



This is a repository copy of *Occupying whateverland: Journeys to museums in the Baltic*.

White Rose Research Online URL for this paper:
<https://eprints.whiterose.ac.uk/138982/>

Version: Accepted Version

Article:

Carnegie, E. and Kociatkiewicz, J. orcid.org/0000-0001-6449-1185 (2019) Occupying whateverland: Journeys to museums in the Baltic. *Annals of Tourism Research*, 75. pp. 238-247. ISSN 0160-7383

<https://doi.org/10.1016/j.annals.2018.09.010>

Article available under the terms of the CC-BY-NC-ND licence
(<https://creativecommons.org/licenses/by-nc-nd/4.0/>).

Reuse

This article is distributed under the terms of the Creative Commons Attribution-NonCommercial-NoDerivs (CC BY-NC-ND) licence. This licence only allows you to download this work and share it with others as long as you credit the authors, but you can't change the article in any way or use it commercially. More information and the full terms of the licence here: <https://creativecommons.org/licenses/>

Takedown

If you consider content in White Rose Research Online to be in breach of UK law, please notify us by emailing eprints@whiterose.ac.uk including the URL of the record and the reason for the withdrawal request.



eprints@whiterose.ac.uk
<https://eprints.whiterose.ac.uk/>

1. Introduction

The title of our article stems from a misreading. While studying a visitor book in the Museum of the Victims of Genocide, we were thrilled to discover an inscription proclaiming “No more military occupation of whateverland!” Only later, closer inspection of the entry led us to decide that the authors professed their opposition to occupation of whatever kind. However, as the original reading stays close to the less succinct opinions expressed by museum visitors in interviews and visitor books’ entries, and as the issues of misreading and reinterpretation are central to this text, we decided to treat our original deciphering as serendipitous enough to provide us with the title.

Our text is based on an ethnography-inspired study of museum visitors and staff in three recent history museums in the Baltic states, and forms a part of a larger project examining museums presenting similar subjects across Central and Eastern Europe. In this article we explore the gap between accounts of museums as sites of national historical memory, described by museum staff and presented through exhibition objects, text, and imagery, that create the memorylands of Macdonald (2013); and the narratives of history recounted by museum visitors, who are mostly international tourists, within the whateverlands. By using this term we do not mean to imply that such tourists lack empathy (Tucker, 2016). Rather, we argue that responses to specific narratives from historically engaged visitors are framed within the wider context of their knowledge and experience.

Smith (2006: 500) memorably described museums as sites constructed to show “the cargo of the past on consignment into the future.” As will be discussed, we also contend that tourists in the sites we studied are, to paraphrase Smith, like a cargo from the present being transported to the past, with knowledge of that past shaped by their present day relationship with it. Based on collected field data, our study shows that museums of recent history operate as bounded organizations with only occasional contact between different institutions. Visitors, on the other hand, while forming a demographically varied and largely international, but culturally integrated group, actively search out similar museums which they treat as consecutive stops in a tourist itinerary. Consciously collecting and comparing narratives presented in different institutions and different countries, visitors appropriate the encountered stories to construct, for their own use, a coherent if multifaceted understanding of historical past.

The notion of community of practice was originally proposed by Orr (1990/1996) concurrently with Lave and Wenger (1991) to describe common patterns of behaviour and connective networks binding professional workers. However, we argue that the concept can also be used to encapsulate the characteristics and activities contributing to making tourists a

consistent group both in terms of its behaviours and in regard to expressed opinions about learning and experiencing history. Thus, through applying the notions of community of practice to the tourists within this study, we offer new insights into how engaged cultural tourists construct meaning separately and together in the manner of worldmaking (Hollinshead, 2007), and show how their approach differs from the way the museums construct and create meanings based on the imagined visitor (Beckert, 2010).

Central and Eastern Europe (CEE) region (itself a sometimes contested definition) is an area where political allegiances and governance have changed drastically (perhaps more drastically than elsewhere) over the course of the last century. In case of the Baltic states (Estonia, Latvia, and Lithuania), their brief independent existence after World War I ended with the outbreak of World War II. After the war, all three functioned as constituent republics within the Soviet Union from 1945 to 1991, and as sovereign democracies since then, joining both NATO and EU in 2004. In the post-Soviet era, regardless of their formal independence, all CEE countries have experienced significant ideological and political pressures from outside (Kostera, 1995; Törnquist-Plewa and Stala, 2011) and from within the region (Snyder et al., 2010; Mink and Neumayer, 2013). As a result, it's not surprising that in the region's countries, located

at the margin of Europe, modern and postmodern forms of commemorating and cherishing national pride are mixing together and are opening themselves up to strategies that seek to render them politically charged (Hackmann and Lehti, 2008: 378).

2. Museums as memorials and imaginaries

All of the museums under consideration in our study are consciously engaged in seeking to reclaim ghosts, being what Williams (2008) terms memorial museums: history museums constructed to commemorate mass suffering through reverential remembering. However, they simultaneously provide a critical interpretation of the past and of historical sources. Consequently, they emerge as highly politicised institutions, often igniting public arguments that touch the heart of museum activity. The presentation of the past as a constant stream of suffering serves, as Misztal (2007: 389) terms it, "the periodic need to reawaken and strengthen the public's feelings of moral outrage." As Macdonald (2013: 1) notes, Europe has become a 'memoryland' "obsessed with the disappearance of collective memory and its preservation" both because of the risk of forgetting over time and the increased interest in remembering and indeed we argue, the public right to remember. Crucially, the museums we refer to in this article are drawing on the political present to "move from the denigrated status

of the powerless and abject to providing a potentially powerful platform for articulating grievance and seeking redress” (Macdonald, 2013: 193–194).

The creation of space locating historical memory and unquestionable, shared truths binding local populace and associated diasporic communities carries important symbolic value, regardless of whether local inhabitants visit the museum or not (Stlyianou-Lamert and Bounia, 2016). Yet as the most frequent users of the museum space are the visitors, it is their perception which has, in the long run, the strongest influence over the reputation and success of the museum as a cultural site. As our study shows, the studied sites (and their counterparts in other countries of the region) share common characteristics enhancing their reception among visitors as museums of universal suffering while, simultaneously, representing the particulars of the context of their creation (country, city, timeframe of construction, and range of covered issues and events).

