

### Comprometiéndose con el mundo: Latinoamérica y la internacionalización de la investigación turística

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### Engaging with the world: the internationalization of tourism research

### Questions?

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

### What is meant by the internationalization of research?

- The subject of the research and how it is framed;
- Where the research is being done;
- International collaboration;
- The theories, concepts and methods used;
- Where the research is being published;
- Degree of integration into the wider literature and extent of influence

### Patterns of Internationalization

Country of author	Country of study																				Total	%		
	Arg	Bra	Can	Chi	Col	Costa	Den	Esp	Fin	Fr	Ger	Gre	HK	Ind	Ita	Jpn	Mal	Mex	Nor	Per				
Argentina	1																				1	100%		
Brazil		1																				1	100%	
Canada			1																			1	100%	
China				1																		1	100%	
Costa Rica					1																	1	100%	
Denmark						1																1	100%	
Spain							1															1	100%	
Finland								1														1	100%	
France									1													1	100%	
Germany										1												1	100%	
Greece											1											1	100%	
India												1										1	100%	
Indonesia													1									1	100%	
Italy														1								1	100%	
Japan															1							1	100%	
Malaysia																1						1	100%	
Mexico																	1					1	100%	
Norway																		1				1	100%	
Peru																							1	100%
Other papers																							1	100%
<b>Total</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>14</b>	

Papers published in *Journal of Travel Research* by country of author and countries studied (2007-2011)

### Patterns of Internationalization

Paper published in	Papers published														2+ papers	Countries approached	Total	%							
	Arg	Bra	Can	Chi	Col	Costa	Den	Esp	Fin	Fr	Ger	Gre	HK	Ind											
Spain	1																						1	100%	
Denmark						1																		1	100%
France							1																	1	100%
Germany								1																1	100%
India													1											1	100%
Indonesia														1										1	100%
Italy															1									1	100%
Japan																1								1	100%
Malaysia																	1							1	100%
Mexico																		1						1	100%
Other papers																								1	100%
<b>Total</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>14</b>	

Papers published in *Estudios y Perspectivas en Turismo* (2007-2012)



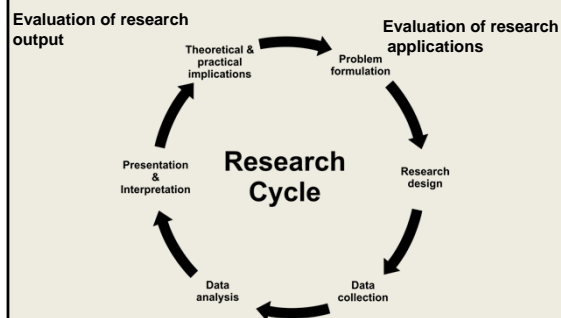
### Transfer of Experience



### Internationalization of Education



### Improving Quality Standards



### Size



### What is the role of language?



'was an event marked by the diffusion in the Latin world of the Anglo-Saxon point of view' (Vera et al, 2011)



**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”.

Schülter y Bertoncetto (2010)

[http://www.viatourismreview.net/Animation/Po  
rtailRevue.html](http://www.viatourismreview.net/Animation/Po<br/>rtailRevue.html)

**What is the significance and impact of internationalization?**

**Pros**

- standardization, positivism,
- more integrated and comprehensive research,
- comparative studies
- theory building & testing
- deepening of knowledge
- transfer of experience

**Cons**

- diversity, pluralism
- academic neo-colonialism
- ignores national priorities
- limits development of new theoretical perspectives and methods
- equivalence

**A needs-function model of tourism distribution**

Segment	Timing and Location of Services Required											
	In market				En route				At destination			
	Information provision	Accommodation	Booking and purchase	Transportation	Information provision	Accommodation	Booking and purchase	Transportation	Information provision	Accommodation	Booking and purchase	
Sector	Independent	Transport to	Information provision	Accommodation	Transport to	Information provision	Accommodation	Transport to	Information provision	Accommodation	Transport to	
	Customized	Transport to	Information provision	Accommodation	Transport to	Information provision	Accommodation	Transport to	Information provision	Accommodation	Transport to	
	Package	Transport to	Information provision	Accommodation	Transport to	Information provision	Accommodation	Transport to	Information provision	Accommodation	Transport to	
	Other	Transport to	Information provision	Accommodation	Transport to	Information provision	Accommodation	Transport to	Information provision	Accommodation	Transport to	



**Has internationalization improved the quality of research?**

**Data collection methods used by Chinese tourism researchers**

Chinese papers		English papers	
n	%	n	%
Data collection		Data collection	
Single method	349 83.89	Single method	37 67.27
Questionnaire	206 49.08	Questionnaire	23 41.82
Secondary data	124 29.81	Secondary data	8 14.55
Interview	19 4.63	Interview	6 10.91
Literature review	8 1.92		
Delphi	4 0.96		
Web search	3 0.72		
Mixed methods	47 11.59	Mixed methods	18 32.73
Interview, Questionnaire	27 6.49	Interview, Questionnaire	3 5.45
Questionnaire, Secondary data	7 1.68	Interview, Questionnaire, Secondary data	3 5.45
Delphi, Questionnaire	5 1.20	Interview, Observation, Secondary data	2 3.64
Questionnaire, Observation	4 0.96	Interview, Secondary data	2 3.64
Others	24 5.77	Others	8 14.55
Total	416 100.00	Total	55 100.00

### Ways forward : engaging with the world



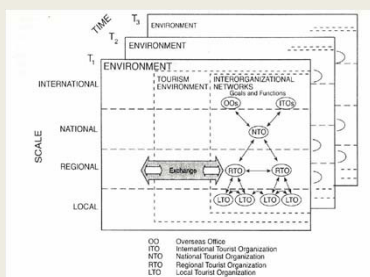
### “Breaking out of the case”

**Why Do People Attend Events: A Comparative Analysis of Visitor Motivations at Four South Island Events**  
 RACHAEL E. NICHOLSON AND DOUGLAS G. PEARCE

*The comparative analysis of the motivations of visitors at four South Island, New Zealand, events—two food and beverage festivals, an air show, and a country and music festival—highlights the diversity in motives that are to be found from event to event. Event-specific factors are especially important; there is little evidence yet of generic event motivations. In contrast to earlier case studies, the comparative approach employed here gives more weight and greater visibility to events per se as a distinctive phenomenon.*

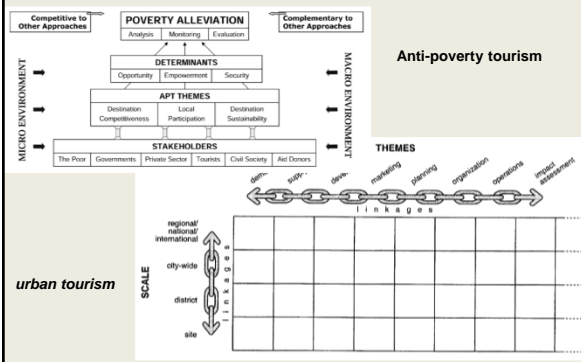
different groups of friends, family, and couples (Formica and Murrmann 1998). They have also linked their findings to previous studies and noted similarities between them. Formica and Murrmann, for instance, noted that in the two South Carolina studies, the common underlying motivations to emerge were escape, excitement/thrills, event novelty, socialization, and family togetherness. Each of these studies also employs a similar scale of motives, based on that originally derived by Uysal, Gahan, and Martin (1993), and interpretation is largely undertaken in terms of Iso-Ahola's (1982,

### Accounting for environmental factors



A conceptual framework for the inter-organizational analysis of tourist organizations

### Integrative frameworks



### Questions and comments?