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Ministerio de Comercio  
Exterior y Turismo

EL PERÚ PRIMERO

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# **TOURISM SATELLITE ACCOUNT IN PERU AND THE STATISTICAL FRAMEWORK FOR MEASURING THE SUSTAINABILITY OF TOURISM**

Ministry of Foreign Trade and Tourism - Peru  
Vice Ministry of Tourism

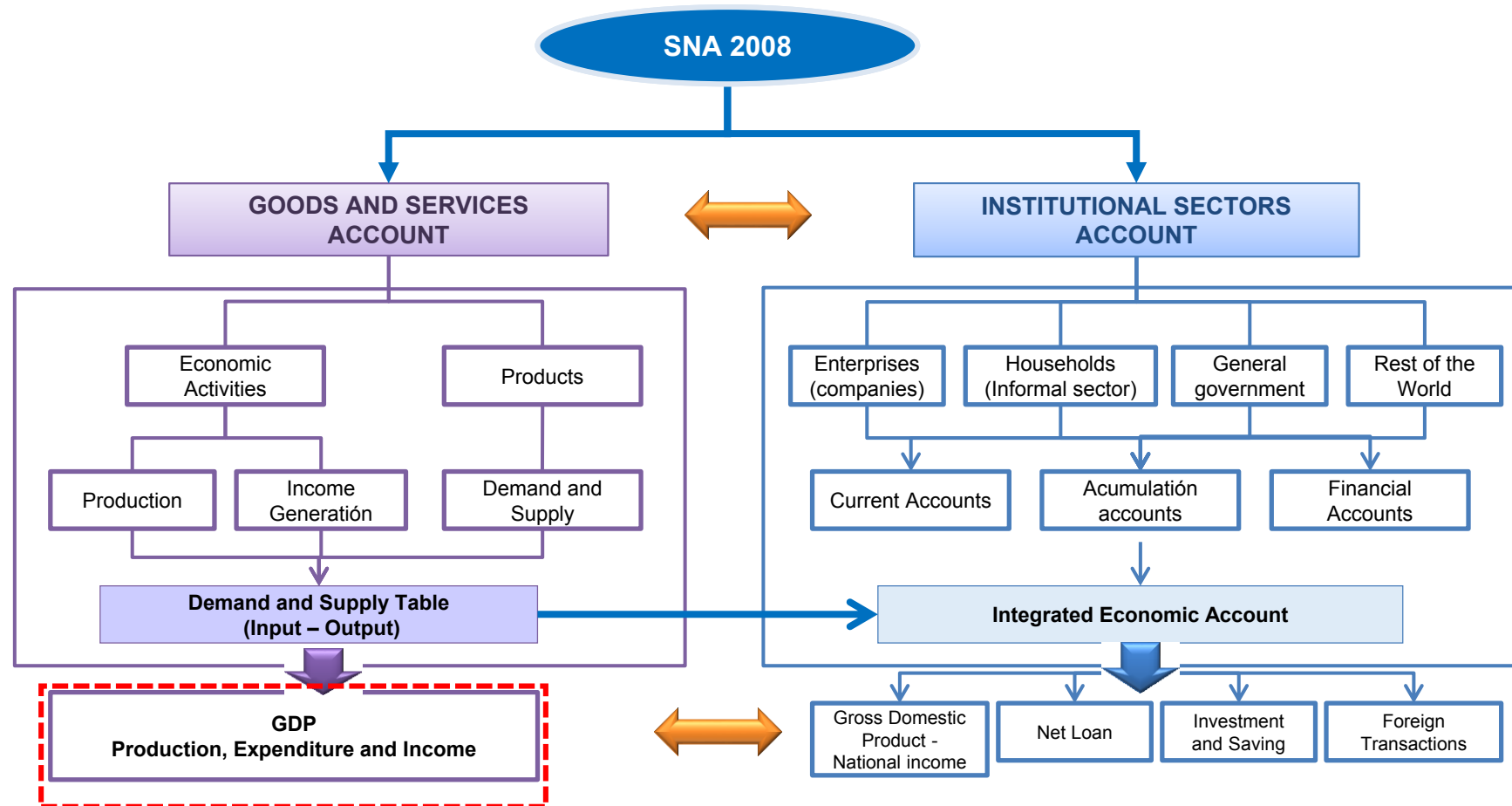
November 29<sup>th</sup>, 2018



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# SYSTEM OF NATIONAL ACCOUNT



Statistical instrument through which the main economic facts of a country are recorded systematically, such as: production, consumption, savings, gross capital formation, relations with the outside world and the correlation that exists between the different economic agents; companies, households, the government and the rest of the world.



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## TOURISM SATELLITE ACCOUNT

The Tourism Satellite Account is designed to evaluate in detail the economic contribution of the transactions related to tourism, according to regulations, classifications and definitions, recommended by the World Tourism Organization (WTO) establish valid comparisons with other activities and between countries.

**This instrument measures the economic impact of the tourism sector on the economy through tourism GDP, consumption and employment.**

This measurement is made within the framework of the National Accounts:

### System of National Accounts

It offers a global and integrated framework for the preparation of production, consumption, capital investment, among other economic variables of the Tourism Satellite Account.



## WHAT DOES TOURISM SATELLITE ACCOUNT MEASURE?

- 1.** The contribution of tourism to the Gross Domestic Product (GDP).
- 2.** Touristic consumption and how it is satisfied by domestic supply and imports.
- 3.** Direct employment generated by tourism in the country's economy.
- 4.** The position of tourism compared to other economic sectors.
- 5.** The collection of taxes generated by the touristic industries.
- 6.** The investment made in the touristic industry.



