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Measuring tourism employment in Europe

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Measuring tourism employment in Europe

Outline of the presentation
- Sources and methods
- Some results
- The inevitable pandemic
- Take aways, food for thought
“Looking for a job”

- High **policy relevance** of data on tourism employment
  - Job-creation potential, in particular for economically less advantaged socio-demographic groups or regions

- But… it’s **hard to find** official data on the tourism contribution to the labour market
  - Tourism-related jobs are hidden in many different economic sectors, not easily or not uniquely captured by ISIC/NACE
  - Relatively poor implementation of TSA Table 7 (Employment)

- Need for **“creative solutions”** to find tourism jobs
  - Better exploit and combine existing official data sources
Our data sources

- Labour force survey (LFS)
- Annual structural business statistics (SBS)
- Earnings and labour cost survey (SES/LCS)
  - Harmonised within the European Union → comparability
  - Basic statistics available in most countries → replicability

Type of data that we publish:
  - Absolute figures (volume) on employment in tourism industries → quantity
    - Based on SBS, for the identified tourism industries
  - Characteristics of employment in tourism → quality
    - Based on LFS, for a subset of the tourism industries
Coverage in terms of “tourism industries”

- H491 Passenger rail transport, interurban
- H4932 Taxi operation
- H4939 Other passenger land transport n.e.c
- H501 Sea and coastal passenger water transport
- H503 Inland passenger water transport
- H511 Passenger air transport
- I551 Hotels and similar accommodation
- I552 Holiday and other short-stay accommodation
- I553 Camping grounds, recreational vehicle parks & trailer parks
- I561 Restaurants and mobile food service activities
- I563 Beverage serving activities
- N771 Renting and leasing of motor vehicles
- N7721 Renting and leasing of recreational and sports goods
- N79 Travel agency, tour operator reservation service and related

H51 Airline transport
H55 Accommodation
H79 TO/TA
Some figures

- Economic activities related to tourism employ around **13 million people** in the EU (pre-pandemic, 2016)
  - Industries not necessarily entirely relying on tourism (but also serving ‘locals’)
  - But… other industries with a link to tourism are not included (e.g. retail, culture)
  - Possible solution: applying tourism/non-tourism ratios (see also TSA), but in practice not easy to implement

- These tourism industries **account for 1 in 5 persons employed in the services sector**
  - Greece 49%, Cyprus 43%

⇒ Article on Eurostat website “**Tourism industries – employment**”
Employment in tourism industries in the EU in 2020 (%)

People employed in tourism:
- Females: 58
- In job for less than 2 years: 29
- Part-time: 23
- Lower education: 18
- Temporary contracts: 18
- Foreign citizens: 13
- Young people (aged 15-24): 9

People employed in all economic activities:
- Females: 46
- In job for less than 2 years: 23
- Part-time: 19
- Lower education: 17
- Temporary contracts: 14
- Foreign citizens: 8
- Young people (aged 15-24): 7

In this case, the tourism sector is made up of accommodation, air transport, tour operators and travel agencies.
Some observations from the pandemic (1)

- Tourism employment was relatively resilient

(²) NACE sections: H-J, L-N and NACE division S95.
(³) NACE divisions: H51, I55 and N79.
(⁴) NACE division I55.
Some observations from the pandemic (2)

- The pandemic impacted on the share of some of the socio-demographic groups, *for example*:
  - **Foreign workers** accounted for 13% in 2020, compared with 15% in 2019
  - **Young workers** accounted for 9% in 2020, compared with 11% in 2019
  - Most likely due to restrictions in cross-border movements for potential new foreign workers and due to a more difficult transition from school to labour market while tourism activity was ‘on hold’.
Take aways – food for thought (1)

- Employment insights, at no extra collection cost or respondent burden
  - Entirely based on existing data sources → replicable, everyone can do it 😊
  - Insights in the volume (# persons employed), but also insights in the quality of jobs

- Some shortcomings
  - Timeliness of the data (OK for LFS, a bit slower for SBS)
  - Pre-selection of tourism industries leads to under-coverage (namely other industries not included) and over-coverage (namely no distinction between tourist / non-tourist share)
Take aways – food for thought (2)

- Eurostat data shown today is only the “tip of the iceberg”

What Eurostat can see ...

Only the broad lines, the bigger picture
But:
- detail by industry?
- subnational detail?
- ...

What may be available ...

Disaggregated insights; closer to the ‘policy action’

How?
- access to the micro-data in the NSI
- access to the sources of some statistical data (eg. social security files)
- other auxiliary sources at regional or local level to refine or disaggregate
- ...
Thank you

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