ENGAGING WITH THE WORLD
Latin America and the internationalization of tourism research

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Abstract: This paper provides a broad picture of the internationalization of tourism research within which the Latin American experience might be situated and offers some ideas and suggestions as to how research in the region might be integrated further and how a greater engagement with research and researchers in other parts of the world might be fostered. The first part of the paper addresses five questions: what is meant by the internationalization; what patterns are emerging; what is driving internationalization; what is the role of language in internationalization; and what is the significance and impact of internationalization? The second part offers suggestions as to how Latin American researchers might frame their work in order to disseminate it more widely and integrate their studies with greater impact in the international literature.

KEY WORDS: internationalization; knowledge creation; Latin America; publishing tourism research; transfer of experience.

INTRODUCCIÓN

The worldwide growth in tourism in recent decades has been accompanied by a marked increase in tourism research throughout the globe and a proliferation in specialised tourism journals and other publications. Much of this research activity continues to be concentrated in Europe and North America but researchers in other parts of the world such as Asia and Latin America are now producing a significant output (Hsu, Huang & Huang, 2010; Schlüter & Bertoncello, 2010). However, it is less clear that the research being done in the different parts of the world is well integrated and that our broader and collective understanding of tourism is developing at a similar rate. Opportunities exist not only to develop a stronger regional focus and identity but also to make a greater contribution to tourism research worldwide by more actively sharing this research with scholars elsewhere. At present, links between Latin American tourism research and that undertaken in other parts of the globe would appear to be relatively weak. For instance, only 1.2% of the empirical contributions published in six major English-language hospitality and tourism research journals over the period 2000-2007 dealt with South America (Svensson, Svaeri & Einarsen, 2009).

It is in this context that this paper aims to provide a broader picture of the internationalization of tourism research within which the Latin American experience might be situated and to offer some ideas and suggestions as to how research in the region might be integrated further and how a greater
engagement with research and researchers in other parts of the world might be fostered. The paper combines a systematic review of the literature with the views of a tourism researcher who has substantial international experience. The first part provides an overview of the internationalization of tourism research by addressing the following five questions:

- What is meant by the internationalization?
- What patterns are emerging?
- What is driving internationalization?
- What is the role of language in internationalization?
- What is the significance and impact of internationalization?

The second part of the paper then offers suggestions by which Latin American researchers might disseminate their work more widely and integrate it with greater impact in the international literature.

INTERNATIONALIZATION – WHAT IS IT?

Both broad coverage and narrower operational definitions are used with respect to the internationalization of science, a field to which tourism research might be related. According to Milkov (2012), science internationalization includes not only ‘direct research interaction between single scientists from different countries and their teams’ but a whole series of other components such as the creation of international societies and the holding of international conferences, publication in foreign journals, translation of works by foreign authors, unlimited dissemination of research through new technologies and overcoming traditional barriers to interpersonal communication. Likewise, Edler & Flanagan (2011: 8) observe: ‘… the modes of international research are numerous, ranging from mobility (at individual, institute and firm levels) and physical cooperation to virtual cooperation, cross-border contract research, participation in international research organizations and, finally, to various levels of coordination and joint programming at the level of policy and funding organizations’.

In terms of tourism research, internationalization might be viewed as a process whereby components of the design and execution of the research and its subsequent dissemination and use are international in nature. These inter-related components include:

- The subject of the research and how it is framed – as an ideographic or stand-alone study or with regard to some broader theory, question or problem;
- Where the research is being done - in one or more countries and with respect to the location of the research and the researcher(s) (in their home country or elsewhere);

- International collaboration, that is, investigation by researchers or institutions from two or more countries;

- The theories, concepts and methods used (whether commonly employed elsewhere or developed by the researcher(s) themselves)?

- Where the research is being published or otherwise disseminated (in national or international outlets)?

- The extent to which the research is integrated into the wider literature and/or is shaping research, policies or industry practice in other countries.

