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WORLD TOURISM ORGANIZATION  
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ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ  
منظمة السياحة العالمية

## MEASURING TOURISM EMPLOYMENT AND OCCUPATIONS: UNWTO first comments on the use of new International Standard Classification of Occupations (ISCO 2008)

### INTRODUCTION

Tourism statistics require the identification and measurement of visitor expenditure on Tourism characteristic products, as well as the revenues, intermediate costs and value added of the activities that typically produce them. These in turn are called Tourism characteristic activities (or Tourism industries).

Products purchased by visitors may be produced both by Tourism industries and by other industries and Tourism industries might produce products not purchased by visitors.

1. **Tourism characteristic activities** are the activities that typically produce tourism characteristic products (IRTS 2008 para. 5.11.).
2. **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. (IRTS 2008 para. 5.10.)
3. A **Tourism industry** is a grouping of all establishments with the same main activity which serves visitors directly and is one of the tourism activities. (IRTS 2008 para. 6.16.)

A list of Tourism characteristic activities (or industries) have been provided in IRTS 2008 defined in terms of 4 digit ISIC activities. Countries are encouraged to identify tourism characteristic activities in their own countries and collect data for 4 digit or 5 digit ISIC categories and classify it in terms of the list provided in IRTS 2008.

## **EMPLOYMENT**

IRTS 2008 provides guidance on the compilation of employment data.

1. As products purchased by tourists are produced by Tourism industries as well as by other industries, there are two possible measures of employment.
  - (a) 'Employment in Tourism industries' and
  - (b) 'Tourism employment'. i.e employment strictly related to the goods and services acquired by visitors and produced by all industries.

NB. 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, whereas 'employment in Tourism industries' can be measured directly (IRTS 2008 paras. 7.3. and 7.4.) even though it will include persons and jobs related to that part of the output of Tourism industries that is not purchased by tourists, 'tourism employment' can only be estimated, it cannot be directly observed .

2. Persons may hold one job or many jobs. Thus employment can be measured in terms of
  - (a) count of persons employed in tourism industries in any of their jobs
  - (b) count of persons employed in tourism industries in their main job
  - (c) count of jobs in tourism industries

## **OCCUPATIONS**

It is useful to collect and compile data about occupations for a number of reasons.

It is useful to know the nature and type of jobs to be found in industries that cater to the needs of visitors and to monitor changes over time.

Tourism authorities and policymakers need to examine labour demand and supply in terms of occupations, skills and training requirements

### ***Classification***

To compile data about occupations it is necessary to use The International Standard Classification of Occupations (ISCO). the latest version of which is ISCO 2008.

ISCO classifies jobs. Jobs are grouped into categories of occupations on the basis of tasks and duties performed and skill level.

ISCO is a hierarchical classification. It has four skill levels. It assigns detailed occupational categories to these skill levels.

## **Data**

Statistical agencies collect information about persons employed (both employees and self employed persons) and cross classify it by occupation and by industry. Each person is assigned to only one occupation, persons are classified to occupations on the basis of their main job. The data are collected from households or from employers. Data are most often available through the Census of Population and Labour Force Surveys,

## ***Tourism analysis and Occupations***

It is necessary to decide what is most analytically useful for Tourism analysis, about occupations and whether, in order to identify Tourism occupations, reference should be made to jobs within Tourism industries, or jobs associated with the production of all products (goods and services) purchased by Tourists from all industries.

For the same reasons given above for the measurement of 'employment in Tourism industries' it is preferable to start by identifying 'occupations within Tourism industries'.

All tourism industries can be grouped or they can be studied at various levels of detail.

The next question that arises is, are all occupations related to jobs within Tourism industries of equal interest?

In the first instance it may be useful to get a broad overview of what are the jobs in Tourism industries. Analysis could be undertaken by grouping jobs within Tourism industries to the higher levels of ISCO 2008 or within the four skill levels of ISCO 2008.

However, it is also important to analyse the information at the more detailed levels of ISCO 2008, particularly as special classes have been created for some tourism related jobs at the lower levels of ISCO 2008.

As the number of jobs to be found in Tourism industries may be large when classified to the lower levels of ISCO 2008, it will be necessary to identify the most important jobs in terms of numbers and group the smaller ones below some cut-off point, into an "all other" category.

## ***Concept of Tourism occupations***

Finally it is of interest to identify what could be called Tourism characteristic occupations or Tourism occupations, that is to identify those occupations that are particular to/ significant in /characteristic of Tourism

How is this to be determined?

The following criteria could be used.

A tourism occupation would be one that satisfies one or both of the following:

1. The occupation should account for a significant share of all jobs in the tourism industries.
2. The tourism industries should account for a significant share of all jobs in that occupation

NB It is necessary to identify Tourism occupations but to be cautious in deciding to confine analysis only to Tourism occupations based on the two criteria provided above. It is quite possible that some occupational categories such as for example the number of Corporate managers will be of interest even if they are few in terms of total occupations within Tourism industries and that the number within tourism industries is not a significant share of the total numbers in that occupational category. There may be occupations not directly associated with the supply of Tourism goods and services that appear in the analysis because Tourism industries also produce products not purchased by visitors.

***A list of Tourism characteristic occupations (for international comparability) .***

It might be useful for UNWTO to create a List of Tourism characteristic occupations for international comparability (based on ISCO 2008) just as it has a list of Tourism characteristic activities (based on ISIC) and Tourism characteristic products (based on the CPC) .

In order to do this, a number of countries must first undertake the compilation of occupational data for Tourism industries and nationally, and empirically examine, which occupations at the four digit level of ISCO 2008 fall into the category of Tourism characteristic occupations. This information can then be used by UNWTO to compile a list. There may be some that are important in particular countries that could then be placed in an “all other” category.