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Country: Belgium-Flanders

Summary:

SHOWCASING HERITAGE

Showcasing heritage locations is a very important aspect of the 'public relations' in the Flemish heritage sector:

- (-) The new general immovable heritage decree defines a specific category of 'open heritage', which is heritage managed as a visitor attraction. Heritage sites recognized as 'open heritage' get the highest level of grants;
- (-) Heritage sites can also be officially recognized as museums;
- (-) The Flemish government owns several heritage sites which are open to the public. Some (like the castles of Alden Biesen and Gaasbeek) are managed directly by governmental agencies, others are managed by the heritage organization Herita;
- (-) Heritage is one of the major ingredients of Flanders as a tourist destination. The Flemish tourist board (Visit Flanders) invests heavily in heritage development projects, in cooperation with the Flanders heritage agency ;
- (-) Many heritage sites are owned and (culturally and touristically) exploited by regional (provincial) and local governments and by private organisations.

AWARENESS-RISING AND EDUCATION

Awareness-rising and education in the heritage field is mostly taken up by private organisations.

The major instrument for awareness-rising are open days, which are also important heritage events. The biggest heritage event (and also the most important cultural event) is Open Monumentendag Vlaanderen (Open Heritage Days Flanders). Many organisations organise open days within their focus, like the Open Kerkendagen (Open Churches Days), Vlaamse Molendag (Day of the Flemish Mills), de Dag van het Park (Day of the Park) ... Open days usually

fit in a broader range of activities of governmental and non governmental organisations, like the Flemish Mill Platform.

Also very popular are network events, with lectures, discussions, ... on certain themes.

Heritage education in the sense of training heritage specialists are taken up by universities and educational organisations mentioned in chapter 1. Some heritage ngo's also organise 'educational' activities (courses, study visits ...): the Flemish Mill Platform organise courses for candidate millers, the Flemish Society for Industrial Archaeology (VVIA) organises introductory courses on Industrial archaeology ...

Expand all

5.1.A Specific measures to improve visitor access to heritage sites?

Yes

If so, where can information be found for visitors' access to Publicly owned / Privately owned heritage sites?:

Approach (click to collapse)

Integrated Approach

Publicly owned/managed sites:

Published guides	http://www.onroenderfgoed.be/nl/diensten/publicaties/onroerend-erfgoed-en-toeg... http://www.onroenderfgoed.be/nl/diensten/publicaties/omgaan-met-oorlogserfgoed... http://www.toerismevlaanderen.be/sites/toerismevlaanderen.be/files/assets/docume... http://www.onroenderfgoed.be/assets/files/content/images/downloads/20160705_In... http://www.kunstenenerfgoed.be/sites/default/files/uploads/141013_Handleiding_CE... http://www.oost-vlaanderen.be/public/cultuur_vrijetijd/cultuur/erfgoed_monumente... http://www.provincieantwerpen.be/aanbod/drem/dienst-erfgoed/erfgoedpublicaties.h...
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5.1.B Participation levels in European Heritage days

5.1.B Participation levels in European Heritage days:

Année la plus récente	Nombre de sites participants	Nombre de visiteurs
2015	590	400.000

5.1.C NGOs active in the field of public access

5.1.C NGOs active in the field of public access:

Centre for Religious Art and Culture (CRKC vzw)
 Epitaaf (Association for Funeral Heritage)
 Herita vzw
 ICOM-Vlaanderen
 Industrial Heritage in Flanders (VVIA)
 Levende Molens
 Vlaamse Vereniging voor Industriële Archeologie (VVIA)

5.1 Commentary

5.1 Commentary:

Commentary (click to collaps)

Integrated Approach

(-) The Flanders Heritage Agency has published different guidebooks for site managers, in order to stimulate and

improve public access: a general guidebook on public access, a guidebook on public access of 'war' heritage, and an 'inspiration guide for the touristic development of heritage sites' (published in close cooperation with Visit Flanders, the Flemish 'tourism ministry');

(-) Local authorities (provinces, cities) are often directly responsible for heritage sites and keep them open for public. Most provinces and cities have good websites with an overview of the sites that can be visited (only a few of them are mentioned above);

