A Comparison of the Utility of Labour Force Surveys and Surveys of Businesses for Measuring Employment in Tourism

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Outline of Presentation

• Introduction
• The UK Labour Force Survey
• UK Surveys of Businesses
• Recent UK Trends
• International Comparisons
• Conclusions
Purpose of the Presentation

• Comparison of UK surveys of the labour force and of businesses, including data about:
  • Trends in employment in tourism industries
  • Characteristics of jobs in these industries
  • Characteristics of workers in these industries
  • Estimates of “Tourism Direct Employment”

• Sources of data for international comparisons
UK Sources of Employment Data

- Labour Force Survey (LFS). A measure of people with a job – may have more than one job.
- Annual Population Survey (APS). Provides a boost to the LFS for sub-regional estimates.
- Workforce Jobs (WFJ). Compound measure of estimates of jobs (preferred short term estimate)
Additional Sources

- Annual Survey of Hours and Earnings (ASHE)
- Inter Departmental Business Register (IDBR)
- UK Population Census (Decennial)
- Small Business Survey (SBS): SME employers
<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large range of variables – includes self-employment</td>
<td>Self reporting – respondents’ answers can be inconsistent</td>
</tr>
<tr>
<td>Large sample size – sub-national analysis is possible</td>
<td>A survey – sample error has to be considered when using data</td>
</tr>
<tr>
<td>Continuous consistent time series – used for headline employment data</td>
<td>Possible discontinuities – due to changes in industry classification</td>
</tr>
<tr>
<td>Timeliness – results feed into policy</td>
<td>Not unique – other employee estimates are preferred for industry breakdown</td>
</tr>
<tr>
<td>Coherence – EU Regulations apply</td>
<td>Not tourism direct employment – employment in tourism industries</td>
</tr>
</tbody>
</table>
## Surveys of Businesses

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Sample Size: Based on Business Register (sub-national analysis)</td>
<td>Based on Tax registered businesses: those below threshold not included</td>
</tr>
<tr>
<td>Consistent time series</td>
<td>A sample of businesses so some issues with sampling error</td>
</tr>
<tr>
<td>Timeliness: some delays in publication but relatively timely</td>
<td>Timeliness: Can’t provide very up to date figures</td>
</tr>
<tr>
<td>Consistency and coherence: EU Regulations apply</td>
<td>Self Employed not included</td>
</tr>
<tr>
<td>Hours and Earnings data provided by businesses and more accurate</td>
<td>Tourism Industry Employment NOT Tourism Employment</td>
</tr>
</tbody>
</table>
Tourism Industries

• From the International Recommendations for Tourism Statistics 2008:
  • Ten “Tourism Industries”
  • Plus “country specific” retail and other activities
  • Each industry defined as a combination of tourism characteristic activities
  • These activities are based on ISIC Rev.4 four-digit classifications
  • This level of detail is useful for distinguishing tourism and non-tourism characteristic activities
<table>
<thead>
<tr>
<th>Tourism Industries (IRTS 2008)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Accommodation for Visitors</td>
</tr>
<tr>
<td>2. Food &amp; Beverage Serving Activities</td>
</tr>
<tr>
<td>3. Railway Passenger Transport</td>
</tr>
<tr>
<td>4. Road Passenger Transport</td>
</tr>
<tr>
<td>5. Water Passenger Transport</td>
</tr>
<tr>
<td>6. Air Passenger Transport</td>
</tr>
<tr>
<td>7. Transport Equipment Rental</td>
</tr>
<tr>
<td>8. Travel Agencies and Other Reservation Service Activities</td>
</tr>
<tr>
<td>9. Cultural Activities</td>
</tr>
<tr>
<td>10. Sports and Recreational Activities</td>
</tr>
</tbody>
</table>
## Tourism Industries: Examples of Inclusions & Exclusions

