

WORLD WAR II BATTLEFIELDS TOURS IN THE WEST EUROPE

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Abstract: Battlefield tourism is emerging as a new market and marketing area for tour operators to respond to changing human needs in a globalised world. This type of tourism is becoming more and more important in the tourism sector with the various tours it offers and is being preferred more and more every day. In Türkiye, battlefield tours are limited to certain regions and this situation results in a lack of detailed studies on the supply of battlefield tourism in the literature. This study is based on the TÜBİTAK 3005 supported project titled 'Creating a National Battle Route from İnönü to Sakarya and Monitoring Its Effects' and compares the content of the tour developed in this project with examples of World War II tours in Western European countries. Thus, it is aimed to enrich the content of a developing tour by using successful examples at an international level. For this purpose, battlefield tours from the United Kingdom, France, Germany, and Belgium were analyzed through document analysis. This study, which is conducted with a pragmatic paradigm, is a multiple case study. The findings of the study emphasize that the content of battlefield tours varies according to the historical and cultural background of the countries. In this context, the areas that need to be improved in the İnönü to Sakarya National Struggle Tour in Türkiye were determined and a structure that complies with international standards was created.

Key words: battlefield tourism, national struggle tour, international comparison, Türkiye

INTRODUCTION

Dark tourism, a distinct social phenomenon, involves the tourist consumption of sites associated with death, tragedy, and suffering. As an umbrella term, it encompasses various forms of tourism related to these themes, from visiting disaster areas to commemorating important historical events. As the term 'dark' often causes discomfort in the academic literature, alternative subfields such as thanatourism, post-disaster tourism, conflict heritage tourism, and battlefield tourism have emerged

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under this broad framework (Qian et.al., 2023; Yousaf & Kim, 2023). Among these subcategories, battlefield tourism stands out as a prominent area of research. It is also the basis of this study.

In contradistinction to some forms of dark tourism, which rely heavily on the concept of death as an explanatory framework, battlefield tourism often emphasises cultural, historical, and commemorative aspects. For this reason, some researchers have not found it necessary to reconcile battlefield tourism with the dark tourism paradigm. When dark tourism experiences are analysed in terms of sites, they are diverse: battlefields and death camps, sites of celebrity deaths, sites of extraordinary disasters (e.g., terrorist attacks), and sites of imprisonment or detention. Today, war remains one of the most popular historical themes, and battlefield tourism is a rapidly growing phenomenon (Hall et. al., 2010; Kang et.al., 2012). Smith (1998) identifies war-related attractions as the largest form of tourism, attracting diverse audiences seeking both cultural education and acts of commemoration. Visitors to battlefields are often commemorating important histories and events, highlighting the enduring appeal of these sites as places of historical and emotional significance (Light, 2017).

Battlefield tourism, which offers cultural memory sites such as commemorative rituals, memorials and museums, is a growing sub-sector of the tourism industry (Misztal, 2003; Prideaux, 2007). This trend is reflected in the growing academic interest in the subject. In addition to general overviews, numerous studies have examined battlefield tourism in specific contexts, including research on the battlefields of the First and Second World Wars (Dunkley et al., 2011; Laing & Frost, 2019; Winter, 2015). This scholarly literature highlights various reasons why significant numbers of contemporary tourists have been drawn to battlefields worldwide since the 1970s (Leopold, 2007; Ryan, 2007). For example, tens of thousands of schoolchildren visit the First World War Western Front each year as part of the English national curriculum (Iles, 2001).

Visiting battlefields goes beyond passive sightseeing to become a performative practice that actively engages visitors with history. Tour guides play a crucial role in shaping visitors' understanding and emotional connection to these historic sites. Using dramatic and interactive presentation techniques, they transform historical narratives into immersive experiences that foster empathy for the past. Using tools such as storytelling, poetry and music, guides enrich visitors' experiences and enable a deeper connection to the symbolic and commemorative significance of battlefield spaces. These encounters allow visitors to develop both personal and collective empathy, particularly in relation to the historical and cultural narratives embedded in these sites. For many British visitors, battlefield tours provide a means of reconnecting with national identity and family heritage. The serene and pastoral landscapes, juxtaposed with their turbulent wartime histories, evoke deep emotions

and highlight the stark contrast between the tranquillity of the present and the chaos of war (Iles 2006).

