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### **Linguistic and Visual Realisations of Tourism and Commercialization: Handel and Mozart**

Handel and Mozart are familiar to us as composers – creators of magnificent music. In their life time they were great ‘stars’, both experiencing the ups and downs of the career paths. They both had personal experiences of the profits and failures of marketing themselves as performers and their products, their music.

This paper discusses various modern ‘tourism’ and ‘commercialization’ processes of Mozart and Handel. A comparison will be made between the birth cities – Halle and Salzburg – and the principle residence cities – London and Vienna. All of the cities have claimed the right to promote their cities with their great composers, but can any differences be discovered? The data that will be analyzed using systemic functional tools will be of various kinds ranging from guide books, brochures, to web pages and videos as well as 3-dimensional items.

The results of the analyses give a view of the linguistic and visual co-operation in the modern commercialization processes of the great composers and will indicate how modern tourism and commercialization works, in its best form as well as in its worse.