

TRACING THE PATH OF MILITARY TOURISM: WHAT IS IT, AND WHERE IS IT HEADING?

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ABSTRACT

In light of the Ukrainian War's impact, this study explores the surge in Military Tourism's popularity among both tourists and academics. The objective is to shed light on the evolving Military Tourism landscape and lay the groundwork for future research. The study's methodology combines a systematic literature review with a comprehensive synthesis of findings to offer a comprehensive overview of Military Tourism. The state-of-the-art in this field, based on the 78 papers, is developed using two frameworks: Theories, Contexts, and Methodologies (TCM) and Antecedents, Decisions, and Outcomes (ADO). Results suggest that the Theory of Planned Behavior and the Experience Behavioral Model are more popular, and that most studies are conducted with university students, tour guides, tourists, and museum directors. Military Tourism has personal and educational purposes. Family, childhood memories, and military experience all influence this type of tourism. Educational antecedents included learning about a war, storytelling, and patriotic education. This research offers insights for educators, policymakers, and military heritage site managers, as findings can inform curriculum development for military history and heritage programs, aligning them with tourists' interests and educational

objectives. This study significantly enriches the field of Military Tourism research. By presenting a thorough review of research papers and synthesizing findings through the TCM and ADO frameworks, it offers a unique and valuable perspective on this emerging domain. It identifies dominant theoretical models, diverse research methodologies, and the personal and educational motivations underpinning Military Tourism.

Keywords: Military tourism; Battlefield tourism; War tourism; ADO Framework; TCM Framework; Special interest tourism (SIT).

RESUMO

À luz do impacto da Guerra da Ucrânia, este estudo explora o aumento da popularidade do Turismo Militar, tanto entre os turistas como no meio académico. O objetivo consiste em esclarecer o panorama em evolução do Turismo Militar e em estabelecer as bases para futuras investigações. A metodologia do estudo combina uma revisão sistemática da literatura com uma síntese abrangente dos resultados, de forma a oferecer uma visão global do Turismo Militar. O estado da arte neste domínio, com base em 78 artigos, é desenvolvido através de dois modelos analíticos: Theories, Contexts, and Methodologies (TCM) e Antecedents, Decisions, and Outcomes (ADO). Os resultados sugerem que a Teoria do Comportamento Planeado e o Modelo Comportamental da Experiência são os mais utilizados, e que a maioria dos estudos é realizada com estudantes universitários, guias turísticos, turistas e diretores de museus. O Turismo Militar apresenta finalidades pessoais e educativas. A família, as memórias de infância e a experiência militar influenciam este tipo de turismo. Entre os antecedentes educativos destacam-se a aprendizagem sobre a guerra, a narrativa histórica e a educação patriótica. Esta investigação oferece contributos relevantes para educadores, decisores políticos e gestores de locais de

património militar, uma vez que os resultados podem informar o desenvolvimento curricular de programas de história militar e património, alinhando-os com os interesses dos turistas e com os objetivos educativos. Este estudo enriquece significativamente o campo de investigação do Turismo Militar. Ao apresentar uma revisão aprofundada da literatura e ao sintetizar os resultados através dos modelos TCM e ADO, oferece uma perspetiva única e valiosa sobre este domínio emergente. Identifica os modelos teóricos dominantes, as diversas metodologias de investigação e as motivações pessoais e educativas que sustentam o Turismo Militar.

Palavras-chave: Turismo militar; Turismo de campos de batalha; Turismo de guerra; Modelo ADO; Modelo TCM; Turismo de interesse especial (SIT).

1. INTRODUCTION

In recent decades, the tourism and travel business has grown, boosting academic Interest in numerous tourism categories worldwide. Military tourism emerged from the industry's recent Interest in historical events and heritage. Military tourism, often known as war tourism, battlefield tourism, or armament tourism, is a novel and uncommon form of tourism (Williams et al., 2023). This specialized style of tourism attracts tourists seeking unique experiences and a deeper understanding of culture, history, and conflict. The main activities are touring battlefields, bunkers, fortifications, military museums, and war re-enactments and military-themed shows (Williams, et al. 2023; Zienkiewicz et al., 2021; Venter, 2017; Hall, Basarin, & Lockstone-Binney, 2010).

Military tourism, heritage tourism, and dark tourism share intricate connections that reflect the multifaceted nature of tourism experiences related to historical events and conflicts. Many military locations have cultural and historical significance, making them heritage sites, and demonstrating the overlap between military tourism and heritage tourism. Battlefields, forts, and military cemeteries serve as archives of common history, allowing visitors to feel a connection to the past. These locations support the preservation of cultural heritage (Yu & Xu, 2019), facilitate ritualized experiences (Yan et al., 2024), and serve as memorials to military incidents. Furthermore, the intersection of military tourism with dark tourism underscores the complex nature of these travel experiences.

Specific military sites, such as concentration camps and war memorials remembering massive crimes, are frequently associated with dark tourism (Wang et al., 2021). In such instances, visitors engage with places that evoke somber reflections on human suffering and historical tragedies.

A review of the literature on military tourism is warranted, given its unique intersection with dark tourism and history. By examining the pertinent literature, researchers can elucidate the distinctive characteristics, motivations, and ethical considerations of military tourism, thereby enabling a nuanced understanding of how it diverges from or converges with heritage and dark tourism. Thus, this study aims to provide a comprehensive view of the academic landscape by meticulously

compiling and assessing relevant papers using two well-established research methodologies. This study uses the Theories, Contexts, and Methods (TCM) framework to synthesize theoretical frameworks and models, contextual aspects, and methodological techniques in military tourism studies. To supplement, the Antecedents, Decisions, and Outcomes (ADO) framework paradigm examines the characteristics that predispose tourists to military tourism venues, their decision-making processes, their motives, and their experiences. While TCM offers information on "how do we know?", the ADO provides information on "what do we know?", allowing us to answer the question "where should we be heading?" (research agenda) (Kim & So, 2023; Khatri & Duggal, 2022). The present paper aims to answer the following three research questions:

Although the Military Tourism phenomenon has been studied since the 1990s, there has been a lack of comprehensive research that gathers all the information in one single article. Chen and Tsai (2019) and Çakar (2020) have studied visitor motivations, leaving open the question of how demographics, such as education, age, nationality, or gender, influenced interpretations of war tourism.