Laffin (1994) explains that the Western Front was a relatively narrow battlefield, 460 miles long and up to 20 miles wide, on which more than 6 million soldiers were killed and another 14 million wounded over a period of 50 months. It was inevitable that a vast battleground that had occupied so many people for so long would become a tourist destination. Even before the end of the war, the French tyre company Michelin began a series of battlefield guides in 1917, which grew to more than 20 within three years, including three volumes specifically aimed at American visitors (Seaton, 2000). The Illustrated Michelin Battlefield Guides were in fact the forerunners of the tourist guides that would be published in 1926 and that are so successful today. Around 2 million of these guides were sold. Between 1919 and 1938, 46 different titles were published in various languages. For example, Murphy's (2015) two volumes (Marne Guide and Ypres Guide) provide a detailed overview of the history of each battle and a comprehensive tourist itinerary.

After the First World War, the desire to visit battlefields for those who wished to commemorate their losses or see the physical effects of war was encouraged by commercial and public organisations. Tourist guides and government-sponsored publications were produced. In 1919, 60,000 people visited the battlefields of the Western Front and this tourism continued for the next 20 years, supported by organisations such as Thomas Cook. The Second World War, however, halted visits to the Western Front until the late 1960s, when interest shifted to the Second World War (Seaton, 2000). The guided tours analysed in this study are also limited to the Second World War (WWII).

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METHODOLOGY

This research was conducted within the pragmatic paradigm. The pragmatic paradigm allows the most appropriate methods to be chosen for the situation by focusing on the purpose and questions of the research (Morgan, 2007). In this study, to understand the structure and content of battlefield tours, a qualitative approach was adopted, using a multiple case study design, and 18 tour contents from 4 European countries (Table 1) were analysed using a thematic analysis method. Multiple case studies, as

suggested by Yin (2018), focus on comparing events and processes in multiple contexts to reveal common themes.

Table 1: European countries and battlefield tours

| No | Code | Country Name | Tour Name | Duration | Price |
|----|------|---------------------|--|----------|--------|
| 1 | T1 | The United Kingdom | SAS Selection Tour | 3 days | £675 |
| 2 | T2 | | American Air force, Duxford, The Sally B and Miss Pick-up | 2 days | £525 |
| 3 | T3 | | Belvoir Castle and US 8th AAF | 5 days | £9,995 |
| 4 | T4 | | Duxford Tour with a unique visit to the B-17: Sally B and The Catalina: Miss Pick up | 1 day | £245 |
| 5 | T5 | | Jersey Tunnel Tour | 3 days | £1,250 |
| 6 | T6 | | Bomber Command | 4 days | £1,435 |
| 7 | T7 | | Battle of Britain Tour | 5 days | £2,250 |
| 8 | T8 | France | Operation Chariot with weapons shooting | 5 days | £1,950 |
| 9 | T9 | | D-Day Landings | 5 days | £1,695 |
| 10 | T10 | | D-Day Experience | 5 days | £1,750 |
| 11 | T11 | | US Corporate Team Management Tour | 6 days | £7,500 |
| 12 | T12 | | Retreat to Dunkirk 1940 Tour | 4 days | £675 |
| 13 | T13 | *Normandy to Berlin | 12 days | £2,995 | |
| 14 | T14 | Germany | Berlin and the Holocaust | 7 days | £1,995 |
| 15 | T15 | | Battle of Aachen and Hurtgen Forest | 4 days | £1,350 |
| 16 | T16 | | Crossing the Rhine | 6 days | £1,740 |
| 17 | T17 | | Allied Bombing Campaign of Europe | 8 days | £2,000 |
| 18 | T18 | *Normandy to Berlin | 12 days | £2,995 | |
| 19 | T19 | Belgium | Operation Market Garden | 4 days | £1,250 |
| 20 | T20 | | *Normandy to Berlin | 12 days | £2,995 |

Source: <https://classicbattlefieldtours.com/tour-types/world-war-2/>

Thematic analysis is a type of data analysis developed by Braun and Clarke (2006), which allows meaningful themes in the data to be identified and analysed. In this study, the following stages of the thematic analysis process were followed: (1) detailed reading of the data and preliminary coding, (2) development of initial themes, (3) review and categorisation of themes, and (4) interpretation and reporting of themes. Each tour was analysed as a case study in order to understand the general nature of battlefield tourism and to identify trends in this context. The study area is the Classic Battlefield Tours

¹⁵ platform in the online environment. This platform provides comprehensive information on battlefield tours organised in Western Europe. The data was collected over a period of one month between August and September 2024. The data examined is limited to tour descriptions, programme details and content information on the platform.

