

## Analysis of the Articles Published in the Journal *Turismo em Análise* between 2004 and 2015<sup>1</sup>

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### Abstract

This research analyzed publications of the journal *Turismo em Análise* in the period between 2004 and 2015. The authors' academic training was scrutinized, as well as university subjects, fields, or study approaches embraced by Tourism studies, including how relevant they were in the development of research and its episteme. Such analysis consisted of mapping of methodologies, a bibliographic study on methodology and on Tourism methodology, documentary research on the journal's website and in printed copies provided by the School of Arts and Communication (ECA - *Escola de Comunicação e Artes*) from the University of São Paulo (USP - *Universidade de São Paulo*). Articles were mapped to identify their: field of human activity; usage of the results; data nature and source; levels of generalization of results; observation techniques and instruments. Our results are presented in tables and charts, which indicate an increasing number of publications concerning Tourism by researchers from the fields of Administration, Geography, Economics, and Communication, as well as a significant increment of PhD researchers in the fields of Tourism in the period analyzed. Regarding study approaches, a tendency to the emergence of planning and business (administration) studies was observed.

**Keywords:** Methodology; Tourism research; Tourism under analysis; *Turismo em Análise*.

### Resumo

#### Análise dos artigos publicados na revista *Turismo em Análise* entre os anos de 2004 e 2015

Na pesquisa foram analisadas as publicações da revista *Turismo em Análise* entre os anos de 2004 e 2015, identificando-se a formação acadêmica dos autores, as disciplinas, áreas ou abordagens de estudos envolvidas nas pesquisas, além da forma como estas têm sido construtivas para o desenvolvimento das pesquisas e de sua episteme. Na análise operou-se também um mapeamento das metodologias, um estudo bibliográfico do tema metodologia e da metodologia específica para o turismo e uma busca documental no site da revista e em revistas impressas, coletadas na Escola de Comunicação e Artes da Universidade de São Paulo (ECA-USP). Foi feito um mapeamento dos artigos identificando-se o campo de atividade humana; a utilização dos resultados; a natureza e procedência dos dados; o grau de generalização dos resultados e as técnicas e os instrumentos de observação.

1. This study was developed as a scientific initiation research, with grant from the CNPQ-PIBIC, and finalized as final course paper of the bachelor's degree in Tourism.
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Os resultados, demonstrados em tabelas e gráficos, indicaram um aumento de pesquisadores das áreas de administração, geografia, economia e comunicação publicando sobre turismo, e um aumento bastante significativo nos últimos doze anos de pesquisadores doutores das áreas do turismo. Em relação às abordagens de estudos, identificou-se uma tendência de aumento no planejamento e nos negócios empresariais (administração).

**Palavras-chave:** Metodologia; Pesquisa em turismo; *Turismo em Análise*.

## Resumen

### **Análisis de los artículos de la revista *Turismo em Análise* publicados entre los años 2004 y 2015**

En la investigación se analizaron publicaciones de la revista *Turismo em Análise* entre los años 2004 y 2015, identificándose la formación académica de los autores, las disciplinas, áreas o enfoques de estudios involucrados en las investigaciones de Turismo, además de la forma en que han sido constructivas para el desarrollo de la investigación y su episteme. En el análisis se operó también un levantamiento de las metodologías, un estudio bibliográfico del tema metodología y de la metodología específica para el turismo, y una búsqueda documental en el sitio web de la revista y en revistas impresas, recogidas en la Escuela de Comunicación y Artes de la Universidad de São Paulo – ECA USP (Escola de Comunicação e Artes da Universidade de São Paulo). Se hizo un levantamiento de los artículos identificándose el campo de actividad humana; la utilización de los resultados; la naturaleza y procedencia de los datos; el grado de generalización de los resultados y; las técnicas y los instrumentos de observación. Los resultados se tabularon y se presentaron en las tablas y gráficos, indicando un aumento de investigadores de las áreas de Administración, Geografía, Economía y Comunicación, publicando sobre turismo, y un aumento muy significativo en los últimos doce años de investigadores de doctorado en las áreas de Turismo. En relación a los enfoques de estudios, se identificó una tendencia de aumento en la planificación y en la actividad empresarial (administración).

**Palabras clave:** Metodología; Investigación en Turismo; *Turismo em Análise*.

## INTRODUCTION

Aiming to examine the importance of methodology and research advance in Tourism, this article addressed the bibliographies of other studies on Tourism methodologies already published in the journal *Turismo em Análise*. The hypothesis was that such approach would enable raising significant data, notes, and comments on who and what is being published and on how research has been made, on the progress and growth of research quality. For such research, the period was limited to the years from 2004 to 2015. Initially, the analysis period was from 2004 to 2013 since the study started as a scientific initiation research during 2013 and 2014. From 2015 to 2016, the analysis was updated for a Final Course Paper. The main goal was to cover ten years of publications of the journal, but we ended up adding two years to obtain a more meaningful and up-to-date sampling data.

All articles were read in their entirety to identify and map the methodologies used, study topics, university subjects involved, approaches and focuses, and the academic training of researchers. Regarding the latter, when there was no indication in the article, a search was conducted in the curriculum *lattes*. In the topics of theoretical discussion of the articles, a more dynamic reading was made

to investigate keywords that could provide information for analysis of academic topics involved and study approaches.

Indeed, we understand that the importance of methodology is mainly due to the results it implies on the research; it is the cornerstone since an ineffective methodology leads, obviously, to results that are inefficient, unappreciated and/or useless for new research, or even that may hinder further research and help in the decay of scientific processes. In Tourism, these issues are even more relevant, as this field of study has not a defined Thesaurus yet, which consequently means that there are no defined methodologies. New proposals have been elaborated and maturated regarding theories, concepts, definitions, and methodologies. Similarly, consultations are increasingly done to classical works and authors of Tourism, renowned and recognized by national and international scholars. Over the research here presented, it is noteworthy that there is a dialogue among authors and there has been significant progress in the field.

Firstly, this article presents our research methodology. Then, a discussion on the importance of scientific methodology is carried out, presenting relevant works and historical studies on the topic. Results and discussions are presented through graphics and analysis on researchers' academic training, study approaches in the published articles, and methodological mapping, including a table with all methodologies found. Finally, we present the final considerations.

