Measuring Sustainable Tourism (MTS) Project - Argentina experience -

"Statistical Tools to Measure Tourism from a Social Focus"

Lic. Rodrigo Oliver
National Ministry of Tourism of Argentina
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

- Economic
- Social
- Political
- Cultural

Tourism Consumption

is one of those rights

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).
Is this a “cappacity aproach” 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.

A social approach to tourism should focus on:

From Tourism Demand
- The cappability of individuals to consume tourism
- Income
- Poverty

From Tourism Supply
- The impact of tourism activity in overall poverty and inequality
- Employment
- Inequality
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

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**A Statistical tool for Poverty:**

**Net Travel Propensity**

**Definition**

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

**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

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

#### 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.—with

### 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.

Thank you – Questions?

Lic. Juan Pablo Tarelli: gaet@desarrolloturistico.gob.ar
Lic. Rodrigo Oliver: roliver@turismo.gov.ar

www.desarrolloturistico.gob.ar