



**Sixth UNWTO International Conference on Tourism Statistics**  
MEASURING SUSTAINABLE TOURISM  
Manila, Philippines, 21 – 24 June 2017

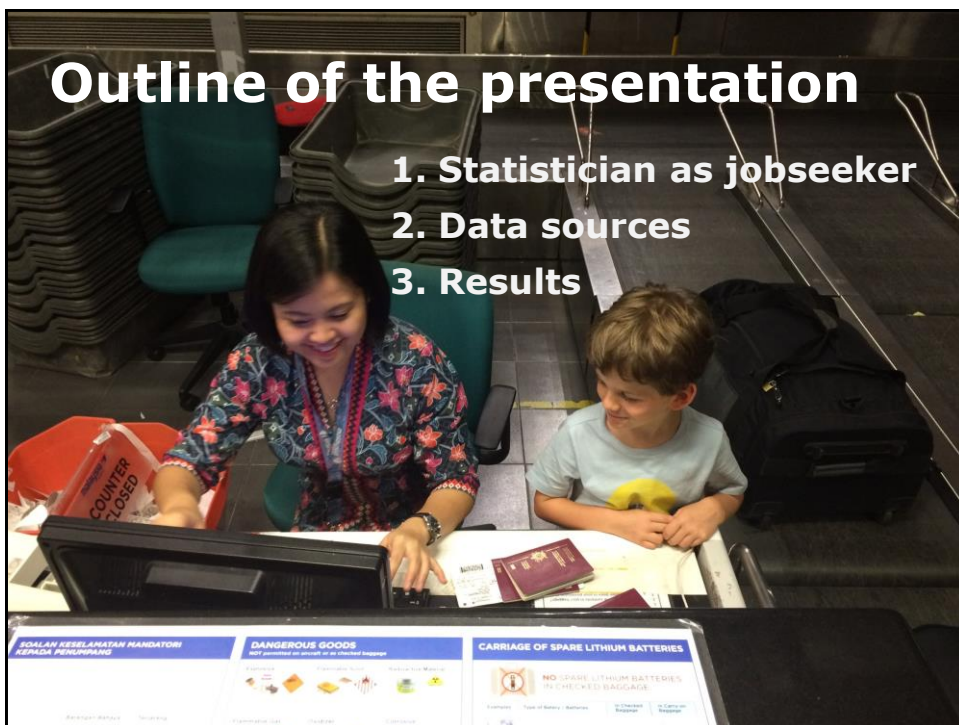
**Session 3 - Employment: a key aspect of the social dimension of sustainable tourism**

## **Tourism contribution to the EU labour markets**

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## **Outline of the presentation**

- 1. Statistician as jobseeker**
- 2. Data sources**
- 3. Results**





## Statistician as jobseeker

### High policy relevance of tourism employment data

- ☞ Job-creation potential ... in particular for economically less advantaged socio-demographic group or regions

### Hard to find official data on the tourism contribution to the labour market

- ☞ Tourism jobs are hidden in many different economic sectors, not easily captured by ISIC/NACE
- ☞ Poor implementation of TSA Table 7 (employment)

### Need for "creative solutions" to find tourism jobs

- ☞ Better exploit and combine existing official data sources



## Data sources

- Labour force survey (LFS)**
- Annual structural business statistics (SBS)**
- Earnings and labour cost survey (SES/LCS)**

- ☞ Harmonised within the European Union (comparability)
- ☞ Basic statistics available in most countries (replicability)

### Data on:

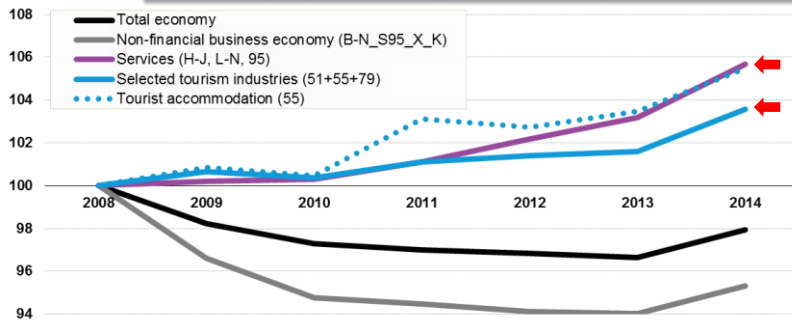
- ☞ Absolute figures on employment in tourism industries (sectors of the economy heavily relying on tourism but not necessarily on tourism only) ⇒ 12 million persons employed (EU)
- ☞ Characteristics of employment in tourism (tourism industries subset: accommodation, air transport, TO/TA)

