

2012 MANPOWER SURVEY REPORT

TOURISM INDUSTRY

旅遊業

2012 年人力調查報告

HOTEL, CATERING AND TOURISM TRAINING BOARD

VOCATIONAL TRAINING COUNCIL

職業訓練局

酒店業、飲食業及旅遊業訓練委員會

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EXECUTIVE SUMMARY

Introduction

1. The purpose of the survey is to collect data on the existing manpower situation with an aim to projecting future manpower requirements and training needs of the tourism industry. The fieldwork took place from 30 August to 28 September 2012 with follow-up cases completed in the first quarter of 2013.

2. The survey was based on the list of tourism companies maintained at the Central Register of the Census and Statistics Department. It covered 400 companies selected by a stratified random sampling method from the frame of 2 155 companies updated as at the first quarter of 2012, among which 77 were airline companies and 2 078 were travel agents and airline ticket agents. The sample selection plan is presented in Appendix 4. The survey covered 2 main branches of the tourism industry as follows:

<u>Branch</u>	<u>Sector</u>	<u>Size of Frame</u>	<u>Sample Size</u>
Branch 1:	Airline companies	77	77
Branch 2:	Travel agents and airline ticket agents	2 078	323
		<u>2 155 *</u>	<u>400</u>

* The estimated number of active companies amongst the 2 155 companies should be 2 066 (59 airlines and 2 007 travel agents and airline ticket agents). The estimated number of active companies is shown in Table 16.

3. A total of 400 samples out of 2 155 establishments were selected to be surveyed. The analysis on the Result of Enumeration (Overall) is attached at Appendix 7. Out of 400 companies surveyed for this report, a total of 79 cases had either closed / merged / temporarily ceased operations / not yet started, not engaged in the specified trade, no technical manpower, moved / address could not be located or untraceable, and non-contact. A total of 305 companies / agencies responded, and there were 16 refusal cases. The effective response rate was 95%.

Improvements made on Survey Questionnaire

4. It was suggested that the structure, nature and contents of the survey questionnaire and relevant documents be improved on the following basis:

- i) User friendly: easy comprehension and simple to use;
- ii) Customary to specific sectors: to distinguish the 'Job Descriptions for Principal Jobs' for and within the two Branches so that respondents can concentrate on job titles and descriptions relevant to their respective trades;
- iii) Valid, effective and relevant: to ensure these factors are applied to the questions so as to arrive at an effective and meaningful outcome; and
- iv) Up-to-date: to incorporate updated job titles / descriptions and relevant information in accordance with industry development of the two Branches.

Industry Outlook

5. 2012 saw continued economic volatility around the globe yet international tourism managed to stay on its course. Moreover, due to its capacity to adjust to changing market conditions, tourism is expected to continue expanding in 2013. With an additional 39 million international tourists (grew by 4% in 2012), up from 996 million in 2011, international tourist arrivals surpassed 1 billion (1.035 billion) for the first time in history in 2012. Emerging economies (+4.1%) regained the lead over advanced economies (+3.6%), with Asia and the Pacific showing the strongest results. Growth is expected to continue in 2013 in which prospects are stronger for Asia and the Pacific (+5% to +6%). Among the top ten tourist destinations, international tourism receipts were up significantly in Hong Kong (China) (+16%). (Source: United Nations World Tourism Organization (UNWTO), Press Release, "International tourism to continue robust growth in 2013", 28 January 2013.)

6. 2012 was a year of many challenges for Hong Kong tourism industry. The uncertainty of the global economy, unresolved Eurozone sovereign debt problems, the slow recovery of the US economy, plus drastic increases in energy and food costs. However, despite the gloomy global economic outlook, total spending with inbound tourism increased 16.5% to exceed \$300 billion in 2012. (Source: The 2013-14 Budget, Budget Speech, HKSAR Government, 27 February 2013.)

7. The total visitor arrivals to Hong Kong in 2012 reached over 48 million (48 615 113), an increase of 16.0% over the 2011 yearly total. Out of the total arrivals, 48.9% or 23.77 million belonged to overnight visitors, 6.5% more than in 2011. Visitor arrivals from short-haul markets in 2012 were affected by the fact that many vacationers in the region cancelled their trips to Japan and came to Hong Kong following the 311 earthquake and related incidents in 2011, which resulted in a larger short-haul arrival base in 2011 and in turn caused the growth rate to narrow down in 2012. Nevertheless, solid gain in arrivals was recorded in such markets as South Korea (+5.6%) and the Philippines (+7.6%). As for Taiwan, arrivals from the market were also affected by the impact of cross-strait direct flights,

which led to a decrease in business arrivals. (Source: Hong Kong Tourism Board (HKTB), Press Release, “Overnight visitors to Hong Kong up 6.5% in 2012”, 28 January 2013.)

Implications on Manpower

8. The labour market conditions continued to exhibit an across-the-board and notable improvement in 2012. The total employment hit successive record highs, and saw a remarkable expansion of 2.5% for 2012 as a whole over the previous year. The buoyant domestic consumption and inbound tourism should continue to fuel labour demand, thus helping to keep the labour market conditions stable. According to the labour force statistics, the seasonally adjusted unemployment rate decreased from 3.5% in February – April 2013 to 3.4% in March – May 2013. (Source: Census and Statistics Department, Press Releases, “Unemployment and underemployment statistics for October – December 2012”, 17 January 2013; “Unemployment and underemployment statistics for December 2012 – February 2013”, 18 March 2013 and “Unemployment and underemployment statistics for March – May 2013”, 18 June 2013.)

9. With the development of new tourism-related agreements and projects in Hong Kong, plus the development of Mainland China and our neighbouring areas, more job opportunities are expected to be created in the near future and a steady increase in trained quality manpower requirement for the tourism industry is expected in the coming years:

- i) A total of over 233 000 people were employed in the tourism industry sector, including accommodations, restaurants, cross-border transportation, travel agencies, etc. The number of visitors to Hong Kong is expected to exceed 50 million in 2013. (Source: Sing Pao, A2, “The worlds most popular tourist destination”, 14 March 2013.) More job vacancies will be created in the tourism industry.
- ii) According to the Hotel Supply Situation Report as at December 2012 published by Hong Kong Tourism Board, Hong Kong has 211 hotels with 67 394 rooms. There will be around 60 new hotels with some 9 139 additional rooms to be completed in 2012 to 2017. (Source: HKTB, Hotel Supply Situation – as at December 2012, February 2013.) These new hotel developments reflect the positive projection of potential visitors who may travel to Hong Kong in future years and indicate a possible surge in manpower requirements in the years to come.
- iii) There were reports on the publicity on the negative side on Hong Kong tourism, hard-sell tactics, rip-offs disguised as bargains, and tourists left behind by the tourist guides after refusing to shop. It is a pity that unscrupulous practitioners have their minds on making money rather than the industry’s reputation. Concerted efforts are needed to preserve our good image and reputation. (Source: South China Morning Post (SCMP, Editorial, “Dents in crown of hospitality”, 21 December 2012.) To safeguard the long-term healthy development of tourism sector and the reputation of Hong Kong as a tourist destination, the tourism-related course providers should reinforce the business ethics and professionalism training and development so as to help equip tour guides and industry

personnel with the appropriate mind set and competitive customer service skills.

- iv) The number of Mainland tourists will increase by 10% when the Kai Tak cruise terminal opens in June 2013, industry experts believe. (Source: The Standard, “Cruise berths to ride on Mainland wave”, 24 Jan 2013.) The introduction of cruise tourism in Hong Kong will create more jobs in the cruise and related tourism industries of which trained quality staff are required for serving the expanding tourism infrastructure.
- v) Hong Kong remains the world’s largest wine auction centre, ahead of New York and London. In 2011, the total sales from auctions fetched US\$230 million. 2012 has been a particularly busy time for our wine collaboration. With the positive prospects of the wine industry, wine knowledge and wine-related training and education programmes, such as wine tasting, food and wine pairing, creative wine marketing and branding, will certainly create enhanced value of our local manpower to meet the diverse needs of the sophisticated tourists. (Source: www.info.gov.hk - Press Release - Speech by Finance Secretary at opening ceremony of 2012 Hong Kong Wine and Dine Festival, 1 November 2012.) Furthermore, trained staff at all job levels for effective and efficient operation and management of large scale international wine industry related events and exhibitions will be required for hosting similar types of functions in the years to come.

10. The Labour Department has completed the policy study on standard working hours (SWH). The study aims to provide a solid and objective basis for an informed and in-depth discussion on the important subjects of SWH, and stimulate the exchange of views among people from different sectors for reference and follow-up by the Special Committee that is soon to be set up. (Source: Labour Department website, Public Services, Policy Support, “Policy study on standard working hours”, www.labour.gov.hk, 8 January 2013.) Working hours policy is a highly complex and contentious subject which involves a myriad of interrelated social and economic issues. Given the widespread and far-reaching implications that will bring to Hong Kong labour market and economy, it is necessary for the local community to examine and discuss these issues thoroughly before coming to a view on the matter.

11. The future of the tourism industry would depend significantly on the availability of quality staff to deliver quality service that has earned Hong Kong a world reputation of an “Asia’s World City”. The vocational education and training with emphasis on soft skills besides hard skills for entry level employees would be crucial to the future success of the tourism industry. The Training Board believes the increased provisions for the development and upgrading of our tourism workforce would be essential.

Highlights of Survey Findings

12. The survey reveals that in August / September 2012, a total of 37 102 persons were employed in the tourism industry, of which 2 965 (7.99%) were in the managerial / professional category, 5 102 (13.75%) supervisory / technical category, 28 316 (76.32%) clerical / operative category, 719 (1.94%) secretarial / others category.

13. The Training Board has examined the survey findings and is of the opinion that they generally reflect the manpower situation of the tourism industry at the time of the survey. The Training Board considers the demand for well-trained staff at the clerical / operative levels would continue to be significant in the future. It is noticed that the managerial / professional positions only account for 7.99% of the tourism workforce whereas the clerical / operative level employees account for 76.32% of the total workforce.

Manpower Projection in the Tourism Industry for 2013 – 2017

14. Other than basing the manpower projection on Employers' Forecast (EF), the Training Board has also adopted two other methods to project the future manpower requirements of the industry in 2013 – 2017. The Labour Market Analysis (LMA) approach projects manpower requirements for a specific industry based on key statistical data reflecting important changes in the local economy, demography and labour market (please refer to Appendix 8 for details). The Adaptive Filtering Method (AFM) is another statistical method that generates manpower projections based on the past and present manpower data (please refer to Appendix 9 for details). The projections on the future manpower demand for 2013 to 2017 are presented in Table 3.26 in Section III of this survey report.

Projected Additional Training Requirements

15. Based on the Labour Market Analysis approach of manpower growth and having regard to the wastage rates of employees which are estimated at 1% for Managerial / Supervisory level staff, and 4% for staff at Clerical / Operative and Secretarial / Other levels, the Training Board has projected the additional training requirements of the industry for 2013 to 2017 as presented in Table 15 below:

**Table 15: Projected Training Requirement of the Tourism Industry for 2013 – 2017
(Based on Labour Market Analysis Approach)**

Annual Average Manpower Demand for 2013-2017					
Job Level	No. of Employees 2012	Growth	Replacement for Wastage	Total	± 10% Range
<u>Annual wastage rate = 1%</u>					
Managerial and Professional	2 965	169	34	203	183 – 223
Supervisory and Technical	5 102	218	56	275	248 – 303
<u>Annual wastage rate = 4%</u>					
Clerical and Operative	28 316	868	1 219	2 088	1 879 – 2 297
Secretarial and Other Levels	719	-121	17	-104	-94 – -114
TOTAL	37 102	1 134	1 326	2 462	2 216 – 2 709

Recommendations

16. Having studied the results of the manpower surveys, the Training Board has made a number of recommendations to improve the manpower supply and demand for the tourism industry. These include strategies for manpower training and development, and for attracting and retaining talents.

Strategies for Manpower Training and Development

- i) It is generally noted in the field survey with the employers that establishments in the tourism industry sector would sponsor their staff to take training programmes provided by external course providers. It is encouraging to note that the 2013 training budget for most establishments in this sector would remain the same as that for 2012 with some establishments reported an increase in their training budget. The willingness of the sector to invest in employee training will help Hong Kong retain talents and sustain its position as an Asia's World City which benefits the tourism industry.
- ii) The Training Board considers that one of the more effective ways to encourage employees to pursue continuous education is to provide reimbursement of programme fees or provision of subsidies to employees. In this connection, the Training Board suggests that both employers and practitioners can consider participating in training programmes eligible for Government subsidies, for example, those registered under the Continuing Education Fund (CEF) and Skills Upgrading Scheme Plus (SUS Plus).
- iii) With the development of the Qualifications Framework in the local education system, the Training Board recommends that employers should encourage staff to pursue continuing education and training with reputable organizations which the institutions and their training programmes' quality standard have been appropriately accredited. It could enhance the employees' vocational competencies and lifelong development which in turn will ensure a continuous supply of quality manpower for the tourism industry and the society as a whole.
- iv) The Training Board acknowledges the need to keep track of the changing patterns of the tourism products and customer demands, in particular the trends and developments on the cruise and Meetings, Incentives, Conventions and Exhibitions (MICE) markets, green and heritage tourism, spa and wellness, wine and gourmet locally, regionally and internationally. The training curriculum and syllabus of training providers should then be reviewed and updated to keep abreast of latest trends and developments.
- v) Adequate manpower resources are crucial to the sustainable development of the Hong Kong's tourism sector. In view of the commissioning of the Kai Tak Cruise Terminal in June 2013, the Government should closely monitor the needs of the trade and adjust the supply of training places as appropriate. Training institutions should closely monitor the

development of this new service and provide appropriate and adequate training and education programmes for new service personnel.

- vi) Whilst tourism contributes positively to the economic development of Hong Kong, industry personnel should not focus solely on the economic benefits which it brings. Increased number of tourism arrivals and extended length of their stay contribute to high tourism receipts. However, sufficient supporting infrastructure and facilities must be in place to accommodate increased arrivals so that the overall satisfaction level from the tourists can be ensured. To instill a harmonious and sustainable platform for tourism development, concerned parties should tactfully balance the social, cultural, ethical and environmental impacts of tourism as well. The Training Board supports that other than trade knowledge and practical skills, training curriculum should incorporate the aforementioned issues for developing and expanding the strategic mindset of future industry personnel with respect to tourism policy and management.
- vii) As regards the continuous upgrading for local tourist guides, one of the requirements in renewing the Tourist Guide Pass every 3 year is to successfully complete the Continuing Professional Development Scheme. The scheme includes seminars for ethics, "honest travel", legal liability related to the work of tourist guides. (Source: Travel Industry Council website, "Tourist guides-Renewal of tourist guide pass-Continuing professional development scheme for tourist guides", www.tichk.org, 1 March 2013.) The Training Board urges the course providers and training institutes to continue to offer a variety of training and upgrading courses to local tourist guides and tour escorts pertaining to trade skills and professional development. These could include professional ethics, crisis prevention, risk and recovery management. These courses are conducive to the enhancement of the professional knowledge and refining of ethics which should be part of the continuous education and lifelong development for tourist guides and tour escorts.
- viii) In facing a competitive environment of the tourism industry, a supply of better trained and more competent graduates at operative, supervisory and technical levels will continue to be on demand. Complementing service including a high quality of food and beverage with refined service provides a competitive edge for Hong Kong's tourism industry within the region. With the increasing interest in local and international gourmet and wine services, professional training for chefs, sommeliers and food service personnel that enhance the total experience of tourists will continue to be in high demand. The Training Board considers that increased provisions for further expansion and upgrading of training facilities and capacity will be essential to cope with the sophisticated and varied demands of our visitors. Since the elimination of wine duties in 2008, Hong Kong has been building up its wine infrastructure. Wine education and training is another important and increasingly popular area. To bolster support for Hong Kong as a culinary and wine capital in the region, the VTC has been commissioned to establish the International

Culinary College. The College aims at providing quality and enriched programmes with state-of-the-art facilities to groom talents well versed in international culinary art and is expected to take its first cohort of students in 2014. (Source: www.info.gov.hk - Press Release - Speech by Finance Secretary at opening ceremony of 2012 Hong Kong Wine and Dine Festival, 1 November 2012.) The Training Board indicates that the course providers should ensure that the training programmes will fulfill the objective of providing the industry with a constant supply of culinary professionals meeting international standard. The Government should channel more resources for providing training of staff to acquire sound knowledge and technical skills to meet the international standards.

Strategies to Attract and Retain Talents

- ix) The fact that establishments within the tourism sector encountered difficulties in recruiting personnel might be due to the keen competition with other counterparts of the industry, e.g. hotels, restaurants, retailing locally or regionally. In order to retain staff with quality performance and maintain competitiveness of the business, establishments are suggested that an effective ‘talent retention system’ should be developed to provide employees with a clear career development path and promising opportunities in career advancement.
- x) The Training Board recommends that other than a competitive remuneration package, a positive, caring and friendly working environment are crucial for attracting staff to join the industry and for retaining them. Other than possessing professional knowledge and skills, an appropriate service attitude with the mindset tuned to the requirements and the pros and cons of the industry is equally important for the sustainability and development of the industry. Personal coaching, buddy system, positive reinforcement will enhance communication, trust and confidence between employers and employees. The Training Board opines that by extending an appropriate level and amount of soft skills to staff, it may be effective in retaining quality staff.
- xi) The Training Board acknowledges that in view of constant and rapid changes in the industry locally and internationally, the industry personnel should jointly promote the culture that industry practitioners should flexibly adapt and strategically equip themselves to meet the new challenges by engaging themselves in continuous development training and education programmes.
- xii) The Training Board will continue to support the conferences and experience-sharing seminars / workshops for the practitioners in the industry.

SECTION I

INTRODUCTION

The Training Board

1.1 The Hotel, Catering and Tourism Training Board (the Training Board) of the Vocational Training Council (VTC) is appointed by the HKSAR Government to be responsible for, among other duties, assessing the manpower situation and training needs of the hospitality and tourism industry and recommending to the VTC the development of training facilities to meet the demand for trained manpower. The membership list and terms of reference of the Training Board are given in Appendices 1 and 3 respectively.

The Manpower Survey

1.2 In pursuance of its terms of reference, the Training Board conducted the manpower survey of the tourism industry during the period from 30 August to 28 September 2012, with follow up cases completed in February 2013 to collect up-to-date manpower information on the principal jobs of the tourism industry. The survey was carried out with the assistance of the Census and Statistics Department. A Manpower Statistical Report was published in August 2013 by the Training Board in which major manpower data were released.

1.3 The Training Board conducted the manpower survey of the tourism industry with the following objectives:

- (i) to assess the manpower and training needs of principal jobs of the tourism industry;
- (ii) to project the manpower growth of the tourism industry; and
- (iii) to recommend measures to meet the manpower demand and training needs at the managerial / professional, supervisory / technical, clerical / operative and other supporting levels.

Time of Survey

1.4 The fieldwork took place from 30 August to 28 September 2012 with follow-up cases completed in February 2013. The findings of the survey reflect the manpower situation of the tourism industry at the time of the survey. However, the current uncertainty in global financial markets might have an effect on the tourism industry demand. The manpower data and forecast in the report should therefore be read with the phenomenon in mind.

Method of Survey

1.5 Questionnaires with explanatory notes and job descriptions were sent to the sampled companies two weeks before the fieldwork.

1.6 Survey interviewing officers from the Census and Statistics Department (C&SD) visited the sampled companies to ensure proper collection of information. The completed questionnaires were checked, coded and where necessary verified with the respondents. The survey data were then processed and tabulated by the C&SD.

1.7 The collected data were treated in strict confidence. Only aggregate information without reference to individual organizations would be published.

Scope of the Survey

1.8 The survey was based on the list of tourism companies maintained at the Central Register of the Census and Statistics Department. It covered 400 companies selected by a stratified random sampling method from the frame of 2 155 companies updated as at the first quarter of 2012, among which 77 were airline companies and 2 078 were travel agents and airline ticket agents. The sample selection plan is presented in Appendix 4. The survey covered 2 main branches of the tourism industry as follows:

<u>Branch</u>	<u>Sector</u>	<u>Size of Frame</u>	<u>Sample Sizes</u>
Branch 1:	Airline companies	77	77
Branch 2:	Travel agents and airline ticket agents	2 078	323
		<u>2 155 #</u>	<u>400</u>

1.9 With reference to the definition of the survey, the classification of the two main branches is based on the Hong Kong Standard Industrial Classification (HSIC)*. The travel agents and airline ticket agents were classified as:

- airline ticket agents;
- holiday resort booking service;
- hotel booking service;
- ship travel ticket booking service;
- tourist agency;
- train travel ticket booking service;
- travel agency; and
- travel arrangement and advisory service.

The estimated number of active companies amongst the 2 155 companies should be 2 066 (59 airlines and 2 007 travel agents and airline ticket agents). The estimated number of active companies is shown in Table 16.

* HSIC is a worldwide industrial classification system applicable to all companies / establishments of all industries across the globe.

1.10 The following major information was collected from the survey:

- (i) the number of employees at the time of the survey;
- (ii) employers' 12-month forecast of the total number of employees in August / September 2012;
- (iii) the number of existing vacancies;
- (iv) the number of employees under training in 2012; the projected training requirements from 2013 to 2017;
- (v) the average monthly income of employees; and
- (vi) employers' views on the preferred education, training mode and average man-days spent on internal training for employees by job level.

1.11 The manpower data collected in this survey referred only to those full-time employees that were under the payroll of the sampled tourism companies.

Analysis of Responses to the Survey

1.12 A total of 400 samples out of 2 155 establishments were selected to be surveyed. The analysis on the Result of Enumeration (Overall) is attached at Appendix 7. Out of 400 companies surveyed for this report, a total of 79 cases had either closed / temporarily ceased operations, merged / not yet started operation, not engaged in the specified trade, no technical manpower, moved / address could not be located or untraceable, and non-contact. A total of 305 companies / agencies responded (including 48 samples of Branch 1 and 257 sample of Branch 2), and there were 16 refusal cases. The effective response rate was 95%.

Manpower Assessment Procedure

1.13 The method of assessment consists of essentially the following steps:

- (i) collect up-to-date information on manpower situation by branch and by major job level;
- (ii) analyse the survey data; and
- (iii) project the manpower supply and demand of the tourism industry by branch.

Presentation of Findings

1.14 A summary of the survey findings is presented in Section II. The Training Board's conclusions are set out in Section III and its recommendations on training requirements in Section IV.

Definition of Terms

1.15 "Employees" refers to all full-time personnel who are directly paid by the employers and who are either at work or temporarily absent from work due to sick leave, maternity leave, vacation / casual leave or on strike.