Memorial museums confer public recognition to events (Radstone and Hodgkin, 2003), constructing visions and versions of the past, where the focus is often on individual suffering, set in the context of the wider narratives. Memorial museums become custodians of the authorised versions of the past (Smith, 2011), which they have also shaped through merging individual bounded selfhood with the objectivized social history context (Radstone and Hodgkin, 2003). Yet museums, once shaped, themselves become memory props (and prompts) for local people (Feuchtwang, 2003), explicitly so in the case of the studied museums: in the interviews, museum workers in all of the museums we visited illustrated the significance of their museum by the intensity of emotions evoked by presented artefacts (or, more rarely, recordings) in some of the older visitors (and we ourselves observed some of the visitors crying).

Quite often, the remit of the museum does not include dealing with current events; such is the case of the Baltic museums, where there is little coverage of events occurring after 1991. But even then, it is the contemporary preoccupations and contemporary events that shape the dominant views in interpreting history, and it is the assorted stakeholders who attest to the significance and meaningfulness of the museums’ existence. Consequently, museums take pains to engage stakeholders who might not be interested (or be less interested) in visiting exhibitions: the Museum of Occupations in Tallinn engages former dissidents, members of anti-communist opposition, in research and oral history projects, while the Museum of Genocide Victims in Vilnius provides genealogy services for diasporic Lithuanians; all have a role working with local school groups. Memorial museums aim, not necessarily shared by their visitors, is to commemorate and reclaim the unique suffering of

specific geographically located individuals, and to project a united present and a renewed sense of patriotism or nationalism.

Baker (2012: 2) argues that notions of self and belonging are “shaped by place in both imaginative and material ways”. In our reading, nation states seeking to create nationally sanctioned or endorsed narratives need to both draw on the imaginaries of place (and, indeed, displacement) and to fix these narratives so as to provide rooting in actual and, ideally, symbolic spaces. González (2016: 47) notes that “the need to create an identity between heritage, people, territory and state... usually involves the fashioning of symbolic imaginaries” in order to shape collective identity within “concrete manifestations and legible form and materiality”.

Following Decker (2014), we contend that collective memory shaping and reinforcing is a process of socially constructing active relationships between history and the present, involving not only representations and interpretations, but also space (or stage) which emplaces narratives in their material context. We are primarily concerned with how museums themselves carry symbolic meaning and the shaping of symbolic imaginaries. Nevertheless, several of the museums within our wider research project are located within symbolic buildings, where the past use can be seen to shape their current museum status. Thus, for example, the Museum of Genocide Victims in Vilnius is sited in a building that served as KGB and Gestapo headquarters during successive occupations.

3. Study and methodology

Our analysis in this paper is based on an ongoing ethnography-inspired study of recent history museums in Central and Eastern Europe. Through a mixture of non-participant observation and in-depth interviews with staff and visitors, we are working to make sense of the processes of interpretation, representation, and communication of the past taking place at the studied sites. In line with the ethnographic tradition (e.g. Clifford and Marcus, 1986; Goodall, 2000), our aim is to approach the studied field with an anthropological frame of mind, characterized by “on the one hand, modesty and openness toward new worlds and new meanings, and on the other, a constant urge to problematize” (Czarniawska-Joerges, 1992: 72).

We are helped in this by our differing levels of engagement with and separation from the field: one of the authors comes from Poland and is closely emotionally involved with the political discourses of the region, while the other brings in academic and institutional expertise of having worked both as a social history curator and as a museum studies researcher, with a focus on the representation of social and political history. In short, we could not have carried out this study individually, needing the skills, knowledge and personal

(or otherwise) insights. Our differing approaches and life experiences, mirrored these of the international tourists we interviewed, where the degree of geographical proximity to the Baltic states influenced the extent to which they felt the museum narratives were 'partly our story, but not our story'. Thus, one author being Polish had a local/national perspective, while the other author held the broader national European perspective, coupled with a critical appraisal of media as well as message. Therefore, this is fully a collaborative study which, we argue, benefits equally from our diverse viewpoints. We are aiming for what Macdonald (2009: 22) terms democratic ethnography, embracing the interplay between our insider/outsider viewpoints, engaged in negotiations with both curatorial staff and locals and tourists, and aware that we are both also visitors, each having a particular but different relationship with the visited places.

Throughout the study, our varied degree of engagement with narratives repeatedly brought out different responses ranging from empathy through anger to detachment and amusement, linked to both our knowledge and our lived experience (Tucker, 2016). In line with our findings, we were both able to visit and appreciate the three studied museums, while remaining aware of our own differing perspectives, genders and, indeed, age. Yet when visiting the Rising Museum in Poland (not presented in detail in this article, but part of our larger project and worth mentioning for context), the Polish born author found it hard to enter and stay within the premises. Expectation and then awareness of the pain of facing up to the contemporary framing of the exhibition, in support a new nationalism, was stifling and difficult to endure.

Discussion of the divergences in our perspectives inevitably framed our approach to the research, brought to the surface unconscious biases and expectations, and led to occasional tensions in 'reading' museum displays. In a memorable metaphor for historical sensemaking, Leshkovich described historically-laden spaces as haunted sites where "ghosts" inevitably emerge: odd fragments of memory that wander homeless in the wake of social and individual efforts to render the past coherent. (Leshkovich, 2008: 5). Confronting both these ghosts and our own reactions to their hauntings, we were able to reflect individually and together, to discuss our varying perspectives at the end of each visit. Questioning how these perspectives impacted on our understanding separately and together, helped us to both raise and try to frame, if not raze, the ghosts of our own insider/outsider, visitor/tourist experiences.

