



Carta Nacional do Turismo Militar

Do Conceito à Operação - Proposta de Intervenção

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National Military Tourism Charter

Foundation

This charter was developed from December 2013 to December 2015, transitioning through a series of distinct work phases, namely relating to the presentation, promotion and publicity of the project, to the reception of contributions from individual people, public and private institutions, the ensuing qualitative and quantitative analysis of collected contributions arranged periods of public discussion, along with research and presentation of proposals considered final in national and international forums.

It is important to highlight that in addition to the applied research work already developed by the Polytechnic Institute of Tomar and the Fast Reaction Brigade, the inclusion of Military Tourism in the “National Strategic Tourism Plan – Review of the tourism development plan 2015 horizon”, while focused on developing tourism destinations, this document incited the need to present a conceptual, and operational, framework proposal of the possibilities and limits of its sustained development in national territory.

Considering Military Tourism essentially as a cultural activity, through tourism activation of historical-military heritage, be it material or immaterial, consequentially transversal to different institutional tutelage developing a pioneering conceptual and operational framework is inevitable, however transitory it may be, the operationalization of the concept requires clarification. Therefore 7 principles were summarized and announced, following the undertaken analysis during this process, identifying the best methodological and operational intentions for the fulfilment of an adequate and sustainable implementation of Military Tourism in Portugal.

Methodological Note

In agreement with the base document and with the preparatory information on which this charter is sustained and presented, we reiterate that the here announced conclusions come from the analysis of two phases applied to the project: The 1st phase Quantitative and Qualitative results from public contributions of Tourism animation agents registered in the National Registry of Tourism Animation Agents. We consider that the collected guidelines and conclusions during the public discussion phase and from collective and individual meetings with partners of the project can be found in the considerations here presented.

For more information about the methodological procedure we suggest reading the chapter relating to the methodology applied to the present project (part II)

Objectives

- Present a plausible proposal to be declared as a group of considerations and intentions, for the better understanding of Military Tourism.
- Offer guidelines for the strategic interpretation of the possibilities and limits of the sustained operationalization of Military Tourism in national territory.
- Encourage the integrated participation of different entities and of the general community in the development of Military Tourism.
- Encourage the principle of transfer of knowledge between governmental, academic, military and business guidelines on the basis of sustainable reciprocity of military Tourism.
- Raise national awareness to the strategic importance and pertinence of the development of sustainable and responsible products, projects and actions which combine heritage with tourism and visa-versa.
- Stimulating the creation of territorial institutional or business networks, contributing with necessary guidelines for the development of a common strategy applied to the implementation and development of Military Tourism.

Commitment

The National Military Tourism Charter commits itself in the presented molds in this publication to become a dated tool, developed in a specific management evaluation and monitoring context, of a dynamic nature, permissible of being altered in conformity of new results, in a continuous innovation perspective, characteristic of the tourism sector. Equally presented as a universal instrument available for individual and collective work, be it by public or private actors.

The National Military Tourism Charter is being simultaneously developed to undertake an international role as a base for sharing information along with academic, business and institutional communication, relating to the theoretical and practical themes relating to the studied object.

Principals

Principle 1

Military Tourism has the necessary conditions to contribute in an innovative and efficient way to the development of cultural and religious circuits, for this, historical-military heritage be it material or immaterial, must be considered as a main element for this connection.

- When studied, on the basis of integrating national tourism strategy, Military Tourism is stated and included in the domain of reinforcing religious and cultural circuits. 25.7% of contributions from the first phase validate this statement.
- However 22.4% of these contributions also indicate that Military Tourism can cooperate with the galvanization of short stays while 12.9% of contributions consider that Military Tourism can contribute to the promotion of national gastronomy and wine.
- In the second phase of data collection aimed at the business sector, namely Tourism animation agents 56% of inquired businesses equally assume Military Tourism as a potential reinforcement for Religious and Cultural tourism circuits, while 49% also consider it as a potential contributor to the development of Nature Tourism supply.
- Making it evident that Military Tourism can and should be articulated with other existing products on the market, benefiting actors and enhancing territories, organisations and communities.

