

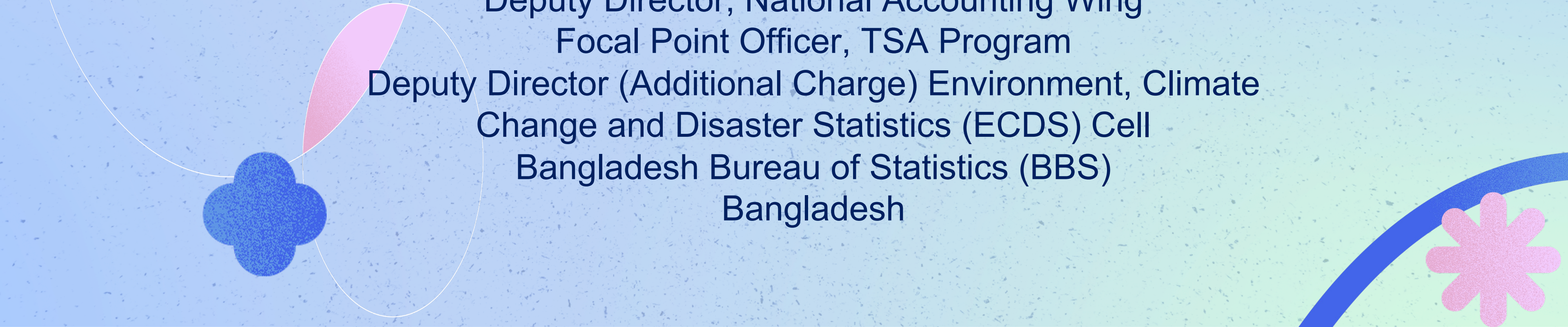


Measuring tourism industries and employment: challenges and solutions

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Measuring tourism industries and employment: challenges and solutions



Contents

- ✓ **Experience and methodology implemented**
 - ✓ **Areas of improvement**
 - ✓ **Support needed**
- 

Identify Tourism Industries

Tourism industries are not easily identifiable. Therefore, with the adoption of the revised international classifications of activities and products (International Standard Industrial Classification of All Economic Activities (ISIC Rev. 4) and the Central Product Classification (CPC Sec. 2), countries are encouraged to identify activities and products characteristic of tourism and to collect data classified in terms of ISIC classes and CPC subclasses.

List of categories of tourism characteristic consumption products and tourism characteristic activities (tourism industries)

Products	Activities
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food and beverage serving services	2. Food and beverage serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental services	7. Transport equipment rental
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Other country-specific tourism characteristic activities

List of tourism characteristic activities (tourism industries) and grouping by main categories according to ISIC Rev. 4

Tourism industries		ISIC Rev. 4	Description
1.	Accommodation for visitors	5510 5520 5590 6810 6820	Short term accommodation activities Camping grounds, recreational vehicle parks and trailer parks Other accommodation Real estate activities with own or leased property* Real estate activities on a fee or contract basis*
2.	Food and beverage serving activities	5610 5629 5630	Restaurants and mobile food service activities Other food service activities Beverage serving activities
3.	Railway passenger transport	4911	Passenger rail transport, interurban
4.	Road passenger transport	4922	Other passenger land transport
5.	Water passenger transport	5011 5021	Sea and coastal passenger water transport Inland passenger water transport
6.	Air passenger transport	5110	Passenger air transport
7.	Transport equipment rental	7710	Renting and leasing of motor vehicles
8.	Travel agencies and other reservation service activities	7911 7912 7990	Travel agency activities Tour operator activities Other reservation service and related activities
9.	Cultural activities	9000 9102 9103	Creative, arts and entertainment activities Museums activities and operation of historical sites and buildings Botanical and zoological gardens and nature reserves activities
10.	Sports and Recreational activities	7721 9200 9311 9319 9321 9329	Renting and leasing of recreational and sports goods Gambling and betting activities Operation of sports facilities Other sports activities Activities of amusement parks and theme parks Other amusement and recreation activities n.e.c.
11.	Retail trade of country-specific tourism characteristic goods		Duty free shops** Specialized retail trade of souvenirs** Specialized retail trade of handicrafts** Other specialized retail trade of tourism characteristic goods**
12.	Other country-specific tourism characteristic activities		