**PATTERNS OF INTERNATIONALIZATION**

Some of the components of internationalization can be operationalized and measured more readily than others using data obtained from databases or the analysis of journal content or authorship. Basic dimensions of internationalization in Latin American tourism research are shown in Table 1 which provides a detailed breakdown of the authorship and geographical focus of papers published in *Estudios y Perspectivas en Turismo*, for the period (2005-June 2012). Of the 304 papers published in this period, 88% were empirical in nature with the remainder being reviews or more conceptual papers. Single country studies dominated the empirical research with 95% focusing on a single country, all bar a handful of which were within the region. In this regard, the pattern in *Estudios y Perspectivas en Turismo* is comparable to Svensson et al.'s analysis (2009) of the major English-language journals: they found 91% of the contributions were based upon data collected in a single country and only 9% contained 'international research data' (i.e. data from two or more countries).

Authorship of the papers in *Estudios y Perspectivas en Turismo* was overwhelmingly confined to single countries; only 4.6% involved cross-national collaborative research (usually within the region). The vast majority of the single country contributors were from Latin America (81.9%). Over half of these were from Brazil (54%) and 12% from Argentina. Most of those from outside the region came from Spain (9%) and Portugal (4%). All bar one of the non-empirical papers came from single country authors. Multi-country authorship essentially involved collaborative research between scholars from within Latin America; single countries were as much a focus of their research as multiple countries. The clustering of the results along the diagonal in Table 1 clearly demonstrates that these researchers focus on tourism within their own countries: Brazilians study Brazilian problems, Argentines those in Argentina and so forth.
On all these measures, levels of internationalization within Latin American tourism research are low. When it does occur, internationalization here is Ibero-American rather than global in nature. Tourism researchers from within the region, of course, may also publish in other outlets. The data from Svensson et al (2009), however, suggest it is not in the major English-language tourism and hospitality journals.

WHAT IS DRIVING THE INTERNATIONALIZATION OF TOURISM RESEARCH?

The internationalization of tourism research has been driven by multiple inter-related goals and rationales such as knowledge generation, improving quality standards and enhancing reputation and recognition. These occur at a range of scales: sectoral, institutional and individual.
Creation and Transfer of Knowledge

For several decades recognition of the international nature of tourism has led to internationalized research as a means of developing a broader and deeper understanding of this global phenomenon. Two main approaches might be identified here:

- Research which seeks to develop a more integrated approach by analysing particular aspects of tourism across international boundaries;

- Research which endeavours to identify or test the generality of patterns and processes of tourism, either through empirical studies in multiple countries or by contextualising a problem with reference to some broader theory, framework or model.

As the following examples show, both approaches might be undertaken in theoretical, empirical or applied studies and might be carried out either to generate new knowledge or to transfer experience from one part of the world to another.

Early studies on tourism in developing countries were amongst the first to suggest that tourism development in such places might best be understood in terms of broader international processes which connect destinations to markets and by taking account of the forces and factors which control or influence the links and flows between them. More recently, this line of enquiry has continued using concepts of globalization to examine how tourism in particular locales is shaped by the interaction of global and local forces or by adopting the framework of commodity chains to show how impacts at destinations are subject to issues of control and governance elsewhere along the chain. Other research has used the related framework of distribution channels to investigate the marketing linkages between countries. Pearce, Tan & Schott (2007), for example, investigated whether, in what ways and why the structure of the distribution channels for New Zealand tourism varied among the country’s three largest markets: Australia, the USA and the UK. In this way their study took an integrated approach to the distribution channels that link New Zealand to its markets and at the same time employed a comparative cross-national analysis across these three markets. This enabled them not only to identify practical marketing implications but also to develop a more generalized model of international distribution systems.