Our research project began in 2005 and, so far, we have conducted observations and interviews in museums in Estonia, Germany, Hungary, Latvia, Lithuania, Poland, and Russia. In this paper, however, we concentrate only on three sites: Museum of Occupations

in Tallinn, Museum of Occupation in Riga, and Museum of Genocide Victims in Vilnius. The slice of the research project reported here should more accurately be described as ethnography-inspired rather than ethnographic (cf. Stewart, 2007), in a manner sometimes called the window study (Czarniawska, 2014). This is primarily due to the limited timeframe of our research. The reported studies comprise of twelve days of fieldwork (observations and interviews) with both of us involved in the study at all times. It includes twenty-eight unstructured interviews of fifteen minutes' to two hours' duration with 5 guides, 3 curators, and 20 museum visitors. When we encountered the same visitors who were visiting all three Baltic states, we interviewed them again in regard to their perceptions of the museum we were in that day. Consequently, the interpretation process is abductive (Timmermans and Tavory, 2012), relying on extant literature as well as iterative analysis of fieldwork material to generate our findings.

The three museums are quite similar in regards to size, visitor characteristics, and social/national context: they are relatively small sites, each located in a relatively central location in the capital of a small country (Baltic state). All three cities are popular tourist destinations for international visitors. All the museums focus on roughly the same period (1930s to 1991) and attract a similar mix of visitors. The Museum of Occupation in Riga and the Museum of Occupations in Tallinn are both non-governmental entities that mostly rely on outside financing while the Museum of Genocide Victims in Vilnius is a public institution financed by the state.

Our interviews at these sites were conducted in English, but only once did we meet a visitor who cited poor English skills as a reason for declining our invitation to be interviewed (he also declined our proposition to conduct the interview in Russian or German). The non-participant observation involved full-day stays at the museums and focused on visitor interactions with the exhibits and museum staff. We also studied the exhibitions themselves as well as museum visitor books and promotional literature of the museums. In all cases, we obtained prior permissions from the museum authorities for conducting the study.

We are not historians, and we neither wish nor have the means to adjudicate between the competing historical narratives of the Baltic states' recent history. Instead, we endeavour to examine the history-focused sensemaking processes (Weick, 1995), observed and analysed from an organization studies perspective. This is why our main focus is the production of meaning in museum spaces, understood as ongoing interactions between exhibits, visitors, and museum staff.

In this text, we are particularly concerned with the divergent perspectives adopted by two stakeholder groups: visitors and staff, as well as with collaboration and conflicts occurring

while defining museum space and museum experience. While we remain hesitant about the value of the reductionist descriptions of museum activity in terms of products being offered to customers in a market transaction (cf. Camarero and Garrido, 2008), we nevertheless see both studied groups as participants in an organizational process and organization theory as crucial in understanding social relations and interactions structuring museum visits.

In our research, we collect and analyse stories of museums and of the past, relying on the notion of storytelling as a ubiquitous form of knowledge production and communication (Tietze, Cohen, and Musson, 2003). Consequently, we used primarily thematic and narrative analysis in coding and analysing all the interviews, field notes, and collected textual material. Throughout this article, we use the terms narrative and story interchangeably, following Gergen's (1997) very broad notion of narrative as any form of temporal embedding rather than e.g. Gabriel's (2000) more narrow conceptualization relying on identification of a clearly delineated plot. From our perspective,

stories are integral to the human condition as the means by which experience is made meaningful; they gather and arrange the comparisons by which things and events become things and events of significance in everyday lives (Popp and Holt, 2013: 53).

Thus, all manner of cultural objects, inscriptions and utterances are experienced as stories and parts thereof, and can benefit from being analysed as narratives. In this study, they include museum exhibits, their spatial presentation and accompanying descriptions, interviews, comments in visitor books, and our own field notes recording our experiences and interpretations of museum visits. The abundance of perceived narratives can diminish the value of the analytical category (this is the argument of the proponents of defining stories more constrictively, e.g. Boje, 2001), but it is a boon for the study of learning and communication processes, as it allows us to adopt a more uniform approach to the wide variety of our sources.

Historical past serves both as a resource to be used, but also as a burden that requires to be dealt with. Returning to Leshkovich's (2008) metaphor, we see both the inhabitants and the visitors to historical sites finding themselves faced with the ghosts that need to be exorcised, or integrated, within their personal narratives of history. To find uses for the past is to engage with its haunting power, always open to the possibility of evoking multiple, conflicting meanings whose power can prove overwhelming.

We argue therefore, that these museums serve as both spaces for shaping and showcasing historical narratives while rooting them in the presented physical artefacts, and as

authoritative sites making 'truth claims' to establish presented narratives as true history and simultaneously as representative recording of collective and individual memory. It is this legitimising role of museums that, as Misztal (2007) argues, constitutes them as a distinctive cultural complex. It is precisely because museums are trusted spaces associated with knowledge giving and are located within what are perceived as easily accessed community spaces (Carnegie, 2014, Stylianou-Lambert and Bounia, 2016), that they continue to be developed, even prioritised, and why they offer an important and complex area of study within the given context of the recent historical and political past. Museums have, as Kirshenblatt-Gimblet notes, "long epitomised a product-driven ethos reserving for themselves the prerogative (in the public interest) to determine what they want to say and show" (1998: 137).

4. Museums and the reclaiming of the material past

Reclaiming or reinterpretation of a hidden or politically charged recent past requires careful shaping or construction of historical memory, and always carries the danger of summoning unquiet ghosts (Leshkovich, 2008). The museums we studied actively use visual historical representations (photographs, paintings, newsreels) in constructing their narratives, reclaiming or repatriating (Edwards, Gosden, and Philips, 2013) these representations as tools for memory shaping. This is most evident in the Museum of Occupations, Tallinn, where propaganda posters and socialist realist sculptures serve to not only illustrate the past, but also to underscore its absurdity in the perspective of the contemporary museum curators.