## **METHODOLOGY**

Bibliographies of generic methodological studies were used, as well as Tourism methodological studies and epistemes. 33 (thirty-three) editions of the Journal *Turismo em Análise* were analyzed, consisting of 12 (twelve) years of publication and about 301 (three hundred one) articles. Within the period from 2004 to 2015, the journal was issued every six months, in May and November, until 2007; after 2008, the journal started to be quarterly published, in the months of April, August, and December.

Initially, the academic training of the researchers was identified (degrees, masters' degrees, PhDs, and post-doctorates). Afterward, the study themes were analyzed, noting if the research was part of Tourism segments and which those were. Following, the university subjects involved in the research and study approaches were examined, which involved the research focus and what was being discussed. Finally, the methodologies used in the articles were mapped, indicating their mono-, inter- or multidisciplinary character; if it was a pure/basic research of an applied and fundamental one; the nature of data (objective or subjective) and their source (primary: case studies, or secondary: economic analyses, reviews); the degree of result generalization (census, intentional, random or convenience sampling); techniques and observation tools (direct, non-participant, participant, indirect, bibliographical consultation, questionnaires, interviews, anamnesis, biography, data consultation); interpretation level (identifying, descriptive, quantitative, explanatory, and exploratory). Moreover, the methodologies constructed/developed for a specific research or already existing ones, but used by other study areas/sciences, or even those already much used in Tourism. From this data mapping, the tendency was drawn, and

the points of interest were discussed, analyzing the evolution of the research in Tourism over the past twelve years.

This methodology mapping, as well as all items of analysis, were performed through Excel software, generating 13 (thirteen) graphs and 12 (twelve) tables, which were synthesized for this article into 4 (four) graphs, 1 (one) table, and the main results were presented in numbers and discussions. Mapping was oriented by the book "Tourism and Scientific Research – International Thinking X Brazilian situations", of Rejowski (2010), with some changes. Below is the script for articles' analyses:

- Field of Human Activity: Mono-disciplinary, Interdisciplinary, and Multidisciplinary;
- Usage of the results: Basic/Pure research, or Fundamental/Applied;
- Nature of Data: Objective or Subjective;
- Data source: Primary (case studies) or Secondary (economic analyses, reviews);
- Results' Generalization Level: Census, Intentional Sampling, Random sampling, Sampling for Convenience;
- Observation techniques and instruments: Direct, Non-participant, Participant, Indirect, Bibliographical Consultation, Questionnaires, Interview, Anamnesis, Biography, and Data Collection.
- Interpretation Level: Identifying, Descriptive, Quantitative, Explanatory, and Exploratory.

Finally, all specific methodologies named in the research were tabulated.

## Importance of the scientific methodology

Through questioning, we can verify hypotheses and ideas, and/or raise new questions, find important information etc. Science can thus give credibility to solutions of political and economic problems; encourage development; and even transform realities that are paralyzed whether because there are no local interlocutors, whether due to a very exploited natural resource that has been depleted, hindering the local economy and causing the population to evade the region.

Tourism, as an economic activity, has gone through long periods of poor planning, lack of bibliography and qualified professionals, or an insufficient number of these to meet the demand. Although nowadays the field has many professionals, in several places they are not appreciated nor recognized. Such depreciation is particularly strong within the academia, i.e. in the process of developing Tourism as a science, due to the number of researchers from diverse areas writing about Tourism. Being

this an area of inter- and multidisciplinary research, it must be studied from the inside out to know its structure, its concepts, and its history.

With the increasing literature, technical and academic training have been growing and, economically, profitable numeric data have been arising for many regions and countries. Tourism is winning some space as well as academic, public, and political attention, but the academic frailty of the field is still there, influencing the other spheres (public and political). All fields currently recognized as science had their stages of discussion, changes, disbelief, and universalization of scientific method since:

the discovery of the scientific method in the 17<sup>th</sup> century increased the man's confidence in possibly knowing the secrets of nature through science. Such confidence is based on a deep belief in the order and rationality of the world. The method is perfected, universalized, and serves as a model and inspiration to all other sciences that are branched from the body of "natural philosophy". Interestingly, the initial connection between philosophy and science long persisted in the scientists' nomenclature. It was not uncommon to find books entitled "Natural Philosophy" that referred to physics. Even today we have reminiscences of such practice as, for example, in the "Colleges of Philosophy" where one can not only study philosophy itself, but also mathematics, physics, chemistry etc. (Aranha & Martins, 1986, p. 148)

Tourism already underwent numerous discussions, disagreements, concepts, definitions, and theories, and is since much undergoing a process of terms' definition and universalization. Barretto (1995) says:

for many years, we have been saying that tourism is seated on the tripod agencies, hotels, and conveyors. This concept also needs to be reviewed. Regarding hotels, not all of them are touristic and not all tourism includes hotels. There are hotels that serve mainly businessmen, executives, so they do not have their existence tied to tourism. Tourism includes lodging, but it does not exclusively depend on hotels since there are several other types of accommodation. (Barretto, 1995, p. 13-14)

Barretto (1995) poses this argument in a chapter of his work, in which he discusses all the definitions found on Tourism as from the first, in 1911, of an Austrian economist. In such discussion, plain definitions and concepts stand out since the complexity of Tourism as a phenomenon was not yet understood due to the fact there were no schools for tourist studies, but only speculations and hypothesis without rigorous scientific basis.

