



Developing National Systems of Tourism Statistics: Challenges and Good Practices

Regional Workshop for the CIS countries

EMPLOYMENT IN THE TOURISM INDUSTRIES:

*International Recommendations for
Tourism Statistics 2008 (IRTS2008)*

Chapter 7: Employment in the tourism industries

By Igor Chernyshev
Department of Statistics
and
Igor Vocatch-Boldyrev
Cooperative Branch

(Chisinau, 30 June 2010)

Employment in the Tourism Industries

Tourism is a rapid growing phenomenon and tourism activities, taken as a whole, are accounting for a growing share of the economic activity in most countries and this upward trend looks likely to continue in the future.

Tourism involves a wide range of different activities, types of establishments, employment contracts and working arrangements.

Employment in the Tourism Industries

Tourism provides working people with income and working experience and therefore contributes to their social inclusion and personal development.

The tourism employment pattern is characterized by notable differences between regions of a country and between seasons of the year.

Employment in the Tourism Industries

Employment is a variable of major importance in the economic analysis of productive activities and this is also the case for tourism.

However, the facts and findings of various studies confirm that the world of work in tourism, in general, and the economic value of tourism in terms of employment, as source of productive labour in particular, remain inadequately measured and insufficiently studied.

ILO/UNWTO Joint Project

To fill this gap, the International Labour Organization (ILO) and the World Tourism Organization (UNWTO) are collaborating in the measurement of employment and decent work in tourism.

This collaboration was formalised through the agreement on cooperation signed between the two organisations, which is also referred to as the *ILO/UNWTO Joint Project on Employment in the Tourism Industries*.

Sources and Methods, Labour Statistics – Employment in the Tourism Industries (Special Edition)

The first joint ILO/UNWTO initiative.

Responses were received from over 100 countries and territories, of which 81 sent their returns with questionnaires completed.

The analysis of the information received revealed that out of these 81 countries and territories, only a few produce comprehensive sets of statistics on employment in the tourism industries.

As for the others, they collect a limited number of variables on tourism characteristic activities and only a small fraction of them either also produce or have started to prepare for producing the TSA.

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

Second joint ILO(UNWTO) initiative

In line with the request of the UNWTO and the UNSD, as well as its mandate as the lead international agency in the field of labour statistics, the ILO prepared **a new chapter for the IRTS 2008** on measuring employment in the tourism industries. The chapter was prepared with contributions from the UNWTO member States and largely discussed internationally.

The ILO and the UNWTO have agreed to concentrate their efforts on the promotion of *Chapter 7* and providing technical advice to the national data producers of tourism statistics to strengthen their technical capacity in collecting data on employment in the tourism industries

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

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 modeling 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 present recommendations.

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

As a result, the recommendations in this chapter are restricted to employment in the tourism industries

In each country, the tourism industries will include all establishments whose main activity is a tourism-characteristic activity.

These tourism industries are common to all countries except for the individual *country-specific tourism characteristic activities*.

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

It should be noted that persons engaged in secondary tourism-characteristic activities of an establishment belonging to a non-tourism industry (e.g., all establishments whose principal activity is not a tourism-characteristic activity) will not be included in “employment in the tourism industries” although they would be counted in “tourism employment”.

On the other hand, persons employed in an establishment belonging to a tourism industry who participate in the establishment’s secondary non-tourism-characteristic activities will be included in “employment in the tourism industries” but not included in “tourism employment”.

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

Besides data on *persons employed* and the number of *jobs* in the tourism industries, other measures like *hours worked* or *full-time equivalent employment* are also required in order to gauge the amount of labour assigned to a particular tourism industry.

The concepts and definitions presented in Ch. 7 should primarily be used for statistical purposes as well as a basis for data reconciliation procedures for the production of TSA and SNA employment table.

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

Within the UN system, the International Labour Organization (ILO) is responsible for developing international standards in the field of labour statistics. The standards can be found in <http://www.ilo.org/public/english/bureau/stat/>

In general terms, a person having a job is considered to be employed and is part of the economically active population

Persons may have two or more jobs during a given reference period, and all, some or none of these jobs may be undertaken in the tourism industries. This leads to three different measures of employment in the tourism industries that treat differently the distinction between *employed persons* and *jobs*.

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

Employment in tourism industries may be measured as a count of the persons employed in tourism industries in any of their jobs, as a count of the persons employed in tourism industries in their main job, or as a count of the jobs in tourism industries.

Each measure serves different purposes, and countries may adopt one or more of them depending on the intended use. If the intent is to determine the number of people who depend to some extent for their livelihoods by working in the tourism industries, then a count of persons with a job (main or other) in these industries would be appropriate.

The measure based on employment in the main job would serve to gauge those with significant attachment to the tourism industries, for instance.