By their very nature, various major topics attracting much attention at present, such as tourism and climate change and destination competitiveness, demand internationalized research. Enright & Newton (2004: 781), for example, observe ‘competitiveness cannot be assessed in a vacuum’ and evaluate the competitiveness of Hong Kong on a range of attributes relative to the destination’s competitors in the Asia-Pacific region.
The transfer of experience – the desire to learn from what has happened elsewhere - has been a key practical rationale for instituting, undertaking and disseminating research in multiple countries. Such research may be internationalized along several dimensions. An early example of such a project was the major research programme to develop policy guidelines on tourism and the environment organized by the Environment Secretariat of the OECD from 1977 to 1979 (OECD 1981 a y b). The project was carried out under the aegis of this international body, it involved the preparation of 20 case studies in twelve member states, dissemination of the results at an international forum, followed by the synthesis of the key findings. Although analysis of the case studies was not without its problems, a number of generalizations with practical implications and applications could be made. Environmental deterioration, for instance was shown to occur most commonly under the following circumstances: a rapid and controlled growth of the tourist industry, especially where characterized by marked seasonal peaks, in areas with little or no planning, few controls and financial or technical inability to provide adequate infrastructure.

The tourism special edition of the Brazilian journal Revista de Administração Pública contains papers presented at the Tourism in Rio de Janeiro International Seminar held in January 2010. The emphasis here was on drawing Brazilians’ attention to international experiences at a time when the city was preparing to host the 2014 Football World Cup and the 2016 Olympic Games (Macedo-Soares & de Queiroz Brunelli, 2010). As well as articles on or from Brazil, the issue includes a paper by Ritchie & Crouch (2010) offering Brazilian perspectives on their earlier study of destination competitiveness; another (Delener, 2010) on global tourism trends as seen from an American standpoint (‘the United States constitutes an important benchmark for Brazil’); and a third on best practice for sustainable urban tourism drawing on examples from Australia (Scott & Cooper, 2010).

Internationalized research contributing to the generation of knowledge is not limited to multi-country empirical investigation. Studies which contextualise a problem with reference to some broader theory, framework or model may play a significant role in demonstrating or contesting their generality by applying them in different situations or by elaborating on them from new perspectives. Reference to some broader theoretical or conceptual framework not only helps shape the individual piece of research but in so doing also links the study to larger questions and the wider literature. Subsequently the results can also be interpreted in this context and the contribution of the study and new understanding resulting from it can be demonstrated and communicated more clearly (Pearce, 2012). The wider use of theories and frameworks provides a better appreciation of the generality of the ideas and is a critical dimension of the internationalization of tourism research. As Warwick & Osherson (1973: 30) asserted: ‘All theory aims at generality in the relationships postulated between variables. Cross-cultural comparison is essential, for there is no other way to determine the generality of findings than to test them in all relevant cultural settings.’

Porter’s (1998) concept of clusters, for instance, has been applied in a range of tourism studies outside of the USA such as Australia (Jackson & Murphy, 2002), Latin America (Varisco, 2004;
The internationalization of education

The internationalization of education, including tourism education, has led to a growth in postgraduate studies by foreign students. In this way tourism research is internationalized along several dimensions. Postgraduate research by international students frequently, but not always, involves fieldwork in their home country under the supervision of a supervisor from their host university. To meet the expectations and standards of the degree, the theoretical basis, research design, methodology and presentation of the thesis normally follow the norms of the degree-granting university. Subsequent joint publication of papers resulting from the research may be in international journals rather than publications in the student’s home country. If the student returns home on graduation, then it is likely future research will be influenced by the experience he or she has obtained while abroad and that they will continue to access, refer to and publish in those literatures to which they have been exposed and maintain links with their host country. Such a process may bring many advantages in terms of increasing expertise, bringing new ideas and raising standards.

