SEVENTH INSTO INSIGHTS WEBINAR
MEASUREMENT IN THE AREA OF EMPLOYMENT AT THE DESTINATION LEVEL

INTRODUCTORY REMARKS

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Conceptual Frameworks
UN Measurement Standards for Tourism

**Basic tourism statistics**
Employment in the tourism industries: Employed persons (employees + self-employed), jobs, hours worked, FTE

**Economic contribution**
Table on employment in the tourism industries: Number of jobs by status of employment and by sex

**Sustainability**
Statistical Framework for Measuring the Sustainability of Tourism (MST)

- **Environmental**: employment related to environmental activities in the tourism industries (green jobs)
- **Social**: entrepreneurship, decent work
- **Economic**: key employment characteristics incl. by education level, occupations
MST: a 360 approach to measure tourism

- Economic sustainability
- Environmental sustainability
- Social sustainability
- Universal applicability: for all countries and all destinations
- For all stakeholders
Guidance for compilation

- *Sources and Methods: Labour Statistics Special Edition*
## 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
Total employees in tourism industries
2021 or latest available year
“UNWTO’s Framework for Measuring the Sustainability of Tourism will offer us more data and a better insight into challenges we are trying to solve”

Csaba Körösi, President of the United Nations General Assembly

at the High-Level Political Forum official side event on the Economic, Social and Environmental Sustainability of Tourism, 14 July 2023
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THANK YOU!