



Working Group of Experts on Measuring the Sustainability of Tourism

Second meeting

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Employment Sub-Group

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Sustainability of Tourism

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Key Themes:

Scope of sustainable or 'green' jobs

Definitional issues

Data gaps

Opportunities and suggested next steps

Scope of Sustainable/Green Jobs

Ecological:

Resource efficiency

Ecosystems services

Climate change mitigation and adaptation

Socio-Economic

Decent working environment

Progression and development

Local prosperity

*NB: Employment issues also have potential impact on whether tourism **itself** is sustainable, or policy targets reasonable – e.g. chronic skills shortages*

Definitional Issues

Green Jobs:

General agreement over areas of coverage (see foregoing slide) – but operationalization difficult:

- Lack of agreement on definitive set of tourism/environment occupations
- Occupations may be divided between tasks/outputs that are both 'environmental' and not
- Linking to (tourism) establishment an option but then miss, e.g. public sector jobs that promote green tourism
- Relative or absolute measurement of 'greenness' - e.g. tonnes CO₂e for same occupation in different establishments?

Definitional & Data Issues

Decent Jobs:

Rather more scope here for early progress given ILO progress on defining decent jobs

- Formality; sick pay; annual leave; social security; maximum working hours etc.
- Remaining issues around lack of opportunity for more formal employment (see Uber for illustrative case)

More difficulty when human capital issues arise

- Lack of information on skills: qualifications used as proxy
- Level of skill mismatches unknown (but probably high)

Evidence and Sources

- Canadian TSA plus spin offs – exploratory studies on both characteristic jobs in tourism and the environment
- European Centre for the Development of Vocational Training (CEDEFOP) study on skill mismatch – economy wide but possible application to tourism?
- ILO definitions on environmental jobs and on decent work
- Numerous social accounting matrix (SAM) approaches that illustrate labour use in TSA structure (but rarely with SEEA links)
- Sub-national work at Cardiff University that illustrates driving factors behind employment conditions/productivity

Example Results from the 2013 Wales TSA Social Accounting Matrix

Skills and qualifications account			
Degree or equivalent	8,645	247,400	256,447
Higher education	4,862	100,297	105,774
GCE, A-level or equivalent	18,476	221,791	242,984
GCSE grades A* - C or equivalent	21,320	185,015	211,677
Other qualifications	9,396	68,603	83,292
No qualification	6,308	55,966	64,160
Did not know	1,017	11,902	13,141
Total FTE	70,037	890,976	977,476
Household income account			
Claiming (other) State Benefits	77,528	333,448	375,308
Not claiming (other) State Benefits	37,999	712,604	811,864
Total Employment	115,528	1,042,026	1,187,172

Potential Next Steps

- Conceptual clarity re. green tourism employment – TSA-concept (whole economy) v establishment/industry
- Thus need to agree occupational (or ISIC-SOC matrix) to identify 'tourism jobs/occupations' for analysis re. green/decent work within TSA-SEEA frame
 - Task and finish group?
 - Extant evidence from existing TSAs?
- Definitions of decency at work to be agreed/standardized(?)
- Links to local prosperity/economic development to be considered
- **Decide practicable first step to demonstrate progress?**