



1914-18
Flanders Fields

Remembrance Tourism in Flanders Fields A Meaningful Experience for Young People

Katrien Timmermans
Marketing expert Heritage – VISIT FLANDERS

In Flanders Fields

In Flanders fields, the poppies blow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.

We are the Dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie, in
Flanders fields.

Take up our quarrel with the foe:
To you from failing hands we throw
The torch; be yours to hold it high.
If ye break faith with us who die
We shall not sleep, though poppies grow in
Flanders fields.

Essex farm Cemetery –
John McCrae Memorial Site
(May 1915)



Flanders Fields In Flanders, Belgium



unesco

World Heritage site





VISITFLANDERS








1914-18
Flanders Fields



VISITFLANDERS

Cemeteries



@In Flanders
Flanders Museum



@Talbot House



@museum at the
Yser




1914-18
Flanders Fields



VISITFLANDERS

Memorial sites



Tourism+ manifest



Importance of

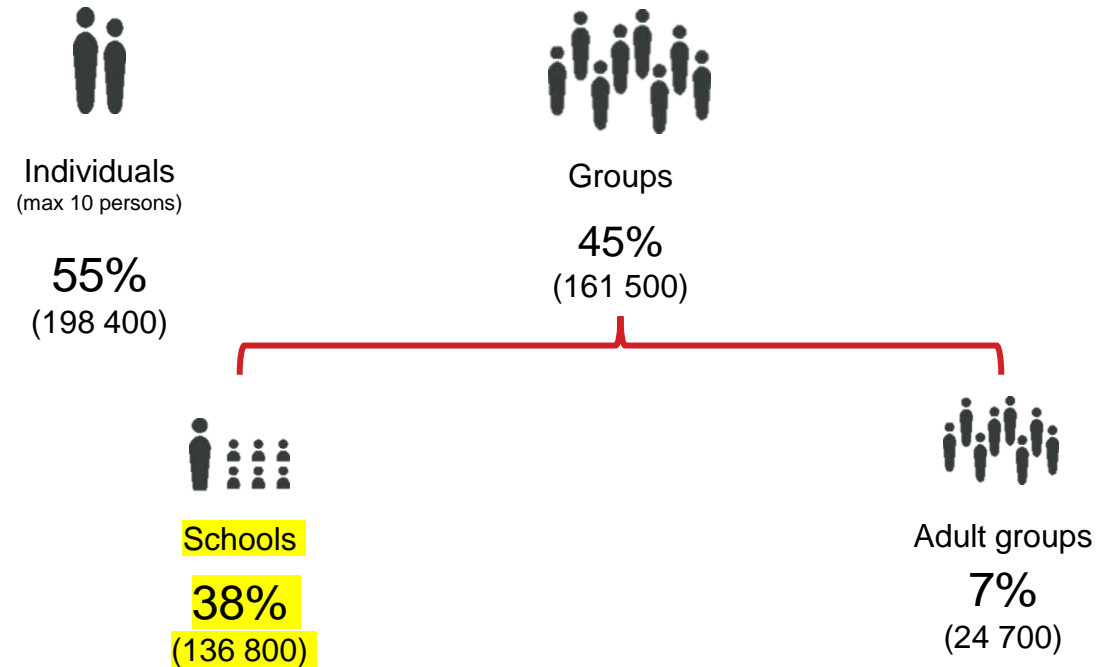
- Correct historical facts
- Correct statistics
- Respectful remembrance
- Multi-voiced approach
- Adapted and appropriate use of language in communication


Young people



Families with children

School groups





How to make history
memorable and
meaningful
for young people?

