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EFFECTS OF TOURISM DEVELOPMENT ON TEMPORALITY

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Effects of tourism development on temporality

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Abstract

Spain has the highest percentage of temporary workers in the European Union, and this problem is even more severe in the Tourism sector. In fact, tourism is well-known for being a source of low-skilled jobs, specifically for showing a higher percentage of fixed-term contracts. However, the tourism employment pattern is characterized by remarkable differences between Spanish regions. On the one hand, this could be related with the fact that each characteristic tourism industry provides a different percentage of its output to tourists, as it is shown in the Spanish Tourism Satellite Account. On the other hand, the relevance of tourism is also different for each Spanish region. Given that, the aim of this paper is to analyse what factors can determine the incidence of temporary employment in tourism activities in Spain. We use different measures such as the specialization ratio, tourism density ratio... in order to identify the degree of specialization of each region in tourism. Results show that temporality is not a characteristic of tourism; in fact temporality decreases with specialization in tourism.

JEL classifications: J21, L83.

Keywords: Tourism, labour market, tourism specialization, temporary jobs, regional development.

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1. Introduction

Tourism plays an important role in regional development, contributing to economic growth and job creation. One particularly positive aspect of tourism is that generates employment among people with low possibilities of entering the labour market such as women, immigrants, young people and less skilled workers (Sinclair, 1991, 1997; Santana, 2005).

As a result, a lot of studies have been focused on estimating the number of direct or indirect jobs which tourism development generates (OECD, 2000; Polo & Valle, 2008). Actually, in Spain, in 2009 the labour force in the Tourism sector reached a total of 2,496,561 workers, representing the 10.8% of the total labour force and 16.8% of the Services sector labour force (INE, National Statistics Institute). More than 54% of tourism workers were employed in Restaurants and Hotels Activities. Employment in the characteristic Tourism activities in Spain features a high percentage of fixed-term contracts (30,6%) , in contrast with the percentage for the whole economy (25 %).

However, these quantitative approaches only take into account the number of jobs and not the “quality” of this employment. In fact, Tourism activities can be identified as a source of low quality employment: workers with little or no formal training, high seasonality, long working hours, high percentage of fixed-term contracts, and poor career prospects. (ILO, 1997; Shaw & Williams, 2004; Sinclair, 1997; Sinclair & Stabler, 1997).

Nevertheless, in a recent paper, Fernandez et al. (2009) show that the incidence of low wages in Hotels and Restaurants industries is lower in those regions where tourism is more developed. In line with this paper, our main aim is to test if the development of tourism has effects on the labour market conditions, specifically on the employment stability in Tourism activities. Fixed-term contracts are one of the labour-market characteristics which identify low-quality employment. In fact, temporary jobs are associated with lower job training, lower wages, etc. These problems are worse in Tourism activities since the incidence of temporary jobs is higher than in other economic activities. In Spain, this is compounded with the highest percentage of fixed-term contracts in the European Union. Thus, in this paper we try to analyse if low stability is in the nature of tourism or instead, tourism could cope with it.

Our article is based on the model of Dolado et al. (2002) which explains the higher incidence of temporary contracts in Spain. We use the labour market literature about fixed-term contracts in the context of a segmented labour market (like the Tourism industry in Spain), and we also attempt to account for the particularities of these activities, including the degree of specialization in Tourism. We use provincial data about Tourism activities for 2001, and in order to assess the robustness of the results we also estimate the model using quarterly national data about Tourism activities for the period 2001-2010 not accounting for the regional dimension.

The purpose of this article is to contribute to fill the gap in the literature about working conditions in the Tourism industry. Section 2 provides a review of the concept of tourism, its particularities, and indicators to identify the regions, provinces or areas specialized in those activities. In Section 3 we analyse the incidence of fixed-term contracts both by provinces and Tourism activities. Later on, in Section 4 we present the results of our model, which attempts to study the determinants of fixed-term contracts. The final section sums up the main conclusions of the analysis.