Regarding science, Eco (1976) considers a research as 'scientific' when it has an object of study that, whether tangible or intangible, is recognized by others. After defining an object, the research must be unprecedented or analyzed from a different viewpoint than what was previously thought. In addition, it must also be significant, i.e. bring a contribution to the academia or the society, to others. Finally, it should "provided elements for the verification and contestation of the hypotheses presented and, therefore, have a public continuity" (Eco, 1976, p. 23). This point is of paramount importance for research credibility, as it helps other researchers to continue and/or expand the research. However, details about the way a given result was achieved are needed to do so. Eco (1976)

considers that in the scientific production, for all its careers, there is a need for students' performance and exclusive involvement of tutors and/or professors in the production of a thesis. In this case, we noticed in this research an increased number of undergraduate students, for example, who published together with their PhD/post-doctorate professors. Moreover,

if the research is well done, the normal phenomenon is the irruption of a great work frenzy after the thesis. We want to deepen all the points that remained on hold, pursuit ideas that came into our minds but we had to suppress, read other books, write essays. This is a sign the thesis activated our intellectual metabolism, that it was a positive experience. It is also a sign that we are already victims of a coercion regarding researching; similar to Chaplin in *Modern Times*, we continue to tighten the bolts even after the job is done: we will have to take an effort to curb ourselves. (Eco, 1976, p. 174)

This can also be considered a way to encourage research, therefore, we reaffirm that research is always continuous and there is always something new being discovered or that raises questions in the researcher, the great *frenzy* in advancing the research process and searching for knowledge. Given that

the deepening of scientific life starts to demand from the student a self-activity posture that will undoubtedly be critical and rigorous. The entire set of resources that is on the basis of higher education cannot go beyond its function of providing instruments for a creative activity. (Severino, 2002, p. 23-24)

However, discoveries through scientific research incite the researchers, in most cases, to obtain more knowledge on the area studied and incentive a creative activity, which in the case of Tourism is being massively achieved through the number of research methodologies being developed, all of them very firmly based in theoretical models. Yet, it is noteworthy that the extent of the methodologies found is due to research being performed by inter- and multidisciplinary researchers, which is positive since thus much knowledge is involved in only one study area. According to Koche (2009), "there is not a single conception of science. We can split it into historical periods, each one of them with different models and theoretical paradigms concerning conceptions of world, science, and method". However, the contemporary science has emerged at the beginning of this century, as it is well known; hence, many paradigms and epistemological discussions are still ongoing. Tourism, thus, is part of this contemporary scientific process.

## **RESULTS AND DISCUSSION**

Topics selected for mapping the texts were: university subjects involved in the articles, researchers' academic training, methodological framework, the field of human activity, usage of the results, data nature and source, results' generalization level, observation techniques and instruments, interpretation level, and specific methodologies.

Defining the university subjects involved in the publications was difficult since Tourism is formed from inter- and multidisciplinary knowledge. In its production, sciences are constantly intertwined, making up a set of areas. The tourismologist, when developing a research, simultaneously discusses sociological, environmental, economic, cultural, technical, and market concepts. On the other hand, researchers, especially those from exact sciences, ignore, for example, the beneficial or malevolent sociological effects of tourist activity. Researchers from Humanities (non-tourismologists or with no training in Tourism) ignore the effects of tourist activities developed in the long term of that minimally transform economic conditions and the quality of life of the native population. Researchers with backgrounds in environmental/biological sciences also follow the critical approach of the Humanities, which, in this case, do not consider the transforming socio-economic effects of the tourist activity. Few propose recovery and/or reduction method for destructive effects of the activity nor even the maximization of educational effects, which can be enforced through touristic activities. This is what usually occurs. Overall, it is possible to consider that only those who have a minimally in-depth study and a neutral opinion regarding tourist activity can perform an interdisciplinary analysis of Tourism.

According to Nechar (2011), tourist studies have taken two directions: the Administrative, of Economic-Business character; and the Sociological, more theoretical and academicist, classification proposed by Hunzinker and Krapf. Nechar (2011) also analyzes the market, business, and sociological thinking involved in the scientific production of Tourism, reasoning that

a partir de los noventa, se gesta toda una “conciencia de lo ambiental” y del cambio climático de la cual la comunidad académica destacará una corriente orientada hacia la sustentabilidad en las vertientes económica, social y precisamente ambiental. Particularmente el énfasis se pone en la gestión competitiva y sustentable de los destinos turísticos con la finalidad de aumentar el gasto turístico, atraer más visitantes para tener experiencias significativas, mejorar la calidad de vida de los habitantes y conservar el capital ambiental para las generaciones futuras. (Ritchie & Geoffrey, 2003 apud Nechar, 2011, p. 518)

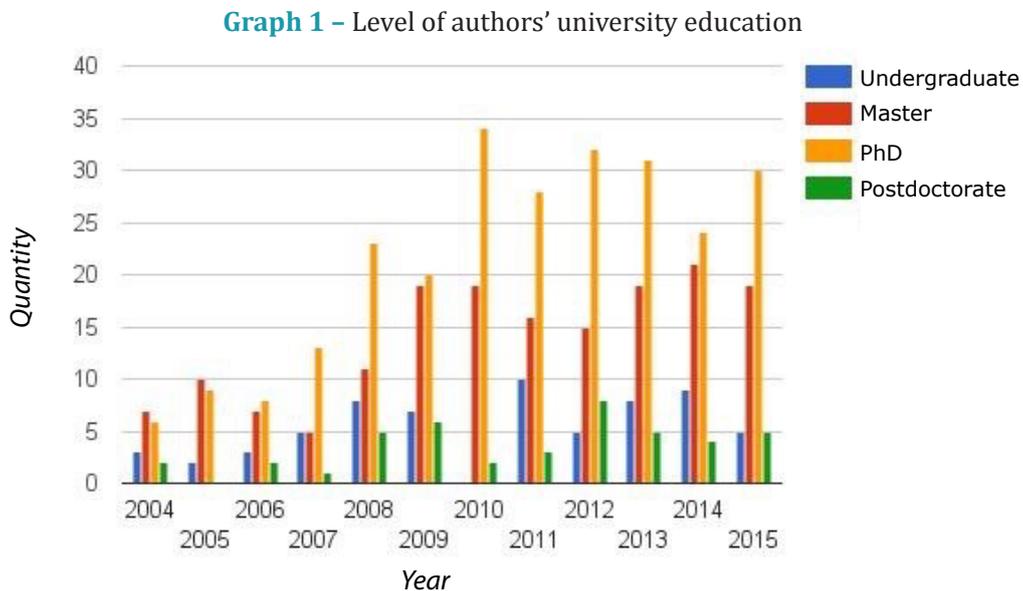
This epistemological research demonstrates a concern with the lack of consolidation of Tourism knowledge areas. Once again, it is possible to grasp the correlation between tourist market and theory/academia, i.e., it points to the great influence of studies and research on the dynamics of tourist activity, being part of the economic, sociologic, and business development. The tourist activity is linked to this knowledge, which will be further proved through graphs. Some researchers use specific methodologies of their training area when analyzing Tourism elements/equipment, disregarding studies developed within Tourism or even comparative analyses, which leads them to analyze, for example, a hotel as if it were a company working within the industry's productivity. The admonition here is that Tourism is part of the third sector – the services, what changes the organizational dynamics of the enterprise, therefore, one should not ignore studies on hospitality, which is completely linked to Tourism.