SECTION II

SUMMARY OF SURVEY FINDINGS

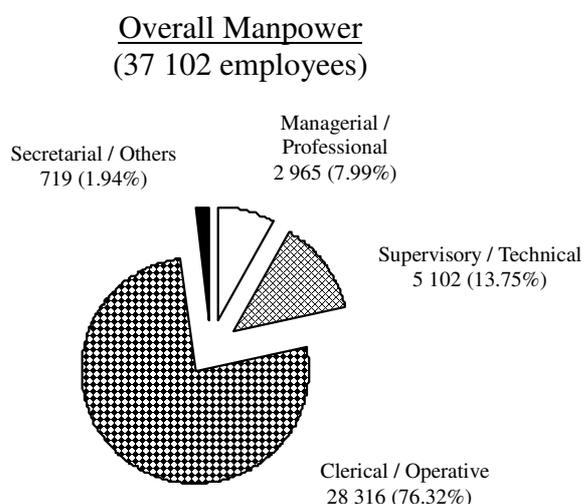
Number of Persons Employed

2.1 The survey reveals that in August / September 2012, a total of 37 102 persons were employed in the tourism industry as compared to 33 458 in 2010, representing an increase of 3 644 (10.89 %). Their number and distribution by job level are as follows:

Table 2.1 : Number of Employees by Job Level

<u>Job Level</u>	<u>Number of Employees</u>	<u>Percentage of Total Number Employed</u>
Managerial / Professional	2 965	7.99
Supervisory / Technical	5 102	13.75
Clerical / Operative	28 316	76.32
Secretarial / Others	719	1.94
Total	37 102	100.00

Figure 2.1 : Distribution of Employees by Job Level



2.2 The number of employees by branch by job level is given in Table 2.2 below:

Table 2.2 : Number of Employees by Branch by Job Level

<u>Job Level</u>	<u>Airline Companies</u>	<u>Travel Agents and Airline Ticket Agents</u>	<u>Total</u>	<u>% of Total No. Employed</u>
Managerial / Professional	1 203	1 762	2 965	7.99
Supervisory / Technical	1 843	3 259	5 102	13.75
Clerical / Operative	14 521	13 795	28 316	76.32
Secretarial / Others	128	591	719	1.94
Total	17 695 (47.7%)	19 407 (52.3%)	37 102	100.00

Figure 2.2 (a) : Distribution of Employees by Job Level

Branch: Airline Companies
(17 695 employees)

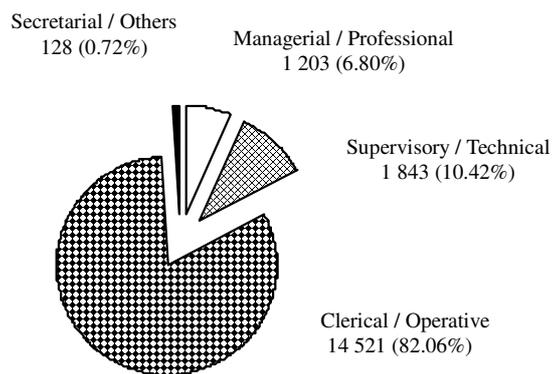
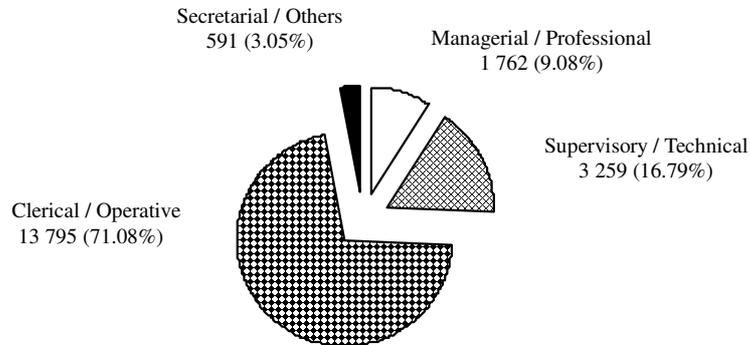


Figure 2.2 (b) : Distribution of Employees by Job Level

Branch: Travel Agents and Airline Ticket Agents
(19 407 employees)



Number of Existing Vacancies

2.3 At the time of the survey, employers reported 556 vacancies, representing 1.50% of the existing 37 102 employees. Details of the number of vacancies by job level are presented below:

Table 2.3 : Number of Existing Vacancies by Job Level

<u>Job Level</u>	<u>Airline Companies</u>	<u>Travel Agents and Airline Ticket Agents</u>	<u>Total (%)*</u>
Managerial / Professional	-	-	- (0)
Supervisory / Technical	3	27	30 (5.40)
Clerical / Operative	5	520	525 (94.42)
Secretarial / Others	1	-	1 (0.18)
Total	9	547	556 (100)

()* Percentage of the total number of vacancies

Distribution of Existing Vacancies by Job Level

2.4 Of the 556 vacancies, 30 were at the supervisory / technical level, 525 at the clerical / operative level and 1 at the secretarial / other levels. The number of vacancies by job level is shown in Table 2.4 and Figure 2.4:

Table 2.4 : Number of Employees and Existing Vacancies by Job Level

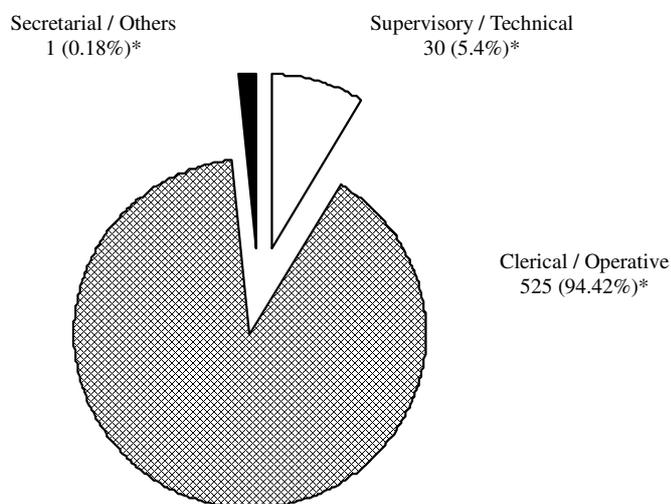
<u>Job Level</u>	<u>Number of Employees</u>	<u>Number of Vacancies</u>	<u>Percentage of Employees at the same Job Level *</u>
Managerial / Professional	2 965	- (0%)	-
Supervisory / Technical	5 102	30 (5.40%)	0.59%
Clerical / Operative	28 316	525 (94.42%)	1.85%
Secretarial / Others	719	1 (0.18%)	0.14%
Total	37 102	556 (100%)	1.50% **

* Percentage of the number employed at the same job level

** Percentage of the total number of employees

Figure 2.4 : Distribution of Existing Vacancies by Job Level

Total Vacancies: 556



()* Percentage of total number of vacancies

Employers' Forecast of Manpower Demand in August / September 2013

2.5 Employers forecast that there would be a total of 37 711 employees by August / September 2013, representing an increase of 609 (1.64%) over the number employed in August / September 2012. The Employers' 12-month forecast of additional employees and manpower demand by job level are presented in Tables 2.5(a)-(b) respectively:

Table 2.5 (a) : Employers' Forecast by Branch by Job Level

<u>Branch</u>	<u>Total Number Employed in 2012</u>	<u>Managerial / Professional</u>	<u>Supervisory / Technical</u>	<u>Clerical / Operative</u>	<u>Secretarial / Others</u>	<u>Forecasted Additional Employees</u>	<u>Employers' Forecast Total in 2013</u>
Airline Companies	17 695	-	-7	-16	+1	-22	17 673
Travel Agents and Airline Ticket Agents	19 407	-	+14	+617	-	+631	20 038
Total	37 102	-	+7	+601	+1	+609 (+1.64%)*	37 711

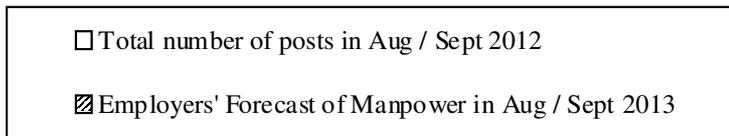
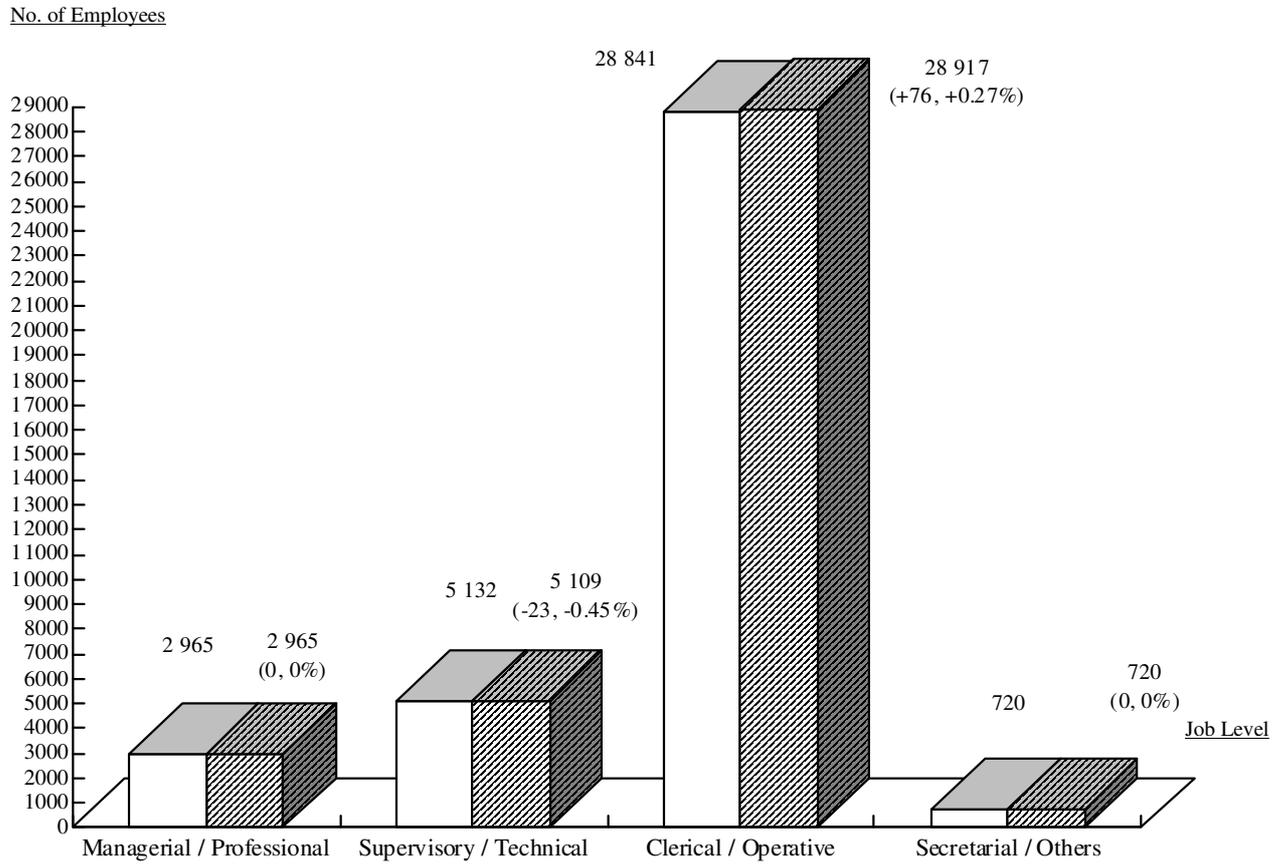
()* Percentage of the total number of employees in the industry

Table 2.5 (b) : Employers' Forecast of Manpower Demand in August / September 2013 by Job Level

	(a)	(b)	(c)	(d)	(e)	(f)
			(a) + (b)		(d) – (c)	(d) – (a)
<u>Job Level</u>	<u>No. of Employees in Aug / Sept 2012</u>	<u>No. of Vacancies in Aug / Sept 2012</u>	<u>Total No. of Posts in Aug / Sept 2012</u>	<u>Employers' Forecast of Manpower in Aug / Sept 2013</u>	<u>No. of Posts in Aug / Sept 2013 Increase / Decrease (%)*</u>	<u>Employers' 12-month Forecast of Additional Employees Increase / Decrease (%)*</u>
Managerial / Professional	2 965 (7.99%)	-	2 965 (7.87%)	2 965 (7.86%)	0 (0%)	0 (0%)
Supervisory / Technical	5 102 (13.75%)	30	5 132 (13.63%)	5 109 (13.55%)	-23 (-0.45%)	+7 (+0.14%)
Clerical / Operative	28 316 (76.32%)	525	28 841 (76.59%)	28 917 (76.68%)	+76 (+0.27)	+601 (+2.12%)
Secretarial / Others	719 (1.94%)	1	720 (1.91%)	720 (1.91%)	0 (0%)	+1 (+0.14%)
Total	37 102 (100%)	556	37 658 (100%)	37 711 (100%)	+53 (+0.14%)**	+609 (+1.64%)***

- ()* Percentage of total number of employees at the same job level
()** Percentage of total number of posts in August / September 2012
()*** Percentage of total number of employees in August / September 2012

Figure 2.5 (b-1) : Employers' Forecast of Manpower Demand by Job Level



Internal Promotion in the Past 12 Months by Job Level

2.6 The survey reveals that 121 employees (0.33% of the total number of employees) had been promoted from within the industry. Of the 121 employees, 49 (1.65%) were at the managerial / professional level and 72 (1.41%) at the supervisory / technical level. A summary of the promotion pattern is given in Table 2.6.

Table 2.6 : Promotion Pattern by Job Level and by Branch

<u>Number Employed in Job Level</u>	<u>Promotion</u>	<u>Number of Promotion</u>		<u>Total (%)*</u>
		<u>Airline Companies</u>	<u>Travel Agents and Airline Ticket Agents</u>	
2 965 Managerial / Professional	From Supervisory / Technical to Managerial / Professional	8	41	49 (1.65%)
5 102 Supervisory / Technical	From Clerical / Operative to Supervisory / Technical	23	49	72 (1.41%)
28 316 Clerical / Operative	From Others to Clerical / Operative	-	-	-
719 Secretarial / Others	Secretarial / Others	-	-	-
Total <u>37 102</u>		<u>31</u>	<u>90</u>	<u>121</u> (0.33%)**

()* Percentage of the number employed at the same job level

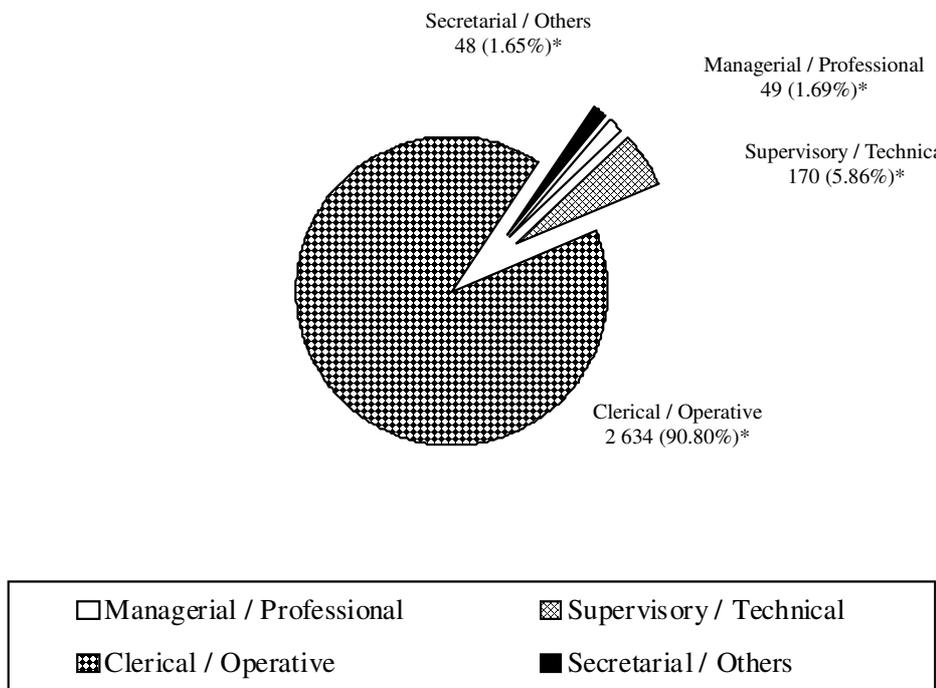
()** Percentage of the total number of employees in the industry

Staff Turnover in the Past 12 Months

2.7 Employers reported that 2 901 employees or 7.82% of the total number of employees in the industry had left in the past 12 months. The clerical / operative level had the highest staff turnover: 2 634 employees or 90.80% of the total number left in the past 12 months. Figure 2.7 presents the distribution of staff turnover among major job levels. Table 4 of Appendix 6 presents the numbers of employees who left their employment in the past 12 months.

Figure 2.7 : Distribution of Staff Turnover by Job Level

Total Number of Staff Turnover: 2 901



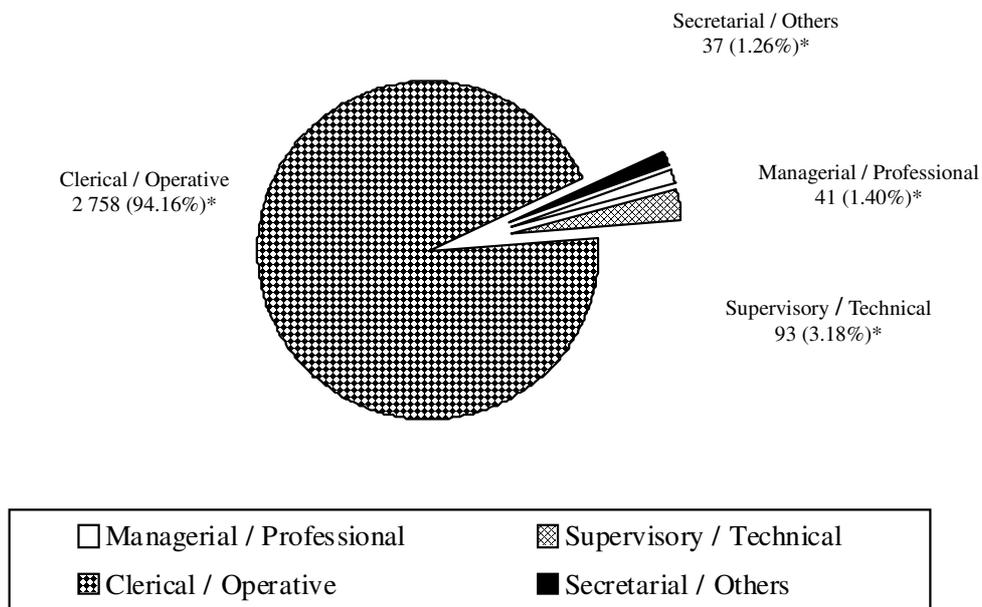
()* Percentage of total number of staff turnover

New Recruits in the Past 12 Months

2.8 Employers reported that they had recruited 2 929 new employees in the past 12 months. The largest number of recruits was found in the clerical / operative level (2 758 or 94.16% of the total number of new recruits). The distribution of the number of new recruits by job level is presented in Figure 2.8 (a). Out of the 2 929 new employees, 1 162 were without tourism industry experience, representing 39.67% of the total number of new recruits and 367 were fresh graduates of tourism programs, representing 12.53% of the total number of new recruits. (please refer to Figure 2.8 (b) – (c)).

Figure 2.8 (a) : Distribution of New Recruits by Job Level

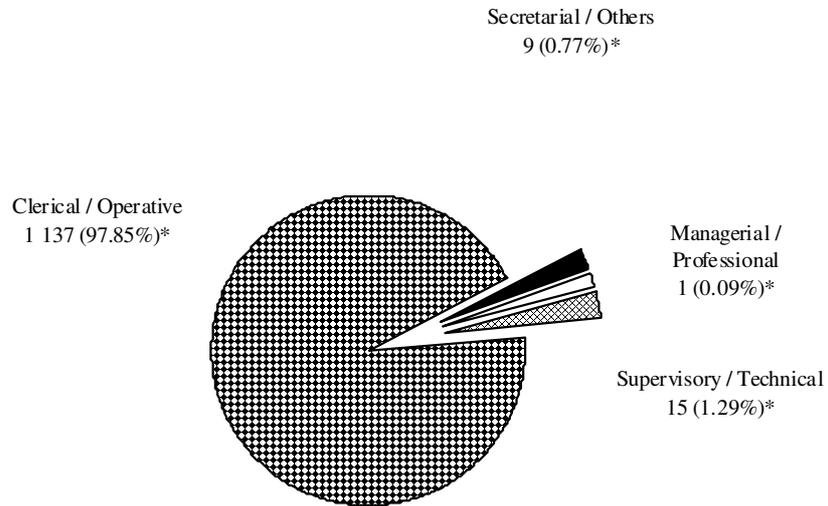
Total Number of Recruits : 2 929



()* Percentage of total number of new recruits

Figure 2.8 (b) : Distribution of New Recruits Without Tourism Industry Experience

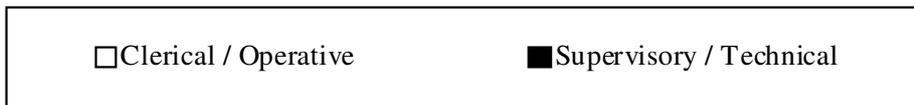
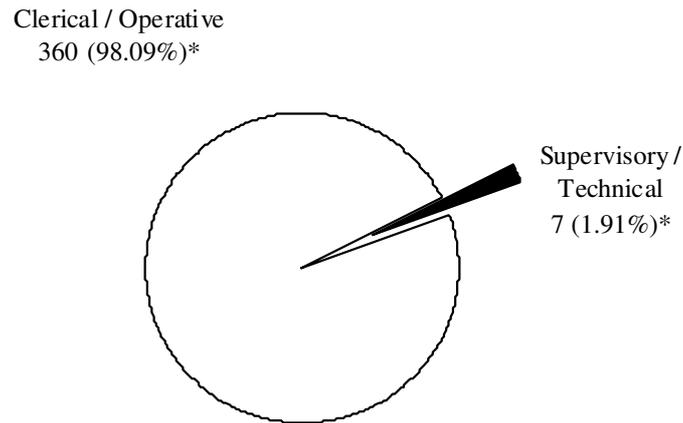
Total Number of Recruits Without Tourism Industry Experience : 1 162



()* Percentage of total number of new recruits without tourism industry experience

Figure 2.8 (c) : Distribution of New Recruits Who are Fresh Graduates of Tourism Programs

Total Number of Recruits Who are Fresh Graduates of Tourism Programs : 367



()* Percentage of total number of new recruits who are fresh graduates of tourism programs

Preferred Level of Education

2.9 Employers were asked to indicate the preferred level of education for their employees. The two most preferred qualifications by job level were as follows:

Table 2.9 : The Two Most Preferred Qualifications of Employees

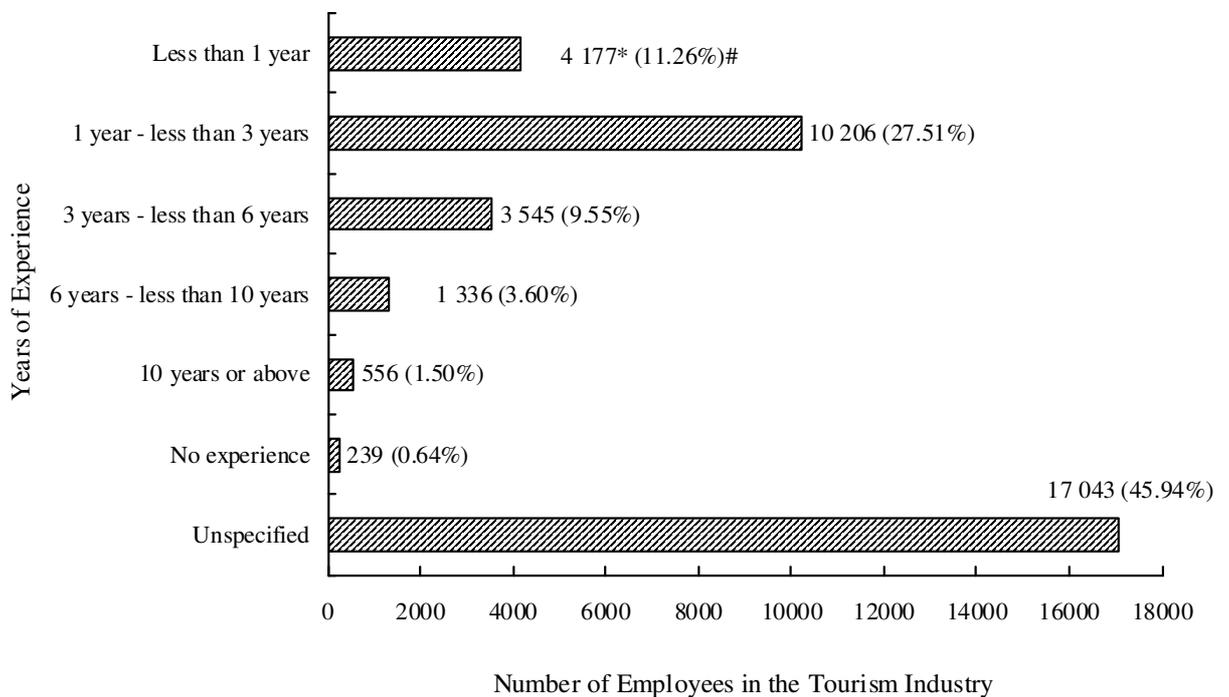
<u>Job Level</u>	<u>Type (No. of Employees)</u>	<u>% of the No. Employed at the Job Level</u>
Managerial / Professional	Bachelor Degree or above (1 868) Professional Diploma / Diploma or equivalent (279)	63.00% 9.41%
Supervisory / Technical	Bachelor Degree or above (1 300) Advanced Certificate / Certificate or equivalent (1 031)	25.48% 20.21%
Clerical / Operative	Secondary 5 - 7 (22 688) Advanced Certificate / Certificate or equivalent (1 382)	80.12% 4.88%
Secretarial / Others	Secondary 5 - 7 (309) Secondary 3 - 4 (147)	42.98% 20.45%
Overall	Secondary 5 - 7 (23 924) Bachelor Degree or above (3 231)	64.48% 8.71%

Relevant Experience

2.10 Employers reported that 27.51% of their employees possessed 1 year to less than 3 years of experience, 11.26% possessed less than 1 year of experience and 9.55% possessed 3 years to less than 6 years of experience. The distribution of employees by average years of tourism industry experience before occupying the post are presented in Figure 2.10 below:

Figure 2.10: Years of Experience of Employees

Total Number of Employees: 37 102



* Total number of employees by years of experience in the tourism industry
 ()# Percentage of the total number of employees in the tourism industry

Income Distribution of Employees by Monthly Income Range

2.11 Employers were asked to provide data on the monthly income range of principal jobs in the tourism industry. The figures in the table below present the distribution of income by job level.

