This paper, which reflects on the Content Analysis technique in the tourism area, aims to: identify the tourism researchers who used AC in their investigations published by Brazilian tourism journals, focusing on their academic degree, the phases and methodological paths of the publications, the topics of each investigation, the corpus, the approaches to research and references to the CA; and analyze the theoretical and methodological rigor of the Content Analysis method designed in the articles. The method of this paper consists of a bibliometric study with Brazilian tourism journals which have been classified with Qualis 2014, from the area “Administration, Accountancy and Tourism” by the Coordination for the Improvement Higher Education Personnel (CAPES). The corpus of this research consists of 66 papers, from 2,434 articles published between 1990 and 2015, in the 11 journals that were selected. The results show the diverse academic degrees of authors, but predominant in Humanities and Social Sciences. It is pertinent to notice that some authors are careless with conceptual, theoretical and methodological rigor in Content Analysis. In some papers it is also possible to notice that Content Analysis is treated in a very simplistic way, as if it were enough just mention its use, without any explanation/description on how it was actually used.

KEY WORDS: content analysis, tourism, investigation, Brazil, journals.