Assessment and improvement of quality standards

In parts of the world tourism research is subject to broader sectoral policies aimed at improving the quality of research, especially that funded by public monies. International benchmarking and the use of international referees may form part of such policies and be incorporated in evaluating the research design in funding applications. National research assessment exercises based on an evaluation of research outputs may also be used to allocate public research monies and aim to lift quality by providing strong institutional incentives to obtain such funding. With New Zealand’s Performance-Based Research Fund (PBRF) individual researchers are subject to a ‘quality evaluation’ of their output, peer esteem and contribution to the research environment. The highest output scores are those based on: ‘a platform of “world-class” research that includes highly original work that ranks with the best of its kind’. In this system ‘world-class’, ‘denotes a standard, not a type or focus of research’. In most New Zealand universities an international examiner is routinely included in the examination of PhD theses and assessment from international referees may form part of the process for higher level university promotions. At the author’s university, for example, promotion to professor is based on ‘evidence of international standing in research and scholarship, quality of teaching and service...’
of international referees and examiners does not appear to be a common practice in Latin America where cost, language and lack of familiarity with foreign scholars may be constraining factors.

These policies in turn increase the pressure on individuals to submit their research for publication in those journals recognized as the best in the field and, by extension, to produce work of the highest standards. In this way, internationalization as a policy and process of assessment contributes to the internationalized dissemination of research.

Size

The size of a country, its tourism sector and its scholarly community also influence the drive for and degree of internationalization through the range of opportunities available nationally. Large countries such as the USA will have a greater range of publication outlets, whether specialized journals or book publishers, a larger community of researchers with whom to exchange ideas and a bigger pool of referees and reviewers to draw upon. In contrast, there may not yet be a critical mass of tourism scholars in smaller nations or countries where tourism research is in an early stage of development. Researchers there may of necessity have to build external links and may have little option but to publish abroad.

WHAT IS THE ROLE OF LANGUAGE IN INTERNATIONALIZATION?

Language plays a major role in the dissemination of research findings and in the uptake of ideas and techniques; it can both facilitate access and act as a major barrier. This in turn influences what is studied and how research is carried out, presented and interpreted and thus the degree of internationalization which occurs. Dann (2011) presents a series of measures relating to tourism researchers, research centres, members of international societies, book publishers and journals to argue convincingly that the field is dominated by Anglophone scholars and English-language publications. Researchers working in other languages, such as those in Asia and Latin America, face major challenges in disseminating their work widely, especially given that many Anglophone researchers have neither the ability nor apparent willingness to access and use material other than that published in English. A scan of non-English language tourism journals such as Estudios y Perspectivas en Turismo or the Chinese Tourism Tribune would suggest a marked asymmetry in the flow of knowledge as evidenced by citations; articles in these journals cite English-language works more frequently than the leading English tourism journals refer to foreign works.

Translation of key studies can break down barriers and promote greater internationalization. Vera et al (2011: 53) note that the French edition of Pearce’s (1993a) book on the geography of tourism ‘was an event marked by the diffusion in the Latin world of the Anglo-Saxon point of view’. In their review of the development of tourism research in Latin America, Schlüter & Bertoncello (2010) also comment on the role and importance of translated books from international authors in the early 1990s
when studies of the sector were just beginning. Schlüter & Bertoncello then outline (p. 140) some of the benefits and difficulties with including translated contributions from English-speaking writers and articles from specialists from Spain in *Estudios y Perspectivas en Turismo*:

‘Even though these contributions did not reflect the problems of the region, they made an important theoretical contribution towards the knowledge of tourism… Later these contributions were not encouraged so often, since the main libraries in the USA, in the United Kingdom and Spain threatened to cancel their subscriptions on the grounds they expected a Latin American journal to deal with Latin American matters written by Latin Americans.’

This latter influence helps explain the patterns shown in Table1. In contrast, other regional journals such as the *Asia Pacific Journal of Tourism Research* and the *Scandinavian Journal of Hospitality and Tourism* are published in English. Other journals publish articles in two or more languages, such as *Ara Journal of Tourism Research* which accepts articles in English and Spanish. The newly-launched online journal *Via@international interdisciplinary review of tourism* has taken the initiative to publish versions of all papers in English and two European languages. Is this the future of disseminating research? It marks a significant innovation but it is too early to say whether such a multi-lingual approach will improve international uptake and whether the additional resources required can be maintained.