Table 2.11: No. of Employees by Monthly Income Range

<u>Job Level</u>	<u>\$8,000 or below</u>	<u>\$8,001 to \$10,000</u>	<u>\$10,001 to \$15,000</u>	<u>\$15,001 to \$20,000</u>	<u>\$20,001 to \$30,000</u>	<u>\$30,001 to \$40,000</u>	<u>\$40,001 or above</u>	<u>Information not available/ Refusal</u>	<u>Total</u>
Managerial / Professional	-	-	6	242	468	261	1 060	928	2 965
Supervisory / Technical	-	-	648	1 848	695	268	-	1 643	5 102
Clerical / Operative	101	3 194	6 494	10 179	124	-	-	8 224	28 316
Secretarial / Others	87	146	68	17	78	3	-	320	719
Total	188 (0.51)*	3 340 (9.00)*	7 216 (19.45)*	12 286 (33.11)*	1 365 (3.68)*	532 (1.43)*	1 060 (2.86)*	11 115 (29.96)*	37 102 (100.00)

()* Percentage of the total number employed in the industry

2.12 The “total monthly income” includes basic salary, overtime pay, cost of living allowance, meal allowance, service charges, commission and bonus. Table 2.11 showed the income distribution by job level. The majority of employees earned a total monthly income of over \$40,000 for managerial / professional level, \$15,001 to \$20,000 for supervisory / technical and clerical / operative levels, and \$8,001 to \$10,000 for secretarial / other levels. Since this is not an income survey, the information obtained is for cross-reference purpose only.

Employee Training

2.13 The analysis in Table 2.13 indicated that 10 660 (28.73%) of the employees received no internal training, 4 494 (12.11%) received less than 5 days and 3 167 (8.54%) received internal training of 5 days to less than 10 days.

Table 2.13 : No. of Employees by Average Man-days Spent on Internal Training in 2012

Man-days	Total / % of Total Number of Employees #
Nil	10 660 / 28.73%
< 5 days	4 494 / 12.11%
5 Days to < 10 Days	3 167 / 8.54%
10 Days to < 15 Days	510 / 1.37%
15 Days to < 20 Days	87 / 0.23%
20 Days to < 1 Month	139 / 0.37%
1 Month or above	16 / 0.04%
Unspecified / Refusal	18 029 / 48.59%
Total	37 102 / 100.00%

There may be minor differences in the figures due to rounding off

Priority Accorded to Mode of Training by Employers

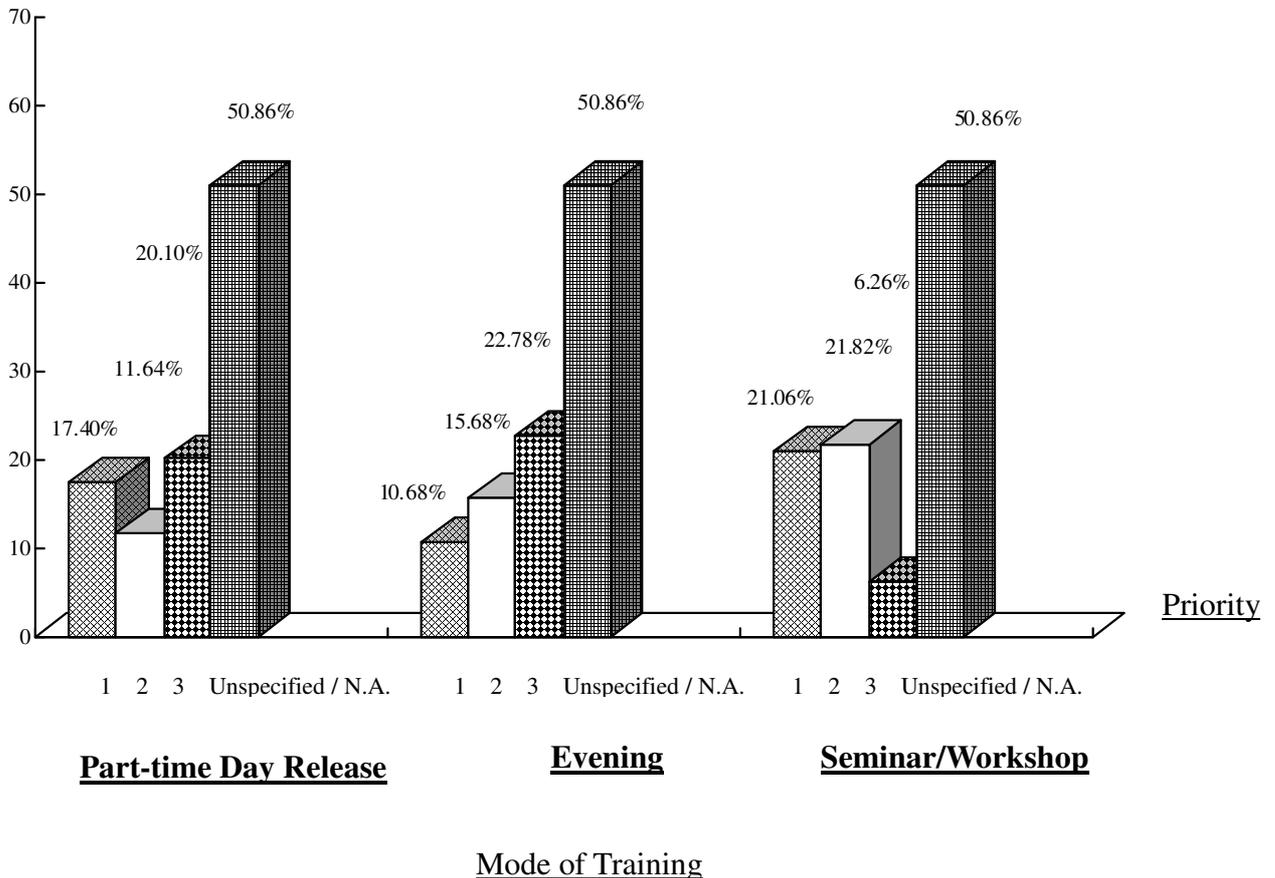
2.14 From employers' feedback, 21.06% ranked seminar / workshop as the most preferred mode of training whereby part-time day release and evening modes of training would be considered as second and third priorities respectively. Details of the priorities were shown in Tables 2.14 (a) – (b):

Table 2.14 (a) : No. of Employees by Priority Accorded to Mode of Training

Mode of Training	Level of Priority Perceived	Total / % of Total Number of Employees
Part-time Day Release	1 st Priority	6 454 / 17.40%
	2 nd Priority	4 318 / 11.64%
	3 rd Priority	7 459 / 20.10%
	Unspecified / Not Applicable	18 871 / 50.86%
	Total	37 102 / 100.00%
Evening	1 st Priority	3 963 / 10.68%
	2 nd Priority	5 817 / 15.68%
	3 rd Priority	8 451 / 22.78%
	Unspecified / Not Applicable	18 871 / 50.86%
	Total	37 102 / 100.00%
Seminar / Workshop	1 st Priority	7 814 / 21.06%
	2 nd Priority	8 096 / 21.82%
	3 rd Priority	2 321 / 6.26%
	Unspecified / Not Applicable	18 871 / 50.86%
	Total	37 102 / 100.00%

Figure 2.14 (b) : Mode of Training by Priority

Percentage of Total
Number of Employees



Operating Trends of Tourism Operators on the Seasonal Fluctuation of Business

2.15 In coping with the seasonal fluctuation of business, the following operating trends have been observed based on the data collected and comments from members of the Training Board:

- a. since the travel and tourism business fluctuated seasonally, employers indicated that they would re-deploy the existing manpower who mainly participated in jobs other than tour escorts / tour guides to take up the duties of tour escorts / tour guides to meet the operational needs as long as the staff have respective licences and / or passes.

- b. it was normal management practice that when no tour was assigned, travel consultants, tour escorts / tour guides would be required to take up the duties of counter sales and reservation staff, receptionist and other general clerical work.
- c. Employers of inbound travel agency operators indicated that the months of August, October and December were the high seasons for business and the months of January, March and June were the low seasons. Employers of outbound travel agency operators indicated that the months of July, August and December were the high seasons for business and the months of January, March and May were the low seasons. Details of high / low seasons for the companies by employment size are presented in Table 14 of Appendix 6.
- d. Operators of most medium to large scale establishments engaging in outbound tour business indicated that staff of all branches, except a few supervisory staff, must take up the duties of tour escorts whenever required.

Number of Tour Guides (Inbound) and Tour Escorts (Outbound)

2.16 The following data on Full-time and Freelance / Part-time tour guides / tour escorts were obtained in the survey. (Please refer to Table 15 at Appendix 6 for details)

Table 2.16: Number of Tour Guides (Inbound) and Tour Escorts (Outbound) in August / September 2012

Inbound Outbound	Total number employed by industry	(%)
Inbound – Full-time	566	(12.63%)*
Inbound – Freelance / Part-time	3 917	(87.37%)*
Sub-total	4 483	(100%)*
Outbound – Full-time	1 714	(29.98%)*
Outbound – Freelance / Part-time	4 004	(70.02%)*
Sub-total	5 718	(100%)

()* Percentage of total number employed in August / September 2012

2.17 According to the Travel Industry Council of Hong Kong, there are 6 989 accredited tour guides and 19 596 accredited tour escorts as at April 2013.

SECTION III

CONCLUSIONS

Industry Outlook

3.1 2012 saw continued economic volatility around the globe yet international tourism managed to stay on its course. Moreover, due to its capacity to adjust to changing market conditions, tourism is expected to continue expanding in 2013. With an additional 39 million international tourists (grew by 4% in 2012), up from 996 million in 2011, international tourist arrivals surpassed 1 billion (1.035 billion) for the first time in history in 2012. Emerging economies (+4.1%) regained the lead over advanced economies (+3.6%), with Asia and the Pacific showing the strongest results. Growth is expected to continue in 2013 in which prospects are stronger for Asia and the Pacific (+5% to +6%). Among the top ten tourist destinations, international tourism receipts were up significantly in Hong Kong (China) (+16%). (Source: United Nations World Tourism Organization (UNWTO), Press Release, “International tourism to continue robust growth in 2013”, 28 January 2013.)

3.2 Results from the International Air Transport Association (IATA)’s quarterly survey of airline Chief Finance Officers conducted in January 2013 indicated that Airline Business Confidence Index improved. 56% of respondents expect an improvement in profitability over the next 12 months. Despite global economic weakness, respondents reported a rise in passenger volume over the past 3 months compared to a year ago, and the 12 month outlook continues to improve. Increase on passenger yields are expected in 2013. Although there was some reduction in employment during 4th quarter in 2012, with airlines undertaking efficiency measures to cut costs, no further decline in jobs is expected over the next 12 months. (Source: IATA Economics, Airline Business Confidence Index, 21 January 2013.)

3.3 Asia Pacific again proved to be reliable motor for world travel with a 7% rise to a new all-time high. China and smaller Asian markets also grew strongly in 2012. The continuing upward trend and the global travel industry is due mainly to an economic boom in the BRIC countries – Brazil, Russia, India and China and in other developing countries. Asia remains the powerhouse for world tourism growth this year with strong growth of 7% in outbound travel as incomes rise and consumers are able to travel more. The number of international trips by Chinese grew about 20% in the first half of 2012 on top of already high increases in recent years. (Source: The ITB World Travel Trends Report 2012/13, ITB Berlin, IPK International, December 2012.)

3.4 2012 was a year of many challenges for Hong Kong tourism industry. The uncertainty of the global economy, unresolved Eurozone sovereign debt problems, the slow recovery of the US economy, plus drastic increases in energy and food costs. However, despite the gloomy global economic outlook, total spending with inbound tourism increased 16.5% to exceed \$300 billion in 2012. (Source: The 2013-14 Budget, Budget Speech, HKSAR Government, 27 February 2013.) Provisional statistics compiled by the Hong Kong Tourism Board (HKTB) show that the per capita spending of overnight visitors is projected to climb up 4.7% year on year to HK\$7,819. (Source: HKTB, Press Release, “Overnight visitors to Hong Kong up 6.5% in 2012”, 28 January 2013.)

3.5 The total visitor arrivals to Hong Kong in 2012 reached over 48 million (48 615 113), an increase of 16.0% over the 2011 yearly total. Out of the total arrivals, 48.9% or 23.77 million belonged to overnight visitors, 6.5% more than in 2011. Visitor arrivals from short-haul markets in 2012 were affected by the fact that many vacationers in the region cancelled their trips to Japan and came to Hong Kong following the 311 earthquake and related incidents in 2011, which resulted in a larger short-haul arrival base in 2011 and in turn caused the growth rate to narrow down in 2012. Nevertheless, solid gain in arrivals was recorded in such markets as South Korea (+5.6%) and the Philippines (+7.6%). As for Taiwan, arrivals from the market were also affected by the impact of cross-strait direct flights, which led to a decrease in business arrivals. (Source: HKTB, Press Release, “Overnight visitors to Hong Kong up 6.5% in 2012”, 28 January 2013.)

3.6 Hong Kong’s first-class international airport connects Hong Kong with half of the world’s population within just five hours’ flight time, making Hong Kong a perfect base for fly-cruise passengers. The greater Pearl River Delta Region, located right next door and conveniently connected through road, ferry and rail to Hong Kong, is on its own an enormous source market comprising 100 million people. The Guangzhou-Shenzhen-Hong Kong express train link and the Hong Kong-Zhuhai-Macao bridge, the construction of which will complete in 2015 and 2016 respectively, will tie Hong Kong even closer to this vast mainland source market. With the endorsement from the Central People’s Government of China in June 2012, Mainland tour groups would be allowed to take cruises from Hong Kong to Taiwan, and then Japan or Korea in the same journey before returning home. This measure allows Hong Kong to tap the growing Mainland market to organise more interesting itineraries in the East Asian region. (Source: Tourism Commission, Speech by Commissioner for Tourism at the opening ceremony of Seatrade Hong Kong Cruise Forum, 22 January 2013.)

3.7 70% of visitors in 2012 were from the Mainland China. (Source: HKTB, Press Release, “Overnight visitors to Hong Kong up 6.5% in 2012”, 28 January 2013.) The entire increase came from the Mainland alone. Visitor arrivals from the rest of the world are now actually shrinking. Hong Kong has had more Russians coming, but arrivals of almost every other nationalities are down. This pillar industry rests on the one wobbly leg of the Mainland’s Individual Visit Scheme (IVS). (Source: South China Morning Post (SCMP), “Ignore tourism’s absurd economic boasts”, 15 January 2013.)

3.8 In September 2012, the Japanese government agreed to buy three islets on the chain from a private citizen. The move sparked violent protests in various cities in the Mainland China and Hong Kong. The number of Japanese tourists coming to Hong Kong dropped for the second consecutive month in October 2012. (Source: SCMP, “Fresh fall in

Japanese visitors to Hong Kong”, 1 December 2012.) There was a drop of Japanese visitors to Hong Kong of about 26% in December 2012. Sources of visitors from some usual originals may have changed. Southeast Asian nations, such as the Philippines and Vietnam are embroiled in similar rows with Beijing in the South China. U.S.A. and European countries have to recover from high unemployment rates before the sluggish performance can be improved. (Source: The Standard, P4 Local, 1 February 2013.) Hong Kong should put more efforts to widen the source of visitors from growing markets like Russia, India, the Netherlands, Vietnam and the Middle East. (Sources: Ming Pao, 10 February 2013 and HKTB, Press Release, “Overnight visitors to Hong Kong up 6.5% in 2012”, 28 January 2013.) Among the new markets, Russia showed the best results arrivals up 41.8% to more than 180 000, making the country the fourth largest European source market of Hong Kong, following the U.K., France and Germany. (Source: HKTB, Press Release, “Overnight visitors to Hong Kong up 6.5% in 2012”, 28 January 2013.)

3.9 According to the 2012 Tourist Satisfaction Index published by the Hong Kong Polytechnic University in March 2013, it hit a record high of 75.07, an increase of 2.46 points from 72.61 over the year. (Source: Hong Kong Polytechnic University School of Hotel and Tourism Management, Press Release, “PolyU seeks to boost tourism development with Tourism Satisfaction and Tourism Service Quality Indices”, 27 March 2013.) Among the seven source markets, Mainland China ranks fifth with a score of 72.08, which is the only one among the seven source markets that saw a decrease of 1.57 points from 73.65 in 2011. (Source: The 2012 Hong Kong Polytechnic University Tourist Satisfaction Index and Tourism Service Quality Index, Page 16, Section 4.1, Overall Tourist Satisfaction Indices by Source Market, March 2013.) It was considered that there might be an expectation discrepancy between the high hotel room rate paid and that of the room size and complementary facilities received in return which caused the drop. (Source: www.sina.com.hk - Ming Pao, 28 March 2013.)

3.10 The biggest issue that faces the tourism sector in 2013 is how to maintain Hong Kong’s appeal as a premier destination in this region and how to ensure that the visitors have an enjoyable stay while they are in Hong Kong. (Source: Tourism Commission, Press Release, “Speech by Commissioner for Tourism at 2013 Hong Kong Tourism Overview”, 1 March 2013.) Over the past years, the HKSAR Government has been investing heavily in the tourism infrastructure and the Government will continue to allocate resources for the building of tourism hardware and software. Major tourism agreements and projects were being implemented and those under planning included:

- i) An agreement was reached on the enhancement of economic and trade co-operation and exchanges between the two places under the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA). It supports strategically Hong Kong service suppliers to set up travel agents in the Mainland. (Source: Trade and Industry Department, Press Release, “Supplement VIII to CEPA deepens liberalisation of trade in services”, 13 December, 2011.) Hong Kong travel agents could operate and expand their business in the Mainland. In particular, opportunities exist for travel agents to operate outbound tours from the Mainland.

- ii) On 17 January, 2013, the next day after the delivery of the Chief Executive's Policy Address, a cross-departmental and cross-sectorial Economic Development Committee (EDC) was established by the HKSAR Government to explore ways to make use of the Hong Kong long-standing advantages and the opportunities offered by China, to focus on efforts to broaden the economic base and work on the overall strategy and policy to enhance Hong Kong's long-term development, and to make concrete recommendations to the Government particularly in regard to development of transportation, convention and exhibition industry and tourism industry. (Source: Tai Kung Pao, "Leung's 3-P concept is creative", 1 February 2013.)
- iii) The Mega Events Fund (MEF) with a total value of HK\$150 million was established by the HKSAR Government. Local non-profit-making organizations are invited to apply for the fund support to organize mega arts, cultural, sports and entertainment events in Hong Kong on or before March 2017. (Source: Tourism Commission website, Mega Events Fund, www.tourism.gov.hk, 1 March 2013.) One of the typical examples is the MEF supported the visit of Manchester United to take on Kitchee Football Team in Hong Kong in July 2013.
- iv) Frequent visitors from the Mainland China can enjoy the convenience of using Mainland Frequent Visitor e-Channel in six of the border crossings free of charge as of December 2011. (Source: Immigration Service, Immigration Control, Immigration clearance through e-Channels, www.gov.hk, 3 July 2013.)
- v) On the regulatory front, the HKSAR Government conducted a review of the regulatory framework of the tourism sector in 2011. It has been decided to set up a new independent statutory body, tentatively called the Travel Industry Authority, as the overall regulator of the industry. The Government will continue to listen to the views of the trade and the public as ironing out the detailed arrangements. The new regulatory framework would be in place by 2015. (Source: Tourism Commission, Speech by Commissioner for Tourism at 2012 Hong Kong Tourism Overview, 29 February, 2012.)
- vi) An appropriate amount of hotel room supply is crucial to the tourism industry. Concerns have been expressed on hotel supply in Hong Kong. To cope with the rapid visitor growth, the HKSAR Government has been marking proactive efforts to catch up on the supply of hotel rooms. 'Hotel only' sites have been put on the land sale programme. 3 out of 5 'hotel only' sites for 2011-12 have been sold. In 2011, 5 applications of redevelopment or wholesale conversion of industrial building into hotels was approved. The total number of hotels will go up to over 240 in 2016, supplying at total of over 72 600 rooms. (Source: Tourism Commission, Speech by Commissioner for Tourism at 2012 Hong Kong Tourism Overview, 29 February 2012.)