Furthermore, existing literature has largely overlooked the evolution of motivations and antecedents associated with military tourism, as well as the broader contextual factors that have shaped its development over time. This lack of longitudinal and conceptual engagement limits our understanding of how military

tourism has emerged and transformed within academic discourse. In response to this gap, the present study seeks to explore the historical and theoretical trajectory of military tourism by addressing the following research question:

RQ1: *How has the concept of military tourism evolved within academic literature, particularly about its antecedents, decision-making processes, and outcomes?*

By integrating identified research gaps with leading contributions in the field, future scholars can more effectively explore critical sub-domains within military tourism. We argue that such an approach not only illuminates the historical development and emerging patterns in the literature but also provides a roadmap for future scholarly inquiry. Accordingly, the present study aims to deepen our understanding by addressing the following research question:

RQ2: *What are the emerging trends and prospective research directions in the field of military tourism?*

Previous studies on military tourism have predominantly focused on European contexts (e.g., Alabau-Montoya & Ruiz-Molina, 2020; Bornarel et al., 2021), often overlooking other geographical regions, such as Africa and Latin America, and their distinct cultural perspectives. This geographic and cultural imbalance limits the field's generalizability and richness. We propose that future research can offer valuable insights and methodological innovations—such as experimental designs

and systematic literature reviews—that will benefit scholars and practitioners alike.

To this end, the present study seeks to address the following research question:

RQ3: *How has the scientific literature on military tourism evolved in terms of conceptual development, geographic and cultural context, and research methodologies?*

To provide a thorough understanding of military tourism, this literature review synthesizes the diverse perspectives and methodologies in previous research, incorporating insights from disciplines such as tourism studies, history, sociology, and cultural studies. Researchers, decision-makers, and industry stakeholders seeking to understand the complex aspects of military tourism and its wider ramifications may greatly benefit from multidisciplinary expertise. Policymakers, destination managers, and tourism-sector experts can also benefit from understanding the academic discourse on military tourism. They receive evidence-based insights from it that can inform destination design, decision-making, and the development of ethical and sustainable tourism practices for military historical sites. Finally:

RQ4: *By examining the intricacies of military tourism and its effects on historical heritage and Interest in darker facets of the past, this research advances our understanding of the subject.*

To improve our understanding of this evolving field, pinpoint research gaps, integrate multidisciplinary knowledge, and support well-informed decision-making in both academia and the travel industry, it is appropriate to conduct a literature review on military tourism.

2. LITERATURE REVIEW

2.1. MILITARY TOURISM

Military tourism is a relatively recent and unusual form of tourism that has also been referred to as war tourism, battlefield tourism, and even armament tourism. Although there is not yet an official definition of this concept, Zienkiewicz et al. (2021) identified military tourism as a typical tourist visual, cultural, and material consumption program that involves visiting historical sites that are related to military conflict, including historic battlefields, military factories, military museums, and those with extensive collections of military artefacts, fortifications, and areas that are connected with famous military leaders (Linenthal, 1991; Reeves et al., 2016).

Additionally, tourists who participate in this type of tourism attend military-themed shows and events, such as military fan conventions, military picnics, and reenactments of historical moments or battles. Military tourism can attract a vast range of visitors with different levels of Interest, motivations, and needs. Visiting military sites is usually related to tourists' particular Interest in war history, military

engineering and technology, battlefield archaeology, or performing/watching historical re-enactments (Zienkiewicz et al., 2021; Venter, 2017). However, visitors to a battlefield might have other motivations, not necessarily directly connected to the battle's history or military matters, such as seeking experiences that blend cultural education and pure entertainment with the overall desire to learn (Hall, Basarin & Lockstone-Binney, 2010).

Although the attraction of tourists to battlefields and military sites started taking place after the Battle of Waterloo (1815), the first studies on military tourism were undertaken only at the beginning of the 21st century, being defined as a subset of heritage tourism and referred to as "military heritage tourism" by Venter (2017). Heritage tourism is "a subgroup of tourism, in which the main motivation for visiting a site is based on the place's heritage characteristics according to the tourist's perceptions of their heritage" (Poria et al., 2001). This form of tourism can have significant economic benefits for host communities, as visitors spend money on lodging, food, and souvenirs. However, there are specific concerns about the environmental and social impacts of heritage tourism, as well as the need to balance economic development with the preservation of cultural heritage sites (Hall, 2010). Cultural heritage protection is essential for the survival of heritage tourist destinations (Wang et al., 2024).

Experiences in heritage tourism can take many different forms in the developing world, from trips to museums and historic sites to cultural festivals and events (Wang et al., 2024). Heritage tourism also exists in monuments, homes, farms, cathedrals, castles, and archaeological ruins. Any conflicts and the battlefields on which they occurred are also considered to be part of heritage tourism (Light, 2017).

Additionally, Wang et al. (2021) and Stone (2012) stated that military tourism can also be considered as a subset of the darker, more sinister sort of tourism known as "dark tourism," which includes visiting places like battlefields and amusement parks with a focus on death, suffering, or the macabre. Dark Tourism, referred to as the dark side of tourism (Stone, 2012), was first introduced as "thanatourism" in 1996. Seaton (1996) defined it as travelling to see enactments, sites of mass or individual deaths, as well as memorials, internment sites, and material evidence of symbolic representations of death. Only in the 21st century was the term "dark tourism" introduced by the authors Lennon and Foley (2000), describing it as "the phenomenon which encompasses the presentation and consumption (by visitors) of real and commodified death and disaster sites". Stone (2012) reinforces this idea by defining dark tourism as visiting attractions or sites where atrocities, death, and disasters have occurred. According to Miles (2014), the most visited sites and areas included when participating in dark tourism are battlefields, murder and massacre sites, places where celebrities or important people have died, graveyards and

internment sites, events, memorials, exhibitions featuring relics, and, lastly, reconstruction of death.