<table>
<thead>
<tr>
<th>Inclusions</th>
<th>Exclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inter urban rail services</td>
<td>Suburban rail services</td>
</tr>
<tr>
<td>Taxis</td>
<td>Commuter bus services</td>
</tr>
<tr>
<td>Air &amp; Sea passenger transport</td>
<td>Air &amp; Sea freight transport</td>
</tr>
<tr>
<td>Museum activities</td>
<td>Library activities</td>
</tr>
<tr>
<td>Operation of sports facilities</td>
<td>Operation of sports clubs</td>
</tr>
<tr>
<td>Hire of light motor vehicles</td>
<td>Hire of heavy good vehicles</td>
</tr>
</tbody>
</table>
Tourism Industries within Broad Sectors

Proportion of UK BRES Total Employment 2012 within Tourism Characteristic Activities

Proportion of UK APS Self Employment 2012 within Tourism Characteristic Activities
## Data Comparisons: UK Employment

### UK Employment by Tourism Industry 2011

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>APS</th>
<th>BRES</th>
<th>WFJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation for visitors</td>
<td>347,160</td>
<td>420,672</td>
<td>425,346</td>
</tr>
<tr>
<td>Food and beverage serving activities</td>
<td>1,179,117</td>
<td>1,476,877</td>
<td>1,561,654</td>
</tr>
<tr>
<td>Passenger transport, vehicle hire, travel agencies etc.</td>
<td>501,044</td>
<td>355,719</td>
<td>530,817</td>
</tr>
<tr>
<td>Cultural, sports, recreational &amp; conference activities</td>
<td>694,783</td>
<td>496,833</td>
<td>672,178</td>
</tr>
<tr>
<td><strong>Subtotal: Tourism characteristic activities</strong></td>
<td><strong>2,722,104</strong></td>
<td><strong>2,750,101</strong></td>
<td><strong>3,189,995</strong></td>
</tr>
<tr>
<td><strong>Subtotal: Non-tourism characteristic activities</strong></td>
<td><strong>27,213,088</strong></td>
<td><strong>24,582,814</strong></td>
<td><strong>28,173,005</strong></td>
</tr>
<tr>
<td><strong>Total: All industries</strong></td>
<td><strong>29,935,192</strong></td>
<td><strong>27,332,915</strong></td>
<td><strong>31,363,000</strong></td>
</tr>
</tbody>
</table>

Sources: APS, BRES, Workforce Jobs, ONS

Note: Totals may not sum due to rounding

Reasons for different totals:
APS = Main and Second Job Employment; BRES = Employees & Sole Proprietors; WFJ = Estimate of all jobs rather than employment (based on both household and business surveys)
Recent UK Trends: Employment & Jobs

![Graph showing employment trends in the UK](image-url)
UK Tourism Industries Workforce Jobs

- Highlights seasonal fluctuations & recession effects
- Used by policy makers to understand trends
- Preferred measure of short-term change by industry
• Growth of self employment in UK Tourism Industries more pronounced than growth in employee jobs
• Recent growth in jobs is faster in Tourism Industries
Characteristics of Tourism Employment: Part Time & Full Time

Tourism characteristic activities:

- 13 per cent of part-time employment in UK main jobs
- 30 per cent of part-time employment for students
- 16 per cent for those who couldn’t find a full-time job
Tourism industries have a predominance of elementary occupations and a relatively low proportion of professional occupations. However, there are a high percentage of managers in tourism as compared to non-tourism industries.
Temporary working is more prevalent in tourism activities than elsewhere. Particularly in cultural, sports etc activities.

In 2011, over 5 per cent of employment in tourism was casual work and there was also a higher proportion of seasonal work.
Characteristics of Tourism Employment: Age Groups

Tourism Industries
- 65+
- 60-64
- 55-59
- 50-54
- 45-49
- 40-44
- 35-39
- 30-34
- 25-29
- 20-24
- 16-19

Non-Tourism Industries
- 65+
- 60-64
- 55-59
- 50-54
- 45-49
- 40-44
- 35-39
- 30-34
- 25-29
- 20-24
- 16-19

