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CONTRIBUTIONS

TOURISM IN ARGENTINA FOR THE PERIOD 2006–2011

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From Building a System to Tourism Indicators

From its formation in 2004, the GST (Group for Sustainable Tourism)¹ within the Institute of Multidisciplinary Research of History and Social Sciences – the National Council for Scientific and Technical Research (IMRHSS² – NCSTR³), began working on the development of a system of indicators of tourist development. The first major project in this area was the proposal of methodological development of this system, which was presented to the National Secretariat of Tourism⁴ (Sánchez et al., 2009). The various contributions were later proposals for consideration to the geographical community in international publications (Sánchez, 2011a, 2011b, 2012, 2013). In 2011 an agreement was signed between the CONICET and the Ministry of Tourism for the implementation of a System of Indicators of Tourist Development (SITD)⁵ of Argentina, one of the Department of Information System and Tourism Statistics (ISTS)⁶ under the Federal Strategic Plan for Sustainable Tourism (FSPST)⁷. In the last two years of intensive work 167 indicators have been established, which are divided into five main areas. These indicators were made by tourism regions and annual periods. For 88 indicators the results are listed by provinces and for 40 indicators for the three-month period. In this paper the individual indicators from the Area 1 were analysed, qualified as social mobility and access to tourism, in particular variations for the period 2006–2011, for the national and regional level, both in absolute and relative terms. The source of information

¹ GRUTUS, Grupo Turismo Sustentable.

² IMHICIHU.

³ CONICET.

⁴ Secretaría de Turismo de la Nación.

⁵ Sistema de Indicadores de Desarrollo Turístico, SIDT.

⁶ Sistema de Información y Estadística Turística, SIET.

⁷ Plan Federal Estratégico de Turismo Sustentable, PFETS.

was the Survey on the Number of Trips and Tourism Realized in Argentinean Households⁸ for 2006, 2010 and 2011.

The first results

Evaluation of the population who have travelled at least once during the year (%)

Given the relative values, one can see a significant increase in the percentage of the population that has made at least one trip during the year. In 2006 there were 34.92%, but five years later the percentage grew to 43.60%, including almost 9% of the population. Having in mind the territorial division of 2011, the most favourable situation is in the City of Buenos Aires (55.97%). However, the regions that recorded the largest increase in the period are those that had the lowest percentage at the beginning of the observation period. For example, in the province of Buenos Aires relative share of the population that has made at least one trip increased from 28.18% in 2006 to 41.11% in 2011. Also, the number of people who travelled moved from 30.43% to 41.98% in the Litoral region and from 32.18% to 43.48% in the region of Cuyo. The regions with a higher percentage in 2006 had less space to grow, but a percentage decrease was only observed in the region of Patagonia (Table 1).

Table 1. Estimation of the population who have travelled at least once during the year (%)

Region	2006	2010	2011	growth %	Average annual growth rate %
C. A. B. A.	54.31	54.45	55.97	3.06	0.60
Buenos Aires	28.18	40.28	41.11	45.86	7.84
Centro	43.75	52.75	48.86	11.68	2.23
Cuyo	32.18	41.19	43.48	35.13	6.21
Litoral	30.43	42.51	41.98	37.97	6.65
Norte	35.37	39.72	37.03	4.71	0.92
Patagonia	51.38	50.49	48.89	-4.85	-0.99
ARGENTINA	34.92	43.49	43.60	24.87	4.54
Average	39.37	45.91	45.33	19.08	3.35
Standard deviation	9.71	5.91	5.85	18.60	3.22
Coefficient of variation	24.65	12.87	12.91	97.49	96.12

On the other hand, a strong tendency towards greater territorial equity should be noted as reflected in the sharp decline in the coefficient of variation from 24.65% to only 12.91%, and also reduction in the difference between the maximum and minimum regional values that were 26.13% in 2006 and they dropped to 18.94% in 2011, which represented the difference between the

⁸ Encuesta de Viajes y Turismo en Hogares Argentinos, EVyTH.