2.1. SOME SIMILARITIES BETWEEN MILITARY, HERITAGE, AND DARK TOURISM

Military tourism, heritage tourism, and dark tourism share similarities, as illustrated in Figure 1. Despite their nuances, these concepts share common themes and characteristics. Notably, all three involve a profound engagement with the past, driven by a shared desire to glean insights into historical events and their enduring societal impacts, as noted by Stone (2012). This mutual interest in historical exploration forms a foundational bond among these diverse forms of tourism.

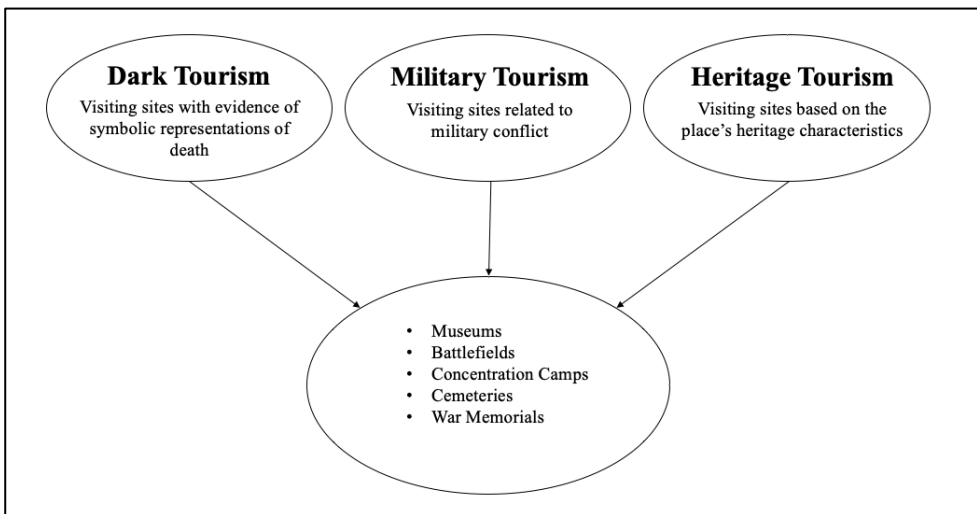


Figure 1. Similarities between Dark, Military, and Heritage Tourism.
Source. Author's elaboration based on the literature.

Moreover, the economic potential inherent in military, heritage, and dark tourism becomes apparent, underscoring their role as drivers of local prosperity. Through the establishment of museums, monuments, and other attractions, these tourism forms contribute substantially to the economic well-being of host communities, aligning with Hall's (2010) observations. This financial dimension further emphasizes the interconnected nature of military, heritage, and dark tourism, portraying them not merely as explorations of the past but as integral components of sustainable community development.

Military tourism often blurs the boundaries with heritage and dark tourism. Noteworthy examples include military sites, which, beyond their role in military tourism, are also recognized as heritage sites for their rich cultural and historical significance. Locations like battlefields, forts, and military cemeteries exemplify this overlap, embodying both military and heritage dimensions. Similarly, specific military sites, such as concentration camps and war memorials, cross into the area of dark tourism, commemorating profound human tragedies. These overlapping narratives further emphasize the interconnected nature of these tourism forms.

In summation, while military tourism, heritage tourism, and dark tourism maintain their distinct identities, their interlocking nature emphasizes a shared purpose. Understanding these connections goes beyond acknowledging their economic contributions; it enables us to recognize their collective potential to

explore, commemorate, and learn from the past. However, this recognition comes with a caveat: the interplay of these tourism forms also reveals complex ethical and social issues. The exploration of the past, it appears, is not without its challenges and calls for a nuanced understanding of the intricate relationships within the tourism industry. Although extensive studies have investigated heritage tourism, as exemplified by the work of Zhang et al. (2023), and dark tourism, as illuminated by Poornima et al. (2023), a noticeable gap remains in military tourism. Despite the growing significance of military tourism within the broader context of special interest tourism (SIT), there is a distinct scarcity of comprehensive reviews that examine the unique characteristics of military tourists.

This dearth of literature presents a critical knowledge gap, hindering a thorough understanding of the motivations, behaviors, and preferences of individuals engaged in military tourism. As such, a dedicated exploration of military tourism and its associated SIT features is imperative to fill this void and contribute a nuanced perspective to the broader discourse on specialized forms of tourism.

3. METHODOLOGY

3.1 SAMPLE AND DATA COLLECTION

Systematic reviewers were provided with reporting guidelines using the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA)

approach (Page et al., 2021). Identification, filtering, eligibility, and inclusion are the four essential processes in this process (Page et al., 2021). For better visual comprehension, we combined the filtering and eligibility phases in this study and designated the combined process as screening, as illustrated in Figure 2.

PRISMA's first step is to identify all relevant items and the database for the goal. Scopus was the database of choice to create the bibliographic base. Scopus is the largest citation and abstract database of peer-reviewed literature and includes an excellent, high-quality filtering criterion, making the sample and results more reliable (Kim & So, 2023). To search, keywords related to military tourism, both explicitly and implicitly, were carefully defined: "military tourism," "heritage tourism," "war tourism," "armament tourism," "dark tourism," and "battlefield tourism." The initial search returned 497 elements because we included a broader set of keywords. The search considered all publications published until June 2024 (inclusive).

The trial process is the second step in the PRISMA protocol, in which 155 articles were removed because they were conference papers or books, as it was not possible to access their peer review, leaving only manuscripts classified as "articles" and "reviews" for inclusion. By focusing on original research articles and reviews that undergo rigorous peer review, the coding protocol aims to maintain consistency and reliability in the database. In addition to this filtering, 30 articles were deleted

because they were not written in English (languages included Spanish (7), Croatian (5), French (5), and Polish (4), with others at lower frequency). Lastly, one publication was not accessible and could not be evaluated. At the end of the process, the study identified 311 papers that followed this stage. In the third and final step of PRISMA, an eligibility evaluation is performed; the grounds for including or excluding specific publications are outlined in Figure 2. Three experienced coders analyzed the abstracts from each paper to determine if any articles did not meet the stated requirements, thereby selecting only documents that adhered to the study's objective.

