



Measuring employment in tourism statistics



**Regional WorkShop on Travel and
International Tourism Consumption
Organized by UNSD with UNWTO and
Caricom
14-17 Mayo 2013
Dominica**

Content

- Tourism and employment
- Employment in tourism industries vs. Tourism employment
- The particular features of employment in tourism industries
- The IRTS recommendations (Chapter 7)
- Single vs. multiple job holders in the tourism industries
- Employment in the tourism industries: basic categories of employed persons
- Methods of observation
- Sensitivity of the results to the definition of tourism activities



Tourism and employment

- As in any other sector of the economy, employment is an important dimension in the characterization of tourism and in the acknowledgement of its importance from the productive, social and strategic point of view.
- Because tourism characteristic activities are generally labour intensive, governments are particularly keen in measuring the contribution of tourism in terms of generating jobs and providing persons with access to income.
- One of the important features of tourism, mostly tourism for recreation or cultural purposes, is also that its activities often develop in places in which no other economic activity such as industry or mining is of importance, giving thus a chance for regions without apparent economic potential to participate to the country's development.



Employment in tourism industries vs. Tourism employment

- While labour can be associated with the total output of an establishment, it cannot be assigned to any particular output without the use of specific assumptions and modelling procedures.
- For this reason, **tourism employment**, referring to the employment strictly related to the goods and services (tourism characteristic, tourism connected and other) acquired by visitors and produced by either tourism industries or other industries **cannot be directly observed**. Its measurement would require techniques that go beyond the recommendations of the 2008 IRTS.
- Nevertheless, many countries make such calculations, though they are particularly weak in the absence of a well structured TSA as this framework provides a reconciliation between supply of goods and services in the economy and demand by visitors.



The particular features of employment in tourism industries

- As tourism activity is often **seasonal** (high season/low season), it is also the characteristic of employment in tourism characteristic activities; it can also be significant within a week (hotels for business with low occupancy during WE);
- In activities such as accommodation and food serving services, some jobs related to housekeeping in particular can be filled by non trained persons (counterpart: a low pay...) (current in less advanced economy); supply of jobs for untrained persons; supply for women....
- In small units, an individual might fill different positions at different moments of the day (housekeeping, cooking, serving at restaurants,...); low level of specialization;
- In family-owned businesses, extensive use of unpaid family-workers
- Because of the types of activities, the work is not always spread over the whole day; part time positions are frequent ;
- The treatment of outsourced activities... (not clearly defined sofar...)

As a consequence, average figures over a large period of time might be difficult to measure and rather meaningless as it hides peaks and lows

The IRTS recommendations (Chapter 7)

- Recommended variables:
 - Persons employed (men/women); permanent/temporal; type of position
 - Number of jobs
 - Hours worked
 - Full-time equivalent employment
- They can be classified according to industries, size of establishments and type (formal/informal),
- Calculated on an annual, quarterly or monthly basis
- The ILO definitions should be followed

Jobs vs. Employed persons

- The agreement between an employee and the employer defined a job.
- Each self-employed person has a job.
- The number of jobs in the economy exceeds the number of employed persons to the extent that some employees have more than one job.
- Employees in the tourism industries might have:
 - One job
 - More than one job (define the main one...)
 - The other one(s) being outside the tourism industries
 - The other one(s) being within the tourism industries



Methods of observation

- Supply of jobs:
 - Within the observation of supply, data on employment are usually collected
 - (review the samples to be sure that all the national territory is properly covered...);
 - Review the classification of industries (they should be sufficiently detailed so as to identify some important activities at the ISIC 4 digit level (case of transportation f.i.)
- Demand of jobs
 - Usually, within General household surveys
 - Check also coverage and detail of activities
 - Multiple jobs
 - OUt sourcing

Sensitivity of the results to the definition of tourism activities

Brasil - Value Added of the tourism characteristic industries for 2004

	series 2000-2005*			series 2003-2006**		
	current value	%	% within VATI	current value	%	% within VATI
Total economy	1,666,258	100.0%		1,666,258	100.0%	
Tourism characteristic activities	113,324	6.8%	100.0%	59,117	3.5%	100.0%
accommodation for visitors	3,476	0.2%	3.1%	3,476	0.2%	5.9%
Food and beverage serving activities	23,142	1.4%	20.4%	19,364	1.2%	32.8%
Rail transport	2,449	0.1%	2.2%	15	0.0%	0.0%
Road transport	45,900	2.8%	40.5%	11,956	0.7%	20.2%
Water transport	3,720	0.2%	3.3%	303	0.0%	0.5%
Air transport	5,234	0.3%	4.6%	4,418	0.3%	7.5%
Transport support services	12,455	0.7%	11.0%	5,105	0.3%	8.6%
Travel agencies and other reservation service activities	1,467	0.1%	1.3%	1,467	0.1%	2.5%
Rental and leasing activities	3,759	0.2%	3.3%	1,291	0.1%	2.2%
Cultural, sports and recreational activities	11,722	0.7%	10.3%	11,722	0.7%	19.8%

in 1.000.000 Reales

* In series 2000-2005, transport activities included both freight and passenger transport

** In series 2003-2006, transport activities included only passenger transport

source: Economía do Turismo - Uma perspectiva Macroeconômica - 2003-2006 Estudos y Pesquisas No 12

Economía do Turismo - Uma perspectiva Macroeconômica - 2000-2005 Estudos y Pesquisas No 7





Thank you!

Marion LIBREROS

UNWTO consultant

Visit us at unwto.org