FINDINGS

The Normandy to Berlin tour, which is one of the 18 tours analysed in the study, covers three different countries, namely France, Germany and Belgium, while the other tours are spread over four European countries. This tour lasts 12 days and it is understood that it is the longest of the tours analysed. As can be seen in Table 1, the cheapest of the 18 tours in the study is the 1-day Duxford tour with a unique visit to the B-17: Sally B and the Catalina: Miss Pick up tour. The most expensive tour is the 5-day Belvoir Castle and US 8th AAF Tour in England. As a result of the thematic analysis of the tours, common points were identified and the following themes were highlighted *Historical Context, Guide-Led Visitor Experience, Battlefield Evidence* and *Tourist Services*. These themes provide an important analytical framework for comparing both the Western European war tours and *the İnönü to Sakarya National Struggle Tour*.

Historical context

The tours of the Western European battlefields are carefully structured around key historical events of global significance. Indeed, T2 looks at the impact of the US Air Force in Europe and the strategic bombing campaigns of the Second World War, and T9 covers a major military operation of the Second World War, the Normandy landings. T7 covers both the strategic and technological aspects of the Battle of Britain, and T12 describes the critical historical event of the Allied retreat at Dunkirk. T13 covers their advance from the Normandy landings to Berlin, while T14 covers the Holocaust and the impact of the war on Berlin. Similarly, the tours cover the Allies' initial advance into German territory and the protracted Battle of the Hürtgen Forest (T15), their crossing of the Rhine into Germany (T16), the impact of the air raids on Europe (T17) and the failures and strategic implications of Operation Market Garden (T17), providing an insight into the major historical events and causes and effects of the Second World War. In contrast, the İnönü to Sakarya National Struggle Tour in Türkiye covers key battles of the Turkish War of Independence [the Battles of İnönü, First and Second (January 6-11, 1921/March 23-April 1, 1921); the Kütahya-Eskişehir Battles (July 13-21, 1921); The Battle of Sakarya (August 23,

¹⁵ <https://classicbattlefieldtours.com/>

1921-September 13, 1921)]. Still, these battles do not have the same level of international recognition. This limits the tour's wider appeal of the tour to international tourists. The historical narrative also focuses primarily on national history, which may not resonate with a global audience unfamiliar with the intricacies of the Turkish struggle for independence.

Guide-Led Visitor Experience

Guides on European tours are characterised by both military experience and academic qualifications (Table 2). Most guides have served for many years in the British Army or the Royal Air Force. Their postgraduate degrees in military history or modern history enable them to combine academic knowledge with practical experience. Guides provide engaging battlefield narratives that emphasise the psychological impact of historical events. They have also developed their guiding skills by working with prestigious organisations such as the Imperial War Museum and the Holocaust Educational Trust. With over twenty years' experience as guides, they have led projects such as the D-Day 80 commemorations and Herts at War, as well as working with media organisations.

Table 2: European battlefield tours and guides

| No | Guide Name | Tour Code | Professional Experience |
|----|---------------|--------------------|---|
| 1 | Andrew White | T6, T17 | Mr White is a retired Wing Commander. He served in the Intelligence Branch during his 26-year career in the RAF. He has operational experience in Northern Ireland, Bosnia and Iraq. He was a veterans' guide at the 75th anniversary of the Berlin Airlift. Andrew, who wears Guild of Battlefield Guides badge number 37, symbolising high quality guiding, combines strategic depth with human stories to create an experience for visitors. |
| 2 | Brian Shaw | T10, T15, T16, T19 | In a 38-year military career as a supply officer in the Parachute Regiment. He joined the Regiment in 1974, specialising in battlefield communications. He became a Supply Officer 1st Class in 1995 and retired in 2013. His many years of infantry experience and tactical knowledge enable him to provide visitors with an in-depth experience from a military perspective, analysing battlefield terrain and its impact on weapon systems. He has been leading battlefield tours for the past twenty years. |
| 3 | Phil Ginnings | T9, T14 | Mr Ginnings has taught history for 25 years. He has an MA in Second World War Studies and was awarded the Imperial War Museum's Holocaust Education Fellowship. He is an external education specialist for the Holocaust Education Trust, leading adult and school groups in the UK and Europe. She frequently works with museums and organisations such as the Commonwealth War Graves Commission. |
| 4 | Dan Hill | T12, T13, | Mr Hill holds an MA in British Military History from the University of Wolverhampton. He began his career at the |