2. The Tourism characteristic activities in Spain

The increasing attention devoted to research in tourism labour force has found some problems related with the particularities of the activity. Tourism is a heterogeneous industry which represents a wide variety of business types and sizes, so it is not a sector in the traditional sense of the word and it does not fit the standard criteria for be considered as a sector in national accounts. Tourism is defined as the activities of travellers, taking trips outside their usual environment for less than a year for a main purpose not related to the exercise of an activity remunerated from within the place visited (OECD 2008). Tourism is a demand-side phenomenon based on the viewpoint of consumption: it provides goods and services that are consumed by visitors. This is the most important characteristic of the Tourism industry, in contrast to the usual classification of economic sectors, dependent on the kind of goods or services they produce.

However, it is not possible to calculate the level of employment from the volume of goods and services sold to tourists³ On the one hand, Tourism industries can also provide products and services to non-visitors. On the other hand, visitors can spend money on products and services of other industries. Consequently, in this article we analyse tourism from a supply-side perspective, following the international recommendations and considering tourism level of employment as the jobs in Tourism characteristic industries⁴.

Thus, we focus on establishments dedicated to the production of Tourism characteristic products: “products which in the absence of visitors, in most countries would probably cease to exist”. A list of Tourism characteristic industries has been proposed: “Productive activities that produce a principal output which has been identified as characteristic of tourism”. Nevertheless, Tourism industries are able to do secondary activities together with main activities, generating different products from Tourism products, selling their products not only to tourists and excursionists, but also to other types of agents.

The Spanish Statistic Institute defined a list of characteristic Tourism activities according to the recommended methodological framework approved by international organisations (WTO, OECD...). The Spanish Tourism Satellite Accounts allow us to calculate the “Tourism Ratio”: The proportion of each Tourism Characteristic Industry output attributable exclusively to visitors’ purchases. The Tourism Ratio shows differences among Tourism activities, as for example the production attributable to tourism is 94% in Hotels, 86% in Air Transport or 30% in Restaurants, while other activities such as Cultural or Recreational Activities do not reach 5%. So, we will group the characteristic activities depending on the part of his output linked to tourism (Annex A.1).

Although we are not able to use a demand-side approach to analyse employment quality, we use two different proxies. On the one hand, we use the Tourism Ratio in order to account by how a tourism characteristic activity depend on tourism. On the other hand, we include different tourism specialisation indexes by province as a proxy of its dependence on tourism. These indexes are useful to refer the importance of tourism by the size of each

³ Tourism Satellite Accounts show an estimation of tourism level of employment, nevertheless they focus on the number of jobs and it is not possible to identify workers’ attributes.

⁴Although this methodology is considered as the best choice from a technical standpoint, it has some problems. For example, it underestimates the level of employment in tourism, by not considering the employment generated by tourism demand in non-Tourism industries, while it overestimates the employment generated in Tourism industries, which also produced for non-tourists.

region. Besides, tourism specialisation variables for provinces improve the relevance of regional comparisons in order to apply policies at a regional scale. The included indexes are:⁵

- **Tourist arrivals:** It refers to the absolute value of the number of tourists for each region and period. Data are provided by the Institute of Tourism Studies⁶. The quantity of tourists is the main target of most tourism policies. Studying tourism flows could be valuable to identify different degrees of specialisation in tourism.
- **Tourist Intensity Ratio (TIR):** Percentage of tourists to the resident population. This ratio has advantages in balancing the number of incoming tourists against the number of inhabitants. It accurately defines the real capacity of the main regional market.
- **Tourist Density Ratio (TDR):** Percentage of tourists to land area (Tourist arrivals/km²). The interest of this ratio is in line with the previous index, given that the specialisation of each region is different according with its size.
- **Location quotient.** The location quotient is defined as:

$$\frac{E_{ij} / \sum_i E_{ij}}{\sum_j E_{ij} / \sum_j \sum_i E_{ij}} * 100,$$

being E_{ij} the employment of sector i in province j . If the index is higher than 100 it means that the province j has a higher percentage of sector i compared with its proportion of total employment relative to other provinces. In other words, it means that province j will be specialised in sector i .