If the abstract of an article did not make it clear what the study was about, the article was read to better understand it. The reasons for exclusion from a database include topics related to warfare, other military-related issues (excluding tourism), nationalism, political field trips, and aspects of the pre- and post-war periods unrelated to tourism. After completing this step, the final sample contained 78 qualifying articles.

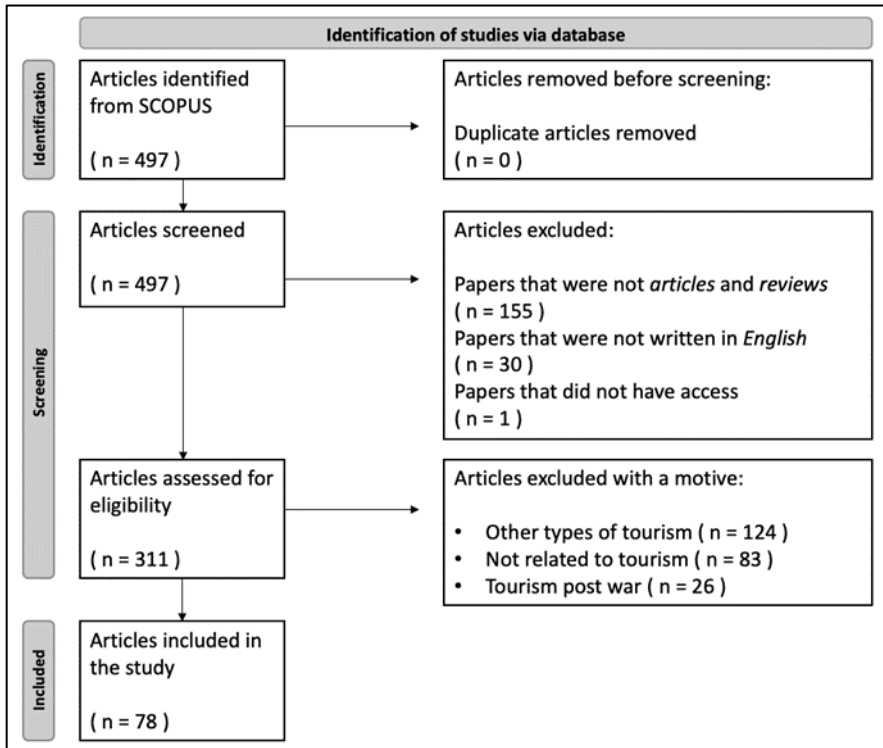


Figure 2. PRISMA analysis of Military Tourism studies.

3.2. BIBLIOMETRIC ANALYSIS

A variety of tools have been developed for bibliometric analysis to examine how academic literature changes over time (Rickly, 2022; Jiménez, Carmona, & Moral, 2024). It aids in identifying authors' publications, publication years, the most prominent and relevant journals, the countries of publication, and the conclusions reached (Ivanka et al., 2023; Kim & So, 2023). Because it accounts for all components of written content, bibliometric analysis can help an author identify new

patterns in article and journal performance and gaps to be addressed in future studies (Kim & So, 2023).

3.3. STRUCTURE ORGANIZATION METHODS

More researchers have recently stated the need to have an organizing framework that provides the study with the necessary support for the construction of an enriched systematic review (Kim & So, 2023; Lim et al, 2021). In general, studies that incorporate one or more frameworks in their research are considered more comprehensive, as they offer a more robust structure.

This study adopted a framework method to provide a more thorough review of military tourism, using the TCM framework to clarify information from previous literature and offer fresh perspectives on the subject. This study also employs the ADO framework, which organizes earlier academic content to reveal linkages through antecedents, decisions, and outcomes. The TCM and ADO frameworks are both designed to aid in and produce a clearer perspective of the existing information. By combining the two frameworks mentioned, we allow them to complement each other. Although TCM is an excellent framework as it organizes the groundwork of past research (and gives future research the necessary tools to make discoveries), ADO adds engaging content in a structured assembly (Kim & So, 2023; Lim et al., 2021).

4. RESULTS

4.1. DESCRIPTIVE AND BIBLIOMETRIC ANALYSIS

This descriptive statistics section presents the sample publication trends over the years, the regions in which they have been published, the number of journals included, the most cited articles, and the most influential authors.

4.1.1. PUBLICATION TRENDS

The earliest publication included in this sample related to military tourism dates to 1996. Nevertheless, it is essential to note that other publications may have been excluded based on sample selection criteria. Research was restricted until 2011, and approximately half of the publications were available between 2018 and 2024. Publications then peaked in 2020, when 11 of the 78 eligible articles were published.

A frequency analysis of the number of papers published in each journal was performed to identify the key journals in which articles on military tourism were published and thus deemed most influential for this study. Of the 46 journals that publish articles about military tourism, 72 of the 78 eligible studies were published in these journals: the Journal of Heritage Tourism has published the most (9), with the Annals of Tourism Research (5) and Tourism Geographies (4) following right after. The other journals identified in this study have published at least one paper regarding the theme. It is essential to note, however, that although the Journal of

Heritage Tourism has the most published articles, the Annals of Tourism Research has the most citations. See details in Table 1.

Ranking	Journal	N° of articles	N° of citations
1	Journal of Heritage Tourism	9	277
2	Annals of Tourism Research	5	375
3	Tourism Geographies	4	125

Table 1. Military Tourism articles in the journal.

4.1.2. CITATION ANALYSIS

A citation analysis can explain the significance of a particular piece by counting its citations. In this study, we selected the top five most-cited papers by analyzing citations in the Scopus database. Visiting the Trenches: Exploring meanings and motivations in battlefield tourism (Dunkley et al., 2011) had the most citations (183), followed by papers with 165, 160, 155, and 71 citations. This information is presented in Table 2.

Ranking	Year	Authors	Title	Journal	No. of Citations
1	2011	Dunkley, R., Morgan, N., & Westwood, S.	<i>Visiting the trenches: Exploring meanings and motivations in battlefield tourism</i>	Tourism Management	183
2	1998	Smith, V. L.	<i>War and tourism: An American ethnography</i>	Annals of Tourism Research	165
3	2014	Hartmann, R.	<i>Dark tourism, thanatourism, and dissonance in heritage tourism management: New directions in contemporary tourism research</i>	Journal of Heritage Tourism	160
4	1996	Crang, M.	<i>Magic kingdom or a quixotic quest for authenticity?</i>	Annals of Tourism Research	155
5	2014	Miles, S.	<i>Battlefield sites as dark tourism attractions: An analysis of experience</i>	Journal of Heritage Tourism	71

Table 2. Military Tourism's most cited articles.