## TOURISTIC ACTIVITIES

### A1. Characteristic activities of tourism

1. Accommodation for visitors
2. Food and beverage supply industries
3. Passenger transport by rail
4. Passenger transport by road
5. Passenger transport by water
6. Passenger air transportation
7. Rental of transport equipment
8. Travel agency industry and other reserve services
9. Cultural industry
10. Sports and recreational industry
11. Retail trade of tourism-specific goods characteristic of each country
12. Other tourism industries specific to each country

### A2. Other industries

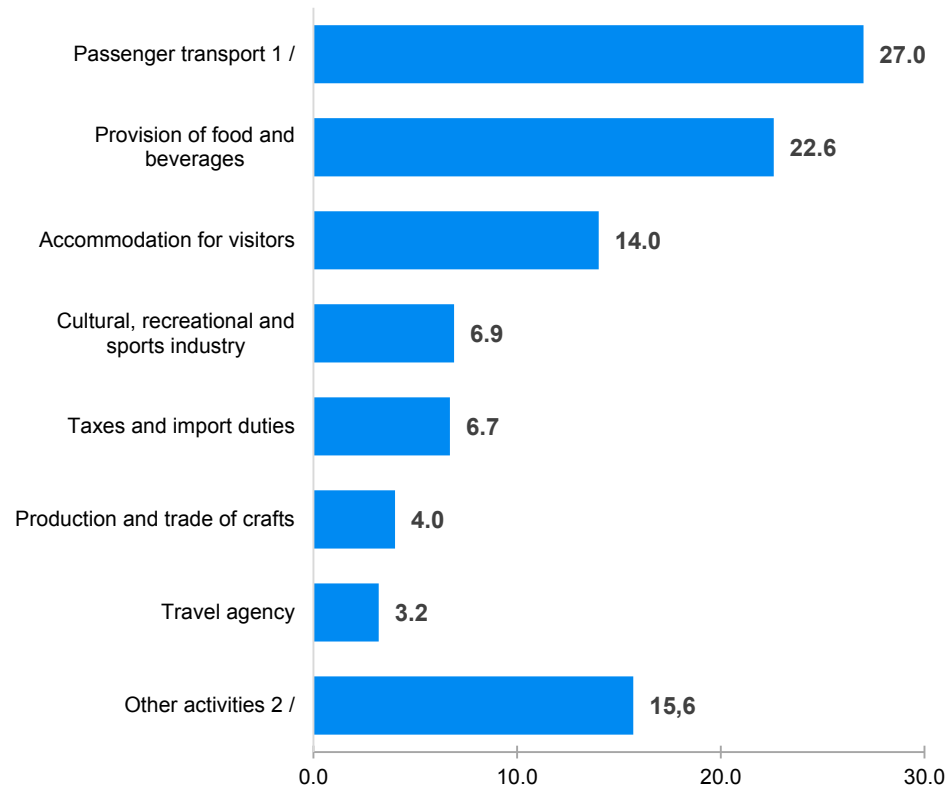
1. Industries related to tourism
2. Industries not related to tourism



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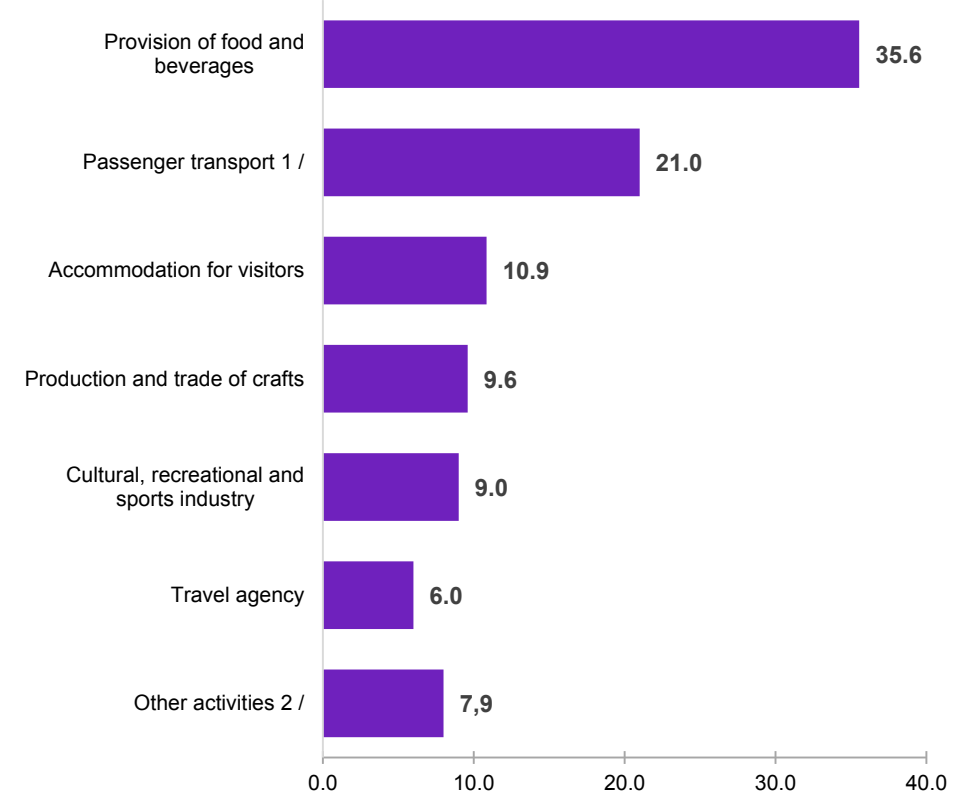
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## TOURISTIC GDP BY ECONOMIC ACTIVITY, 2015 (Percentage)



Passenger transportation, food provision, accommodation and travel agencies represented together 66,8% of touristic GDP

## TOURISTIC EMPLOYMENT BY ECONOMIC ACTIVITY, 2015 (Percentage)



Provision of food, transportation of passengers, accommodation and travel agencies together account for 73,5% of touristic employment

1 / Road transport, air transport, water transport, rail transport, car rental.

2 / Financial services and insurance, services related to transport, urban transport, imputed housing, public administration services and tourism promotion, education related to tourism, other related and non-specific activities.

Source: Ministry of Foreign Trade and Tourism, National Institute of Statistics and Informatics - Peru

Elaboration: Ministry of Foreign Trade and Tourism - Peru



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## INTERNAL TOURISTIC CONSUMPTION

Domestic touristic expenditure

**62.2%**

Internal Touristic Consumption

**S/. 42.1**

Thousands of millions

**6.4%**

Other Expenditures 1/

**31.4%**

Inbound touristic expenditure

Internal touristic consumption is the expenditure incurred by inbound visitors and domestic visitors in the country of reference

1 / Include services that its provided to the inbound visitors and domestic visitors.

