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

<table>
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<th>Concepts</th>
<th>Observation Unit</th>
<th>Characteristics</th>
<th>Data / Indicator</th>
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<tbody>
<tr>
<td><strong>Tourism Employment</strong></td>
<td>Establishments in the tourism industries</td>
<td>Persons, Size, status, jobs, duration of work,</td>
<td>Number of persons disaggregated by gender, Nationality, employment status, etc.</td>
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<td><em>Accommodation</em></td>
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<td><em>Food, Beverage and entertainment</em></td>
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<td><em>Transport, Tour Operators/Travel agencies and Reservation agencies</em></td>
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<td><em>Health and Wellness</em></td>
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<td><em>Other Tourism Activities</em></td>
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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 | • 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 Employment

Tourism Industries Dataset (TECOB, 2019)

Employment by Tourism Industry Type-2109

- Country Specific tourism industries
- Retail Trade of country specific tourism characteristic
- Sports and Recreation
- Cultural Industries
- Travel agencies and related services
- Transport Equipment and Rental
- Air Passenger Service
- Road Passenger Services
- Food and Beverage
- Accommodation

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

- Male: 43.94%
- Female: 56.06%
THANK YOU!!!