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|---|----------------------|-------------------------|--|
| | | T18, T20 | Imperial War Museum before setting up the First World War centenary project 'Herts at War'. In 2016, he was the British government's chief historian for the centenary of the Battle of the Somme and has been a historical adviser to the Royal British Legion and the BBC. Most recently, he was the official historian for the D-Day 80 commemorations attended by world leaders. He has produced content for organisations including the Commonwealth War Graves Commission and the National Army Museum, and presented the First World War podcast 'Not So Quiet on the Western Front'. |
| 5 | Rick Peacock-Edwards | T2, T3, T4, T7 | Mr Peacock-Edwards is a tour guide with an RAF career spanning over 30 years, during which time he attained the rank of Air Commodore and retired in 1999. He has a total of 3000 flying hours in Lightning, Phantom and Tornado jets. He has also held key positions such as RAF Leeming Base Commander and Eurofighter Typhoon Project Director. He works closely with the Imperial War Museum at Duxford and acts as Flying Display Director at major air shows. |
| 6 | Patrick Mercer | T1 | Mr Mercer studied modern history at Oxford before becoming defence correspondent for BBC Radio 4's Today programme. He served in the army for 25 years, mostly in Northern Ireland, Uganda and Bosnia. In 2014, however, he returned to military history, travelling to many of the British Army's battlefields. In 1993, he became the first Briton to return to the battlefields of Crimea. |
| 7 | Matt Minshall | T8 | He is an experienced guide who served in the British Army and has worked in many countries during his career. Living near Saint Nazaire in France, Matt has researched the history of the Second World War in the area and is particularly passionate about Operation Chariot. He organises an annual commemorative walk with French and British veterans and is a unique source of local history and new knowledge. His family has a historical heritage, particularly in relation to his father, Merlin Minshall, who ran espionage operations during the Second World War. |

Source: <https://classicbattlefieldtours.com/tour-types/world-war-2/>

The İnönü to Sakarya National Struggle Tour does not yet offer a guiding service of this professionalism. However, the information in Table 2 clearly shows that training as a tourist guide alone is not enough to provide a guiding experience that meets global standards. Guides need to acquire in-depth knowledge of the historical background and combine academic knowledge with practical experience. Guides in European battlefield tours, thanks to their extensive military experience as well as academic studies at Masters level and cooperation with prestigious organisations, successfully achieve this balance and offer visitors an enriched and impressive guiding service.

Battlefield evidence

European battlefield tours focus on the physical remains of the war, providing visitors with a tangible and visually rich experience. For example, the five-day T7 tour includes the Seated Airman statue (Figure 1), which can be seen on day 3 at the Battlefield of Britain Memorial. In 1940, it represents the Royal Air Force (RAF) pilots during the Battle of Britain, the heroes known as 'The Few'. The statue symbolises courage, sacrifice, and



Photo: Seated Airman Statue

Source:

<https://classicbattlefieldtours.com/tours/battle-of-britain-tour/>

endurance in battle¹⁶. In T2, the Cambridge American Cemetery features headstones and memorials to American soldiers and B-17 and B-24 aircraft, while in T3 the Duxford Imperial War Museum displays Spitfire, Hurricane and Lancaster military vehicles. T14 features the powerful remains of Auschwitz-Birkenau, including gas chambers, barracks and prisoners' personal effects, while T15 recreates the war in the Ardennes with trenches and munitions.

These tangible remnants allow visitors to visualise the impact of the war and feel the historical events. In contrast, the İnönü to Sakarya National Struggle Tour, despite its historical significance, does not offer the same level of preserved physical remains. Many of the battlefields have little or no physical evidence of the conflicts. The bridges, stations and buildings used as headquarters are in a state of disrepair and do not receive the attention, they deserve given their strategic importance in the war. This limits the visual aspect of the tour and makes it difficult to provide context, particularly for international visitors. More extensive restoration and presentation efforts could be an important step in addressing these shortcomings and increasing the appeal of the tour.

¹⁶ <https://www.battleofbritainmemorial.org/>

Tourist services

Western European battlefield tours are logistically well planned and cater for a wide range of visitors, from student groups to veterans. Services such as transport, accommodation, and meals are seamlessly integrated as an integral part of the tours, greatly enhancing the visitor experience. Guiding services, As mentioned in the second theme, are mostly provided by professionals with a military background, adding depth to the tours in terms of tactical and strategic knowledge.