Principle 2

Given the verified dispersion of the main resources, goods and services which should be integrated in Military Tourism, be it in regard to different institutional tutelage or regarding geography, it is imperative that there is a conciliation between different national actors for the operationalization of Military Tourism.

- Considering the contributions from the first collection phase, 28.1% of the inquired identify the Armed Forces as the main actor in the development, implementation and operationalization of the concept in Portugal. While councils and governmental entities are considered, by contributors, as main actors by 16.8 % and 16.7% respectively.
- 38.5% of observations state that the Armed Forces should associate themselves to the development of tourism products and activities of this nature, while 43.2% highlight the need for a coherent operationalization of this activity, however conditions must also be created for the business sector to reveal itself as determinant for Military Tourism.
- 48.5% of participants believe that it is decisive that the business sector should be

actively included in the possible relation between the Armed Forces and the development of tourism activities and products of this nature, while 28% state the need for the creation of guidelines and institutional norms for the purpose.

- In the second phase of data collection applied to Tourism animation agents, 22% of the inquired state to have already carried out activities in partnership with the Armed Forces.
- It is important to point out that the local communities were continually marked as an indispensable element in the development, implementation boosting and operationalization process of Military Tourism in Portugal.

Principle 3

Visitation, presentation-interpretation, exhibition and entertainment are the main examples of the principle services and tourist activities of greatest import for the operationalization of Military Tourism.

- The contributions from the first phase, demonstrate that 16.5% of individuals selected visits to historical-military museums, manifesting an interest for history as well as the interpretation of material and immaterial heritage of historical military nature.
- This fact is reinforced by 15.8% of contributions which suggest a visit to Military Units, from which we can surmise an equal interest for history, culture and military activity along with 15.6 % who mark visits to fortifications as an activity which can be integrated in Military Tourism.
- The 15.1% of individuals who opted for historical re-enactments of battles, point out the importance of animation in service of the tourist experience and attractiveness of national historical-military heritage presentation.
- In a posterior phase applied to Tourism animation agents, 20% of the inquired state that they promote and commercialize tourism products or activities associated to the Military brand, or through the use of national historical military periods or events.

Principle 4

Built heritage should be valued and used for tourism, seeing as they were identified as one of the main resources which structure Military Tourism.

- Based on the information collected from the first phase, 30% of observations point out castles and fortifications as very important heritage resources for the creation of Military Tourism products and activities in Portugal, thusly reinforcing a direct association

between the studied concept and built heritage.

- Military units were equally considered by 26% of contributions as very important heritage resources for Military Tourism along with Military units, were identified as main heritage resources in the scope of Military Tourism.
- Therefore, we can verify that both castles and fortifications along with military infrastructures capable of being reconverted into tourism attractions and functioning military units are identified as the main heritage resources for Military Tourism.

Principle 5

The preservation and access to material and immaterial historical-military heritage are fundamental issues to the operationalization and development of Military Tourism in a determined territory as consecrated by law nº 107/2001 from the 8th of September in the base laws of cultural heritage.

- Considering the results from the first phase, concerning the characteristics a territory should possess to be considered a privileged location to develop a tourist image and Military Tourism Products, 30.9% of individuals considered Military History as one of the determinant factors for a territory to achieve this status.
- Material and immaterial heritage, along with military infrastructures respectively register a pole position with 27.2% and 22.1% of collected contributions. Whilst equipment, services and tourism and cultural activities along with location and accessibilities are pointed out as specific to these territories assuming an important but accessory role for their development.
- Local history, along with material and immaterial heritage, are two main components to validate a territory in terms of tourism development with potential to engage in Military Tourism activities.

Principle 6

The connection between tourism and Military History can stimulate innovation.

- Also based on the results from the first phase, 33.6% of participants consider national Military History as a Tourism Resource with the necessary conditions to develop new Tourism and cultural experiences.
- 24.5 % of collected contributions consider that Military history has the necessary conditions to activate Historical-Military Heritage through Tourism.

- 19.2% recognize that this nature of tourism activation of heritage can contribute to the economic and social development of territories, while 15.5% of observations point towards the possible appearance of problems relating to the different tutelages and institutional missions of involved actors.
- In a more restricted sense the integration between tourism and historical-military heritage can stimulate the development of new activities and products, as well as completing existing products and activities.