This variable provides a clearer index of the employment specialisation of each province in the Tourism characteristic activities. It takes into account the distribution of tourism employment in a province, relative to employment in the rest of the economy.

⁵ Given the data available, we use data for provinces. Spain is composed of 52 provinces.

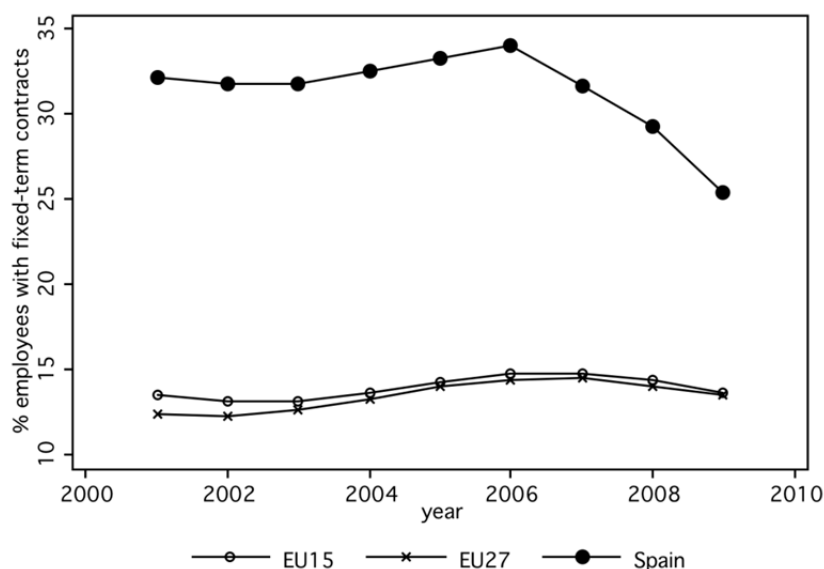
⁶ A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors. A visitor is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay.

3. The incidence of temporary jobs in Tourism activities

Although temporary contracts can diminish some labour market inflexibilities (Bentolila and Saint-Paul, 1994) and decrease long-run unemployment (Bentolila and Bertola, 1990) they cause also some potential costs. Booth et al. (2002) show that temporary jobs typically pay less, they are associated with lower satisfaction and provide less work-related training.

Spain is the country in the European Union with the highest percentage of employees with fixed-term contracts (Figure 1). In fact, the share of temporary employees in Spain doubles the average of the European Union in 2001. Although the difference has decreased in the last decade, Spain keeps its first position during all the period.⁷ As a result, the Spanish case has been much studied. Evidence for Spain show that temporary contracts could reduce long-term unemployment, albeit they increase workers' turnover. As a consequence of this high turnover, in addition to a decline in regional migrations and in the fertility rate, there is a fall in investment on specific human capital which could lead to a decrease in labour productivity (Dolado, et al. 2002).

