

# ESTIMATIONS OF THE DIRECT EMPLOYMENT CREATED THROUGH TOURISM USING QUARTERLY LABOUR FORCE SURVEY DATA

## Provincial Tourism Statistics Workshop 27 July 2023



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

# Background

- The direct contribution of tourism to employment is one of the indicators used to measure the importance of the tourism sector within any country.
- The Tourism Satellite Account (TSA) developed by Statistics South Africa (StatsSA) is currently used to report on the number of direct jobs created through tourism and the latest figures available are provisional 2020 figures
- The Department saw a need to also report the contribution of tourism to employment in line with the release of the Quarterly Labour Force survey
- Arrangements were done with Stats SA to receive similar data cuts of employment used for the TSA after noting that QLFS was used for these estimates



# Background.Cont

- Proposed method was consulted with colleagues responsible for the development of the TSA at Stats SA and the proposed method was supported as results will be estimates.
- Methodology used assumes that latest ratios used in the most recent TSA to estimate direct jobs created would remain almost the same and could be used to estimate the direct tourism employment using QLFS employment data for tourism related industries.
- Employment ratios for previous years were analysed and it was noted that these ratios do not differ that much annually hence the assumption is applicable .
- Due to the impact of COVID19 during 2020, the ratios could not be used as the pattern changed for most industries and they did not follow the same trend. The department then reported on the total number of total employment within the tourism industries during 2020 while waiting for the release of final 2019 TSA.
- Noting that the data for 2023 tourism data started to normalised, 2019 Ratios are now used to estimate the total number of direct jobs created through tourism activities using the same data from QLFS
- It should be noted that the TSA ratios are at national level and they might not be applicable at provincial level, therefore it might be misleading to use the same ratios for estimation at provincial level.

# Annual ratios used in the TSA Report To demonstrate the difference.Cont...

| Industry                           | 2017 Ratios | 2018 Ratios | 2019 ratios |
|------------------------------------|-------------|-------------|-------------|
| Accommodation                      | 75%         | 77%         | 79%         |
| Food and beverage serving industry | 24%         | 25%         | 38%         |
| Railway Passenger Transport        | 7%          | 7%          | 9%          |
| Road passenger Transport           | 24%         | 28%         | 37%         |
| Water passenger Transport          | 69%         | 70%         | 70%         |



# Annual ratios used in the TSA Reports To demonstrate the difference

| Industry   | 2017 Ratios | 2018 Ratios | 2019 Ratios |
|--|-------------|-------------|-------------|
| Air Passenger Transport                                  | 96%         | 96%         | 96%         |
| Transport equipment rental                               | 59%         | 59%         | 68%         |
| Travel agencies and other reservations services industry | 98%         | 98%         | 98%         |
| Cultural industry  | 19%         | 19%         | 23%         |
| Sports and recreational industry                         | 11%         | 11%         | 20%         |
| Retail trade of tourism connected industries             | 8%          | 9%          | 12%         |

# 2018 Q2 Estimates Using 2019 Ratios

| Industry                           | 2019 Ratios | 2023 Q1 total employment in Tourism Industries | 2023 Q1 Direct Tourism Employment Estimates (Share of employment using ratios) |
|------------------------------------|-------------|--|--|
| Accommodation                      | 79%         | 149,868  | 118,396  |
| Food and beverage serving industry | 38%         | 401,265  | 152,481  |
| Railway Passenger Transport        | 9%          | 66,765   | 6,009  |
| Road passenger Transport           | 37%         | 702,094  | 259,775  |
| Water passenger Transport          | 70%         | 6,976  | 4,883  |

# 2018 Q2 Estimates Using 2019 Ratios.Cont

| Industry   | 2019 Ratios | 2023 Q1 total employment in Tourism Industries | 2023 Q1 Direct Tourism Employment Estimates (Share of employment using ratios) |
|--|-------------|--|--|
| Air Passenger Transport                                  | 96%         | 18,077   | 17,354   |
| Transport equipment rental                               | 68%         | 11,496   | 7,817  |
| Travel agencies and other reservations services industry | 98%         | 24,063   | 23,582   |



# 2018 Q2 Estimates Using 2019 Ratios.Cont

| Industry                                       | 2019 Ratios | 2023 Q1 total employment in Tourism Industries | 2023 Q1 Direct Tourism Employment Estimates (Share of employment using ratios) |
|--|-------------|--|--|
| Cultural industry                              | 23%         | 110,582  | 25,434   |
| Sports and recreational industry               | 20%         | 75,484   | 15,097   |
| Retail trade of tourism connected industries   | 12%         | 1,391,816                                      | 167,018  |
| Total employment from tourism related industry |             | 2,958,487                                      | 797,845  |





**THANK YOU**

