

# Scientific research in hospitality studies in Brazil: challenges to finding a theoretical framework

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This paper seeks to present the systematisation of information in hospitality studies, as generated by an analysis of 227 dissertations submitted to the Master's Programme in Hospitality Studies at the University of Anhembi Morumbi, as well as 18 doctoral dissertations and 58 master's dissertations submitted to other *stricto sensu* programmes in the country between 2004 and 2013. The paper intends to typify the contents of this scientific production, considering the theoretic base developed in Brazil and other countries. The documentary research analysed the contents of the dissertations based on author, title, abstract, keywords, and year of submission; it also arranged the studies according to sectors, domains and dimensions of the hospitality field. Results demonstrate a low incidence of studies in the virtual and domestic domains; tourism and lodging industries as the principal sectors covered in the period in question; and social and economic dimensions as the most discussed. The paper indicates the need for in-depth studies to analyse the methodological strategies and review bibliography used in production of the scientific materials, and the necessity for increased private sector funding of academic research. It highlights the importance of a critical approach to hospitality research that may enable the evolution of programmes in hospitality and tourism studies.

**Keywords:** Hospitality, scientific research, master's dissertations, theoretical categories, Brazil

## Introduction

The Master's Programme in Hospitality Studies at the University of Anhembi Morumbi (UAM) was inaugurated in August 2002 and was approved by Coordenação de Aperfeiçoamento de Pessoal de Nível Superior – CAPES (Council for the Improvement of Higher Education Personnel) of the Ministry of Education, based on the importance of this field of study. Hospitality studies comprises research not only in the fields of tourism and hospitality, but also includes broader issues such as acceptance, sociability, solidarity, and ethics in regard to the 'outsider' (that is, relationships between natives and non-residents). The UAM Master's Programme in Hospitality Studies was the first *stricto sensu* graduate programme to be offered in the field in Brazil, and is currently widely respected for its innovative aspects that have stimulated research to broaden the knowledge in hospitality studies, while at the same time factoring in Brazilian reality.

Initially, the programme was structured in one area of concentration, Planning and Strategic Management in the Hospitality Industry, and had two fields of research: Conceptual and Epistemological Dimensions of Hospitality and Tourism (LP1) and Policies and Management in Hospitality and Tourism (LP2). The programme was restructured in 2013, and the area of concentration became known as Hospitality Studies, and the nomenclature of the two fields of research were changed to Hospitality: Policies and Procedures (LP1) and Hospitality: Services and Organisations (LP2).

Between 2004<sup>1</sup> and 2013, 227 master's dissertations were submitted to the programme. The subject matter of these dissertations is representative of the primary concerns and

interests of the majority of Brazilian researchers. This collection of academic documents was considered consistent enough to be the focus of research on the systematisation and analysis of hospitality concepts, considering theoretical aids available in Brazil and other countries. To this end, related scientific studies in the tourism field were examined. The first study was authored by Jafari and Aaser (1988) and analysed 157 American doctoral dissertations, organising them according to the disciplines with which they were linked, primarily economics, anthropology and geography. This innovative paper motivated several other papers including Hall (1991) in Australia, Rejowski (1993 1997) in Brazil, Botterill (2001) in the United Kingdom, Hamza (2009) in Egypt, Santos and Costa (2010) in Portugal, Ruijuan and Songshan (2011) in China, and Afifi (2013) in the United Kingdom and Ireland. Initially, the papers focused on temporal evolution, disciplines, institutions, and geographic areas, mapping the scientific production in general. Later, improvements were made in the identification and analysis of research subjects and topics, on methodological approach, and on identification of lines of research in the programmes at which the studies were conducted.

In turn, towards the middle of the first decade of the new century, studies were completed on Brazilian scientific production, focusing on dissertations submitted to the UAM Master's Programme in Hospitality Studies. Concern with the systematisation of scientific knowledge created by these academic studies began in 2005, when 41 dissertations submitted between 2004 and 2005 were analysed (Bastos 2005). Hospitality was the classifying category, categorising

themes based on the initial scope of the programme – *food and beverages, entertainment, lodging, tourism, and others*. This categorisation was maintained in subsequent studies (Bastos & Fedrizzi 2006; Bastos & Fedrizzi 2007). However, in 2007, the thematic classification was modified to include only *lodging* and *tourism*, eliminating *others*, and replacing *food* and *entertainment* with *culinary arts, restaurant management, religion, hospitality services in hospitals, leisure, events, and education* (Bastos and Fedrizzi 2007).

Seven years after the last study, there was a need to improve the interpretation of the thematic guidelines, moving towards a system of classification by sector, domain and dimension, in order to stimulate discussions to shape this emerging and interdisciplinary field of research. To this end, this initial study was conducted, employing a content analysis strategy. Data were collected between January and March 2014 from dissertations submitted to the UAM Master's Programme in Hospitality database. Information regarding year of submission, title, abstract, keywords, and region of study of each dissertation was recorded on MS Access spreadsheets. The information was then analysed and arranged into sector, domain and dimension categories, based on theoretical studies on hospitality in Brazil and in other countries (Camargo 2014). These categories were defined when repetitions were found, an element indicative of an approach trend.