* Part related to second homes and timeshare properties

** Not a 4 digit ISIC

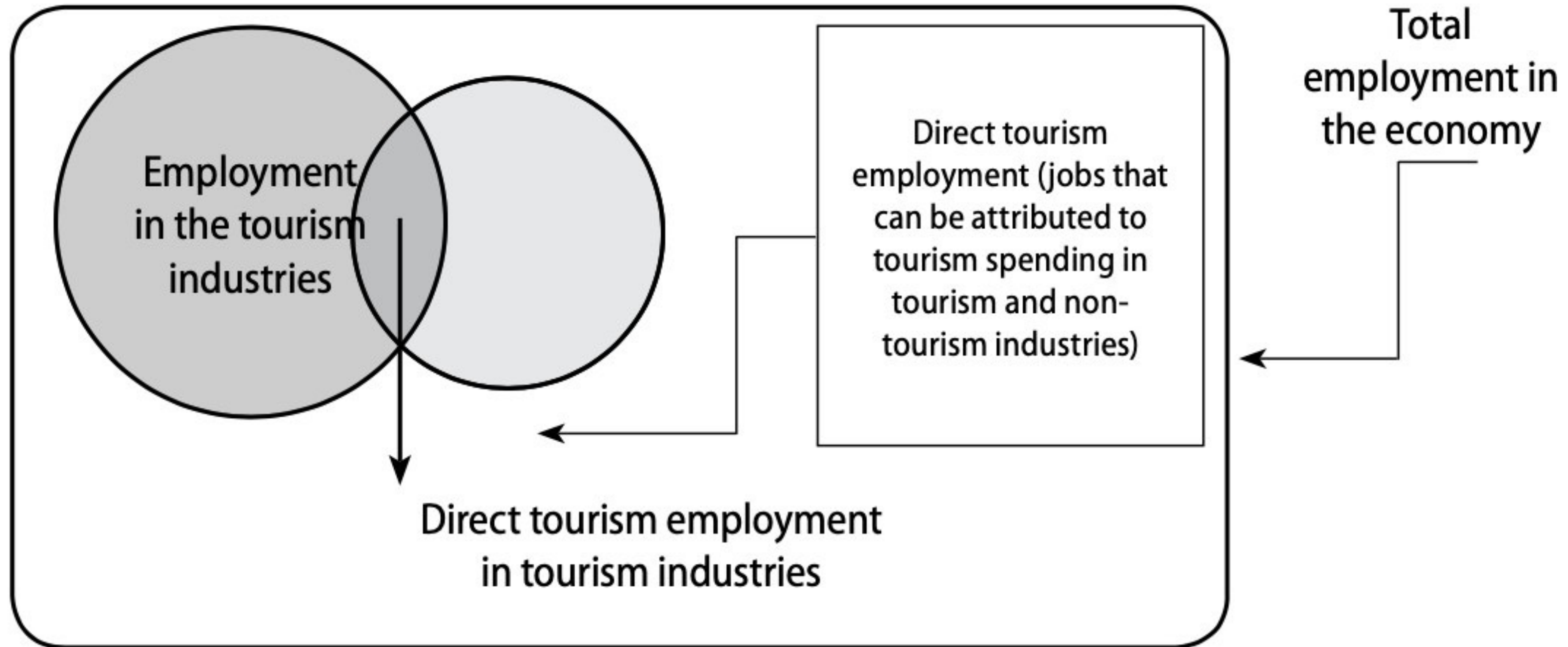
TOURISM EMPLOYMENT

Employment strictly related to goods and services purchased by visitors and produced by tourism or other industries.