## Results (1) – tourism industries employment

### Tourism employment proved resistant to the crisis

- Employment in total economy dropped between 2008 and 2014
- Employment in tourism (esp. accommodation) grew by 4 to 5%

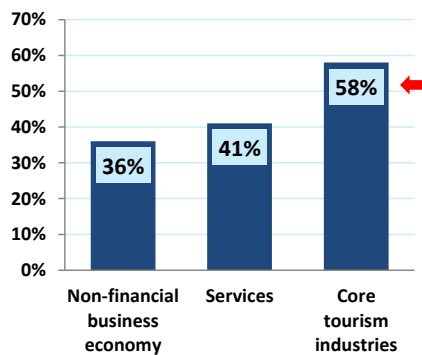
Persons employed by economic activity, EU-28, 2008-2014, (index 100=2008)



## Results (2) – gender

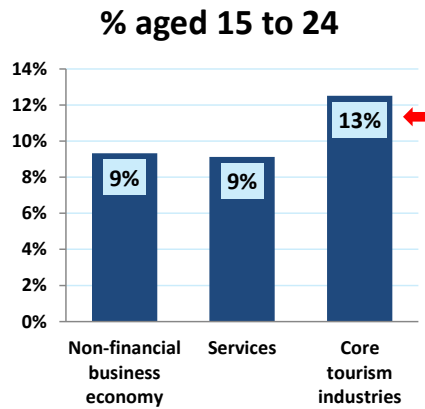
⇒ **Nearly 60% are women**

### % female workers



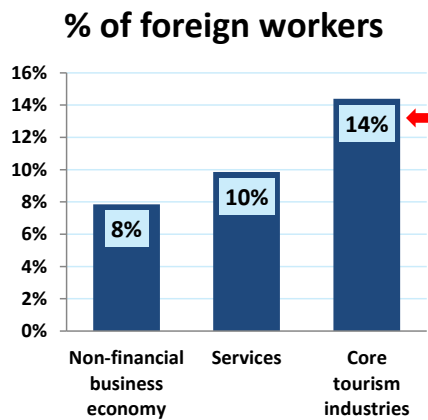
## Results (3) – age

⇒ 13% are younger than 25 years (economy: 9%)



## Results (4) – nationality

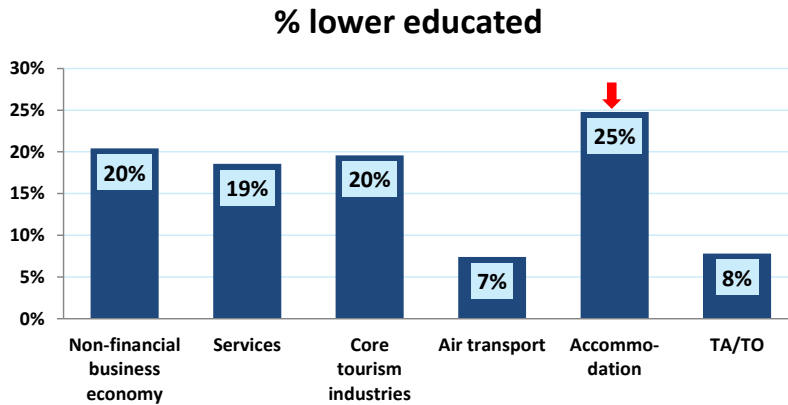
⇒ **One in seven are foreigners** (8% other EU, 6.5% non-EU)