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maximum value in the region of CABA (55.97%) and the minimum value of the Norte region (37.03%). In short, in the period it has come to a significant growth in population in tourism, considering the absolute values as well as the relative ones, while there is a trend towards equal territorial distribution.

Population of 65 years of age and over who travelled at least once (%)

The analysis of absolute values shows that the elderly population who have travelled at least once a year increased by 46.79%, which implies an average annual rate of 7.98%. In regard to regional participation an increased involvement of the elderly could be observed in the region of Litoral (137.31%), in Cuyo (74.49%) and in the province of Buenos Aires (62.41%). Growth below average was recorded in the region of Centro (35.92%), the region CABA (8.35%) and the Norte region (5.42%), and negative in the region of Patagonia (-8.99%). As far as the index, a significant increase can be seen in the percentage of the population that travels at least once a year. In fact, in 2006 there were 25.85%, five years later, the percentage rose to 34.66%, including almost 9% of the elderly. Given the territorial division in 2011, the situation was more favourable in the region CABA (38.25%). However, regions that recorded the largest increase in the period were those that had the lowest percentage at the beginning of the period. For example, in the region Litoral, the relative proportion of the older population who completed at least one trip for 2006 is 21.62% and for 2011 it amounts to 37.06%. Also, regarding the older people able to travel, the percentage has increased from 22.88% to 34.51% in the province of Buenos Aires and from 24.07% to 34.39% in the region of Cuyo. The regions with the highest percentage of participation in 2006 had less space for growth. and even negative variations were recorded in the Norte region (-8.07%) and Patagonia (-12.50%).

Table 2. Population aged 65 and over who have made at least one trip during the year (%)

				Growth %	Average annual growth rate%
Region	2006	2010	2011	2006-11	2006-11
C. A. B. A.	31.32	35.12	38.25	22.10	4.07
Buenos Aires	22.88	30.46	34.51	50.81	8.56
Centro	30.21	39.42	31.02	2.68	0.53
Cuyo	24.07	31.26	34.39	42.88	7.40
Litoral	21.62	26.49	37.06	71.45	11.39
Norte	29.71	47.30	27.31	-8.07	-1.67
Patagonia	35.56	37.04	31.11	-12.50	-2.63
ARGENTINA	25.85	32.65	34.66	34.04	6.04
average	27.91	35.30	33.38	24.19	3.95
Standard deviation	4.76	6.34	3.53	29.63	5.00
Coefficient of variation	17.04	17.96	10.57	122.47	126.62

In connection with the above, a strong tendency should be noted towards greater territorial equity as reflected in the sharp decline in the coefficient of variation from 17.04% to only 10.57%, and also the reduction of difference between the maximum and minimum regional value, which was 13.94% in 2006 and dropped to 10.94% in 2011, representing the difference between the maximum value of the city of Buenos Aires (38.25%) and the minimum value of the Norte region (27.31%). In short, in the period it came to the significant growth of the elderly population involved in tourism, so that the absolute value is the same as the relative one, while there is a trend towards equal territorial distribution (Table 2).

First quintile income population who travelled at least once (%)

An analysis of the absolute values shows that in the observed period, the first quintile population considering the income that has made at least one trip increased to 74.71% in Argentina, representing a significant average annual rate of 11.81%. In regards to regional participation, an increased involvement of the population with fewer resources in tourism was noted in the region CABA (270.26%), the province of Buenos Aires (197.67%) and the Litoral region (141.87%). On the other hand, a decrease was registered in the Centro region (–48.33%) and Norte (–14.80%) (Table 2).