Table 3: European battlefield tours and services

| No | Tour Code | Accommodation | Transportation | Meal Plan |
|----|-----------|--|--|--|
| 1 | T1 | The Castle of Brecon Hotel (half-board lodging for two nights; no extra fees for single accommodations) | The tour's participants get to the starting point on their own. Transportation is available between the tour destinations. | Breakfast and dinner (except dinner on the last day) |
| 2 | T2 | The Cambridge Belfry Hotel and Spa (full-board lodging for one night; no extra fees for single accommodations) | The tour's participants get to the starting point-The Plough in Coton- on their own. Transportation is available between the tour destinations. | Breakfast, lunch and dinner (The Plough in Coton-lunch, Officers Mess-breakfast and lunch on 2 nd day, except dinner on the last day) |
| 3 | T3 | Belvoir Castle (full-board lodging for four nights double/twin accommodation) | The tour's participants get to the starting point - London Airport - on their own. Private return transfers from London airport to Belvoir Castle transportation is available between the tour destinations. | Breakfast, lunch and dinner (an open bar at the Castle, only breakfast on the last day) |
| 4 | T4 | It is a day tour (no accommodation) | The tour's participants get to the starting point - at The Old Officers Mess, IWM Duxford - on their own. Transportation is available between the tour destinations. | Breakfast and lunch (in the Officer's Mess) |
| 5 | T5 | Hotel name is not specified (bed and breakfast for two night) | Flights included and transportation is available between the tour destinations. | Only breakfast (except meals and drinks), including lunch (2 nd day) |
| 6 | T6 | Hotel name is not specified (bed and breakfast for three night four days) | The tour's participants get to the starting point – Petwood Hotel- on their own. Transportation is | Only breakfast (except meals and drinks) |

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|----|-----|--|---|---|
| | | | available between the tour destinations. | |
| 7 | T7 | The Red Lion Hotel (half-board lodging, 1 st day), The Landing Hotel (half-board lodging, 2 nd day), Best Western Premier Dover Marina Hotel & Spa (half-board lodging, 3 rd day), Howfield Manor Hotel (half-board lodging, 4 th day) | The tour's participants get to the starting point – The Royal Air Force Club - on their own. Transportation is available between the tour destinations. | Breakfast and dinner (except 1 st day breakfast and last day dinner), Bentley Priory (1 st day lunch), The King's Arms at Biggin Hill (2 nd day lunch), The Jackdaw pub at Denton (3 rd day lunch) Bridge Arms (4 th day lunch), RAF Club (5 th day lunch) |
| 8 | T8 | Accommodation on the Ferry (1 st day), Hotel Mercure La Baule Majestic (2 nd and 3 rd day), Chateau Hotel du Colombier (4 th day) (half-board lodging; no extra fees for single accommodations) | The tour's participants get to the starting point- at Portsmouth Ferry terminal- on their own. Transportation is available between the tour destinations. | Breakfast, lunch and dinner (1 st day breakfast and dinner on the Ferry, 3 rd , 4 th and 5 th day breakfast and dinner at the hotels, except last day dinner), 2 nd day lunch provided at the range, no information about 3 rd , 4 th day lunch. |
| 9 | T9 | Accommodation on the Ferry (1 st day), Hotel name is not specified (for 2 nd , 3 rd , 4 th day; no extra fees for single accommodations) | The tour's participants get to the starting point- Portsmouth Ferry Terminal- on their own. Transportation is available between the tour destinations. | Breakfast and dinner on the Ferry (1 st day). No information about 2 nd , 3 rd , 4 th day lunch. 5 th day's lunch in Falaise |
| 10 | T10 | Hotel name is not specified (only bed and breakfast) | The cost includes ferries. Transportation is available between the tour destinations. | Only breakfast (except meals and drinks) |
| 11 | T11 | Heathrow Airport Hotel (1 st day accommodation), Accommodation on the Ferry (2 nd day), Hotel name is not specified (for 3 rd , 4 th , 5 th and 6 th day; full-board lodging) | Flights is not included and transportation is available between the tour destinations. | Breakfast, lunch and dinner (no information for six days) |