## Results (5) – educational attainment level

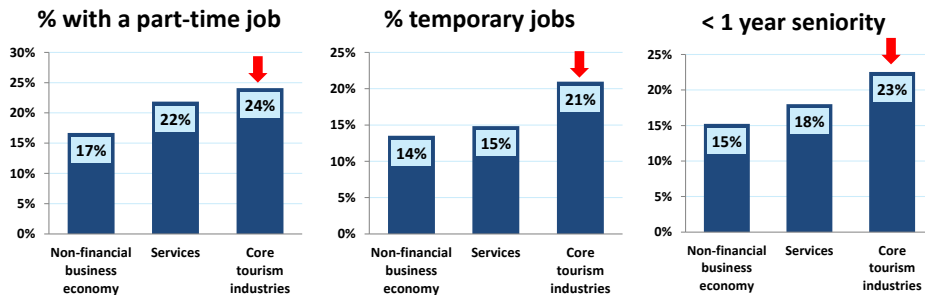
⇒ 1/4 of accommodation workers is lower educated



## Results (6) – job characteristics

⇒ Higher share of part-time workers (24%)

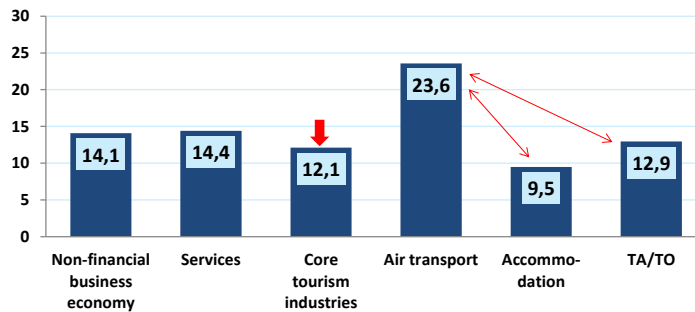
⇒ Less stable jobs: temporary jobs (21%) and lower seniority in the job (23% have less than one year)



## Results (7) – earnings

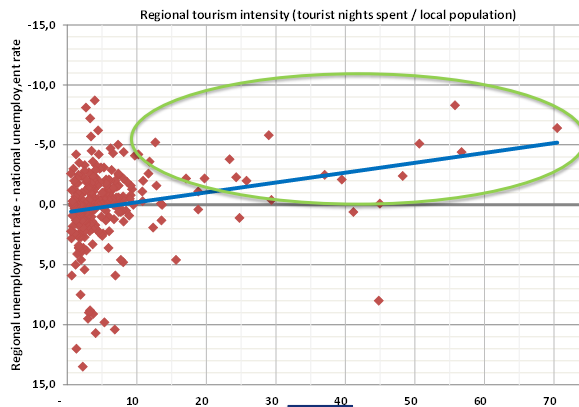
- ⇒ Earnings (and labour cost) are lower in tourism
- ⇒ ... but also big differences within the sector

Hourly gross earnings (in euro)



## Results (8) – regional dimension of tourism jobs

- ⇒ Highly touristic regions have lower unemployment rates (as compared to the national average)



## Final remarks

### Employment insights, no extra cost or respondent burden

- ☞ Fully based of existing data sources

### ≠ Tourism satellite accounts

- ☞ Best possible guess in absence of fully-fledged TSA
- ☞ Measuring employment in (selected) tourism industries, regardless of whether the job is linked to the presence of tourists (no tourism ratio is applied)
- ☞ Measuring characteristics of employment (disseminated as shares) using labour force survey data
  - ⇒ *internationally comparable indicators for the social dimension of sustainable tourism*



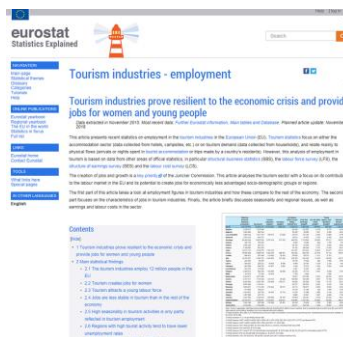
## Thank you for your attention !



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[Small leaflet](#)



[Online article on tourism employment \(2015\)](#)