Note: Refers to 2015 data in current values

Source: BCRP, Ministry of Foreign Trade and Tourism - Peru, PROMPERÚ

Elaboration: Ministry of Foreign Trade and Tourism - Peru

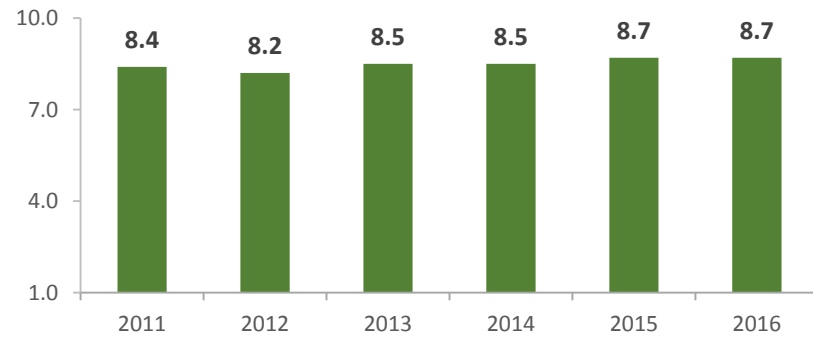


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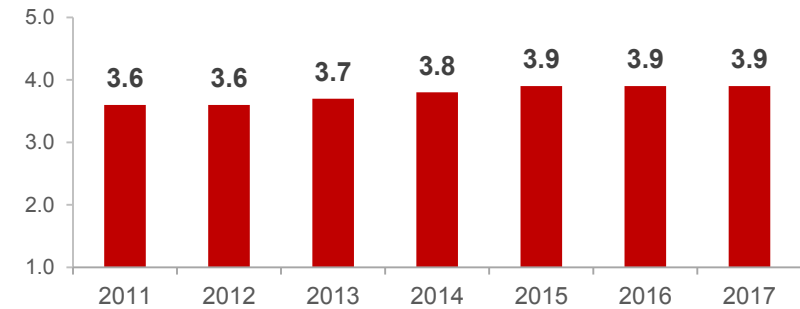
# CONTRIBUTION OF THE TOURISTIC GDP TO THE TOTAL GDP

### Mexico: Touristic GDP (%)



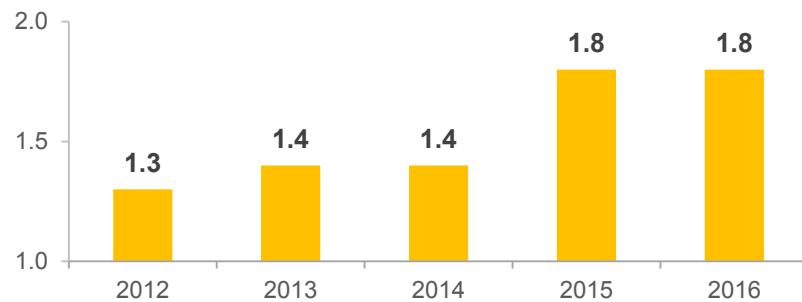
Source: INEGI  
Elaboration: Ministry of Foreign Trade and Tourism - Peru

### Peru: Touristic GDP (%)



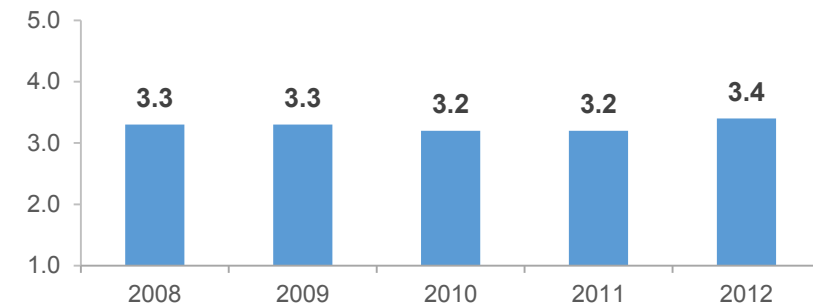
Source: Ministry of Foreign Trade and Tourism - Peru  
Elaboration: Ministry of Foreign Trade and Tourism - Peru

### Colombia: Touristic GAV (%)



Source: DANE  
Elaboration: Ministry of Foreign Trade and Tourism - Peru

### Chile: Touristic GDP (%)



Source: SERNATUR  
Elaboration: Ministry of Foreign Trade and Tourism - Peru

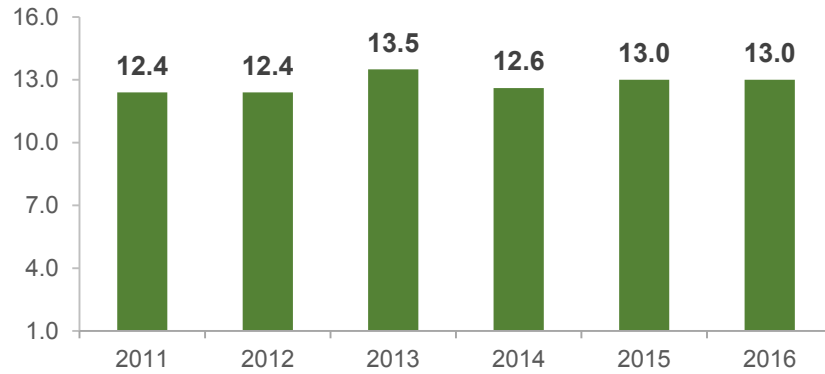


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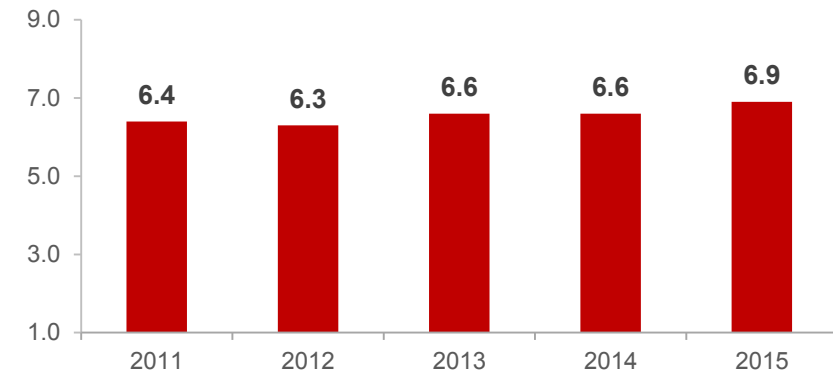
# CONTRIBUTION OF TOURISTIC CONSUMPTION TO THE TOTAL GDP