Of the 78 qualifying papers, 37 were cited fewer than 10 times, accounting for approximately 46% of the total. Among articles with no citations, 14 of the 80 have none in the specific database, accounting for about 18% of the sample.

Ranking	Name	No. of Articles	No. of Citations
1	Hall, J.	3	62
2	Lockstone-Binney, L.	3	62
3	Hartmann, R.	2	161
4	Miles, S.	2	89
5	Lee, C.-K.	2	73

Table 3. Military Tourism's most influential authors.

Table 3 shows the three most influential authors for this study, based on data from Scopus. To understand the most influential authors, we considered each author's Scopus citation count and the number of published documents. According to the table, the most influential authors based on the number of articles published are J. Hall and L. Lockstone-Binney both have three published articles. However, they only count 62 citations each. The most influential authors, ranked by the number of citations, are R. Hartmann, with 161 citations and two published articles, followed by S. Miles with 89 citations and C.-K. Lee with 73 citations.

4.2. TCM FRAMEWORK

First developed by Paul et al. (2017), the TCM framework maps each letter of the acronym to a segment of the framework itself. The letter "T" stands for theories, which are supposed to embody the perspectives that scholars rely on to guide their

research. "C" stands for contexts, which indicate the circumstances that arise when examining a specific topic, and "M" stands for methodologies or empirical evidence used. Figure 3 illustrates the TCM framework for military tourism based on the 78 articles of the sample.

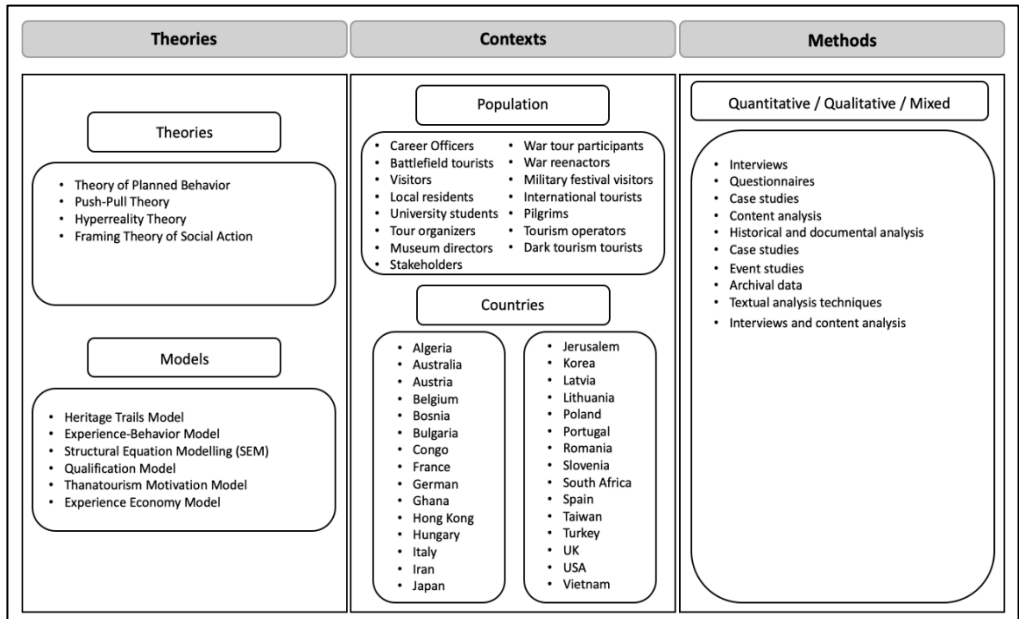


Figure 3. TCM framework for Military Tourism studies.

Source: Author's manual coding.

4.2.1. THEORIES

As seen in Figure 3, the articles regarding military tourism applied several models and theories, many of which helped to understand the behavior and motivations of tourists who engage in this sort of tourism. The sample included ten models and theories in total. The Theory of Planned Behavior, which was utilized in

Understanding opinions on War in dark tourism: a mixed-method approach (Juan et al., 2020), is among the most influential theories. The authors of this study used this theory to analyze the behavioral intentions of tourists who visit sites associated with their views on War, as it "confirmed that personality and individual-centric variables might influence tourist behavior" (Juan et al., 2020).

An example of a model used in the sample articles is the Heritage Trails Model, applied by Miles (2017). This concept helps determine whether historical tourism routes were organic or purposefully constructed, meaning that the routes were either pre-existing from wartime or expressly created for tourism purposes to commemorate and remember these war heritage locations.

4.2.2. CONTEXTS

In the published works analyzed for this study, Poland emerged as the country with the most significant focus, as exemplified by Zienkiewicz et al. (2022), alongside South Africa and Turkey. This can be justified by the number of war sites in each location and the profound impact these events had on the world, such as the Battle of Gallipoli in Turkey and the Second World War between 1939 and 1945.

When it comes to the main population in these studies, the focus seemed to lie on university students, battlefield tourists (see, for example, Lemelin et al., 2016), and tourism operators. These categories were identified as the primary targets and those with the most interest in participating in military tourism-related events.

4.2.3. METHODS

Several methodologies have been followed in the sampled articles. Quantitative, qualitative, and mixed methodologies have been applied. Textual analysis techniques based on internet reviews were used for quantitative methods (see, for example, Bornarel et al., 2021). On the other hand, the most used qualitative approaches include interviews (e.g., Brown & Ibarra, 2018) and case studies (e.g., Chen & Tsai, 2019). In the mixed approach, both quantitative and qualitative methods are used (as in Mirisae & Ahmad, 2018).

4.3. ADO FRAMEWORK

Established by Paul and Benito (2018), the ADO framework clarifies the motives for engaging in specific conduct, the types of behavioral performance and, if applicable, non-performance, and the evaluations that follow. Hereinafter, the letter "A" represents the antecedents, which are internal or external factors that influence a decision; "D" represents decisions made individually or in groups; and the letter "O" represents the outcomes or consequences of those decisions (Lim et al., 2021). All three categories are interconnected and influence one another (Paul & Benito, 2018).

