



Ministerio de  
Turismo

Presidencia de la Nación

PFETS Plan Federal Estratégico de Turismo Sustentable 2020

Argentina





## Nara Tourism Statistics Week UNWTO Special Workshop on Tourism Statistics

***“Tourism and social inequality: The case of Argentina based on households tourism surveys”***

Lic. Juan Tarelli - Lic. Rodrigo Oliver  
National Ministry of Tourism of Argentina

Nara, Japan  
Thursday, 20 November

## SESSION 1: “MEASUREMENT TOURISM FOR POLICY PURPOSES”

In most countries, particularly those with large populations, the size of **domestic tourism either in physical flows or in monetary terms is considerably larger** than inbound tourism. In recent years, **policy makers and statisticians have become increasingly aware of this** and have been putting more focus on this aspect of tourism.

The purpose of this topic is to facilitate an **exchange of information** and **to present new methods** and techniques used in measuring domestic tourism but also other forms of tourism.

## Roadmap

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- I. Evolution of the system of tourism statistic in Argentina
- II. Relevance of domestic tourism in Argentine economy
- III. Methodology of the Travel and Tourism Household Survey (EVyTH)
- IV. Usual characterization of domestic tourism
- V. Domestic tourism: measuring social inequality
  - I. Access
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- VI. Final conclusions

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## EVOLUTION OF THE SYSTEM OF TOURISM STATISTIC IN ARGENTINA



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## QUANTIFYING THE IMPORTANCE OF TOURISM IN ARGENTINA.

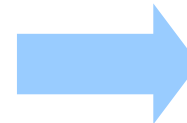
Year 2013

**Importance to the economy**



**Size of the market:  
USD 11.8 billions  
(3.3% of GDP)**

**Importance to the international trade**



**5th export complex**

**Importance to the local small economies**



**Tourism redistributes  
resources from big  
cities to smaller  
local economies**

**Importance for employment**



**1,1 million  
Jobs  
(6% of total jobs)**

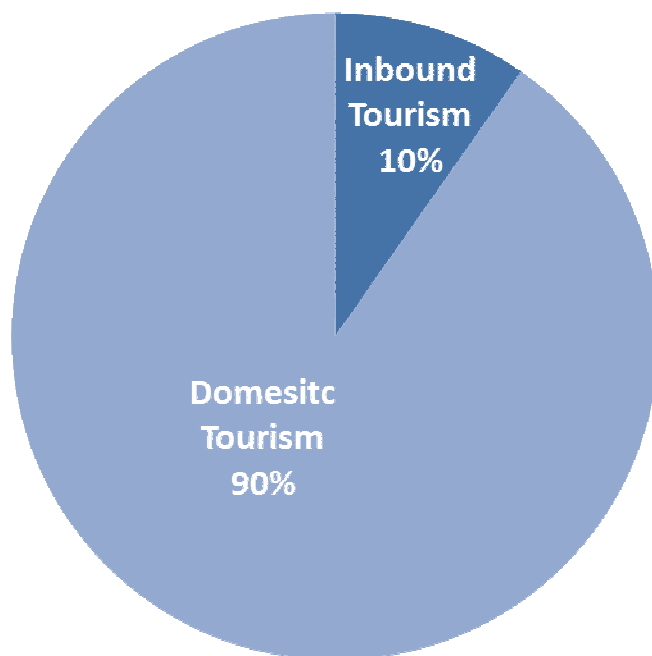


## COMPARING TOURISM WITH OTHERS SECTORS OF THE ARGENTINEAN ECONOMY -Year 2013-

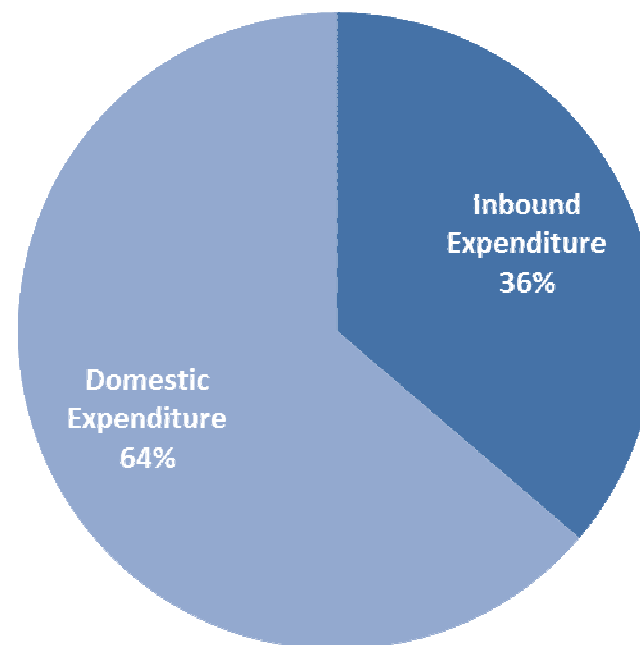
- **IT sales:** USD 4.2 Billions (1/3 of tourism size)
  - **E-commerce sales:** USD 1.8 billions (1/6 of tourism size)
  - **Shopping malls sales** (Buenos Aires city): USD 2.2 billions (1/6 of tourism size)
  - **Telecommunications sales:** \$ 7.5 billion (2/3 of tourism size)
- 
- **Supermarkets sales:** USD 12.2 billions (similar to tourism)

## COMPARING DOMESTIC AND INBOUND TOURISM. ARGENTINA 2013

**Internal Tourists**



**Internal Tourism Expenditures**



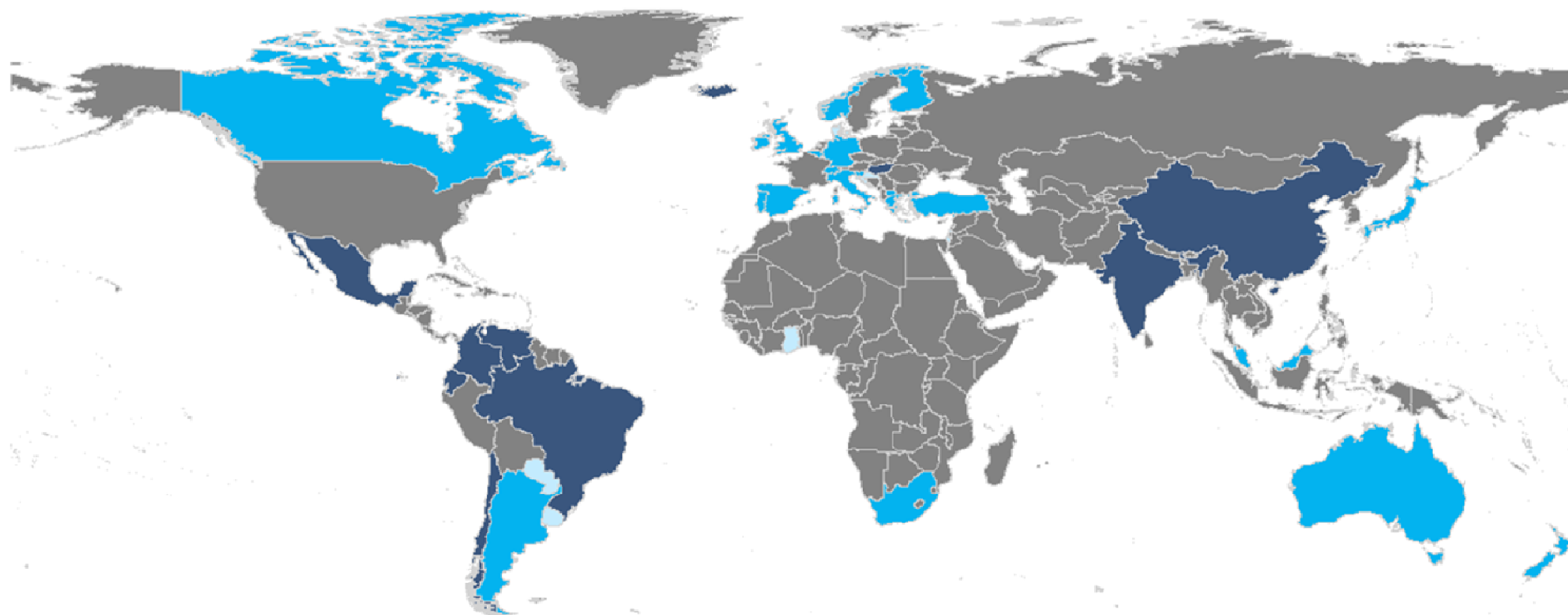
Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EVyTH) and the Travel Account (DNCN)

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## COUNTRIES WITH DOMESTIC TOURISM SURVEYS



- Countries that measure National Tourism through specific tourism surveys
- Countries that measure National Tourism with at least an annual frequency
- Countries that measure National Tourism through specific tourism surveys and with at least an annual frequency
- No surveys

## CONCEPTUAL AND METHODOLOGICAL ASPECTS

### Objective

→ Measure and characterize the evolution of **tourism trips of Argentine residents** and their expenses associated, either within the country (domestic tourism) or abroad (outbound tourism).