The research conducted by Miranda and Rejowski (2012), entitled “Overview of Scientific Journals on Tourism and Hospitality in Brazil”, presents and

comprehensive analysis of Tourism research publications in electronic networks throughout Brazil, discussing the methodologic procedures. In turn, the research “Scientific Journals in Tourism – Evolutionary Panorama and Characterization of the Journal *Turismo em Análise*”, by Minozzo and Rejowski (2004), compares this journal with other scientific periodicals on Tourism and draws attention to an important information about the *Turismo em Análise*, considering that

the journal grew and consolidated itself. The initial print of 300 copies grew to 500, later to 700, and today it prints a total of 1000 copies. In 2003, the ECA signed an agreement with the Editora Aleph (*Publisher*) stating that the first would have scientific responsibility and organize the content, while the latter would deal with graphic production, distribution, and commercialization. *Turismo em Análise* has about 15 years of existence, during which it improved considerably. Currently, no other national periodic has a collection of articles that better represents the scientific production in Tourism from 1990 to 2002. (Minozzo & Rejowski, 2004, p. 10)

Indeed, this research corroborates such statement since, besides the aforementioned increase to three annual magazines as from 2008, it is possible to observe an increase in the number of pages and articles, in the quality and complexity of the research, and in the amount of tourismologists, masters, PhDs, and post-doctors in Tourism who are publishing, data presented in the Graph 1 below.



**Source** - Prepared by the authors with research data.

In a quick glance, we found that the authors who published at *Turismo em Análise* were often repeated, i.e., it seemed there were no new researchers studying Tourism; however, in a more detailed analysis, this proved to be untrue. The recurrence of researchers publishing in it means that there is continuity, seriousness, and progress in the Tourism research since most of those who publish only once are not from the field of Tourism. Valuation and recognition

of Tourism researchers, who often publish in the *Turismo em Análise*, should be pointed out and acknowledged as positive for the advancement of the area since the accumulation of knowledge is important to the development and quality of research, a data also observed in the analysis of 12 (twelve) years of publications. There are publications without the minimum deepening and/or conducted by professionals from areas other than Tourism that should not be totally disregarded, but used with caution due to the lack of specific knowledge. On the other hand, the expertise of those who published them can be much taken to our advantage. They should be observed and used as starting points for the analysis of other research, especially those that are similar to them, to perhaps actually prove where there have been failures and successes and, thus, they may also contribute to the maturation and advancement of Tourism research quality.

The high scientific productivity in Tourism was observed in a research conducted on the books of Panosso Netto and Calciolari, published in 2010 at *Turismo em Análise*, which indicates that

Tourism publications greatly increased in Brazil during the 1990s and, more specifically, in 2001, 2002, and 2003 due to the growing consuming public, i.e., university students and professors. Such growth was not driven by the importance Tourism has in the contemporary context but by the sight of publishers who saw a way to fill a gap that existed in the editorial market. (Panosso Netto & Calciolari, 2010, p. 683)

This increase in publications, seen from this perspective of “filling a gap”, is also observed in this study, whose data corroborate the increase of publications by tourismologists and graduate students in Tourism, which also comes from the increase of courses in the area. However, the multidisciplinary character is increasingly present – a very sharp academic productivity growth.

## Authors' Academic Background

Four hundred sixty-six researchers with 67 different degrees were found, most of them with a degree in Tourism (157), Business Administration (94), and Communication (16). Others vary between the various areas of Engineering (44) and other fields of knowledge (155). Regarding those with Masters' degree, of a total of 474 researchers, 22 were Masters' students. 99 were Masters, most of them in Business Administration (117), Tourism (63), Environmental Management (42), Economics (29), Communication Sciences (28), Engineering (27), Geography (24) among others (144). The PhD researchers amount to 278, from 78 different areas, and 57 PhD students. Most PhD researchers specialize in Business Administration (58), being 6 in Tourism Administration; Communication (36); Engineering (24); Economics (18); Geography (16), being 1 of them in Geography and Tourism; Economics (19), whereas 1 was PhD in Tourism and Environment Economy; and the other in Tourism areas, including: Tourism, Sustainable Development, and Territorial Order (3); Tourism Management (1); Tourism and Recreation (1); Tourism (3); Tourism and Sustainable Development (1); Tourism and Hospitality (1);

Sustainable Tourism (1), among others (96). Finally, post-doctoral researchers who have published in the past 12 years amount to 43, from different programs, and 2 post-doctorate students. Postdoctoral researchers were from Business Administration (5), Economics (5), and Tourism (5). However, besides Tourism postdoctoral researchers, there are 10 others that also are from the field, but with other titles, which are: Tourism Management (4); Program of Scientific Business Perspectives in Tourism (1); Marketing, Quality, Sustainability, Planning, and Management of Tourist Destinations and Hotels (1); Management of Tourism Sector Companies (1); Tourism Entrepreneurship (2); Tourism Economy (1), among others (18). Other than that, we found 7 researchers with no training declared and 33 foreign researchers who did not inform their degree and do not have a *lattes* curriculum. Also, we found about 60 authors who mentioned their specializations, MBAs, and Graduate studies, and 2 technicians in Tourism Management.