In this study, the antecedents are the reasons why a tourist would engage in military tourism, the decision is the intention to go, learn, and engage in this type of tourism, and the outcomes are both the positive and negative impacts that military tourism has on the people who participate in it, as well as the destinations and locations. Figure 4 illustrates the ADO framework based on the sample collected.

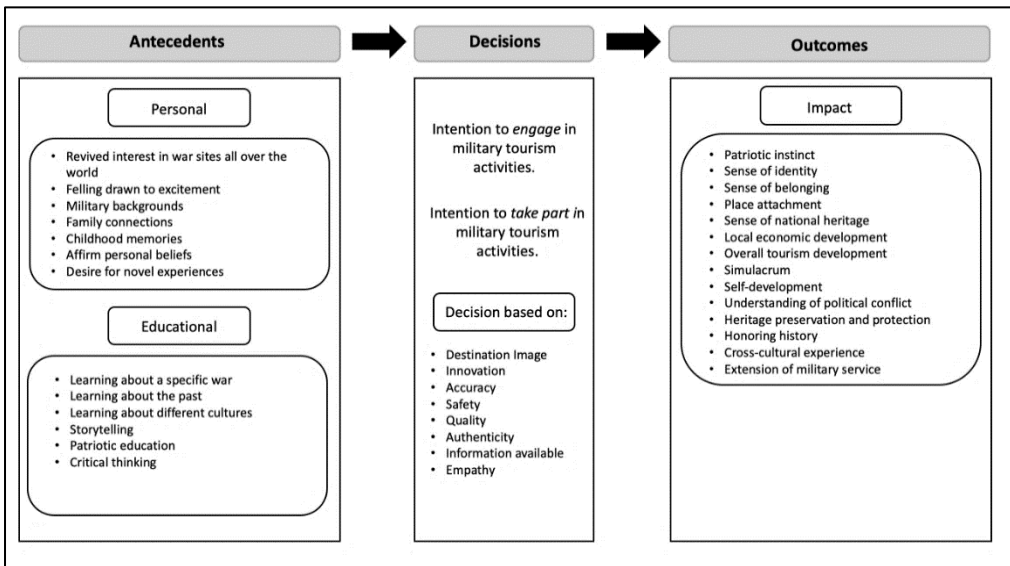


Figure 4. ADO framework for Military Tourism studies.

Source: Author's manual coding.

4.3.1. ANTECEDENTS

Based on the reviewed papers, there are numerous motivations for engaging in military tourism. To improve framework organization, those reasons were divided into two categories, as shown in Figure 4: "personal" motivations, tied to individual motives, and "educational" motivations, which include all reasons related to learning

more about the military. Previous research on the reasons and meanings of battlefield tourism found that people participate in this type of tourism due to family connections and childhood memories. Some tourists visit war memorials to honor, recall, and express their love for those who died in war (Dunkley et al., 2011). It serves to reconnect and pay respect. Other travelers cite their childhood memories to justify their participation in military tourism. Some people view war locations and battlefields as opportunities to relive their early interest in soldiers and recall the times they used to reconstruct battles. This fascination then becomes a justification for learning about ancient wars, leading to an interest in military tourism (Dunkley et al., 2011). According to a study on why tourists visit the battlefields on the Gallipoli Peninsula, education and knowledge of the history are key factors in attracting visitors to "places where tragic and often violent incidents have taken place" (Çakar, 2020).

4.3.2. DECISIONS

Following the understanding of the antecedents that influence decision-making, it is critical to discover the criteria that affect people's decisions to participate in a specific type of military tourism event.

The desire to join in or participate in these activities is often founded on accuracy. Hartmann and Su (2021) concluded in a study on tourism to the Lu Gou Qiao' Museum of the War of Chinese People's Resistance against Japanese

Aggression that the accuracy of the presentation of historical events during the Second Sino-Japanese War in 1937 leaves visitors highly motivated to learn about the past.

Another important consideration is the use of technology. According to Alabau-Montoya and Ruiz-Molina's study *Enhancing visitor experience with war heritage tourism through information and communication technologies: evidence from Spanish Civil War museums and sites* (2020), the use of technology, such as images, music, augmented reality, and virtual reality, is thought to contribute to the production of vivid experiences, as well as the development of a sense of understanding and immersion in history. After evaluating TripAdvisor comments from visitors to war-related exhibitions that used ICT solutions, it was found that they considered them worthy, impressive, and empathetic, and that they would likely promote electronic word-of-mouth (Alabau-Montoya & Ruiz-Molina, 2020; de Lurdes Calisto & Sarkar, 2024). Overall, military museums should leverage technology to differentiate themselves and attract more visitors.

4.3.3. OUTCOMES

Regarding the outcomes derived from the ADO framework, the articles identified several beneficial impacts. For example, the study conducted by Irimiás (2014) on the management of Great War heritage sites in Trentino concluded that preserving these sites enabled future generations to learn more about the past, as they

lacked direct memories of these events. As more people visit military heritage sites, there is a greater need to conserve them for future generations.

Proos and Hattingh's study (2020) presents another example of the outcomes, highlighting the economic development that military tourism can bring, particularly to developing countries. In this study on the development of the South African War Battlefield Route through the locations of various battles in the area, "the development of tourism, particularly tourism routes, can contribute to the economic development of local areas."