- vii) Located in the southern tip of the former Kai Tak Airport runway, the first berth of the new cruise terminal is expected to be operational in mid-2013. (Source: Tourism Commission website, Major Tourism Projects – Current – Development of Kai Tak Cruise Terminal, www.tourism.gov.hk, 3 July 2013.) To enable Hong Kong to develop into a leading regional cruise hub, with the support from the Mainland and the HKSAR Government, the new cruise terminal is expected to take tourism to a new height.
- viii) Ocean Park Hong Kong won the 2012 Applause Award from the IAAPA (International Association of Amusement Parks and Attractions) for inspiring the amusement and entertainment industry in November 2012. Ocean Park is the first theme park in Asia to win this world-wide prize. Other theme parks to win this prize include Disney World Magic Kingdom in Orlando and Universal Studio in Florida. The total number of visitors to the Park in 2012 was 7.1 million, the recorded high since it opened in 1977 (Source: Ming Pao Weekly, 26 January 2013). The Park’s HK\$5.5 billion expansion project in turning it into a comprehensive international resort destination including construction of 3 hotels and new attraction points was on-going. The first hotel, Ocean Hotel, is targeted to open in 2016 and additional new attractions would open from 2014. (Source: Ocean Park Hong Kong, Press Release, “Ocean Park to become a comprehensive international resort destination boosted by development of Ocean Hotel”, 8 January 2013.)
- ix) HKSAR Government and The Walt Disney Company reached an agreement in July 2009 for the expansion of Hong Kong Disneyland and the related financial arrangements. The current expansion of the Disneyland is proceeding as planned. The first new themes, Toy Story Land and Grizzly Gulch, were opened in November 2011. The other new themed area, namely Mystic Point, will be open in 2013. The expansion will enlarge the existing theme park by about 23% and add more than 30 new attractions, entertainment and interactive experiences, bringing the total number of attractions in Disneyland to over 100. (Source: Tourism Commission website, “Major tourism projects - Current”, www.tourism.gov.hk, 1 March 2013.)
- x) To further improve the existing tourist attractions and facilities in Aberdeen, the Aberdeen Tourism Project was funded by the HKSAR Government with the theme of traditional fishermen’s village. The work has commenced in September 2011, for phased completion between 2012 and 2014. (Source: Tourism Commission website, “Major tourism projects - Current”, www.tourism.gov.hk, 1 March 2013.)
- xi) The Lei Yue Mun Waterfront Enhancement Project – A series of minor improvement works were completed in Lei Yue Mun. To enhance the attractiveness of the area, the Government planned to further improve the facilities along its waterfront and the key design features including construction of a public landing facility, a breakwater and a water

promenade with five lookout points, construction of a new viewing terrace and other street scape improvement and landscaping works. The relevant statutory procedures for gazettal of the marine works of the project are in progress. (Source: Tourism Commission website, “Major tourism projects - Current”, www.tourism.gov.hk, 1 March 2013.)

Implications on Manpower

3.11 The labour market conditions continued to exhibit an across-the-board and notable improvement in 2012. The total employment hit successive record highs, and saw a remarkable expansion of 2.5% for 2012 as a whole over the previous year. The buoyant domestic consumption and inbound tourism should continue to fuel labour demand, thus helping to keep the labour market conditions stable. According to the labour force statistics, the seasonally adjusted unemployment rate decreased from 3.5% in February – April 2013 to 3.4% in March – May 2013. (Source: Census and Statistics Department, Press Releases, “Unemployment and underemployment statistics for October – December 2012”, 17 January 2013, “Unemployment and underemployment statistics for December 2012 – February 2013”, 18 March 2013 and “Unemployment and underemployment statistics for March – May 2013”, 18 June 2013.)

3.12 With the development of new tourism-related agreements and projects in Hong Kong, plus the development of Mainland China and our neighbouring areas, more job opportunities are expected to be created in the near future and a steady increase in trained quality manpower requirement for the tourism industry is expected in the coming years:

- i) A total of over 233 000 people were employed in the tourism industry sector, including accommodations, restaurants, cross-border transportation, travel agencies, etc. The number of visitors to Hong Kong is expected to exceed 50 million in 2013. (Source: Sing Pao, A2, “The world’s most popular tourist destination”, 14 March 2013.) More job vacancies will be created in the tourism industry.
- ii) According to the Hotel Supply Situation Report as at December 2012 published by Hong Kong Tourism Board, Hong Kong has 211 hotels with 67 394 rooms. There will be around 60 new hotels with some 9 139 additional rooms to be completed in 2012 to 2017. (Source: HKTb, Hotel Supply Situation – as at December 2012, February 2013.) The average occupancy rate and room rate ended up at 89% and HK\$1 489 in 2012, (Source: HKTb, Hotel Room Occupancy Report – January 2013, February 2013.) up 2.2% and 27.8% respectively in comparing with the same figures indicated in our last Manpower Survey Report conducted in 2010. These new hotel developments reflect the positive projection of potential visitors who may travel to Hong Kong in future years and indicate a possible surge in manpower requirements in the years to come.

- iii) The fact that tourism is one of the economic pillars means every effort should be made to ensure each visitor leaves with fond memories. However, there were reports on the publicity on the negative side, hard-sell tactics, rip-offs disguised as bargains, and tourists left behind by the tourist guides after refusing to shop. It is a pity that unscrupulous practitioners have their minds on making money rather than the industry's reputation. With 42 million visitors passing through our door in 2012, it is tempting to think there is always the next customer to serve, even if the previous one leaves unhappily. But each incident is a dent on the tourism industry. Concerted efforts are needed to preserve our good image and reputation. (Source: SCMP, Editorial, "Dents in crown of hospitality", 21 December 2012.) To safeguard the long-term healthy development of tourism sector and the reputation of Hong Kong as a tourist destination, the tourism-related course providers should reinforce the business ethics and professionalism training and development so as to help equip tour guides and industry personnel with the appropriate mind set and competitive customer service skills.

- iv) With the implementation of New Senior Secondary Education Curriculum and new 4-year university system, more senior secondary graduates may consider further education over immediate employment. This may affect the labour supply as the industry is growing and expanding. The demand on employees at the entrant operational level is keen. Flexible articulation pathways with multiple entry and exit points at different levels of industry related training and education programmes should be encouraged. This would enable a continuous supply of trained manpower for the industry and also encourage lifelong learning.

- v) The total cruise passenger throughput (excluding local residents) of Hong Kong is 640 025 in 2012. (Source: Cruise Passenger Statistics Jan – Dec 2012, Hong Kong Tourism Board.) The number of Mainland tourists will increase by 10% when the Kai Tak cruise terminal opens in June 2013, industry experts believe. Worldwide cruise passenger numbers are forecast to top 30 million by 2020. (Source: The Standard, "Cruise berths to ride on Mainland wave", 24 January 2013.) The introduction of cruise tourism in Hong Kong will create more jobs in the cruise and related tourism industries of which trained quality staff are required for serving the expanding tourism infrastructure. As Hong Kong develops as a popular port of call, training on receiving tourists from cruises, such as skills, knowledge and integrity necessary for the operation and management of cruise line operation will be in demand. Regarding language proficiency in the workplace, new resources are used to encourage employees to raise their standards of English and Putonghua. Such measures may include providing vocational language courses tailored to the needs of the industry, encouraging the development and use of self-learning platforms on the Internet, and organising public education activities.

- vi) Hong Kong remains the world's largest wine auction centre, ahead of New York and London. In 2011, the total sales from auctions fetched US\$230 million. 2012 has been a particularly busy time for our wine collaboration. In May, Hong Kong had the privilege of hosting the internationally renowned Vinexpo Asia-Pacific. Hong Kong was featured as the "City of Honour" at the famous Bordeaux Fete le Vin (Bordeaux Wine Festival) in June 2012. We took full advantage of this opportunity to showcase Hong Kong's cultural and culinary diversity to half a million visitors in Bordeaux from around the world. With the positive prospects of the wine industry, wine knowledge and wine-related training and education programmes, such as wine tasting, food and wine pairing, creative wine marketing and branding, will certainly create enhanced value of our local manpower to meet the diverse needs of the sophisticated tourists. International wine industry operators from over 30 countries attended the Hong Kong International Wine & Spirits Fair 2012. Since its launch in 2009, the Hong Kong Wine and Dine Festival has been well received by locals and overseas visitors and has become bigger and better. (Sources: www.info.gov.hk - Press Release - Speech by Finance Secretary at opening ceremony of 2012 Hong Kong Wine and Dine Festival, 1 November 2012; www.info.gov.hk - Press Release - Speech by Finance Secretary at opening ceremony of 2012 Hong Kong International Wine & Spirits Fair 2012, 8 November 2012.) Furthermore, trained staff at all job levels for effective and efficient operation and management of large scale international wine industry related events and exhibitions will be required for hosting similar types of functions in the years to come.

3.13 The Labour Department has completed the policy study on standard working hours (SWH). The study aims to provide a solid and objective basis for an informed and in-depth discussion on the important subjects of SWH, and stimulate the exchange of views among people from different sectors for reference and follow-up by the Special Committee that is soon to be set up. (Source: Labour Department website, Public Services, Policy Support, "Policy study on standard working hours", www.labour.gov.hk, 8 January 2013.) Working hours policy is a highly complex and contentious subject which involves a myriad of interrelated social and economic issues. Given the widespread and far-reaching implications that will bring to Hong Kong labour market and economy, it is necessary for the local community to examine and discuss these issues thoroughly before coming to a view on the matter.

3.14 The Legislative Council has approved the subsidiary legislation relating to statutory minimum wage. With effect from 1 May 2013, the statutory minimum wage rate will be revised to \$30 per hour. (Source: Labour Department website, Public Services, Employee rights and benefits, "Statutory minimum wage – new development", www.labour.gov.hk, 11 December 2012.) As for the impact on businesses, taking into account total wages received by employees as well as the additional labour costs arising from a knock-on effect, the total additional wage bill would rise to around \$2 billion, up by approximately 0.3%. The impact on most sectors should be moderate. (Source: Labour

Department, Press Release, “Minimum wage commission delighted by acceptance of its recommended statutory minimum wage rate”, 12 Dec 2012.)

3.15 The future of the tourism industry would depend significantly on the availability of quality staff to deliver quality service that has earned Hong Kong a world reputation of an “Asia’s World City”. The vocational education and training with emphasis on soft skills besides hard skills for entry level employees would be crucial to the future success of the tourism industry. The Training Board believes the increased provisions for the development and upgrading of our tourism workforce would be essential.

The Survey Findings

3.16 The Training Board has examined the survey findings and is of the opinion that the industry appears to be growing positively; despite that there are local and global challenges, including but not limited to the trading environment as manifested by an abrupt deterioration of the Euro debt situation since mid-2012, recession of Eurozone economy, persistent tepidness in the U.S.A. economic recovery, as well as the slowdown of the Mainland and other Asian economies, etc. With developed communication platform, Hong Kong tourism is facing keen competition with neighbouring regions. Other than relying solely on additional and enhanced tourism facilities, or marketing and promotion efforts alone, we must strengthen our workforce with both hard and soft skills continuously to make Hong Kong stand out in the region. Technical skills and knowledge are comparatively more easier to master, it is the soft skills like analytical, problem solving, work ethics, customer care etc that local training providers should pay attention to when tailoring and delivering training courses for manpower training. For the tourism industry to be sustainable and to contribute to the overall economy of Hong Kong, we aim at repeated business so that this important economic pillar will stand strong and firm in the long run.

Manpower Changes by Job Level

3.17 In August / September 2012, there were 37 102 employees in the tourism industry, representing an increase of 3 644 (+10.89%) over the 2010 figure. An analysis of the manpower changes by job level is given in the following tables:

Table 3.17 (a) : Number of Employees

<u>Job Level</u>	<u>2010</u>	<u>2012</u>	<u>Increase / Decrease</u>	
Managerial / Professional	2 714 (8.11%)	2 965 (7.99%)	+251	(+9.25%)*
Supervisory / Technical	5 442 (16.27%)	5 102 (13.75%)	-340	(-6.25%)*
Clerical / Operative	24 445 (73.06%)	28 316 (76.32%)	+3 871	(+15.84%)*
Secretarial / Others	857 (2.56%)	719 (1.94%)	-138	(-16.10%)*
Total	33 458 (100%)	37 102 (100%)	+3 644	(+10.89%)**

() * Percentage of number employed at the same job level in 2010

() ** Percentage of total number of employees in 2010

Figure 3.17 : Tourism Manpower Figures from 1990 – 2012 at Different Job Levels

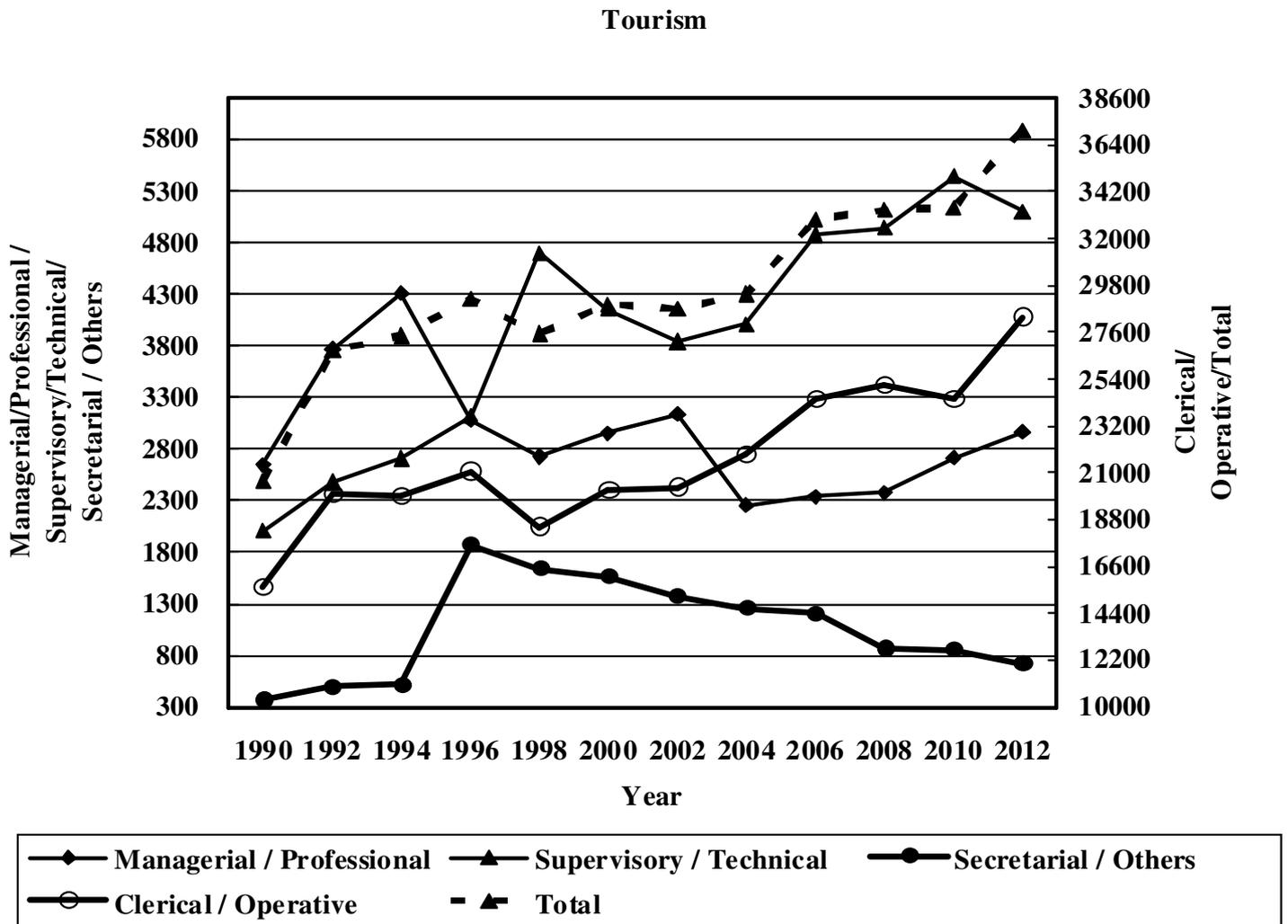


Figure 3.17 above provides the tourism manpower figures at different job levels from 1990 to 2012. A steadily upward trend of total manpower demand in the tourism industry was realized in recent years.

Table 3.17 (b) : Manpower Changes by Job Level by Branch in 2010 and 2012

<u>Job Level</u>	<u>Branch 1: Airline Companies</u>			<u>Branch 2: Travel Agents and Airline Ticket Agents</u>			<u>Total</u>		
	<u>2010</u>	<u>2012</u>	<u>Increase / Decrease (%)*</u>	<u>2010</u>	<u>2012</u>	<u>Increase / Decrease (%)*</u>	<u>2010</u>	<u>2012</u>	<u>Increase / Decrease (%)*</u>
Managerial / Professional	1 225	1 203	-22 (-1.80%)	1 489	1 762	+273 (+18.33%)	2 714	2 965	+251 (+9.25%)
Supervisory / Technical	1 957	1 843	-114 (-5.83%)	3 485	3 259	-226 (-6.48%)	5 442	5 102	-340 (-6.25%)
Clerical / Operative	12 213	14 521	+2 308 (+18.90%)	12 232	13 795	+1 563 (+12.78%)	24 445	28 316	+3 871 (+15.84%)
Secretarial / Others	125	128	+3 (+2.40%)	732	591	-141 (-19.26%)	857	719	-138 (-16.10%)
Total	<u>15 520</u>	<u>17 695</u>	<u>+2 175</u> (+14.01%)**	<u>17 938</u>	<u>19 407</u>	<u>+1 469</u> (+8.19%)**	<u>33 458</u>	<u>37 102</u>	<u>+3 644</u> (+10.89%)***

- ()* Percentage of total number of employees at the same job level
 ()** Percentage of total number of employees in the sector
 ()*** Percentage of total number of employees in the industry

3.18 The survey shows an increase in number on the Managerial / Professional and clerical / operative levels in 2012. Such increase is more significant in the demands on clerical and operative staff by 15.84% (3 871 persons) in 2012 compared with 2010. Thanks to the buoyant tourism and related activities, labour demand remained robust. Job gains were notable especially in clerical / operative levels.

Vacancies

3.19 At the time of the survey, there were 556 reported vacancies as compared to 392 in 2010. The present vacancies attributed to 1.50% of the total workforce as compared to 1.17% in 2010. With the tight labour market, manpower shortage was increasingly apparent in some sectors and occupations. The largest number of vacancies (525) was found in clerical / operative level jobs in travel agents and airline ticket agents. The Training Board is of the opinion that most employers would be cautious in filling the vacancies under a volatile business environment. They might not fill the vacancies substantively but chose to employ part-time or temporary employees and continue to exercise multi-tasking in the existing operation to increase cost efficiency.

Promotion Pattern

3.20 Based on the number employed at the same job level, the survey indicated that 1.65% of managerial / professional positions and 1.41% of supervisory / technical positions were filled by internal promotions. It appears that Airline Companies, Travel Agents and Airline Ticket Agents are willing to offer reasonable promotion opportunities to their employees. The Training Board considers that employers should provide more training to their employees to prepare them for career advancement.

Preferred Mode of Training

3.21 From employers' feedback, 21.06% ranked seminars / workshops as the most preferred mode of training whereby part-time day release and evening modes of training would be considered as second and third priorities respectively.

3.22 The pre-employment and upgrading courses of the Vocational Training Council provide a stable source of trained personnel to the industry.

Preferred Qualifications of Employees

3.23 The survey indicated that employers generally preferred Bachelor Degree for managerial / professional / supervisory / technical level positions, senior Secondary graduates for all other job level positions. The Training Board is of the view that possessing the right personality and positive attitude would be extremely important for the tourism workforce regardless of qualifications.

Employers' Manpower Forecast for August / September 2013

3.24 Employers' forecast of the 12-month manpower growth indicated a positive growth rate of 1.64%.

Table 3.24 : Additional Manpower by Job Level in 2013

<u>Job Level</u>	<u>Employers' Forecast of Manpower Growth in August / September 2013</u>	
Managerial / Professional	0	(0%)*
Supervisory / Technical	+7	(+0.14%)*
Clerical / Operative	+601	(+2.12%)*
Secretarial / Others	+1	(+0.14%)*
Total	+609	(+1.64%)**

()* Percentage of number employed at the same job level

()** Percentage of total number employed in industry

Manpower Projection for 2013 – 2017

3.25 Other than basing the manpower projection on Employers' Forecast (EF), the Training Board has also adopted two other methods to project the future manpower requirements of the industry in 2013 – 2017. The Labour Market Analysis (LMA) approach projects manpower requirements for a specific industry based on key statistical data reflecting important changes in the local economy, demography and labour market (please refer to Appendix 8 for details). The Adaptive Filtering Method (AFM) is another statistical method that generates manpower projections based on the past and present survey data from 1992 to 2012 (please refer to Appendix 9 for details). The projections on the future manpower demand for 2013 to 2017 are presented in Table 3.25:

Table 3.25 : Manpower Projection in the Tourism Industry

Year	Actual Manpower	Projected Manpower (LMA Approach)	Projected Manpower (AFM Approach)	Employer's Forecast (EF)
2010 <i>actual</i>	33 458			
2012 <i>actual</i>	37 102			
2013 <i>forecast</i>		37 961 (2.3%*)	38 540 (3.9%*)	37 711 (1.6%)*
2014 <i>forecast</i>		39 057 (2.9%**)	39 848 (3.4%**)	
2015 <i>forecast</i>		39 984 (2.4%**)	41 010 (2.9%**)	
2016 <i>forecast</i>		40 816 (2.1%**)	42 036 (2.5%**)	
2017 <i>forecast</i>		41 553 (1.8%**)	42 940 (2.2%**)	
* as percentage change vs actual manpower in 2012				
** as percentage change vs the projected manpower in previous year				
LMA - Labour Market Analysis Approach				
AFM - Adaptive Filtering Method				
EF - Employers' Forecast (at the date of survey)				

The projection by LMA approach was conducted while the latest economic situation including the impact of the financial tsunami has been taken into consideration. The Training Board opined that it is more appropriate to adopt the LMA method to project the manpower forecast in the next few years. By using the LMA approach for the manpower projection, the manpower forecast will remain quite stable over the coming five years (2013 – 2017).

Wastage

3.26 The annual training requirement is based on Labour Market Analysis Approach of manpower growth and the wastage rate. Wastage rate refers to those leaving the tourism industry because of change of jobs to other sectors, retirement, emigration and other causes. After consultation with the industry, the Training Board considered that the annual wastage rates of 1% for the managerial / professional and supervisory / technical job levels and 4% for the clerical / operative / secretarial and others job levels would be appropriate for the tourism industry.

Projection on Training Requirements Based on Labour Market Analysis Approach

3.27 The Labour Market Analysis Approach Projection of training requirements of the tourism industry for 2013 to 2017 are shown in Table 3.27.

