



# Estimation de l'emploi lié au tourisme

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## Objectives

- To provide a statistical method of estimation for employment related to the presence of an additional population : tourists
  - On any type of territory
  - Homogeneous and comparable
- *Method suggested and carried out by the French National Institute*
- *Implementation by the regional directions of Insee and the Tourism Administration*





## The tool founding the method

- « DADS » : administrative declaration of the private employers, wich makes it possible to know for any employee :
  - Dates and duration of the contracts
  - Characteristics of the establishment
    - Activity, number of employes, geographical localization ...
  - Individual characteristics of the employees
    - Sexe, age ...



For a given establishment the share of employment related to the presence of tourists depends ...

More or less touristic orientation of its activity

**AND**

Of its geographical localization



## A method in three stages

- Development of a typology of communes (NUTS 5) according to their touristic orientation
- Classification of the activities, according to their level of touristicity
- For each breakdown commune\*activity, choice and application of the appropriate method of estimation for associated employment



## The typology of communes

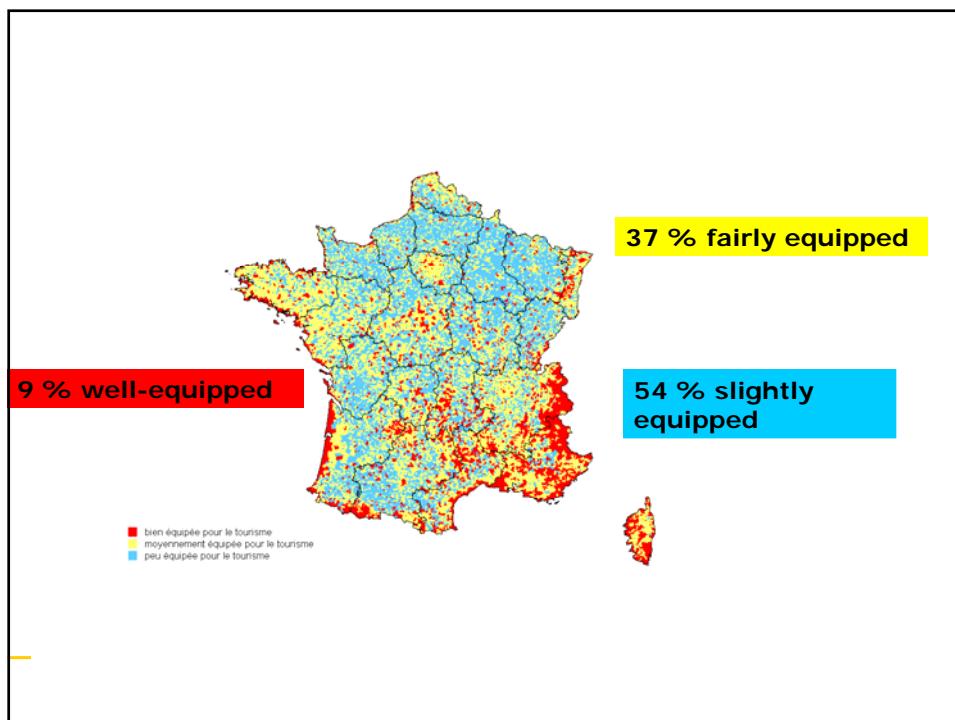
### **Variables used :**

- Employment in restaurants
- Restaurant capacity
- Hotel capacity
- Camp-sites capacity
- Second home density
- Presence of a place of interest



## The typology of communes

- Score allocated to each commune for each of the six indicators.
- System of weighting for each indicator.
- Total score : sum of partial scores.
- Analysis of the distribution of the total score and determination of three groups of communes : *well-equipped, fairly equipped and slightly equipped.*





## Typology of activities

### First stage

One retains the activities for which the employees are likely to be in liaison with the tourists.



## Typology of activities

- The activities of tourist lodging are regarded as *proxy* of the tourist frequentation (activities of reference).
- Regression of the daily employment curve for retained activities on reference activities
- The value of the R-SQUARE provides an estimation for the level of touristicity of each activity.