### Temporality

→ Continuous monthly surveys since 2012

### Target population

→ Provinces capital cities and urban centers with more than 100,000 inhabitants. A total of 32 clusters grouped into 7 touristic regions

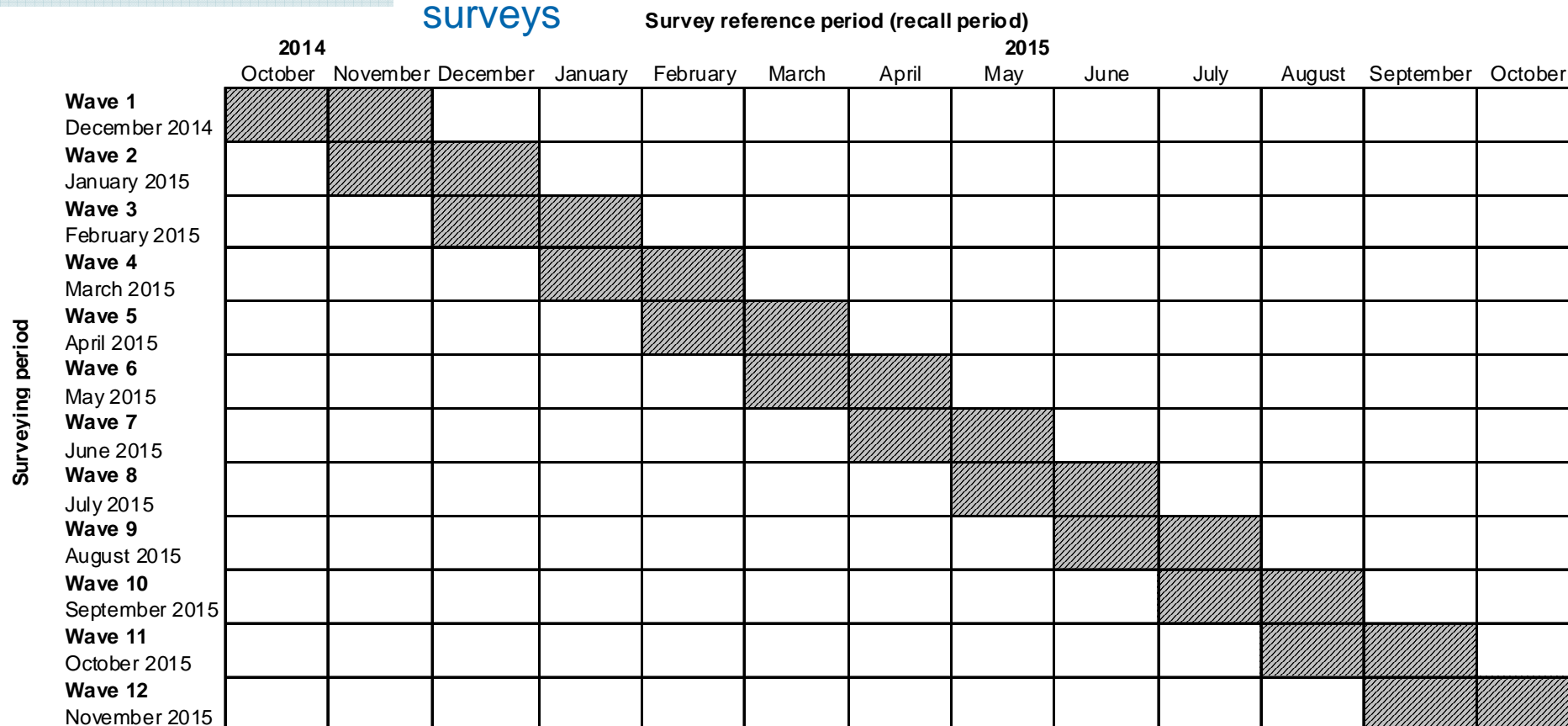
### Methodology

→ Telephone survey

## Sampling Scope

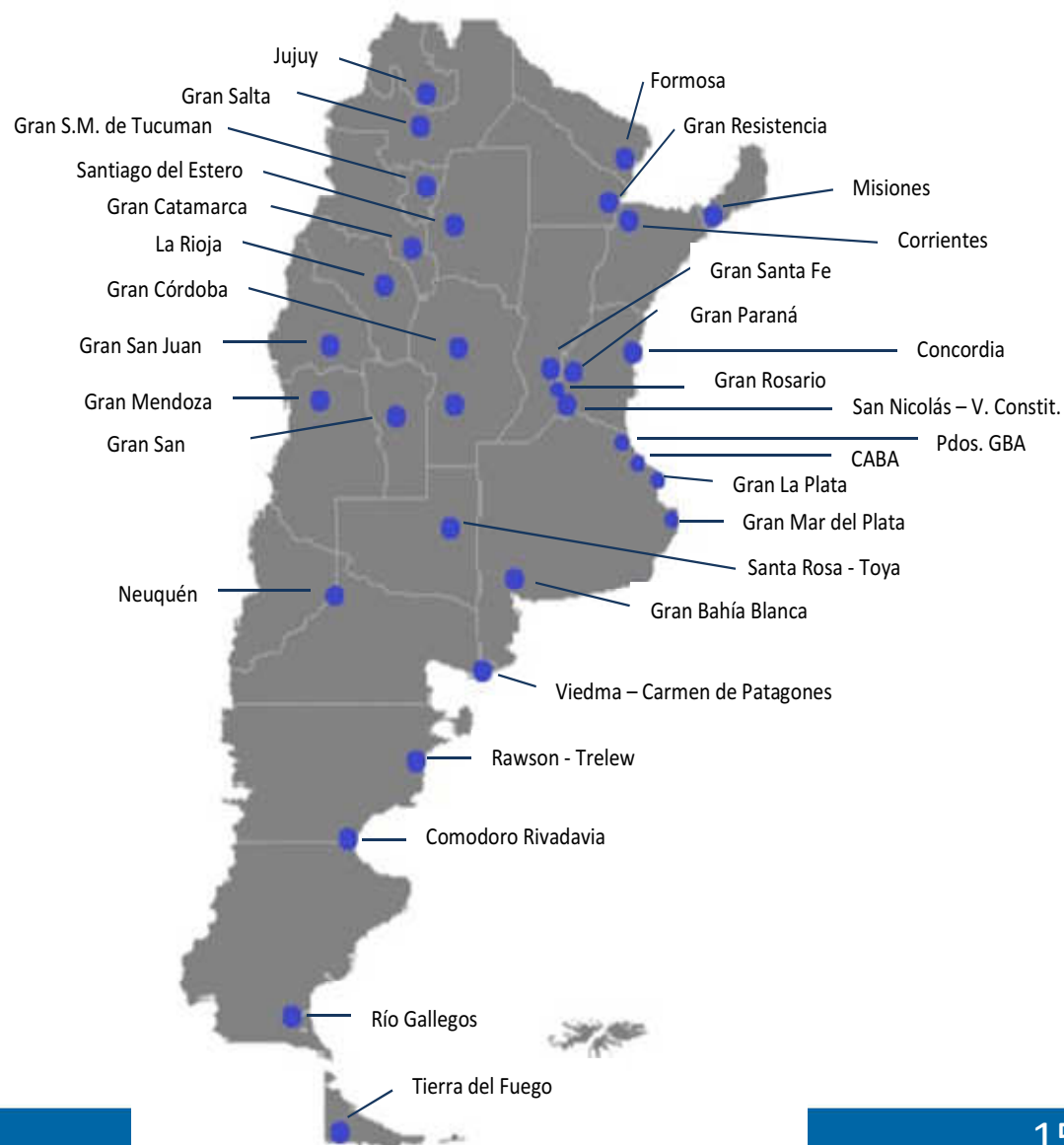
➔ Monthly Samples size: **2,500 surveys** (recall period: **2 months**)