Prioritization of clear historical narration over indeterminacy of the past, coupled with the museums' reception as trusted spaces (Carnegie, 2012), diminishes the usefulness of physical artefacts as testimonies of the past. In consequence (but also to some extent due to the paucity of available objects), all of the studied museums use very few artefacts in their expositions, relying on written descriptions, multimedia presentations, and recordings of eyewitness statements. Most of the narratives follow clear, linear plotlines; such presentation narrows down the field of possible interpretations, strengthening the single dominant reading of the past, the exhibited objects, but also the individuals whose accounts are used in building expositions. While we believe that noting this overarching organizing principle of the studied museums is important, we do not seek to offer formal reviews of the three museums. Instead, we remain interested in their subject position and reception, and in the following sections we offer some thoughts on how they specifically tell their stories.

5.1 The Museum of Occupation, Riga

The Museum of Occupation Riga is housed in a temporary exhibition space during our visit as it awaits the refurbishment of its dedicated site. Brightly-lit, hardwood-floored rooms of a historical mansion remind us of historical art galleries, but this museum has few actual objects on display. The exhibition consists primarily of a series of exhibition boards, in different shades of red, painstakingly charting the national historical narrative. The rooms containing the boards are arranged to form a chronological path and, as the narratives of occupation unfold, we are reminded of the difference of each period occupation as much by symbols as in word or deed. A thickly-drawn, black hammer and sickle adorning the lower edges of the panels chronicling Russian occupation changes to the Nazi swastika, only to change back to a hammer and sickle again. The final panels lack any brand of occupation and imply freedom. These panels, presented bilingually in Latvian and English, are text heavy, occasionally augmented with photographs; the rooms also leave space to show a few films. According to a museum guide, one of our interviewees, the museum holds the second largest video archive in the world next to Stanford; this information is offered up as evidence of the wider aims of the museum going beyond the presentation of the exposition.

Interestingly, period historical video recordings are augmented with oral testimony of survivors whom we now see as elderly men and women discussing early episodes in their lives. The snippets are deeply moving, but they also leave us wondering about their lives in the following times and the present. Had they been happy? Successful? Are their current lives a struggle, and are they better or worse for the retelling? In contemplating this we are reminded that while history is often said to be written by the winners, and although winners change with each turning of a historical epoch, history is always lived, remembered, and reclaimed by the survivors. In this museum, the testimonies presented do not lead the narration towards the present, focusing on reliving events from the distantly experienced past. Such events, repeatedly retold and rooted in the past already shaped and stabilized, appear smoothed out through the parallel retelling, over decades, of similar accounts of the same disasters, sufferings, and atrocities.

5.2 The Museum of Occupations, Tallinn

The Museum of Occupations, Tallinn is located in a purpose-built, architect-designed glass and concrete structure, where the building itself, we are told, is intended to carry symbolic messages about openness and transparency. Concrete suitcases line the entranceway turning into actual suitcases in the interior; all are, curiously, labelled John Smith, although the affiliation (or point of origin?) changes: John Smith of Riga, John Smith of London, John Smith of Warsaw. The migrant as the everyman, but also an implication of dispossession: does diasporic experience strip one of individuality and history? For us, the everyman is also

the tourist, reframing and reinterpreting own identity through extended travels. This is one of the few touches of whimsy in the museum narration; most of the exhibits are traditionally organized and sombrely narrated.

The museum interior offers a large open space (continuing the theme of openness) dedicated to temporary exhibitions, with artefacts and permanent exhibits arranged along the edges of the areas, and in the few side rooms and passages adjoining the main area. Objects, mostly everyday artefacts from the periods of war and occupation, line the walls, but remain clearly upstaged by a sequence of screens showing substantial historic films on continuous loop in a long case against the back wall. Detailing the dramatic history of Estonia, the films are too long for causal viewing, and also subject to sound spill everywhere except for a small space directly in front of each screen. The permanent displays, as in Riga and Vilnius, and, more generally, in memorial museums, break off their historical narrative before reaching the present, though the museum's collaboration with a large group of external stakeholders allows it to shape historical memory in dialogue with contemporary experiences and viewpoints. During one of our visits, we witness a workshop underway with a group of survivors of Soviet repressions, forming a visible presence of these connections.

An extension of such engagement is the ongoing programme of brought-in temporary exhibitions which fill the otherwise empty space leading up to displays. These are not necessarily linked to the core displays or narratives (the recently ended temporary exhibition focused on the life of Ingrid Bergman) but offer a significant draw to visitors. The 'backstage' areas of staff offices and archives, mainly clustered on the first floor of the building, are also clearly visible on public display, offering further evidence of the desire for and commitment to openness. Downstairs, banished to guard the toilet, towering statues of Soviet era dignitaries point with damaged limbs and proclaim their own importance to no-one left listening. The curator interviewee we discuss them with clearly appreciates the irony and the diminution of the symbols of erstwhile power.

5.3 The Museum of Genocide Victims, Vilnius

Located in a building that previously served as KGB (and, even earlier, as Gestapo) headquarters, this is the most rooted of the three museums and includes displays within the basement KGB prison. As a museum, it suffers from the limitations of the building (originally constructed as a Tsarist-era courthouse) and its subsequent refurbishments: the exhibition space consists of a succession of smallish office rooms each devoted to particular theme or time period, with no clear path of progression presented to the visitor. This disrupts the narrative, and large graphic panels and displays appear crammed in the spaces allotted to them. This museum feels peopled by ghosts, and not just in the Leshkowich sense; spectral

images barely visible on historical films are projected onto photograph-covered walls. Both contribute to the overwhelming sense of greyness pervading the place. We try, and fail, to figure out whom the images represent. Elsewhere, life-size photographs, slightly blurry, line the corridor walls: pale ghosts in wedding dresses, children, family groups.

Despite the location in authentic space, this is a museum that plays to the senses, albeit in confusing ways. But the presented history is also complex: different forms of resistance against consecutive occupations intersect and mix, conspirators turn into insurrectionists and back again, all the while surrounded by artefacts and narratives documenting waves of deportation, exile, and personal experience of oppression. Downstairs, in the prison cells, we can find an acknowledgement of the treatment of Jews and of Roma, but their histories are absent from the main exposition.