## 5 classes of activities

1. **100% touristic** : hotels, camp-sites ...
2. **Strongly touristic** : restaurants, « café-tabac », bakery, food stores ...
3. **Fairly touristic** : super et hypermarkets, non food retail stores, small financial establishments ...
4. **Slightly touristic** : some of handcraft industries, road transports, entertainment activities ...
5. **Non touristic**

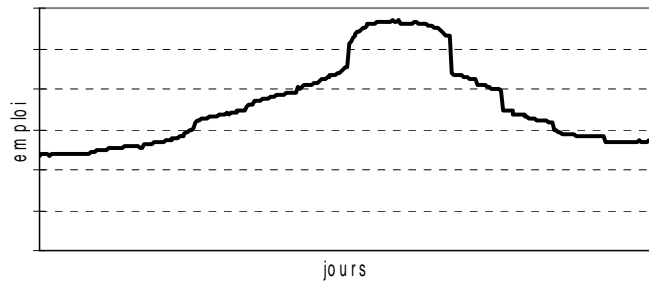


## Calculation of touristic employment

- **An accounting ...**
  - According to the territory
  - According to the activity
- **... with a temporal approach which takes account to the seasons**



## Constitution of a curve of daily employment ...

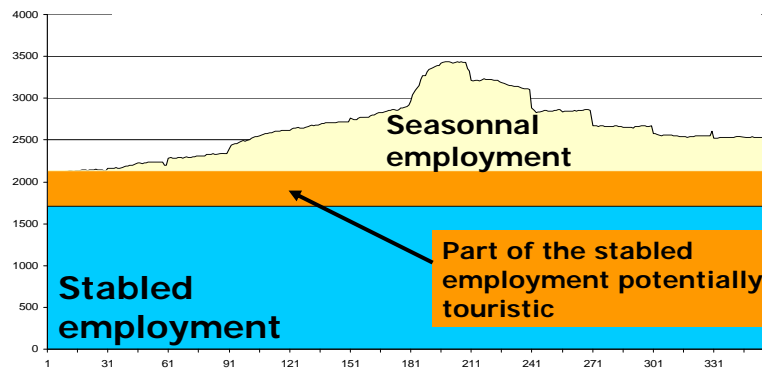


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## .. And decomposition of the employment in three parts



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## The calculation of the touristic part of the stabled employment

- One considers a « residential employment » which corresponds to the needs for the usual inhabitants of the territory.
- From the ratio :  
***employment by activity / résident population***
  - On the level « bassin de vie »
  - On a fictitious zone made up of the non touristic « bassins de vie »

*(bakery : 2,37 workers for 1 000 inhabitants)*



## The calculation of the touristic part of the stabled employment

- To determine the number of established posts dedicated to tourism, one breaks up the stabled employment into :
  - *A share dedicated to the resident population*
  - *A share dedicated to the tourists*
  - *In certain cases, a share dedicated to another reason*





## Rules of decision

	Well equipped communes	Fairly equipped communes	Slightly equipped communes
100% touristic activities	All the employment	All the employment	All the employment
Strongly touristic activities	Seasonnal and part of stabled employment	Seasonnal and part of stabled employment	nothing
Fairly touristic activities	Seasonnal and part of stabled employment	Seasonnal employment	nothing
Slightly touristic activities	Seasonnal employment	nothing	nothing
Non touristic activities	nothing	nothing	nothing