EMPLOYMENT IN THE TOURISM INDUSTRIES

Employment in tourism industries refers to all jobs (or persons employed) providing tourism and non-tourism services in all tourism industry establishments.

Employment in tourism industries



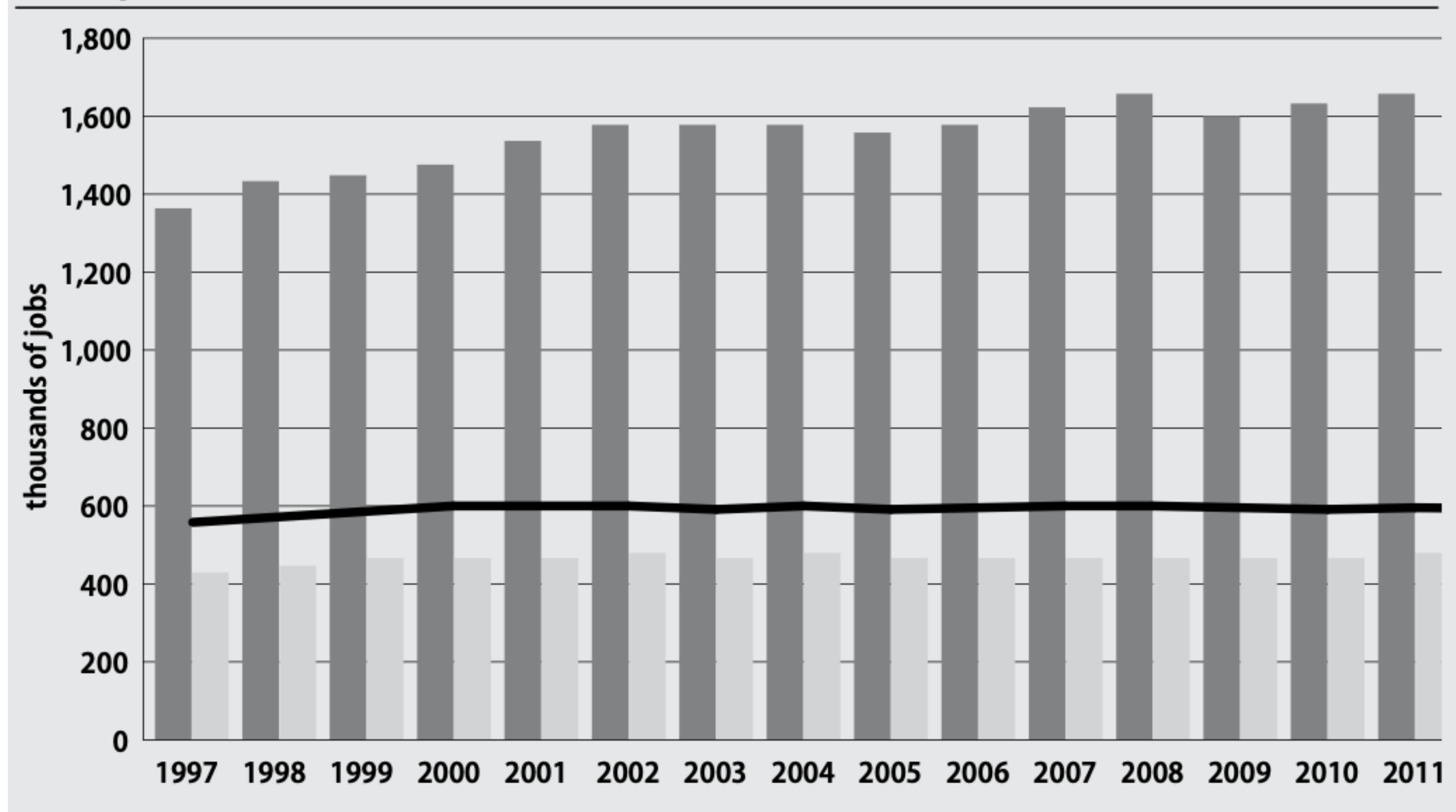
Employment in tourism

Tourism employment can be measured as:

1. direct tourism employment
2. and as direct tourism employment in tourism industries.