While the medium of the presented narration confuses, the main message is abundantly clear. As in the two other Baltic museums, this is a presentation of the national history of suffering, where heroism requires alignment with the oppressed nation and resistance, preferably armed, against the occupant; among all the confusion, dissidents remain comfortably framed in their role of freedom fighters.

6. Objects within the memorylands

As Classen and Howes (2006: 209) argue, all “collecting is a form of conquest, and collected artefacts are material victory over their former owners”. Such conquest requires an integration of the conquered artefacts with the “new set of values imposed by the governor – collector or curator” (Claessen and Howes, 2006: 209). The governor can be taken to mean the literal government funding the exposition (as in the case of the Vilnius museum), an independent foundation (as in the non-publically funded museums in Tallinn and Riga), or their appointed representatives (to some extent, in all the studied sites). In all these museums, and, indeed, in memorial museums in general, it is the small, domestic objects, survivors of the vagaries of history, that create the strongest emotional bond with the presented historical narratives. They form a physical stand-in for the survivors, reminding the visitors of the human cost of the commemorated events (Macdonald, 2009). Items confiscated by the occupants are symbolically given back to their original owners who, however, are represented here not as individuals, but as a collective that unites the long-suffering nation-state and its previously oppressed citizens. Complementarily, objects of oppression are taken over by the formerly repressed and their status is changed to that of conquered artefacts as described by Classen and Howes (2006); supersized statues of communist leaders reduced to guarding toilets in the Tallinn Museum of Occupation are the

prime example. Other giant statues, removed to sculpture parks such as Grūtas Park or Memento Park are robbed of any rhetorical power.

Regardless of these moves, artefacts in all the studied museums perform a secondary role as a background to historical narration, including the largest artefact we examined: the building of the Museum of Genocide Victims. They conjure up ghosts of history: always vague and unclear, impossible to pin down in a single, definite interpretation.

7. The imagined visitor

Which brings us to a key issue of this article, the question of who is the public that visits museums of recent history, and how closely they resemble the model visitors (Eco, 1979) whose conceptual image influences curatorial decision making? Our fieldwork suggests that there are two distinct types of 'imagined' visitors: those with a direct relationship to people or events depicted (this category also includes young learners and school groups), and tourists, notably international tourists, who are understood to be interested in learning something about a foreign sliver of historical past.

All of the museums under discussion here have also been shaped by the imagined non-visitor: the perpetrator linked to the occupying regime of the past. Despite this, the museum workers with whom we spoke repeatedly stressed their openness towards current inhabitants of Russia and Germany, whose countries are invariably presented in the exhibitions as aggressors and occupants. Nationality is an important consideration here, as in our interviews (particularly with the employees of the Museum of Occupation in Riga), visitors are repeatedly described as representatives of their countries. The strict division on grounds of nationality is particularly interesting, as despite very similar historical narratives presented in the exhibitions, the museums in Tallinn, Riga, and Vilnius did not maintain, according to the museum workers we interviewed, any institutional links with each other.

Many of the tourists we spoke to were often engaged in 'doing' the Baltic region in a single trip and visiting two or even all three of the museums we studied as part of their cultural itinerary. For them, the history presented in the museums, even if dislocated into a nebulous whateverland, spoke of the shared suffering of the Baltic peoples; they were actively striving to understand and underscore the links and parallels between the different museum narratives. Because of the historical and geographical proximity, and because the expositions were driven by similar goals (even if oriented towards divergent national communities), there are numerous possibilities of bringing together and intertwining the presented histories.

The failure (or unwillingness) to do so strongly suggests the primacy of the urge to enforce nationalist agendas of the political present, requiring each nation to emphasise the events of the recent past as a unique experience. Additionally, while the demands of tourism require each destination to offer uniqueness, a group of linked and related (as well as geographically proximate) sites can successfully function as a single tourist attraction. Meanwhile, discourse predicated on a rigid definition of pertinent history may petrify tourist perceptions and prevent the change and evolution of interpretations and meanings to the extent that, as Kirshenblatt-Gimblett notes, “locations become museums of themselves within a tourism economy” (1998: 151) and actively promote the consumption of whateverland.

Tourists who visit more than one Baltic country/museum are likely to do so within a short space of time, and the discourse of uniqueness becomes very difficult to sustain. Although the foreign visitors we spoke to (and those who left their inscriptions in the visitor books we studied) were generally enthusiastic and eager to absorb the history presented throughout exhibitions, this does not preclude their integrating the newly acquired information into the already established sensemaking schemata (shaped by prior learning as well as by concurrent museum visits). The imagined tourist appears to enter each museum as a blank slate, possibly checking in their baggage of experience among the suitcases lining the entrance to the Museum of Occupations. He or she is certainly not expected to question the lines demarcating boundaries between carefully separated national narratives of historical suffering.

In the next section, we proceed to analyse the discrepancies between this imagined visitor of the Baltic museums and the actual people we observed, interviewed, or whose remarks on the trip to whateverland could be found in the museum visitor books.

8. Visitor stories

In all three museums, the vast majority of visitors came from abroad, though the museum staff at all sites were keen to point out that the institutions served the local community as well, singling out school visits and workshops in particular. Accordingly, all three museums offered explanations (plaques, descriptions, and film subtitles at all sites, and additionally audioguides in Tallinn and Vilnius) in English as well as in the local language; in Riga, museum guides offered tours and talks in a wide range of European languages.

Most visitors, and most of our visitor interviewees, are tourists who do not have a personal connection to any of the Baltic states. Many stop in multiple countries during a single trip, and during our research we encountered (and interviewed) the same three student travellers in both Riga and Tallinn. For these visitors, the Baltic states (and sometimes other tourist destinations in the Central and Eastern Europe) formed a part of a single cultural trail (which

they did not necessarily follow in its entirety), with the museums of recent history serving, together with other museums and cultural attractions, as significant waypoints to be sought out along the route. An English student interviewee spoke of 'doing Vietnam' and a war museum there before coming to see what she saw as a similar museum in Vilnius. Another interviewee, from Singapore, spoke of the Museum of Occupation in Riga, Museum of Genocide Victims in Tallinn, Stasi Museum in Berlin, and Kilmainham Gaol in Dublin as similar and readily comparable cultural attractions.