### Mexico (%)



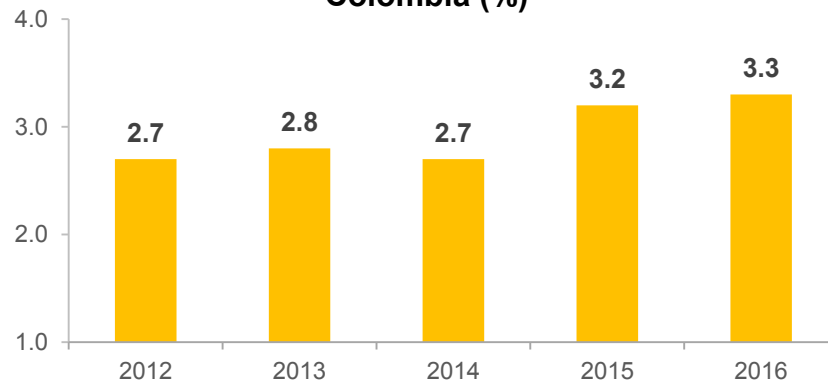
Source: INEGI  
Elaboration: Ministry of Foreign Trade and Tourism - Peru

### Peru (%)



Source: Ministry of Foreign Trade and Tourism - Peru  
Elaboration: Ministry of Foreign Trade and Tourism - Peru

### Colombia (%)



Source: DANE  
Elaboration: Ministry of Foreign Trade and Tourism - Peru

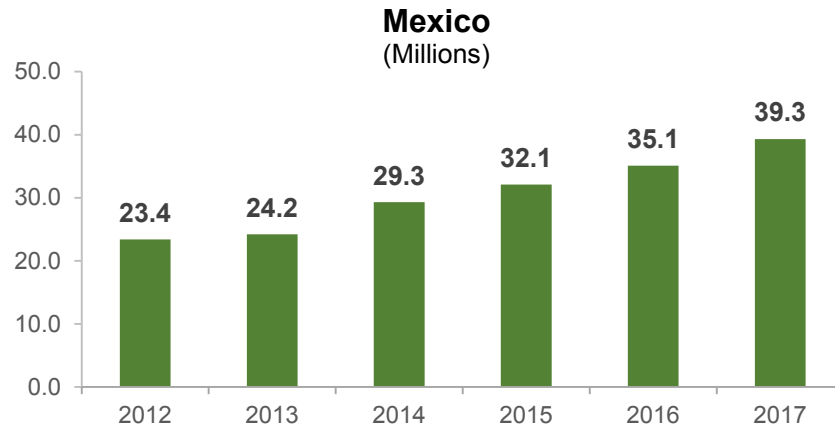




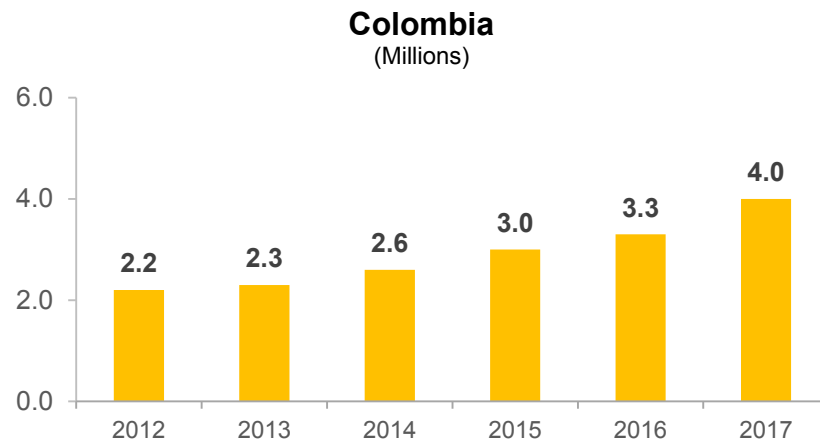
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# ARRIVAL OF INTERNATIONAL TOURISTS



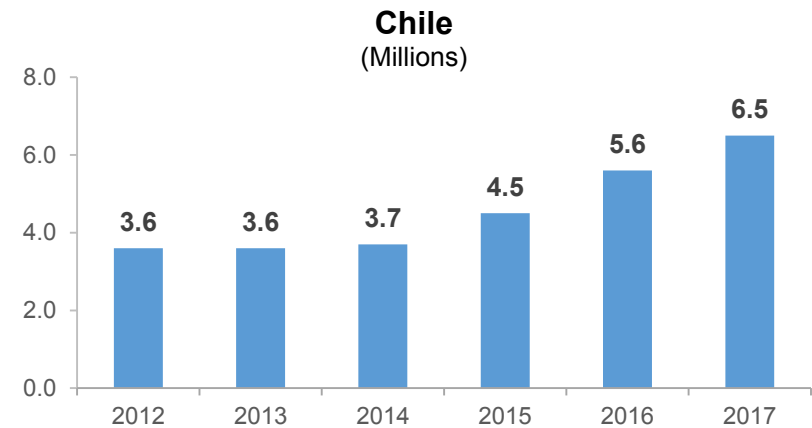
Source: INEGI, UNWTO World Tourism Barometer  
Elaboration: Ministry of Foreign Trade and Tourism - Peru



Source: DANE, UNWTO World Tourism Barometer  
Elaboration: Ministry of Foreign Trade and Tourism - Peru



Source: National Superintendence of Migrations - Peru  
Elaboration: Ministry of Foreign Trade and Tourism - Peru

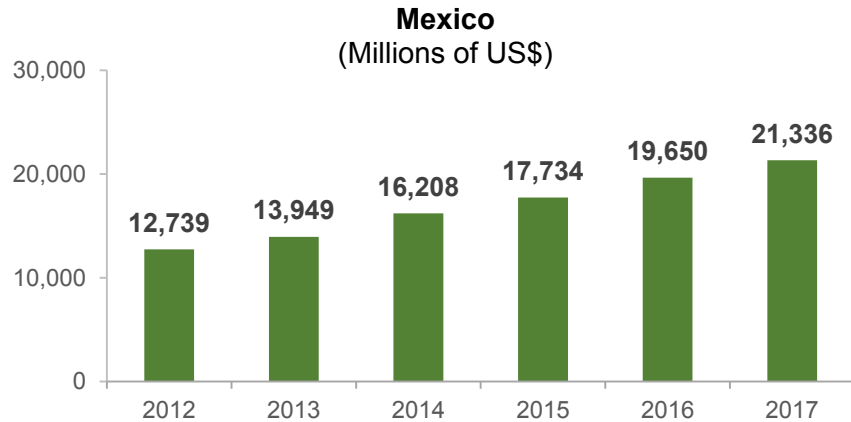


Source: SERNATUR, UNWTO World Tourism Barometer  
Elaboration: Ministry of Foreign Trade and Tourism - Peru

