

**BIP:****Military Tourism, Re-enactment and Immersive Experiences: Bringing history back to life**

<b>Name of the BIP</b>	Military Tourism, Re-enactment and Immersive Experiences: Bringing history back to life
<b>Partnering institutes</b>	UNIVERSIDADE LUSÓFONA, Centro Universitário de Lisboa e Porto (Host)  THOMAS MORE - UNIVERSITY OF APPLIED SCIENCES, Mechelem, Brussels, Belgium  HELLENIC MEDITERRANEAN UNIVERSITY, Crete, Greece
<b>ECTs for creditation (minimum 3)</b>	<b>3</b>
<b>Goals of the course and description of content</b>	<p>BIP brings together students and professors from the three partner universities, establishing international cooperation between Portugal, Greece and Belgium. The program includes both online and physical mobility initiatives. An international platform for cooperation between higher education courses in tourism is created, promoting technical and practical knowledge, developing and applying creative approaches based on success stories shared by partner universities, their research areas and student's creativity to solve today's problems, all framed by the Military Tourism theme.</p> <p>With this BIP 'Military Tourism, Re-enactment and Immersive Experiences: bringing history back to life', we aim to develop and share synergies that frame the tourism resources of each region/country, focusing on military tourism that covers the various historical eras, the medieval and Napoleonic periods in Lisbon (Portugal), the First World War and Napoleonic Wars in Waterloo (Belgium), and finally in the island of Crete (Greece), considering the cultural heritage and references for the Second World War.</p> <p>Far more than visiting the battlefields, we want to explore new museum interpretations, digital applications and the dynamization of the experience and immersion in these historic landscapes, enhancing the creative and technological capacity, analysing the challenges and pointing out solutions that value the action of local stakeholders, who are also invited to share their practices.</p>

The course aims to provide an immersive learning experience in the themes of Military Tourism, combining edutainment with living history, creative design thinking of touristic experiences and awareness of re-enactment importance. Students will engage in an innovative blended learning process through a series of lectures, workshops, fieldwork, and collaborative projects. This approach will provide them with hands-on experience in interviewing, analysis, and presentation of results on these themes. By adopting an agile, learning-by-doing pedagogy, students will enhance their practical research skills and achieve lasting knowledge.

The goals of this course are:

- 1) Military tourism and battlefield tourism awareness impact for national and international tourism;
- 2) Significance of the historical military heritage in local, national, international history and common memory;
- 3) Awareness of the impact of Re-enactment in tourism and local communities and the promotion of Edutainment and Living History events;
- 4) Developing immersive experiences and interactive learning in military tourism;
- 5) Promote meaningful intercultural exchange and understanding;
- 6) Create and design diversified touristic products such as: Cultural Routes, Touristic Experiences, guided visits, etc.;
- 7) Meet the local stakeholders and enhance their approach to immersive tourism;
- 8) Develop and apply strategic touristic development plans;
- 9) Immersive digital approaches to heritage interpretation and musealization;
- 10) Dissemination of academic research and results amongst the stakeholders;
- 11) Promotion of student contact and interaction with stakeholders and enhance of creative networking;
- 12) Apply theory to practise and bring in international ideas/case studies to solve problems in host country;