In general, in interviews, these visitors drew little distinction between the localities, nor did they concentrate on the specifics of each museum's designated historical focus. The same attitude dominated visitor book comments where most comments were very general, verging on platitudes. Assertions that the past should not be forgotten were common, as were statements that perseverance took courage, and that oppression must not be allowed to reassert itself.

The particular museum where we encountered and interviewed visitors was always but a single stop on a wider cultural itinerary (and, indeed, so was the particular country where we met). All of our interviewees were either university graduates or current students and, in case of students, often travelled in small multinational groups, in line with the thesis of museum-goers representing a definable stratum within society (DiMaggio, 1996). One visitor, asked about reasons for coming, remarked:

It's our thing, we are museum-goers; everywhere we go, we love history museums, so we go all over the place: Hungary, Portugal, Sweden. And I studied history (male visitor, Slovakia).

There was a second, smaller but distinctly discernible group of foreign visitors: those who were conscious of the locality, either because of family history (children of refugees and émigrés and, to a lesser extent, émigré/refugees themselves constituted a noticeable group among foreign visitors), or because of some other connection to the region. Thus, we spoke to a young couple visiting Tallinn on a short trip from Vilnius, taking advantage of the national holiday celebrating the Lithuanian Independence Day.

It's not really our story. All three Baltic states share those moments, so it's partially our story, but it's also not. We were three different countries at the same moment, different aspects and et cetera. Because these days I know that the Russian impact on Latvian people and Estonian people was even bigger than on Lithuanian people, especially in culture, in language. Like I said, it's partially ours, but it's also not (male visitor, Lithuania).

Our family left Estonia in nineteen forty-four. And so, having that family background and knowing what they went through and what our relatives went through... [changes our perception] (female visitor, United States).

Visitors in this group position themselves in relation to the historical narrative presented in the museum, but remain outside of that narrative: the museum's story is important because it can be useful in fleshing out and contextualizing a family history narrative or a national narrative acquired elsewhere, not because it impinges directly on their identity.

We know the history of Estonia so well, and we know the different phases, because we are the neighbour, and we know what hard years they had and somehow we have a lot in common with them, and because we knew the story already, that is also one of the reasons why we did not crack so much in here (female visitor, Finland).

Despite close connections to only a single country, these visitors were invariably also interested in seeing similar museums across the region: some have already visited these museums, others said only that they would consider it should they find themselves in their vicinity. None of our interviewees claimed that the museum they just finished exploring had sated their curiosity. This means that the visitors' knowledge of the recent history museums in the region was roughly on par with that of the museum staff: no staff member we interviewed had seen all three museums, though they all also expressed interest in visiting if the circumstances allowed it.

9. Eager guests

As Macdonald (2005) noted, visitors to history museums tend to be good guests, and all the visitors we encountered, and the vast majority of visitor book entries, were very positive about their experience and the value of the encountered museums. When invited to do so, they were willing to rank the visited museums according to the quality of exhibits and exhibitions, and a few of them had ideas for improving presentation (these included more information about post-1991 history, more interactive displays, and clearer explanations of the significance of presented objects). All the interviewees we encountered in all of the museums were unanimous in describing the museums as important and valuable, often linking their mission specifically to the notion of remembrance:

It's definitely so important to remember what was done in the past, to not be repeating the mistakes that were done in the past" (female visitor, Germany)

Taken together, these positive comments can be understood as part of the performance required of, and played by the visitor, of the role of a gracious guest in a culturally significant space of the host nation (Reisinger, 1994, Macdonald, 2005). At the same time, we should

not dismiss these accounts as wholly conventional: maintaining a positive image of the museum exhibition is part of the sensemaking activity that contributes to the shaping of the collective historical narration of the region, involving both the museums themselves and the process of visiting them.

Generally, the visitors we spoke to, much like the museum staff, viewed the presentation in museum exhibitions as largely neutral, providing an unbiased glimpse into history rather than a specific interpretation of it:

For me, it was very neutral: here is the Russian occupation, here is the German occupation, here is the Russian occupation again. And even the first period of fighting, I like how they work to keep their distance, just showing what people went through ... they don't have any historical bias (male visitor, Slovakia).

While prevalent, this was not the universal view among our interviewees. Nobody we spoke to expressed indignation or displeasure with the portrayal of events or their interpretation (though such a stance did appear in a few visitor book comments), but some of our interlocutors described museum storytelling as an inevitably partial practice, though due to necessity rather than any conscious choice:

For me, it felt like it was a particular point of view of people of Estonia, I guess (female visitor, Slovakia)

It is more than a neutral view. But then I suppose you're in Lithuania, so they are gonna argue their case, really (female visitor, United Kingdom)

10. Communities of practice

Earlier on in the text, we mentioned Paul DiMaggio's (1996) description of museum goers as a particular social stratum, identifiable by education level, demographic characteristics, and a network of social contacts. Yet such a formulation, while foregrounding common features shared by museum visitors, does not capture the links of communication and practice uniting museum going individuals. Thus, as indicated above, we believe that a slightly non-traditional reading of the notion of a community of practice provides a better descriptive term. Communities of practice, understood as groups of professionals working together but not bound by any common organizational ties, have been shown (e.g. Brown and Duguid, 1991) to provide crucial conduits for knowledge transmission, particularly in regards to tacit knowledge that remains uncodified and is difficult to acquire through formal training or through studying textbooks.

In our study, we expected to identify a community of practice among museum workers, formally employed in independent institutions and yet involved in assembling, structuring, and exhibiting parallel historical narratives involving a single region in the same period, and with a similar sociopolitical focus. To our surprise, we discovered very little in the way of contacts between museum employees from different Baltic states. We did, however, find an international, informal group of people among tourist museum visitors, engaged in collective construction of regionwide narratives of history, connecting events and stances presented in different museums. This group certainly exhibits similar behaviours and attitudes, but is it a community?