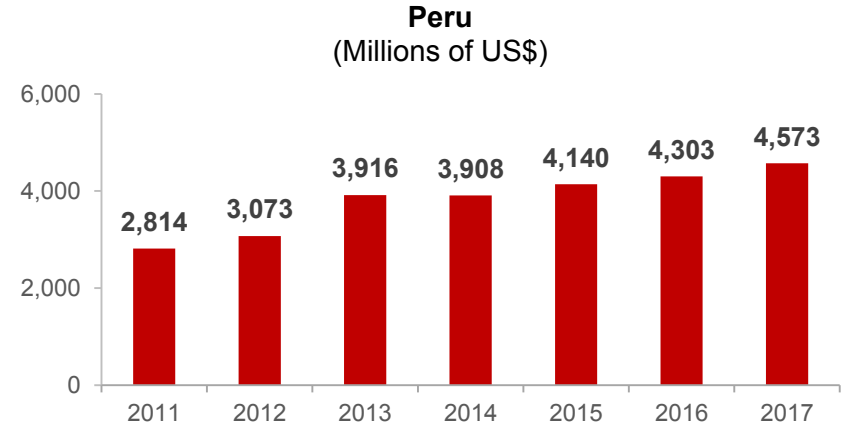




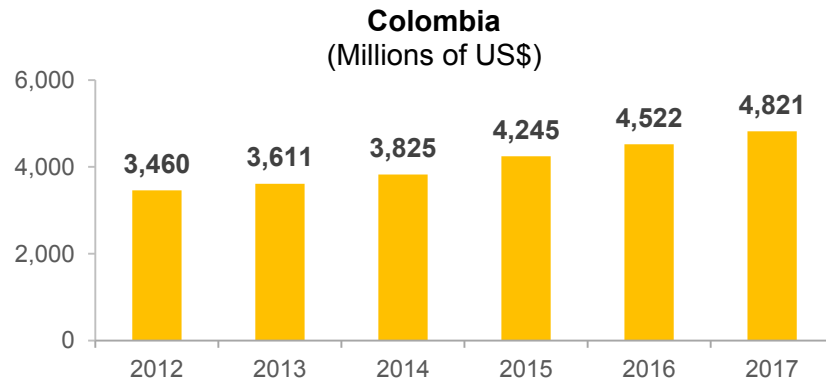
# FOREIGN CURRENCY INCOME FOR INBOUND TOURISM



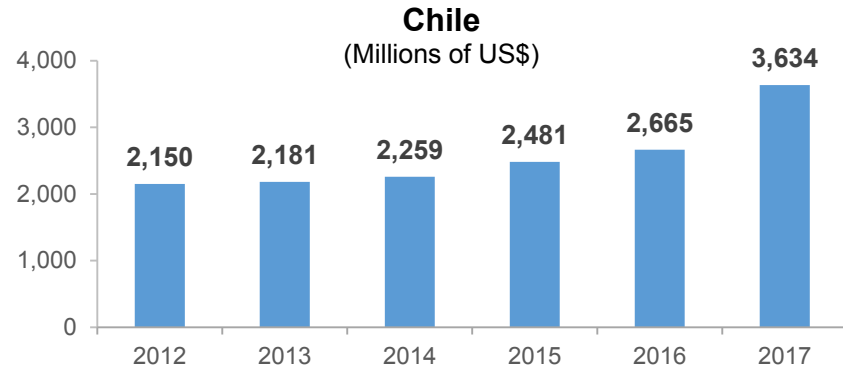
Note: It only refers to the travel item  
 Source: INEGI, UNWTO World Tourism Barometer  
 Elaboration: Ministry of Foreign Trade and Tourism - Peru



Note: Includes travel and passenger transport items  
 Source: BCRP  
 Elaboration: Ministry of Foreign Trade and Tourism - Peru



Note: It only refers to the travel item  
 Source: DANE, UNWTO World Tourism Barometer  
 Elaboration: Ministry of Foreign Trade and Tourism - Peru



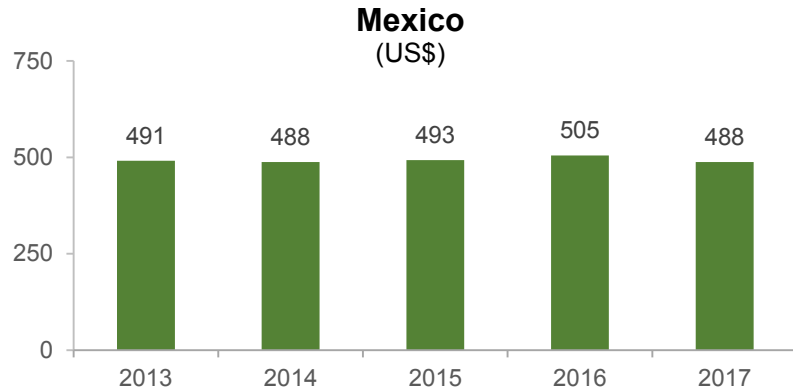
Note: It only refers to the travel item  
 Source: SERNATUR, UNWTO World Tourism Barometer  
 Elaboration: Ministry of Foreign Trade and Tourism - Peru



