TECHNICAL INSTO WEBINAR ON EMPLOYMENT

MEASURING TOURISM EMPLOYMENT:
DATA SOURCES AND CHALLENGES
Index

1. DATA SOURCES
   1.1 Tourism Satellite Account
   1.2 Social Security and Job seekers
   1.3 Accommodations survey
   1.4 COVID-19 Impact Survey

2. DIFFUSION OF DATA
   2.1 Trend reports
   2.2 Current Tourism Intelligence system
   2.3 Upcoming Tourism Intelligence system

3. CONCLUSIONS
1. DATA SOURCES
1.1 TOURISM SATELLITE ACCOUNT

Tourism related employment

- Tourism Related industries: 7.1%
- Direct effect on employment: 3.1%
- Showcases complexity of tourism employment
- Following UNWTO Guidelines
- Not realistic for us to perform yearly.
1.2 SOCIAL SECURITY

+ Monthly monitoring: Accommodation services, Foods and drinks services and tourism operators

+ Data specified by: gender, region of Navarre, type of contract, dedication

- We do NOT know the exact proportion of jobs created by tourism.

**Need for developing coefficients for periodical estimations**

**Tourism employment**

Social security contributors:

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>+8.9%</td>
</tr>
<tr>
<td>-8.3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tourism industry contributors make up 6% of all contributors in Navarre.

**By economic activity:**

- Accommodation services: 2,375
- Meal and drink services: 14,440
- Tourism operators and travel agencies: 332

**Feminisation of the sector:**

- Men: 38%
- Women: 62%

**Unemployment**

- Men: 6,452
- Women: 10,695

The unemployment registered in tourism industries represents 8.7% of the job unemployment of Navarra.
1.2 SOCIAL SECURITY

Monthly monitoring: Accommodation services, Foods and drinks services and tourism operators

Data specified by: gender, region of Navarre, type of contract, dedication

We do NOT know the exact proportion of jobs created by tourism.

Need for developing coefficients for periodical estimations

Tourism employment

Social security contributors:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>-8,3%</td>
<td>+8,9%</td>
</tr>
</tbody>
</table>

Tourism industry contributors make up 6% of all contributors in Navarre

By economic activity:

- Accommodation services: 2,375
- Meal and drink services: 14,440
- Tourism operators and travel agencies: 332

Unemployment

The unemployment registered in tourism industries represents 8,7% of the job unemployment of Navarra
1.3 ACCOMMODATIONS SURVEY

- Survey data
- Paid and unpaid personnel
- Similar to data from social security
- Covers "only" 14% of the total jobs in the tourism sector

![Graph showing personnel at all types of accommodation over years 2015 to 2021. The graph indicates a decrease in 2019 with a recovery in 2020 and 2021.]

Source: Accommodations survey and Social security
Objective: Determine impact of Covid-19 Crisis on the tourism sector

Employment related items:
1. Hiring extra "hands" during peak season
2. Full time or part time
3. Education

Use of data: Designing upskilling courses and subsidies

Characterization of the tourism offer of Navarra

- Seasonality of employment: 52% of the enterprises hires extra hands during peak season.
- Full time or part time: 56% of enterprises have at least one fulltime employee on payroll.
- Main income or complimentary income: 60% of enterprises are the main source of income for the owners.

Level of education

- Basic Education: 43%
- Secondary Education: 34%
- Higher Education: 23%
2. DIFFUSION OF DATA

- Tourism Trend report
- Tourism Intelligence system
2.1 TREND REPORTS

- Published monthly
- Extensive annual report
- Chapter on employment:
2.2 TOURISM INTELLIGENCE SYSTEM

Current tourism intelligence system

PowerBI
Employment
2.3 New tourism intelligence system
3. Conclusion

- Several valuable data sources
- Each source provides its part of the whole picture
- The Tourism Satellite account is the most real and detailed but not feasible for us to perform every year
- Need for developing coefficients
- Need for collaboration
Thank you for your attention!

More information:

observatorio.turistico@navarra.es

www.observatorioturistico.navarra.es