Collaborations and exchange of experiences are common among Tourism researchers from various areas. Methodologies and procedures must be enhanced, especially at these times when Tourism is in a stage of development and scientific progress. We should understand that the scientific method

consists of a series of procedures carried out by the researchers for reducing the chances of error. The scientific knowledge thus obtained, it is important to note, is expressed in probabilities. The researcher works with probable assumptions, not absolute truths. Thus, science is a provisional set of probable knowledge that can be tested and refuted. (Dencker, 1998, p. 17-18)

From this concept of the scientific method proposed by Dencker, one can assume the scientific method determines what to do, whereas the scientific technique establishes how it should be done. With that, the scientific methodology is understood as a dialogue between method and technique, which intertwine in research. Without method and technique, there is no science. “Three elements form the basis of scientific investigation as a science” theory, method, and technique” (Dencker, 1998, p. 23), hence the importance of building a scientific methodology for the Tourism. As a recent field of knowledge, it often loses space due to the absence of a methodology or a set of them, which give credibility and strength to the research. To do so,

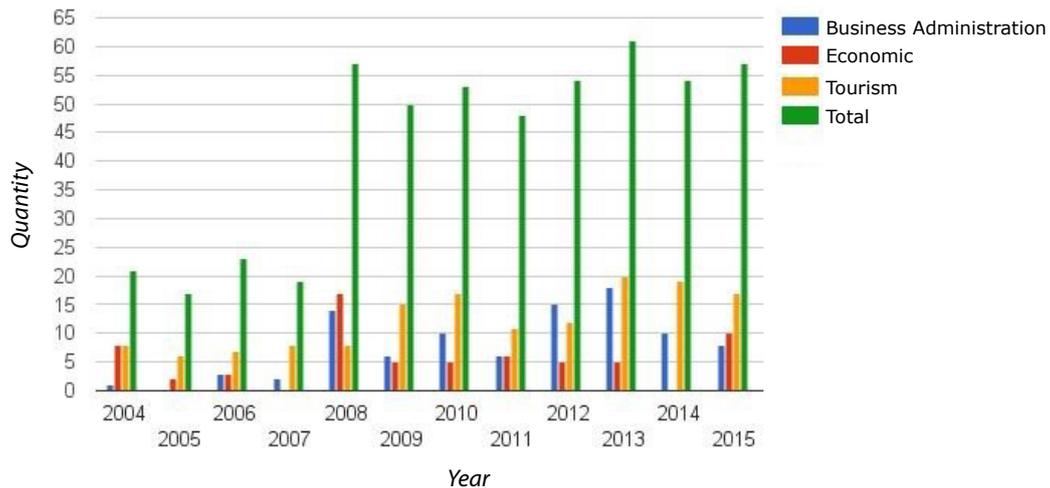
what determines the scientific characters of knowledge is the method used in its construction. *The method specifies the procedure to be followed in pursuit of knowledge.* To the extents the method regulates the scientific procedures, it is not a discovery instrument. Its use, however, is required to reduce the interference of the researcher in the results. (Dencker, 1998, p. 21)

For Tourism, one of the objectives of scientific knowledge takes place because

knowledge is fundamental in developing plans and research projects in all fields, being the scientific methodology an important tool both for micro-scale orientation, in the business score, as for macro-scale, in the case of planning. (Dencker, 1998, p. 24)

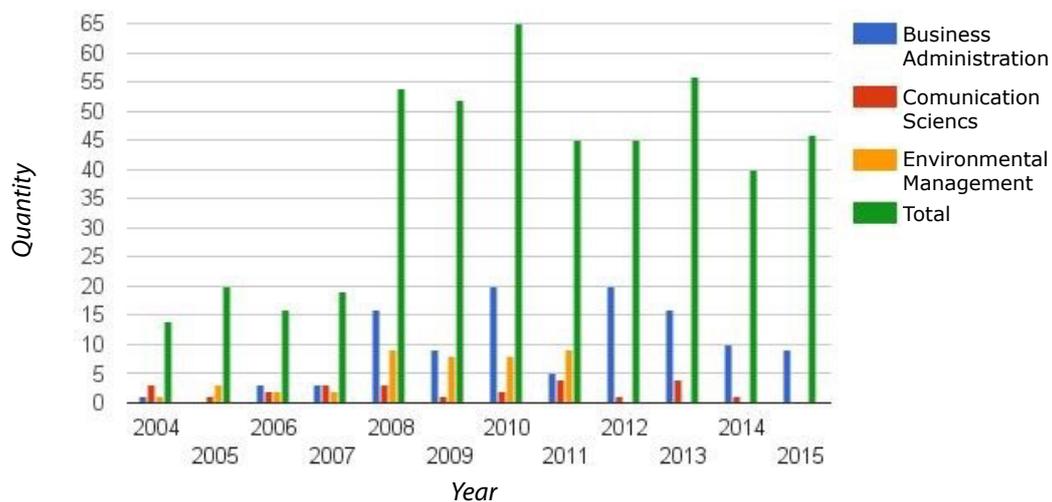
This statement was corroborated in this research and can be illustrated by examining tables and graphs, which show the significant growth in the number of research on business (administration) and Tourism planning. Following, we present the Graphs 2, 3, and 4, showing data regarding study area, undergraduate degree, master's degree, PhD and post-doctorate for trends with at least 3 (three) researchers among those who published in *Turismo em Análise* from 2004 to 2015.

**Graph 2 – Academic areas that most published in the journal *Turismo em Análise* (2004-2015)**



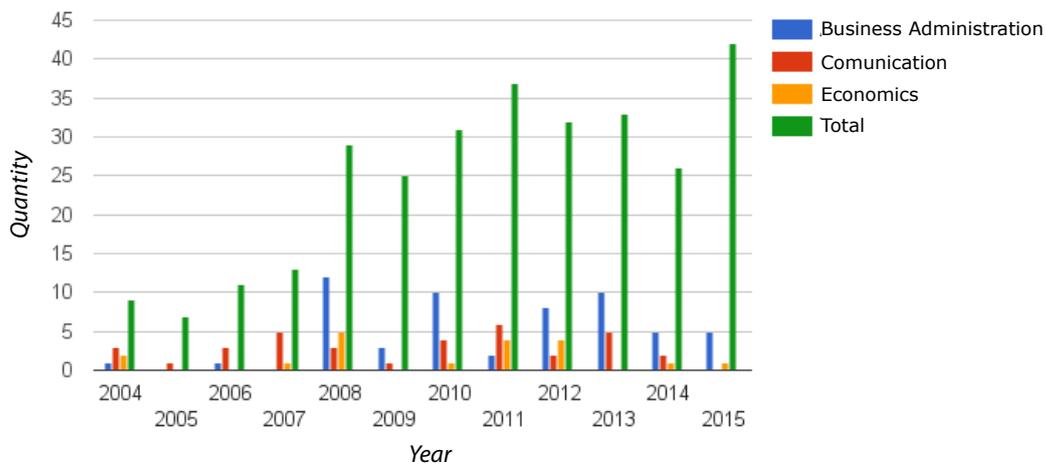
Source – Prepared by the authors with research data.