➔ Monthly results using a sample size of **5,000 effective surveys**



## Geographical Scope

→ Survey represents the 62,5% of the country total population



## Usual Environment (Operationalizing)

### Distance criterion:

**BS AS City and 24 sub-urbans cities:** 40 km away from the principal dwelling.

**Rest of Regions:** 20 km distance.

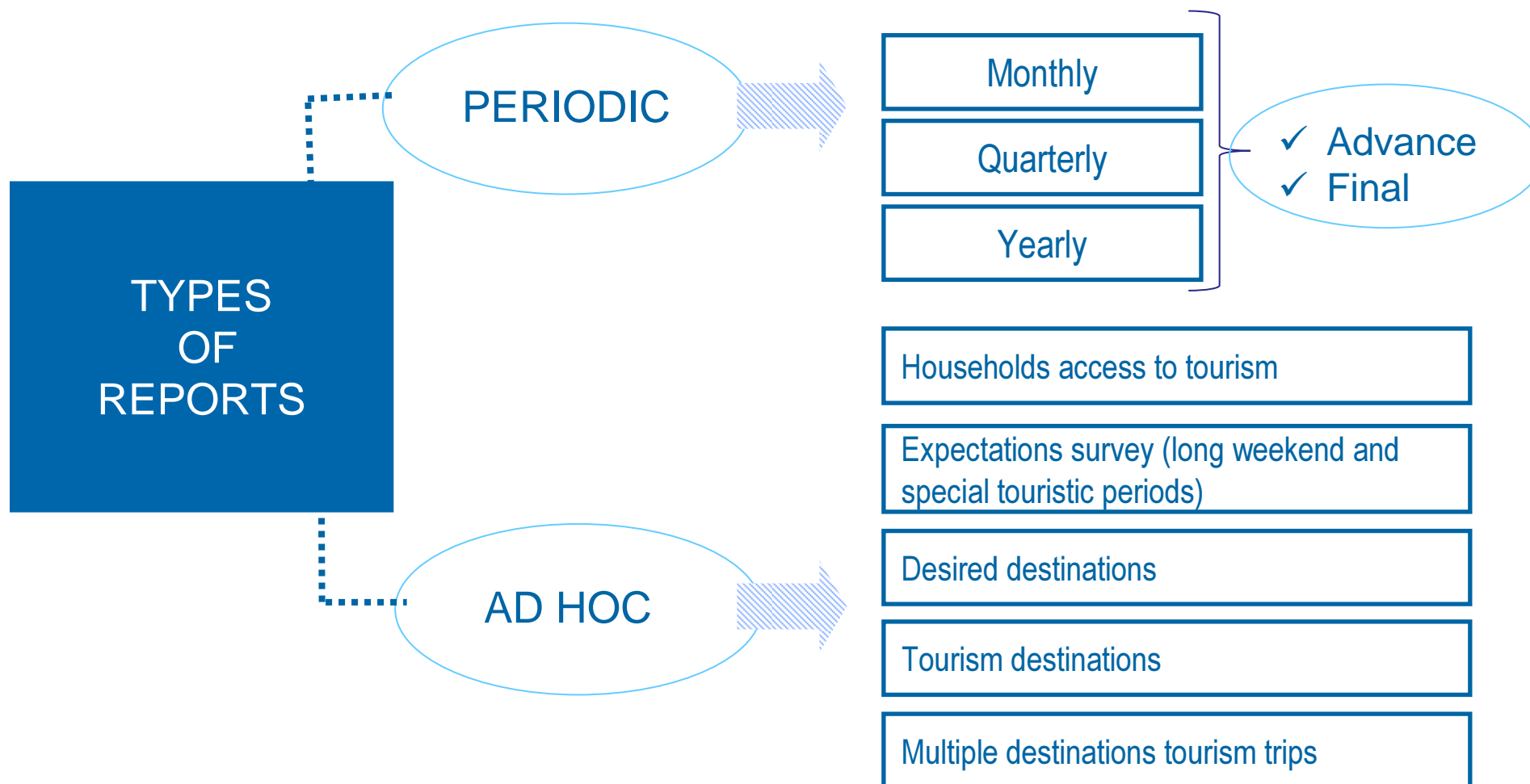
**Frequency criterion:** Less than once a week.

Distance	Frequency	
	Weekly	Other frequency
20 km. or less (for all the country except GBA) 40 km. or less (for GBA)	Usual Environment	Usual Environment
More than 20 km. (for all the country except GBA) More than 40 km. (for GBA)	Usual Environment	<b>OUTSIDE USUAL ENVIRONMENT</b>

**Second homes trips:** by definition outside the usual environment



## ARGENTINE DOMESTIC TOURISM SURVEY: TYPES OF REPORTS



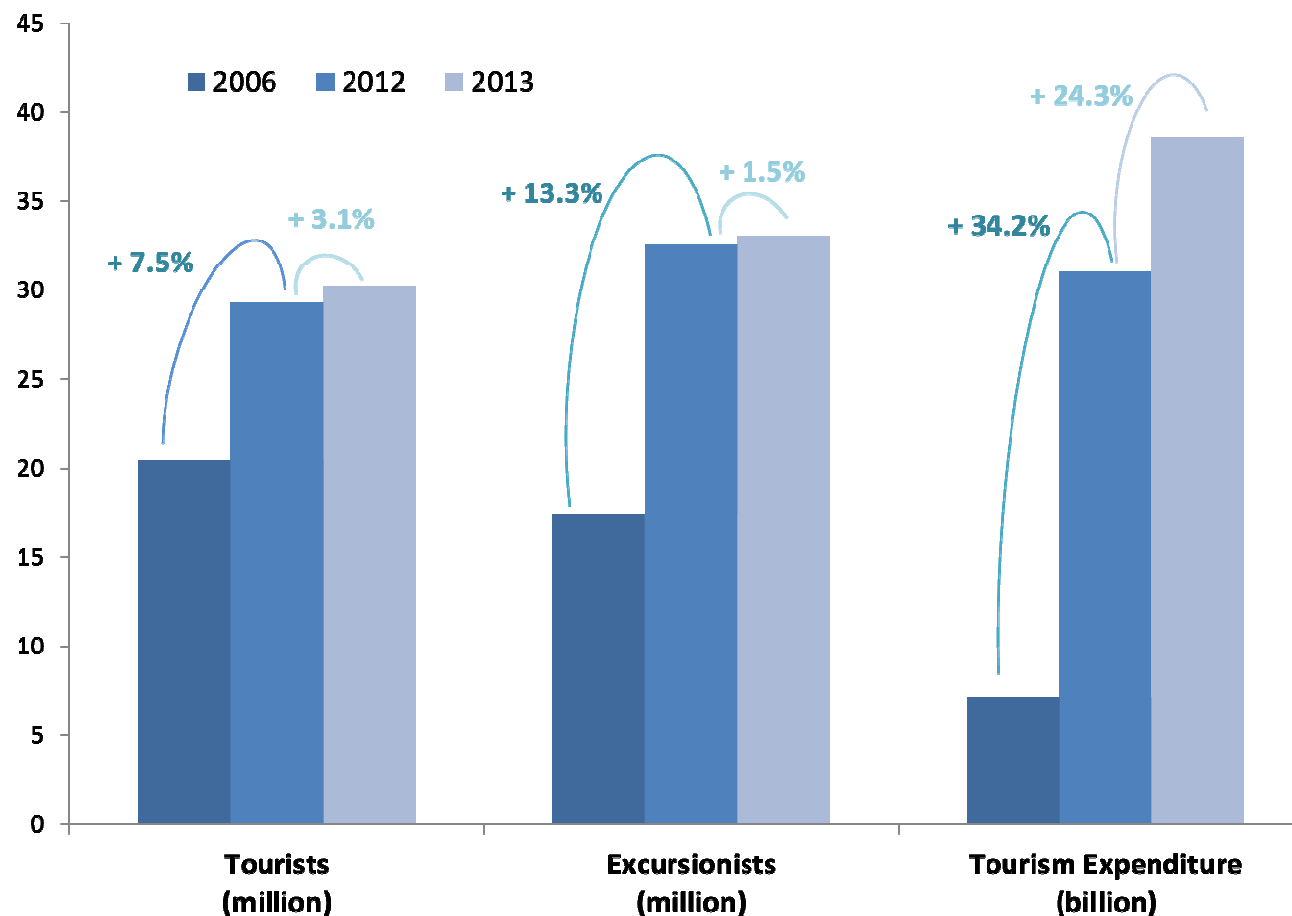
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## USUAL ANALYSIS OF TOURISM HOUSEHOLD SURVEY

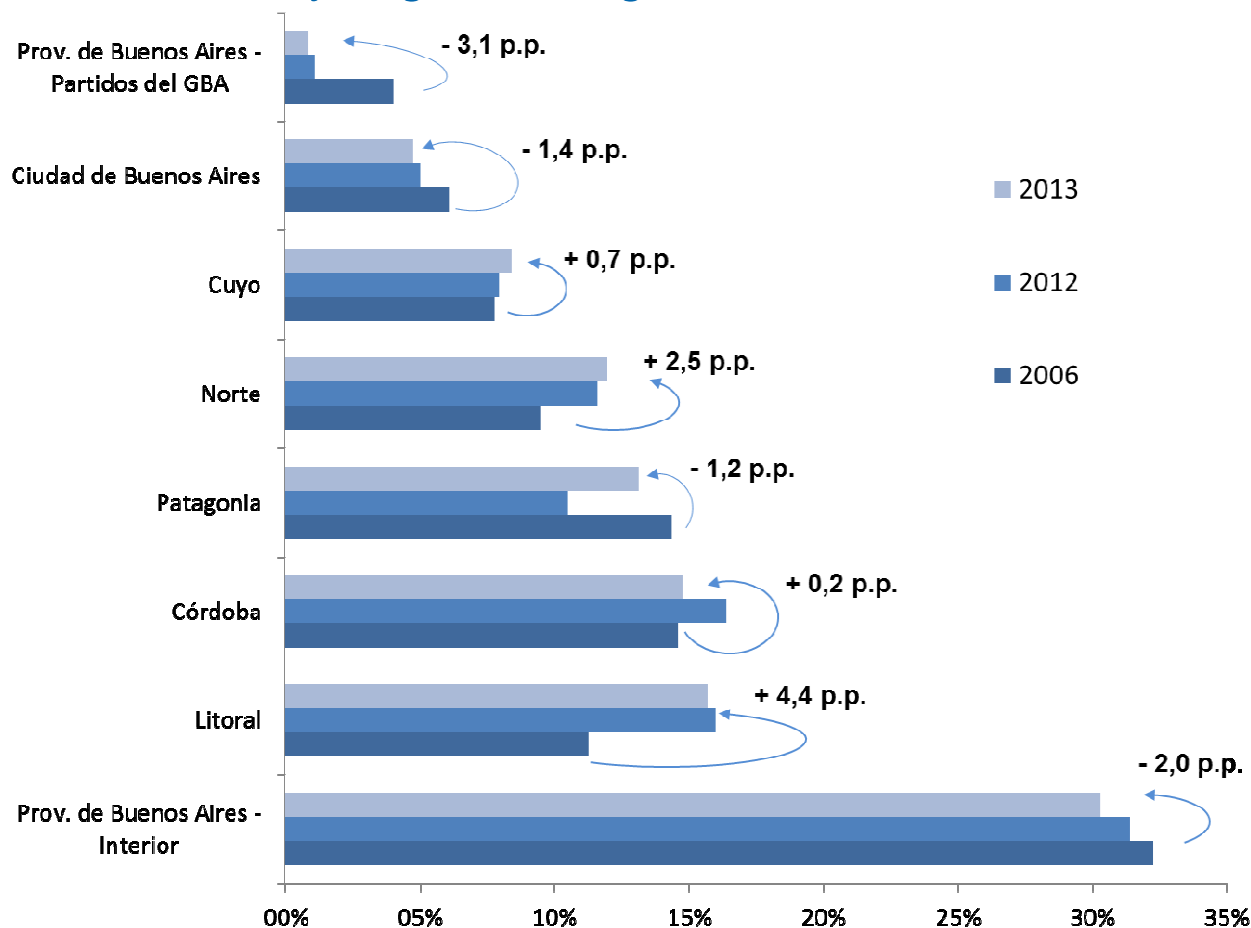
Growth indicators (tourist, excursionist and expenditure). Argentina, 2006-2012-2013



Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EVyTH)

## USUAL ANALYSIS OF TOURISM HOUSEHOLD SURVEY

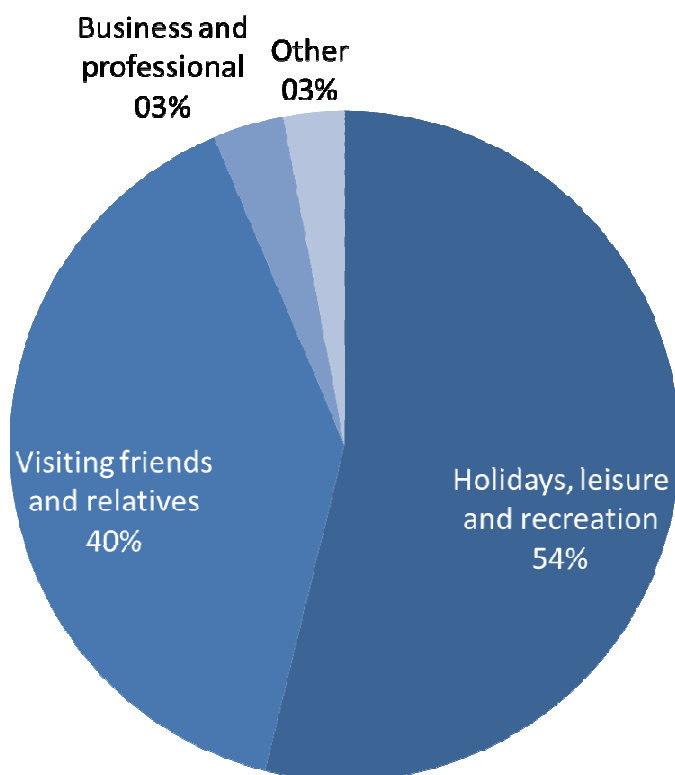
Expenditure distribution by region and growth. Argentina, 2006-2012-2013



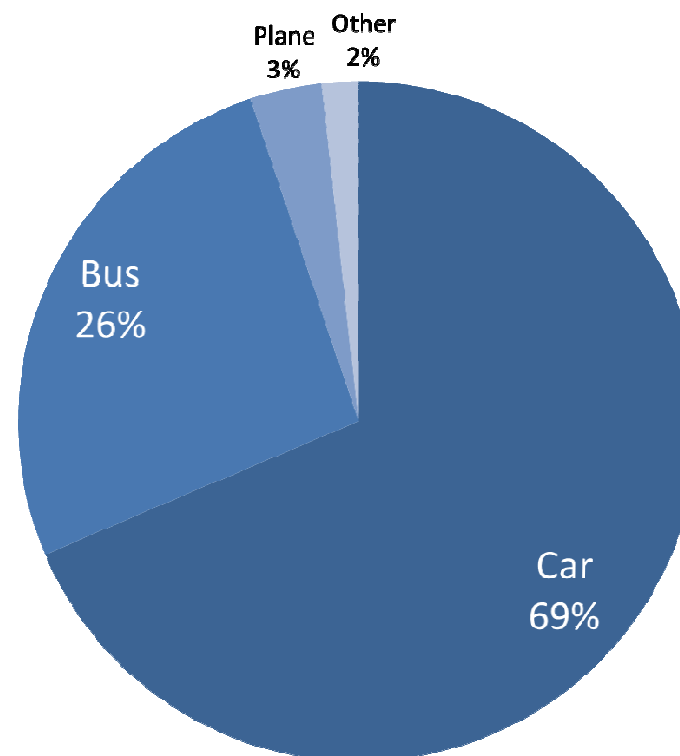
Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EVyTH)

## USUAL ANALYSIS OF TOURISM HOUSEHOLD SURVEY -ARGENTINA 2013

### Main purpose of the trip



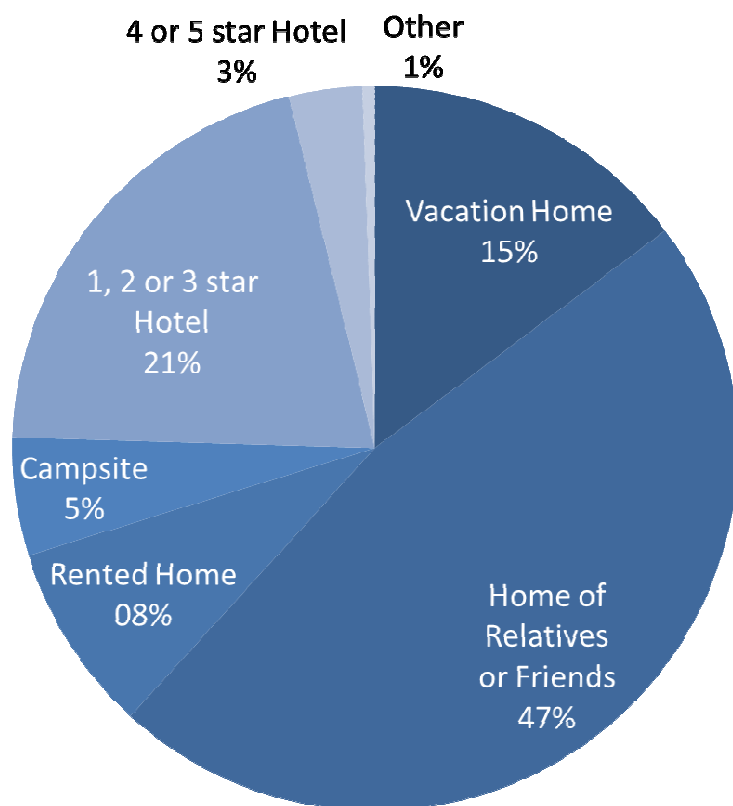
### Modes of Transport



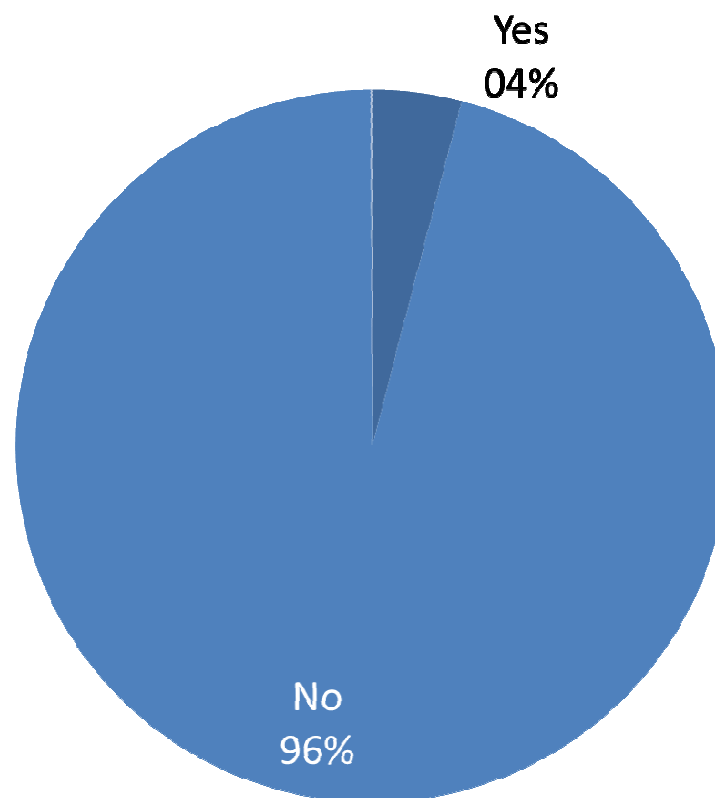
Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EVyTH)

