

IGU –TRIER FROM WAR LANDSCAPES TO MEMORIAL LANDSCAPES



ON THE EVE OF WW1 CENTENARY 2014-2018
Questioning the added value of an international survey

24-08-2012

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CONTEXT OF THE WWI SURVEY



- * An initiative of World Heritage Tourism Research Network to launch international & multi disciplinary research projects related to Tourism and WH sites in different cultural and geographical contexts
- On the eve of the Centenary of WWI: a growing interest in 'keeping memories alive' and revalorising war heritage of WWI sites and memorial events'
- The ambitions of regional authorities (Belgium, France & al.) to preserve (UNESCO status –OUV) and revalorize (in partnership with tourism)

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THREE MAIN QUESTIONS



1. "HOW" and "WHY" is the First World War remembered today?
2. WHAT ARE "OUTSTANDING UNIVERSAL VALUES" of WW I sites in the perspective of a UNESCO nomination as World Heritage Cultural Landscapes ?
- III. WHAT IS THE ROLE OF TOURISM in preserving memories of the past?

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LANDSCAPES OF MEMORIES to be defined and identified

Landscapes with a message:
Inter-, Post- & Transnational



Marked
by War History &
Historical Coherence

despite the impact of
100 years of
Urbanisation
Industrialisation
Agri-business

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KEY RESEARCH ISSUES
I. MAPPING MEMORY-SCAPES
II. HERITAGE LANDSCAPES Selection – Preservation Interpretation of Places and Stories
III. TOURISMSCAPES Planning and Managing
Source of inspiration: Osborne, B.S.& Kovacs, J.F. (2012) <i>A Bibliography under construction : "The Great War"</i> www.WHTRN.ca

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WEBSURVEY (N= 2827 per 15-08-2012)



HERDENKING 100 JAAR WERELD OORLOG I- WOI

International - Respondents from 70 countries

CENTENNIAL OF THE FIRST WORLD WAR -WWI

Multi-lingual - 4 languages

100 JAHRE ERSTER WELTKRIEG

Multi-disciplinary approach
Implies redefining concepts

CENTENAIRE DE LA PREMIÈRE GUERRE MONDIALE - PGM

Multi-method - Quantitative & Qualitative text-analysis

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ID OF THE RESPONDENTS (N=2827)

Language (4)
Country of residence (70)
Country of birth
Family Roots*
Gender
Age group
Educational level

Personal connections with WWI
Organisational connections with WWI
Professional connections with WWI
Knowledge / Sources of Information

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COUNTRY OF RESIDENCE Total N = 2827

Australia	4%	112
Belgium	24%	683
Canada	7%	211
France	10%	293
Germany	6%	158
India	2%	63
Netherlands	5%	128
South Africa	2%	44
Switzerland	10%	295
United Kingdom	7%	204
United States	10%	277
Other countries	13%	2468

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REMEMBRANCE WWI IS INFLUENCED BY

	Not important	Neutral	Important
Lessons in school	13%	14%	72%
Movies	17 %	26%	58%
TV documentaries or broadcasts	8%	15%	76%
Literary, artistic and cultural expressions	9%	17%	75%
Internet	19%	23%	57%
Visits	19%	18%	63%
Story telling	29%	18%	53%
Personal inheritance	33%	18 %	49%

Other influences N = 504

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MEMORYSCAPES



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WHY KEEP MEMORIES OF WWI ALIVE ?

FOR	disagree	neutral	agree
understanding events that changed world history	2%	5%	93%
remembering the sacrifices of millions of people in WWI	2%	7%	91%
serving as a deterrent to future conflict between countries	4%	9%	86%
strengthening feelings of national identity	52%	24%	25%
encouraging visitation to WWI war sites	13%	29%	58%

Other reasons N=616

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OPINIONS: PRESERVATION OF WWI HERITAGE

WWI Heritage Landscapes	6%	disagree
deserve to be listed as	76%	agree
UNESCO World Heritage	18%	neutral
N=2237		

SIGNIFICANT DIFFERENCES IN EUROPE (to be explained ?)

NETHERLANDS	86,5 %	agree
BELGIUM	85.7 %	agree
UK	79 %	agree
FRANCE	76.2 %	agree
GERMANY	58.4 %	agree
SWITZERLAND	50.4 %	agree

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<p>THE STATUS OF 'UNESCO WORLD HERITAGE' KEEP MEMORIES OF WWI ALIVE</p> <p>Disagree 10% Neutral 22% Agree 69 % N=2230</p>	<p>TOURISM HELPS SUSTAIN VALUES OF WWI HERITAGE</p> <p>Disagree 10% Neutral 24% Agree 66% N=2227</p>
<p>DEVELOPMENT OF WWI MEMORIAL LANDSCAPES meets trends in Cultural Tourism</p> <p>Disagree 7% Neutral 39% Agree 54% N= 2213</p>	<p>TOURISM IS INSTRUMENTAL IN PRESERVING WWI SITES</p> <p>Disagree 10% Neutral 21% Agree 69% N=2230</p>

Significant differences by Country of residence, gender, age group, educational level & al. to be explored !

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Visiting a WWI Heritage Site: Motive for travel to a particular destination?

Response	Chart	Percentage	Count
a primary motive		25%	574
a secondary motive		38%	870
not a motive		37%	843
Total Responses			2287

The challenges are to
 Identify the respondents : prime motive*
 Identify profile of target groups for 'War Tourism'
 Register differences by ID profiles

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PLANNING VISITS TO WWI HERITAGE SITES

N=2315

Definitely Not	Probably Not	Not Sure	Probably	Definitely
91 (4%)	449 (21%)	530 (24%)	607 (28%)	488 (23%)

PLANNING VISITS TO WWI MEMORIAL EVENTS

N=2256

Definitely Not	Probably Not	Not Sure	Probably	Definitely
48 (7%)	477 (23%)	479 (23%)	530 (25%)	477 (23%)

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Future Destinations

Response	Chart	Percentage	Count
Belgium		33%	177
France		39%	209
Germany		3%	18
Italy		2%	13
Turkey		4%	23
United Kingdom		7%	39
(Other = 12%)			479
Total			541

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KEY ISSUES RE: WAR HERITAGE & TOURISM

Authenticity of the historical setting
for 90 % an important condition

Ethical standards for commercializing WWI heritage
81% consider this to be necessary

Codes of conduct for visitors
recommended by 78 %

Developing Visitor Management Strategies for WWI sites is
suggested by 61 %

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COMMODIFICATION OF WW1 icons used and misused



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“Please don't encourage pilgrimages to and tourism of war sites. The commercialisation of such sites is grossly inappropriate “

“Tourism development has great impacts on the communities that surround the site, especially with the international reach of UNESCO. You should ask if we feel the development of heritage is good for those who live in the area “

Quotes to remember

“They should be kept as they are, quiet and for relatives and survivors to visit peacefully.”

“If the two wars has taught us anything it is the danger of nationalism. Encouraging visits to these sites by 'tourists' encourages nationalism.”

WHTRN survey-2012

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RESEARCH LANDSCAPES OF WWI 2012-2018 : a Channel for Research Papers...

Research papers on WWI focus on variable topics of interest for a wider public, global, national or local, methodological or conceptual, heritage, tourism and /or policy supporting.

Co authorship, interdisciplinary approaches and comparative studies between different countries are encouraged.



*For more details contact:
Tourism Tools for Development
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PARTNERS IN THE WWI SURVEY – 2012

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KULeuven- Belgium in collaboration with Project Office 'The
Great War Centenary" (2014-18)
Flemish Department of Foreign Affairs