Figure 1: Share of employees with fixed-term contracts



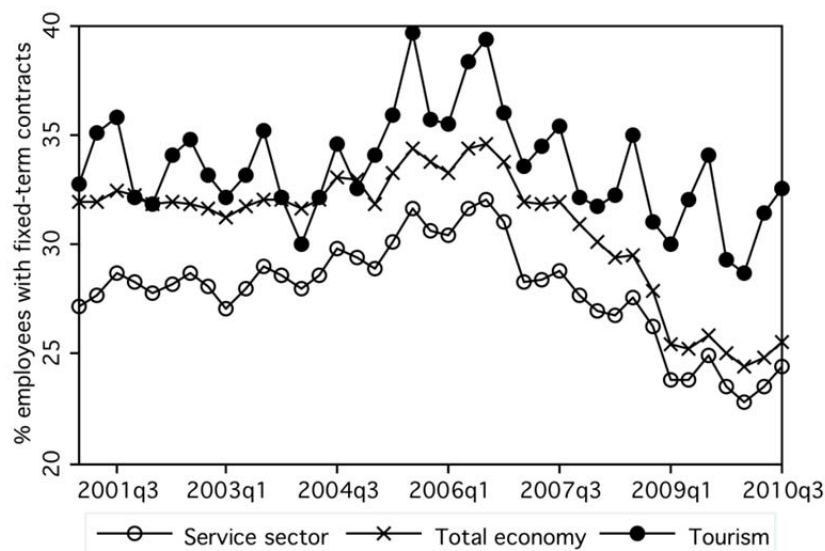
Source: Own elaboration based on Labour Force Survey (Eurostat)

⁷ The differences between Spain and most of the countries of the European Union are still very wide despite the fact that several labour market reforms in 1994, 1997, and 2001 provided a less stringent EPL for permanent contracts and considerable restrictions for the use of fixed-term contracts.

Although the percentage of fixed-term contracts in Spain is high when compared with other countries in Europe, it is not homogenous between economic activities. In fact, Figure 2 shows that the incidence of fixed-term contracts in tourism is much higher than in the whole economy, and even much higher than in the Services sector. The problem is even trickier in Tourism than in other sectors, due to the importance of seasonality. Booth et al. (2002) find evidence that fixed-term contracts are effective stepping-stones to permanent jobs, but not to seasonal employment. The costs of fixed-term contracts (lower wages, etc.) are typically transitory, in the sense that when fixed-term workers move into permanent jobs they catch up with their counterparts who started in permanent jobs. Nevertheless, this does not happen with the seasonal employees.

In this paper, we are not going to analyse the severity of the consequences of fixed-term contract to employees, as these analysis are already present in the literature. The idea of this paper is to see if the particular conditions of Tourism activities (demand-determined) could affect workers' labour conditions. Could the share of workers with fixed-term contracts be affected by the development of tourism demand?

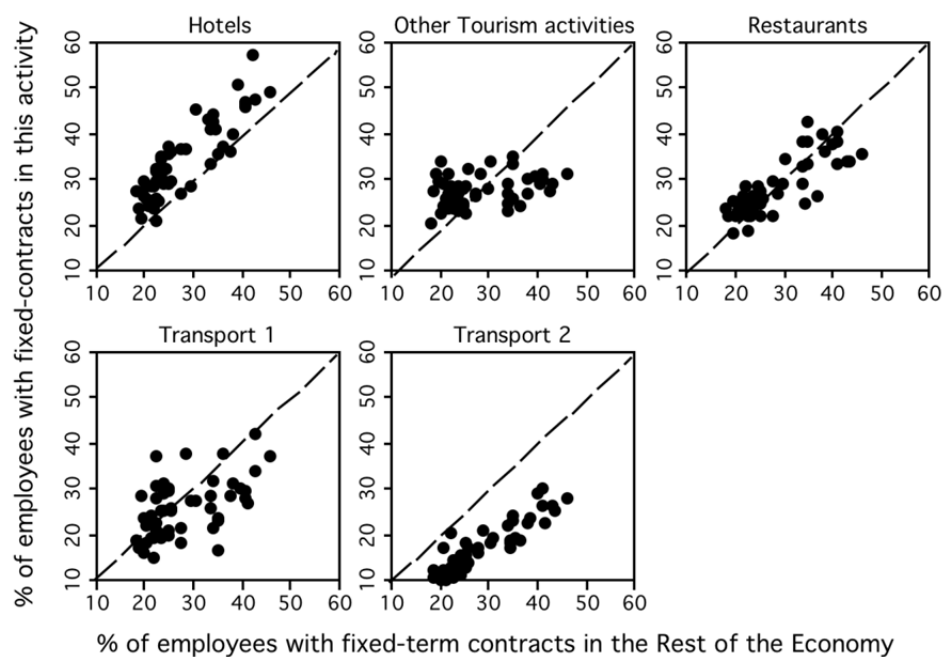
Figure 2: Percentage of employees with fixed-term contracts in Spain