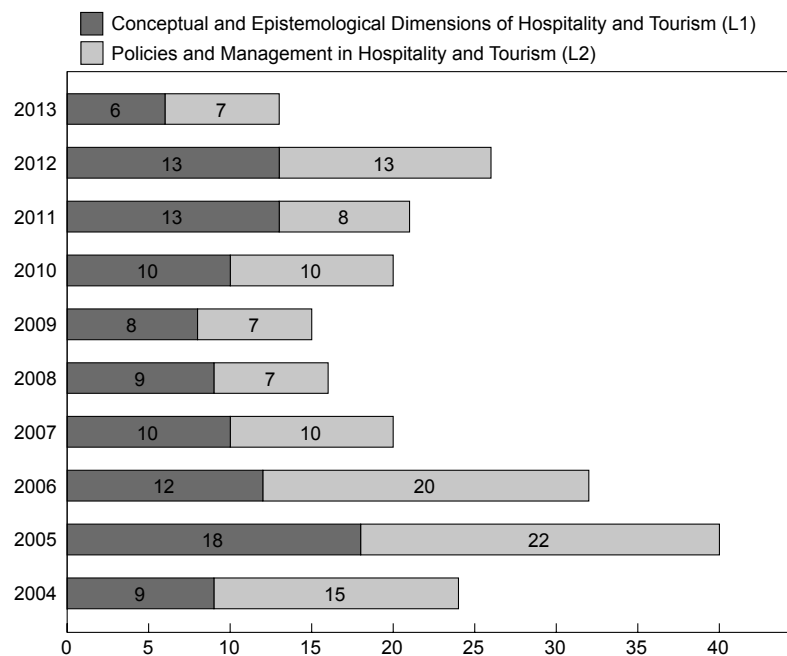
The preliminary research results are presented in the following pages. Initially, there is a general description of the dissertations with regard to the line of research and region of study. This is followed by a proposal for classifying sectors, domains and dimensions. Finally, a preliminary configuration of the information generated by the UAM Master's Programme in Hospitality Studies is developed to support the discussion. It is important to note that this paper was expanded beyond the original focus to include 18 doctoral

dissertations and 58 master's dissertations defended in other *stricto sensu* programmes in Brazil; and it should be further enhanced with the inclusion of other contributions developed in other countries, like those from the Academy of International Hospitality Research Conference 2014, hosted at the Stenden University of Applied Sciences, in Leeuwarden, Netherlands – an event to systematise hospitality scientific production and reflect on its future trends.

### General characterisation of the research from the UAM Master's Programme in Hospitality

Hospitality studies, an unprecedented field of study in Brazil in the early 2000s as *stricto sensu*, initially attracted a large number of candidates, primarily instructors lacking advanced degrees, but who were already teaching tourism, hotel management and culinary arts<sup>2</sup> in higher education courses in Brazil's Southeast region. This initial contingent of Master's degree candidates created the elevated quantity of dissertations defended between 2004 and 2006 (42%), peaking in 2005 (40) and averaging 19 graduations per year. In the period 2007–2010, the number of dissertations submitted varied between 15 and 20 (31%), with an average of 8.5 graduations per year. During the final period, from 2011 to 2013, between 13 and 26 dissertations were submitted (27%), with an average of 20 graduations per year, a number at which the programme has stabilised.

From 2004 to 2013, 227 dissertations were submitted to the UAM Master's Programme in Hospitality Studies (Figure 1) with a fairly equal distribution between the two lines of research: LP1 108 (48%) and LP2 119 (52%). Of this total, 176 studies (78%) focused on locations in Brazil and three studies (1%) discussed regions in other counties – one on Cancun (Mexico) and two on Buenos Aires (Argentina).



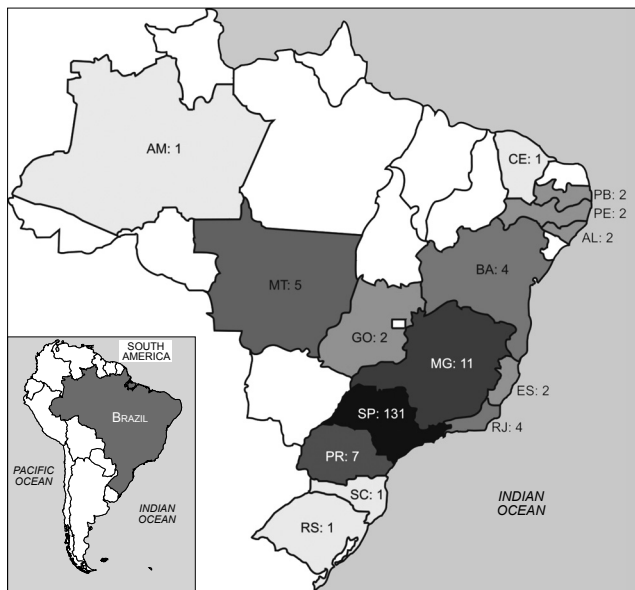
**Figure 1:** Production of dissertations submitted to the UAM Master's Programme in Hospitality Studies – by year and line of research, Brazil 2004 to 2013

Forty-eight dissertations (21%) did not factor into this classification, as they constituted theoretical studies, scientific productions, or were not restricted to the study of a single, specific location.

These dissertations examined hospitality elements in 15 states (Figure 2). The highest concentration of papers was on the State of São Paulo (58%), while fewer dissertations featured the States of Bahia, Mato Grosso, Rio de Janeiro, Paraná, and Minas Gerais (14%). Other States were analysed in lesser quantity (6%), thereby contributing inconsequential results. All Brazilian geographical regions – North, Northeast, Central-West, Southeast, and South – had at least one locale studied by the researchers, with the Southeast region, the most economically developed and the location of the Master’s Programme, being the focus of the majority of the dissertations.

### Research approaches of the UAM Master’s Programme in Hospitality Studies

The classification into sectors is based on the approach of Camargo (2003, 2004) to the hospitality social cycle:



**Figure 2:** Loci of study – the UAM Master’s Programme in Hospitality Studies dissertations – classified by region and state, Brazil 2004 to 2013

reception, accommodating, feeding, and entertaining. Therefore, the categories *Education, Events, Lodging, Religion* and *Tourism*, from the previous classification (Bastos & Fedrizzi 2007), are maintained, while the categories *Culinary Arts* and *Restaurant Management* are replaced by *Food and Beverages* and *Third Sector* and *Health* are included. The category *Other* returns to include all items that cannot be classified in the previous areas of concentration and are too few in volume to constitute a new field.

