

## Reseña de Publicaciones

### *Lo Glocal y el Turismo, Nuevos paradigmas de interpretación.*

AMIT, México. Academia Mexicana de investigación Turística. López López, A; López-Pardo, G, Andrade Romo, E, Chávez Dagostino, R. & Espinoza Sánchez, R (editors), 2012, 543 p.

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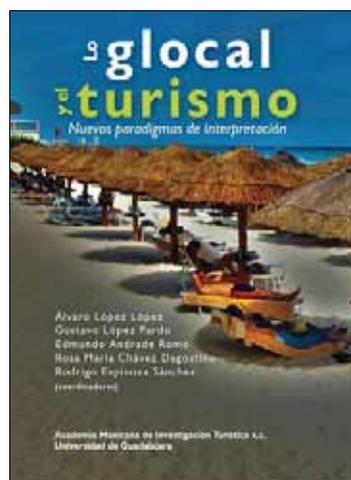
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This book discusses critically all problems which today the epistemology of tourism faces. From social sciences, or economy, tourism may be seen or take diverse forms, what would be interesting to interrogate, what tourism is?. Editors, who compile an erudite work of almost 30 independent chapters which inspect tourism from diverse views, acknowledge one of the problems consists in the polysemic nature of tourism as well as the commercial interests behind. This means the incompatibility of the definitions coined by each social discipline or the industry created an state of indiscipline in terms of Tribe (1997), Nechar & Netto, (2011) and Thirkettle & Korstanje, (2013). Though much struggle has been posed to declared tourism as a science, the fact is that three weaves debates how seriousness of its methodology.

The first wave considers the academic production as enough, although there is no agreement on the basic lines of method or epistheme of what is being studying. The number of Ph Doctorates, books, Conferences and journals would serve as a criterion to define the maturity of tourism as a science. Nonetheless the lack of critical studies on the epistemology of tourism prevents the creation of shared practices, objects and bodies of knowledge to be applied in empirical fields. The second wave, rather, acknowledges the considerable advancement in research but insists in the lack of a clear epistemology as a barrier to overcome. Third, another voice more skeptical views in tourism a social practice, which can be explained from the approachment of the already-existent social sciences. Last but not least, the context of globalization whereby tourism today works, alludes to scholars to forge all-encompassing understandings of the issue.

The main problems of tourism to prosper in the fields of science are based not only in the lack of clear diagnosis or methodologies, but also the criteria of falsifiability of any theoretical corpus required. As a result of this, published papers decline in the consistency and necessary coherence to be understood within a system. Undoubtedly, this fascinating book opens the doors in that direction connecting problems as globalization with sustainability, or the significance of territory to international policies of



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protection. Formed in four sections, which will captivate the reader from start to end, this book exhibits a masterful and erudite operacionalization of source, dataset and information.

At a closer look, the first section signals to the role of globalization (glocalization) to configure a new interpretation of territory. The construction of tourist-spot faces serious dilemma at time of considering the sustainability of natives. To take seriously the other seems to be one of the main problems of this industry. Rather, the second section goes through an historical background in the evolution of tourism in diverse destinations. Third, the book places under the lens of scrutiny the existent public policies and the development programs to care for the interests locals. The concept of culture and security, very interesting points for these timing times, is examined in the last section by seniors' lecturers. The volatile nature of mobility not only makes tourists more vulnerable to local crime or terrorism, but also generates some cultural shocks which if not resolved can create precarious conditions for the growth of this industry.

For the specialists, this text reflects the urgency to find a coherent definition of tourism as well as effort of Spanish World to produce valuable knowledge in tourism fields. To my end, I do consider Lo Glocal y el Turismo as a masterful research of high quality that triggers the discussion of an unresolved theme. In view of that, we strongly believe that the obstinate attempt of researchers to catch the voices of tourists (demand) employing quantitative-related methodologies alone creates big limitation to the understanding of the phenomenon. First and foremost, in the fields there are situations in where interviewees or participants do not recognize their behaviour, while in other they may lie. Therefore, there is a dichotomy between what people say and do. Secondly, existent tourism research, which is very influenced by marketing and management discipline, tries to locate, explain and delete all negative aspects that threaten the international destination profits. This partial diagnosis declines the understanding of the problem. Last but not least, the excessive trust posed to tourist's voice leads scholars to second-order explanations. To set an example, open-ended questionnaires may reveal that females experience further risk than males. An explanation of second order connects both variables in a descriptive manner assuming this as an unquestionable reality, but paradoxically without providing any explanation about why this happens. Rather, first-order explanation will discover that female are socialized to express their emotions while males, are aimed at repressing their feelings. Situations like this are everywhere in tourism research today because it is based on what should we do. This leads researchers to put the cart before horse. The program or plan is available before the diagnosis to be ready reinforcing significant ecological fallacies.

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