In an age when literature reviews are now largely based on online searches, the language(s) of the databases play a significant role in accessing studies. While Google Scholar includes references and citations in languages other than English, others, such as Scopus and Tourism and Hospitality Complete, are limited to English; this can create the generally misleading impression that no other research on the topic searched has been published.

**WHAT IS THE SIGNIFICANCE AND IMPACT OF INTERNATIONALIZATION?**

The types and levels of internationalization of tourism research vary considerably throughout the world and there are also indications that this process is increasing. What then are the theoretical and practical implications of this internationalization? A fundamental issue is the underlying tension between the greater uniformity and standardization that internationalization can bring and the diversity which may be required to respond to or result from local and national contexts and needs. Do we imitate or innovate? This tension exists at different levels and manifests itself in various ways.

The earlier discussion on the generation and transfer of knowledge has highlighted the positive benefits of increased internationalization. International studies, such as the work on development, distribution, and tourism and global climate change, has extended the dichotomous investigation of markets and destinations through more integrated investigation into the processes and forces that link the two sets of places or considered problems in a more global fashion. The use of comparative cross-
national studies has also enabled commonalities and peculiarities to be identified in the various impacts tourism may bring and has been fundamental to research on destination competitiveness. Similarly, the international application of theories and concepts in a variety of international settings has enabled their generality to be tested while the increased and widespread use of techniques such as importance-performance analysis has often led to more rigorous critiques and subsequent refinement.

The search for universality and the development of robust methodologies is a basic characteristic of positivism but the greater uniformity which may result runs counter to the development of pluralism and the generation of multiple insights into tourism. In reference to the return home of American-schooled postgraduate Asian students, Philip Pearce (2004: 62) goes so far as to argue this scenario ‘effectively amounts to a form of academic neo-colonialism where some of the brightest students from Asia are educated in the traditions of Western social science thinking and if they return to Asia transmit these ideas in their own setting. Viewed in this way, innovation in the theoretical realm is difficult.’ In particular, he laments the loss of opportunity to develop new theoretical perspectives drawing on Asian cultural traditions.

It is not just culture which differs throughout the world; tourism itself may take on various forms which are more evident in some places than others with a corresponding variation on the significance of associated issues and research problems. If researchers slavishly follow international trends in tourism research or agendas developed elsewhere, issues which are important locally or nationally may be overlooked or neglected. In addition, focusing on national issues may generate new insights and lead to conceptual, theoretical or methodological developments. For instance, in contrast to the dominant research focus on the distribution of mass package tourism coming out of Europe (Alcázar Martínez, 2002), the large body of recent work from New Zealand has drawn attention to the need to examine the way tourism products are distributed to and accessed by independent tourists, a major segment in that country. This new strand of research contributed to the development of a more comprehensive needs-functions model of tourism distribution which incorporates packaged, independent and customized segments (Pearce, 2008) and also led to the elaboration of a method for evaluating multi-channel performance which emphasizes the breadth of revenue streams and cost categories that needs to be taken into account (Pearce & Taniguchi, 2008).

Similar considerations apply in terms of the transfer of experience, whether for policy-making or industry applications. Learning from the experience of others, as in the OECD environment project or the Rio de Janeiro conference, may be efficient and effective and may be particularly attractive before embarking on new directions or undertakings of our own. However, care and caution are needed when looking to make comparisons and transfer experiences. The critical issue here is that of equivalence (Pearce, 1993b). To what extent are concepts, data and methodologies equivalent? Can policies, practices and results be transferred from one country to another in a meaningful way? Should policymakers and businesses in Chile be looking to emulate policies and practices from the tourism sector in New Zealand – the two countries share many similar physical characteristics and a dependence on
nature-based activities but have different political and economic structures and traditions and draw on different markets. After systematically examining tourist organizations in six countries Pearce (1992: 200) concluded: ‘There is no single best type of organization nor inter-organizational network, rather each country must evolve a system which best reflects local, regional and national conditions’.