4.4. WHERE IS MILITARY TOURISM'S FUTURE RESEARCH HEADING?

There are a few directions future study could take to further our understanding of this specialized field, informed by the military tourism literature published to date and the TCM and ADO frameworks. Based on the future research proposed from the most recent articles under review from 2018 to 2024 (see Fig. 5), the lexical analysis was used with the help of Leximancer V5.0 to extract common patterns for future research:

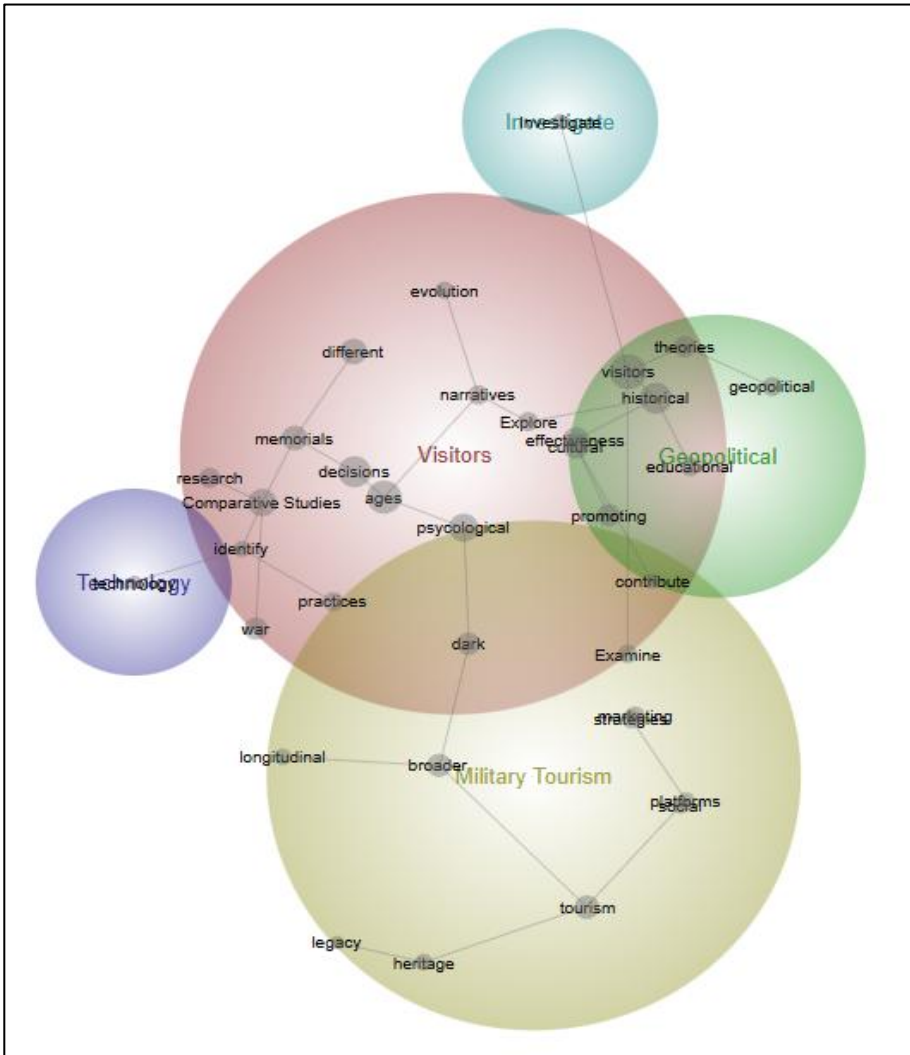


Figure 5. Future trend research based on the review articles 2018-2024.
Source. Leximancer outputs.

Proposed future research directions by relevance of hits (The Hits column denotes the number of text blocks in the articles associated with the Theme, Leximancer User Guide 5.0) are as follows:

Visitors in military tourism (66 Hits)

- Analyze how different visitor segments (e.g., age groups and cultural backgrounds) make decisions regarding military tourism and explore the specific factors that cater to the preferences of diverse audiences (Wang & Liu, 2021).
- Analyze the psychological aspects of antecedents and examine how personal values, emotions, and psychological connections influence the decision to participate in military tourism (O' Connor, 2021).

Military tourism (31 Hits)

- Investigate cross-cultural variations in motivations for military tourism and explore how cultural factors influence individuals' decisions to engage in this type of tourism. (Wang & Liu, 2021).
- Investigate the environmental impact of increased tourist footfall at military heritage sites and assess sustainable practices and policies to balance tourism growth with site preservation (Lopez & Garcia, 2020).
- Explore the social and cultural outcomes of military tourism, such as the impact on local communities and the preservation of intangible cultural heritage (Dupont, 2019; Hernandez & Rossi, 2018).

Geopolitical aspects (16 Hits)

- Broaden the scope to include a more varied range of contexts in addition to Poland, South Africa, and Turkey. One way to achieve this would be to compare military tourist experiences across various geopolitical contexts to create a worldwide comparison (Kovac, 2020).
- Investigate how the magnitude and impact of historical events on a particular location influence military tourism and analyze the role of historical significance in attracting tourists (Williams, 2021; Kovac, 2020).

Investigation areas (6 Hits)

- The integration of multiple theories should be explored to provide a thorough understanding of the behavior of tourists in military tourism. Examine how different theories can enhance one another's analysis of intentions and actions and identify and assess emerging theories that have not been extensively applied in military tourism research but may be valuable to the field (O'Connor, 2021).
- Conduct longitudinal studies to track changes in tourist attitudes and behaviors over time, as well as to examine the evolution of military tourism trends and the factors driving these changes (O'Connor, 2021).

Technology and military tourism (3 Hits)

- Examine how digital ethnography can be used to comprehend military tourism-related online communities and conversations and examine how opinions are shaped and decisions taken (Lopez & Garcia, 2020).
- Further explore the role of technology in shaping decisions by assessing the impact of emerging technologies such as virtual reality, augmented reality, and immersive experiences on visitor engagement (O'Connor, 2021).

Ultimately, a comprehensive analysis of military tourism, heritage tourism, and dark tourism offers valuable insights for investigating the inherent dynamics. Studies in this field could explore the reasons and emotional aspects of visitors' holistic experiences at locations that blend military history, heritage preservation, and dark tourism. Scholars can help with efficient tourist management and planning by evaluating the effects on heritage conservation and implementing creative narrative interpretation techniques (Noivo et al., 2022). A thorough understanding can be achieved by examining the roles of technology, community involvement, cross-cultural perspectives, and ethical considerations in integrating various themes. Furthermore, investigating how military history, heritage, and dark tourism intersect in educational outreach and programming might illuminate their possibilities.

This study aims to expand the current body of knowledge by introducing new theoretical perspectives, examining diverse contexts, employing cutting-edge methodologies, and addressing emerging challenges in military tourism.