Table 1 shows the distribution of the dissertations by area of concentration with 56 studies in *Tourism*, followed by *Lodging* (36), *Education* (26), and *Food and Beverages* (25). The first two areas are the only ones that are present during the entire period of study. It is interesting to note that the frequency of *Food and Beverages* studies (25), while nonexistent in 2008, increased to six in 2012. The emphasis of dissertations on *Tourism, Lodging, and Food and Beverages* demonstrates the traditional view of hospitality research, as indicated by Camargo (2002); these sectors constitute more than half of the academic production (63%). The emphasis of dissertations in the *Education* field of concentration relates to the presence or suggested insertion of theoretical and practical content in higher education courses in the field. At the other end of the spectrum, *Events, Health* and *Third Sector* represent only 12% of the production. Despite the small production, *Health* can be considered promising, as a result of the growth of the importance of hospitality services in hospitals and the increase of hospitality departments in private and public organisations like hospitals, health clinics, senior care centres, etc. The *Third Sector* was subject of study only three times, which is surprising considering its ascending influence in issues of social responsibility and sustainability.

An analysis of the dissertations by fields of research (Figure 3) shows a preponderance of LP-2 studies in *Tourism, Lodging, Food and Beverages, Events* and *Health*, with emphasis on business and market aspects. The majority of the dissertations in *Education* and *Third Sector* are in the LP-1 line of study, which indicates an overture towards new approaches favouring emerging themes and sectors, in addition to new research possibilities, expanding hospitality research frontiers.

The hospitality studies domains are based on Lashley and Morrison (2004) and Camargo (2003, 2004). Interdisciplinary in nature, the classification of hospitality constitutes a challenge and, in relation to domains, Lashley and Morrison (2004) warn that elements are, at the same time, independent

**Table 1:** Master’s Dissertations submitted to the UAM Master’s Programme in Hospitality – by year and sector, Brazil 2004 to 2013

Sector	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total
Tourism	8	10	8	4	6	6	3	8	2	1	56
Lodging	5	8	4	3	2	1	3	3	5	2	36
Education	1	3	2	3	2	–	2	5	4	4	26
Food and Beverages	1	4	3	2	–	4	2	1	6	2	25
Events	2	2	5	1	–	–	3	–	–	–	13
Health	2	1	1	2	1	–	2	–	1	1	11
Third Sector	–	1	1	–	1	–	–	–	–	–	3
Other	4	8	6	1	3	2	4	2	6	2	38
Not Applicable	1	3	2	4	1	2	1	2	2	1	19
Total	24	40	32	20	16	15	20	21	26	13	227

and overlapping, making them difficult to classify. Influenced by this approach to social, private and commercial domains, Camargo (2004) interjects the virtual domain, denominating private as domestic and social as public, in that he comprehends the domain as the social space in which the hospitality activity plays out. Comparing the two points of view, the present approach comprises the following hospitality domains: *commercial*, *domestic*, *public* and *virtual*, and adding new domains – *sacred* and *mixed* (the presence of more than one domain) – as well as, the *not applicable* category that assimilates studies that cannot be classified by this approach.

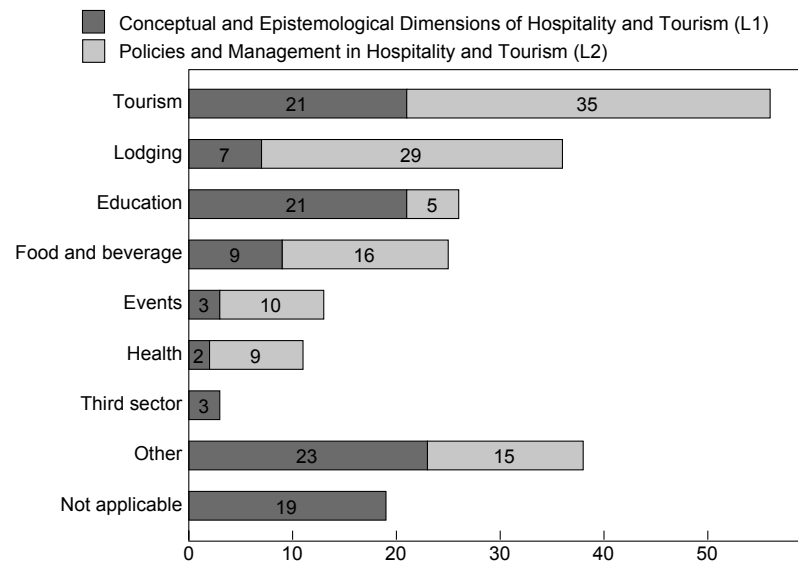
Table 2 represents the distribution of the dissertations into each of these new domains, by year. The *commercial* (59%), *mixed* (14%) and *public* (15%) domains are present every year and appear as the most significant. The studies in the *sacred* and *virtual* (4%) domains are less frequent, as well as, the studies classified as *not applicable* (8%). Organising dissertations by domain and area of research (Figure 2), it is possible to note an emphasis on the *commercial* domain, as well as on *public* and *mixed* domains. In the LP1 line of research, the studies are distributed among all domains, with higher occurrences in the *commercial*, *mixed* and *public* domains.

The *domestic*, *sacred* and *virtual* domains had a lower number of dissertations. Subjects classified as *not applicable* include research in theory, scientific production, folklore,

cultural heritage, homosexuality and music. It is important to note that the majority of investigations classified in the *commercial* domain were conducted in companies and institutions, focusing on the complexity of social relationships, but with a management point of view (Figure 4).

The definition of the dimensions of hospitality is based on theoretical references of hospitality found in the dissertations, for which we would like to mention the compilations edited by Montandon (2011), Lashley and Morrison (2004), Dencker (2004), Dencker and Bueno (2003), and Dias (2002). After several evaluations, nine hospitality dimensions and their respective variables were established: a) *environmental*: nature; b) *cultural*: cultural heritage, festival, tradition, ritual, and myth; c) *economic*: labour, management, marketing, professional profile, and services; d) *educational*: teaching, training and professional qualifications; e) *material*: spaces, equipment and architecture; f) *political*: authority and public policy; g) *religious*: faith; h) *symbolic*: style, imaginary; i) *social*: reception, commensality, communication, gift, etiquette, sociability, and urbanity.