**Table 3.27 : Training Requirement Forecasts of the Tourism Industry for 2013 – 2017
(Based on Labour Market Analysis Approach)
(Based on 1% / 4% wastage rates at different job levels)**

Annual Average Manpower Demand for 2013-2017					
Job Level	No. of Employees 2012	Growth	Replacement for Wastage	Total	± 10% Range
<u>Annual wastage rate = 1%</u>					
Managerial and Professional	2 965	169	34	203	183 – 223
Supervisory and Technical	5 102	218	56	275	248 – 303
<u>Annual wastage rate = 4%</u>					
Clerical and Operative	28 316	868	1 219	2 088	1 879 – 2 297
Secretarial and Other Levels	719	-121	17	-104	-94 – -114
TOTAL	37 102	1 134	1 326	2 462	2 216 – 2 709

3.28 The Training Board estimated the annual average training requirements for 2013 – 2017 to be 2 462. The wastage rates of 1% for managerial / professional and supervisory / technical levels and 4% for clerical / operative / secretarial and other levels employees have been adopted. As indicated in Table 3.27, a net increase of 7.3%, 2 088 manpower demand for Clerical and Operative level while there is a net loss of 104 in terms of manpower number in Secretarial and Other levels. The Training Board opined that skill upgrading and related programmes should be introduced in order to shift the surplus manpower from Secretarial and Other levels to Clerical and Operative level.

3.29 According to employers' feedback, the most required training for their staff are in generic skills, and then followed by professional skills. The most required generic skills training are in Service Attitude and Customer Service, and then Communication. As for professional skills, employers considered that the most required training are in Ticketing and Reservation System, and followed by Travel Insurance Knowledge.

SECTION IV

RECOMMENDATIONS

Recommended Additional Training Requirements

4.1 Financial services, trading and logistics, tourism, and producer and professional services are the Four Key Industries in the Hong Kong economy. They have been the driving force of Hong Kong's economic growth, providing impetus to growth of other sectors and creating employment. The Training Board recommends the trade, employers and practitioners to work together to sustain the long-term and healthy development of the tourism industry.

4.2 The Training Board is of the opinion that that the industry appears to be growing positively; despite that there are local and global challenges, including but not limited to the trading environment as manifested by an abrupt deterioration of the Euro debt situation since mid-2012, recession of Eurozone economy, persistent tepidness in the U.S.A. economic recovery, as well as the slowdown of the Mainland and other Asian economies, etc. With developed communication platform, Hong Kong tourism is facing keen competition with neighbouring regions. Other than relying solely on additional and enhanced tourism facilities, or marketing and promotion efforts alone, we must strengthen our workforce with both hard and soft skills continuously to make Hong Kong stand out in the region. Technical skills and knowledge are comparatively more easier to master, it is the soft skills like analytical, problem solving, work ethics, customer care etc that local training providers should pay attention to when tailoring and delivering training courses for manpower training. For the tourism industry to be sustainable and to contribute to the overall economy of Hong Kong, we aim at repeated business so that this important economic pillar will stand strong and firm in the long run.

Recommended Training Requirements

4.3 The Training Board recommends the following training requirements for the tourism industry in 2013 to 2017 as presented in Table 4.3 below:

**Table 4.3 : Recommended Training Requirements
for the Tourism Industry in 2013 to 2017
(Based on Labour Manpower Analysis Approach Projection)**

Job Level	2013 – 2017	± 10% Range
Managerial / Professional	203	183– 223
Supervisory / Technical	275	248 – 303
Clerical / Operative	2 088	1 879 – 2 297
Secretarial / Others	-104	-94 – -114
Total:	2 462	2 216 – 2 709

Recommended Training Routes for Managerial and Professional Levels

4.4 Managers and professionals are members of the management team involved in policy making of a company and responsible for the day-to-day operations of a major function or department of the organization. For jobs at this level, the Training Board recommends that employers recruit bachelor degree and professional Diploma / Diploma holders to enrich their management knowledge and skills.

Recommended Training Routes for Technician and Supervisory Levels

4.5 A technician or supervisor is a person whose education, practical training and experience enable him / her to apply techniques and procedures to his / her work and to carry out technical and supervisory responsibilities under the supervision of a managerial and professional staff member. Technicians and supervisors play an important role at the middle management level.

4.6 Technicians and supervisors could be trained through part-time or full-time technician / supervisory courses in vocational institutions followed by on-the-job training.

Recommended Training Routes for Operative and Clerical Levels

4.7 Operative and clerical level workers normally engage in repetitive work which requires a specific range of skills. Operative training should be well-planned and interesting. Practical skills and language training for new recruits should be provided. Refresher / upgrading and retraining should also be offered to convert serving operative employees into a more versatile multi-skilled workforce. Employers are also urged to offer the more capable operative workers opportunities for career advancement through systematic training.

Technical Education and Training Institutions

4.8 A wide range of full-time, part-time day-release and part-time evening training courses relevant to the tourism industry are being offered by a number of tertiary, vocational and training institutions. These include, among others, The Chinese University of Hong Kong, The Hong Kong Polytechnic University, The University of Hong Kong (SPACE), Hong Kong Baptist University, City University of Hong Kong, The Open University of Hong Kong, Caritas Bianchi College of Careers, Caritas Institute for Further & Adult Education; and Hong Kong Institute of Vocational Education (Chai Wan and Haking Wong Campuses), Hospitality Industry Training and Development Centre of the Vocational Training Council.

4.9 Due to the structural shift of Hong Kong to a high-valued and knowledge-based economy and the change of aptitude and attitude of the existing workforce and new generation, the Training Board is of a view that the tourism education and training institutions at both vocational and tertiary levels must enrich their curriculum on developing soft skills, work ethics and professionalism, environmental awareness, communication and interpersonal skills. It is equally important to provide flexible entry and exit pathways for life-long learning, development and skills upgrading.

4.10 More education and training are required to enhance the knowledge on social, cultural, demographic, geographical, economic, political aspects of the Mainland and emerging markets and the evolving changes of customer values, needs and behaviours. Other areas such as the trends and developments on cruise and MICE markets, green and heritage tourism, spa and wellness, wine and gourmet, as well as crisis handling and problem solving skills are equally important.

4.11 With the challenging future of the tourism industry, a supply of better trained and more competent graduates at operative, supervisory and technical levels will continue to be on demand. With the increasing demands on wine services and the professional training for sommeliers in the coming years, the Training Board considers that increased provisions for further expansion and upgrading of training facilities and capacity will be essential to cope with the sophisticated and varied demand of our visitors. The Government should channel more resources for providing training of staff to acquire sound knowledge and quality service standards to meet the international standards.

4.12 A list of the relevant full-time and part-time courses offered by the members of Vocational Training Council in 2013 is presented in Tables 4.13(a)-(b). Graduates from these courses are well received by the industry as they possess hands-on experience and could readily contribute to the industry. Employers are encouraged to recruit graduates of these training courses. In addition, seminars and workshops organised by the Vocational Training Council help employers learn new technologies and train up their staff.

4.13 It should be noted that there has been an increasing number of tourism course providers in both the commercial and public sectors offering an array of courses at different levels. The Training Board acknowledges the changing needs of the tourism industry, and agrees that it is vital for new generation and in-service employees to embark on life-long learning. It is equally important that employers recognise such needs and support their employees to attend up-grading courses / training programmes / workshops / seminars from accredited training / education institutions for the acquisition of new knowledge and skills. In view of different quality standards amongst the pool of course providers for the industry, the Training Board recommends that course participants should carefully assess those in terms of their professionalism and accreditability prior to enrolment.

**Table 4.13 (a) : List of Tourism Programmes
Offered by the Hong Kong Institute of Vocational Education
(Chai Wan and Haking Wong Campuses)**

<u>Programme Title</u>	<u>Duration</u>
<u>Full-time Programmes</u>	
Higher Diploma in Travel and Tourism	3 years
Higher Diploma in Tourism Studies	4 years
Higher Diploma in Tourism & MICE	2 years
Higher Diploma in International Hospitality and Tourism Management	2 years
Higher Diploma in Airport Operations Management	2 years

**Table 4.13 (b) : List of Tourism Programmes
Offered by the Hospitality Industry Training and Development Centre**

<u>Programme Title</u>	<u>Duration</u>
<u>Full-time Programmes</u>	
Advanced Certificate in Air Ticketing and Tour Escorting Service	4 months
Advanced Certificate in Tour Guide and Service Culture	4 months
Advanced Certificate in Travel Consultancy Service	4 months

Training for Employee

4.14 The Training Board is of the view that the existing 37 102 strong in-service employees will need upgrading and updated training to remain competitive and efficient to cope with the forecasted increasing customer and business demand.

4.15 Providing more opportunities for practical-based training and workshops in the areas of travel and tourism services, the employees would further enhance their service skills with professional quality to meet the diverse needs of the sophisticated tourists from different markets. In order to instill a quality difference in the local tourism workforce, the value-added elements should be incorporated into training courses to stimulate the creativity and sensitivity in providing the 'extra-touch' to first-timers and sophisticated visitors.

Skills Upgrading Scheme and Out-Centre Training Courses

4.16 The Training Board supports the Skills Upgrading Scheme Plus (SUS Plus) courses for the tourism industry. Both employers and employees should make use of the Continuing Education Fund and various government-funded skills upgrading schemes for further skills enhancement. The SUS Plus courses for the tourism industry are presented in Table 4.16.

Table 4.16 : List of Skills Upgrading Scheme Plus Course for the Tourism Industry

<u>No.</u>	<u>Course Name</u>	<u>Training Hours</u>
1	Module Certificate in Practical English for Operational Staff of Travel Agents	22
2	Module Certificate in Practical Putonghua for Operational Staff of Travel Agents	22
3	Module Certificate in Understanding and Promoting Tourist Attractions in Hong Kong and Neighboring Regions	6
4	Module Certificate in Tourist Guide Training	63
5	Module Certificate in Practical English for Tour Escorts	18
6	Module Certificate in Basic English for Tourist Guides and Tour Escorts	18
7	Module Certificate in Practical Putonghua for Tourist Guides and Tour Escorts	22
8	Module Certificate in Practical English for Tourist Guides	18
9	Module Certificate in Introduction to Cruise Travel	12
10	Module Certificate in Practical Skills in Cruise Travel	12
11	Module Certificate in Customer Services in Tourism Industry (Effective Communication)	12
12	Module Certificate in Customer Services in Tourism Industry (Management of Emotional Intelligence)	12
13	Module Certificate in Customer Services in Tourism Industry (Handling of Complaints)	12
14	Module Certificate in Customer Services in Tourism Industry (Management of Emergencies)	12
15	Module Certificate in Cultural Tour (History and Culture)	12
16	Module Certificate in Cultural Tour (Archaeological and Built Heritage)	12

<u>No.</u>	<u>Course Name</u>	<u>Training Hours</u>
17	Module Certificate in Cultural Tour (Religious Traditions)	12
18	Module Certificate in Eco-Tour (Theory of Nature Appreciation)	12
19	Module Certificate in Eco-Tour (Geopark – Volcanic Rock Landscape)	12
20	Module Certificate in Eco-Tour (Geopark – Sedimentary Rock Landscape)	12
21	Module Certificate in Eco-Tour (Country Parks)	12
22	Module Certificate in Eco-Tour (Marine Parks)	12
23	Module Certificate in Eco-Tour (Wetland Parks)	12

4.17 The Training Board is of the opinion that there is a continuous need to upgrade the standard of English and Putonghua, and new languages including Russian and Korean. Knowledge of the China market, S.E. Asian countries and Europe are also of growing importance. In response to the training demand, the Training Board will continue to support and sponsor out-centre training courses for eligible practitioners of the industry.

Training Conferences / Seminars

4.18 The Training Board will continue to support the conferences and experience-sharing seminars / workshops for the practitioners in the industry.

Future Surveys

4.19 The Training Board recommends conducting the manpower survey once every two years to assess the manpower demand and supply in the industry.

MEMBERSHIP OF THE HOTEL, CATERING AND TOURISM TRAINING BOARD

(appointed from 1 April 2011 and up to 31 March 2013)

Chairman:

Mr Larry TCHOU Ming-kong (Nominated by a major international hotel chain)

Vice-Chairman:

Mr Michael LI Hon-shing, KSJ, BBS, JP (Nominated by the Federation of Hong Kong Hotel Owners Limited)

Members:

Ms Lily AGONROY (up to 19.6.12)	(Nominated by a travel agent)
Mr Keven CHAN Tin-yau	(Nominated by a small and medium hotel)
Mr Romain CHAN Wai-shing	(Nominated by a local based hotel chain)
Mr Paul CHANDLER (up to 4.9.11)	} (Nominated by a major theme park or a major attraction)
Ms Darlene BRADY (since 15.4.12)	
Dr Vincent HEUNG (up to 31.8.12)	(Nominated by a local education/training institution)
Mr Mark HEYWOOD	(Nominated by the Hong Kong Hotels Association)
Mr Hardy KAM Shun-yuen (up to 31.3.12)	} (Nominated by a catering association)
Mr Lawrence KOO Kin-yip (since 15.4.12)	
Mr Patrick KWOK Chi-kit	(Nominated by the Hong Kong Tourism Board)
Ms Rita LEE Shuk-fong	(Nominated by a travel agent)
Mr Paul LEUNG	(Nominated by the Travel Industry Council of Hong Kong)
Ms Hebe SUN Hoi-yi	(Nominated by a catering association)
Mr James TONG Wai-pong	(Nominated by the Board of Airline Representatives)
Ms Kim TSUI (up to 29.2.12)	} (Nominated by the Club Managers' Association of Hong Kong)
Mr Kenneth FAN (since 15.4.12)	
Mr Daniel WETTLING	(Nominated by the Hong Kong Chefs Association)
Mr Cramond WONG Yiu-cheung	(Nominated by the Meetings, Incentives, Conventions and Exhibitions (MICE) Industry)
Mr Wilson WU Wai-tsuen	(Nominated by a major restaurant chain)
Mr Vincent FUNG	(Representing the Commissioner for Tourism)
Ms Nancy TANG	(Representing the Commissioner for Labour)
Miss Annie HO	(Representing the Executive Director of the Vocational Training Council)

Advisors:

Mr Felix M BIEGER
 Mr Rudolf GREINER
 Mr James LU Shien-hwai
 Mr Graeme J READING
 Ms Rebecca WONG

In Attendance:

Mr Lawrence WONG (Representing the Hospitality Industry Training and Development Centre/VTC)
 Ms Winnie NGAN (Representing the Hong Kong Institute of Vocational Education/VTC)
 Dr Joanna CHEUNG (Representing the Hong Kong Institute of Vocational Education/VTC)

Secretary:

Ms Claudia AU (Hospitality Industry Training and Development Centre/VTC)

**Terms of Reference of the
Hotel, Catering and Tourism Training Board**

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council the development of vocational education and training facilities to meet the assessed manpower demand.
4. To advise the Hong Kong Institute of Vocational Education (IVE) and Pro-Act Training & Development Centres on the direction and strategic development of their programmes in the relevant disciplines.
5. To advise on the course planning, curriculum development and quality assurance systems of IVE and Pro-Act Training & Development Centres.
6. To prescribe job specifications for the principal jobs in the industry defining the skills, knowledge and training required.
7. To advise on training programmes for the principal jobs in the industry specifying the time a trainee needs to spend on each skill element.
8. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
9. To advise on the conduct of skill competitions in key trades in the industry for the promotion of vocational education and training as well as participation in international competitions.
10. To liaise with relevant bodies, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of vocational education and training in the industry.
11. To organise seminars/conferences/symposia on vocational education and training for the industry.
12. To advise on the publicity relating to the activities of the Training Board and relevant vocational education and training programmes of VTC.
13. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
14. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

2012 Manpower Survey of the Tourism Industry

Distribution of Survey Samples

Sample Selection Plan

(Based on Data as at 1st quarter 2012
provided by Census and Statistics Department)

Branch	Industry	Employment Size	Stratum Code	Size of Frame	Sampling Fraction	Sample Size
1	Airline Companies (HSIC: 510100, 510900, 510201, 510202)	1 - 9	1	23	1.00	23
		10 - 49	2	32	1.00	32
		50 - 99	3	10	1.00	10
		100 - 199	4	3	1.00	3
		200 - 499	5	6	1.00	6
		500 - 999	6	-	1.00	-
		1000 & above	7	3	1.00	3
		Sub-total			77	
2	Travel Agents and Airline Ticket Agents (HSIC: 791000, 799000)	1 - 9	1	1759	0.08	141
		10 - 49	2	274	0.50	137
		50 - 99	3	22	1.00	22
		100 - 199	4	11	1.00	11
		200 - 499	5	8	1.00	8
		500 - 999	6	4	1.00	4
		1000 & above	7	-	1.00	-
		Sub-total			2078	
Total				2155		400

1/F VTC POKFULAM COMPLEX
145 POKFULAM ROAD, HONG KONG
香港薄扶林道 145 號
職業訓練局薄扶林大樓 1 樓
Tel No. 電話： (852) 2538 2247
Fax No. 傳真： (852) 2538 2251



Our Reference : (9) in HO/1/2 (2012) (T)

27th August 2012

Dear Sir/Madam,

2012 Manpower Survey of the Tourism Industry

On behalf of the Vocational Training Council, I am writing to solicit your kind cooperation in the 2012 Manpower Survey of the Tourism Industry to be conducted by the Hotel, Catering and Tourism Training Board. The Training Board is a statutory body appointed by the Government responsible for matters pertaining to manpower training in the tourism industry.

The purpose of the survey is to assess the latest manpower situation and training needs so as to enable the Training Board to formulate appropriate training plans for the Hong Kong tourism industry. The survey will be conducted from 30th August to 28th September 2012. Your support in supplying the information would be much appreciated.

I enclose the following documents in both English and Chinese for your completion and reference:

- (1) Questionnaire;
- (2) Explanatory notes; and
- (3) Descriptions of principal jobs.

During the survey period, an officer from the Census and Statistics Department will contact your office. The officer will answer any questions you may have, and collect the completed questionnaire.

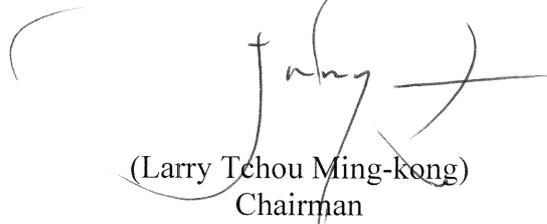
The findings of the survey together with the training measures recommended by the Hotel, Catering and Tourism Training Board will be presented in a report published by the Training Board.

For details of the past manpower survey reports of the industry, please visit our website: <http://hotb.vtc.edu.hk>.

I wish to assure you that the information collected will be handled in strictest confidence and will be published only in the form of statistical summaries without reference to individual companies. Should you have any questions regarding the survey, please contact the Manpower Statistics Section of the Census and Statistics Department at 2116 8436.

Thank you for your valuable support.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Larry', with a large, sweeping flourish extending to the right.

(Larry Tehou Ming-kong)
Chairman

Hotel, Catering and Tourism Training Board

THE 2012 MANPOWER SURVEY OF THE TOURISM INDUSTRY

旅遊業二〇一二年人力調查

QUESTIONNAIRE

調查表

(PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE)

(填表前，請參閱附註)

For Official Use Only: 此欄毋須填寫																			
Rec. Type	Survey Code	Industry Code			Establishment No.			Enumerator's No.		Editor's No.		Check Digit			No. of Employees Covered by the Questionnaire				Business
1	3 3																		
1	2 3	4 5 6 7 8 9	10 11 12 13 14 15	16 17	18 19	20 21 22	23 24 25 26 27	28											

NAME OF COMPANY: _____
公司名稱 _____

ADDRESS: _____
地址 _____

Total Number of Employees: _____
僱員總數 _____

Nature of Business: Airline Companies 航空公司 Travel Agents 旅行社 Ticketing Agents 票務代理 Tour Operators 旅行團組團商 Others Please specify _____
行業性質

NAME OF PERSON TO CONTACT: _____
聯絡人姓名 _____
29 48

POSITION: _____
職位 _____

TEL. NO.: _____ - _____
電話 _____ 49 56 57 64

FAX NO.: _____
圖文傳真 _____

E-mail : _____
電郵 _____ 65 99

Part II 第二部分

For Official Use Only
此欄毋須填寫

Q.1 Internal Promotion

內部晉升

Please fill in the Number of Internal Promotion in the Past 12 Months.

請填寫過去十二個月內，內部晉升的人數。

From Supervisory/Technical Level to Managerial/Professional Level
由督導/技術員級晉升為經理/專業人員級

From Clerical/Operative Level to Supervisory/Technical Level
由文員/操作工級晉升為督導/技術員級

8

11

14

Est. No. _____

ER No. _____

Q.2 Number of New Recruits in the Past 12 Months.

過去十二個月內新招聘的僱員人數。

Managerial/Professional Level
經理/專業人員級

Supervisory/Technical Level
督導/技術員級

Clerical/Operative Level
文員/操作工級

Secretarial/Others Level
秘書/其他職級

15

19

23

27

31

Q.3 Number of New Recruits Without Tourism Industry Experience and / or No Tourism Training in the Past 12 Months.

過去十二個月內新招聘無旅遊業經驗及/或無接受旅遊業培訓的僱員人數。

Managerial/Professional Level
經理/專業人員級

Supervisory/Technical Level
督導/技術員級

Clerical/Operative Level
文員/操作工級

Secretarial/Others Level
秘書/其他職級

32

36

40

44

48

Q.4 Number of New Recruits Who are Fresh Graduates of Tourism Programs in the Past 12 Months.

過去十二個月內新招聘的應屆旅遊業培訓課程畢業生人數。

Supervisory/Technical Level
督導/技術員級

Clerical/Operative Level
文員/操作工級

Secretarial/Others Level
秘書/其他職級

49

52

55

58

Q.5 Did Your Establishment Encounter Any Difficulties in Recruitment of Employees at Various Job Levels in the Past 12 Months?

貴機構在過去十二個月內在招聘僱員方面有否遇到困難？

Yes (Please go to Q6)
59 有 (請答第 6 題)

No (Please go to Q7)
60 沒有 (請答第 7 題)

No recruitment nor tried to recruit (Please go to Q7)
61 未有/未有嘗試招聘 (請答第 7 題)

62

Q.6 The Possible Reasons for Encountering Recruitment Difficulties. (You may wish to tick more than 1 box for each job level.)