## USUAL ANALYSIS OF TOURISM HOUSEHOLD SURVEY - ARGENTINA 2013

### Type of Accommodation



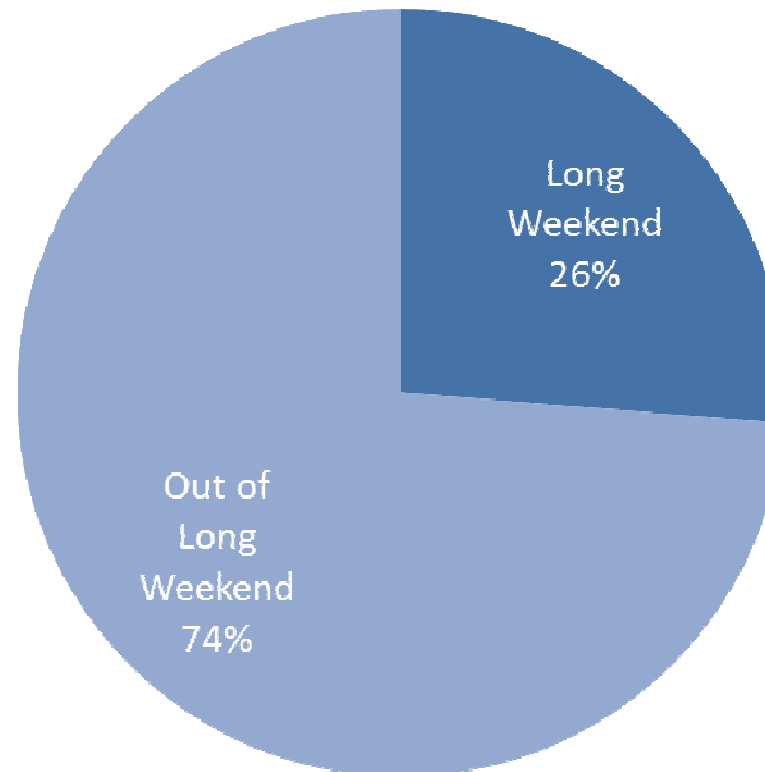
### Use of Package Travel



Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EVyTH)

## REPORTS OF LONG WEEKEND PERFORMANCE

### Quantifying Long Weekend tourism – % of tourist – Argentina 2013



Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EVyTH) 2013.

## HIGHLIGHTS

- ✓ Usually the analysis of inbound tourism focuses in basic growth variables, scale indicators, market shares in order to characterize geographical distribution, type of accommodation, modes of transport, etc.
- ✓ With this presentation we intend to emphasize that the study of domestic tourism requires a further "twist" not tackled in that approach: meaning, the measurement of social inequality in the domestic tourism sector.
- ✓ Fortunately, after long debates, economic theory offers a conceptual framework in order to analyze growth and development. One important conclusion is that growth does not necessary imply development and that policy makers should be paying equal attention to both concepts.

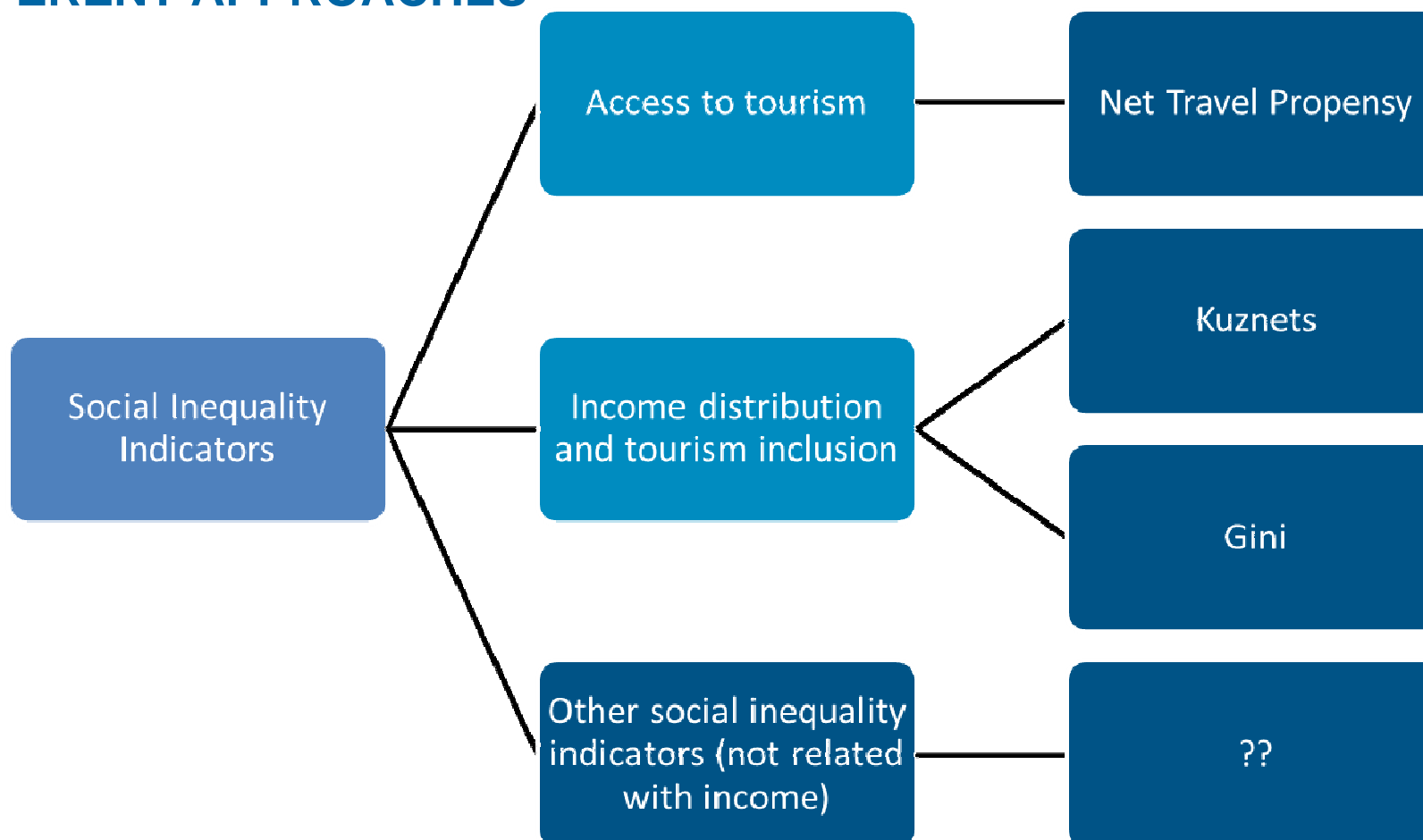


## Roadmap

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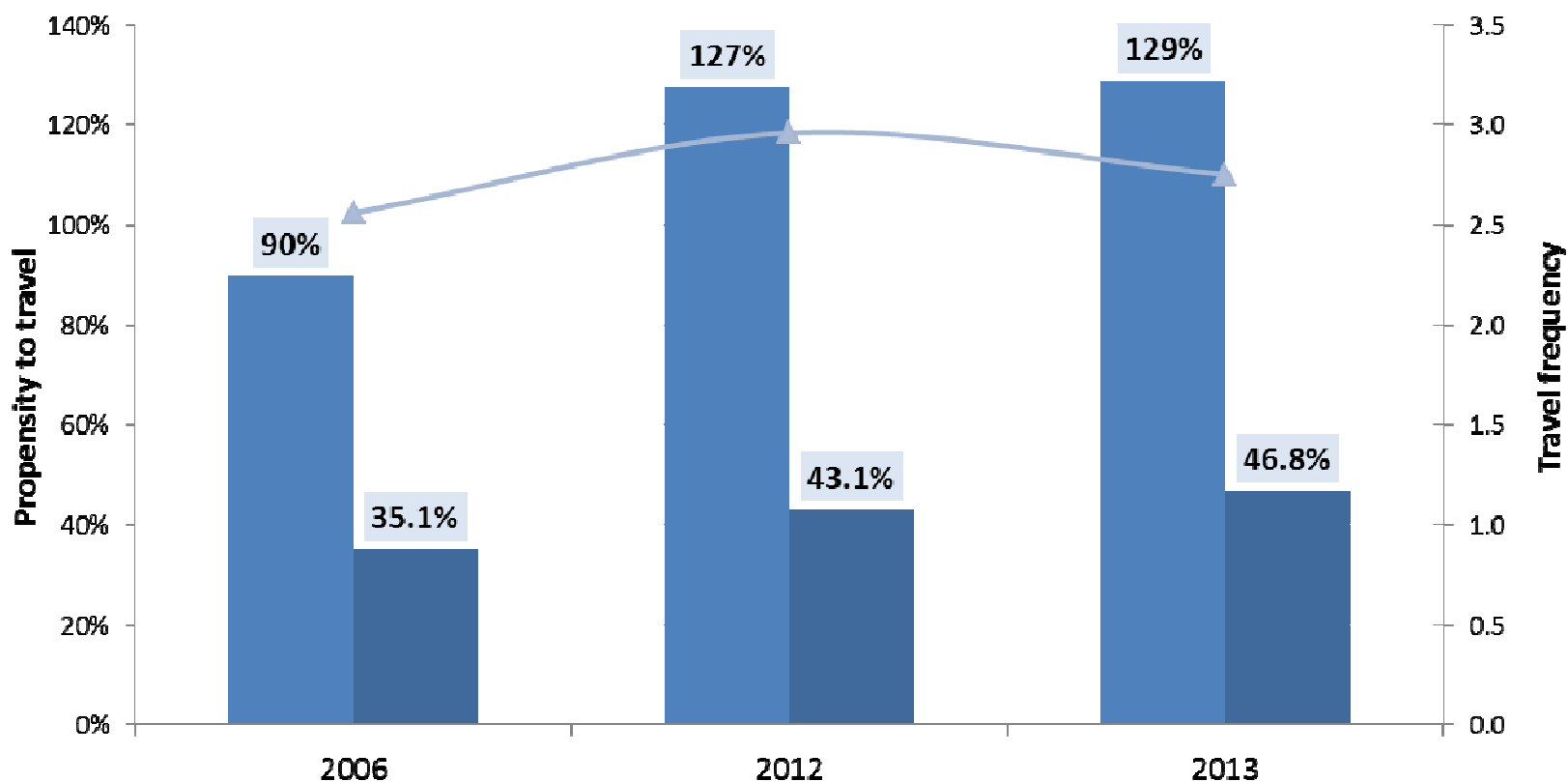
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## MEASURING SOCIAL INEQUALITY IN DOMESTIC TOURISM DIFFERENT APPROACHES



