

ESTABLISHING RESEARCH NEEDS FOR TOURISM RESEARCH
The Case of Tourism and Heritage Research Centre, Valparaíso, Chile

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Sustainable tourism is a panacea turning into a chimera. The official assumption in tendering for public funds is that just by joining together stake-holders this industry it would improve competitiveness, increase the flow of information and then secure the sector sustainability. Yet, that panacea demands challenges, which are neither obvious nor sprung from the market forces. This is not just a conjunction of interested people nor even data compiling. Yet, there is need for basic registering of tourism attractions such as archaeological, ecological, architectural or cultural patrimony; setting up, compiling and spreading of credible and fresh statistics about tourists, such as business intelligence, market research and services satisfaction; and monitoring local communities sentiments and information systems based upon sound research. To solve this paradigm, research centres and observatories for tourism and patrimony and observatories are well suited for setting up inventories, recording and documenting, observing, analysing, assessing, comparing, modelling and forecasting. It is held here that the scientification of tourism requires a close link between knowledge creation and strategic decision-making in this industry through interpreting impacts at local level. Here it is introduced a case study in LatinAmerica validated according to the work of Jafari (2005) and Schlüter (2005), and a centre in the Iberic peninsula.

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