Percentage of main and second job employment, 2011

- Accommodation for visitors
  - 60+
  - 45-59
  - 30-44
  - 16-29

- Food & beverage serving
  - 60+
  - 45-59
  - 30-44
  - 16-29

- Passenger transport, travel agencies etc.
  - 60+
  - 45-59
  - 30-44
  - 16-29

- Cultural, sports, recreational & conference etc.
  - 60+
  - 45-59
  - 30-44
  - 16-29

- All Tourism Industries
  - 60+
  - 45-59
  - 30-44
  - 16-29

- Non-Tourism Industries
  - 60+
  - 45-59
  - 30-44
  - 16-29
Sub-Regional Analysis

- Workplace based analysis of Tourism Employment at NUTS 3 level (APS)
UK Tourism ("Direct") Employment

- UK Tourism Satellite Account published for 2008-2011
- Table 7 completed for all 4 years drawing on BRES, APS, WFJ and ASHE surveys
- Highlights recovery in tourism employment since the financial crisis of 2008
UK Tourism Direct Employment

• Tourism employment in accommodation rose during the financial crisis
• Recovery in all sectors between 2010 and 2011
International Data

- OECD: Data on Employees in Tourism collected from member states
- UNWTO: Data on Employment in Tourism industries available in the Compendium
- ILO: Sources and Methods publication is an invaluable reference source
- EUROSTAT: Labour Force Surveys and Business Surveys covered by Regulation
- Example: Eurostat Labour Force Survey
International Comparisons

Accommodation: Employment (all aged 15 plus) (1,000s)

Food & beverage service activities: Employment (all aged 15 plus) (1,000s)

Creative, arts & entertainment activities: Employment (all aged 15 plus) (1,000s)

Sports & amusement & recreation activities: Employment (all aged 15 plus) (1,000s)
International Comparisons

- Land transport & transport via pipelines: Employment (all aged 15 plus) (1,000s)
- Water transport: Employment (all aged 15 plus) (1,000s)
- Air transport: Employment (all aged 15 plus) (1,000s)
- Travel agency & related activities: Employment (all aged 15 plus) (1,000s)
International Comparisons

Accommodation:
Employment (all aged 15 plus) 2012

- EU27 Other: 25.2%
- Germany: 19.7%
- Poland: 4.5%
- Austria: 3.7%
- France: 9.6%
- Italy: 10.0%

Food & beverage service activities:
Employment (all aged 15 plus) 2012

- EU27 Other: 25.4%
- Germany: 15.2%
- Spain: 13.7%
- Poland: 3.3%
- France: 10.3%
- Austria: 2.4%
- UK: 15.6%
- Italy: 14.2%

Creative, arts & entertainment activities:
Employment (all aged 15 plus) 2012

- EU27 Other: 27.9%
- Germany: 22.6%
- Spain: 5.1%
- Poland: 6.0%
- France: 14.5%
- Austria: 2.5%
- UK: 7.9%
- Italy: 13.5%

Sports & amusement & recreation activities:
Employment (all aged 15 plus) 2012

- EU27 Other: 23.9%
- Germany: 13.4%
- Spain: 11.4%
- Poland: 3.7%
- France: 9.3%
- Austria: 1.8%
- UK: 28.4%
- Italy: 8.0%
International Comparisons

Accommodation: Employment by gender 2012

Food & beverage service activities: Employment by gender 2012

Creative, arts & entertainment activities: Employment by gender 2012

Sports & amusement & recreation activities: Employment by gender 2012
International Comparisons

Accommodation: Employment by age group 2012

Food & beverage service activities: Employment by age group 2012

Creative, arts & entertainment activities: Employment by age group 2012

Sports & amusement & recreation activities: Employment by age group 2012
Conclusions

- Household and business sources of tourism data have distinct strengths and weaknesses.
- The former is particularly useful for analysing the characteristics of workers and jobs.
- The latter provides more consistent estimates of jobs in tourism.
- The TSA estimates are derived from both types of survey data.
- A focus on tourism industry employment allows for international comparisons using both types of sources.
Thank you for your attention.

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