Introduction to the world of tourism statistics

Introductory Workshop on women’s employment data in tourism: measurement challenges and solutions

1st June 2022

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What is statistics?

Mobilizing the power of data to make better decisions to serve the public good
Value of statistics

Quality & Trust

Institutional
- Independence
- Impartiality
- Transparency
- Confidentiality
- Commitment to quality

Process
- Methodological soundness
- Cost effectiveness
- Appropriate statistical procedures
- Managing respondent burden

Outputs
- Relevant
- Accurate
- Timely
- Accessible
- Comparable
Role of UNWTO

...to collect, to analyse, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system
How UNWTO supports tourism statistics

<table>
<thead>
<tr>
<th>Frameworks</th>
<th>Capacity</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multilateral coordination and technical developments for improving tourism measurement</td>
<td>Translating standards into practical implementation guidance &amp; direct support to countries</td>
<td>Worldwide data collection, processing and dissemination to support policy and decisions</td>
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<tr>
<td>3. Technical expertise and innovation</td>
<td>3. Technical assistance</td>
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<tr>
<td>UNWTO Committee on Statistics</td>
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</tbody>
</table>
How UNWTO supports tourism statistics

1. UN System
2. Stakeholder engagement and consensus building
3. Technical expertise and innovation

UNWTO Committee on Statistics

Frameworks

Core topic 1: visitors + industries (145+ key tourism statistics)

- Implementation guidance & direct support to countries
- Support policy and decision making
- 145+ key tourism statistics: Inbound, outbound, domestic
- Core topic 2: Economic contribution (Tourism Satellite Account)
- Core topic 3: Sustainability (Measuring the Sustainability of Tourism)

Capacity

Data

Worldwide data collection, processing and dissemination to support policy and decisions

145+ key tourism statistics:
- Inbound, outbound, domestic
- Core topic 2: Economic contribution & SDG indicators
- Core topic 3: Sustainability thematic reports

- Core topic 3: Sustainability (Measuring the Sustainability of Tourism)
Tourism

... is a social, cultural and economic phenomenon related to the movement of people outside their usual place of residence.

... has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves.
Frameworks

145 Key tourism statistics

Economic contribution

Sustainability

Visitors and their characteristics
Tourism expenditure
Tourism industries

Tourism Direct GDP
Tourism GVA
Tourism employment

Environmental: emissions, water, energy, waste, land
Social: decent work, health, education, culture, heritage
Economic: industries, establishments, employment
## Capacity

<table>
<thead>
<tr>
<th></th>
<th>Compilation Guide</th>
<th>Regional Capacity Building Programme</th>
<th>Regional workshops</th>
<th>Technical Assistance</th>
<th>Pilot implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic tourism statistics</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>n/a</td>
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<tr>
<td>Economic contribution</td>
<td>forthcoming</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Sustainability</td>
<td>✔</td>
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</table>
145 Key tourism statistics

| Economic contribution & SDG |

Data are collected from countries by UNWTO through a series of yearly questionnaires that are in line with the International Recommendations for Tourism Statistics (IRTS, 2008) standard led by UNWTO and approved by the United Nations.

Access the data by clicking on the sections below:

- Inbound Tourism
- Domestic Tourism
- Outbound Tourism
- Tourism Industries
- Employment
- Macroeconomic Indicators

https://www.unwto.org/tourism-statistics-database
5. **Employment**

### Data

**Number of employees by tourism industries**

- 5.1 Total
- 5.2 Accommodation services for visitors (hotels and similar establishments)
- 5.3 Other accommodation services
- 5.4 Food and beverage serving activities
- 5.5 Passenger transportation
- 5.6 Travel agencies and other reservation services activities
- 5.7 Other tourism industries

**Number of jobs by status in employment**

- 5.8 Total
- 5.9 Employees
- 5.10 Self employed

### Indicators

**Number of full-time equivalent jobs by status in employment**

- 5.11 Total
- 5.12 Employees
- 5.13 Male
- 5.14 Female
- 5.15 Self employed
- 5.16 Male
- 5.17 Female
Tourism: a generator of employment

Average annual growth in the tourism industries
Based on available data from 97 countries since 2000

<table>
<thead>
<tr>
<th>Region</th>
<th>All employment</th>
<th>Tourism Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL Countries</td>
<td>1.4</td>
<td>3.8</td>
</tr>
<tr>
<td>Central and Southern Asia</td>
<td>1.1</td>
<td>4.1</td>
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<tr>
<td>Oceania (excl Australia and New Zealand)</td>
<td>0.7</td>
<td>1.2</td>
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<tr>
<td>Western Asia and Northern Africa</td>
<td>2.3</td>
<td>5.1</td>
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<tr>
<td>Latin America and the Caribbean</td>
<td>1.7</td>
<td>3.5</td>
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<tr>
<td>Eastern and South-eastern Asia</td>
<td>1.4</td>
<td>5.2</td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td>2.0</td>
<td>5.7</td>
</tr>
<tr>
<td>Northern America and Europe</td>
<td>0.6</td>
<td>2.3</td>
</tr>
<tr>
<td>Australia and New Zealand</td>
<td>1.4</td>
<td>2.2</td>
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</tbody>
</table>
Tourism: a generator of employment

Average annual growth 2010-2019
-20.0%
-15.0%
-10.0%
-5.0%
0.0%
5.0%
10.0%

Average annual growth (Pre-COVID) 2010-2019
3.0%

Average annual growth 2010-2020
1.1%

Number of employees and interannual variation
Based on data from 33 countries that reported data in 2010-2020
Example: Spain

Number of full-time equivalent jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Employees - Female</th>
<th>Employees - Male</th>
<th>Self Employed - Female</th>
<th>Self Employed - Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
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<td>2020</td>
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</table>

% var 2020 vs 2019
- Employees - Female: -15%
- Employees - Male: -14%
- Self Employed - Female: -6%
- Self Employed - Male: -3%
- Total: -12%

Unit: Thousand
MST Country pilots

Philippines: Domestic tourism 3x more water & energy than inbound tourism

Germany: Gender pay gap 22% lower, proportion of employees with low wages 2x that of whole economy

Netherlands: 4% value added, 7% taxes (biggest polluters paid least)

Austria: €2,2291 tourism income/capita, 78/100 acceptance

Saudi Arabia: every million additional visitors requires 7 million litres of fuel, 53 million Kwh electricity y 500 Km3 of water

Mexico: Socio-economic benefits from archaeological sites & protected areas

Egypt: In accommodation Inbound>Domestic (energy) Domestic>Inbound (water)

Samoa: 13% GDP and 22% employment, 10% water and 12% electricity

Canada: 2% GDP, 3.8% jobs, 6.2% GHG emissions & 3.5% energy

“Experiences from Pilot Studies in Measuring The Sustainability of Tourism”
Thank you

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