

**UNWTO Workshop on
Developing Tourism Statistics
and the Tourism Satellite
Account Project
Cebu, Philippines, 21-22 October, 2008**



**Measuring employment in the
tourism industries**

Marion Libreros, UNWTO consultant



- Why not tourism employment?
- What are the tourism industries?
- Particularities of employment in the tourism industries
- Observation of employment in the tourism industries



Why not tourism employment?

- Employment is a factor of production, therefore related to processes of production, but not directly to products.
- The output of processes of production (observable through establishments) is made of various products, some typical (main), some non typical, of their main economic activity.
- Tourism is demand defined, through the activity of visitors
- Visitors relate to productive activities through products they acquire and that the productive activities provide to them (through production or retail trade).
- Acquisition of products by or for visitors produced by an establishment is only part of their output.
- Assigning use of labor force to part of the output of an establishment is conceptually “risky”.



What are the tourism industries?

- According to 2008 IRTS: (Chapters V and VI):
 - *Tourism characteristic products* are those that satisfy one or both of the following criteria:
 - Tourism expenditure on the product should represent a significant share of total tourism expenditure (share-of-expenditure/demand condition).
 - Tourism expenditure on the product should represent a significant share of the supply of the product in the economy (share-of-supply condition). This criterion implies that the supply of a tourism characteristic product would cease to exist in meaningful quantity in the absence of visitors.(5.10)
 - *Tourism characteristic activities* are the activities that typically produce *tourism characteristic products* (5.11).
 - the grouping of all establishments with the same main activity which serves visitors directly and is one of the tourism-characteristic activities, constitutes a *tourism industry* (6.15).
 - each *tourism industry* is composed of all establishments whose main activity is a particular tourism-characteristic activity and which serves visitors directly (6.16).



List of Tourism Characteristic Activities

1. Accommodation for visitors
2. Food and beverage serving activities
3. Railway passenger transport
4. Road passenger transport
5. Water passenger transport
6. Air passenger transport
7. Transport equipment rental
8. Travel agencies and other reservation services activities
9. Cultural activities
10. Sports and recreational activities
11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic service activities



Particularity of employment in most tourism industries

- Most tourism industries are labour intensive;
- Although they require well-trained professional, they also employ many unskilled or low-skilled individuals;
- Establishments are often located in many areas where traditional economic activities are faltering;
- A large part of employment is part-time and seasonal;
- A few large establishments provide the bulk of employment, but establishments are mainly small or medium-sized;
- Most employees are recruited from the local markets;
- Jobs in the tourism industries often does not meet the expectations of employees, who tend to look for better jobs elsewhere, and therefore, at the first opportunity, leave to take up more decent jobs.



Observing and measuring employment in the tourism industries

- Meaningful statistics on employment in the tourism industries are often missing;
- This lack of information does not allow to develop appropriate diagnosis of the situation, and to propose policies and actions as needed:
 - For the industries lacking the appropriate work force (quantity and quality);
 - For the persons looking for decent jobs
- This is the reason why the recommendations for the measurement of employment in the TSA still lack the appropriate development



TABLE 7
Employment in the tourism industries

Tourism industries	Number of establishments	Number of jobs by status in employment (*)						Number of hours worked by status in employment (*)						Number of full-time equivalent jobs by status in employment (*)					
		employees			self employed			employees			self employed			employees			self employed		
		Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
1 - Accommodation for visitors																			
1.a - Accommodation services for visitors other than 1.b																			
1.b - Accommodation services associated with all types of vacation home ownership																			
2 - Food and beverage serving industry																			
3 - Railways passenger transport																			
4 - Road passenger transport																			
5 - Water passenger transport																			
6 - Air passenger transport																			
7 - Transport equipment rental																			
8 - Travel agencies and other reservation services industry																			
9 - Cultural industry																			
10 - Sports and recreational industry																			
11 - Retail trade of country-specific tourism characteristic goods																			
12 - Country specific tourism industries																			
TOTAL																			



**ILO and UNWTO have decided to join forces
in a Statistical Joint Project**

1. Sources and Methods: Labour Statistics
“Employment in the Tourism Industries”
2. Technical Guide on Measuring Employment
in the Tourism Industries
3. Recommendations for Measuring Decent
Work in Tourism-related Employment
4. International Guidelines on “Best Practices
for Measuring Tourism-related Employment



**5th UNWTO International Conference on Tourism
Statistics**

Tourism: An Engine for Employment Creation

(Bali, Indonesia, 30 March – 2 April 2009)

**Main topic: measurement and quality of
employment in the tourism industries**

Besides the technical sessions, the Bali conference will include **ministerial sessions** on:

- (i) employment policy issues in tourism,
- (ii) employment and decent work in tourism as a tool for poverty alleviation,
- (iii) UNWTO guidelines for fostering employment and decent work and
- (iv) ILO employment and decent work tool-kit and its application to tourism.