At this point, all the dissertations were classified as to their dimensions, as shown in Table 3. The *economic*, *educational* and *social* dimensions were studied every year and represent 76% of all studies. The *economic* dimension represented the greatest number of papers (47%), followed by the *cultural* and *material* dimensions (15%). Other dimensions were



**Figure 3:** Master's Dissertations submitted to the UAM Master's Programme in Hospitality – by area and line, Brazil 2004 to 2013

**Table 2:** Master's Dissertations submitted to the UAM Master's Programme in Hospitality – by year and domain, Brazil 2004 to 2013

Domain	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total
Commercial	17	27	17	12	10	8	12	11	14	6	134
Domestic	2	1	–	3	–	–	1	1	1	–	9
Public	3	7	4	3	3	3	2	3	5	2	35
Sacred	–	2	1	–	1	1	–	1	–	–	6
Virtual	–	–	1	–	–	–	1	–	1	–	3
Mixed	1	1	8	2	1	2	4	4	5	3	31
Not applicable	1	2	1	–	1	1	–	1	–	2	9
Total	24	40	32	20	16	15	20	21	26	13	227

less expressive (9%), with the *environmental* and *symbolic* dimensions demonstrating the lowest frequency, which might be related to the fact that the instructors in these areas left the programme during the period of study.

The majority of dissertations in the *economic* dimension concentrated on management, service, marketing, labour and consumption, followed by studies on quality and customer service. Few studies dealt with professional profile, sustainability or types of hospitality properties. The *social* dimension developed topics on social relations, followed by investigations on food and beverages, communications and lodging. Few papers tackled the subjects of gift, etiquette and conviviality. The *educational* dimension offers studies on a wide range of subjects, primarily directed at higher education in tourism, hotel management, food and beverages, or events; production of scientific research in tourism or hotel administration; and hospitality for professional formation or vice versa. The few remaining dissertations addressed training and qualification of labour, events, globalisation of education, distance learning, and cultural centres.

The analysis of the dimensions of dissertations by line of research shows that studies are presented in different ways (Figure 5). In LP1, the *social* dimension is the most frequent; but the distribution among the other dimensions is more equal. In LP2, most of the papers are concentrated in the *economic* dimension. It is important to note that the

*symbolical* and *religious* dimensions are only found in LP1, while the *environmental* dimension only occurs in LP2.

Cross-analysing approaches offer a better understanding and emphasise the most important subjects of the dissertations submitted to the UAM Master’s Programme in Hospitality Studies. Table 4 shows domains by sectors; information in bold letters indicates sectors with higher frequencies of papers. In the *commercial* domain, the *lodging* and *tourism* sectors are preponderant; in the *public* domain, the *tourism* sector is the most common; in the *mixed* and *virtual* domains, the *others* sector is dominant; in the *sacred* domain, no one sector stands out; for the *education* sector, the *not applicable* domain is dominant. Figure 6 highlights the varied sectors elaborated in the dissertations classified in the *commercial* domain.

Although one can observe that in the dissertations in the sector of tourism the predominant approach is the *commercial* domain, it is also this sector that has the most papers in the *public* domain, in addition to the most studies of more than one domain (*mixed*) and the *domestic* domain. Dissertations that examine the lodging sector are concentrated in the *commercial* domain (35). Only one study investigates more than one domain (*mixed*), and it belongs to the *cultural* dimension.

A cross-analysis of sector and dimension (Table 5) again reinforces *tourism* and/or *lodging* as the principle sectors

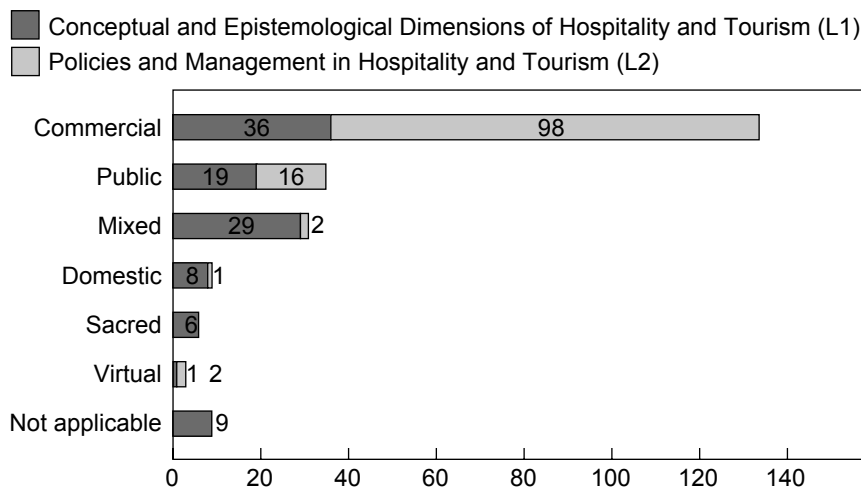
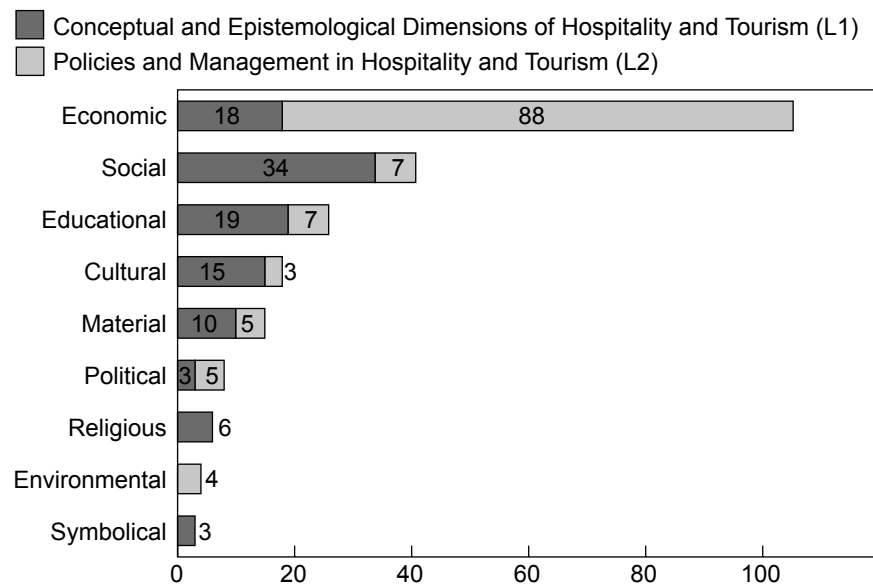