<p><b>Priorities addressed</b></p>	<p>Digital transformation;</p> <p>Promote meaningful intercultural exchange and understanding for peace;</p> <p>Military tourism and battlefield tourism awareness impact for national and international tourism;</p>
<p><b>Description of the physical part</b> (<i>start and end date, duration, activities, goals, expected results</i>)</p>	<p><b>11<sup>th</sup> May, Sunday p.m. – Welcome Event</b></p> <p><b>Monday, 12<sup>th</sup> May – Friday, 16<sup>th</sup> May, 2025: physical training activities</b></p> <p><b>17<sup>th</sup> May, Saturday a.m. – Farewell Event</b></p> <p>(Includes 3 days in Lisboa and a 2 day field trip in the regions of Lisboa and Centro)</p> <p>Lisboa: Military Museum (guided visit) and stakeholder BOOST-Lisbon Experience (activity and meeting); Defensive Lines of Torres Vedras (Forte do Alqueidão (guided visit) e Centro de Interpretação das Linhas de Torres Vedras – Sobral (meeting); Battlefield of Vimeiro (guided visit and meeting with reenactors and local stakeholders);</p> <p>Batalha: Centro de Interpretação da Batalha de Aljubarrota (guided visit); Tomar, Convento of Christ (guided visit) and the Templars – Route of the Templars (meeting with local stakeholders).</p> <p>Activities include: workshops, lectures, fieldtrips, guided-visits, creative labs, immersive activities, co-working sessions, final social event.</p> <p>Results include the production of student presentations on the analysis of fieldwork undertaken in the several military tourism destinations; A Guidebook of proposals for best practices and Strategic Guidelines for developing immersive touristic experiences with and within stakeholders (Municipalities, tourism operators, tourism promoters, community associations of re-enactment and Living History).</p>

<p><b>Description of the virtual part</b> (<i>dates, duration, activities, goals and expected results. Also, please add when the virtual training happened: before, during or after the physical mobility and training</i>)</p>	<p><b>22<sup>nd</sup> April- 27<sup>th</sup> May, 2025</b></p> <p>Virtual part will happen before and after the physical part.</p> <p><u>1<sup>st</sup> Virtual part, 22<sup>nd</sup> April (before physical):</u></p> <ul style="list-style-type: none"> <li>· Introduction to course (Marco, Mafalda and Marta) &amp; main concepts (Marco and Marta)</li> <li>· Definition of assignments, teams and objectives</li> <li>· Identification of partners and needed INPUTS and OUTPUTS</li> </ul> <p><u>2<sup>nd</sup> Virtual part, 29<sup>th</sup> April (before physical)</u></p> <ul style="list-style-type: none"> <li>· Teams update on program</li> <li>· Assignment follow-up</li> </ul> <p><u>3<sup>rd</sup> Virtual part, 27<sup>th</sup> May (after physical)</u></p> <ul style="list-style-type: none"> <li>· Co-working sessions</li> <li>· Student presentations</li> <li>· Presentation of outputs: A Guidebook of proposals for best practices and Strategic Guidelines for developing immersive touristic experiences.</li> </ul>
<p><b>Studying and teaching methods</b></p>	<p>Lecture-based interactive course;</p> <p>Seminars with stakeholders;</p> <p>Stakeholders-defined tourism problems;</p> <p>Discussions based on examples;</p> <p>Study trips, field-work, workshops, presentations, discussions, and interviews with stakeholders and military tourism promoters;</p>

<p><b>Learning outcomes</b></p>	<p>1) to understand the key concepts and definitions related to Military Tourism, battlefield tourism, Re-enactment, edutainment, Living History events and creation of Immersive experiences;</p> <p>2) to understand Military tourism and battlefield tourism awareness impact in national and international tourism offer;</p> <p>3) to learn about the significance of the historical military resources in local, national, international history and common memory;</p> <p>4) to create and design diversified touristic products such as: Cultural Routes, Touristic Experiences, guided visits, etc;</p> <p>5) to help provide solutions in developing immersive experiences and interactive learning while in a multicultural and diverse learning environment;</p> <p>6) to learn about the variety of stakeholders in tourism operation/planning of military tourism and enhance their approach to immersive tourism;</p> <p>7) to use innovative digital and in-person active learning pedagogical tools and methods to facilitate meaningful collaborative learning;</p> <p>8) to learn and enhance research and analysis skills in the creation of immersive digital approaches applied to heritage interpretation;</p>
<p><b>Evaluation criteria and methods</b></p>	<p>Team presentations to the stakeholders (30%)</p> <p>A Guidebook of proposals for best practices and Strategic Guidelines for developing immersive touristic experiences (40%)</p> <p>Reflective video relating to in-person project/experience (30%)</p>
<p><b>Main teaching/training language</b></p>	<p>English</p>
<p><b>City and country of the venue</b></p>	<p>Lisbon, Portugal</p>