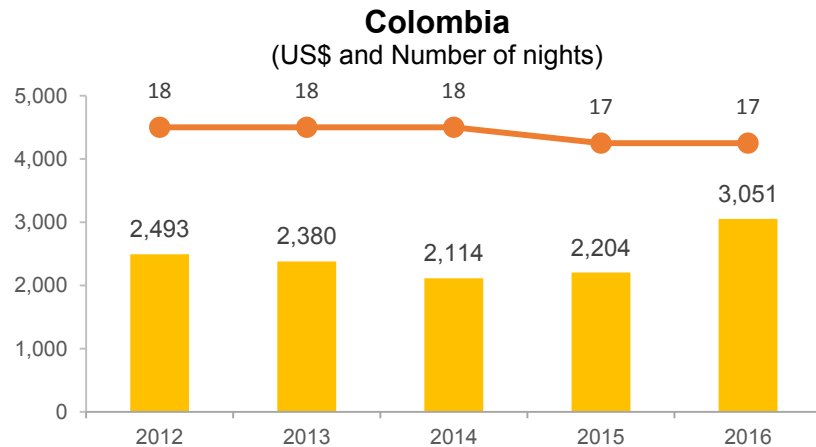
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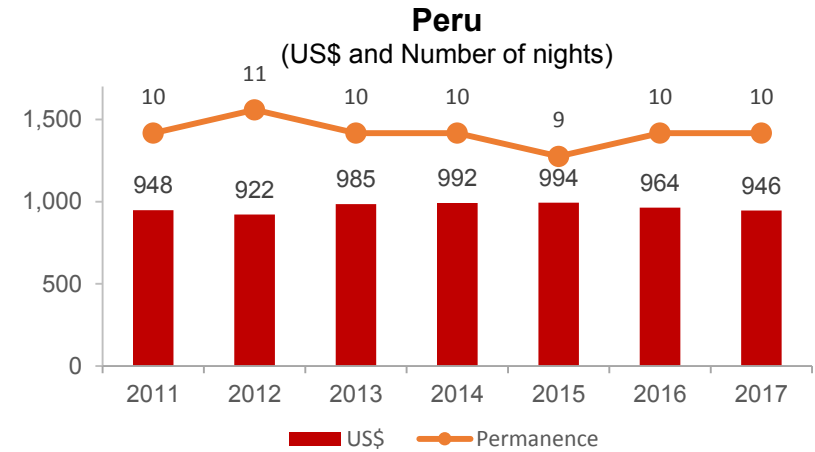
# AVERAGE EXPENDITURE AND PERMANENCE OF THE FOREIGN TOURIST



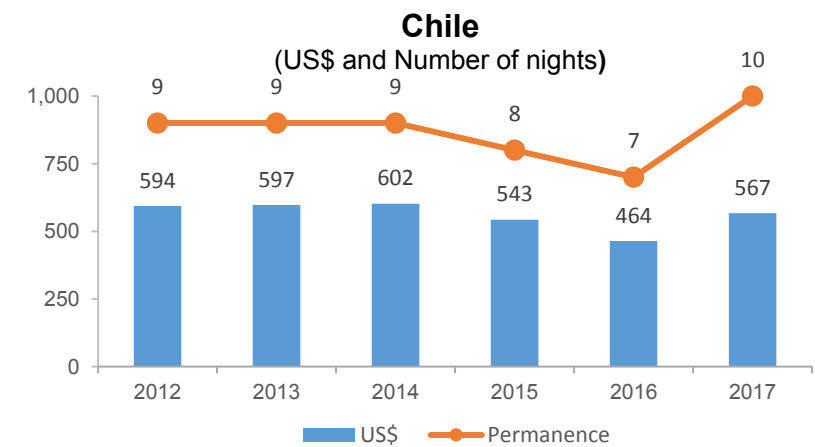
Source: INEGI  
Elaboration: Ministry of Foreign Trade and Tourism - Peru



Source: DANE  
Elaboration: Ministry of Foreign Trade and Tourism - Peru



Source: PROMPERÚ  
Elaboration: Ministry of Foreign Trade and Tourism - Peru



Source: SERNATUR  
Elaboration: Ministry of Foreign Trade and Tourism - Peru

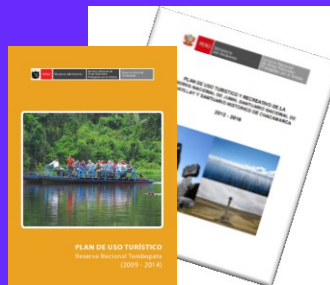
## STATISTICAL FRAMEWORK FOR MEASURING THE SUSTAINABILITY OF TOURISM

The implementation of a statistical framework will allow a homogeneous language and an organizational structure to take advantage of the available data in the country and build indicators that measure the performance of integrated tourism activity within the dimensions of sustainability.

This measurement instrument will allow an efficient planning of the sustainability of tourism at national and regional levels, with a vision towards the Sustainable Development Goals (SDG).

**STATISTICAL  
FRAMEWORK FOR  
MEASURING THE  
SUSTAINABILITY OF  
TOURISM**

**EFFICIENT  
PLANNING OF THE  
SUSTAINABILITY OF  
TOURISM**



**SUSTAINABLE  
DEVELOPMENT  
GOALS**



## ACTIONS FOR MEASURING THE SUSTAINABILITY OF TOURISM IN PERU

- **Ministry of the Environment:** Developed a pilot called "The Experimental Account of Ecosystems in the San Martín Region" (2016), carried out with the organization named "Conservation International".
- **National Integrated System of Environmental Indicators:** Collect and publish 58 indicators related to environmental activity.
- **Forest Service and Wildlife:** Prepared the second edition of the "Methodological Framework of the National Wildlife Inventory in Peru" and the "Red Book of the Endangered Wildlife of Peru" (2016).
- **National Service of Protected Areas by the Government:** It has the role of the coordination between national government, regional governments and local governments that participate in the management of the Protected Natural Areas.
- **National Water Authority:** They start the process of preparation and systematization of the Environmental and Economic Accounts of Water in Peru, which enables the analysis of the interaction between water and the economic system (2016).
- **National Institute of Statistics and Informatics:** Created the Interinstitutional Technical Committee on Statistics and Environmental Accounts (2016), which meets 30 public institutions that generate statistical information with whom it has been coordinating and establishing lines of action for the strengthening of environmental statistics, and start implementation of the mentioned accounts.
- **Ministry of Foreign Trade and Tourism:** Created the Directorate of Environmental Tourism Affairs (2015), which has among its functions to formulate and implement legal instruments and devices related to environmental management for the protection of the environment.