Source: Own elaboration based on Labour Force Survey (IET)

Before analysing the determinants of the incidence of fixed-term contracts, we would like to show the differences by Spanish provinces and Tourism activities.⁸ Neither in all Tourism activities nor in all Spanish provinces the percentage of employees with temporary jobs is higher than in the Rest of the Economy. In fact, in Transport 2 (Transport activities which dedicate about 30% of their production to Tourism demand)⁹ this share is lower for all provinces, and even in Hotel activities there are some provinces where this percentage is lower than in the rest of economic activities. We are not going to go deeper in these differences but we should take them into account in the empirical analysis. Moreover, we should also consider that the development of tourism (the arrival of tourists) is really different for provinces, even among provinces belonging to the same region.

Figure 3: Percentage of employees with fixed-term contracts in Tourism activities relative to the rest of the economic activities by Spanish provinces in 2001



Source: Own elaboration based on Census Data 2001 (INE)

⁸In order to show the differences by Spanish provinces and Tourism activities, we represent the information in graphs where the vertical axis shows data about a particular Tourism activity while the horizontal axis shows data about the Rest of the Economy. Consequently, points above the diagonal show a higher weight of fixed-term contracts in this particular Tourism activity, and points below the diagonal show a lower weight than in the rest of economy. Of course, the points situated in the diagonal show the same values in ordinates (Tourism activities) than in abscissae (Rest of the Economy).

⁹ The complete disaggregation of Tourism activities (3 digits) is not suitable for our analysis by provinces, since there are no data for several activities. E.g. to analyse employment of the “Sea and coastal water transport” activity in interior provinces makes no sense. Thus, we group Tourism characteristic activities in 5 groups. The criterion for grouping them is the proportion of production that they dedicate to tourism. For more details, see the Annex.

4. Determinants of the incidence of temporary jobs in the Tourism activities

To analyse if the development of tourism has effects in the temporary employment of Tourism characteristic activities, we analyse the determinants of the percentage of employees with fixed-term contracts. We estimate a regression model using data from the Census 2001 for the Tourism activities and the Spanish provinces. To assess the robustness of the results, we also estimate a model using quarterly data from 2001 to 2010. These data are taken from Encuesta de Población Activa (EPA, Labour Force Survey) and they are disaggregated by Tourism activities but not by provinces.¹⁰ We estimate the following model.

$$\tau_{ij} = \beta Z_{ij} + \lambda_i + \lambda_j + \varepsilon_{ij}$$

Being i industry and j provinces¹¹. Z_{ij} would be a set of variables which explain the percentage of fixed-term contracts (τ_{it}). and ε_{ij} would be the error term. We also include dummies for provinces (λ_i) and for Tourism activities (λ_j).

In the set of variables which explain the share of fixed-term contracts we include the proportion of young (under 30 years old) employees and the proportion of employees with a university degree. These variables should capture the effects of the wage gap between permanent and temporary workers, the elasticity of substitution and the relative efficiency of temporary contracts (Dolado et al., 2002).¹² In the aggregate model from 2001 to 2010, we also take into account the growth rate of employment to control for the business cycle.

Our main aim is to see if the specialisation of a particular area in Tourism improve its labour market conditions, in this case job stability. Thus, the important variable for us is the

¹⁰Although the more suitable source for the analysis of employment is EPA, the main analysis is based on 2001 Census data due to the unavailability of EPA data with the required level of sectoral or regional disaggregation. As we have pointed out before, both dimensions are important. Moreover, EPA data was collected from a secondary source the *Instituto de Estudios Turísticos* (IET, Institute of Tourism Studies) instead of the Instituto Nacional de Estadística (INE, Spanish National Statistical Institute), forcing us to use the aggregation of the tourism activities that they provide. For more details see the Annex.

