idols once existed, and to others who do the same behaviors as them to eventually find their own community of belonging.

Therefore, the essence of a musical pilgrimage is the reconstruction of one's identity. An ordinary location with an aura becomes a holy place. It is a place where people construct their identity. In this act of place-centric pilgrimage the fan is engaging in sense-making and identity building [14]. This is the basic logic that motivates tourists to make a musical pilgrimage.

We are fan of the Beatles especially my husband... tomorrow we are going to Liverpool. Not only but mostly. our trip is for music...it doesn't feel a lots after the picture shoot (laugh). We just wanted to see it expecting more. It's not too bad, I guess. But it just an ordinary road. I actually wondering the famous studio. (France, couple, 40)

The interviewee says that her husband is a Beatles fan, but to her it seems to be just a normal road. This shows exactly that it is in the eyes of the fans that Abbey Road has an aura that is invisible to the bystanders. And that aura only means a lot to the fans.

A: My papa was like a really big Beatles fan. yeah, so I grew up listening to the Beatles. And when I was leaving, he was like, oh, you have to go to abbey road. So, I came for him. (USA, F, 21)

B: We came because lily wanted to come. I don't really know much about the Beatles. So, but I mean I took a picture for my dad. He knows that stuff. We have to say it was really hard to take pictures, but it was fun. (USA, F, 20)

I'm a musician, my grandchildren play guitar and piano. they are fans of beatles. Me too, I first listened to their music when I was 12. It's just a wonderful occasion. we're having a wonderful trip and a visit to London and taking pictures here is one of the interesting parts of it. I was wondering, what time of day do you think the Beatles walked across the street there? No traffic? the traffic is terrible. It's just we did not go inside the studio yet. (UAS, F, 60)

The above two sets of interviews mentioned an interesting point, which is that taking photos on Abbey Road is actually a very difficult thing to do because there is no traffic light at this intersection, while there are constantly cars passing by. Thus, people have to take a very short time to complete a video or photo shoot. The interesting thing is that this is also a part of the pilgrimage. Because the same scene happened to take place in 1969, the day the Beatles shot their album cover, with the same traffic. The roadway was briefly blocked that day, allowing the photographer about ten minutes to capture this great moment.



*Figure 4*PHOTO: JAMES VEYSEY/SHUTTERSTOCK (Cailey Rizzo,2019)

III. Conclusion

The event of taking pictures at Abbey Road is defined as a “musical pilgrimage”. Musical pilgrimage is a type of music tourism. However, it is not directly related to musical event, instead it is an act of tourism that associate a place with personal identity through representative symbols such as musician. In this act of place-centric pilgrimage the fan is engaging in sense-making and identity building [14]. The identity of an individual could be constructed and mapped through symbols from the external world. The identity of being a Beatles fan is constructed by the fan's past understanding and resonance with the Beatles. While the musical pilgrimage is the secondary identity construction of the present self that exists in the attraction connected to the past self.

For individuals who consider themselves fans of the Beatles, a visit to these sites can be a momentous occasion, imbued with personal meaning akin to a religious pilgrimage[3]. Meaning, people are able to rediscover themselves in the process of pilgrimage. Musical pilgrimages provide an opportunity for people to connect with their past selves. Becoming a fan of a band in order to admire a particular person or traveling long distances to a particular place on a pilgrimage, the above-mentioned behaviors are a process of looking inward to find oneself. In this process, people can reshape their identity. People need and are always renewing the question "Who am I". In addition, people need places to establish connections with the outside world. Acts such as musical pilgrimages seem to be searching for idols, while in fact they are inwardly searching for the self as well as building a sense of linkage.

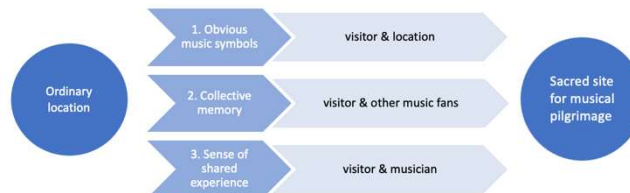


Figure 5 Ordinary location become musical sacred site.

There are several factors that make an ordinary location into a music tourism destination: firstly, there is a clear presence of music symbols, which means that a location has a direct link to representative musicians, songs and other music-related symbols. This implies a link between the tourist and the location. Second, there is a collective memory attached to the music symbols. This means that it is not limited to an individual, but the music symbol is influential for a certain era or a certain group of people. This implies a link between the visitor and other music fans. Thirdly, there is a sense of shared experience, which means that tourists are able to live what their favorite idols have experienced in a certain place. For example, the fact that there are no signals on Abbey Road has remained unchanged for decades. This means that visitors have a link

to the band. Furthermore, such landmarks are usually sustainable. Therefore, the essence of a musical pilgrimage is a sense of linkage.

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