## STATISTICAL FRAMEWORK FOR MEASURING THE SUSTAINABILITY OF TOURISM

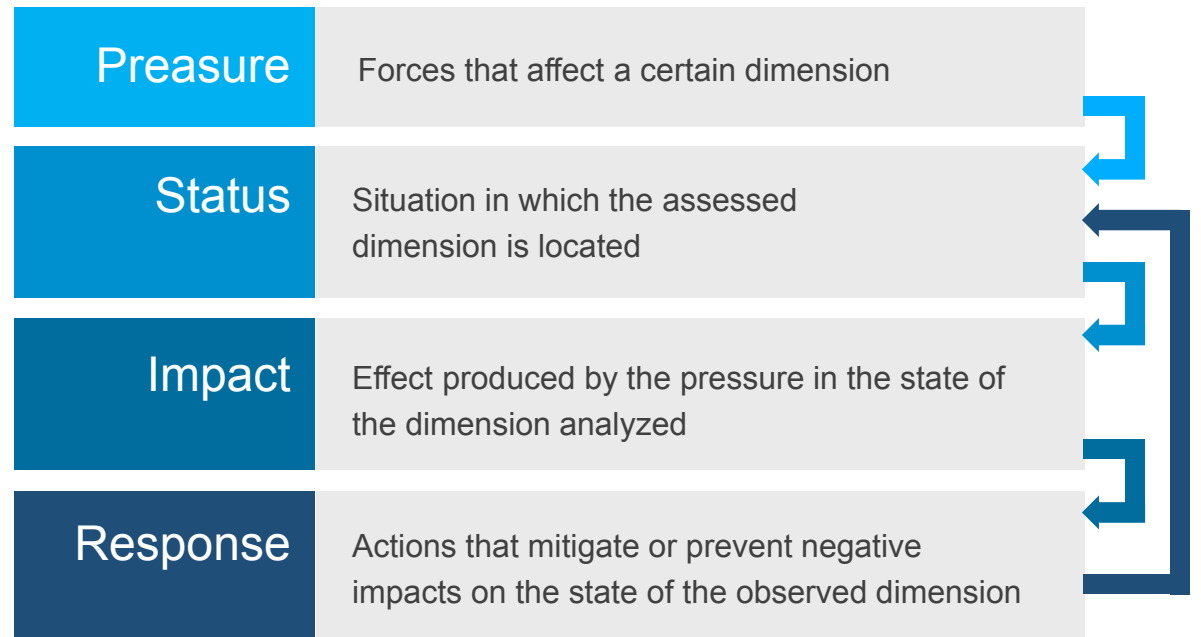
### ■ General framework, according to the dimensions

The **first general framework** takes the model of sustainable development, which integrates 4 dimensions: **Economic, Environmental, Social and Institutional**. This criterion allows the development of a joint and planned the sustainability of tourism.



### ■ General framework, according to Pressure, Status, Impact, Response (PSIR)

The **second general framework** used is the PSIR Matrix, which defines and classifies the indicators into 4 types: **Pressure, Status, Impact and Response**. With this criterion, a logical link is established between its components to guide the evaluation within each dimension.





## PERU: INDICATORS FOR MEASURING THE SUSTAINABILITY OF TOURISM

We propose 61 indicators, of which 14 are economic, 22 social, 16 environmental and 9 institutional.

A horizontal analysis we have 11 indicators of pressure, 19 of status, 16 of impact and 15 of response.

General framework / Dimension	Economic	Social	Environmental	Institutional	Total
Pressure	3	5	2	1	11
Status	4	8	5	2	19
Impact	3	6	6	1	16
Response	4	3	3	5	15
<b>Total</b>	<b>14</b>	<b>22</b>	<b>16</b>	<b>9</b>	<b>61</b>



# PERU: INDICATORS FOR MEASURING THE SUSTAINABILITY OF TOURISM

General framework \ Dimension	Economic	Social	Environmental	Institutional
<b>Pressure</b>	Percentage of arrival of international tourists with respect to the population resident in the country.	Percentage of households that are supplied with water through a public network.	Number of wastewater treatment plants.	Number of operating licenses granted by the municipalities for the development of tourism activities.
	Percentage of arrival of international tourists by air and land with respect to the total arrival of international tourists to the country.	Percentage of households that have a public sewerage network.	Ecological environmental footprint per capita.	
	Number of new bed places offered by lodging establishments.	Percentage of households that have electric lighting by public network.		
		Number of institutions providing health services (IPHS) of level III per 100 thousand habitants.		
		Use of Information and Communication Technologies (ICT) in business to business transactions.		
<b>Status</b>	Contribution of the touristic GDP to the total GDP.	Percentage of tourist employment with respect to the employed active population.	Percentage of Protected Natural Areas (PNA) for tourist use compared to the total PNA.	Number of Iperu offices that provide tourist advice and guidance.
	Foreign currency income generated by receptive tourism with respect to total exports.	Participation of the female workforce with respect to the male workforce.	Number of visitors to the Protected Natural Areas.	Number of municipalities that have a tourism office.
	Average expenditure of foreign tourists.	Percentage of tourist companies that provide training to their workers with respect to the total number of tourist companies.	Number of visitors to the Protected Natural Areas.	
	Net occupancy rate of bed places in lodging establishments.	Reporting rate for theft crime per 100 thousand habitants.	Percentage of the area of the territory to be reforested.	
		Reporting rate for the crime of homicide per 100 thousand habitants.	Number of fauna and flora species existing in Peru.	
		Number of hospital beds per 10 thousand habitants.		
		Registration rate in primary level education.		
	Mobile network coverage, measured as a percentage of villages that have a mobile telephone signal.			





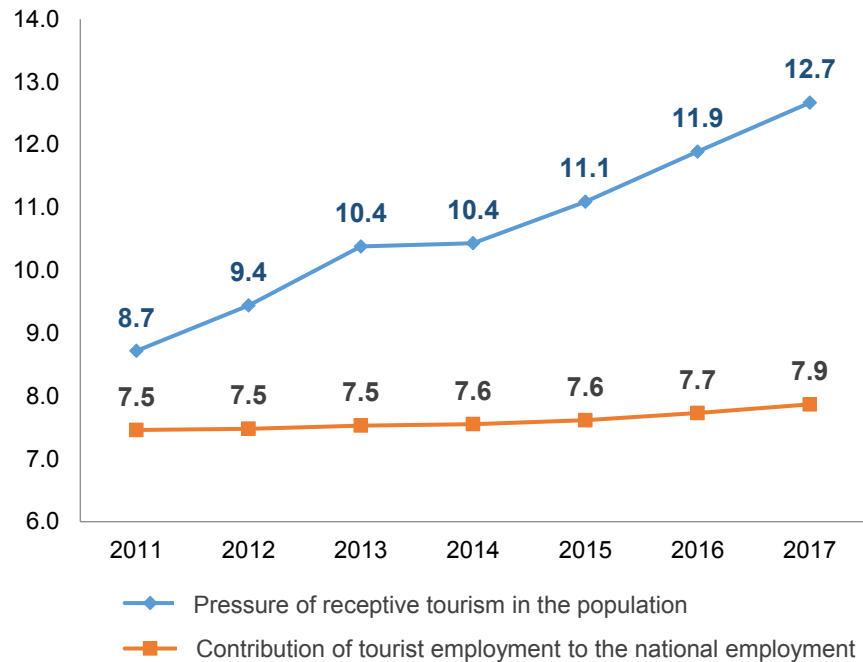
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# PERU: INDICATORS FOR MEASURING THE SUSTAINABILITY OF TOURISM

