Working Group of Experts on Measuring the Sustainability of Tourism

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Employment Sub-Group

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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?**