Three key elements



Tell stories

Individual stories linked to the place

Soldiers' stories reveal the human side of the fighting

Personalise it

Research relatives or countrymen who fought or died in the war
via [ancestry.com](https://www.ancestry.com), [findmypast.com](https://www.findmypast.com)

Make local connections

attend and participate in a ceremony

exchange with locals (schools, research centres)

Practical advice



- Take age into consideration (minimum age 10 years)
- Avoid ABC syndrome (Another Bloody Cemetery)
- Allow time for distraction
- Allow time for reflection
- Pay attention to diversity
- Make use of existing educational programs for schools

Tell stories

Andrew's dream museum

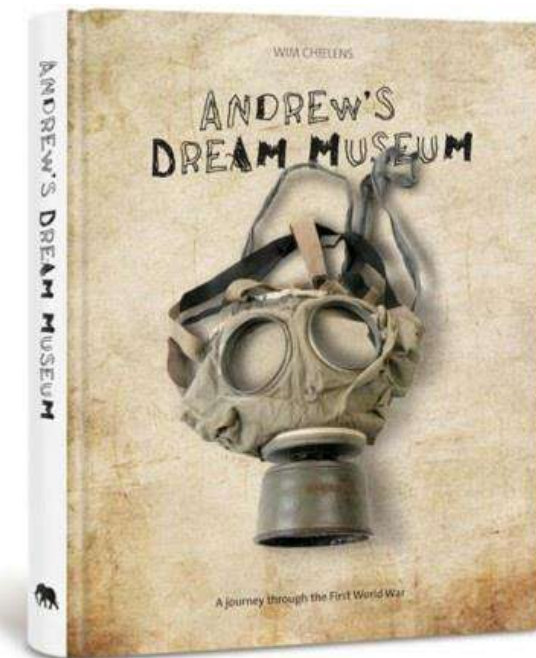
In Flanders Fields Museum
Ypres

Prepare your visit by reading the book
and the educational package

Andrew guides you through the museum
with a booklet or a guide (for groups)

Hands-on workshops for schools
with the WWI-objects of the book

Additional guided field trips



<https://www.inlandersfields.be/en/bezoek-e/school-e>

Make local connections

Talbot house
Poperinge



Talbot house, the every man's club since 1915

A moment of relief for soldiers behind the front

Not just a museum. Still a house with living room, kitchen, garden, chapel ... and a cat.

British, Australian, Canadian wardens



TALBOT HOUSE.
Features in constitutionally quality
Hot...



Make local connections

- Talbot house
Poperinge



- Drink a cup of tea with the wardens, bring your own picnic or enjoy one of our ploughman's lunches in the beautiful garden.
- Schools are encouraged to join in a chess tournament, play the old piano and sing along, reflect in the historic chapel, write letters home like a Tommy did or play games in the garden.
- On the go with private Arthur

Make local connections

Last Post Ceremony
Menin Gate Ypres



VISITFLANDERS

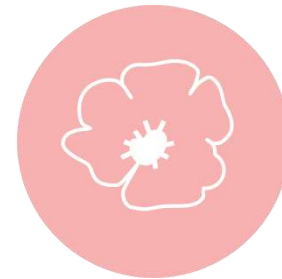
Participate in the Last Post ceremony

- Choirs, bands, pipers can participate
- Lay a wreath
- The ode of remembrance



Ode of remembrance

They shall grow not old, as we that are left grow old
Age shall not weary them, nor the years condemn.
At the going down of the sun and in the morning
We will remember them.



Personalize your visit

Passchendaele Archives
workshop

Passchendaele museum
Zonnebeke



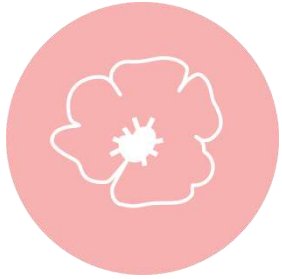
VISITFLANDERS

Research a soldier who fought during the Battle of Passchendaele.

Starting with a picture, a name and date they try to reconstruct what happened to 'their' soldier on the fatal day.

After the workshop, the participants can visit 'their' soldier at Tyne Cot Cemetery.





THANK YOU!

Katrien.timmermans@visitflanders.com

VISITFLANDERS