5. DISCUSSION

For this study, 78 studies related to military tourism were identified. The bibliometric analysis conducted helped to analyze the growth and Interest in this industry. The publication trends over time revealed that around half of the studies were published during the last 5 years. The finding aligns with Zienkiewicz et al.'s (2021) study, which found a steady increase in military tourism, with military tourists becoming more common in the overall tourist sector. The literature on military tourism is still young, but it has been developing over the past few decades, so we expect additional studies in the coming years. Poland has been designated as a country where military tourism is gaining significant importance in the country's tourism sector, as many tourists visit this area to see historic monuments, sites, and military bases, according to Zienkiewicz et al. (2021). This information aligns with the study's finding that, along with the United States, the United Kingdom, and Australia, Poland is one of the nations where most publications on military tourism are published (based on the authors' affiliation region).

To answer RQ1 and RQ2, this study categorized the information using the TCM and ADO frameworks, which have been used in tourist studies, after the bibliometric analysis (Kim & So, 2023; Lim et al., 2021). Their use provided a more thorough assessment and made it easier to review the sampled articles' outputs. Based on TCM, it was verified that military tourism researchers employed the Theory of Planned Behavior and the Experience Behavioral Model to understand tourists' behavior. They used tourism-specific models and theories, such as the Heritage Trails Model and the Thanatourism Motivation Model. This framework also helped us conclude that military tourism studies targeted "university students", "tourism operators", "battlefield tourists", and "museum directors" in terms of population, and Poland, Germany, South Africa, and the United States of America for their extensive list of battles and wars that shaped world history. Previous researchers employed quantitative, qualitative, and hybrid methods to follow up and draw crucial results. This study found that interviews, case studies, and questionnaires were the most common methods.

Finally, the ADO framework provided information to answer RQ3, identifying the antecedents (reasons why a person may participate in military tourism), decisions (what makes them choose one military event or site over another), and outcomes (what are the impacts of this type of tourism) in previous literature regarding this

topic. As we identified several reasons why someone would want to participate in military tourism, two categories were created: personal and educational.

Our review concluded that tourists participate in this type of tourism mainly due to "family connections", "childhood memories", and "military backgrounds". However, the "revived interest in war sites all over the world", "feeling drawn to excitement", "desire for novel experiences", and "affirming personal beliefs" are additional personal reasons identified in literature. Moreover, educational antecedents were also identified as mentioned previously, such as "learning about a specific war, the past, or different cultures", "storytelling", to get a "patriotic education", and to perfect "critical thinking".

Additionally, the ADO framework enables us to identify the key criteria that influence tourists' decisions on which activity or destination to choose when engaging in military tourism (that is, the "decisions"). The sampled articles refer to aspects such as "destination image", "innovation", "accuracy", "safety", "quality", "authenticity", "information available", and "empathy" as of extreme importance for visitors when making the final decision of going to a specific military site or activity. Lastly, the use of this framework showed us that the impacts are closely related to the antecedents, such as the growth of a "patriotic instinct", "self-development", and a better "sense of belonging, identity, and national heritage".

Other vital consequences found in prior research include "local economic development," "overall tourism development," and "heritage preservation and protection".

Finally, within the context of the TCM and ADO frameworks, the suggested research avenues provide a path forward for expanding our knowledge of military tourism and answer the question "where is it heading?" To enhance our understanding of this specialized field, researchers can make valuable contributions by promoting the integration of multiple theories, expanding the contextual scope, and examining the psychological and cross-cultural aspects of tourist behavior. As advocated in the recent study of Alabau-Montoya and Ruiz-Molina (2020), insights from historical events, technological advancements, and the environmental and social effects of military tourism can be used to improve tourism management and guide sustainable practices. Furthermore, the suggested emphasis on longitudinal studies makes it easier to recognize the dynamic character of visitor attitudes over time and track changing trends. The answer to RQ4 the research directions that have been suggested highlight the importance of interdisciplinary approaches and encourage scholars to investigate the intersections of military history, heritage preservation, and dark tourism, thereby enriching the existing literature and contributing valuable insights to the broader field of historical and cultural tourism,

Çakar (2020) and Dunkley at al., 2011 also found that that motivations and tourists experiences in the context of dark tourism are similar to military tourism.

6. CONCLUSION

This study serves as a guide for future scholars to conduct more targeted research, contributing to a better understanding of military tourism and its future direction. Military tourism had not yet been the focus of bibliometric studies, which had already been successful in exploring related subjects like dark tourism (Fauzi, 2023). By precisely outlining the key distinctions between military tourism, dark tourism, and heritage tourism, we were able to determine which publications fell into the military tourism category.

Synthesizing systematic literature review analysis with the TCM and ADO frameworks makes it easier for scholars to understand what has been studied and what needs further development. For example, essential models and theories were discovered in military tourism-related articles. However, other theories may be relevant and can help explain certain behaviors in this sector. For example, the Place Attachment Theory explains how people become attached to a specific location they have visited, and it was used in Dwyer et al.'s (2019) study. Although it was not identified in the papers selected for this study, this theory can easily be associated

with military tourism, as "place attachment" is one of the outcomes when participating in this type of tourism.

In addition, the findings of this study contribute to academic knowledge of military tourism by illuminating factors such as motivations, impacts, and behaviors associated with this form of tourism, thereby extending the work of Bornarel and colleagues (2021).

Finally, the comparison of different applications of TCM and ADO frameworks provides insights not only for the military tourism industry but also in the general tourism industry. For example, the TCM used by Lim et al. (2021) to analyze home sharing is like the present study. For example, "case studies" and "content analysis" were two of the most frequently employed methodologies in Lim et al. (2021) and the present study, demonstrating that these techniques are most appropriate for the tourism industry. Similarly, identifying theories and/or methodologies applied in other areas of research may pinpoint other research opportunities. In particular, the theme analysis, simulated experiments, and single experiments were all listed as methodologies in Lim et al. (2021), but not herein. Hence, military tourism researchers may import such methods from other areas.

Limiting the search to peer-reviewed articles in English may have excluded conference articles, books, and non-English-language publications that may contain significant research contributions.

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