- 1 The first measures jobs in tourism industries that can be attributed to tourism spending plus jobs in non-tourism industries that can be directly attributed to tourism spending.
- 2 The second refers to the jobs that can be attributed to tourism spending in the tourism industries.

Jobs in tourism industries versus jobs due directly to tourism, 1997-2012: example of Canada



Employment in
Tourism
Industries

Direct Tourism
Employment

Direct Tourism
Employment
in the tourism
industries

Key Concepts

EMPLOYED PERSON –JOB(s)

EMPLOYMENT

PAID EMPLOYMENT

SELF -EMPLOYMENT

EMPLOYEES

EMPLOYERS

OWN ACCOUNT WORKERS

CASUAL EMPLOYEES

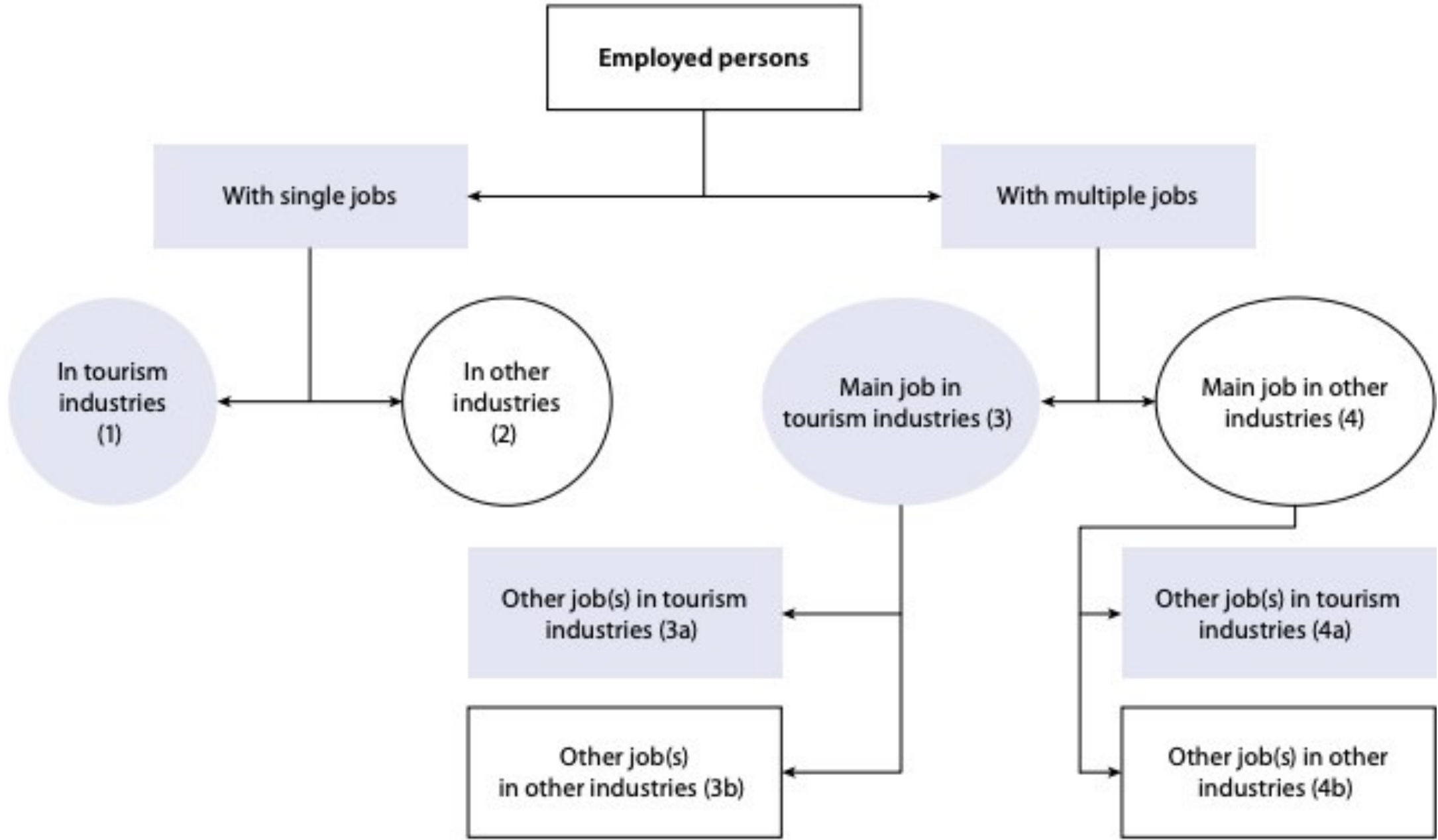
WORKERS IN SHORT-TERM EMPLOYMENT

WORKERS IN SEASONAL EMPLOYMENT

OUTWORKERS

Single versus multiple job holders in the tourism industries

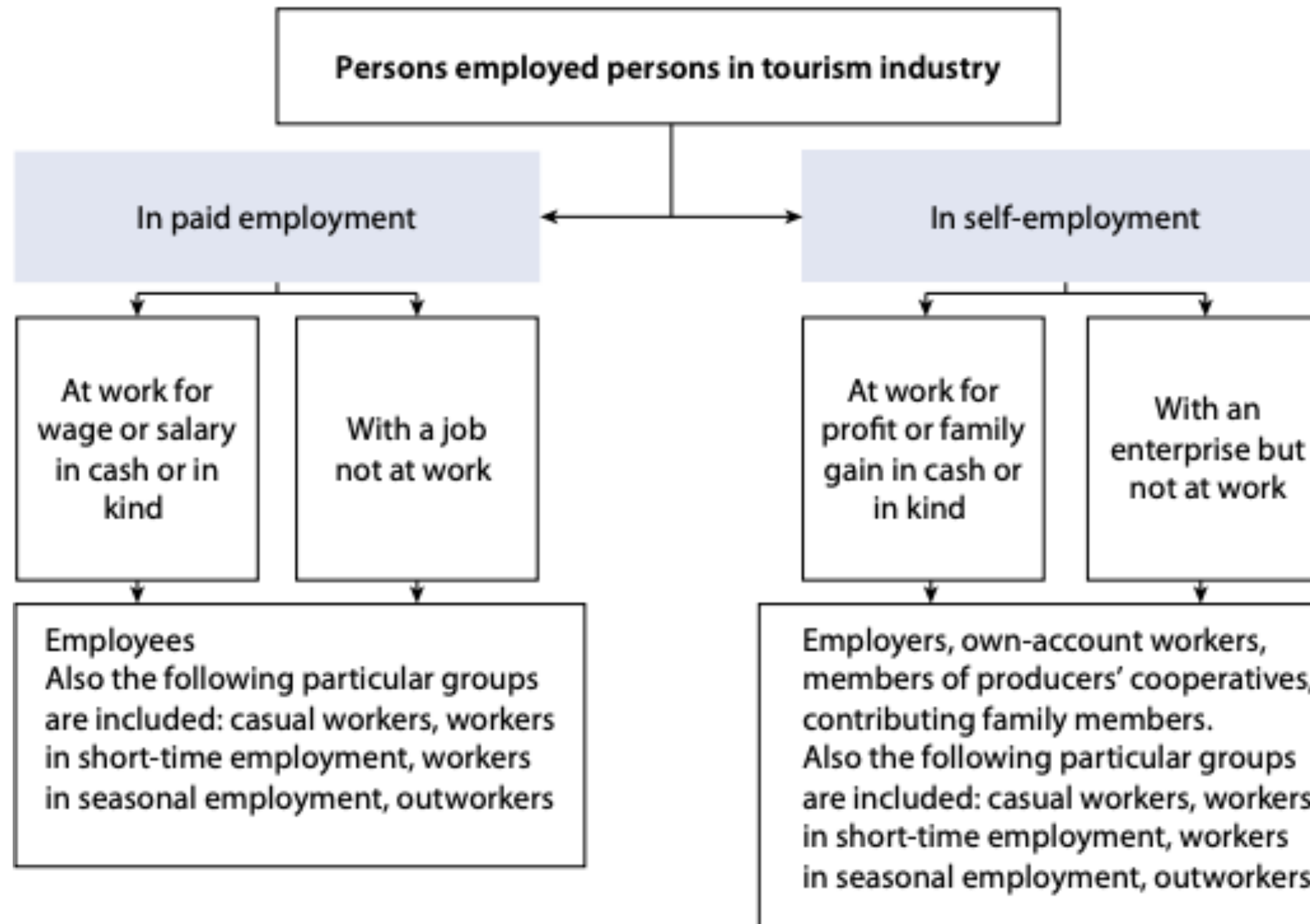
Single versus multiple job holders in the tourism industries