Figure 4: Master’s Dissertations submitted to the UAM Master’s Programme in Hospitality – by domain and line of research, Brazil 2004 to 2013

Table 3: Master’s Dissertations submitted to the UAM Master’s Programme in Hospitality – by year and dimension, Brazil 2004 to 2013

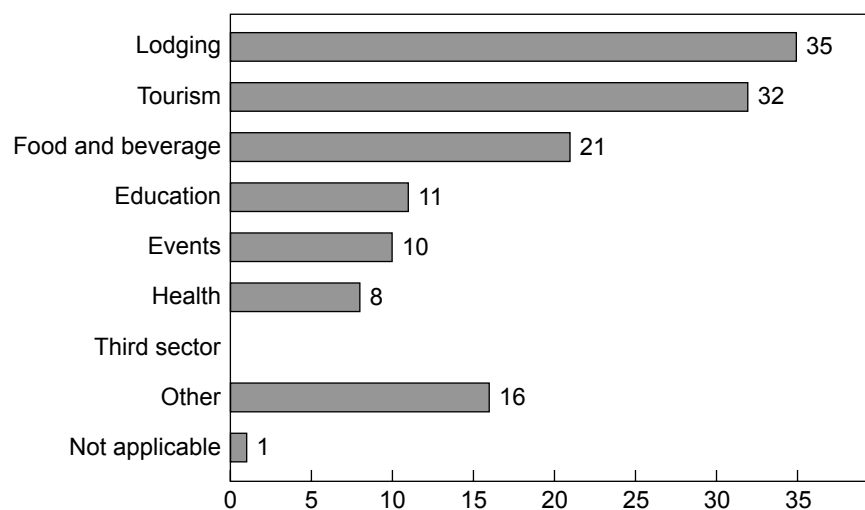
Dimensions	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Total
Environmental	1	2	1	–	–	–	–	–	–	–	4
Cultural	4	1	4	–	–	2	1	1	3	2	18
Economic	13	20	15	9	9	6	10	8	10	6	106
Educational	1	3	4	2	2	1	2	4	4	3	26
Material	3	4	2	1	–	1	1	–	3	–	15
Political	1	2	2	–	–	1	–	2	–	–	8
Religious	–	2	1	1	–	1	–	1	–	–	6
Symbolic	–	1	–	–	1	–	1	–	–	–	3
Social	1	5	3	7	4	3	5	5	6	2	41
Total	24	40	32	20	16	15	20	21	26	13	227



**Figure 5:** Master's Dissertations submitted to the UAM Master's Programme in Hospitality – by dimension and area of research, Brazil 2004 to 2013

**Table 4:** Master's Dissertations submitted to the UAM Master's Programme in Hospitality – by sector and domain, Brazil 2004 to 2013

Sector/Domain	Commercial	Domestic	Mixed	Public	Sacred	Virtual	Not applicable	Total
Food and beverages	21	–	3	–	–	–	1	25
Education	11	–	6	4	–	1	4	26
Events	10	–	1	1	–	–	1	13
Lodging	35	–	1	–	–	–	–	36
Health	8	–	–	3	–	–	–	11
Third sector	–	–	1	–	2	–	–	3
Tourism	32	1	6	17	–	–	–	56
Other	16	–	10	10	–	2	–	38
Not applicable	1	8	3	–	4	–	3	19
Total	134	9	31	35	6	3	9	227



**Figure 6:** Sectors of the Commercial Domain – Master's Dissertations submitted to the UAM Master's Programme in Hospitality, Brazil 2004 to 2013

in the *economic*, *political* and *environmental* dimensions; *education* as the primary sector in the *educational* dimension; and *food and beverages* and *tourism* as the main sectors in the *cultural* dimension. In the *material* and *social* dimensions, no individual sector stands out as most occurrences are recorded as *other*. The classification into sectors is *not applicable* in the *religious* dimension, and, while most studies classified in the *symbolic* dimension adhere to this tendency, there is only one investigation that qualifies as the *third sector*.

Notably, the highest incidence of studies is in the *economic* and *social* dimensions, in which papers are contemplated in all sectors. The *social* dimension does not show an expressive concentration in any one sector, as the *economic* dimension does. This dimension includes research on management, services, supply demand (consumption), and planning, as well as, quality, marketing, labour, customer service, and professional profile. The *social* dimension includes studies that address social relationships, communication and sociability.

Figure 7 illustrates all the sectors that make up the *social* dimension. Most dissertations fall into the *other* category, and include immigration, urbanity, social movement, and digital social networking. On the other hand, there are no studies on the *health* or *third sector* in the *educational* dimension.

Among the sectors, *tourism* has, without a doubt, the widest range of dimensions as there are studies in all areas with the exception of *religious* and *symbolic*.

