



Ministerio de  
Turismo  
Presidencia de la Nación

PFETS Plan Federal Estratégico de Turismo Sustentable 2020



Argentina



PFETS Plan Federal Estratégico de Turismo Sustentable 2020



## UNWTO COMMITTEE ON STATISTICS AND TSA Sixteen meeting

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

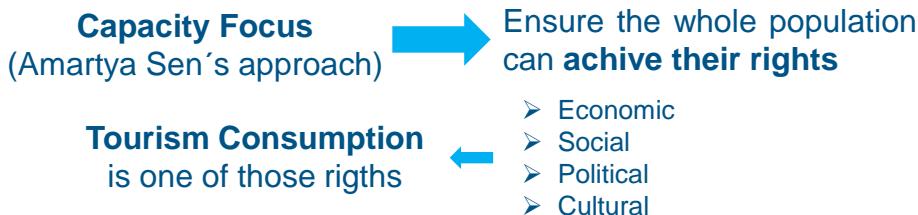
***“Statistical Tools to Measure  
Tourism from a Social Focus”***

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## Background: Development vs Growth

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

**But what else?**



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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 portions of society (tourism usually requires low skills).

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## Is this a “capacity 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 accomplish other rights.

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## A social approach to tourism should focus on:

### From Tourism Demand

The capacity of individuals to consume tourism



### Income



Poverty

Inequality

### From Tourism Supply

The impact of tourism activity in overall poverty and inequality



Employment

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### 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 cappability.

➤ **Suggested Indicator: Net Travel Propensity**

**Inequality:** concentration of tourist consumption constitutes inequality reggarding 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 cappability, 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

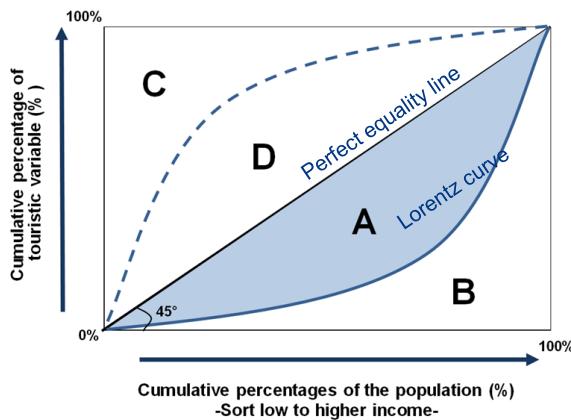
This adaptation replaces the income variable (the one in the "y" axis) for a selected touristic variable -travels, expenditure, etc-.

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## 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**

$$IG = \frac{\sum Y (ric)}{\sum Y (poo)}$$

**Meaning**

Relates the amount of a tourist variable accumulated by the richest quintile with the amount accumulated by the poorest one

**Methodology**

This adaptation replaces the income amounts for a selected tourism variable –tourist trips, tourist consumption, etc.–

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## 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.

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## 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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