



Brazilian Institute of Geography and Statistics

**5<sup>th</sup> UNWTO International Conference on Tourism Statistics**  
**Tourism: An Engine for Employment Creation**  
**Session III: Employment in the Tourism Industries:**  
**Measurement Issues and Case Studies**

**Brazilian Experience on Employment**  
**Information System in the Tourism**

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Since the fourth Conference in Foz de Iguaçu, Brazil (2005), the Brazilian Institute of Geography and Statistics (IBGE) has been developing the National System of Tourism Statistics, with the support of the Ministry of Tourism and Agencies of Planning and Tourism of the 27 Brazilian States.

The implementation of National System of Tourism Statistics started by the elaboration of a Work Program of National and Regional Statistics of Brazilian Tourism.

This System consists in four main steps:

- **First step:** The first Brazilian statistics on tourism showed only number of tourists; number of rooms at the hotels; number of entries of foreign tourists, and other indicators.

This system is evolving to build a system of information on:

- Classification and Register of Enterprises related to the Tourism Industries;
- Annual Statistics on Production, Consumption; Aggregated Value and Income and number of employees (2000 – 2005) on National Level

In Brazil, contribution of Tourism industries for the Added Value and Employment are 7% and 9%, respectively.

In accordance with the subject of the 5th UNWTO International Conference: in Brazil, Tourism is also An Engine for Employment Creation.

In 2005, Tourism industries created 8,1 million of jobs, which represent 15% of the employment of Brazilian service activities.

On demand side, 11% of households' consumption are related with Tourism products.

**Now it is necessary to identify the contribution of tourism in these industries.**

**However, in Brazil, the main activities of tourism are related with domestic tourism. In some States and some Municipalities this industry is one the most important source of revenue and employment.**

- **Second step:** to take this reality in consideration, IBGE, Ministry of Tourism and some Agencies of Planning and Tourism agreed to develop a System of Tourism Accounts to integrate both National and Regional approaches to produce information at a local level (for some Municipalities and some States).
- From the **regional point of view**, it is very difficult to measure Tourism, by the demand side, through the traditional Statistical Household and Enterprise Surveys.
- In general, Surveys ask questions on **place of origin** of goods and services user. But, for the Domestic Tourism purposes, it is important to know the place where goods and services are used.
- **So, measurement of domestic tourism at regional level is a challenge for the Brazilian System of Statistics.**

### National System of Tourism Statistics

- **Third step:** IBGE and Ministry of Tourism are evaluating the 2005 and 2007 Surveys on demand of Tourism, at national level, to **design** new surveys to measure **Domestic and Receptive Tourism**, at regional level.
- Ministry of Tourism already contracted some specific surveys to private institutions, and, now, IBGE and Ministry are working to integrate this information into the System.

### National System of Tourism Statistics

- **Fourth step:** IBGE, Ministry of Tourism and Regional Tourism and Planning Administration are working in the Project of Tourism Statistics, integrated to the System of National and Regional Accounts.
- At the regional level, construction of System of Regional Tourism information, like a Tourism Satellite Account, will request a number of new methodological procedures to be compatible with the National and Regional Accounts.
- This Project of Regional Tourism Statistics will be coordinated by IBGE.
- The execution will be responsibility of each technical team of Regional Tourism and Planning Administration.
- This Project includes:
  - Development of National and Regional Methodology on Tourism Accounts;
  - Training of regional technical teams;
  - Collect of local data by the Regional Tourism and Planning Administration;
  - Technical coordination by IBGE;
  - Development of complementary surveys on local consumption of tourism products;
  - Cooperation among IBGE, Ministry and Central Bank on Balance of Payment of Tourism;
  - Technical coordination with Annual National and Regional Accounts.

### National System of Tourism Statistics

- In conclusion, the Brazilian presentation intends to show how the National System of Statistics has to work to follow the recommendations and applications of the Tourism Satellite Account in order to measure the economic contributions of tourism for Income and Employment creation.