Table 3. First quintile income population who travelled at least once per year (%)

Region	Growth%			Average annual growth rate %	
	2006	2010	2011	2006–11	2006–11
C. A. B. A.	12.56	24.42	24.15	92.37	13.98
Buenos Aires	10.04	17.23	22.25	121.66	17.26
Centro	23.22	27.81	19.84	-14.52	-3.09
Cuyo	19.11	22.07	26.14	36.80	6.47
Litoral	10.38	37.64	22.91	120.81	17.17
Norte	17.53	14.43	19.40	10.68	2.05
Patagonia	22.39	17.61	25.53	14.01	2.66
ARGENTINA	13.89	20.86	22.32	60.62	9.94
average	16.46	23.03	22.89	54.55	8.07
Standard deviation	5.11	7.33	2.42	52.07	7.51
Coefficient of variation	31.02	31.83	10.57	95.46	93.01

Given the relative values, one can see an important average percentage growth of the first quintile population considering the household income which made at least one trip a year. In the case of 2006, it was 13.89%, but within the next five years it increased to 22.32%. Having in mind the territorial division of 2011, the most favourable situation is observed in the province of Cuyo (26.14%). However, regions that recorded the largest increase in the period are also the

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ones that had the lowest percentage in 2006. For example, in the province of Buenos Aires, the share increased from 10.04% in 2006 to 22.25% in 2011, and in the Litoral region from 10.38% to 22.91%, increasing in both cases almost double in five years. Regions with a higher percentage in 2006 had less space for growth, but the only percentage decrease is observed in the Centro region, which fell from 23.22% to 19.84%.

On the other hand, a strong tendency should be noted towards greater territorial equity as reflected in the sharp decline in the coefficient of variation from 31.02% to only 12.91%, and also the reduction of the difference between the maximum and minimum regional values, which was 13.18% in 2006 and dropped to 6.74% in 2011, representing the difference between the maximum value in the region of Cuyo (26.14%), and the minimum value of the Norte region (19.40%). In short, in the observed period there was a significant increase in the first quintile income population involved in tourism. Besides that, there is a trend towards more equality in access to tourism in terms of territorial distribution.

Conclusion

In the period 2006–2011 it came to a significant increase in travel per capita, greater social inclusion in the tourism industry and the reduction of social differences in the local population:

A significant increase in travelling population:

- Growth in travelling of 41.78%, from 0.366 trips per capita to 0,518.
- Travelling in the male population increased by 29.97%, from 0.370 to 0.508.
- Travelling in the female population increased by 54.50%, from 0.361 to 0.527.
- Travelling in relation to gender index changed from 107.7 to 90.6.
- Travelling of the elderly increased 15.22%, from 0.233 to 0.246.

Greater social inclusion in the access to tourism:

- People who have travelled in the year increased by 25.13%, from 34.92% to 43.60%.
- Travelling in the male population increased by 19.07%, from 35.00% to 43.98%.
- Travelling in the female population increased by 31.55%, from 34.83% to 44.18%.
- Percentage of the travelling elderly increased by 46.79%, from 25.85% to 34 66%.

- The 1st quintile travelling population increased by 74.71%, rising from 14.89% to 22.32%.
- The 5th quintile travelling population increased by 24.89%, rising from 62.00% to 66.63%.

Reduction of social differences of the local travelling population:

- Travelling of the 1st quintile population by income increased by 131.37%, rising from 0.102 per capita to 0.218 per capita.
- Travelling of the 5th quintile population by income increased by 15.60%, rising from 0.805 per capita to 0.870 per capita.
- The participation of the 1st quintile population in total travel frequency rose from 5.15% to 8.41% of all completed trips.
- The participation of the 5th quintile population in total travel frequency declined from 37.96% to 33.63% of all completed trips.
- The 1st quintile travel/5th quintile travel quotient rose from 13.58% to 25.01%.
- The 1st quintile leisure trips/5th quintile leisure trips quotient rose from 8.96% to 18.04%.
- The 1st quintile average travel expenses/5th quintile average travel expenses quotient rose from 27.68% to 37.63%.

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