

CONTRIBUTIONS FOR ADDED VALUE MEASUREMENTS FOR TOURISM.
The Summer Residential Tourism in Measures of Gross Geographic Product of Partido de
General Pueyrredon, Argentina

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Since the beginning of the twentieth century, the city of Mar del Plata, Province of Buenos Aires, Argentina, presented a structured economy linked to its evolution as a touristic center. The local estimate of Gross Geographic Product confirms the importance of sun and beaches tourism in the productive organization of the city. According to local statistics, hosting tourists in the city is oriented to residential tourism, which refers to that performed in homes, mainly in summer. This feature is hidden in traditional classifications of Gross Domestic Product since there are no explicit measurements of the magnitude of their economic contribution. The aim of this paper is to present the characteristics of this kind of hosting and its estimated economic contribution through the value added generated in the summer seasons of 2004 and 2010. Secondary sources, surveys and interviews were used and the main result was that residential tourism in the summer season contributed with 78 million pesos to the local economy, in 2004. By 2010, this numeral increased by 40% at constant values. This writing helps to extend knowledge about the economic profit of the local receptive tourism and covers an available area aimed to authorities and suppliers of touristic services for the development and strengthening of public and private policies.

KEY WORDS: *residential tourism, value added, General Pueyrredon, Argentina.*