We believe it is, even if bonding and information exchange does not take place in any regular patterns, and sometimes involves no physical contact whatsoever. Social media sites, travel-focused Internet portals such as tripadvisor, discussion forums, and physical meetings in hostels, hotels, and on public transport allow for exchange of views and for promotion of desired practices and interpretations. Our interviewees spoke of finding out about interesting museums from user-sourced entries on social media sites, as well as from chance encounters with fellow tourists. Student interlocutors also spoke of short-term travelling companions met by chance along the trail. In other words, one of the explanations for the relatively congruent interpretations of the expositions in studied museums, as well as for the similar visiting patterns can be found in analysing museum goers as a community of practice engaged in collective negotiation of activities and sensemaking patterns.

11. Paradoxes of uniqueness

The studied museums, focusing on the same period of recent history in small, neighbouring nations, present a unique insight into communicating parallel historical narratives, whose commonalities and differences are shared, contested, and interpreted in a well-intentioned collaboration between exhibitors and visitors. Both groups have generally high regard for each other, and both are eager to communicate. At the same time, sense made of the presented history differs markedly in the key aspects of perceived difference and singularity of national narratives.

As we have noted in our earlier description of the museum presentation, all three exhibitions offer up narratives of uniqueness, of solidified national history bounded by national borders (ruptured only through invasions and deportations) with little regard paid to either the history or to the prevalent narratives in neighbouring nations. As Velvet, surveying two of the same museums, aptly noted, theirs is the

ethnonationalist mythology [which] prescribes a society that is culturally and linguistically homogenous, shares ideals of unity and uniqueness, and the membership of which is based on birth, rather than choice (Velmet, 2011: 207).

For the largely foreign visitors, largely unfamiliar with the specificities of history of the region, the most significant points of reference for these narratives are the transnational events of recent world history, such as the outbreak of World War II, the Holocaust, Iron Curtain and the Cold War, and the fall of the Soviet Union. Even when, as in the case of the Museum of Genocide Victims in Vilnius, the location itself was significant for the exhibition, its context was transnational as well: our interviewees referred to it as the KGB prison, and compared it to other grim and politically-charged prisons in and outside Eastern Europe (East Germany, Ireland).

Such frameworks offer little possibility, for the visitors, of distinguishing between local narratives presented at each of the museum. Thus, when the interviewees visited several museums of local history, they referred to them as aspects of the same historical narration, though differing in presentational techniques and perhaps emphasizing different details. Narratives of uniqueness, or of particular victimhood, while clearly present in the exhibitions of each of the studied museums, were conspicuously absent from interview accounts (there were a few nation-specific entries in the visitor books), and the tourists who have visited other Baltic museums were quite ready to describe them as representing regional, rather than national, history.

12. Conclusion

In conclusion, we align with Macdonald's (2013) notion of memorylands, where contemporary heritage and identity shaping in Europe is linked to the desire to remember, reposition and reframe the recent past within 'cultural stations' (Graburn, 1983) such as museums. However, our study argues that tourists, in particular international tourists, when journeying thus, act as a community of practice, but that there is a mismatch between how the museums of this study present the recent historic past and how visitors perceive and received it. Of course, we should be aware that shared meanings are not necessary for communication or collaboration (Kociatkiewicz, 2000), and that all three museums can be described as successful organizations for drawing in visitors, satisfying their interest in local culture and recent history, and in creating space for the commemoration of recent national history of their locations.

And yet, our fieldwork leads us to believe that the significance of all three museums and the level of their influence on the knowledge of, and the interpretation of recent history could be noticeably boosted if more of the presentation was directed at the actual, rather than at the

model, imagined, visitors. We do not believe it would in any way diminish the memory of suffering caused by wars and waves of successive occupations, affecting the region's inhabitants regardless of their nationality or the precise site of their dwelling.

On the most mundane organizational level, the disconnect between the imagined and the actual museum visitors is exacerbated by the lack of collaboration between the museums. Precisely because of the focus on the ethnonationalist narratives (as identified by Velvet), all the work of connecting the parallel historical narratives is shouldered by the visitors. Presentation (as opposed to reading) of history does not span the space between museums. Thus, while the visitors travelling between Riga, Tallinn and Vilnius, sampling historical museums as an essential part of tourism, form a community of practice united by both activities and shared knowledge, museums remain discrete, bounded organizations that fail to share curatorial experiences or to provide linking narratives between exhibitions. Without these linkages, most visitors are doomed to experience the unrooted, if horrific, histories of the occupation of whateverland, and the national ghosts evoked by museums remain neither integrated nor exorcised.

References

- Baker, K. (2012) Identity, Memory and Place, *The Word Hoard* 1(1): 23-33.
- Beckert, J. (2010) How Do Fields Change: The interrelations of institutions, networks, and cognition in the dynamics of markets, *Organization Studies* 31(5): 605-627.
- Boje, D. (2001) *Narrative Methods for Organization and Communication Research*. London: SAGE.
- Brown, J.S. and Duguid, P. (1991) Organizational Learning and Communities-of-Practice: Towards a unified view of working, learning, and innovation, *Organization Science* 2(1): 40-57.
- Camarero, C. and Garrido, M. J. (2008) The Influence of Market and Product Orientation on Museum Performance. *International Journal of Arts Management*, 10(1): 14-26.
- Carnegie, E. (2012) Curating People? Museum mediated memories and the politics of representation, in: Boesen, E., Lentz, F., Marque, M., Scuto, D. and Wagener, R. (eds) *Grand Narratives and Peripheral Memories*, Luxembourg: Histoire, 143-160.
- Carnegie, E. (2014), Curating Creation: Allowing 'the divine a foot in the door' of Leeds City Museum, *Museum Curatorship and Management*, 5(29): 445-460.
- Clifford, J. and Marcus, G.E. (1986) *Writing Culture: The poetics and politics of ethnography*.
- Czarniawska, B. (2014) *Social Science Research: From field to desk*. London: SAGE.