遇到招聘困難的原因。(每職級可選一項或以上。)

Reasons 原因	Managerial/ Professional Level 經理/專業人員級	Supervisory/ Technical Level 督導/技術員級	Clerical/ Operative Level 文員/操作工級	
(a) Lack of candidates with relevant experience 缺乏具相關經驗的求職者	<input type="checkbox"/> 63	<input type="checkbox"/> 64	<input type="checkbox"/> 65	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 84
(b) Unsatisfactory terms of employment 聘用條件欠佳	<input type="checkbox"/> 66	<input type="checkbox"/> 67	<input type="checkbox"/> 68	
(c) Unsatisfactory working environment 工作環境欠佳	<input type="checkbox"/> 69	<input type="checkbox"/> 70	<input type="checkbox"/> 71	
(d) Limited career prospects 晉升機會有限	<input type="checkbox"/> 72	<input type="checkbox"/> 73	<input type="checkbox"/> 74	
(e) Insufficient trained/qualified manpower in the related disciplines 缺乏具相關訓練/資歷的人力資源	<input type="checkbox"/> 75	<input type="checkbox"/> 76	<input type="checkbox"/> 77	
(f) Competition for manpower from the Mainland/Macao/Other Cities 源自內地/澳門/其他城市之人手競爭	<input type="checkbox"/> 78	<input type="checkbox"/> 79	<input type="checkbox"/> 80	
(g) Others (please specify) _____ 其他 (請說明)	<input type="checkbox"/> 81	<input type="checkbox"/> 82	<input type="checkbox"/> 83	

Q. 7 The Total Number of Employees Who Had Left Your Establishment in the Past 12 Months.

過去十二個月內離職的僱員人數。

Managerial/ Professional Level 經理/ 專業人員級	Supervisory/ Technical Level 督導/ 技術員級	Clerical/ Operative Level 文員/ 操作工級	Secretarial/ Others Level 秘書/其他職級	
<input type="text" value="87"/>	<input type="text" value="91"/>	<input type="text" value="95"/>	<input type="text" value="99"/>	<input type="text" value="103"/>

Q. 8 Preferred Years of Tourism Industry Experience Before Occupying the Post (Please tick "✓").

僱員擔任現職前宜有從事旅遊業工作的年數 (請"✓")。

	No experience 無經驗	Less than 1 year 1年以下	1 year - less than 3 years 1年至3年以下	3 years - less than 6 years 3年至6年以下	6 years - less than 10 years 6年至10年以下	10 years or above 10年或以上	
Managerial/Professional Level 經理/專業人員級	<input type="checkbox"/> 104	<input type="checkbox"/> 105	<input type="checkbox"/> 106	<input type="checkbox"/> 107	<input type="checkbox"/> 108	<input type="checkbox"/> 109	<input type="text" value="110"/>
Supervisory/Technical Level 督導/技術員級	<input type="checkbox"/> 111	<input type="checkbox"/> 112	<input type="checkbox"/> 113	<input type="checkbox"/> 114	<input type="checkbox"/> 115	<input type="checkbox"/> 116	<input type="text" value="117"/>
Clerical/Operative Level 文員/操作工級	<input type="checkbox"/> 118	<input type="checkbox"/> 119	<input type="checkbox"/> 120	<input type="checkbox"/> 121	<input type="checkbox"/> 122	<input type="checkbox"/> 123	<input type="text" value="124"/>
Secretarial/Others Level 秘書/其他職級	<input type="checkbox"/> 125	<input type="checkbox"/> 126	<input type="checkbox"/> 127	<input type="checkbox"/> 128	<input type="checkbox"/> 129	<input type="checkbox"/> 130	<input type="text" value="131"/>

Q. 9 Average Man-day Spent on Internal Training in the Past 12 Months (Please tick "✓").

過去十二個月內用於內部培訓的每人平均訓練日數 (請"✓")。

	Nil 無	Less than 5 days 5日以下	5 days - less than 10 days 5日至 10日以下	10 days - less than 15 days 10日至 15日以下	15 days - less than 20 days 15日至 20日以下	20 days - less than 1 month 20日至 一個月以下	1 month or above 一個月 或以上	
Managerial/Professional Level 經理/專業人員級	<input type="checkbox"/> 132	<input type="checkbox"/> 133	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="text" value="139"/>
Supervisory/Technical Level 督導/技術員級	<input type="checkbox"/> 140	<input type="checkbox"/> 141	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144	<input type="checkbox"/> 145	<input type="checkbox"/> 146	<input type="text" value="147"/>
Clerical/Operative Level 文員/操作工級	<input type="checkbox"/> 148	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151	<input type="checkbox"/> 152	<input type="checkbox"/> 153	<input type="checkbox"/> 154	<input type="text" value="155"/>
Secretarial/Others Level 秘書/其他職級	<input type="checkbox"/> 156	<input type="checkbox"/> 157	<input type="checkbox"/> 158	<input type="checkbox"/> 159	<input type="checkbox"/> 160	<input type="checkbox"/> 161	<input type="checkbox"/> 162	<input type="text" value="163"/>

Q. 10 Priority Accorded to Mode of Training for Employees (Priority 1, 2, 3. 1 is very suitable).

僱主認為僱員宜有訓練方式之優先次序 (優先次序1, 2, 3. 1為十分適合)。

	Part-time Day Release 日間調訓班	Evening 夜間班	Seminar/Workshop 研討會/研習班
Managerial/Professional Level 經理/專業人員級	<input type="text" value="164"/>	<input type="text" value="165"/>	<input type="text" value="166"/>
Supervisory/Technical Level 督導/技術員級	<input type="text" value="167"/>	<input type="text" value="168"/>	<input type="text" value="169"/>
Clerical/Operative Level 文員/操作工級	<input type="text" value="170"/>	<input type="text" value="171"/>	<input type="text" value="172"/>
Secretarial/Others Level 秘書/其他職級	<input type="text" value="173"/>	<input type="text" value="174"/>	<input type="text" value="175"/>

Q.11 Preferred Competency

僱員宜有技能

Please Fill in the Number of Persons Who Had Been Provided With the Following Training in the Past 12 Months.

請填上過去十二個月內獲提供以下培訓的人數。

Number of training places provided
獲提供培訓的人數

	Managerial/ Professional Level 經理／專業人員級	Supervisory/ Technical Level 督導／技術員級	Clerical/ Operative Level 文員／操作工級	Secretarial/ Others Level 秘書／其他職級
A. Managerial Skills				
管理技巧				
101 Business and Financial Strategy Planning, Implementation and Evaluation 業務及財務策略計劃、推行及檢討	176	179	182	185
102 Human Resources Management 人力資源管理	188	191	194	197
103 Sales and Marketing Strategy Planning, Implementation and Evaluation 行銷及市場策略計劃、推行及檢討	200	203	206	209
104 Supervisory Techniques, Leadership Skills 督導管理、領導技巧	212	215	218	221
105 Risk Management 風險管理	224	227	230	233
106 Others (please specify) _____ 其他（請說明）	236	239	242	245
B. Professional Skills				
專業技能				
201 Tour-guiding 導遊	248	251	254	257
202 Tour-escorting 領隊	260	263	266	269
203 Convention and Exhibition Management 會議及展覽管理	272	275	278	281
204 Travel Consultant 旅遊顧問	284	287	290	293
205 Ticketing and Reservation System 票務及預訂系統	296	299	302	305
206 Travel Insurance Knowledge 旅遊保險知識	308	311	314	317
207 Cruise Consultant 郵輪顧問	320	323	326	329
208 Others (please specify) _____ 其他（請說明）	332	335	338	341
C. Generic Skills				
通用技巧				
301 Service Attitude/Customer Service 服務態度／顧客服務	344	347	350	353
302 Communication 溝通	356	359	362	365
303 Problem Solving 解決疑難	368	371	374	377
304 Others (please specify) _____ 其他（請說明）	380	383	386	389
D. Languages				
語言				
401 Putonghua 普通話	392	395	398	401
402 English 英語	404	407	410	413
403 Others (please specify) _____ 其他（請說明）	416	419	422	425
For Official Use Only 此欄毋須填寫	428	431	434	437
				440

Q. 12 The Expected Overall Changes in the Number of Persons in the Training Plan of Your Establishment for the Coming 12 Months.
貴機構預計在未來十二個月內的訓練計劃之人數變動。

Skill Sets 技能類別	Managerial/ Professional Level 經理/ 專業人員級		Supervisory/ Technical Level 督導/ 技術員級		Clerical Operative Level 文員/ 操作工級		Secretarial/ Others Level 秘書/其他職級		
	(+/-)	Persons 人數	(+/-)	Persons 人數	(+/-)	Persons 人數	(+/-)	Persons 人數	
(I) Managerial Skills 管理技巧									
(II) Professional Skills 專業技能									
(III) Generic Skills 通用技巧									
(IV) Languages 語言									

Completed by Travel Agents/Ticketing Agents/Tour Operators only
(只供旅行社/票務代理/旅行團組團商填寫)

Q. 13 No. of Tourist Guides/Tour Escorts in the Past 12 Months.
過去十二個月內導遊/領隊的備員人數。

	<u>Inbound (入境旅遊)</u>		<u>Outbound (出境旅遊)</u>	
Number of in-house full-time tourist guides/tour escorts at date of survey 調查期間機構內全職領隊/導遊人數				
Number of freelance/part-time tour guides/tour escorts in the months with the most business 最旺的月份特約/兼職導遊/領隊人數				

Q. 14 Months of High Season in the Past 12 Months.
過去十二個月旺季的月份。

Please tick in the appropriate boxes (請在適當的格內)

	Aug 8月	Sep 9月	Oct 10月	Nov 11月	Dec 12月	Jan 1月	Feb 2月	Mar 3月	Apr 4月	May 5月	Jun 6月	Jul 7月	
Inbound (入境旅遊)													
Outbound (出境旅遊)													

問卷完 (End of questionnaire)

The 2012 Manpower Survey of the Tourism Industry
旅遊業二〇一二年人力調查

Explanatory Notes
附註

Part I
第一部份

1. Please complete all columns ('A' to 'H') of the questionnaire which are applicable to your business sector and insert a zero (0) in any column which is not.
請填寫表內 (A) 至 (H) 欄。如不適用，請填 (0) 符號。

2. Column 'A' - Titles of Principal Jobs in the Tourism Industry
(A) 欄 — 旅遊業主要職務名稱
 - (a) Some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his major duty and supply the required information if the jobs have similar or related functions.
表內部分職稱可能有別於貴機構所採用者。請根據僱員的主要職責分類。若員工職責與表內某職務的職責相近，可視作相同職務，請提供所需資料。

 - (b) Please add in column 'A' any jobs not covered by Job Description but are considered as principal jobs in your establishment. Please briefly outline their job descriptions and indicate their skill levels.
請在 'A' 欄內填寫貴機構的其他主要職位，並扼要說明其工作內容及所屬技能等級。

 - (c) Please enter the information of employees in your establishment by their skill levels, and provide information as required by Columns 'B' to 'H' of the questionnaire.
請按類別及技能等級，填寫貴機構的人員數目及調查表 (B) 至 (H) 欄所需的資料。

3. Column 'B' - Monthly Income

(B) 欄 — 月薪

Please enter in this column the appropriate code number showing the average monthly income range for the employee(s). The monthly income should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus.

請填寫僱員平均月薪的編號。「月薪」包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。

<u>Average Monthly Income</u> 平均月薪	<u>Code</u> 編號
\$8,000 or below \$8,000 或以下	01
\$8,001 - \$10,000	02
\$10,001 - \$15,000	03
\$15,001 - \$20,000	04
\$20,001 - \$30,000	05
\$30,001 - \$40,000	06
\$40,001 or above \$40,001 或以上	07

4. Column 'C' - Number of Employees at Date of Survey (Excluding Trainees/Apprentices)

(C) 欄 — 現有僱員人數(實習生/學徒除外)

'Employees' refer to those working full-time (i.e. at least 4 weeks a month, and not less than 18 hours in each week) under the payroll of the establishment. These include proprietors and partners working full-time for the establishment. 'Trainees/Apprentices' refer to those employees undergoing training, and include trainees receiving any form of training & apprentices under a contract of apprenticeship. These definitions also apply to 'employee(s)', 'trainee(s)/apprentice(s)' appearing in other parts of the questionnaire.

「僱員」指在貴機構內全職工作（即每月最少四週、每週不少於十八小時）的受薪人員，其中包括在機構內全職工作的東主及合夥人。「實習生」/「學徒」指正在接受訓練的僱員，及包括正在接受各種形式訓練的實習生，和根據學徒合約受聘的學徒。調查表內出現的「僱員」、「實習生」/「學徒」等詞，定義亦同。

5. Column 'D' - Number of Vacancies at Date of Survey

(D) 欄 — 調查期間空缺額

'Existing Vacancies' refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel at date of survey.

「現有空缺額」指在調查期間該職位仍懸空，需立刻填補而現正積極招聘人員填補。

6. Column 'E' - Forecast of Number Employed 12 Months from Now

(E) 欄 — 預測未來十二個月後的僱員人數

The forecast of number employed means the number of employees you will be employing 12 months from now. The number given could be more / less than that in column 'C' if an expansion / a contraction is expected.

預測僱員人數指貴機構在未來十二個月後的僱員人數。如估計業務屆時可能擴張／收縮，此欄所填的數字應多於／少於 (C) 欄。

7. Column 'F' – No. of Trainees/Apprentices at Date of Survey

(F) 欄 — 調查期間實習生／學徒人數

Please fill in the total number of employees undergoing training. This includes trainees receiving any form of training and apprentices under a contract of apprenticeship.

請填寫正在接受訓練的僱員總數，包括正在接受各種形式訓練的實習生，以及根據學徒合約受聘的學徒。

8. Column 'G' - Preferred Education of Employees

(G) 欄 — 僱員宜有教育程度

Please enter in this column the appropriate code number showing the education level which an employer prefers his employees to have.

請按下列編號將僱主認為僱員宜有教育程度填入 (G) 欄內。

<u>Education</u> 教育程度	<u>Code</u> 編號
Bachelor Degree or above 學士學位或以上	1
Higher Diploma / Associate Degree or equivalent 高級文憑／副學士或同等學歷	2
Professional Diploma/Diploma or equivalent 專業文憑／文憑或同等學歷	3
Advanced Certificate/Certificate or equivalent 高級證書／證書或同等學歷	4
Secondary 5 - 7 中五至中七	5
Secondary 3 - 4 中三至中四	6
Others 其他	7

9. Column 'H' – Staff's Average Age Range (for operative staff only)

(H) 欄 — 受僱僱員之平均年齡 (只適用於操作工)

Please enter in Column (H) the average age range according to the following codes :
請將員工平均年齡按下列編號填入(H) 欄內。

<u>Code</u> 編號	<u>Average Age Range</u> 平均年齡
1	17 or below 或以下
2	18 – 25
3	26 – 30
4	31 – 35
5	36 – 40
6	41 – 49
7	50 or above 或以上

Part II
第二部份

1. Internal Promotion
內部晉升

An internal promotion is the promotion of an employee to a higher level job by virtue of his performance or abilities. Please fill in the number of internal promotion from “Supervisory / Technical Level to Managerial / Professional Level”, and from “Clerical / Operative Level to Supervisory / Technical Level” in the past 12 months in the respective columns.

內部晉升是指僱員因工作表現良好或具所需才能而獲提升至較高職位。請於所屬欄內填寫過去十二個月內機構內部由督導／技術員級晉升為經理／專業人員級，以及由文員／操作工晉升至督導／技術員級的人數。

2. Number of New Recruits in the Past 12 Months
過去十二個月內新招聘的僱員人數

The number of new recruits in the past 12 months refers to the number of employees you hired in the past 12 months.

請在本部份回答在過去十二個月內貴機構新招聘的僱員人數。

3. Number of New Recruits Without Tourism Industry Experience and/or No Tourism Training in the Past 12 Months
過去十二個月內新招聘無旅遊業經驗及／或無接受旅遊業培訓的僱員人數

Please provide the total number of new employees joining your establishment without previous tourism industry experience, and/or no tourism training, such as fresh non-tourism programs school leavers.

請提供在加入貴機構前並無旅遊業經驗及／或無接受旅遊業培訓的僱員（例如非旅遊業培訓課程應屆畢業生）人數。

4. Number of New Recruits who are Fresh Graduates of Tourism Programs in the Past 12 Months
過去十二個月內新招聘的應屆旅遊業培訓課程畢業生人數

‘New Recruits who are Fresh Graduates of Tourism Programs in the Past 12 Months’ refers to the employees joining your establishment who are fresh graduates of Tourism programs.

過去十二個月內「新招聘的應屆旅遊業培訓課程畢業生」指加入貴機構之應屆旅遊業培訓課程畢業生。

5. Whether Encounter Any Difficulties in Recruitment of Employees at Various Job Levels in the Past 12 Months

在過去十二個月內在招聘僱員方面有否遇到困難

Please state whether your establishment encountered any difficulties in recruiting employees at various job levels in the past 12 months. If yes, please go to question 6; if not or no recruitment/nor tried to recruit, please go to question 7.

請填報在過去十二個月內貴機構在招聘各級僱員有否遇到困難。如有，請回答第六題；如沒有遇到困難，或未有／未有嘗試招聘，請回答第七題。

6. Possible Reasons for Encountering Recruitment Difficulties

遇到招聘困難的原因

Please choose the possible reasons for encountering recruitment difficulties. You may wish to tick more than 1 box for each job level.

請選擇遇到招聘困難的原因，每職級可選一項或以上。

7. The Total Number of Employees Who Had Left your Establishment in the Past 12 Months

過去十二個月內離職的僱員人數

Please fill in the number of different levels of employees who left employment with your establishment in the past 12 months.

請填報過去十二個月內貴機構離職的各級僱員人數。

8. Preferred Years of Tourism Industry Experience before Occupying the Post

僱員擔任現職前宜有從事旅遊業工作的年數

Please enter the preferred number of years of tourism industry experience which your establishment prefers the employee(s) to possess before he/she/they occupies/occupy the present post.

請按照僱主欲各職級僱員擔任現職前，其宜有從事旅遊業工作的年數。

9. Average Man-day Spent on Internal Training in the Past 12 Months

過去十二個月內用於內部訓練的平均日數

Please enter the average number of man-day spent on formal organized on-the-job or in-house training and attachment programme for the number of employee(s) who had received such training in the past 12 months.

按其內部訓練的平均日數，請填寫於在過去十二個月內，曾經接受正式有系統的在職訓練或內部訓練的僱員人數。

Total No. of Man-Days Spent 總訓練日數

Total number of the Employees concerned in that category 有關級別的總僱員人數

10. Priority Accorded to Mode of Training Courses for Employees

僱主認為僱員宜有訓練方式之優先次序

Please enter the modes of training most suitable to your employees by order of priority (1: Very Suitable to 3: Least Suitable).

請按優先次序，填寫貴機構認為適合僱員的訓練方式。

(1：十分適合至 3：未盡適合)

11. Preferred Competency

僱員宜有技能

Please provide the number of different levels of employees who had been provided training as listed in the past 12 months.

請提供過去十二個月內獲提供所列培訓課程的各級僱員人數。

12. The Expected Overall Changes in the Number of Persons in the Training Plan of Your Establishment for the Coming 12 Months

貴機構預計在未來十二個月內的訓練計劃之人數變動

Please input '+' or '-' to indicate whether there will be an increase/a decrease in providing the skill sets training for employees at different job levels, and also input the relevant manpower change figure.

請在適當的格內以 '+' 或 '-' 表示預計貴機構在未來十二個月內向各級僱員提供的技能訓練將會增加或減少，以及提供有關之人數變動數字。

To Be Completed By Travel Agents/Ticketing Agents/Tour Operators Only
只供旅行社／票務代理／旅行團組團商填寫

13. Number of Tourist Guides/Tour Escorts in the Past 12 Months
過去十二個月內導遊／領隊的僱員人數

Please fill in the number of in-house full-time inbound and outbound tourist guides/tour escorts for the past 12 months. Please also enter the number of inbound and outbound freelance/part-time tour guides/tour escorts in the months with the most business.

請提供過去十二個月內機構全職入境及出境旅遊領隊／導遊的人數，並提供最旺月份入境及出境旅遊特約／兼職導遊／領隊人數。

14. Months of High Season in the Past 12 Months
過去十二個月內旺季的月份

Please put a tick in the appropriate box for the months of high season for inbound and outbound in your establishment in the past 12 months.

請填報貴機構過去十二個月內入境及出境旅遊旺季的月份，並在適當空格內加上“√”號。

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Job Descriptions for Airline Jobs
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(Some of the job titles may not be identical to those used in your establishment. But if the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire)

Code	Job Title	Job Description
MANAGERIAL / PROFESSIONAL LEVEL		
101	Administration Manager/ Office Manager	Ensures smooth and efficient running of the internal systems and procedures and the provision of prompt and efficient centralized office and supporting services for all personnel.
102	Director of Personnel and Training/Director of Human Resources	Establishes general personnel policies and adheres to labour laws; oversees staff recruitment, selection and replacement; assists department heads in scheduling staff vacation; strengthens employee relations with special incentive and activity programmes; handles staff grievances; prepares staff magazine; works with operation analyst in staff control.
103	Director of Public Relations/Public Relations Manager	Responsible for publicity campaigns of special events and promotion; liaises with the press and entertainment media; writes and edits all materials for in-house promotions; handles photo captions, news stories and magazine features of the company for press release locally and internationally; prepares annual advertising budget; reviews regularly the major social media and related websites, responds and provide feedback; monitors and advises on the update of the travel agent's home webpage.

Code	Job Title	Job Description
MANAGERIAL / PROFESSIONAL LEVEL (Continued)		
104	EDP Manager/Computer Systems Manager/ Information Systems Service Manager	Responsible for all the computer processing including functions such as office automation, information resources and telecommunication. Takes charge of long range planning and operations. Analyses how EDP can be applied to solve specific user problems, and designs EDP solutions.
105	Executive Director/ General Manager/ Proprietor/Partner/ Managing Director	Assumes the total responsibility of managing a hospitality establishment, usually with other managers/executives as direct subordinates; implements the company's policies with a view to achieving their objectives.
106	Financial Controller/ Accountant	Oversees accounting matters; advises top management on financing of capital expenditure monitors and reviews accounting and financial control system for the company; prepares accounting reports and budgets for top management; prepares and reviews tax returns; supervises and coordinates the activities of accounting staff.
107	Manager/ Operations Manager/ Area Manager	Takes charge of the overall operation; maintains close liaison with personnel in the local travel market and participates in international travel trade conventions/conferences.
108	Marketing Manager/ Director of Sales/ Convention Manager/ Event Manager	Plans, organizes, directs and controls the company's marketing functions; reviews market and sales analysis to determine local and overseas market requirements; co-ordinates public relations activities relating to sales promotion. Chairs the daily briefing of sales department, controls the Kardex System. Submits a monthly sales report, solicits for group and convention business; conducts sales campaign and contacts all visiting travel trade and business personnel; co-ordinates with front office manager on short-term forecasting.
109	Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/ Training Manager	Plans and implements effective personnel management and training procedures for all levels of staff; co-ordinates and controls internal and external training; advises management on personnel/training and management development trends; acts as course leader in specific training programmes; provides counselling for employees; determines the effectiveness of personnel and training activities.

Code	Job Title	Job Description
MANAGERIAL / PROFESSIONAL LEVEL (Continued)		
110	Reservations Manager	Formulates and supervises the reservation system; clarifies booking situation with management of travel/tourism related organisations and commercial accounts; promotes good relations with the public.
111	Sales Manager/Business Manager/ Tour Manager/ Customer Services Manager/ Business Development Manager	Re-structures marketing and sales strategies; observes competitors and new market trends; plans sales calls and provides leads; conducts sales performance appraisals of subordinates; reviews sales targets regularly.
112	Ticketing Manager	Controls, formulates and supervises the ticketing system of the agency according to international and local regulations; clarifies booking situation with management of travel/tourism related organisations and commercial accounts.
114	Others (Managerial / Professional Level)	
SUPERVISORY / TECHNICAL LEVEL		
201	Account Executive/ Sales Executive/ Marketing Officer/ Group Sales Co-ordinator/ Assistant Sales Manager	Develops new accounts and additional business by regularly calling on potential clients, obtains marketing information, follows referrals from clients and competition; follows up on future booking and attends to complaints; completes weekly call reports.
202	Accounting Supervisor /Officer (e.g. accounts payable/receivable/ inventory/audit/credit/ accounting/paymaster/ cashier/general cashier)	Accounting duties which include the following: audit and process the payments of all of the company's disbursements; prepare expense analysis and other reports on suppliers' invoices and monthly statements; keep proper record of all amounts due to the company on a timely basis; compute all travel agents' commissions payable; control and balance all advance deposits; response to account disputes and queries; prepare the monthly accounts receivable report; keep all records relating to payroll; prepares and remits payroll reports; compiles all tax returns.
203	Airport Manager/Officer Traffic Manager/Officer Crew Manager/Officer Customer Relations Manager/Officer	Supervises and co-ordinates all traffic activities at the airport and key areas in the station; deputizes for customer service manager in his absence and informs him when emergency procedure is required; handles passengers complaints; keeps destination ports informed of flight movements and passenger/cargo loads; liaises with reservations and sales departments.