The conceptual framework developed for the inter-organizational analysis of tourist organizations makes specific provision for the inclusion of environmental factors in the analysis (Pearce, 1992). Other researchers also recognize the need to take more explicit account of cultural, political, economic and physical conditions and build micro- and macro- environmental factors into their frameworks dealing with a range of other problems (Pearce, 2012). Such an approach is very relevant to the process of internationalization; it accommodates a broader problematization of an issue while recognizing the role of context, thereby lessening the tension between the general and the specific.

**ENGAGING WITH THE WORLD**

Should Latin American tourism researchers seek to develop stronger links within the region and engage more actively with researchers and research elsewhere in the world? If so, how might they go about doing this? As the preceding discussion has shown, fostering greater interaction within the region and developing closer links with the wider tourism research community can advance tourism research in Latin America. While much progress has been made within the region in recent years, various studies suggest that tourism research in Latin America has not yet reached the same level of maturity as in many Anglophone countries and parts of Europe (Rodrigues Leal, 2006; Monterrubio, 2012). In this situation clearly there are advantages in learning from what has happened elsewhere in terms of theoretical and methodological developments, findings relating to particular problems, and the application of research results. At the same time, some of the cautionary notes sounded above should be heeded - engage with the world on your own terms. Decide first on what are the most relevant and pressing tourism issues and research problems within your own countries and in Latin America. Look more closely at the defining characteristics of Latin American tourism and consider how the analysis of them might require new or distinctive approaches, challenge existing concepts and provide a new and deeper understanding of tourism in general. Have the confidence to innovate and lead not just follow and learn.

Leaving aside the question of language and the availability of resources, tapping into the wider body of tourism research can be achieved through well - established means of exchange: postgraduate study abroad, visiting professors, research collaboration, attending conferences. Accessing the wider tourism literature is becoming increasingly easier through online publication and by the development of searchable databases.

Greater consideration needs to be given to how Latin American researchers can bring their work to the world, share their findings and thereby contribute more directly to the wider body of tourism
knowledge. Some steps are already being taken such as the publishing of special English-language issues of journals and books like the recent volume dealing with tourism in Brazil (Lohmann & Dredge, 2012). This is not to suggest that journals in the region should publish in English, far from it. However, given the monolingual abilities of the world’s largest community of tourism researchers efforts do need to be made to bridge the language divide. One way forward in this context would be the use of integrative frameworks to synthesize within particular language-based literatures, in this case Spanish and Portuguese, work on given themes, rather than just country reviews (Pearce, 2012). These more tightly and explicitly structured syntheses and critiques could serve as the basis for more efficient and effective transfers of knowledge across the globe; they would reduce the amount of translation required and enable researchers to focus on the essence of the findings and contributions being made on particular themes.

More generally, perhaps, greater effort needs to be made to engage the interest of tourism researchers elsewhere by demonstrating more explicitly why particular studies done in Latin America, or indeed in any other region, might be of value to them. The key here lies in the way in which research problems are formulated, the way in which they are shown to address a bigger question, relate to a particular theory or offer some methodological refinement or development. These factors in turn subsequently enable the broader significance of the findings and the overall contribution of the study (whether theoretical, methodological or applied) to be demonstrated more clearly (Pearce, 2012). If this is done well, it matters less whether the empirical research is done in Brazil or Chile, Australia or the United States.