Persons employed in the tourism industries (all jobs) = 1, 3, 4a
 Persons employed in the tourism industries (main job) = 1, 3
 Jobs in the tourism industries = 1, 3, 3a, 4a

Employment in the tourism industries: basic categories of employed persons

Employment in the tourism industries: basic categories of employed persons



KEY CONCEPTS

To summarise, employment in the tourism industries, depending on the needs of the users, can be expressed in terms of:

- Number of persons;
- Number of jobs (full time/part time);
- Number of hours worked;
- Full-time equivalent employment.

**It is
recommended**

A special mention should be made of the National Accounts as the major synthetic data source used to produce **TSA table 7 Employment in the Tourism Industries**. The employment data from the National Accounts form the **basis** for the final results of table 7 (e.g. employment full-time equivalents). It is used for extrapolating structural information (**breakdown by sex**, according to ISIC or NACE19, at a 2-digit-level) from other sources to ensure compatibility with the Tourism Satellite Account.

Statistical classification of economic activities in the European Community (NACE)

the International Standard Industrial Classification of All Economic Activities (ISIC)

Employment in the tourism industries in Bangladesh



Out of total 63,568.77 thousand jobs in the economy, as many as 5,130.52 thousand jobs were in tourism- industries, which indicate that tourism- industries accounted for 8.07 % of the total employment.

TSA Table 7: Employment size in the tourism industries (number of jobs)

(in '000')

Tourism industries	Male	Female	Total
1. Accommodation services for visitors	28.19	21.93	50.12
2. Food- and beverage-serving services	988.75	170.19	1,158.93
3. Railway passenger transport services	26.69	1.29	27.99
4. Road passenger transport services	394.36	1.87	396.23
5. Water passenger transport services	305.14	0.14	305.28
6. Air passenger transport services	8.35	3.13	11.48
7. Transport equipment rental services	2,568.37	0.54	2,568.91
8. Travel agencies and other reservation services	27.15	4.18	31.32
9. Cultural services	2.09	1.04	3.13
10. Sports and recreational services	43.94	15.33	59.26
11. Health related services	295.48	222.39	517.87
Tourism employment	4,688.50	442.03	5,130.52
Total of all industries	43,036.78	20,531.99	63,568.77
Share of Employment in Tourism Industries to Total Employment	10.89	2.15	8.07

Employment size in the tourism industries (Number of Jobs in thousand)

SL No.	Tourism industries	Male	Female	Total	%
1	Transport equipment rental services	2568.37	0.54	2568.91	50.07
2	Food- and beverage-serving services	988.75	170.19	1158.93	22.59
3	Health related services	295.48	222.39	517.87	10.09
4	Road passenger transport services	394.36	1.87	396.23	7.72
5	Water passenger transport services	305.14	0.14	305.28	5.95
6	Sports and recreational services	43.94	15.33	59.26	1.16
7	Accommodation services for visitors	28.19	21.93	50.12	0.98
8	Travel agencies and other reservation services	27.15	4.18	31.32	0.61
9	Railway passenger transport services	26.69	1.29	27.99	0.55
10	Air passenger transport services	8.35	3.13	11.48	0.22
11	Cultural services	2.09	1.04	3.13	0.06
12	Tourism employment	4688.50	442.03	5130.52	100.00
13	Total of all industries	43036.78	20531.99	63568.77	
14	Share of Employment in Tourism Industries to Total Employment	10.89	2.15	8.07	