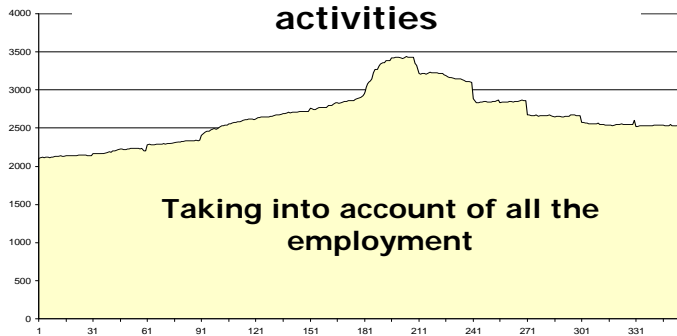
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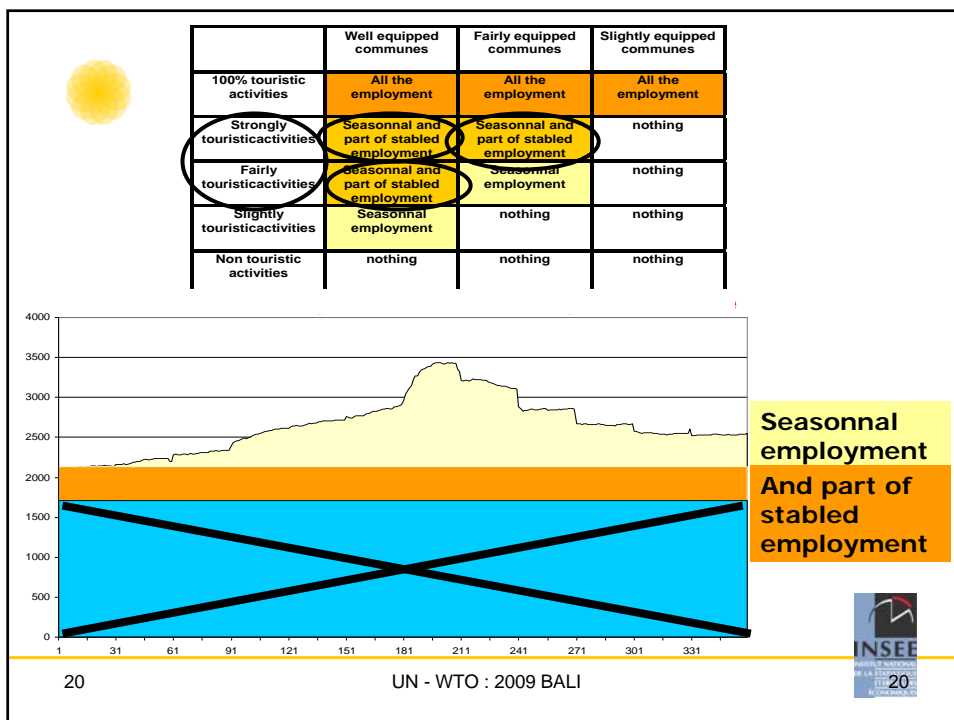
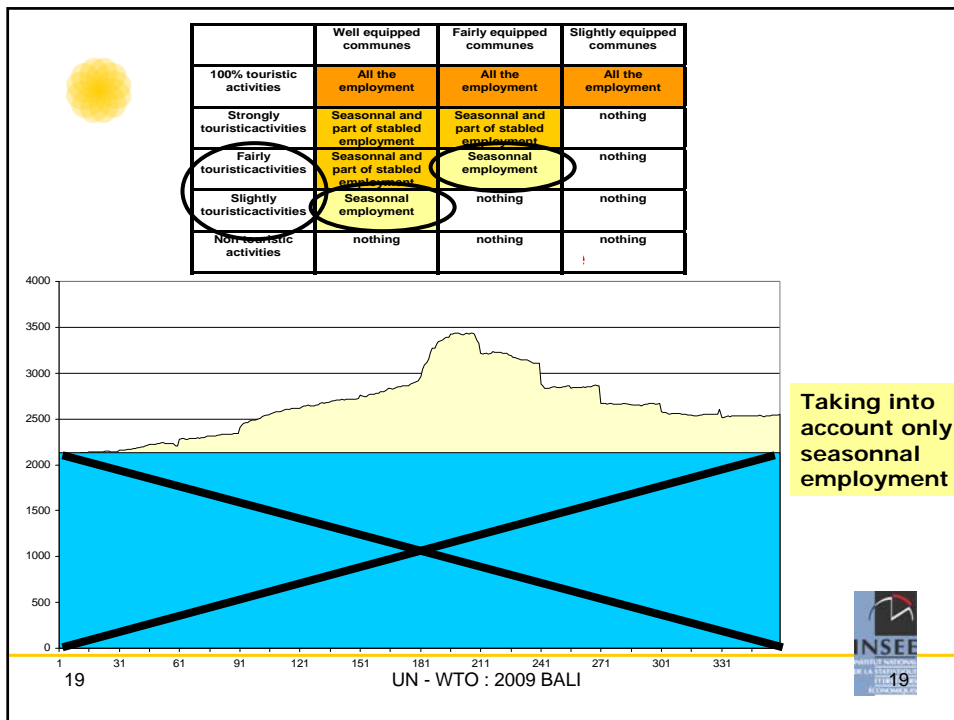
### For the 100 % touristic activities



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## Results

- Breakdowns on all the crossings territory\*activity\*period.
  - In number of workers and full time equivalent
  - Expressed as a percentage of the total employment of the zone
- Insee-Première N°1099
- Publications from directions régionales de l'Insee



## Limits

- Only salaried employment is considered.
- Reflection necessary on zoning
  - Adaptation to the local context
  - Better significativity on homogeneous territories and of a certain size



## Developments

- Characterization of touristic employment :
  - Who occupies these jobs, which remunerations
- Local and regional estimation for TSA



Thank you  
for your  
attention