Code	Job Title	Job Description
SUPERVISORY / TECHNICAL LEVEL (Continued)		
204	EDP Supervisor/Officer/ System Analyst	Defines problems; reviews methods and evaluates alternative solutions to business problems; constructs information and logic flow-charts; prepares procedural block diagrams; designs input forms and reports specifications; makes comparative cost analyses when necessary, and recommends required organizational improvements.
206	Personnel/ Training Officer	Recruits, interviews and hires employees; counsels, transfers and dismisses employees based on appraisal of supervisors. Counsels and advises department heads regarding personnel problems; assists in implementing training policies and functions; keeps staff training records; arranges for training schedules and liaises with outside training/education institutions.
207	Planning Supervisor/ Officer	Supervises statistics clerks; produces regular statistical reports; monitors monthly commitments as against budget.
208	Reservations Supervisor/ Officer	Provides supervisory coverage in reservation during each shift; clarifies booking situation and feeds back vital information to departments concerned; promotes good relations with the public.
209	Sales Supervisor/Officer	Assists the manager to co-ordinate tour operation for groups and individuals; liaises with airlines, other travel agencies and hotels; promotes sales to commercial accounts.
210	Ticketing Supervisor/ Officer	Provides supervisory coverage in ticket office; compiles daily, weekly and monthly statistical reports on tickets issued; updates information of flight movements, exchange rates and air tariffs; assists subordinates in handling complicated matters.
211	Analyst	Control passenger bookings and monitor reservations (technical) standards on the route(s) assigned; review flight booking profiles, short term capacity planning and allocation/re-allocation of seats.
213	Others (Supervisory / Technical Level)	

Code	Job Title	Job Description
CLERICAL / OPERATIVE LEVEL		
301	Accounting Clerk/ General Cashier	Performs a variety of routine calculating, posting, recording, filing and typing duties in accounts department, maintains complete records of cash and financial transactions, verifies accuracy of documents and makes necessary calculation.
302	Bookkeeper	Maintains complete records of cash and financial transactions, verifies accuracy of documents and makes necessary calculation.
303	General Office Clerk/ Personnel Clerk/ Training Clerk/ Sales Clerk/Control Clerk	Performs clerical duties of a general nature such as copying, compiling, filing and recording information.
304	Reservations Agent	Controls booking situation for all flights; works with ticketing officers; sells seats and services to passengers; provides information to other departments.
305	Sales Representative/ Marketing Executive	Meets sales targets; selling air travel services; produces regular reports on business transactions; attends daily briefing and follows up with leads supplied by supervisor.
306	Statistical Clerk/ Operation Clerk	Produces timetables and schedules publications; updates statistics; prepares flight coupons, data and monthly cargo and passenger revenue by port for analysis; advises local publication on daily flight movements.
307	Cabin Attendant/Crew	Greets and conducts passengers to assigned seats; bids farewell when disembarking; ensures that seat-belts are fastened and “no-smoking” signs obeyed whenever necessary; distributes reading materials, answers enquiries; ensures prepared meals and beverages are on board and serves them; keeps cabin tidy and stows equipment securely, administers minor medical aid; explains use of safety equipments; distributes immigration and landing forms; may collect money for beverages and duty free items; makes announcements.
308	Cargo Officer (Passenger Service)	Deals with matters connected with airfreight, such as airway bills or consignment notes, loading, unloading and distribution of load on the plane.

Code	Job Title	Job Description
CLERICAL / OPERATIVE LEVEL (Continued)		
309	Ground Hostess/ Ground Crew/ Ground Services Staff	Guides and assists passengers to board the aircraft or escorts disembarking passengers to the immigration counter; makes arrangements to passenger coaches for airport and aircraft transfers; checks passenger load and bag number of each flight; completes flight reports; makes necessary boarding, paging or delay announcements. Collects and checks travel documents and tickets from boarding passengers; calculates and accepts charges arising from excess baggage; implements any changes in the check-in procedure as instructed by supervisor; obtains and issues seat numbers; issues boarding passes; collects airport tax.
310	Information Counter Staff/ Customer Services Staff	Provides information on air fares, flight arrivals and departures; helps passengers make advance bookings; channels customers' queries or complaints to the right departments.
311	Operations Officer/ Flight Dispatching Officer	Makes out flight plans; briefs aircraft captains for their journey; deals with fuel requirement, take-off and landing weight restrictions; works with air traffic control personnel.
312	Planning Officer	Assists assistant manager-airline planning in his duties; assists in preparation of budgets; schedules co-ordination and clearance of slots in all ports; liaises with engineering, operations and sales.
314	Traffic Officer	Prepares load distribution sheet, crew and passenger manifests, passenger seating plan and various other documents required for clearing the aircraft and its load at arrival in other countries; works with the operations staff.
318	Systems Support Operator/ EDP Operator/ Computer Operator	Operates and controls data processing equipment; enters prepared source data into data entry machine; records data on card, magnetic tape and disk, despatches computer print-outs to users; set-up, renews and updates the travel agent's home page; monitors and provides data on the website traffic for management's analysis.

Code	Job Title	Job Description
CLERICAL / OPERATIVE LEVEL (Continued)		
324	Reservation and/or Ticketing Clerk	Makes travel and hotel reservation according to customers' requirement; examines schedules of air, sea or land transport and hotel facilities; completes and issues tickets, vouchers and other documents; makes special arrangements for package tours; may obtain passports, visas and foreign currencies; may prepare accounts and receive payments. Advises on air fares and routes; makes bookings for customers; collects money in the right currency and issues tickets to passengers; checks flight movements.
325	Others (Clerical / Operative Level)	
SECRETARIAL / OTHERS LEVEL		
401	Executive Secretary/ Secretary/Typist	Takes dictation and transcribes letters, reports and memos; answers telephone, screen calls and takes messages; prepares replies to routine enquiries; maintains daily calendar and appointment schedules; receives personal callers and performs related secretarial duties.
402	Office Assistant/ Messenger	Handles odd jobs and despatches errands for the general office.
403	Others (Secretarial / Others Level)	

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<u>Job Code</u>	<u>Managerial / Professional Level</u>
101	Administration Manager/Office Manager
102	Director of Personnel and Training/Director of Human Resources
103	Director of Public Relations/Public Relations Manager
104	EDP Manager/Computer Systems Manager/ Information Systems Service Manager
105	Executive Director/General Manager/Proprietor/Partner/ Managing Director
106	Financial Controller/Accountant
107	Manager/Operations Manager/Area Manager
108	Marketing Manager/Director of Sales/Convention Manager/ Event Manager
109	Personnel Manager/Personnel and Training Manager/ Human Resources Manager/Training Manager
110	Reservations Manager
111	Sales Manager/Business Manager/Tour Manager/ Customer Services Manager/Business Development Manager
112	Ticketing Manager
114	Others (Managerial / Professional Level)

<u>Job Code</u>	<u>Supervisory / Technical Level</u>
201	Account Executive/Sales Executive/Marketing Officer/ Group Sales Co-ordinator/Assistant Sales Manager
202	Accounting Supervisor/Officer (e.g. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/general cashier)
203	Airport Manager/Traffic Manager/Crew Manager/ Customer Relations Manager
204	EDP Supervisor/System Analyst
206	Personnel/Training Officer
207	Planning Supervisor
208	Reservations Supervisor
209	Sales Supervisor
210	Ticketing Supervisor
211	Analyst
213	Others (Supervisory / Technical Level)

<u>Job Code</u>	<u>Clerical / Operative Level</u>
301	Accounting Clerk/General Cashier
302	Bookkeeper
303	General Office Clerk/Personnel Clerk/Training Clerk/Sales Clerk/ Control Clerk
304	Reservations Agent
305	Sales Representative/Marketing Executive
306	Statistical Clerk/Operation Clerk
307	Cabin Attendant/Crew
308	Cargo Officer (Passenger Service)
309	Ground Hostess/Ground Crew/Ground Services Staff
310	Information Counter Staff/Customer Services Staff

<u>Job Code</u>	<u>Clerical / Operative Level (continued)</u>
311	Operations Officer/Flight Dispatching Officer
312	Planning Officer
314	Traffic Officer
318	Systems Support Operator/EDP Operator/Computer Operator
324	Reservation and/or Ticketing Clerk
325	Others (Clerical / Operative Level)

<u>Job Code</u>	<u>Secretarial / Others Level</u>
401	Executive Secretary/Secretary/Typist
402	Office Assistant/Messenger
403	Others (Secretarial / Others Level)

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Job Descriptions for Travel Agent Jobs
in the Tourism Industry

(Some of the job titles may not be identical to those used in your establishment. But if the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire)

Code	Job Title	Job Description
MANAGERIAL / PROFESSIONAL LEVEL		
101	Administration Manager/ Office Manager	Ensures smooth and efficient running of the internal systems and procedures and the provision of prompt and efficient centralized office and supporting services for all personnel.
102	Director of Personnel and Training/Director of Human Resources	Establishes general personnel policies and adheres to labour laws; oversees staff recruitment, selection and replacement; assists department heads in scheduling staff vacation; strengthens employee relations with special incentive and activity programmes; handles staff grievances; prepares staff magazine; works with operation analyst in staff control.
103	Director of Public Relations/Public Relations Manager	Responsible for publicity campaigns of special events and promotion; liaises with the press and entertainment media; writes and edits all materials for in-house promotions; handles photo captions, news stories and magazine features of the company for press release locally and internationally; prepares annual advertising budget; reviews regularly the major social media and related websites, responds and provide feedback; monitors and advises on the update of the travel agent's home webpage.

Code	Job Title	Job Description
MANAGERIAL / PROFESSIONAL LEVEL (Continued)		
104	EDP Manager/Computer Systems Manager/ Information Systems Service Manager	Responsible for all the computer processing including functions such as office automation, information resources and telecommunication. Takes charge of long range planning and operations. Analyses how EDP can be applied to solve specific user problems, and designs EDP solutions.
105	Executive Director/ General Manager/ Proprietor/Partner/ Managing Director	Assumes the total responsibility of managing a hospitality establishment, usually with other managers/executives as direct subordinates; implements the company's policies with a view to achieving their objectives.
106	Financial Controller/ Accountant	Oversees accounting matters; advises top management on financing of capital expenditure monitors and reviews accounting and financial control system for the company; prepares accounting reports and budgets for top management; prepares and reviews tax returns; supervises and coordinates the activities of accounting staff.
107	Manager/ Operations Manager/ Area Manager	Takes charge of the overall operation; maintains close liaison with personnel in the local travel market and participates in international travel trade conventions/conferences.
108	Marketing Manager/ Director of Sales/ Convention Manager/ Event Manager	Plans, organizes, directs and controls the company's marketing functions; reviews market and sales analysis to determine local and overseas market requirements; co-ordinates public relations activities relating to sales promotion. Chairs the daily briefing of sales department, controls the Kardex System. Submits a monthly sales report, solicits for group and convention business; conducts sales campaign and contacts all visiting travel trade and business personnel; co-ordinates with front office manager on short-term forecasting.
109	Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/ Training Manager	Plans and implements effective personnel management and training procedures for all levels of staff; co-ordinates and controls internal and external training; advises management on personnel/training and management development trends; acts as course leader in specific training programmes; provides counselling for employees; determines the effectiveness of personnel and training activities.

Code	Job Title	Job Description
MANAGERIAL / PROFESSIONAL LEVEL (Continued)		
110	Reservations Manager	Formulates and supervises the reservation system; clarifies booking situation with management of travel/tourism related organisations and commercial accounts; promotes good relations with the public.
111	Sales Manager/Business Manager/Tour Manager/ Customer Services Manager/Business Development Manager	Re-structures marketing and sales strategies; observes competitors and new market trends; plans sales calls and provides leads; conducts sales performance appraisals of subordinates; reviews sales targets regularly.
112	Ticketing Manager	Controls, formulates and supervises the ticketing system of the agency according to international and local regulations; clarifies booking situation with management of travel/tourism related organisations and commercial accounts.
113	Meeting, Incentives, Conventions and Exhibitions related Director/Manager	Formulates, directs, controls strategies and policies on Meeting, Incentives, Conventions and Exhibitions related business.
114	Others (Managerial / Professional Level)	
SUPERVISORY / TECHNICAL LEVEL		
201	Account Executive/ Sales Executive/ Marketing Officer/ Group Sales Co-ordinator/ Assistant Sales Manager	Develops new accounts and additional business by regularly calling on potential clients, obtains marketing information, follows referrals from clients and competition; follows up on future booking and attends to complaints; completes weekly call reports.
202	Accounting Supervisor/ Officer (e.g. accounts payable/receivable/ inventory/audit/credit/ accounting/paymaster/ cashier/general cashier)	Accounting duties which include the following: audit and process the payments of all of the company's disbursements; prepare expense analysis and other reports on suppliers' invoices and monthly statements; keep proper record of all amounts due to the company on a timely basis; compute all travel agents' commissions payable; control and balance all advance deposits; response to account disputes and queries; prepare the monthly accounts receivable report; keep all records relating to payroll; prepares and remits payroll reports; compiles all tax returns.

Code	Job Title	Job Description
SUPERVISORY / TECHNICAL LEVEL (Continued)		
204	EDP Supervisor/Officer/ System Analyst	Defines problems; reviews methods and evaluates alternative solutions to business problems; constructs information and logic flow-charts; prepares procedural block diagrams; designs input forms and reports specifications; makes comparative cost analyses when necessary, and recommends required organizational improvements.
205	Operation Supervisor/ Tour Supervisor	Co-ordinates and supervises the activities of staff engaged in ticketing tour operation and clerical; liaises with hotels, restaurants, shops and places of tourists' interest.
206	Personnel/ Training Officer	Recruits, interviews and hires employees; counsels, transfers and dismisses employees based on appraisal of supervisors. Counsels and advises department heads regarding personnel problems; assists in implementing training policies and functions; keeps staff training records; arranges for training schedules and liaises with outside training/education institutions.
207	Planning Supervisor/ Officer	Supervises statistics clerks; produces regular statistical reports; monitors monthly commitments as against budget.
208	Reservations Supervisor/ Officer	Provides supervisory coverage in reservation during each shift; clarifies booking situation and feeds back vital information to departments concerned; promotes good relations with the public.
209	Sales Supervisor/Officer	Assists the manager to co-ordinate tour operation for groups and individuals; liaises with airlines, other travel agencies and hotels; promotes sales to commercial accounts.
210	Ticketing Supervisor/ Officer	Provides supervisory coverage in ticket office; compiles daily, weekly and monthly statistical reports on tickets issued; updates information of flight movements, exchange rates and air tariffs; assists subordinates in handling complicated matters.
211	Analyst	Control passenger bookings and monitor reservations (technical) standards on the route(s) assigned; review flight booking profiles, short term capacity planning and allocation/re-allocation of seats.

Code	Job Title	Job Description
SUPERVISORY / TECHNICAL LEVEL (Continued)		
212	Meeting, Incentives, Conventions and Exhibitions Supervisor/Officer	Assists the director/manager in duties related to Meeting, Incentives, Conventions and Exhibitions business, supervisors staff in operational matters related to Meeting, Incentives, Conventions and Exhibitions
213	Others (Supervisory / Technical Level)	
CLERICAL / OPERATIVE LEVEL		
301	Accounting Clerk/ General Cashier	Performs a variety of routine calculating, posting, recording, filing and typing duties in accounts department, maintains complete records of cash and financial transactions, verifies accuracy of documents and makes necessary calculation.
302	Bookkeeper	Maintains complete records of cash and financial transactions, verifies accuracy of documents and makes necessary calculation.
303	General Office Clerk/ Personnel Clerk/ Training Clerk/ Sales Clerk/Control Clerk	Performs clerical duties of a general nature such as copying, compiling, filing and recording information.
304	Reservations Agent	Controls booking situation for all flights; works with ticketing officers; sells seats and services to passengers; provides information to other departments.
305	Sales Representative/ Marketing Executive	Meets sales targets; selling air travel services; produces regular reports on business transactions; attends daily briefing and follows up with leads supplied by supervisor.
315	Travel Agency Clerk/ Reservation and/or Ticketing Clerk	Prepares itineraries, makes travel and hotel reservation according to customers' requirement; examines schedules of air, sea or land transport and hotel facilities; completes and issues tickets, vouchers and other documents; makes special arrangements for package tours; may obtain passports, visas and foreign currencies; may prepare accounts and receive payments. Advises on air fares and routes; makes bookings for customers and channels their special requests to reservations department; collects money in the right currency and issues tickets to passengers; checks flight movements.

Code	Job Title	Job Description
CLERICAL / OPERATIVE LEVEL (Continued)		
316	Visa Clerk	Performs general duties and assists clients in arranging the required visas and travel documents for tour groups.
317	Sightseeing Guide/ Tour Guide (Inbound)	Accompanies groups of tourists and others on sightseeing tours within a city, or to places of general interest; assists in interpreting and purchasing.
318	Systems Support Operator/ EDP Operator/ Computer Operator	Operates and controls data processing equipment; enters prepared source data into data entry machine; records data on card, magnetic tape and disk, despatches computer print-outs to users; set-up, renews and updates the travel agent's home page; monitors and provides data on the website traffic for management's analysis.
319	Tour Escort/ Escort Guide (Outbound)	Meets the tour groups at the airport and take care of the members and various coordinations. Accompanies groups of tourists travelling by air, sea or other means of transportation over preplanned route; assists tourists with travel arrangements such as visas, passports and health certificate; makes arrangements for meals and accommodations enroute; points out places of interest and gives brief commentaries; assists tourists to plan individual sightseeing trips enroute; acts as interpreter and advises on custom duties and other regulations; may collect fees or tickets.
320	Travel Consultant	Provides information on tours available, details of the destination, budget, travel documents required and provide information and make recommendation on travel arrangement etc so that customers can make their best choice.
321	Cruise Consultant	Provides information on cruise packages available, details of the destination, budget, travel documents required etc so that customers can make their best choice.
322	Meeting, Incentives, Conventions and Exhibitions Coordinator	Acts as a facilitator to coordinate all Meeting, Incentives, Conventions and Exhibitions arrangements.
323	Coach Driver	To drive a coach in delivering the tourists to the scenic spots according to the planned itineraries; to ensure the safety of the tourist and their luggages.

Code	Job Title	Job Description
CLERICAL / OPERATIVE LEVEL (Continued)		
325	Others (Clerical / Operative)	
SECRETARIAL / OTHERS LEVEL		
401	Executive Secretary/ Secretary/Typist	Takes dictation and transcribes letters, reports and memos; answers telephone, screen calls and takes messages; prepares replies to routine enquiries; maintains daily calendar and appointment schedules; receives personal callers and performs related secretarial duties.
402	Office Assistant/ Messenger	Handles odd jobs and despatches errands for the general office.
403	Others (Secretarial / Others Level)	

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Job Code List for Travel Agent Jobs
in the Tourism Industry

<u>Job Code</u>	<u>Managerial / Professional Level</u>
101	Administration Manager/Office Manager
102	Director of Personnel and Training/Director of Human Resources
103	Director of Public Relations/Public Relations Manager
104	EDP Manager/Computer Systems Manager/ Information Systems Service Manager
105	Executive Director/General Manager/Proprietor/Partner/ Managing Director
106	Financial Controller/Accountant
107	Manager/Operations Manager/Area Manager
108	Marketing Manager/Director of Sales/Convention Manager/ Event Manager
109	Personnel Manager/Personnel and Training Manager/ Human Resources Manager/Training Manager
110	Reservations Manager
111	Sales Manager/Business Manager/Tour Manager/ Customer Services Manager/Business Development Manager
112	Ticketing Manager
113	Meetings, Incentives, Conventions and Exhibitions related Director/Manager
114	Others (Managerial / Professional Level)

<u>Job Code</u>	<u>Supervisory / Technical Level</u>
201	Account Executive/Sales Executive/Marketing Officer/ Group Sales Co-ordinator/Assistant Sales Manager
202	Accounting Supervisor/Officer (e.g. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/general cashier)
204	EDP Supervisor/System Analyst
205	Operation Supervisor/Tour Supervisor
206	Personnel/Training Officer
207	Planning Supervisor
208	Reservations Supervisor
209	Sales Supervisor
210	Ticketing Supervisor
211	Analyst
212	Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer
213	Others (Supervisory / Technical Level)

<u>Job Code</u>	<u>Clerical / Operative Level</u>
301	Accounting Clerk/General Cashier
302	Bookkeeper
303	General Office Clerk/Personnel Clerk/Training Clerk/Sales Clerk/ Control Clerk
304	Reservations Agent
305	Sales Representative/Marketing Executive
315	Travel Agency Clerk/Reservation and/or Ticketing Clerk
316	Visa Clerk
317	Sightseeing Guide / Tour Guide (Inbound)
318	Systems Support Operator/EDP Operator/Computer Operator

Job Code

Clerical / Operative Level (continued)

319	Tour Escort / Escort Guide (Outbound)
320	Travel Consultant
321	Cruise Consultant
322	Meetings, Incentives, Conventions and Exhibitions Coordinator
323	Coach Driver
325	Others (Clerical / Operative Level)

Job Code

Secretarial / Others Level

401	Executive Secretary/Secretary/Typist
402	Office Assistant/Messenger
403	Others (Secretarial / Others Level)

APPENDIX 6
STATISTICAL
TABLES
(TABLES 1 – 19)

附錄 6
統計表
(表 1 – 19)

TOURISM INDUSTRY : OVERALL

TABLE 1 : NUMBER EMPLOYED AND FORECAST

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL		
Administration Manager/Office Manager	83	83
Director of Personnel and Training/ Director of Human Resources	15	15
Director of Public Relations/ Public Relations Manager	17	17
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	135	135
Executive Director/General Manager/ Proprietor/Partner/Managing Director	408	408
Financial Controller/Accountant	197	197
Manager/Operations Manager/Area Manager	509	509
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	143	143
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	75	75
Reservations Manager	113	113

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL (Continued)		
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	396	396
Ticketing Manager	161	161
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	34	34
Others	679	679
Sub-total	2965	2965
SUPERVISORY / TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	544	551
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	457	457
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	407	407
EDP Supervisor/System Analyst	200	200
Operation Supervisor/Tour Supervisor	1056	1058
Personnel/Training Officer	178	171
Reservations Supervisor	248	249
Sales Supervisor	295	297
Ticketing Supervisor	829	829