¹¹ Spain is composed of 52 provinces. Although from a political point of view the regional disaggregation could be more relevant, we have chosen this disaggregation because the arrival of tourists is very different by provinces even within the same region. Aggregation of the sectors depends on the proportion of production dedicated to tourists. We include these data in the Annex. In the aggregated model we include time dummies instead of the province dummies.

¹² Dolado, et al. (2002) also include the proportion of employees covered by collective bargaining and those working at the public sector. We have not got these variables in our database; nevertheless, they seem to be unimportant in our case. On the one hand, the public sector usually does not provide services to tourists, so the employees working for the public sector should be close to zero. On the other hand, the inclusion of union coverage was linked to the 1997 reform.

indicator measuring if a country, region or area is specialised in tourism. As we have seen in the previous section, it is not clear which is the better one, so we include different variables: the Location Quotient,¹³ the number of tourist arrivals, tourist arrivals by population of the province, and tourist arrivals for km².

We also include other related variable, the Tourism Ratio (contribution of the characteristic Tourism activities to tourism demand). We include this variable only in the disaggregated model for provinces, since in the aggregated model the activity classification is done according with another criterion different from the share of production that these activities dedicate to tourism.¹⁴ We consider that this variable is really important since this factor determines if activities are classified or not like Tourism characteristic activities.

The results of the regional model (Table 1) and the aggregated model (Table 2) are very similar and in line with the results of Dolado et al. (2002). The share of young employees has a positive impact on the percentage of employees with fixed-term workers and appears to be significant. This is an expected result, since young workers are likely to be more affected by temporary contracts than adult workers. Nevertheless, the proportion of employees with tertiary education is found to be not significant.

Variables accounting for the development of tourism appear to be significant. The Location Quotient, the number of tourist arrivals, and the Tourist Intensity Ratio have a negative impact on the dependent variable. These results can be interpreted as evidence that the development of tourism has a positive effect on the job stability in Tourism activities. Nevertheless, the impact of the Tourist Density Ratio shows the opposite sign, although its effects are of a small magnitude and turn out to be not significant in some cases. This apparent contradiction could be due to the effect of using data geographically disaggregated following administrative divisions, because this implies that we may not be taking into account the actual regional influence areas, and so this indicator might not be suitable for our analysis.

¹³ Since in the aggregate model we have not the regions, we modified it and we use the quarters of 2001 as reference instead of the employment in Spain. The location quotient is then defined as: $\frac{E_{ij} / \sum_j E_{ij}}{\sum_i E_{ij} / \sum_i \sum_j E_{ij}} * 100$, being E_{ij} the employment of sector i in quarter j . If the index is higher than 100 it means that this quarter j has a higher percentage of sector i compared with this proportion in 2001. In other words, it means that the quarter j will be more specialized in sector i than in 2001.

¹⁴ See the Annex for more details.

Another important result is that the contribution of Tourism activities to tourism demand appears to be significant and negative. This means that tourism development would have a higher effect on job stability in those activities with a higher contribution to tourism demand.

Table 1: Results for the Tourism Activities by Spanish provinces (2001)

ln(% workers with tertiary education)	0.08	0.08	0.08	0.08
ln(% workers aged 16-29)	0.54***	0.54***	0.54***	0.54***
ln(Contribution to tourism)	-0.11***	-0.11***	-0.11***	-0.11***
ln(location quotient tourism)	-0.33***			
ln(tourists)		-0.08***		
ln(tourist density ratio)			0.03*	
ln(tourist intensity ratio)				-0.05***
Constant	3.27***	2.60***	1.54***	1.28***
Observations	260	260	260	260
R-square	0.85	0.85	0.85	0.85
Adjusted R-square	0.81	0.81	0.81	0.81