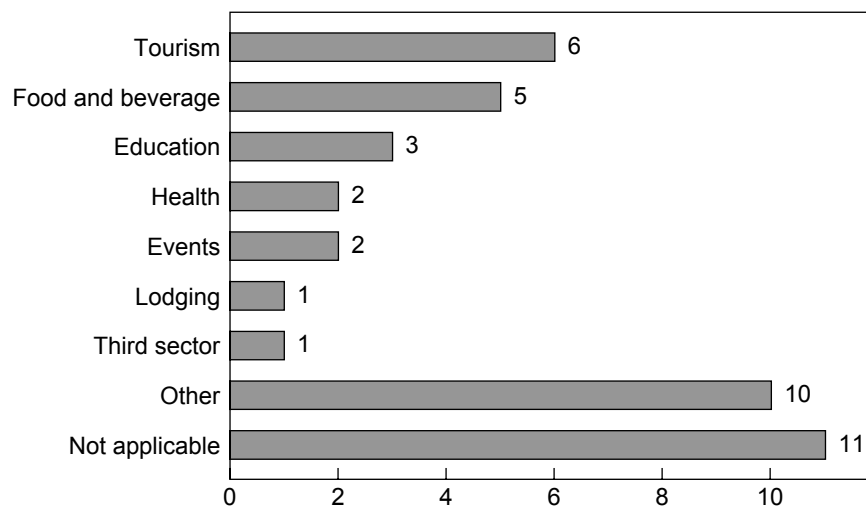
The final cross-analysis analyses domains by dimension, as shown in Table 6. Obviously, it reaffirms the dominance of the *economic* dimension in the *commercial* domain and the *social* dimension in the *domestic* domain. The same is true with the *political* dimension in the *public* domain and the *religious* dimension in the *sacred* domain. Interestingly, in the *environmental* and *educational* dimensions, the *commercial* domain prevails, as it does in the *symbolical* dimension.

In contrast to the other dimensions, dissertations in the *cultural* dimension treat more than one domain (*mixed*), which demonstrates an integration or a complementary association among domains. Moreover, a number of studies can only be classified as *not applicable*, mostly in the *cultural*, *educational*, *symbolic*, and *social* dimensions. Figure 8 illustrates the distribution of dimensions in *public* domain.

Upon examination of the sectors, domains and dimensions of the dissertations submitted by the master’s candidates in the UAM Master’s Programme in Hospitality Studies, one can observe an opportunity to map their primary areas of interest, which, in turn, will help in the development of a

**Table 5:** Master’s Dissertations submitted to the UAM Master’s Programme in Hospitality – by sector and dimension, Brazil 2004 to 2013

Sector/ Dimension	Food and beverages	Education	Events	Lodging	Health	Third sector	Tourism	Other	Not applicable	Total
Environmental	–	–	–	3	–	–	1	–	–	4
Cultural	5	–	1	1	–	–	5	4	2	18
Economic	13	1	8	28	8	1	34	13	–	106
Educational	2	21	1	1	–	–	1	–	–	26
Material	–	–	–	2	1	–	1	11	–	15
Political	–	–	–	–	–	–	8	–	–	8
Religious	–	1	–	–	–	1	–	–	4	6
Symbolic	–	–	1	–	–	–	–	–	2	3
Social	5	3	2	1	2	1	6	10	11	41
Total	25	26	13	36	11	3	56	38	19	227



**Figure 7:** Sectors of the Social Dimension – Master’s Dissertations submitted to the UAM Master’s Programme in Hospitality, Brazil 2004 to 2013

model representative of the theoretical configuration of the knowledge produced by the Programme.

During our bibliographical research for this paper, we came across an interesting paper about a critical approach to research in Hospitality Management, published in *The Services Industries Journal*. In this article, Lugosi, Lynch and Morrison (2009) discuss the development of Critical Hospitality Management Research (CHMR) and explore key issues of the growth of this approach in academia, involving an array of methods, theories and philosophies leading to a new agenda for hospitality research.

The authors present a conceptual framework that summarises the development of the critical approach, positioning it as an emerging approach in relation to contemporary hospitality management and the comprehensive agenda of hospitality research exemplified by Lashley et al. (2007). The article proposes that hospitality research can be organised into three categories: Research in Hospitality Studies, Research in Hospitality Management, and Critical Hospitality Management Research (CHMR). A graphic representation shows that the first two categories partially overlap in order to capture their symbiotic relationship and

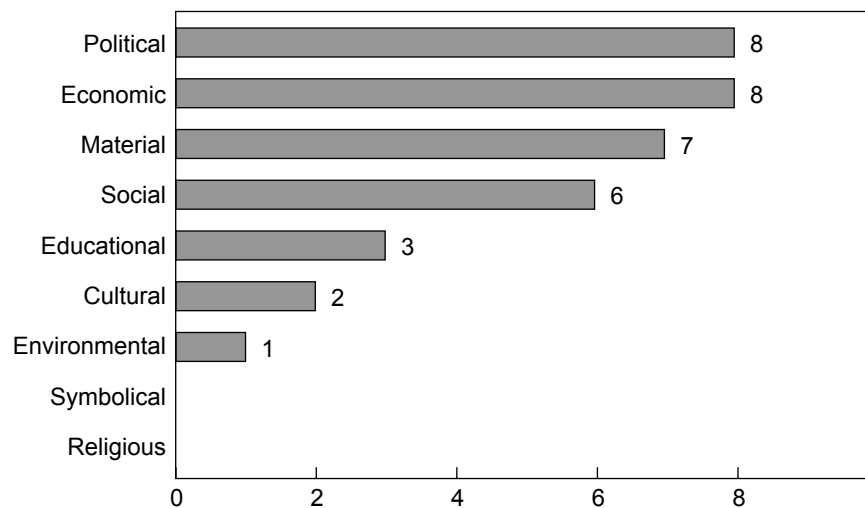
create conceptual spaces for the CHMR, outside of their intellectually independent areas (Lugosi et al. 2009).

We believe that this model can contribute to a preliminary theoretical configuration for the UAM Master's Programme in Hospitality dissertations, as the initial two lines of research, in fact, represent Research in Hospitality Studies (LP1 – Hospitality: Processes and Procedures) and Research in Hospitality Management (LP2 – Hospitality: Services and Organisations). These two areas of research also have a partial overlap that could lead to the third area focused on a critical approach. In essence, the critical approach is already present in some of the Programme dissertations and is a promising field of research for the advancement of hospitality concepts, as well as the consolidation of the doctorate programme in hospitality studies.

