



Cultural route  
of the Council of Europe  
Itinéraire culturel  
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# **HERITAGE NETWORKS:**

## ***CULTURAL ROUTES AND MEMBERS' DYNAMICS***

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*Isabelle Brianso, Associate Professor*

*Avignon University / Centre Norbert Elias, France*

## MY CURRENT RESEARCH WORK

- My research work is related to analyse heritage processes in complex context with an attention regarding "network" concept applied to CRs (Gaillard, 2017; Severo, 2019).
- Cultural Routes (CR) are characterised by a diversity of dynamics that are operated by governance (Council of Europe) and by a heterogeneous network of actors who are fully involved not only, in the certification process, but also in the daily life of CRs.
- In a part of my research work, I examined the figure of the actor "member" engaged within an active network of CRs (Brianso & Pianezza, 2020)

## RESEARCH ISSUES

- I analysed with Nolwenn Pianezza (PhD) the links forged between members and their motivations through a network engagement from collective and individual dynamics.
- Our **research hypothesis**: these “actors-members” are engaged in a networked heritage regime (CRs) on which they rely according to their background identities (individual dynamic), and for which they share common cultural values (collective dynamic).



## RESEARCH METHOD

- We conducted a field survey (interviews) among "members" of a certified CR "European Federation of Cluniac Sites" (EFCS): we carried out an inquiry with a sample of members of the EFCS registered at the annual General Assembly (Italy, April 2019).
- We focused the methodological approach (story telling) on professional profiles, membership projects and individual biographies of members involved in a Cultural Route.
- The aim of this survey was to deepen the study of the fabric concerning the figure of "member" of a Cultural Route, beyond administrative issues.

## RESEARCH METHOD

- We also wished to identify the plural identities of members who testify to their cultural experiences within a CR governing body (Federation), and then to collect some individual views of the symbolic and individual meaning carried by their membership.
- This survey was part of an ERASMUS+ project (2017-2019) called *Developing European Cultural Routes for All* / DECRA project was built on the basis of a common reflection of 18 European Cultural Routes (ECR).
- Website: <http://www.decraproject.eu/>

## WHICH RESEARCH RESULTS ?

- **Who is a member ?** A member is a social actor who is interested in the heritage cause, i.e. an individual who has taken the initiative to become involved, on an private, associative or professional level, in order to promote a specific heritage (in our case: the Cluniac heritage).
- Thus, this person is a committed and engaged actor as a “member” of EFCS.
- Thus, their motivations are plural (or **3 logics of belonging for members**):
  - First of all, the member has the project (I) to cultivate what the member calls a "family spirit" in the monastic order of Cluny, then (II) to weave links between people or institutions sharing knowledge according to common interests around a Cluniac community and finally, (III) to participate in increasing the notoriety thanks to networking as a communicative operativity of the regime of *patrimonialization*.

## WHICH RESEARCH RESULTS ?

- A community of members based on a “**family spirit**“ (or first logic of belonging for members)
  - Founded in 1994, the EFCS brings together a group of so-called Cluniac heritage sites. They acquire their membership status due to their historical affiliation with the abbey of Cluny.
  - Membership of the EFCS is presented as a project to regain an identity, to join a natural community, to share a Cluniac cultural experience, to re-establish institutionally a historical continuity of belonging to this collective.
  - During interviews, members say that they share common values. The EFCS emerges as a family portrait, the terminology used in the interviews refers to the other members as "cousins" and points out the model of a Cluniac genealogy.

## WHICH RESEARCH RESULTS ?

- A community of members who cares the **increasing of the notoriety** (or second logic of belonging for members)
  - Members want to improve the visibility of their site or "to increase the notoriety" of the Cluniac heritage of which, part of EFCS members are private owners or work in a Cluniac monument in Europe or are dealing with a Cluniac heritage (mayors, officials, etc.) :
    - "That's why we got into this, to be able to promote, to be able to make ourselves known" (interview of a member (private owner), 2019)
  - Membership should make it easier for its members to promote their site through the EFCS's "brand" of "Cluniac site". For members, membership should facilitate networking and communication of the site.



## TO CONCLUDE ABOUT MEMBERSHIP

- Membership has a research interest, especially from a qualitative approach (motivation, engagement, interest, belonging, etc.)
- Membership is not a homogeneous material: there are different profiles of members who elaborate individual strategies to integrate communities of belonging of a CR
- There are different types of “communities” of members to be analysed: these communities use digital platform (social networks), geolocated database (*Clunypedia*), etc.
- This survey could be cross-referenced with other CRs based on similar heritage topic such as the European Route of Cistercian Abbeys or to compare the figures of “members” with closed thematic routes such as pilgrimage routes (i.e Via Francigena or Saint Martin of Tours)

THANK YOU !

- [isabelle.brianso@univ-avignon.fr](mailto:isabelle.brianso@univ-avignon.fr)
- **Personal bibliography** related to Cultural Routes:
  - Brianso, I. (2021), « Cultural Routes and Religious Heritage: Multi-dynamics of a Cross-category in a Tourist Context », in Bachimon P. and Thery H. (ed.), *Religious Tourism, Via Journal*, 20.
  - Brianso, I. and Pianezza, N. (2020), « L'expérience culturelle au sein des réseaux d'itinéraires culturels du Conseil de l'Europe. Régime de patrimonialisation versus logiques d'acteurs », in Poli M-S., *Chercheurs à l'écoute. Méthodes qualitatives pour saisir les effets d'une expérience culturelle*, PUQ, Canada, pp. 155-172.
  - Brianso, I. and Rigat, F. (2019) (dir.), *The making of European heritage in the 21st century*, *Culture & Musées Journal*, 33.
  - Brianso, I. (2018), « Les « sites clunisiens » vs Clunypedia : un inventaire patrimonial réinventé ? », in *Networks and Communication Studies (NETCOM)*, Vol. 32, n° 3-4, p. 347-354.