Macro-economic value of tourism:
Employment

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Content

• Why do we want to pay attention to employment in relation to tourism?
• Not all the figures about employment are the same: some concepts
• Basic figures on tourism-related employment in the Netherlands
• Effects of digitalisation
Why pay attention to tourism-related employment?

- Hospitality-industry / People’s industry → Professionality of staff and management
- People often part of the experience of visitors
- Innovation and sustainability
- Income and self esteem for local population
- Economic development of areas
- Jobs at the bottom of the labour market
- Changes in labour conditions, see online platforms like Airbnb, Uber, Deliveroo
- Alignment of education/training (life long learning) and labour demand (tight labour markets)
- In Netherlands: more people employed in the tourism sector than people employed in education, construction or agriculture

Tourism is for a large part carried by people
Provides substantial number of jobs compared to other industries in the economy

Expectation?
Employment is at the top of every priority list in tourism
Not all employment figures have the same meaning: some concepts

- Different scope: direct, indirect and induced employment
- Volumes of employment especially taken from Tourism Satellite Accounts
Different indicators for the volume of employment: employed persons, jobs and labour volume (fte’s)

- Employed persons
  - Employers
  - Employees

- Jobs

- Labour volumes

For the characteristics of employed persons (e.g. age and gender) and jobs (e.g. part-time) the TSA cannot be the primary source, but tourism-related industries are the starting point. So: dependant on the demarcation of tourism: which industries are included and which not?
Some figures: Dutch TSA-2017 and EU-2014

- Employed persons: 654,000 (TSA) 7.2% of the total of employed persons (growth since 2010: 19%)
- Jobs: 761,000 (TSA) 7.5% of all jobs
- Labour volume: 455,000 (TSA) 6.3% of the total of labour volume

More employed persons than in Construction (457,000 e.p.) and Health (526,000 e.p.)

With this, at the moment tourism is one of the most important growth sectors of the Dutch economy.
Characteristics of tourism-related employment

Source: Eurostat, 2014
Different analysis are possible: all kinds of developments, job vacancies, productivity, wages, wage costs, flexible layers of workers (self employed) and labour conditions in relation to online platforms.

Sustainable Development Goals, goal 8: work for (yes) all and decent jobs (questionable)
Source: Eurostat
Digitalisation and robotisation
In the future: more or less jobs in tourism?

• Gartner’s ‘Nexus of forces’: acceleration through the mutual reinforcement of developments like internet, cloud, big data, social media and mobile, but also more and more AI and robotisation
• Much has already been digitised (internet, mobile, process automation)
• Also jobs with higher qualifications within reach of digitisation, e.g. communication and decision making
• The environment of online platforms: social security, permanent jobs, wages (global competition) and training (difficult if one does not have a permanent job)
Adaptation of new technologies in 2022 by Aviation, Travel and Tourism

<table>
<thead>
<tr>
<th>Technology</th>
<th>% of Adoption</th>
</tr>
</thead>
<tbody>
<tr>
<td>App- and web-enable markets</td>
<td>95</td>
</tr>
<tr>
<td>Internet of things</td>
<td>95</td>
</tr>
<tr>
<td>User and entity big data analytics</td>
<td>89</td>
</tr>
<tr>
<td>Cloud computing</td>
<td>79</td>
</tr>
<tr>
<td>Machine learning</td>
<td>79</td>
</tr>
<tr>
<td>Augmented and virtual reality</td>
<td>68</td>
</tr>
<tr>
<td>Digital trade</td>
<td>68</td>
</tr>
<tr>
<td>Autonomous transport</td>
<td>58</td>
</tr>
<tr>
<td>Encryption</td>
<td>53</td>
</tr>
<tr>
<td>Wearable electronics</td>
<td>53</td>
</tr>
<tr>
<td>Distributed ledger (blockchain)</td>
<td>37</td>
</tr>
<tr>
<td>Stationary robots</td>
<td>37</td>
</tr>
<tr>
<td>New materials</td>
<td>32</td>
</tr>
<tr>
<td>Quantum computing</td>
<td>32</td>
</tr>
<tr>
<td>Humanoid robots</td>
<td>26</td>
</tr>
<tr>
<td>Non-humanoid land robots</td>
<td>26</td>
</tr>
<tr>
<td>3D printing</td>
<td>21</td>
</tr>
<tr>
<td>Aerial and underwater robots</td>
<td>16</td>
</tr>
</tbody>
</table>

Source: World Economic Forum
Given the current developments and importance, it is advocated to do more research and develop a long-term vision on tourism-related employment.
Main message of presentation

Tourism is a substantial and important growth sector for the Dutch economy: financial and employment

This growth will continue

This requires more attention from government and sector, especially when it comes to (coordinated) research (on employment)

Balancing pro’s and con’s of the growth of tourism

Bron: NBTC, Perspectief 2030
Thanks for your attention

Voor wat er feitelijk gebeurt