(-) The Flanders Heritage Agency can formally designate 'open heritage sites', sites that are opened for the public and answer to a set of quality criteria. The agency has provided guidelines for aspiring site managers;

(-) The website Accessible Flanders (Toegankelijk Vlaanderen) gives detailed information on the accessibility of public spaces in Flanders

Architectural Heritage

(-) The organisation Herita manages several heritage sites and keeps them open for the public, building up expertise in the field of touristic heritage development. Herita can also be consulted for advice, and is building a network of open heritage sites. An overview of the whole network (including Herita's own sites) can be found online. Although Herita has a general heritage focus, the majority of the network concerns architectural heritage;

(-) The Flanders Culture Department can give quality labels for heritage organizations (museums, archives, libraries). Criteria also concern public access. The department has provided guidelines. An overview of recognized organisations can be found on line;

(-) Some NGO's provide (thematic) overviews of heritage and the accessibility of the sites. 'Levende Molens' offers an online overview of Flemish mills, with the necessary visitor information;

Landscape Heritage

(-) The Nature and Forests agency and the organisation 'Natuurpunt' run several natural resorts, many of which contain listed heritage or are partially or entirely listed. The resort network and the available public services can be consulted online;

5.2.A Initiatives within the field of raising awareness

5.2.A Are there national initiatives within the field of awareness-rising? :

Yes

Initiative

Archeologisch forum (Forum Vlaamse Archeologie)

Target Groups

Approach (click to collapse)

Archaeological Heritage

Higher Education

Adults

Initiative

Uit met vlieg

Ongoing

Target Groups

Approach (click to collapse)

Integrated Approach

Preschool

School

5.2.B NGOs working in the field of heritage education

5.2.B NGOs working in the field of heritage education:

Flemish Mill Platform (Molenforum Vlaanderen)

Industrial Heritage in Flanders (VVIA)

5.2 Commentary

5.2 Commentary:

5.3.A Specific measures (policies or regulations) for the commercial promotion of heritage in the context of tourism

5.3.A Specific measures (policies or regulations) for the commercial promotion of heritage in the context of tourism:

Yes

	Approach
Flanders Heritage Agency	Integrated approach
Visit Flanders	Integrated approach
Agentschap Kunsten en Erfgoed	Integrated approach

5.3.B Number of visitors who come to the main heritage sites

5.3.B How many visitors come to the main heritage sites of your country / SAU? Is information available on economic return of heritage tourism ? :

Année la plus récente	Nombre de visiteurs	Rentabilité économique (par € dépensé)
2015	10.179.988	

5.3 Commentary

5.3. Commentary:

Commentary (click to collaps)

Integrated Approach

(-) Visit Flanders, as the Flemish Tourism Ministry, is responsible for the general tourism policy for the region and has instruments (legislation, subventions ...) to guide and improve the touristic offer and promotion. 'Heritage' is a major touristic theme and for this Visit Flanders works closely together with the Flanders Heritage Agency and the Flemish Culture Ministry. To this should be added that most provinces and major cities develop local tourism policies (often via local tourism agencies) and often manage themselves one or more heritage attractions;

(-) On Flemish level, (touristic) promotion is often carried out by organisations managing heritage attractions for the government (like HERITA, Gaasbeek Castle ...). Sometimes these organisations are public, sometimes they are private;

(-) Adequate public access and promotion are requirements to be officially recognized as museum, open heritage sites ...

5.3.C Main recurrent heritage events

5.3.C Please list the main recurrent heritage events :

Name of event: Open Heritage Days Flanders (Open Monumentendag Vlaanderen)

Location: All over Flanders

Date: September

Heritage category

Integrated approach

Archaeological heritage

Architectural Heritage

Name of event: Erfgoeddag

Heritage category

Integrated approach

Details

Frequency: Yearly

Web site (URL): <http://www.faronet.be/erfgoeddag/>

Name of event: Mill days (Molendagen)

Location: Everywhere in Flanders

Heritage category

Architectural Heritage

Landscape heritage

Details

Frequency: Yearly

Web site (URL): <http://www.levendemolens.be/?pag=kalender>

Organisation: Flemish Mill Platform (Molenforum Vlaanderen)

Levende Molens

Molenzorg Vlaanderen vzw

Brief description:

In Flanders 'mill days' are organized at different levels and by different organisations: the annual Flemish Mill Day (organized by the Mill Forum), the provincial mill days, open days of individual mills ... Different organisations provide online calendars.

