



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## Sixth UNWTO International Conference on Tourism Statistics MEASURING SUSTAINABLE TOURISM

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### Employment, Green Jobs and Sustainable Tourism

**Session 3. Employment:** a Key Aspect of the Social Dimension of Sustainable Tourism

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#### Topic addressed:

The paper describes one of the pillars of sustainable tourism – quality employment, decent work and human capital, and joint ILO/UNWTO initiatives in this area; it discusses a possibility of extending TSA Table 7 to capture green jobs in the tourism industries as a supplementary measure of sustainable tourism.

Tourism development is seen as a way of improving a country's economy and social wellbeing, but if this development is not handled carefully, tourists will migrate to competing destinations or attractions. In the future, there will be mounting pressure to develop tourism products with a sustainable focus, helping to fit in with the local environment and ensure its preservation.

Consequently, sound tourism policy should be geared towards more sustainable tourism. Tourism characteristic industries produce tourism characteristic products and this process is directly linked with tourism characteristic activities. These are employment related activities or tourism characteristic jobs.

The 2030 Agenda embraces the three dimensions of sustainability – economic, social and environmental. The ILO's Green Jobs Programme signals the organisation's commitment to act on climate change and to promote resource efficient and low-carbon societies.

The first meeting of the Working Group of Experts on Measuring Sustainable Tourism (MST) has agreed that developing a statistical framework for sustainable tourism is a priority to support integrated policy responses at national and destination level, and urged UNWTO to lead this effort. The Seventeenth Meeting of the Committee on Statistics and Satellite Account agreed, inter alia, that an important part of measuring sustainable tourism is understanding the extent and nature of activities undertaken in tourism characteristic industries that can be considered environmental or green. Those employed to undertake these activities would then represent green employment or green jobs.

The paper presents an overview of employment and tourism related SDGs, concepts and definitions of sustainable tourism and green jobs, and discusses a possible use of TSA Table 7 as a basis for compiling a new TSA table on "Green employment in the tourism industries" to supplement other sustainable tourism indicators to be produced within the statistical framework for the measurement of sustainable tourism.).

#### Keywords:

decent work, quality of employment, green jobs and sustainable tourism.