**Graph 3 – Masters' degree areas that most published in the journal *Turismo em Análise* (2004-2015)**



Source – Prepared by the authors with research data.

**Graph 4** – Areas of PhD that most published in the journal *Turismo em Análise* (2004-2015)



**Source** – Prepared by the authors with research data.

It is possible to note a trend of research in Tourism, Geography, Economy, Administration, and Communication. These were the areas with the greatest amount of studies and interdisciplinarity. According to Rejowski (2010), there is a need for evaluations the scientific production in Tourism since “the faster and more diversified the development of an area, the greater the need for research and evaluation on its scientific production”. Hence the importance of

performing meta-science research, which allows the analysis and evaluation of the quality and effectiveness of knowledge produced in a given area, as well as its needs and deficits. The own scientific progress relates or depends on systematic evaluations on the production and work of researchers, which ensures the constant improvement not only of knowledge but also of the very teaching. (GaleMBERCK, 1990, apud Rejowski, 2010, p. 225)

This fact has been clearly perceived in the scientific production of Tourism. According to Panosso and Calciolari, “in a possible comparison of the tourist field with other areas and sciences such as geography, history, anthropology, or sociology, the lack of publication on this topic in Brazil is clear” (Panosso & Calciolari, 2010, p. 683). Apparently, a race for the methodological determination of the area is in course, to ensure it proceeds as more consolidated sciences, where one must minimally and intrinsically know the field of research before talking, writings and researching on it. Currently, there is an understanding that “anyone” can speak/research/write about Tourism. Thus, for this evaluation to be done, we must consider that,

on the one hand, studies that assess the scientific production from tourist research, showing its particularities in this recent field of studies that is Tourism, can offer important subsidies for defining criteria and indicators for assessing the area’s production. On the other hand, dealing with written communication is Tourism, especially formal communication (printed or electronic), involves understanding its process, flow, or particularities, that may then be compared

to more consolidated areas. Accordingly, such studies may reflect the “state-of-the-art” of a field or study area, such as the current status of the scientific knowledge on Tourism in Brazil. (Rejowski, 2010, p. 225)

Research quality is of paramount importance for the positive scientific production because a high scientific productivity means nothing if it is not effective or does not have a transforming effect in the tourist activity. If the science is not consolidated, neither will be the tourist activity, nor it will be seen and valued as an economic activity, educational tool and instrument of social change. To do so,

the development of any scientific area is directly related to, among other factors, the quantity and especially the quality of the research done and published in such area. Gradually, the knowledge produced is reviewed and refuted, tested and improved, in an attempt to establish its validity and usefulness. (Panosso Netto & Calciolari, 2010, p. 669)

Important data found in the research of Panosso Netto and Calciolari (2010) regarding the production of Tourism books in Brazil point to the following analysis:

The trend [is that] the reduction of titles published may be reaching its limit. According to the new restructuration and the tourism guidelines, new courses are being offered, especially in public education institutions, at the same time that *strictu sensu* graduate courses are getting stronger, factors which may lead to a resumption of publications in the area, although a timid one. The fact that few publishers are interested in publishing tourism books at the moment is reflected in the creation of a pent-up demand of authors who have works ready to publish but cannot have such works accepted. In this sense, a search for publishers that will publish the work upon payment of editing costs may occur. Another way is transforming the book into articles and publish them in academic journals or presenting their studies in scientific congresses. (Panosso Netto & Calciolari, 2010, p. 678)

The authors’ observation concerning the decrease of Tourism books’ publications was also identified in this research, as it also occurred in the *Turismo em Análise*, where the publications increased both quantitatively and qualitatively. Furthermore, publications of researchers with Graduate studies in Tourism also increased. Also, a significant increase was observed in the number of articles being published since the beginning of the journal in 1990 since the number of articles varied between 12 and 15 per year until 2007, whereas from 2009 a limit of 30 articles per journal was stipulated; hence, the numbers remained constant until 2015. This increase in Tourism publications over the past 25 years shows an increment of 50% in publications. In 2006 and 2015, the *Turismo em Análise* published an extra journal (in each year) called “special number”, which is responsible for the growth in 2006 and 2015 and the fall of 2007. Another data related to it is the emergence of research on methodologies and scientific productions in Tourism from 2010: the journals of 2010, 2011,

2012, and 2015 have at least 3 (three) articles in each one that address the scientific methodology in Tourism.

Also, economic growth and development are observed in many cities from the tourist activity, which occurs due to investments from the public and private powers, data that can be checked in the website of the Ministry of Tourism. Many cities have sought to become tourist destinations, invest in this activity, and publicize the city as able to receive tourists. They seek to analyze tourist potentials to segment the destination, even if they are seasonal events:

nonetheless, despite the importance of quality, satisfaction, loyalty, and image of tourist destinations as drivers of competitiveness, these factors have not had a proper attention in the literature. Although other fields of study have already widely studied the construct satisfaction, as well as the other ones, in Tourism studies this item still has few reference material, especially with regard to the development of models, methods, and specific instruments for the area, as stated by Bedia, Fernández e López, (2007); Yilmaz (2009); Juwaheer (2004); Akbaba (2006); and Albacete-Sáez, Fuentes-Fuentes, and Lloréns-Montes (2007). (Chagas & Marques, 2010, p. 496)

This statement reinforces the discussion, in the international panorama, of evaluating of the scientific production in Tourism as part of the economic development of cities. Also, it reaffirms that the scientific production is linked to investments in the tourist activity and must be a consolidated research field to enable increasingly efficient investments and planning research.

We found 99 different topics and study methods, amounting to 1312 approaches of the theme over the articles in the past twelve years: Tourist planning and development, 122 times; Planning/management/policy Strategy, 72 times; and Economic Impact, 59 times.