- Czarniawska-Joerges, B. (1992) *Exploring Complex Organizations: A cultural perspective*, Newbury Park: SAGE.
- Decker, S. (2014) Solid Intentions: An archival ethnography of corporate architecture and organizational remembering, *Organization*, 21: 514-542.
- DiMaggio, P. (1996) Are Art-Museum Visitors Different from Other People? The relationship between attendance and social and political attitudes in the United States. *Poetics* 24(2-4): 161-180.
- Eco, U. (1979) *The Role of the Reader: Explorations in the semiotics of texts*. Bloomington: Indiana University Press.
- Edwards, E., Gosden, C., and Phillips, R. (eds) (2013) *Sensible Objects: colonialism, museums and material culture*, London: Berg.
- Feuchtwang, S. (2003) Loss: Transmissions, recognitions, authorisations, in: Hodgkin, K. and Radstone, S (eds) *Contested Pasts: The Politics of Memory*, London: Routledge, 76-89.
- Gabriel, Y. (2000) *Storytelling in Organizations: Facts, fictions, and fantasies*. New York: Oxford University Press.
- Gergen, K. J. (1997) *Realities and Relationships: Soundings in social construction*. Cambridge: Harvard University Press.
- González, P. A. (2016) The Organization of Commemorative Space in Postcolonial Cuba: From Civic Square to Square of the Revolution, *Organization* 23(1): 47-70.
- Goodall Jr, H.L. (2000) *Writing the New Ethnography*. Lanham: Altamira.
- Graburn, N. (1983) To Pray, Pay and Play, The cultural structure of Japanese domestic tourism. *Aix-en-Provence: Centre des Hautes Études Touristiques*.
- Hackmann J and Lehti M. (2008) Contested and Shared Places of Memory: History and politics in North Eastern Europe, *Journal of Baltic Studies* 39(1): 377-379.
- Hammersley, M. (2000) *Taking Sides in Social Research*. London: Routledge.
- Hollinshead, K., (2007) “Worldmaking” and the Transformation of Place and Culture’ in: Ateljevic I., Pritchard A., Morgan N. (eds) *Innovative Research Methodologies*. Amsterdam: Elsevier, 154–193.
- Kirshenblatt-Gimblett, B. (1998) *Destination Culture: Tourism, museums and heritage*. Berkeley: University of California Press.
- Kociatkiewicz, J. (2000) Dreams of Time, Times of Dreams. *Studies in Cultures, Organizations, and Societies* 6(1): 71-86.
- Kostera, M. (1995) The Modern Crusade: The missionaries of management come to Eastern Europe. *Management Learning* 26(3): 331-352.

- Lave, J. and Wenger, E. (1991) *Situated Learning: Legitimate peripheral participation*. Cambridge: Cambridge University Press.
- Leshkovich, A. M. (2008) Wandering Ghosts of Late Socialism: Conflict, metaphor, and memory in a Southern Vietnamese marketplace. *The Journal of Asian Studies* 67(1): 5-41.
- Macdonald, S. (2005) Accessing Audiences: Visiting visitor books, *Museum and Society*,3 (3) 119-136.
- Macdonald, S. (2009) *Difficult Heritage: Negotiating the Nazi Past in Nuremberg and Beyond*. London: Routledge.
- Macdonald, S. (2013) *Memorylands: Heritage and identity in Europe today*. London: Routledge.
- Mink, G. and Neumayer, L. (2013) *History, Memory and Politics in Central and Eastern Europe: Memory games*. Houndmills: Palgrave Macmillan.
- Misztal, B. (2007) Memory Experience: the forms and functions of memory, in: Watson, S. (ed.) *Museums and their Communities*. London: Routledge, 379-398.
- Orr, J. (1990/1996) *Talking about Machines: An ethnography of a modern job*. New York: Cornell University Press.
- Popp A. and Holt R. (2013) Entrepreneurship and Being: The case of the Shaws. *Entrepreneurship & Regional Development* 25(1-2): 52-68.
- Radstone, S. and Hodgkin, K. (2003) *Regimes of Memory*. London: Routledge.
- Reisinger Y. (1994) Tourist-Host Contact as Part of Cultural Tourism. *World Leisure and Recreation* 36(2): 24-28.
- Smith, C. S. (2006) The Future of the Museum, in: Macdonald, S. (ed.), *A Companion to Museum Studies*. Oxford: Blackwell, 543-554.
- Smith, L. (2011) Affect and Registers of Engagement: Navigating emotional responses to dissonant heritage, in: Smith, L., Cubitt, G., Wilson, R., and Fouseki, K. (eds), *Representing Enslavement and Abolition in Museums: Ambiguous Engagements*. New York: Routledge: 260-303.
- Snyder, T. S., Banac, I., Kopeček, M. Aleksandravičius, E., Portnov, A., Ungváry, K., and Borodziej, W. (2010) Politics of History in Eastern Europe. *Journal of Modern European History* 8(2): 141-163.
- Stewart, K. (2007) *Ordinary Affects*. Durham: Duke University Press.
- Stylianou-Lambert, T. and Bounia, A. (2016) *The Political Museum: Power, Conflict, and Identity in Cyprus*. Oxford: Routledge.
- Tietze, S., Cohen, L., and Musson, G. (2003) *Understanding Organizations through Language*. London: SAGE.

- Timmermans, S. and Tavory, I. (2012) Theory Construction in Qualitative Research: From Grounded Theory to abductive analysis. *Sociological Theory* 30(3): 167-286.
- Törnquist-Plewa, B. and Stala, K. (2011) *Cultural Transformations after Communism: Central and Eastern Europe in focus*. Lund: Nordic Academic Press.
- Tucker, H. (2016). Empathy and Tourism: Limits and possibilities. *Annals of Tourism Research*, 57, 31-43.
- Velmet, A. (2011) Occupied Identities: National narratives in Baltic museums of occupations, *Journal of Baltic Studies* 42(2): 189-211.
- Weick K. E. (1995) *Sensemaking in Organizations*. Thousand Oaks: SAGE.
- Williams, P. (2008) *Memorial Museums: The rush to commemorate atrocities*, Oxford: Berg.