Workshop on Tourism Statistics  
Session 2 - 7 July 2021

Measuring tourism industries and employment
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Learning objectives
Module 5
Measuring tourism industries and employment

✓ Understand tourism from a supply perspective
✓ List the main tourism industries
✓ Differentiate between tourism employment and employment in the tourism industries
✓ Distinguish between jobs and persons employed
✓ Identify the main data sources
✓ Understand the key variables
Tourism is not a single industry

While traditional industries (such as agriculture or manufacturing) are classified according to what they produce and how they produce it, tourism is defined by the demand for products (goods and services) by a special type of consumer, the visitor. It is a demand-side phenomenon, as tourism refers to the activities of visitors and their role in the acquisition of goods and services.

But at the same time, tourism can also be viewed from the supply side and it will then be understood as the set of productive activities that cater mainly for visitors.

An industry that produces goods and services mainly consumed by visitors can be considered a tourism industry.

Tourism supply is understood as the direct provision to visitors of the goods and services that make up tourism expenditure.

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Tourism industries

International classification

ISIC: International Standard Industrial Classification of all Economic Activities

| List of tourism characteristic activities (tourism industries) and grouping by main categories according to ISIC Rev. 4 |
|---|---|---|
| Tourism industries | ISIC Rev. 4 | Description |
| 1. Accommodation for visitors | 5510 | Short-term accommodation activities |
| 1. | 5520 | Camping grounds and residential vehicle parks |
| 1. | 5550 | Other accommodation |
| 1. | 6810 | Real estate activities (sale or lease of property) |
| 1. | 6820 | Rental activities (cars or coffee buses) |
| 2. Food and beverage serving activities | 5610 | Restaurants and mobile food service activities |
| 2. | 5620 | Other food service activities |
| 3. Beverage-serving activities | 6830 | Beverage-serving activities |
| 4. Railway passenger transport | 4311 | Passenger-rail transport, interurban |
| 4. | 4322 | Other passenger land transport |
| 5. Water passenger transport | 5111 | Sea and coastal seaplane water transport |
| 5. | 5121 | Inland seaplane water transport |
| 6. Air passenger transport | 4310 | Air passenger transport |
| 7. Transport equipment rental | 7010 | Rental and leasing of motor vehicles |
| 8. Travel agencies and other reservation service activities | 7510 | Travel agency activities |
| 8. | 7520 | Tour operator activities |
| 8. | 7530 | Other reservation service and related activities |
| 9. Cultural activities | 9510 | Cultural, arts and entertainment activities |
| 9. | 9600 | Museums and operation of historical sites and buildings |
| 9. | 9620 | Biological and botanical gardens and nature reserves activities |
| 10. Sports and recreational activities | 7210 | Cycling and leisure activities |
| 10. | 7220 | Golf and leisure activities |
| 10. | 7230 | Gambling and betting activities |
| 10. | 7240 | Operation of sports facilities |
| 11. Retail trade of country-specific tourism characteristic goods | 5210 | Other sports activities |
| 11. | 5211 | Activities of amusement parks and theme parks |
| 11. | 5212 | Other amusement and recreation activities n.e.c. |
| 12. Other country-specific tourism characteristic activities | 5210 | Other specialized retail trade of souvenirs |
| 12. | 5211 | Specialized retail trade of handicrafts |
| 12. | 5212 | Other specialized retail trade of tourism characteristic goods |

*That not listed in normal error and imbalance proportion
What do we want to measure?

Tourism Industries

Internationally comparable data

Number of establishments
4.1 Total
4.2 Accommodation for visitors
   * of which: "hotels and similar establishments"
4.3 Food and beverage serving activities
4.4 Passenger transportation
4.5 Travel agencies and other reservation services activities
4.6 Other tourism industries

Accommodation for visitors in hotels and similar establishments

Monetary data
4.8 Output
4.9 Intermediate consumption
4.10 Gross value added
4.11 Compensation of employees
4.12 Gross fixed capital formation

Non-monetary data
4.13 Number of establishments
4.14 Number of rooms
4.15 Number of bed-places

Indicators
4.16 Occupancy rate / rooms
4.17 Occupancy rate / bed-places
4.18 Average length of stay
4.19 Available capacity (bed-places per 1000 inhabitants)

Travel agencies and other reservation service activities

Monetary data
4.20 Output
4.21 Intermediate consumption
4.22 Gross value added
4.23 Compensation of employees
4.24 Gross fixed capital formation

Non-monetary data
4.25 Domestic trips
   * with package tour
4.26 * without package tour
4.27 Inbound trips
   * with package tour
4.28 * without package tour
4.29 Outbound trips
   * with package tour
4.30 * without package tour

Total number of establishments
By industry, as reported

Total number of rooms and bed places
In Units

Internationally comparable data

https://www.unwto.org/statistics/country-factsheets
Tourism industries

Main data sources

- Surveys
  - Business survey
  - Tourism characteristic activities economic survey
- Administrative data
  - Business registers
  - Taxes records
- National accounts
  - Supply and Use tables

Tourism employment

All jobs strictly related to the goods and services acquired by visitors and produced by either tourism industries or other industries.

But labour is a factor of production, and as such, related to a production process, not to a product, and even less so to the consumption of a product by certain category of consumers (e.g. a visitor); and can be associated with the total output of an establishment, but cannot be assigned to any particular output without the use of specific assumptions and modelling procedures.

Employment in the tourism industries

All jobs in the tourism industries even those not related to tourism-characteristic services (e.g.: a restaurant that also offers catering services to residents).
Basic categories of employed persons in the tourism industries

- **In paid employment**
  - At work for wage or salary in cash or in kind
  - With a job but not at work

- **In self-employment**
  - At work for profit or family gain in cash or in kind
  - With an enterprise but not at work

**Employees**
- Also the following particular groups are included: casual workers, workers in short-time employment, workers in seasonal employment, outworkers

**Employers, own-account workers, members of producers’ cooperatives, contributing family members**
- Also the following particular groups are included: casual workers, workers in short-time employment, workers in seasonal employment, outworkers

Main measures

- **Employed persons in reference period in the tourism industries**
  - Employed persons
  - Jobs in reference period in the tourism industries
    - Employee jobs
    - Self-employed jobs

  **Total actual hours worked**
  - Excluding annual leave, holidays, and if possible, sick leave

  **Full-time average actual hours**
  - Hours worked per job, excluding annual leave and holidays, and if possible, sick leave

  **Full-time equivalent employment**
  - Equals: number of full-time equivalent jobs

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 labour. The statistical unit is a job.

A person, occupying a post, performs the work thereby supplying labour in return for payment in cash or in kind, or profit. This is the supply side of labour. The statistical unit is a person employed.
What do we want to measure?

Employment in the Tourism Industries

Internationally comparable data
Employment in the Tourism industries

Main data sources

- Surveys
  - Household labor force survey
  - Surveys on economic activities (business surveys)
- Administrative data
  - Employment office registers
  - Social security files
  - Labour inspection records
  - Tax records
- Censuses
  - Establishment census
  - Population census
- National accounts
  - Employment and FTE data

Reference documents

https://www.e-unwto.org/
Thank you for your attention!