* p<0.1, **p <0.05, ***p<0.01

Table 2: Results for the Spanish Tourism Activities (2001-2010)¹⁵

ln(% workers with tertiary education)	-0.04	-0.02	-0.01
ln(% workers aged 16-29)	0.44***	0.48***	0.50***
employment growth	0.13*	0.11	0.10
ln(location quotient tourism)	-0.87***		
ln(tourists)		-0.19**	
ln(tourist intensity ratio)			-0.16
second quarter	0.01	0.10**	0.09*
third quarter	0.05***	0.17***	0.16**
fourth quarter	0.01	0.04**	0.04*
change in the database (2005-2009)	0.10***	0.10***	0.09***
change definition(2009-2010)	-0.16***	-0.08***	-0.09***
Constant	6.13***	4.89***	1.56***
Observations	152	152	152
R-square	0.67	0.66	0.65
Adjusted R-square	0.64	0.63	0.62

* p<0.1, **p <0.05, ***p<0.01

¹⁵ In this model, we include two additional variables in order to control for the changes in the database. The first variable accounts for the changes in the definition of employed workers in EPA. The second accounts for the change in the Classification of Economic Activities (NACE).

5. Conclusions

Tourism is really important in some countries such as Spain, especially for some regions, generating an important amount of jobs. In spite of that, some researchers argue that the quality of these jobs is low. Thus, in this paper we attempted to analyse if the low-quality jobs are a natural feature of tourism and the particularities of its activities (for example, demand-driven determination of which production is part of tourism and which it is not).

We have not analysed all the dimensions that could characterise a low quality job , focusing just on one, stability. Stability is an important variable when we talk about the quality of the job because it is related with other characteristics such as job training, motivation... It is also a very important variable in the Spanish labour market, since Spain has the highest percentage of employees with fixed-term contracts in the European Union.

Our results show that low stability is not a characteristic of tourism. It is true that the incidence of temporary contracts is higher than in other activities of the economy, but it is also true that the incidence of fixed-term contracts would be lower in those provinces which are specialised in tourism.

We have also taken into account that tourism demand determines tourism production and consequently tourism employment i.e., we accounted for the percentage of production that each economic activity dedicates to tourism. Thus, our model shows that the higher this share is, the lower would be the incidence of fixed-term contracts.

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Annex

Hotels	94,51%	Restaurants	30,43%	Transport 1	43,85%	Transport 2	90,17%	Other Activities	7,00%
55.1 Hotels	94,51	55.3 Restaurants		60.1 Transport via railways	55,30	61.1 Sea and coastal water transport	80,40	63.2 Other supporting transport activities	
55.2 Camping sites and other provision of short-stay accommodation		55.4 Bars		60.2 Other land transport	32,15	61.2 Inland water transport		71.2 Renting of other transport equipment	
		55.5 Canteens and catering		71.1 Renting of automobiles	44,40	62.1 Scheduled air transport	86,94	92.3 Other entertainment activities	
						62.2 Non-scheduled air transport		92.5 Library, archives, museums and other cultural activities	
						63.3 Activities of travel agencies and tour operators; tourist assistance activities n.e.c.	99,37	92.6 Sporting activities	
								92.7 Other recreational activities	

Table A 1: Tourism Activities aggregation from IET.

Hotels	Restaurants	Transport	Other Activities
55.1 Hotels	55.3 Restaurants	60.1 Transport via railways	63.2 Other supporting transport activities
55.2 Camping sites and other provision of short-stay accommodation	55.4 Bars	60.2 Other land transport	63.3 Activities of travel agencies and tour operators; tourist assistance activities n.e.c.
	55.5 Canteens and catering	61.1 Sea and coastal water transport	71.1 Renting of automobiles
		61.2 Inland water transport	71.2 Renting of other transport equipment
		62.1 Scheduled air transport	92.3 Other entertainment activities
	62.2 Non-scheduled air transport		92.5 Library, archives, museums and other cultural activities
			92.6 Sporting activities
			92.7 Other recreational activities

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