### Author's study area

The research on the training areas of the researchers was conducted due to the need for both knowing the fields interested in studying Tourism as for measuring the amount of researches from Tourism areas (undergraduates and graduates) and analyzing how they are researching Tourism from the perspective of concepts and understanding of its social, economic, cultural, and environmental complexity.

In some articles, it was difficult to find the methodology used since, in addition to not having a specific section for methodologies, they were briefly and sparsely explained in several sections such as introduction, discussions, and results' analysis, or even only mentioned in the abstract. These cases were in their entirety noted in articles whose authors did not have any training in Tourism. When reading an article, it becomes clear the care that authors from the field of Tourism have in presenting the methodology and exposing and discussing complexities of the tourist activity. Therefore, over the readings, even before knowing the training of the authors one could know if they were or not from the field of Tourism, considering that the area spent many decades discussing, both nationally and internationally, its concepts, terms, and definitions. Academic

maturity and classic works exist for those who study the area, as well as broad and in-depth discussion about its generic and specific concepts according to the tourist segments researched, overcoming expectations of Tourist researchers and giving credibility to the field. These should be references since Tourism is an inter- and multidisciplinary field, thus, detailed research of the areas that interconnect its studies are required.

## Methodological mapping

Regarding the use of results, research of pure/basic character obtained 47.1% and those of fundamental and applied character, 52.9%. This was considered as a balance, as well as the results on nature of data, which were 60.8% objective and 39.2% subjective research. Even though objective research was more common than subjective ones, this difference is not regarded as enough to generate discussions since some articles were difficult to determine in which specter of data they fell – some were even considered both objective and subjective.

The same was observed regarding data source, as 52.6% were primary research (case studies) and 47.4% were secondary (reviews, economic analyses).

In turn, regarding results' generalization, we observed a tendency of sampling, being intentional and random the most used ones, with a difference of almost 20 percentage points between them. Both define different research features, however, they are widely used. Such number is quite significant because more than a third of the data was of random and intentional sampling, indicating a tendency of quantitative over qualitative research. Quantitative research has a more representative character, but currently, there is a growth of participatory research from interviews and anamnesis, which seek closer contact, experience, and better understanding on the local realities of the interviewees. Such is done aiming a greater understanding and more in-depth analysis of social, cultural, and environmental relations that permeate the analysis of economic data from a developmental perspective.

More than 200 different research methodologies were found, some specifically designed for a given study and others already existing and experienced by Tourism, some from other more consolidated areas, and even some that are unknown in Brazil but are already used by foreign Tourism researchers. The most used methodologies were Pure/Basic research; Objective data; Primary data source (case study); and Intentional sampling for results' generalizations. Also, the most used techniques and observation instruments in the studies were Direct Observation, Participant Observation, Bibliographical Review, and Data consultation.

Data in Table 1 show there is not an already consolidated method or set of methodologies being predominantly used in research. What do exist is a great inter- and multidisciplinary, a high scientific production of articles, and a significant increase in the period covered by this research. However, it could be noted a trend of certain research methods such as documental, participatory, bibliographic, descriptive, exploratory, and observational studies, which are present in most of the research. Also noteworthy is the increased behavioral research, in *Survey* method, for both market and investment cases as for local

development and economic growth. Factor analysis and multiple case studies are also part of the methodological trend over the last twelve years.

Much is discussed on the inter- and multidisciplinary of Tourism, and it is noteworthy the comprehensiveness of training areas of researchers who published in the journal. However, university subjects were difficult to determine in extremely specific Tourism research, such as tourist planning, touristification of places, and tourism policies. Also, these researches discuss economic, social, environmental, cultural, political, and urbanistic aspects. Similarly as when studying Sociology, in which one must also dwell on concepts of economy, sometimes environment, history etc., everything seems to lead Tourism to understand and apprehend the concepts from other sciences as if they were part of one only area – the Tourism itself. Difficulties also arose when defining the university subjects involved in research, as some articles apparently dealt with Administration concepts that, however, at some point intermingled with Economics, which was defined as an interdisciplinary research. Indeed, we advocate Tourism as a university subject since concepts of several areas are needed for addressing tourist studies, and such intertwining of subjects make them unique to the Tourism field. Therefore, the concepts are adapted to Tourism, thus becoming specific to the field and generating the difficulty in defining the university subjects involved in research, especially for research specifically focused in tourism development, policies, professionals, studies, among others. Table 1 contains the methodologies found and the number of times they were used. This table deals with methodologies and research techniques the authors considered as a method.

**Table 1** – Methodologies and analytical techniques found in the journal *Turismo em Análise* between 2004-2015

Methodologies and analytical techniques found	Total
Abermathy and Clark Model	1
Academic Experiences Questionnaire (AEQ-r)	1
Agglomerative Hierarchical Clustering (groups with similar characteristics)	1
Analysis of historical documents	1
Analysis of product portfolios - prepared by the Boston Consulting Group	1
Astrology Chart	1
Atlas-ti software program (data analysis)	1
Attribute arrays (result analysis)	1
Bartlett's sphericity test	1
Bayes' Theorem – of Probability Tree	1
Behavior Survey	10
Bibliometrics – mapping the knowledge structure	2
Biographical Method	1
Bruschi (environmental impact)	1
Categorical analysis (content analysis technique)	1
Chi and Qu (2008) analysis model – sun and beach destinations	1
Cifuentes (carrying capacities)	1

(continues...)

