



6th UNWTO International Conference on Tourism Statistics
MEASURING SUSTAINABLE TOURISM
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Central Paper
Employment, Green Jobs and Sustainable Tourism

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

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6th UNWTO International Conference on Tourism Statistics: MEASURING SUSTAINABLE TOURISM (Manila, Philippines, 21-24 June 2017)

**ILO/UNWTO Joint Initiative on Tourism, Employment and
Decent Work**

- In 2007, the International Labour Organization (ILO) and the World Tourism Organization (UNWTO) launched a set of joint statistical initiatives which had been geared towards enhancing the national capacity in measuring employment in the tourism industries and improving international comparability of employment-related tourism statistics.
- It was expected that closer collaboration and liaison between the two organisations should improve the situation, where the lack of reliable statistics on quantitative and qualitative aspects of employment in the tourism industries caused a major problem in providing the major national stakeholders and international users with relevant statistical indicators to monitor and analyse developments in the tourism-related labour market as well as measure various dimensions and deficits of decent work in the tourism sector.
- In line with the agreement, five major outputs have been produced as a result of the inter-agency collaboration.

Towards a Statistical Framework for Measuring Sustainable Tourism (MST)

- Sustainable tourism is increasingly relevant in national agendas and also recognised at the highest international level with the UN General Assembly having adopted several resolutions acknowledging the role of tourism in sustainable development, including the 2030 Agenda and its Sustainable Development Goals.
- However, despite the long-standing interest and discussion of sustainable tourism and the important advances in tourism statistics, there is as yet no standardised basis for the collection of relevant information, at either the national or subnational level.
- In order to fill this statistical gap, UNWTO, with the support of the UN Statistics Division (UNSD), has initiated the project Towards a Statistical Framework for Measuring Sustainable Tourism.
- First Meeting of the Working Group of Experts on Measuring Sustainable Tourism has agreed that the core rationale for developing a statistical framework is to support the measurement of sustainable tourism in its various dimensions (economic, environmental and social) and at the relevant spatial levels (global, national, sub-national) by providing a common language and organising structure for exploiting the richness of data already available and for identifying additional data that may be needed.

Towards a Statistical Framework for Measuring Sustainable Tourism (Cont'd)

- During the workshop, a proposal was made to the MST Working Group to consider including green jobs as another dimension of sustainable tourism that could be measured with relevant indicators by possibly extending TSA Table 7.
- The rationale behind the above proposal was that green jobs could be created through the development and promotion of green products, green services and green public works. Green labels and certification programmes support these products and services, but they are still underdeveloped in many tourism destinations.
- The understanding of and commitment for green jobs supporting an adequate transition for workers and employers towards a low carbon, climate change decelerating, environmentally friendly and socially respectful development should be a crucial part of sustainable tourism policies in any tourism oriented country. Green jobs therefore need to be integrated in all tourism related policies on employment and business as well as climate change mitigation with a view to their sustainability
- Based on the recommendation of the MST Working Group Meeting, two major documents were developed and presented for discussion at the Seventeenth Meeting of the Committee on Statistics and the Tourism Satellite Account (24-25 January 2017):
 - (i) Proposed Outline for a Statistical Framework for Measuring Sustainable Tourism
 - (ii) Proposed MST Research Programme.

ILO's Green Jobs Programme

In 2009, the ILO initiated the Green Jobs Global Programme to promote opportunity, equity and a just transition to a low-carbon, climate resilient and environmentally friendly economy. The programme encourages governments, employers and workers to collaborate on generating coherent policies and effective programmes that will support a green economy with green jobs and decent work for all.

- ❖ "Jobs are green when they help reduce negative environmental impact ultimately leading to environmentally, economically and socially sustainable enterprises and economies. More precisely green jobs are decent jobs that: reduce consumption of energy and raw materials; limit greenhouse gas emissions; minimize waste and pollution; and protect and restore ecosystems" (*ILO's Green Jobs Programme*).

The ILO participated in the Seventeenth meeting of the UNWTO Committee on Statistics and the Tourism Satellite Account, held in January 2017, and supported the Outline for a Statistical Framework for Measuring Sustainable Tourism and the Proposed Research Programme.

- ❖ Given that the green jobs dimension has been included in the SF-MST, the ILO has offered to make contribution to the discussion on concepts, definitions and an approach to measuring green jobs in the tourism industries within the framework of the Sixth UNWTO International Conference on Tourism Statistics - Measuring Sustainable Tourism.