## ACCESS TO TOURISM: Results from Argentinean Domestic Tourism Survey. Argentina, 2006-2012-2013 .

Growth of residents with at least one tourism trip in a year



Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EvYTH).

## INCOME DISTRIBUTION METRICS:

1) Gap index

$$R = \frac{1}{\mu} (y_m - y_1)$$

2) Kuznets index (20:20 Ratio)

$$\mathcal{K} = \frac{\sum y \text{ (20\% more poor)}}{\sum y \text{ (20\% more rich)}}$$

3) Mean absolute deviation

$$\mathcal{M} = \frac{1}{\mu n} \sum_{i=1}^m n_i |y_i - \mu|$$

4) Coefficient of variation

$$CV = \frac{1}{\mu n} \sqrt{\sum_{j=1}^m n_j (y_j - \mu)^2}$$

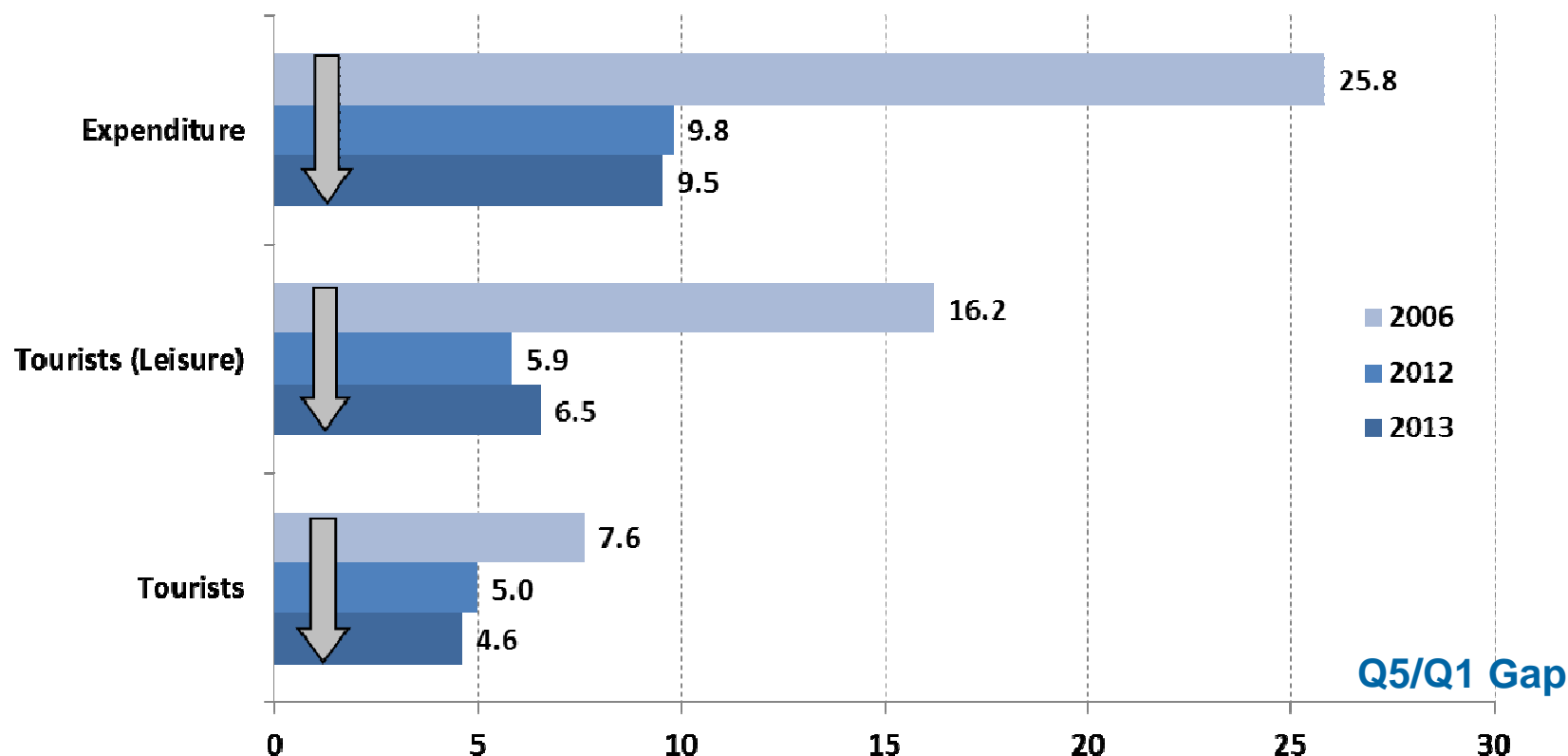
5) Gini coefficient:

$$G = \frac{1}{2n^2\mu} \sum_{j=1}^m \sum_{k=1}^m n_j n_k |y_j - y_k|$$

## KUZNETS INDEX: Results from Argentinean Domestic Tourism Survey

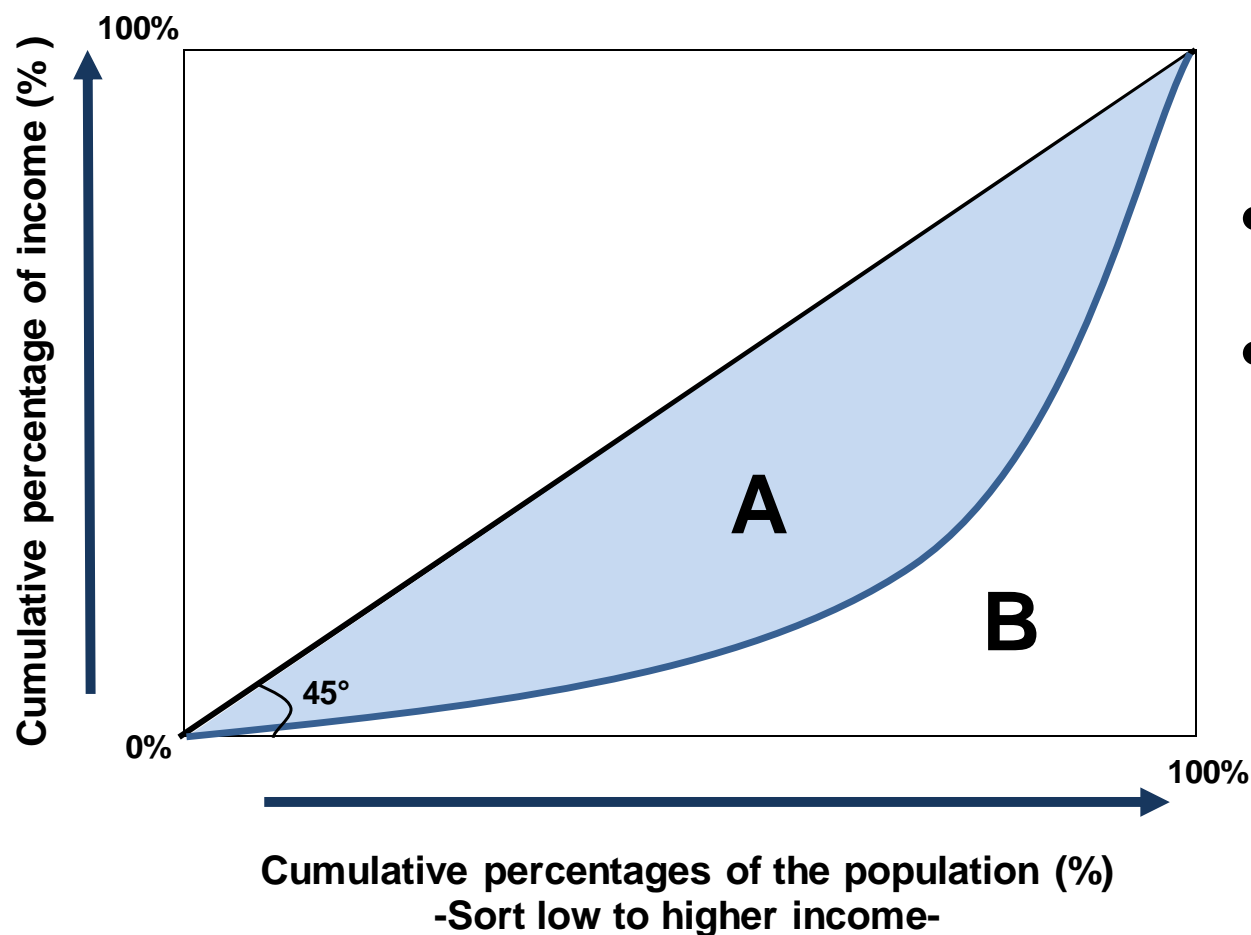
Argentina, 2006-2012-2013

Comparing extreme income quintiles, a sharp reduction in the inequality gap is observed between 2006 and 2013.