Name of event: Belgian Open Gardens (Open Tuinen van België/Jardins Ouverts de Belgique)

Location: All over Belgium

Date: All year round

Heritage category

Architectural Heritage

Landscape heritage

Details

Web site (URL): <http://www.open-tuinen.be/>

Organisation: Open Tuinen van België

Brief description:

Belgian Open Gardens is an association of garden owners, that open their properties for the public on one or more days throughout the year. Every year an agenda is published, with an overview of the participating gardens and their opening days.

Name of event: Vlaams-Nederlandse Ontmoetingsdag voor Industriële Archeologie

Heritage category

Architectural Heritage

Details

Frequency: Yearly

Web site (URL): <http://www.vvia.be/activiteiten/VNODIA/VNODIA2014.htm>

Organisation: Vlaamse Vereniging voor Industriële Archeologie (VVIA)

Name of event: Open Churches (Open Kerken)

Location: All over Belgium, Luxemburg, North of France

Name of event: Day of the Park (Dag van het Park)

Location: Flanders

Date: Last Sunday of May

Heritage category

Landscape heritage

Details

Frequency: Yearly

Web site (URL): <https://www.natuurenbos.be/activiteiten/het-park-gelukkig-dichtbij>

Organisation: Flanders Nature and Forests Agency (Agentschap Natuur en Bos)

5.4.A Measures (policies or regulations) taken to ensure the creation of systematic scientific (preliminary) reports

Approach (Click to collaps)

Integrated Approach

Special reports

Archaeological Heritage

Special reports

Architectural Heritage

Special reports

Landscape Heritage

Special reports

5.4.B Scientific summary records available as on-line databases

Please provide the main URLs

Approach (click to collapse)

Integrated Approach

Website Name: Heritage management plans
<https://www.onroerendergoed.be/nl/beheer/beheersplannen/>

Archaeological Heritage

Website Name: Obligatory archaeological reports
<https://loket.onroerendergoed.be/archeologie/notas/>

Architectural Heritage

Website Name: Restoration files
<https://www.onroerendergoed.be/nl/premies/erfgoedpremie/>

5.4.E Knowledge of number of comprehensive specialised studies (i.e. monographs of sites, summaries of topic based research)

Please give details for the year with most recent information

5.4.F "Official" periodicals on heritage (i.e. published by a governmental organisation)

5.4.F Are there 'official' periodicals on heritage (i.e. published by a governmental organisation)? :

Yes

Please specify their target audience

Approach (click to collpas)

Integrated Approach

General public

Scientists

Heritage professionals

5.4.G "Official" publications on heritage, including series (i.e. published by a governmental organisation)

5.4.G Are there 'official' publications on heritage, including series (i.e. published by a governmental organisation)? :

Yes

5.4 Commentary

5.4 Commentary:

Commentary (click to collaps)

Integrated Approach

SCIENTIFIC REPORTS

In Flanders/Belgium policy-bound scientific heritage research is carried out by the Flanders Heritage Agency, the Culture Department and (semi-)private organisations (sometimes as a result of outsourcing). Research agendas and studies can sometimes (but not always) be consulted online.

A lot of policy-linked research is carried out by heritage owners: obligatory archaeological assessment and research linked to building permits, preparatory research in order to get grants (restoration files, heritage management plans ...). Only some of these reports are can be consulted online.

PUBLICATIONS AND PERIODICALS

In Flanders/Belgium there are different(semi-)governmental publications and periodicals:

(-) some of the publications are mentioned above (manuals, guidbooks ...)

(-) some examples of periodicals: M&L (<http://menl.be/home#/magazines/2016>), Openbaar Kunstbezit Vlaanderen (www.tento.be/), Historische Woonsteden en Tuinen (www.demeures-historiques.be/nl/tijdschrift.php), In De Steigers (www.west-vlaanderen.be/genieten/cultuur/provincialeinitiatieve/paginas/p...) ...

Sometimes the government (at different levels) edits them itself, sometimes this task is outsourced, many magazines (news letters ...)and publications are the result of subventions.

Year:

2013

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