| | | | | |
|----|------|--|--|--|
| 12 | T12 | Hotel name is not specified and no information. | Transportation is available between the tour destinations but there is no details. | There are no details about meal plans. |
| 13 | T13* | Hotel name is not specified. (10 nights 4-star accommodation on a bed and breakfast) | The tour's participants get to the starting point on their own. Transportation is available between the tour destinations. | St Mere Eglise (3 rd day lunch). There are no details about other meal plans. |
| 14 | T14 | Hotel name is not specified (bed and breakfast for seven days) | The tour's participants get to the starting point on their own. Transportation is available between the tour destinations. | Lunch in the Jewish Quarter (2 nd day), Lunch in Potsdam (3 rd day), Lunch in Wroclaw Old Town (4 th day). There are no details about other meal plans. |
| 15 | T15 | Wehrmacht (1 st day accommodation). Bed and breakfast (for three day). | The tour's participants get to the starting point - Ashford International station - on their own. | Only breakfast (except meals and drinks) |
| 16 | T16 | Hotel name is not specified (bed and breakfast for five day) | The tour's participants get to the starting point on their own. Transportation is available between the tour destinations. | Only breakfast (except meals and drinks). There are no details about lunch and dinner plans. |
| 17 | T17 | Hotel name is not specified and no information. | The tour's participants get to the starting point on their own. Transportation is available between the tour destinations. | Lunch on the pleasure boat (2 nd day). There are no details about other meal plans. |
| 18 | T18* | Hotel name is not specified. (10 nights 4-star accommodation on a bed and breakfast) | The tour's participants get to the starting point on their own. Transportation is available between the tour destinations. | St Mere Eglise (3 rd day lunch). There are no details about other meal plans. |
| 19 | T19 | Hotel name is not specified (bed and breakfast for four days; no extra fees for single accommodations) | The tour's participants get to the starting point on their own. Transportation is available between the tour destinations. | There are no details about meal plans |
| 20 | T20* | Hotel name is not specified. (10 nights 4-star accommodation on a bed and breakfast) | The tour's participants get to the starting point on their own. Transportation is available between the tour destinations. | St Mere Eglise (3 rd day lunch). There are no details about other meal plans. |

As shown in Table 3, hotel accommodation is common on Western European battlefield tours, but details are often vague. Some tours offer extended stays in 4-star hotels, while others include alternative accommodation on the ferry or for short periods. There is no extra charge for single rooms. Tourists travel to the starting point by their own means, but some tours offer the convenience of airport transfers. Meal plans vary, with some tours offering full board and others offering breakfast only. Meals are often linked to the historical and cultural context of the battlefields.

In contrast, the İnönü to Sakarya National Struggle Tour is more basic in nature and limited in terms of integrated services. Each service in the table was provided by the sponsors in this tour. Improvements in transport, accommodation and professional guides can bring the tour closer to international standards. In addition, Türkiye could explore offering innovative experiences such as virtual tours or live re-enactments to broaden the scope of battlefield tourism. The fact that agencies do not yet offer tours specialised in battlefield tourism makes promotion a long and arduous process compared to European examples. In this context, Türkiye needs to take important steps both to improve tourist services and to develop international marketing strategies.

CONCLUSION

This study analysed 18 World War II-themed battlefield tours from four Western European countries and conducted a comparative analysis with the İnönü to Sakarya National Struggle Tour. The main aim of the study is to identify areas for improvement in order to develop battlefield tours which meet international standards. The study results show that the content of battlefield tours is directly related to countries' historical and cultural backgrounds. In this context, it has been identified that the İnönü to Sakarya National Struggle Tour needs to be improved in terms of infrastructure, preservation of physical evidence and appeal to the international market. It is understood that the 18 tours within the scope of the study were conducted by a total of 7 tour guides, and that they support the study of Laing and Frost (2019) with both their academic knowledge and military experience. Indeed, this study found that the empathic narratives of the guides in the battlefield tours were deepened by the aforementioned knowledge and experience. Seaton (2000) highlighted the potential of physical remains on battlefields to enrich the visitor experience. Indeed, the location of physical evidence is very important to the success of the 18 tours. Leopold (2007) states that 'international recognition' is as important as physical evidence, and the tours discussed are quite successful in this sense. Therefore, it is suggested that the İnönü to Sakarya National Struggle Tour should focus on these areas of improvement in order to reach international standards:

- To provide a tangible historical experience for visitors, physical evidence on battlefields should be preserved and restored.
- To attract a wider range of tourists, the context of accommodation, transport and meals should be improved.
- To cater for school groups, history buffs and international visitors: Specialised tour packages should be developed.
- To make tours more educational and interactive, multimedia and virtual reality technologies should be integrated.

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