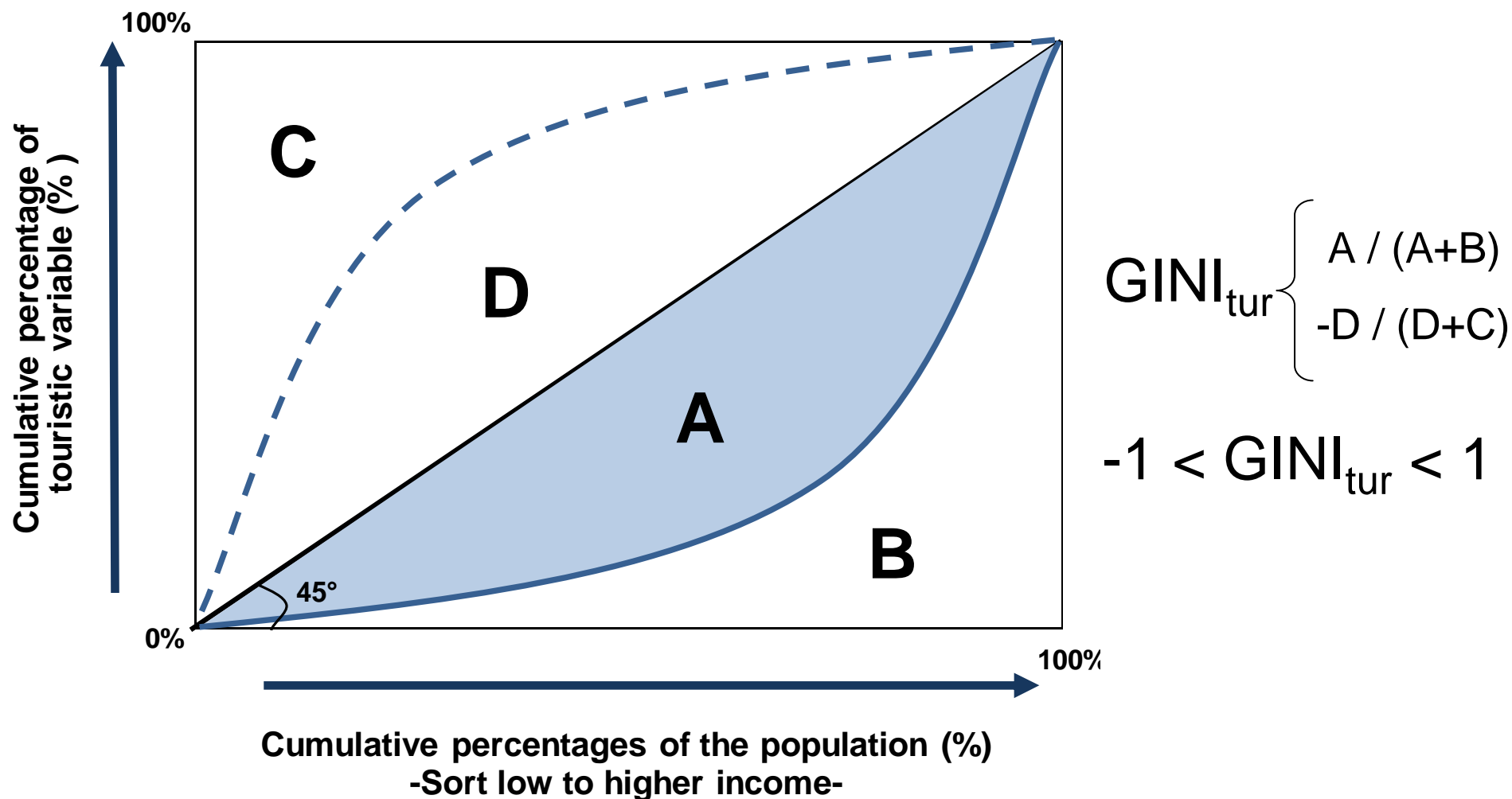
Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EVyTH) 2013.

## GINI COEFICIENT FOR INCOME DISTRIBUTION (reminder)



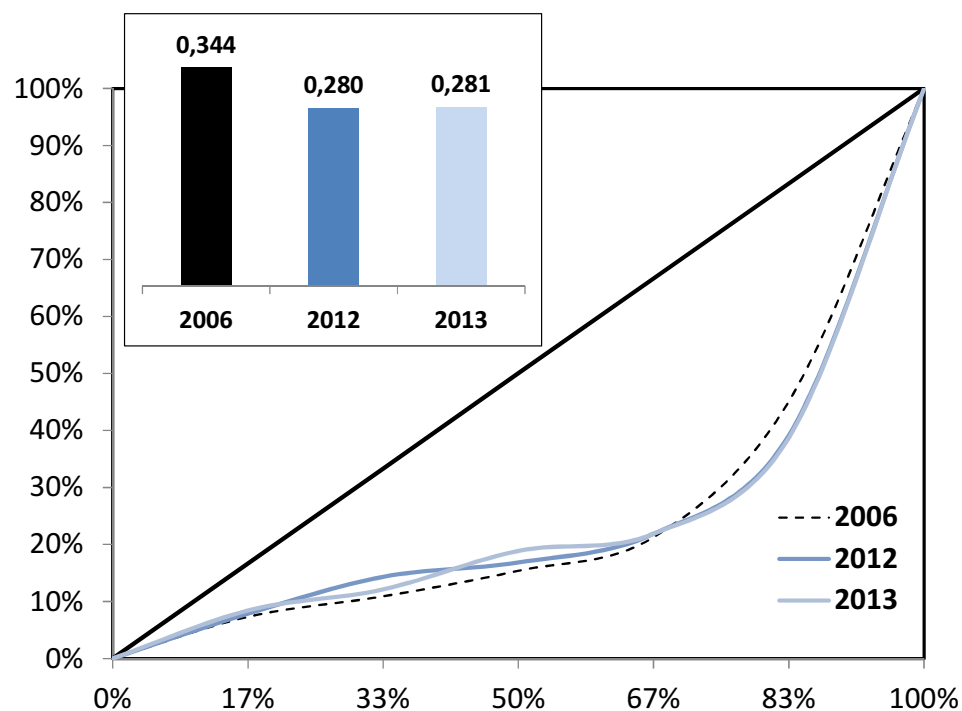
- $GINI = A / (A+B)$
- $0 < GINI < 1$

## GINI COEFICIENT ADAPTED TO MEASURE TOURISM INCLUSION

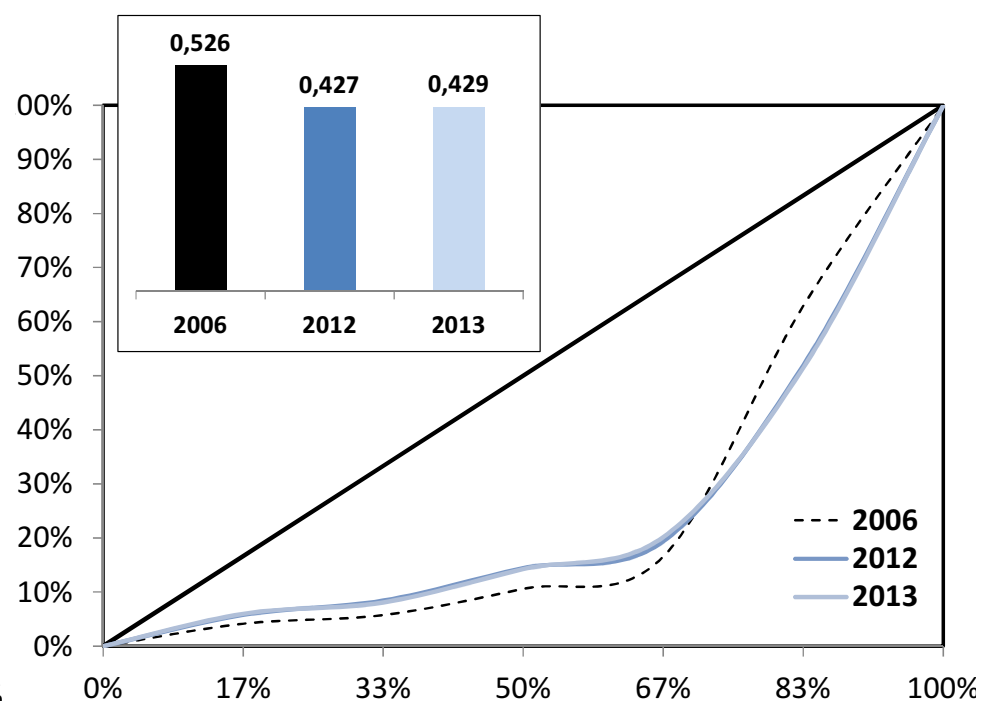


## RESULTS FOR DOMESTIC TOURISM OF ARGENTINA IN TERM OF TOURISTS AND EXPENDITURE (Lorenz Curve and Gini – Argentina 2006-2012-2013)

