

BHUTAN
Believe



REGIONAL WORKSHOP ON COMPILING TOURISM STATISTICS

6-10 May, 2024

Sungkai, Perak, Malaysia

**Department of Tourism & National Statistics Bureau
Bhutan**



Session 10 Employment

Tourism Employment by Tourism Industries



Concepts	Observation Unit	Characteristics	Data / Indicator
Tourism Employment	Establishments in the tourism industries	Persons, Size, status, jobs, duration of work,	Number of persons disaggregated by gender, Nationality, employment status, etc. *Accommodation *Food, Beverage and entertainment *Transport, Tour Operators/Travel agencies and Reservation agencies *Health and Wellness *Other Tourism Activities

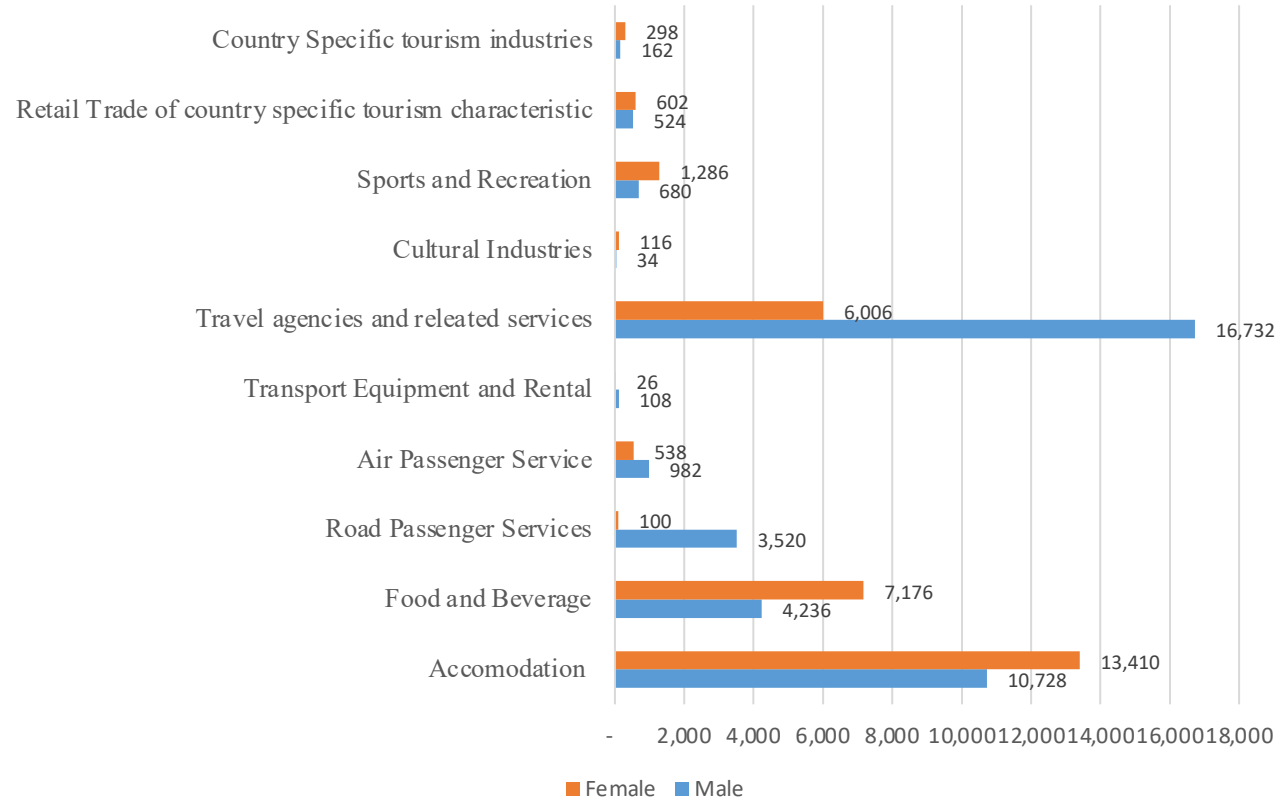


Design and Methodology	Indicator
Sampling Frame	List of establishments that were operational in 2019.
Sampling Design	A stratified sampling for other establishments and Simple Random Sampling in case of Taxis.
Sample Size Determination	Determined by total employment as of specific date.
Survey Instrument	<ul style="list-style-type: none"> • Interview questionnaires designed by Computer Assisted Personal Interview (CAPI) was used. • Enumerators Manual and Supervisors Manual were used to guide the enumerators and supervisors during the enumeration.
Data Analysis	Data is analyzed using STATA software.

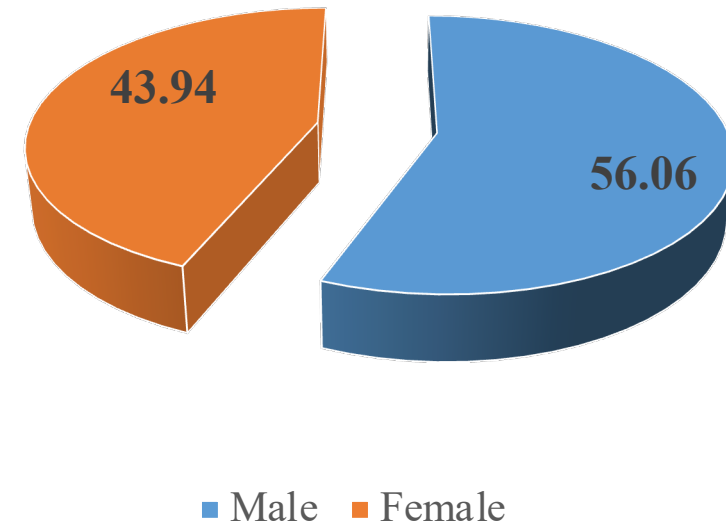


Tourism Industries Dataset (TECOB, 2019)

Employment by Tourism Industry Type-2109



Total Employment in Tourism Industry by Gender-2019 (percentage)





THANK YOU!!!