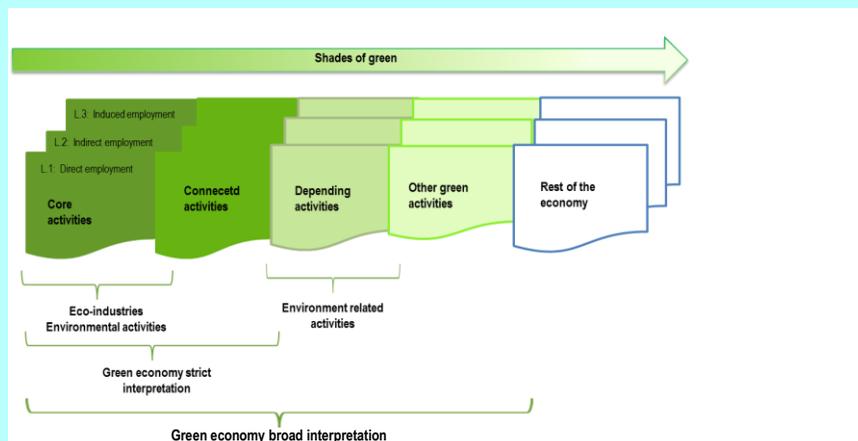
Sustainable tourism

- According to the UNWTO, sustainable tourism is one that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. By doing so, sustainable tourism maximises the positive contribution of tourism to biodiversity conservation and thus to poverty reduction and the achievement of common goals towards sustainable development.
- According to the UNWTO, quality employment is one of the key aims for sustainable tourism
- The term "sustainable tourism" embraces "socially responsible tourism". It should generate local prosperity, decent work, promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity, ecosystems and cultural diversity, and improve the welfare and livelihoods of local communities by supporting their local economies and the human and natural environment as a whole; ensure viability and competitiveness of destinations and enterprises to enable them to prosper and deliver benefits in the long term.
Social justice, decent work, gender equality, economic development, and environmental integrity are at the heart of sustainable tourism (*ILO Guidelines on Decent Work and Socially Responsible Tourism adopted by the Meeting of Experts on 24 February 2017*).

Green jobs

- Green jobs are decent jobs that: reduce consumption of energy and raw materials; limit greenhouse gas emissions; minimize waste and pollution; and protect and restore ecosystems.
- Many national and international users are interested in the size of the green economy (in terms of the number of establishments, the number of employees and the total turnover) and in its contribution to economic growth, especially to turnover, employment (number of people employed directly or indirectly, their level of skills and the specialist skills required), value added, investment, exports, etc.
- The economy is an ecosystem which consists of green or eco-industries. It is argued that green jobs will reinvigorate the economy, creating entirely new green-collar job sectors.
- Consequently, it is also possible to argue further that in order to determine the components of the green economy, an activity-based approach could be applied with a focus on products and services

A conceptual framework of the green economy shown below is suggested as a basis for using green jobs as a measure of sustainable tourism.



- The shades of green in this figure are based on the intended impact on the environment rather than the real impact.
- Particular attention requires the impact of green economy on employment: Level 1: direct; Level 2: indirect and Level 3: induced.
- Sustainable tourism is found in “Connected activities” and “Depending activities”.

Green jobs in tourism industries

The IRTS 2008 provide the following definition of tourism industries :

Tourism industries, also referred to as tourism activities, are the activities that typically produce tourism characteristic products.

Concordantly, in our case, it is proposed to use the term activities rather than sectors with the rationale behind that traditional sector and subsector classification is not always the most adequate for covering the “green economy” - more and more, “green niches” are becoming apparent in traditional sectors, and many sectors have activities with different shades of green.

Further, stemming from the typology of tourism-characteristic consumption products and tourism-characteristic activities, it is proposed to consider using the same approach to measuring green jobs in the tourism activities (industries), i.e. look for green jobs in relation to tourism-characteristic products and services rather than to the tourism sector.

19th ICLS: draft proposals for a statistical definition of green jobs and the associated basic conceptual guidelines for collecting statistics and producing internationally harmonised statistical indicators.

A number of similarities between the measurement of employment in production of environmental outputs and employment in the tourism industries can be identified.

Potential use of TSA for measuring green jobs in the tourism industries

- According to the information available in the 2012 OECD Employment Outlook, a number of countries were measuring the number of green jobs at the time of the OECD survey.
- Countries produce comprehensive statistics on employment in the tourism industries (TSA of Austria and the Human Resource Module (HRM) of the Canadian Tourism Satellite Account (HRM:TSA))
- Given the above and in accordance with its Proposed Research Programme, the MST Working Group may wish to consider the approach proposed to developing methodology to measure green jobs in the tourism industries as a supplementary indicator of tourism sustainability.
- **Table 7a: Green employment in the tourism industries**
- As in the case of total tourism employment, the compilation should be based on ratios produced from TSA Table 6 (ratio between the total value of tourism share and total value of environmentally-friendly output) and applied to Table 7 to estimate green jobs in the tourism industries.

Way forward

Internationally agreed definition of “a job in a tourism industry” - definition suggested in Box VII.10 of the IRTS-2008 Compilation Guide.

In parallel, like the ILO at the time of ISCO-88 updating, the UNWTO may use the opportunity of the MST Working Group platform and organise a global consultation on the above definition. Also, like in the case of ISCO-88 updating, the definition could be approved by the UNWTO Committee on Statistics and Tourism Satellite Account and thereafter presented to the UN Statistical Commission for its endorsement.

A small “virtual sub-group” or a “virtual Task Force” could be created within the MST Working Group that could work through a web platform. The work of such sub-group or a Task Force could begin by reviewing the Room Document of the 19th ICLS “Proposal for Identifying Characteristic Occupations of the Tourism Industries as a Tourism Thematic View within ISCO-08 and National Occupational Classification Systems”, which is largely based on the Canadian experience, and develop it further.

In the meantime, the MST Working Group could launch a pilot study on the mechanism and methodology of compiling TSA Table 7a. In our opinion, Austria and Canada could be excellent candidates for such an exercise. Evidently, other countries could volunteer participating in the pilot exercise of the MST Working Group.

The outcome of the above initiative could be threefold: (i) internationally agreed definition of a job in a tourism industry; (ii) methodology for the compilation of TSA Table 7a to measure green jobs as an indicator of sustainable tourism; and (iii) Draft International Classification of Characteristic Occupations of the Tourism Industries.



Thank you for your attention!