Principle 7

Given the Particularity of Military Tourism it should be developed to intensify the network of existing diplomatic relations which exist among the Portuguese speaking countries and the diaspora, generating synergies aligned with the principles of the composing countries of the CPLP and Portuguese countries abroad.

- Considering the analysis of results from the first phase, 53.6 % of individuals consider that history and Military heritage can be stimulating elements for cultural and economic relations among Portuguese speaking countries.
- For 26.6% of individuals, Military Tourism can bring Portuguese speaking countries closer together, namely regarding cultural and economic relations, through the creation of a transversal tourism brand in all Portuguese speaking territories.
- However, a group of 6.3% of individuals call our attention to the fact that an adequate coordination is needed, taking into account the still present national colonial history, to which 13.5% of contributions answer that this may be overcome through the development of an adequate historical-military and tourist interpretation.

Conclusions and Prospective Vision

Regarding what has been produced over the past two years it's possible to present some conclusions. Strictly speaking, there is an incipient knowledge of Military Tourism in Portugal, namely concerning its presence in national tourism strategy along with entities which commercialize and promote activities of this nature. However, following what has already been developed this territory possesses a group of goods and services, and more recently, public and private intentions, which we predict will facilitate the organized development of products and activities of this nature.

We equally conclude that the interaction between tourism and national historical military heritage can stimulate the development of new activities and products, as well as complementing existing ones, it is therefore admissible that national military history possesses conditions to create new tourism and cultural experiences. Continuing inventory and production of heritage interpretation focused on publics of culture and theme tourism has a path to follow.

Associated to the identified issues of "social cohesion" and "duty to memory" referred to countless times, throughout this publication, it is important to highlight the conclusions which pointed out that local communities must be involved in the process of military tourism development.

Furthermore conditions must be created to stimulate the business sector into revealing itself as a determinant asset for Military Tourism. The Armed Forces should equally be affirmed as an irrefutable actor in this process, while understanding their possible reservations and constraints in this context, keeping in mind their main institutional mission. This conclusion is part of a possible economic, cultural and social development context in the referred communities, organizations and territories.

Taking into consideration, as seen in this publication, that the activation of heritage serves tourism, namely as an element of affirmation and enhancement falling back on methodological approaches which are holistically acceptable, and that have long cycle effects, the present study was centred on domains which, in a proposal of this nature, possess conditions for the conceptual and operational development of Military Tourism.

From this research viewpoint and considering the composite nature of the studied object, seeing as we are dealing with Military Tourism, an innovative and singular methodological scheme was adopted along with an archive of scientific and institutional knowledge comprised of determinant bibliographical references and through the presentation of study cases and concrete institutional visions.

The possible methodological options which could be selected were experimentally developed during technical visits, which fulfilled great part of observation and analysis, description and

synthesis which were formulated and fulfilled.

The results and contributions presented in this document gather, in our analysis, an outcome from our concluded work so far, in a way focused on the conceptualization and operationalization difficulties of Military Tourism in national territory, thusly leading us to alternatives which can determine new research pathways to be followed in future research. It is of the capacity of the National Military Tourism Charter to instigate attentions and investments on which great part of the business future of Military Tourism depends. Without an integrated vision on the role of Military Heritage and it's varied influence on surrounding territories, on the local populations and people which seek to be confronted with that type of heritage and on the public and private organization's which, necessarily, together comprise the support structure to this National Military Tourism Charter proposal.

Summarizing, the conclusions drawn from this project lead us to consider that Military Tourism requires a heritage activation process of an intrinsic nature to this domain of material and immaterial culture, given the reservations of the military "object" and the tourism operationalization approach it requires.

Recognizing that the development of synergies in the actions associated to the articulation between heritage and Tourism, should not be interpreted solely as a mere issue of political will but, among others, as an issue of "survival", the team associated to this project views and interprets this Military Tourism and it's respective conceptual and operational journey as a case of national and international success the tourism, heritage, sustainability and collective memory sector.

List of Contributions

The present section is aimed to present individual and collective people who actively contributed to this study and accepted to add their name, brand or commercial designation to this publication. To the bellow mentioned and to all who contributed to make the presentation of this exploratory study possible, we extend our most sincere thanks.