### TOURISTS



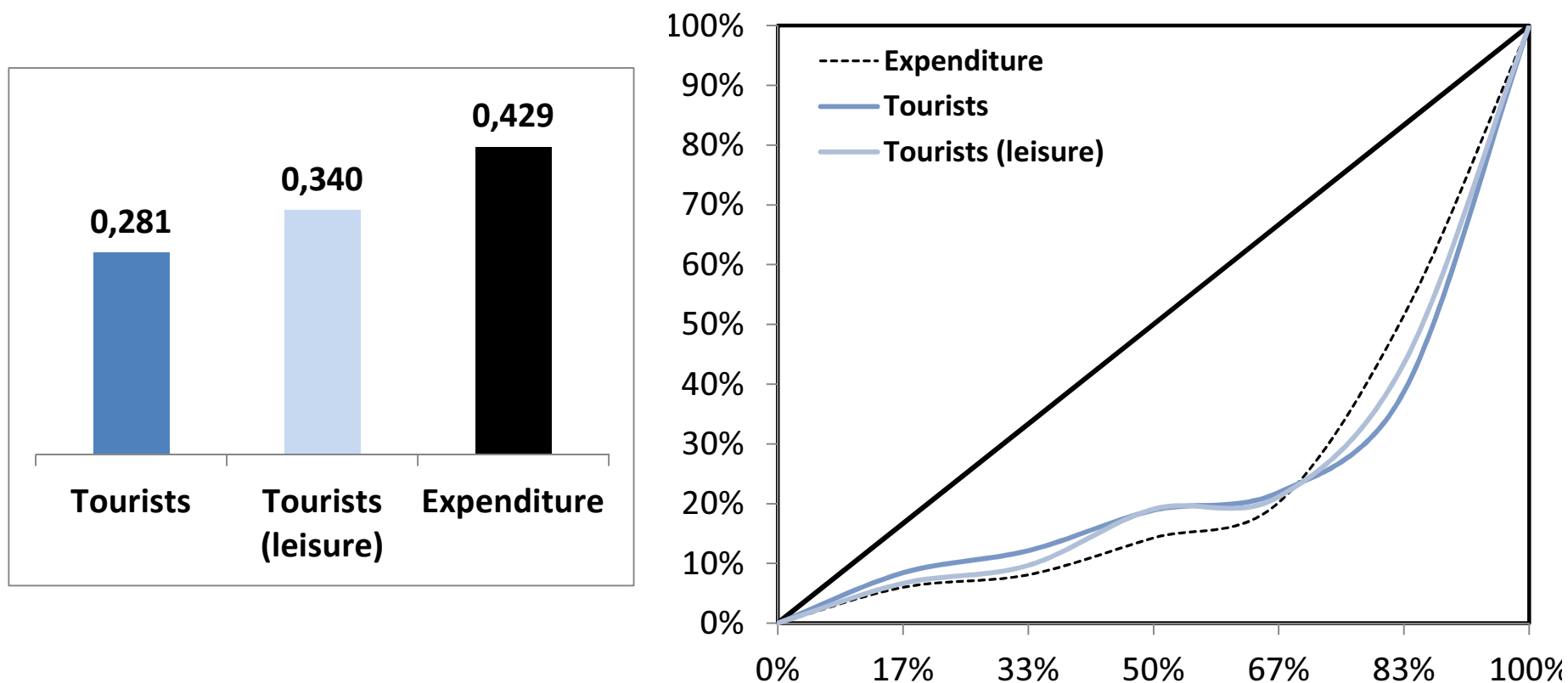
### TOURISM EXPENDITURE



Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EVyTH) 2013.

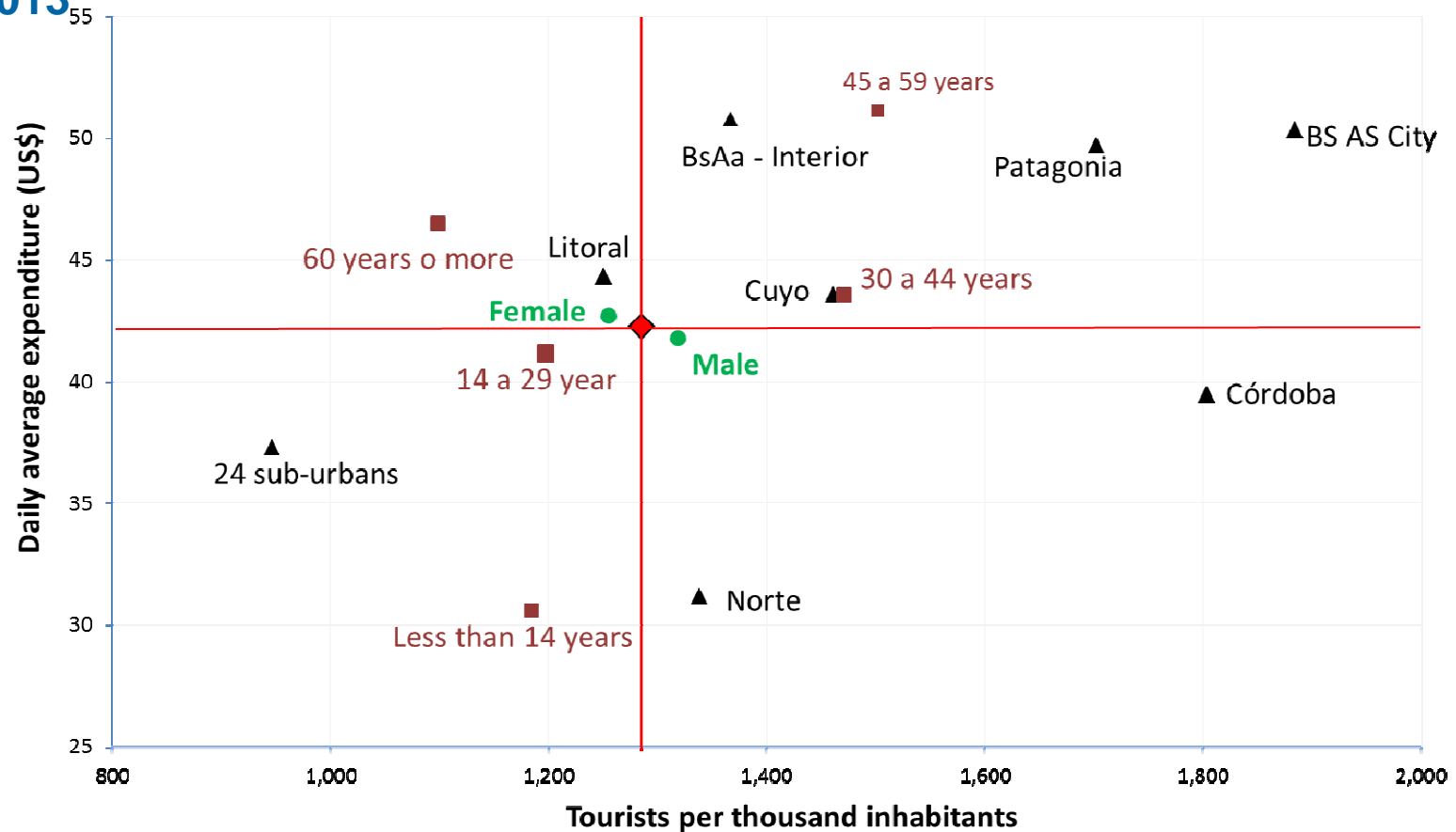


## RESULTS FOR DOMESTIC TOURISM OF ARGENTINA IN TERM OF TOURISTS (general purposes and leisure/recreation) AND EXPENDITURE (Lorenz Curve and Gini – Argentina 2013)



Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EVyTH) 2013.

## TWIST OVER THE TWIST: OTHER DIMENSIONS OF SOCIAL INEQUALITY IN DOMESTIC TOURISM (not related with income) – Argentina 2013



Source: National Ministry of Tourism of Argentina based on the Survey of Household Travel and Tourism (EVyTH) 2013.

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## FINAL CONCLUSIONS

- ✓ When analyzing domestic tourism is important to study not only growth, but also social inequality.
- ✓ We hope this presentation will inspire researchers to develop more techniques and methods in order to quantify access of residents to tourism as well as social inequality in the sector.
- ✓ The incorporation of this dimension to the analysis will allow a better understanding of the domestic tourism and this will probably enhance public policies.
- ✓ We wish International Organizations lead a working document providing insights to countries about the techniques of measuring social inequality in the domestic tourism sector.

# Thank you – Questions?

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