**Tabela 1** – Continuation

Methodologies and analytical techniques found	Total
Cifuentes-Arias, Swarbrooke, and Boggiani (support capacity and nature conservation)	1
Coefficient estimation	1
Cognitive Analysis	1
Co-integration (L.P. balance)	1
Collective Capacity: organizational, instrumental, and systemic	1
Comp&tenible Model: strategic sustainability assessment of tourist destinations	1
Conceptual mapping	1
Conjoint Analysis of Stated Preferences	1
Content Analysis (free elicitation) - Baloglu Model (1999)	3
Contingent Valuation Method (CVM) – analysis of economic-environmental valuation	1
Cross-sectional	1
Cross-sectional design	2
Data triangulation	3
Delphi	2
Discourse Analysis	2
Discourse of the Collective Subject (Lefèvre & Teixeira, 2000)	1
Distribution and frequency, and cross-tabulation	2
Dwyer (2005) – post-disaster community recovery model	1
Dwyer and Kim (tourist destination competitiveness evaluation models)	1
Econometrics (estimate of demand)	2
EMBRATUR demand questionnaire model	1
Empirical	1
Empirical-analytic assessment	5
Evaluation matrix (tourist potential, comparative)	1
Exhaust technique	1
Experimental method	1
Factor analysis (multivariate, confirmatory)	13
Field journal	3
Flowchart	1
Genetic-historical	1
Geoprocessing tools	1
Goldberg's 60-item General Health Questionnaire (tracing instrument)	1
Google Docs – internet tool	1
Group discussion (Flick, 2004)	1
Historiographical technique of research and analysis	1
Holistic and pluralistic	1
Iconographic Research	1
Input-Output (overall balance)	1
Inquiry	1
Investigation	1

*(continues...)*

**Tabela 1** – Continuation

Methodologies and analytical techniques found	Total
Investigation (analytic-synthetic, historical-logical, inductive-deductive, structural systemic)	1
Investigation (attributes for characterization: geological; geomorphological; phytogeographic; hydrographic)	1
LAC (impacts of visitation)	1
Laville and Dionne (pairing with the conceptual discussion)	1
Least Square (Ordinary LSM - C.P.)	1
Likert satisfaction scale	8
Locational Quotient Formula of the Regional Economic Basis Theory – measured the concentration of a given activity in a certain area	1
Logistic regression – stepwise method (Agresti, 2007)	1
LOGIT (Logistic Model – satisfaction probability)	1
Magro (trail, soil, slope, vegetation, aesthetics, garbage)	1
Manzato Form	1
MARKOR Scale	1
Maximum Likelihood Estimation (MLE) method	1
Measure of sampling adequacy (MSA)	1
Measurement of cognitive and affective image of the destination (variables) – Beerli and Martín (2004)	1
Mediator effect analysis	1
Miles et al. model (1978) (Strategic Behavior)	1
Mixed Methodology - tourist view on the image of a tourist destination	2
Model of Leisure Constraints – Crawford, Jackson, & Godbey (1991)	1
Multidimensional scale (behavioral intentions)	1
Multiple case study	11
Multiple regression analysis	4
Multivariate analysis of variance (Manova)	2
Norris Mood Scale (1971) - collection of data on perception	1
Observation	25
Open and Closed Polygonal and irradiation	1
Oral History	5
Pairing Technique (comparison)	1
Participatory Action Research	5
Participatory strategic planning – PSP (Diesel et al., 2004)	1
Pearson Method – checks the significant strength and the kind of relationship	1
Perceptual analysis	2
Phenomenology	3
Porter Model (1991) (Strategic Placement Typology)	1
Principal Component Analysis (PCA)	1
Principal Component Method and Varimax rotation	1
Q Method – analysis of the relationship between opinions of the individual sets of the sample population	1

*(continues...)*

**Tabela 1** – Continuation

Methodologies and analytical techniques found	Total
Qualitative/intensive nature	1
Questionnaire: Hoffmann (2002), modified and used by Costa (2005) with the components of the research: social actors representing the public and private sectors and entities.	1
Raosoft Program	1
Regressive-Progressive	1
Reliability	3
Reliability - Cronbach's Alpha calculation	3
Reliability, construct validity, scale construction, and structural equations	1
Result-Oriented Strategic Management (ROSM)	1
Rural Participatory Diagnosis – RPD (Verdejo, 2006)	1
Sample calculation: infinite population formula	1
Scale for measure the moral intensity construct	1
Semi-directive interview	1
SERVPERF	1
SERVQUAL scale (perceived quality)	2
Snowball	1
Software Statistical Package for Social Sciences (SPSS)	1
Stakeholders Theory – influences and identification (Freeman, 1984)	1
Stakeholders' Participatory Intervention - SPI (Furtado & Furtado, 2000)	1
Standard Operating Procedure (SOP)	1
Statistics	8
Strategic Environmental Assessment (SEA) – planning	1
Structural Equation Modeling	1
Structural Equation Modeling (SEM) method	1
Survey Monkey	2
Sustainable Tourism Indicators	1
SWLS - Satisfaction with Life Scale	1
Swot	1
Tourism demand coefficient	1
Triola's formula (for calculating sample size)	1
Wilson and Vlosky (1997) and Larentis and Slongo (2008) models – measurement of relationship marketing	1
WTO (2005) – regional setting	1
Total	232

**Source** – Prepared by the authors with research data.

## FINAL CONSIDERATIONS

We conclude that new research possibilities have been emerging and enhancing the quality of studies published in the journal *Turismo em Análise*. However, the amount of methodologies found (232) is worrisome: this data results from the

number of researchers from other fields of knowledge due to the fact Tourism is an inter- and multidisciplinary area. It is undeniable that there is a need, after years of the scientific structuring of Tourism, for establishing methodologies for and by the area.

This research was performed on *Turismo em Análise*, a journal that has been around for 27 years, with uninterrupted publications, and that receives articles from various places around the world. Also, the need for performing further research in other journals from all continents remains but, in a first moment, this should be carried out for Brazil and South America, where the local realities would be more depicted. Thus, the proposed methodological design would be more consistent with regional realities. However, what we could conclude it that, indeed, there are more than two hundred methodologies being used, several fields of knowledge involved in publications, and an ever-increasing number of Tourism researchers. Although Tourism is an inter- and multidisciplinary area, it is of utmost importance that research is performed on its own development process (methodologies and theories), so research in this area will be better developed and quicker consolidated.

This study is not conclusive since much still must be researched to expand the knowledge on Tourism and the discussions on segments, implications, and benefits this activity brings to societies and spatial dynamics.

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## CONTRIBUTIONS

**Camila Lopes Seixas:** defined the research problem and objectives; developed the theoretical proposition; performed the literature review and theoretical foundation; chose the methodological procedures; carried out data collection, data analysis, prepared the tables, graphs and figures, performed the calculations and projections; wrote and formatted the manuscript to the RTA rules.

**Monica Filomena Caron:** defined the research problem and objectives; developed the theoretical proposition; chose the methodological procedures; wrote and performed a critical review of the manuscript.