This third category, developed in the model authored by Lugosi et al. (2009) is based on research with the following characteristics: mixed methods and methodologies; pluralistic and experimental; ethically aware and reflexive; practice-based theory based on the two initial approaches (Hospitality Management and Hospitality Studies) and anchored to an extensive academic network. The growth of critical research in tourism is reinforced by a recent book organised by Moufakkir

**Table 6:** Master's Dissertations submitted to the UAM Master's Programme in Hospitality – by domain and dimension, Brazil 2004 to 2013

Dimension	Domain							Total
	Commercial	Domestic	Mixed	Public	Sacred	Virtual	Not applicable	
Environmental	3	–	–	1	–	–	–	4
Cultural	4	1	8	2	–	–	3	18
Economic	94	–	3	8	–	1	–	106
Educational	13	–	5	3	–	1	4	26
Material	6	–	2	7	–	–	–	15
Political	–	–	–	8	–	–	–	8
Religious	1	–	–	–	5	–	–	6
Symbolical	2	–	–	–	–	–	1	3
Social	11	8	13	6	1	1	1	41
Total	134	9	31	35	6	3	9	227



**Figure 8:** Distribution of Dimensions in the Public Domain – Master's Dissertations submitted to the UAM Master's Programme in Hospitality, Brazil 2004 to 2013



and Reisinger (2013) that focuses on the point of view of the host or hospitality provider, complementing the point of view of the tourist (Urry 2001). While a tourism studies reference, the case studies in the book can be adapted to hospitality studies, especially in those cases that do not relate solely to tourist situations.

**Hospitality research in other graduate programmes**

The survey of hospitality research generated in other graduate programmes was accomplished by entering the term ‘hospitality’ in various sites on the internet, including ‘Domínio Público’ (Public Domain), the CAPES Digital Bank of Theses Summaries, and libraries at universities with hospitality programmes. As the CAPES databank only has registers of dissertations and theses up to the end of 2012, this was the cutoff date for the survey of studies from nonspecific programmes in tourism.

The survey of theses and dissertations determined that 1990 marked the beginning of hospitality studies in Brazil, a year before the inauguration of the Master’s Programme in Hospitality Studies at the University of Anhembi Morumbi. Two dissertations were defended at the University of São Paulo (USP) in 1990, the first in a Master’s of Administration Programme and the second in the area of tourism and leisure for a Master’s Programme in Communication Sciences.<sup>3</sup> Even though it does not play a part in the present study, it is interesting to note that during the period between 1990 and 2000, all the dissertations in hospitality studies developed at this institution were in the following programmes: a) Communication Sciences (3 master’s dissertations and 1 doctorate thesis); b) Administration (2 master’s dissertations); c) Social Psychology (2 master’s dissertations). It should be

noted that five were in the *economic* dimension, one was in the *education* dimension, and one in the *social* dimension.

During the period of the study in question, 2004 through 2013, we identified 53 graduate programmes at 29 institutes of higher learning, a scientific production that was concentrated (30%) in the study of Tourism and Leisure of the aforementioned programme at USP (5 master’s dissertations and 5 doctorate theses) and four programmes in the area of Tourism<sup>4</sup> (19 dissertations). Outside of these, there are six programmes in Administration (4 master’s dissertations and 2 doctorate theses), six in Education (3 master’s dissertations and 3 doctorate theses), four in Law (5 master’s dissertations and 1 doctorate thesis) and four in Liberal Arts (3 master’s dissertations and 2 doctorate theses). Evaluating a group of 76 studies, the *social* dimension (33) and the *economic* dimension (24) predominate their respective programmes (Table 8). It is important to note that the *social* dimension is distributed primarily in the Social Sciences (16) and the Applied Social Sciences (11), followed by the Humanities (5) and Engineering (1). Dissertations in the *economic* dimension are concentrated in the Applied Social Sciences (21), with a few studies in Agricultural Sciences (1) and Engineering (2). Similar to the tendency seen at the UAM Master’s Programme in Hospitality, the *economic* category is present in all the years with the exception of 2013. However, to clarify, there may be studies for this period that have not as yet been published on the CAPES site.

From a sectorial approach (Table 9), 24 (32%) studies do not adhere to any of the prescribed categories, the majority of which are in the Social Sciences and the Applied Social Sciences (18), followed by the Humanities (6). In this last area, only one study was classified in the Education sector, which demonstrates that these categories may be inadequate for a substantial number of studies.

**Table 8:** Hospitality dimension in dissertations submitted in other Master’s Programmes – Brazil 1990 to 2013

Field of study	Dimension								Total
	Environment	Cultural	Economic	Educational	Material	Political	Symbolic	Social	
Agricultural Sciences	–	–	1	–	–	–	–	–	1
Health Sciences	–	–	–	–	–	1	–	–	1
Social Sciences	–	2	–	4	1	–	–	16	23
Applied Social Sciences	1	1	21	3	3	1	–	11	41
Engineering	–	–	2	–	–	–	–	1	3
Humanities	–	–	–	1	–	–	1	5	7
Total	1	3	24	8	4	2	1	33	76

**Table 9:** Field of study and hospitality sector in dissertations and theses submitted to other universities – Brazil 1990 to 2012

Field of Study	Sector								Total
	Food and Beverages	Education	Hotel Administration	Health	Third Sector	Tourism	Others	Not Applicable	
Agricultural Sciences	–	–	–	–	–	1	–	–	1
Health Sciences	–	–	–	–	–	–	1	–	1
Social Sciences	–	5	2	2	1	3	1	9	23
Applied Social Sciences	2	–	11	6	–	9	4	9	41
Engineering	–	–	2	–	–	–	1	–	3
Humanities	–	1	–	–	–	–	–	6	7
Total	2	6	15	8	1	13	7	24	76

The balance of the studies (68%) were classified in the Hotel Administration (15) and Tourism (13) sectors, which concentrate the largest number of studies. Outside of the Tourism Programme, the following programmes submitted dissertations: Administration (4), Amazon Agriculture (1), Anthropology (2), Architecture and Urban Planning (1), Education (1), Engineering and Production (2), Geography (1), Sustainable Development (1) and Social Memory (1). In the category *Others*, five studies could not be precisely identified with any sector and two studies auto-denominated themselves as *city*.

