



Ministerio de
Turismo
Presidencia de la Nación

PFETS Plan Federal Estratégico de Turismo Sustentable 2020



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UNWTO COMMITTEE ON STATISTICS AND TSA
Sixteen meeting

*Measuring Sustainable Tourism (MTS) Project
-Argentina experience -*

***“Statistical Tools to Measure
Tourism from a Social Focus”***

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Background: Development vs Growth

Common agreement : ✓ **Development is something else than economic growth**

But what else?

Capacity Focus
(Amartya Sen's approach) → Ensure the whole population can **achieve their rights**

Tourism Consumption
is one of those rights ←

- Economic
- Social
- Political
- Cultural

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How well has tourism embraced a development focus?

UNWTO's Sustainable Development Approach : promote tourism as a driver of:

- Economic Growth
- Inclusive Development
- Environmental Sustainability

What does Inclusive Development mean in this perspective?

Mainly **employment** creation

- Main way to extend the wealth generated by tourism (spillovers).
- Job possibility to the lowest potions of society (tourism usually requires low skills).

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Is this a “cappacity approach” of inclusive development?

- ✓ Employment is a right on its own
- ✓ Incomes that derive from it allow workers to achieve economic and social rights.
- ✗ **It does not consider tourism as a right on its own, but only as a mean to acomplish other rights.**

A social approach to tourism should focus on:

From Tourism Demand



From Tourism Supply



3 dimensions of the social focus on tourism and their suggested indicators

Poverty: individuals who cannot travel (mainly for economic reasons) are poor in terms of their tourist capability.

- **Suggested Indicator: Net Travel Propensity**

Inequality: concentration of tourist consumption constitutes inequality regarding tourist activity.

- **Suggested Indicator: Inequality Indicators (Gini, Income gaps)**

Employment: poor work conditions and low skilled jobs limitate the possibilities of tourism-led development.

- **Suggested Indicator: Informal Employment Rate**

A Statistical tool for Poverty: Net Travel Propensity

Definition
$$NTP = \frac{\text{Amount of individuals who did a tourist trip}}{\text{Total population}}$$

Meaning It is a proxy of the population´s tourist capability, therefore a proxy of the amount of people that is excluded from the possibility to do tourism

Methodology Percentage of the population who did a tourist trip at least once in the last year

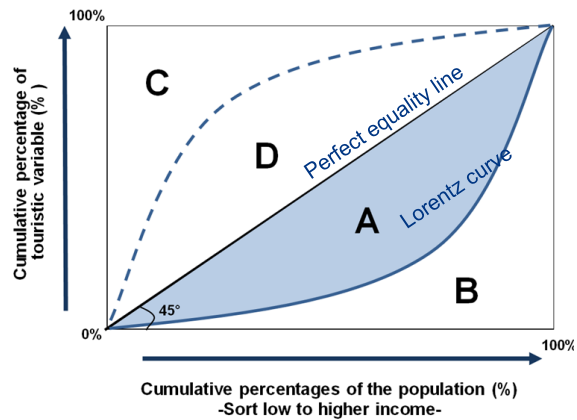
A Statistical Tool for Inequality I: Gini Coefficient adapted to tourism

Definition	$G = \left 1 - \sum_{k=1}^{n-1} (X_{k+1} - X_k)(Y_{k+1} + Y_k) \right $
Meaning	Distribution of a selected tourism variable among individuals according to their income
Methodology	This adaptation replaces the income variable (the one in the “y” axis) for a selected touristic variable -travels, expenditure, etc-.

Gini Coefficient adapted to tourism Graphic Interpretation

Gini Estimation

$$G = \frac{A - D}{A + B}$$



A Statistical Tool for Inequality II Income Gaps adapted to tourism

Definition	$IG = \frac{\sum Y (ric_i)}{\sum Y (poo)}$
Meaning	Relates the amount of a tourist variable acumulated by the richest quintile with the amount acumulated by the poorest one
Methodology	This adaptation replaces the income amounts for a selected tourism variable –tourist trips, tourist consumption, etc.–

A Statistical Tool for Employment: Informal Employment

Definition	$IE = \frac{\sum Informal\ emplo.}{\sum Total\ emp.}$
Meaning	Reveals the quality of the jobs created in the tourism sector.
Methodology	Proportion of self-workers and employees -from public or private sector- that have no pension contributions over the total occupied individuals.

Final Conclusions

- **It is necessary to include a development perspective from a capacity approach in tourism.** Subjects such as employment quality, tourist inclusion or tourist inequality cannot be solved with the mere economic growth of the sector.
- With this goal, **here are proposed different statistical tools to analyze tourism from a social focus:** i) net travel propensity ii) inequality estimators adapted to tourism (Gini Coefficient and Kusnetz Index) iii) informal employment in the tourism sector.
- It is highlighted that specific data is needed in order to use the above statistical tools. **Therefore it is mandatory to identify the needed data, and construct and implement appropriate data scoping methods to gather it.**

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Thank you – Questions?

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