

EDITORIAL

Anna Irimiás and Fiorella Dallari

This theme issue on war and tourism was planned in 2015 and was inspired by the great attention that war heritage conservation and management have received in the last decades, especially in Europe. Armed conflicts of the 20th century along with the ongoing wars have profoundly influenced and dramatically changed the political, economic, social, cultural and geographical dimension of belligerent nations. Since the earliest studies on tourism, peace has been widely considered a precondition to tourism development. Although such an assumption has been challenged by different authors evidencing that tourism, in several cases, evolved also during and after wars. Emblematic sites of the Great War (1914–1918) such as Somme in France or Gallipoli in Turkey continue to attract a growing number of tourists. Heritage sites of the Second World War (1939–1945) and of the Iron Curtain have become tourism destinations with specific symbolic meanings. Cities of civil wars such as Guernica (1937) in Spain or districts in capital cities such as the VIII. district in Budapest, the emblematic site of the 1956's revolution against the Soviet oppression, nurture social memory and are sites of remembrance.

It must be pointed out, however, that the valorisation of armed conflicts' heritage in a certain area needs to take into account the dissonant nature of such events and sites and the fact that the temporal and spatial mismatch between heritage and contemporary visitors is the basis for all interpretations of historical events. In this special issue, tourism related aspects of the conservation, management and valorization of heritage sites of dissonant nature are widely discussed. The special issue consists of six essays, two research notes and a conference report. The essays are transdisciplinary combining academic fields of tourism, management, history and literature enriching the pool of methods employed to study various aspects of war and tourism. The domicile of authors of papers reflect a great variety: Australia, Belgium, Hungary, Italy and Turkey, in alphabetic order, and the special issue is gender-balanced with six female and six male authors.

In the first essay, Myriam Jansen-Verbeke invites her readers to an exploratory journey in four different border areas with a war and defence history. In her thought-provoking essay she discusses the process of tourismification of war heritage, its marketing and managerial practices through an original analysis on how structures like the Great Wall of China, Hadrian's Wall, the Wire of Death or the Iron Curtain have become tourism landmarks. This work is followed by

Caroline Winter's conceptual paper on tourism and making the places after war. Winter adopts a challenging and refreshing approach to decode the meaning of the Somme (France) battlefield along with that of the Ground Zero (New York). Her excursus investigates the complex remembrance practices and the continuous (re)negotiation of the meaning of these created and developed memory sites. Further, she questions whether these sites meet the needs of people who wish to commemorate the fallen. Linked to Winter's arguments on the negotiation of meaning of memory places is the third essay written by Ágnes Erőss, Gábor Michalkó and István Galambos. This article examines a symbolic but mundane urban space of the 1956 revolution in Budapest. The authors investigate issues of remembrance and forgetting in commemorations that are frequently imbued with political views and preferences. The memory of the 1956 revolution, with its 60s anniversary in 2016, highlights key issues in urban planning and tourism management of places with strong symbolic and social meaning for residents and citizens. While the memory place in Corvin-köz Budapest is still to be created, a well-established battlefield memory site in Gallipoli in Turkey is already an important tourism attraction. Elif Yeneroglu Kutbay and Aslihan Aykac introduce and discuss the importance of Gallipoli and the ANZAC-day from the Turkish point of view. The authors offer a detailed and significant description of the place history and current management of the site. Linked to the topic of the Great War, Elisa Tizzoni examines the touristification of war landscapes in Trentino, Italy. Great War heritage sites in this Alpine region are numerous but the communication and marketing of the tourism offer of such sites should be more efficient to attract tourists. Historically, tourism developed during and after military conflicts had significant social impact and contributed to the widening of geographical and ethnographical knowledge not only of soldiers but also of society. Miklós Mihály Nagy discusses this topic in depth showing the "bright face of dark tourism". The special issue contains two short papers as well. Balázs Füreder in his work analyses the menus offered in top restaurants in Budapest during the Great War and adds new insights on how commemorative events that include food and beverages could be more authentic when based on historical accounts and sources. Marco Romagnoli, instead, gives a short overview on how terrorist attacks modify tourism. The author investigates the impact that terrorists attacks had on different destinations and the way these attacks modifies tourists' mental maps related to travelling.

To conclude, the editors of this special issue wish to highlight that the memory of war and the management and valorisation of war heritage sites, in innovative and inclusive ways, should be considered by different stakeholders such as local residents, cultural associations, policy makers, tourism agents and cultural tourists. As the research of Jansen-Verbeke and George (2015) evidenced, the vast majority of war heritage tourists consider essential to remember not only

war events but also to gain knowledge on the everyday life of people during wartime. The changing paradigms of touristification of warscapes and memoryscapes require the application of a European and transversal approach to enhance cultural tourism and to provide tourists with memorable experiences on site.

References

Jansen-Verbeke M. and George W. (2015). Memoryscapes of the Great War (1914-1918): A paradigm shift in tourism research on war heritage, *Via@*, 2(8), 1-12.