

## Heritage of the Great War 1914-1918: What Does it Mean to You?

The Flemish government (Belgium), in close collaboration with several French departments (Nord of France) , launched a project on the heritage of the great war, including the preparation of memorial events in 2014-2018, a research project on protection and spatial embedding of World Heritage and a scientific analysis of war memories as incentives for heritage / war – tourism.

The final ambition is to inscribe the Heritage of the Great War - **a landscape of memories** - with a universal impact - on the UNESCO World Heritage List.

One criterium for nomination is "Outstanding Universal Value". In order to support this argument with realities of the 21st century, an international web survey will be launched in academic networks by WHTRN (*World Heritage Tourism Research Network- HQ in Halifax Nova Scotia*) to assess present awareness and values, affinity and associations with the Great War. This survey intends to identify the collective memories of 50 nations that were directly involved in the battles in Flanders / North of France.

We discovered that many colleagues - world wide- have been or still are studying war and tourism, war as a heritage asset (tangible and intangible), memorial landscapes, etc. It would be such a great help if you could pass us your coordinates and perhaps some references of your work in this field.

This is **an open invitation to** all members of IAST who are interested in the theme of the "great war", (from different points of view!) to share their views with us , and doing this as a panel member in the process of the project.

All suggestions for specific themes or questions in the survey are welcome. The survey is planned to go on line in May 2011.

A special workshop / seminar will be organized in Flanders -Belgium beginning 2012.

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