Measuring social dimension of tourism (Chapter 5)

Addressing decent work in tourism

Valentina Stoevska, ILO
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Importance of tourism industries

The tourism is one of the largest industries in the world. 1 out of 11 jobs are directly or indirectly employed in tourism.

Tourism plays an important role in many countries—because of its economic and employment potential. It contributes greatly to the development of regions, small business development, and increases in payments of foreign currencies. It provides jobs, in particular for economically less advantaged socio-demographic group or regions.

The potential of the tourism to make a significant contribution to the economic, social and environmental development, and to create decent jobs and generate economic growth, was emphasized by the international community in the 2030 Agenda for Sustainable Development (3 targets that relate directly to sustainable tourism - SDG 8.9, SDG 12.b and SDG 14.7)
Social dimension of sustainability

Stable, sustainable development of tourism cannot be achieved unless and until social development also takes place. Social dimensions of economic development are as important as the economic dimensions.

Economic and social issues are related, and failure in one area will lead to failure in the other.

- While economic growth reduces absolute poverty, it does not reduce income inequality.
- Job creation may not necessarily contribute to social sustainability unless the newly created jobs are decent jobs.

Quantifying the social dimensions of sustainable development presents significant challenges for the statisticians. When we ask “How are the tourism doing?”, the answers are usually expressed in terms of standard economic indicators.

Social indicators are far less developed empirically, theoretically and in terms of their impact.

SF for MST makes effort to address social dimension of sustainability in tourism, from various perspectives., one of which is quality of the jobs.
Decent work in tourism

Measuring social sustainability performance involves assessing companies’ implementation of social goals, including working conditions, health and safety, employee relationships, diversity, labour rights, etc.

The concept of social sustainability is closely linked to the notion of decent work.

Decent work

- is productive and secure work
- ensures respect of labour rights
- provides an adequate income
- offers social protection
- includes social dialogue, freedom of association, collective bargaining and participation
Decent work – challenges in tourism industries

- precarious working conditions - seasonality, subcontracting, migrant workers, poor respect of labour legislation and the right to organize,
- relatively high female employment (55%) compared with other industries (earning less than men),
- significant number of children and young people under 18 years who need particular protection against exploitation,
- relatively low level of education,
- short-term contracts,
- high staff turn-over.
- long working hours,
- low wages
- etc.
SF for MST – **5.5. Measuring the tourism suppliers perspective**

Table 5.3 Employed persons in tourism industries by key characteristics

- Sex
- Age
- Level of education
- Hours of work (part-time/full-time, FTE)
- Time in job (job tenure)
- Nationality
- Formal/Informal jobs, (for formal: Permanent/Temporary)
- Salary (average hourly earnings)
- Pension scheme coverage
SF for MST – 5.5. Measuring the tourism suppliers perspective

More could be included:
- respect of labour rights,
- working conditions,
- social protection,
- social dialogue,
- occupational safety,

ILO Manual: Decent work indicators.
Guidelines for producers and users of statistical & legal framework indicators

Advancing social justice, promoting decent work
Structure of Decent Work Measurement Framework

Grouping of statistical and legal framework indicators under 10 substantive elements:

1. Employment opportunities (1 + 2)
2. Adequate earnings and productive work (1 + 3)
3. Decent working time* (1 + 3)
4. Combining work, family and personal life (1 + 3)
5. Work that should be abolished (1 + 3)
6. Stability and security of work (1, 2 + 3)
7. Equal opportunity and treatment in employment (1, 2 + 3)
8. Safe work environment (1 + 3)
9. Social security (1 + 3)
10. Social dialogue, workers’ and employers’ representation (1 + 4)

11. Economic and social context for decent work

Note: 1 = Rights at work, 2 = Employment opportunities, 3 = Social Protection, 4 = Social Dialogue
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Decent work indicators

- Core set
- Extended set
Thank you for your attention!