UNWTO/CTO Workshop on Tourism Statistics
Session 2 - 17 February 2021

Measuring employment in the tourism industries
Learning objectives

Module 5

Measuring employment in the tourism industries

- Differentiate between tourism employment and employment in the tourism industries
- Distinguish between jobs and persons employed
- Understand the key variables of employment used in tourism
- Identify the main data sources
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 (ex: a restaurant that also offers catering services to residents)
Basic categories of employed persons in the tourism industries

Persons employed in 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
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.
Countries may adopt one or more of them depending on the intended use or depending on their unique circumstances in terms of sources of data available.

If the intent is to determine the number of people who depend to some extent for their livelihoods by working in the tourism industries, then a count of persons with a job (main or other) in these industries would be appropriate.

The measure based on employment in the main job would serve to gauge those with significant attachment to the tourism industries, for instance.

If the intent is to make a comparison between tourism and non-tourism industries or between the tourism industries and the economy overall, then a count of jobs in the tourism industries would be more appropriate.
Main data sources
(not all)

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!