Areas of Improvement

- ✓ **Employment need to be disaggregated at Self-employed level;**
- ✓ **Number of hours worked by status in employment is needed;**
- ✓ **Number of full-time equivalent jobs by status in employment is needed;**
- ✓ **Seasonal employment is not cover here;**
- ✓ **Multiple job holders in the tourism industries is not cover here and**
- ✓ **Survey methodology need to be updated.**

TSA –TABLE 7

Table 7
Employment in the tourism industries

Tourism industries	Number of establishments	Number of jobs by status in employment (*)					
		Employees			Self-employed		
		Male	Female	Total	Male	Female	Total
1. Accommodation for visitors							
1.a. Accommodation services for visitors other than 1.b							
1.b. Accommodation services associated with all types of vacation home ownership							
2. Food- and beverage-serving industry							
3. Railways passenger transport							
4. Road passenger transport							
5. Water passenger transport							
6. Air passenger transport							
7. Transport equipment rental							
8. Travel agencies and other reservation services industry							
9. Cultural industry							
10. Sports and recreational industry							
11. Retail trade of country-specific tourism characteristic goods							
12. Country specific tourism industries							
Total							

Tourism Satellite Account: Recommended Methodological Framework 2008

TSA –TABLE 7 - continued

Table 7 (continued)
Employment in the tourism industries

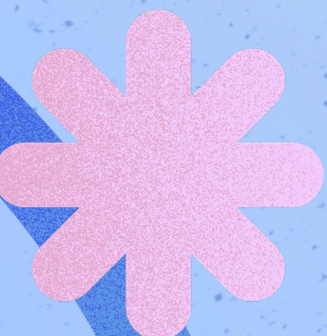
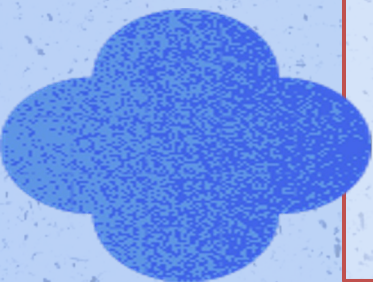
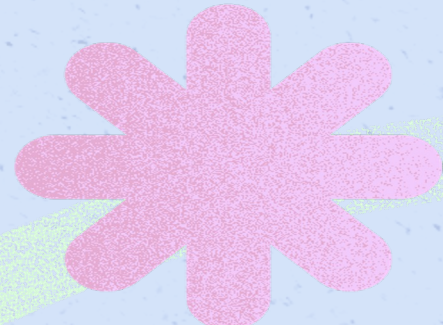
Tourism industries	Number of hours worked by status in employment (*)						Number of full-time equivalent jobs by status in employment (*)					
	Employees			Self-employed			Employees			Self-employed		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
1. Accommodation for visitors												
1.a. Accommodation services for visitors other than 1.b												
1.b. Accommodation services associated with all types of vacation home ownership												
2. Food- and beverage-serving industry												
3. Railways passenger transport												
4. Road passenger transport												
5. Water passenger transport												
6. Air passenger transport												
7. Transport equipment rental												
8. Travel agencies and other reservation services industry												
9. Cultural industry												
10. Sports and recreational industry												
11. Retail trade of country-specific tourism characteristic goods												
12. Country specific tourism industries												
Total												

Tables, accounts and aggregates

(*) In the reference period.



Support needed

- **Technical Assistance:** International organizations can offer technical expertise on tourism statistics best practices
 - **Training:** Support for training for relevant personnel on cooperation mechanisms
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Thanks

