

# Difficult Heritage: Culture of Remembrance, Tourism and Communication in the Digital Age



80<sup>th</sup> International Scientific  
Conference of the  
University of Latvia 2022

**Thursday, 17 March 2022 - Friday, 18 March 2022**

## Scientific Programme

**Practical session "Communication tools, perceptions and best practice examples"**

**Thursday, March 17 2022, 13:00** (Riga time), hybrid session

Žanis Lipke Memorial, Mazais Balasta dambis 9, Riga

Online: Join Zoom Meeting

<https://lu-lv.zoom.us/j/99298234397?pwd=T2FjOFEvMUUpBdmNCNnNLZW9qa2J4Zz09>

Meeting ID: 992 9823 4397; Passcode: 089098

12.30–13.00 Welcome to a hybrid session (coffee or/ and connecting to Zoom, checking presentations, sound, etc.)

Chair: Raivis Sīmansons PhD

**13:00 - 13:35 Opening of the session: Topography of memory. Holocaust tourism tools in Riga 1991-2022** (in English and Latvian)

University of Latvia project "Memo Tours" researcher, Curator at the Žanis Lipke Memorial

Raivis Sīmansons PhD

**13:40 - 14:00 Salaspils Memorial Audioguide: a guide for an individual tourist** (in Latvian)

Director of Daugava Museum and its branch Salaspils Memorial

Inese Kupšāne

**14:05 - 14:25 Underground Riga commemorative stones and audio guide 2014-2022**

Austrian Gedenkdienster / Voluntary memory worker at Žanis Lipke Memorial

Camillo Spiegelfeld

**14:30 - 14:55 Holocaust and resistance remembrance activism in Latvia** (in English and Latvian)

Director of Žanis Lipke Memorial

Lolita Tomsone

**15:00 - 15:30 Touring Jungfernhof: 3-D tour about the Jungfernhof concentration camp and seven satellite sites**

Director, Locker of Memory project, interdisciplinary public memory artist, writer, cultural historian, activist, and Full Professor at Lesley University's (U.S.) Graduate School of Arts and Social Sciences

Prof. Karen Frostig PhD

**15:35 - 15:55 Disrupting the Metaverse with Educational XR: Žanis Lipke Bunker VR Documentary**

Creative Technologist at Fallon Worldwide, Minneapolis, U.S.

Cory McLeod

**16:00-16:30 Q&A, discussion, and wrap-up of the session**

**16:30-18:00 Coffee break**

**18:00 Opening of the book "Boriss Lurje. Rīgā" and discussion about topography of memory**

Representative of the U.S. Embassy in Latvia t.b.c.

Writer and artist, editor of the "Boris Lurie In Riga: A Memoir", researcher of Boris Lurie biography

Julia Kissina

Author of "Scherwitz. Der jüdische SS-Offizier" who's essay on Lurie's encounter with Scherwitz is published in the "Boriss Lurje. Rīgā"

Anita Kugler

History consultant of the "Boriss Lurje. Rīgā", Senior Researcher at the University of Latvia

Dr Kaspars Zellis

Director of Žanis Lipke Memorial

Lolita Tomsone

University of Latvia project "Memo Tours" researcher, "Boriss Lurje. Rīgā" exhibition and exhibition project coordinator

Raivis Sīmansons PhD

**Scientific session "Difficult Heritage: Culture of Remembrance, Tourism and Communication in the Digital Age"**

**Friday, 18 March 2022, 11:00 am** (Riga time)

Online: Join Zoom Meeting

<https://lu-lv.zoom.us/j/95002493340?pwd=djJXSUVVwbc9INXRSRIFY2puV3Bldz09>

Meeting ID: 950 0249 3340; Passcode: 373207

10.30–11.00 Welcome to the online session (connecting to Zoom, checking presentations, sound, etc.)

Chair: Dr Inese Runce

**11:00 – 11:15 Opening of the session**

Senior Researcher Dr Inese Runce

Leader of the project "MemoTours" Dr Aija van der Steina

University of Latvia

**11:20 – 11:40 Keynote. Digital Holocaust Memory on social media: The perspectives of museums and their users**

Stefania Manca

*Stefania Manca is a Research Director at the Institute of Educational Technology of the National Research Council of Italy. Her research interests include social media and social network sites in formal and informal learning, teacher education, professional development, and digital scholarship. She is currently working on a three-year research project about the application of social media to Holocaust education from a learning ecologies perspective. She is the project coordinator of the IHRA grant "Countering Holocaust distortion on Social Media. Promoting the positive use of Internet social technologies for teaching and learning about the Holocaust," which includes the University of Education in Weingarten (Germany), the University of Florence (Italy) and the following participating organizations: Yad Vashem (Israel), Mémorial de la Shoah de Paris (France) and Mauthausen Memorial (Austria).*

**11:45 – 12:00 Ethics of difficult heritage**

Solveiga Krumina-Konkova

University of Latvia

**12:05 – 12:20 Past and present: Examples of monument wars in Latvia**

Didzis Bērziņš, Kaspars Strods

Daugavpils University, University of Latvia

**12:25 – 12:40 Empowering young people to sense-making of difficult heritage**

Diāna Popova, Elizabete Grinblate, Raivis Sīmansons  
Latvian Academy of Culture, University of Latvia

**12:45 – 13:00 Can a Dark tourism study course be a personal value revision catalyst? The study of long-lasting effects on attitude and behaviour of former course participants**

Ilze Grīnfeldē, Linda Veliverronena  
Vidzeme University of Applied Sciences

**13:00–14:00 Lunch break**

Chair: Dr Aija van der Steina

**14:00 – 14:15 Tourism development in places of difficult heritage in Riga: challenges and possible solutions in Maskavas Forstate**

Maija Rozīte, Aija van der Steina  
University of Latvia

**14:20 –14:35 Guiding at the Jewish Holocaust sites in Riga. Difficult history, tourism and individual experiences**

Inese Runce  
University of Latvia

**14:30–14:45 Dark tourism: challenges and solutions of communication of uncomfortable heritage objects - Brothers' cemeteries and war memorials in the Latvian information space**

Beāte Putniņa  
Vidzeme University of Applied Sciences

**14:50–15:05 The role of tourism destination websites and information-seeking patterns of domestic travellers to Holocaust memorial sites**

Aija van der Steina, Diāna Popova  
University of Latvia

**15:10–15:30 Keynote. Presenting Jewish Heritage in Latvia: Lessons from Abroad**

Samuel D. Gruber

*Samuel D. Gruber is an internationally recognized expert on Jewish art, architecture, and the historic preservation of Jewish sites and monuments. Dr. Gruber directs Gruber Heritage Global, a cultural resource consulting firm, and is president of the International Survey of Jewish Monuments. He was director of the Jewish Heritage Program of the World Monuments Fund (1988 -96) and Research Director of the U.S. Commission for the Preservation of America's Heritage abroad (1998-2006), during which time he worked on several projects in Latvia. Among his many current projects is a database of Holocaust Memorial Monuments in partnership with the Center for Jewish Art at Hebrew University and the University of Miami.*

**15:30 Conclusions, discussions**