By addressing a wider problem we mean showing how the issue being investigated is of broader significance and transcends the particular instance in question, what Dann (1999) refers to as ‘breaking out of the case’. The empirical basis of Nicholson & Pearce’s (2001) widely-cited article on the motivation of event-goers is survey data from four events in the South Island of New Zealand. The events themselves are largely of New Zealand interest. However, the way the study was formulated was to use these events as the basis for addressing the bigger question, namely ‘why do people attend events?’ It is this fundamental question that is applicable to events all over the world which broadens its relevance and attracts a wider readership.

A similar approach is taken in Pearce & Schott’s (2005) study entitled ‘Tourism distribution channels: the visitors’ perspective’. Again, the empirical data are from New Zealand, being drawn from surveys of visitors in Wellington and Rotorua, but the issue addressed is a more general one, that of how visitors perceive and use different distribution channels. The need for such a study is first established by reviewing the international literature to demonstrate a pronounced asymmetry in prevailing studies of distribution, with a dominance of supply-side studies and a neglect of research from a demand perspective. Pearce & Schott (2005: 52) then outline the aims of their paper in general rather than national or local terms, namely:
1) Analyze systematically from the visitors' perspective the distribution functions of information search, booking, and payment across a range of channels to establish the relative importance of these, and identify factors contributing to their selection and use.

2) Examine how these patterns vary across the three key sectors of transport, accommodation and attractions and activities; between two contrasting destinations (Rotorua and Wellington); and between two major market segments, domestic and international visitors.

3) Provide a basis for other channel members, especially suppliers, to assess their distribution strategies.'

In other instances, the linkage to a wider issue is made by the use of a particular theoretical framework which shapes the study and enables the specific research to be set in the context of a broader theoretical debate. Teo & Li (2003), for example, explore the transformation of the Haw Par Villa in Singapore into a tourist attraction against the backdrop of globalization theories, particularly the role of global/local forces. They used a global/local framework to develop the following research questions:

- What is the rationale for going global?
- How may this take place in such a small city state as Singapore?
- What constitutes the local?
- How do different forms of local assertion take place?
- These questions are then addressed sequentially with regard to their Singaporean study site.

It is equally important is to re-contextualise one's findings at the end of a paper to show how the study has contributed to our broader understanding of the wider problem, in these two examples, respectively of motivations of event-goers and tourism distribution channels. Here both the theoretical and methodological contribution and practical implications need to be discussed along with any limitations relating to how far the results might be generalized. Nicholson & Pearce (2001: 458), for instance, concluded: 'that in contrast to the earlier case studies ... [their research] gives more weight and greater visibility to events per se as a distinctive phenomenon', it showed the importance of event-specific motivations and, methodologically underscored the value of using multiple means of analysis and a comparative approach. Teo & Li (2003: 32) drew the conclusion from their research on the Haw Par Villa that 'universalism and particularism need to be conjoined in order to better comprehend how tourism as a complex phenomenon can influence national identities and in itself become influenced in a highly connected world'.

While these two sets of connections to the international literature are critical to a wider uptake of research, what comes in between the introduction and conclusions obviously also matters, notably how the study was done and whether the methodology is of the required standard. An analysis of the
submissions to the *Journal of Travel Research*, generally acknowledged one of the three leading
English-language tourism journals, showed theoretical and/or methodological contribution to be the
emphasize that ‘Authors need to very carefully and comprehensively articulate the methodologies
followed in a specific research project. The processes of sampling, instrumentation, data collection,
and analysis need to be fully explained’.

CONCLUSIONS

Tourism research in Latin America exhibits some of the trends in internationalization evident
elsewhere in the world but to a lesser extent. As shown in Table 1, the internationalization that has
occurred to date has essentially taken place within the larger region rather than on the wider world
stage. The challenge now as tourism research in Latin America matures further is to develop a
distinctive regional approach and to share that with the world for the global community of tourism
scholars should increasingly benefit from research being done within the region. For this to happen, a
more concerted effort needs to be made to integrate Latin American studies with the international
literature. Some suggestions have been made to as to how greater engagement with the world might
be pursued.

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