Studies in the area of Humanities (23) demonstrated a plurality of approaches, but none in the *Food and Beverages* sector. In the area of Applied Social Sciences (41), the majority of studies was concentrated in the *Health* sector (6), but none in *Education* and the *Third Sector*.

In the hospitality domain, the *commercial* domain predominated, most dissertations coming from the Applied Social Sciences (37) (Table 10). Following the *commercial* domain, the two most common domains were *public* (9) and *mixed* (8), the majority submitted to Humanities and Applied Social Sciences. As with the Master's Programme in Hospitality Studies, there was a low incidence of studies in the *domestic* (1) and *virtual* (1) domains in these programmes. The studies submitted in Humanities were hard to classify into domains and ended up being grouped in the *Not Applicable* category. This also occurred in studies submitted in Humanities – Philosophy (5), Anthropology and Sociology (1 in each), Applied Social Sciences – Law (4), Communication and Tourism (1 in each).

Scientific production in hospitality studies submitted in Tourism Programmes is concentrated at the University of Caixias do Sul (UCS – 10) and at the University of Vale do Itajai (UNIVALI – 9). The first study on hospitality studies from the University of Vale do Itajai was submitted in 2001 and addresses the commercial sector in hotels within the framework of the social dimension. In spite of the regularity of submission of studies between 2004 and 2008, we could not verify any submissions between 2009 and 2011. The first studies at UCS appeared later in 2006, maintaining a regularity of submissions to the present, and their theoretical influence is causing a change in the dominance of the aforementioned programme.

Doctoral theses in the area of Tourism are concentrated in the programme of Communication Sciences at the University of São Paulo and deal with the *economic*, *material* and *social* dimensions of hospitality in the lodging, healthcare and tourism sectors of the *commercial* and *mixed* domains.

The only dissertation submitted to the Master's in Tourism Programme at the Federal University in Rio Grande do Norte in 2010 is classified in the *economic* dimension of the Tourism sector within the framework of the *commercial* domain.

### Final considerations

The present study, based on an analysis of dissertations by sector, domain and dimension in hospitality (preserving the categories of previous studies), reveals the need for adjustments in reference to sector classifications. We observed the *virtual* domain as the least exploited, followed by the *domestic* domain, and therefore would like to emphasise the need for a broader study on domains as an object of future research.

The southeast region, more specifically São Paulo, was the locale most studied by students at UAM, as it is the home base for the majority, which thereby simplifies access to the object of research. As a traditional reception centre for immigrants and internal migrants, São Paulo represents a privileged centre for the analysis of the hospitality phenomena, the reception of non-natives and all related aspects and phenomena (Bastos et al. 2010). However, it is important to point out the need to promote research in other regions of the country that offer cultural, social and economic diversities, knowledge that can only come from the studies of specific locales, produced by other universities distributed throughout the country. It will also be important to consider the complete scientific production from 2013 and 2104.

The convergence of academia with industry constitutes a reality, according to research presented to the Academy of International Hospitality Research Conference 2014. Still incipient in Brazil, the study stresses the necessity to increase this proximity, and the importance of financing for academic research, as areas to be analysed in future studies. It should be concluded that scientific production is a fertile ground for future studies, as it is still in evolution. It is important to point out the necessity to evaluate the methodology and the theoretical references of the theses and dissertations as subjects of research, a topic to be explored in a future paper.<sup>5</sup> The Master's Programme in Hospitality Studies in Brazil stands out as an important player in the analysis of the evolution of topics that comprise the research in the field, whose approaches did not differ from the research presented by instructors from Stenden University of Applied Sciences, as could be determined at the 2014 Conference.

However, the analysis of the present studies by sector, domain, and dimension is only an initial configuration

**Table 10:** Field of study and hospitality domain in dissertations and theses submitted to other universities – Brazil 1990 to 2012

Field of study	Domain						Total
	Commercial	Domestic	Mixed	Public	Virtual	Not Applicable	
Agricultural Sciences	1	–	–	–	–	–	1
Health Sciences	1	–	–	–	–	–	1
Social Sciences	8	1	3	3	–	8	23
Applied Social Sciences	25	–	4	5	1	6	41
Engineering	2	–	1	–	–	–	3
Humanities	–	–	–	1	–	6	7
Total	37	1	8	9	1	20	76

stemming from the cultural-academic context of the research at the University of Anhembi Morumbi (UAM), and whose characteristics can be reformulated in light of a deeper and broader study with new positioning and approaches. Finally, we emphasise that the critical approach to research in hospitality studies indicates a fruitful channel towards the evolution of the field, amplifying its range in terms of scope and impacts, thereby allowing a third line of research to be constituted and consolidated.

## Notes

- <sup>1</sup> The inaugural class entered the programme in 2002 and submitted dissertations in 2004.
- <sup>2</sup> Authors' résumés were analysed to better characterise their educational and professional background.
- <sup>3</sup> The research line in Tourism and Leisure of the Master in Communication Sciences Programme represents the first academic studies on tourism in the country.
- <sup>4</sup> Master's in Tourism and Hotel Administration at the University of Vale do Itajaí (UNIVALI), Master's in Tourism at the University Caxias do Sul (UCS), which in 2015 became Tourism and Hotel Administration with a master's programme and a doctoral programme, and the Master's in Tourism of the Federal University of Rio Grande do Norte (UFRN).
- <sup>5</sup> The theoretical reference, on which the dissertations are based, requires a separate study to analyse the bibliographical references, methodology and strategies employed of each individual dissertation.

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