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

If the intent is to make a comparison between tourism and non-tourism industries or between the tourism industries and the economy overall, then a count of jobs in the tourism industries would be more appropriate

Countries may also be limited to one or other measure depending on their unique circumstances in terms of sources of data available.

For example, in order to count the persons employed in tourism industries (all jobs), it is necessary to have information on the industry of each job of multiple job holders.

If this information is not available, the count would necessarily be restricted to persons employed in tourism industries in their main jobs.

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

Work means an activity that contributes to the production of goods and services within the production boundary of the SNA. In that framework, labor markets can be characterized by demand for and supply of labour.

Establishments need people to work at various posts and these posts can be either vacant (vacancies) or filled (jobs). This is the demand side of labor. In the latter case, the statistical unit is a **job**.

A person, occupying a post, performs the work thereby supplying his labor in return for payment in cash or in kind, or profit. This is the supply side of labor. The statistical unit here is a **person employed**. Payment for the work performed translates into income for those employed and into part of labor costs for their employers.

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

Some employed persons may have more than one job, in which case one of the jobs will be the primary job (defined on the basis of time spent or income generated) and other(s) will be secondary job(s).

Conversely, two or more persons may fill one post in taking two or more part-time jobs. As a consequence, the number of jobs (demand side) and the number of persons employed (supply side) are not similar categories and therefore usually do not match.

Stemming from the above, employment in the tourism industries can be expressed as a count of jobs in the tourism industries or as a count of persons employed.

International Recommendations for Tourism Statistics 2008 (IRTS 2008), Ch. 7: Employment in the tourism industries

To summarise, countries are invited to use the recommendations of Ch. 7 in order to collect a comprehensive set of statistics measuring multiple facets of employment in the tourism industries, which go far beyond *Table 7* of the Tourism Satellite Account.

These could be both quantitative and qualitative set of measures, such as wages and salaries by age groups, occupation and educational background; gender equality; conditions of work (e.g., working hours, type of contract, unit labour cost).

The ultimate goal is that collection of these statistics becomes an integral part of the regular statistical systems.

All these efforts should make it possible to upgrade information available on employment and conditions of work in the tourism sector, both nationally and globally, thus providing governments, policy makers and specialists in tourism development with relevant statistical indicators to measure various dimensions and deficits of decent work in tourism.

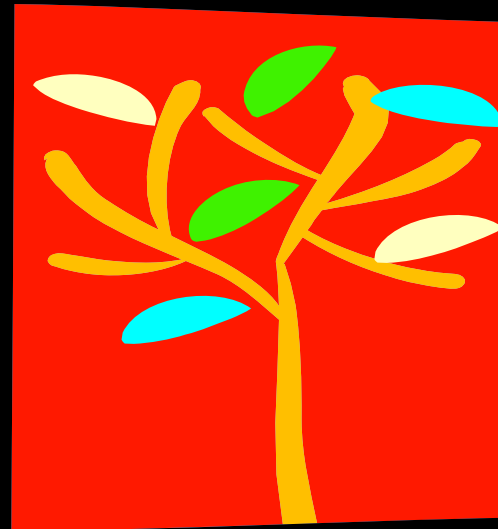
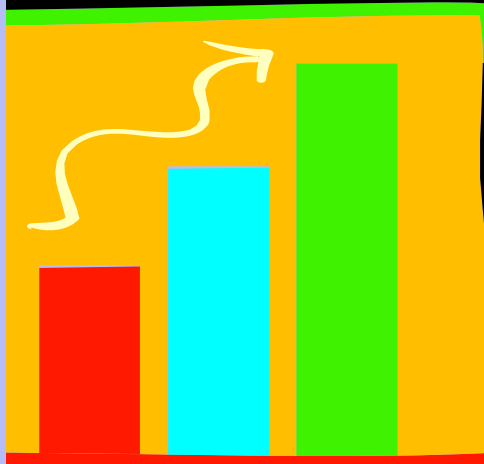
Technical Guide on Best Practices of Measuring Employment in the Tourism Industries

Third joint ILO/UNWTO initiative.

The Guide will largely draw on the descriptions documented in the *Sources and Methods, Labour Statistics: Employment in the Tourism Industries (Special edition)* and describe the methods used by countries with highly developed tourism statistics which regularly produce and publish/disseminate comprehensive data sets on various characteristics of persons employed in the tourism sector.

Additionally, the Guide will contain general information about the tourism sector as well as comprehensive chapters on statistics on employment in the tourism industries, their importance for the analysis of the tourism-related labour markets and understanding of the tourism's role and potential in jobs creation and providing people with access to income. Also, the issue of international comparability of statistical data will be discussed.

Finally, the Guide will contain examples of reports and analysis of the tourism-related labour markets written by countries with advance tourism statistics.



Thank you for your attention!