General framework / Dimension	Economic	Social	Environmental	Institutional
Impact	Percentage of foreign tourists who visit the country, more than once.	Overall satisfaction of the tourist services received in the country.	Emissions of carbon dioxide equivalent per capita.	Number of municipalities that have territorial improvement plans.
	Domestic tourism consumption with respect to household consumption nationwide	Number of complaints for theft to tourists.	Projection of greenhouse gas emissions.	
	Number of ATMs per 100 thousand habitants.	Number of traffic accidents in the country	Number of active socio-environmental conflicts	
		Number of reports of HIV cases per 10 thousand habitants.	Loss of forest area.	
		Number of malaria cases per 100 thousand habitants.	Number of endemic fauna and flora species.	
		Average monthly remuneration in the activities characteristic of tourism.	Number of threatened wildlife species.	
Response	Number of public investment projects in the tourism sector.	Rate of registration in tourism higher education per 100 thousand habitants.	Area reforested annually.	Number of regions that have a Regional Strategic Plan for Tourism (RSPT) approved.
	Amount of public investment made in tourism projects with respect to total public investment.	Number of doctors per 1000 habitants.	Percentage of the environmental public budget with respect to the total public budget.	Number of master plans.
	Percentage of the public budget in tourism with respect to the total public budget.	Number of police officers per 100 thousand habitants.	Percentage of public environmental spending compared to national public expenditure.	Number of tourist use plans.
	Percentage of public spending on tourism executed with respect to public spending executed nationally.			Number of natural and cultural sites with recognition of world heritage of humanity.
				Percentage of lodging establishments classified and categorized with respect to the total number of lodging establishments.

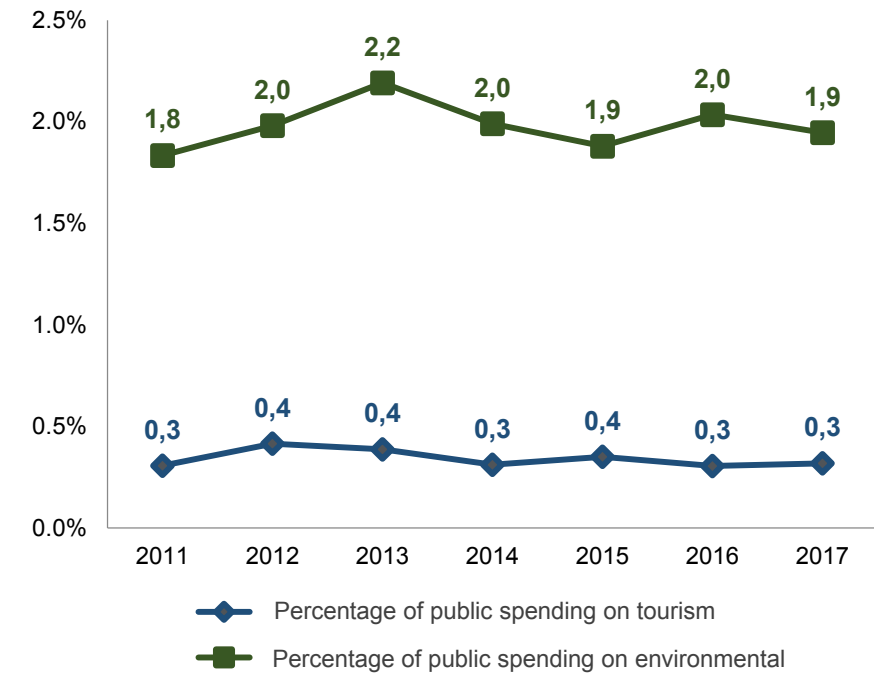
### PERU: PRESSURE OF RECEPTIVE TOURISM IN THE POPULATION AND THE CONTRIBUTION OF TOURISTIC EMPLOYMENT TO THE NATIONAL EMPLOYMENT, 2011-2017 (Percentage)



The percentage of international tourists with respect to the resident population has been higher than the share of employment generated by tourism in the national employment.

Elaboration: Ministry of Foreign Trade and Tourism, Peru

### PERU: PERCENTAGE OF PUBLIC EXPENDITURE IN TOURISM IN RELATION TO THE PERCENTAGE OF PUBLIC ENVIRONMENTAL EXPENDITURE, 2011-2017 (Percentage)



The percentage of public environmental expenditure has been higher than public expenditure on tourism.



### PERU: ANNUAL FOREST LOSS RATE IN RELATION TO THE ANNUAL REFORESTATION RATE, 2011-2016 (Percentage)



The rate of annual forest loss has been higher than the annual rate of reforestation

## CONCLUSIONS

- The Tourism Satellite Account has allowed us to know the importance of tourism in the Peruvian economy through touristic GDP, touristic consumption, touristic added value and touristic employment, among other touristic aggregates.
- Measuring the Sustainability of Tourism in Peru has evidenced limitations of sources of information since the data that are available refers to environmental issues.
- The indicators developed to measure the sustainability of tourism in this first stage have allowed a better panorama of tourism activity within its economic, social, environmental and institutional dimensions. These indicators are still at the national level, the main objective being to prepare indicators at the departmental level.

## RECOMMENDATIONS

- To count on the support of the authorities to continue with the improvement of the quality of the information and the methodologies to elaborate the next Tourism Satellite Account.
- To establish interinstitutional coordination through the National Statistical System, which will allow the integration of statistics at the national and departmental levels.
- To develop a methodology that articulates and synthesizes the indicators obtained at the level of each dimension: economic, social, environmental and institutional. These actions will consolidate the Tourism Satellite Account (CST) with the System of Environmental and Economic Accounting (SEEA).
- To create a Multisector Commission in charge of the Tourism Satellite Account and Measuring the Sustainability of Tourism that is attached to the Ministry of Foreign Trade and Tourism in order to establish guidelines, define procedures, provide advice and approve methodologies.



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