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AquaStart
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Aurora Boat Trips
Aventuresca - Desporto Aventura e Turismo
Aventuris- Animação Turística Babika
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Balades à Porto
Baldios da Lousã - Animação Turística
Bass Catch In Santa Clara
Bebipedala
Berlenga - Praia, Actividades Marítimo Turística, Lda
Best Holidays - Animação Turística, Lda
Big Time
Boca do Lobo - Eventos
Bolhas MT - Actividades Marítimo Turística, Lda
Borealison Trekking, Lda
BORK You, lda
Braga Tours
Caminhos da História
Caminhos da Natureza
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Centroaventura

Clube do Paiva	Leisure & Heritage
Companhia das Águas de Caldas de Aregos, EM, SA	GogoAway, Lda
Companhia das Lezírias, S.A.	Gondiana - desportos e natureza
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Conjugamapas	HBAevantur
Cooltours Lisbon	Hello Tours & Culture
Coudelaria Henrique Abecasis, Lda	Herdade Da Hera
Daring's Hill	Hidroespaço Lda
Dinamicas Naturais	HISTOURY (Marale-Soc. Unip. Lda.)
Diversity	Hotspot Tours
DNA, Desporto, Natureza e Aventura	Imoestevão, Lda
Dolphins Driven	Restaurante Insua e Posto Nautico
Douro Pula Canhada	Invicta City Tours
Dream Wave	João Afonso Oterador Marítimo-Turístico
ECOALGA lda.	Karting Almancil, family park algarve
EPIC Madeira	Kitesurf Adventures.
Equinócio - Animação Turística	Latours
Equinostrum - Clube Equestre e de Lazer de Faro	Lazer Para Todos
Equivicentinos - Turismo Equestre	Lisboa Autêntica
Escola de vela da lagoa	Lisbon By Boat
Esposende 2000, EM	Lisbon Riders
Estrela d'Alva Tours	Lisbon Stories
Etnoideia Lda	Living Place - Animação Turística
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Find me Another Lisbon	LucasBus - Transportes Personalizados
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flamingo/zonazul lda	Madeira SUP School e Madeira Campers Van
Foxtrot Aventura	Madomis Tours - tailor-made experiences
Geração Aventura	Magikvanilla Unipessoal Lda
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Giros e Rotas	Mar Ilimitado, Turismo & Investigação MarítimoTurística
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ML-Private Tours	Pura Emoção, Lda
Monchique Passeios Na Serra	PuraVida,Lda
Monsanto A Cavalo	RA Boat Tours
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Naturimont - Desporto Aventura e Turismo Lda.	Riverwatch-Experiências da Natureza, Lda
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Nautilus Sub	Rotas e Raízes
Navio Ópera - Cruzeiros do Tejo	Rotas no Alentejo
Neptunos Surf School	Roteiros Aventura RTin Group
newextremos lda	S Paulo Náutica, Lda
Nómadas, Turismo de Aventura	Sabugal+ EM
NorteAventura Desporto e Lazer	Sagres Natura SAL
Õ Pioneiro do Mondego	Sea Wings - Marítimo Turística Lda
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Our Land Tours	Sintra Wild Trail
Outmore - Fátima	Skydive Europe
Paladarium	Skydive Portugal
Paradigmo - Turismo de Natureza	Sobe ao palco - Organização de Eventos, Lda.
Parque Aventura Sniper	Somnium, Lda
Parque Biológico da Serra da Lousã	Special Surf 78
Parque dos Monges	SUBNAUTA
Passeios e Companhia, Lda	Sup in River
Pena Aventura	Surfing Life Club
Pésnoar, Desporto de Natureza e Turismo Activo, Lda.	Taguscruises
Planetalima-Outdoor Adventure	Takinguthere New Travel Experiences
PORTAexpresso Tour Experiences -	taruga benagil tours
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Termalistur
Terra Oculta
The Tourists' Affairs
Tours by Jorge
Tours de Charme, Unipessoal Lda
TrailOut
Trans Serrano - Aventura, Lazer e Turismo
Treino de Mar
Trilhos de Ideias - Serra da Estrela
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Waypoint, Lda
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