Job Title	Number Employed	12 Month Forecast of Number Employed
SUPERVISORY / TECHNICAL LEVEL (Continued)		
Analyst	60	61
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	65	65
Others	763	764
Sub-total	5102	5109
CLERICAL / OPERATIVE LEVEL		
Accounting Clerk/General Cashier	1337	1361
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	1187	1227
Reservations Agent	536	537
Sales Representative/Marketing Executive	760	773
Statistical Clerk/Operation Clerk	28	28
Cabin Attendant/Crew	11273	11250
Cargo Officer (Passenger Service)	111	111
Ground Hostess/Ground Crew/ Ground Services Staff	1260	1264
Information Counter Staff/ Customer Services Staff	65	65
Operations Officer/ Flight Dispatching Officer	70	70
Planning Officer	3	3

Job Title	Number Employed	12 Month Forecast of Number Employed
CLERICAL / OPERATIVE LEVEL (Continued)		
Traffic Officer	48	48
Travel Agency Clerk/Reservation and/or Ticketing Clerk	6128	6429
Visa Clerk	218	218
Sightseeing Guide/Tour Guide (Inbound)	566	581
Systems Support Operator/ EDP Operator/Computer Operator	133	138
Tour Escort/Escort Guide (Outbound)	1714	1802
Travel Consultant	1995	2115
Cruise Consultant	24	24
Meetings, Incentives, Conventions and Exhibitions Coordinator	81	83
Coach Driver	336	345
Reservation and/or Ticketing Clerk	49	49
Others	394	396
Sub-total	28316	28917
SECRETARIAL / OTHERS LEVEL		
Executive Secretary/Secretary/Typist	193	194
Office Assistant/Messenger	479	479
Others	47	47
Sub-total	719	720
GRAND TOTAL	37102	37711

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 1.1 : NUMBER EMPLOYED AND FORECAST

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL		
Administration Manager/Office Manager	24	24
Director of Personnel and Training/ Director of Human Resources	7	7
Director of Public Relations/ Public Relations Manager	3	3
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	114	114
Executive Director/General Manager/ Proprietor/Partner/Managing Director	70	70
Financial Controller/Accountant	67	67
Manager/Operations Manager/Area Manager	42	42
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	41	41
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	37	37
Reservations Manager	47	47

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL (Continued)		
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	87	87
Ticketing Manager	4	4
Others	660	660
Sub-total	1203	1203
SUPERVISORY / TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	123	123
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	145	145
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	401	401
EDP Supervisor/System Analyst	163	163
Operation Supervisor/Tour Supervisor	3	3
Personnel/Training Officer	82	72
Reservations Supervisor	102	103
Sales Supervisor	34	35
Ticketing Supervisor	34	34
Analyst	43	43
Others	713	714
Sub-total	1843	1836

Job Title	Number Employed	12 Month Forecast of Number Employed
CLERICAL / OPERATIVE LEVEL		
Accounting Clerk/General Cashier	175	175
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	401	401
Reservations Agent	432	432
Sales Representative/Marketing Executive	263	266
Statistical Clerk/Operation Clerk	8	8
Cabin Attendant/Crew	11273	11250
Cargo Officer (Passenger Service)	111	111
Ground Hostess/Ground Crew/ Ground Services Staff	1260	1264
Information Counter Staff/ Customer Services Staff	65	65
Operations Officer/ Flight Dispatching Officer	70	70
Planning Officer	3	3
Traffic Officer	48	48
Systems Support Operator/ EDP Operator/Computer Operator	51	51
Coach Driver	1	1
Reservation and/or Ticketing Clerk	49	49
Others	311	311
Sub-total	14521	14505

Job Title	Number Employed	12 Month Forecast of Number Employed
SECRETARIAL / OTHERS LEVEL		
Executive Secretary/Secretary/Typist	109	110
Office Assistant/Messenger	9	9
Others	10	10
Sub-total	128	129
GRAND TOTAL	17695	17673

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 1.2 : NUMBER EMPLOYED AND FORECAST

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL		
Administration Manager/Office Manager	59	59
Director of Personnel and Training/ Director of Human Resources	8	8
Director of Public Relations/ Public Relations Manager	14	14
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	21	21
Executive Director/General Manager/ Proprietor/Partner/Managing Director	338	338
Financial Controller/Accountant	130	130
Manager/Operations Manager/Area Manager	467	467
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	102	102
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	38	38
Reservations Manager	66	66

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL (Continued)		
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	309	309
Ticketing Manager	157	157
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	34	34
Others	19	19
Sub-total	1762	1762
SUPERVISORY / TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	421	428
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	312	312
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	6	6
EDP Supervisor/System Analyst	37	37
Operation Supervisor/Tour Supervisor	1053	1055
Personnel/Training Officer	96	99
Reservations Supervisor	146	146
Sales Supervisor	261	262
Ticketing Supervisor	795	795

Job Title	Number Employed	12 Month Forecast of Number Employed
SUPERVISORY / TECHNICAL LEVEL (Continued)		
Analyst	17	18
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	65	65
Others	50	50
Sub-total	3259	3273
CLERICAL / OPERATIVE LEVEL		
Accounting Clerk/General Cashier	1162	1186
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	786	826
Reservations Agent	104	105
Sales Representative/Marketing Executive	497	507
Statistical Clerk/Operation Clerk	20	20
Travel Agency Clerk/Reservation and/or Ticketing Clerk	6128	6429
Visa Clerk	218	218
Sightseeing Guide/Tour Guide (Inbound)	566	581
Systems Support Operator/ EDP Operator/Computer Operator	82	87
Tour Escort/Escort Guide (Outbound)	1714	1802
Travel Consultant	1995	2115
Cruise Consultant	24	24

Job Title	Number Employed	12 Month Forecast of Number Employed
CLERICAL / OPERATIVE LEVEL (Continued)		
Meetings, Incentives, Conventions and Exhibitions Coordinator	81	83
Coach Driver	335	344
Others	83	85
Sub-total	13795	14412
SECRETARIAL / OTHERS LEVEL		
Executive Secretary/Secretary/Typist	84	84
Office Assistant/Messenger	470	470
Others	37	37
Sub-total	591	591
GRAND TOTAL	19407	20038

TOURISM INDUSTRY : OVERALL

TABLE 2 : NUMBER OF EMPLOYEES, VACANCIES AND TRAINEES

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
MANAGERIAL / PROFESSIONAL LEVEL			
Administration Manager/Office Manager	83	-	-
Director of Personnel and Training/ Director of Human Resources	15	-	-
Director of Public Relations/ Public Relations Manager	17	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	135	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	408	-	-
Financial Controller/Accountant	197	-	-
Manager/Operations Manager/Area Manager	509	-	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	143	-	-
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	75	-	-
Reservations Manager	113	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	396	-	-
Ticketing Manager	161	-	-
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	34	-	-
Others	679	-	-
Sub-total	2965	-	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
SUPERVISORY / TECHNICAL LEVEL			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	544	7	-
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	457	-	-
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	407	-	-
EDP Supervisor/System Analyst	200	-	-
Operation Supervisor/Tour Supervisor	1056	2	-
Personnel/Training Officer	178	3	-
Reservations Supervisor	248	1	-
Sales Supervisor	295	2	-
Ticketing Supervisor	829	-	-
Analyst	60	1	-
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	65	13	-
Others	763	1	-
Sub-total	5102	30	-
CLERICAL / OPERATIVE LEVEL			
Accounting Clerk/General Cashier	1337	24	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	1187	16	20
Reservations Agent	536	1	-
Sales Representative/Marketing Executive	760	13	-
Statistical Clerk/Operation Clerk	28	-	-
Cabin Attendant/Crew	11273	-	30
Cargo Officer (Passenger Service)	111	-	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
CLERICAL / OPERATIVE LEVEL (Continued)			
Ground Hostess/Ground Crew/ Ground Services Staff	1260	2	14
Information Counter Staff/ Customer Services Staff	65	-	-
Operations Officer/Flight Dispatching Officer	70	-	-
Planning Officer	3	-	-
Traffic Officer	48	-	-
Travel Agency Clerk/Reservation and/or Ticketing Clerk	6128	221	-
Visa Clerk	218	-	-
Sightseeing Guide/Tour Guide (Inbound)	566	10	-
Systems Support Operator/ EDP Operator/Computer Operator	133	5	-
Tour Escort/Escort Guide (Outbound)	1714	88	-
Travel Consultant	1995	134	-
Cruise Consultant	24	-	-
Meetings, Incentives, Conventions and Exhibitions Coordinator	81	2	-
Coach Driver	336	7	-
Reservation and/or Ticketing Clerk	49	-	-
Others	394	2	-
Sub-total	28316	525	64
SECRETARIAL / OTHERS LEVEL			
Executive Secretary/Secretary/Typist	193	1	-
Office Assistant/Messenger	479	-	-
Others	47	-	-
Sub-total	719	1	-
GRAND TOTAL	37102	556	64

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 2.1 : NUMBER OF EMPLOYEES, VACANCIES AND TRAINEES

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
MANAGERIAL / PROFESSIONAL LEVEL			
Administration Manager/Office Manager	24	-	-
Director of Personnel and Training/ Director of Human Resources	7	-	-
Director of Public Relations/ Public Relations Manager	3	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	114	-	-
Executive Director/General Manager/Proprietor/Partner/Managing Director	70	-	-
Financial Controller/Accountant	67	-	-
Manager/Operations Manager/Area Manager	42	-	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	41	-	-
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	37	-	-
Reservations Manager	47	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	87	-	-
Ticketing Manager	4	-	-
Others	660	-	-
Sub-total	1203	-	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
SUPERVISORY / TECHNICAL LEVEL			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	123	-	-
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	145	-	-
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	401	-	-
EDP Supervisor/System Analyst	163	-	-
Operation Supervisor/Tour Supervisor	3	-	-
Personnel/Training Officer	82	-	-
Reservations Supervisor	102	1	-
Sales Supervisor	34	1	-
Ticketing Supervisor	34	-	-
Analyst	43	-	-
Others	713	1	-
Sub-total	1843	3	-
CLERICAL / OPERATIVE LEVEL			
Accounting Clerk/General Cashier	175	-	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	401	-	-
Reservations Agent	432	-	-
Sales Representative/Marketing Executive	263	3	-
Statistical Clerk/Operation Clerk	8	-	-
Cabin Attendant/Crew	11273	-	30
Cargo Officer (Passenger Service)	111	-	-
Ground Hostess/Ground Crew/ Ground Services Staff	1260	2	14

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
CLERICAL / OPERATIVE LEVEL (Continued)			
Information Counter Staff/ Customer Services Staff	65	-	-
Operations Officer/Flight Dispatching Officer	70	-	-
Planning Officer	3	-	-
Traffic Officer	48	-	-
Systems Support Operator/ EDP Operator/Computer Operator	51	-	-
Coach Driver	1	-	-
Reservation and/or Ticketing Clerk	49	-	-
Others	311	-	-
Sub-total	14521	5	44
SECRETARIAL / OTHERS LEVEL			
Executive Secretary/Secretary/Typist	109	1	-
Office Assistant/Messenger	9	-	-
Others	10	-	-
Sub-total	128	1	-
GRAND TOTAL	17695	9	44

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 2.2 : NUMBER OF EMPLOYEES, VACANCIES AND TRAINEES

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
MANAGERIAL / PROFESSIONAL LEVEL			
Administration Manager/Office Manager	59	-	-
Director of Personnel and Training/ Director of Human Resources	8	-	-
Director of Public Relations/ Public Relations Manager	14	-	-
EDP Manager/ Computer Systems Manager/ Information Systems Service Manager	21	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	338	-	-
Financial Controller/Accountant	130	-	-
Manager/Operations Manager/Area Manager	467	-	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	102	-	-
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	38	-	-
Reservations Manager	66	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	309	-	-
Ticketing Manager	157	-	-
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	34	-	-
Others	19	-	-
Sub-total	1762	-	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
SUPERVISORY / TECHNICAL LEVEL			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	421	7	-
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	312	-	-
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	6	-	-
EDP Supervisor/System Analyst	37	-	-
Operation Supervisor/Tour Supervisor	1053	2	-
Personnel/Training Officer	96	3	-
Reservations Supervisor	146	-	-
Sales Supervisor	261	1	-
Ticketing Supervisor	795	-	-
Analyst	17	1	-
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	65	13	-
Others	50	-	-
Sub-total	3259	27	-
CLERICAL / OPERATIVE LEVEL			
Accounting Clerk/General Cashier	1162	24	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	786	16	20
Reservations Agent	104	1	-
Sales Representative/Marketing Executive	497	10	-
Statistical Clerk/Operation Clerk	20	-	-
Travel Agency Clerk/Reservation and/or Ticketing Clerk	6128	221	-
Visa Clerk	218	-	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
CLERICAL / OPERATIVE LEVEL (Continued)			
Sightseeing Guide/Tour Guide (Inbound)	566	10	-
Systems Support Operator/ EDP Operator/Computer Operator	82	5	-
Tour Escort/Escort Guide (Outbound)	1714	88	-
Travel Consultant	1995	134	-
Cruise Consultant	24	-	-
Meetings, Incentives, Conventions and Exhibitions Coordinator	81	2	-
Coach Driver	335	7	-
Others	83	2	-
Sub-total	13795	520	20
SECRETARIAL / OTHERS LEVEL			
Executive Secretary/Secretary/Typist	84	-	-
Office Assistant/Messenger	470	-	-
Others	37	-	-
Sub-total	591	-	-
GRAND TOTAL	19407	547	20

TOURISM INDUSTRY

TABLE 3 : NUMBER OF INTERNAL PROMOTION

Branch	From Supervisory/Technical to Managerial/Professional	From Clerical/Operative to Supervisory/Technical
Airline Companies	8	23
Travel Agents and Airline Ticket Agents	41	49
Total	49	72

TOURISM INDUSTRY

**TABLE 4 : NUMBER OF EMPLOYEES WHO HAD LEFT THE ESTABLISHMENT
IN THE PAST 12 MONTHS BY BRANCH BY JOB LEVEL**

Branch	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	6	16	678	1	701
Travel Agents and Airline Ticket Agents	43	154	1956	47	2200
Total	49	170	2634	48	2901

TOURISM INDUSTRY

TABLE 5 : NUMBER OF NEW RECRUITS IN THE PAST 12 MONTHS BY BRANCH BY JOB LEVEL

Branch	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	4	13	1097	-	1114
Travel Agents and Airline Ticket Agents	37	80	1661	37	1815
Total	41	93	2758	37	2929

TOURISM INDUSTRY

**TABLE 6 : NUMBER OF NEW RECRUITS WITHOUT TOURISM INDUSTRY EXPERIENCE AND / OR
NO TOURISM TRAINING IN THE PAST 12 MONTHS**

Branch	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	1	-	720	-	721
Travel Agnents and Airline Ticket Agents	-	15	417	9	441
Total	1	15	1137	9	1162

TOURISM INDUSTRY

TABLE 7 : NUMBER OF NEW RECRUITS WHO ARE FRESH GRADUATES OF TOURISM PROGRAMS IN THE PAST 12 MONTHS

Branch	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	-	214	-	214
Travel Agents and Airline Ticket Agents	7	146	-	153
Total	7	360	-	367

TOURISM INDUSTRY : OVERALL

TABLE 8 : NUMBER OF EMPLOYEES BY AVERAGE AGE RANGE

Job Title	Average Age Range (for operative staff only)							Unspecified/ Refusal	Total
	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above			
Cabin Attendant/Crew	-	1000	-	-	-	-	10273	11273	
Cargo Officer (Passenger Service)	-	-	22	2	2	-	85	111	
Ground Hostess/Ground Crew/ Ground Services Staff	-	76	86	-	-	-	1098	1260	
Information Counter Staff/ Customer Services Staff	-	-	10	-	-	-	55	65	
Operations Officer/Flight Dispatching Officer	-	33	-	4	8	-	25	70	
Planning Officer	-	-	-	-	-	-	3	3	
Traffic Officer	-	26	-	3	2	-	17	48	
Sightseeing Guide/Tour Guide (Inbound)	-	54	120	136	176	20	60	566	
Systems Support Operator/ EDP Operator/Computer Operator	1	36	12	2	-	-	82	133	
Tour Escort/Escort Guide (Outbound)	-	118	738	116	-	13	729	1714	

Job Title	Average Age Range (for operative staff only)							Unspecified/ Refusal	Total
	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above			
Travel Consultant	21	581	357	85	26	-	925	1995	
Cruise Consultant	-	2	13	4	-	-	5	24	
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	16	22	10	-	-	33	81	
Coach Driver	-	-	-	46	147	40	103	336	
Total	22	1942	1380	408	361	73	13493	17679	

TOURISM INDUSTRY
SECTOR : AIRLINE COMPANIES

TABLE 8.1 : NUMBER OF EMPLOYEES BY AVERAGE AGE RANGE

Job Title	Average Age Range (for operative staff only)							Unspecified/ Refusal	Total
	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above			
Cabin Attendant/Crew	-	1000	-	-	-	-	10273	11273	
Cargo Officer (Passenger Service)	-	-	22	2	2	-	85	111	
Ground Hostess/Ground Crew/ Ground Services Staff	-	76	86	-	-	-	1098	1260	
Information Counter Staff/ Customer Services Staff	-	-	10	-	-	-	55	65	
Operations Officer/Flight Dispatching Officer	-	33	-	4	8	-	25	70	
Planning Officer	-	-	-	-	-	-	3	3	
Traffic Officer	-	26	-	3	2	-	17	48	
Systems Support Operator/ EDP Operator/Computer Operator	-	9	-	-	-	-	42	51	
Coach Driver	-	-	-	-	-	-	1	1	
Total	-	1144	118	9	12	-	11599	12882	

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 8.2 : NUMBER OF EMPLOYEES BY AVERAGE AGE RANGE

Job Title	Average Age Range (for operative staff only)							Total
	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above	Unspecified/ Refusal	
Sightseeing Guide/Tour Guide (Inbound)	-	54	120	136	176	20	60	566
Systems Support Operator/ EDP Operator/Computer Operator	1	27	12	2	-	-	40	82
Tour Escort/Escort Guide (Outbound)	-	118	738	116	-	13	729	1714
Travel Consultant	21	581	357	85	26	-	925	1995
Cruise Consultant	-	2	13	4	-	-	5	24
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	16	22	10	-	-	33	81
Coach Driver	-	-	-	46	147	40	102	335
Total	22	798	1262	399	349	73	1894	4797

TOURISM INDUSTRY : OVERALL

TABLE 9 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
MANAGERIAL / PROFESSIONAL LEVEL																		
Administration Manager/Office Manager	53	59	6	7	-	-	-	-	-	-	-	-	-	-	15	17	74	83
Director of Personnel and Training/ Director of Human Resources	7	13	-	-	-	-	-	-	-	-	-	-	-	-	2	2	9	15
Director of Public Relations/ Public Relations Manager	5	12	1	1	-	-	2	2	-	-	-	-	-	-	1	2	9	17
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	12	122	-	-	-	-	-	-	-	-	-	-	-	-	8	13	20	135
Executive Director/General Manager/ Proprietor/Partner/Managing Director	101	213	23	26	33	49	8	14	58	71	-	-	-	-	24	35	247	408
Financial Controller/Accountant	65	143	7	7	10	10	4	4	2	2	-	-	-	-	19	31	107	197
Manager/Operations Manager/Area Manager	103	164	60	109	42	90	31	35	29	29	-	-	-	-	39	82	304	509
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	62	105	3	3	2	2	6	10	-	-	-	-	-	-	12	23	85	143
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	20	57	2	2	-	-	-	-	-	-	-	-	-	-	7	16	29	75
Reservations Manager	32	50	8	10	6	30	2	2	2	2	-	-	-	-	13	19	63	113
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	80	190	22	23	11	76	4	10	5	5	-	-	-	-	31	92	153	396
Ticketing Manager	32	66	8	8	12	16	17	30	2	2	-	-	-	-	19	39	90	161
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	3	7	5	6	3	4	-	-	13	13	-	-	-	-	4	4	28	34

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
MANAGERIAL / PROFESSIONAL LEVEL (Continued)																		
Others	6	667	2	4	1	2	-	-	-	-	-	-	-	-	2	6	11	679
Sub-total	581	1868	147	206	120	279	74	107	111	124	-	-	-	-	196	381	1229	2965
SUPERVISORY / TECHNICAL LEVEL																		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	46	96	42	182	60	97	38	75	28	48	-	-	-	-	15	46	229	544
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	35	61	45	89	51	136	71	79	17	21	-	-	-	-	28	71	247	457
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	9	29	17	26	7	25	4	283	3	8	-	-	-	-	6	36	46	407
EDP Supervisor/System Analyst	4	164	3	6	6	9	2	3	-	-	-	-	-	-	5	18	20	200
Operation Supervisor/Tour Supervisor	12	37	23	164	181	225	77	178	214	317	-	-	-	-	28	135	535	1056
Personnel/Training Officer	9	74	7	12	15	23	21	24	2	2	-	-	-	-	16	43	70	178
Reservations Supervisor	8	23	23	41	19	52	24	47	9	35	-	-	-	-	19	50	102	248
Sales Supervisor	18	22	17	40	25	97	36	46	22	37	-	-	-	-	23	53	141	295
Ticketing Supervisor	23	28	10	74	74	87	200	266	235	305	-	-	-	-	28	69	570	829
Analyst	8	56	2	2	-	-	-	-	-	-	-	-	-	-	1	2	11	60
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	4	10	3	9	1	8	4	13	17	17	-	-	-	-	3	8	32	65
Others	1	700	4	14	2	6	6	17	3	13	-	-	-	-	3	13	19	763
Sub-total	177	1300	196	659	441	765	483	1031	550	803	-	-	-	-	175	544	2022	5102
CLERICAL / OPERATIVE LEVEL																		
Accounting Clerk/General Cashier	4	8	2	19	39	132	218	311	386	636	-	-	-	-	48	231	697	1337
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	1	2	28	102	28	89	185	761	-	-	-	-	35	233	277	1187
Reservations Agent	2	5	1	5	7	40	10	56	62	331	-	-	-	-	8	99	90	536

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
CLERICAL / OPERATIVE LEVEL (Continued)																		
Sales Representative/Marketing Executive	8	20	14	29	42	161	31	111	95	320	-	-	-	-	18	119	208	760
Statistical Clerk/Operation Clerk	-	-	-	-	1	7	1	1	-	-	-	-	-	-	1	20	3	28
Cabin Attendant/Crew	-	-	1	178	1	10	2	8	6	11077	-	-	-	-	-	-	10	11273
Cargo Officer (Passenger Service)	-	-	-	-	2	16	6	13	2	81	-	-	-	-	1	1	11	111
Ground Hostess/Ground Crew/ Ground Services Staff	1	2	-	-	3	49	3	86	9	997	-	-	-	-	2	126	18	1260
Information Counter Staff/ Customer Services Staff	-	-	-	-	1	5	4	34	5	18	-	-	-	-	3	8	13	65
Operations Officer/Flight Dispatching Officer	1	5	-	-	1	2	2	8	4	49	-	-	-	-	2	6	10	70
Planning Officer	-	-	-	-	-	-	-	-	1	3	-	-	-	-	-	-	1	3
Traffic Officer	-	-	-	-	1	1	3	10	5	32	-	-	-	-	2	5	11	48
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	13	26	56	244	66	382	1417	4708	25	147	-	-	43	621	1620	6128
Visa Clerk	-	-	-	-	1	5	-	-	54	174	13	26	-	-	5	13	73	218
Sightseeing Guide/Tour Guide (Inbound)	-	-	-	-	-	-	6	28	161	497	-	-	-	-	7	41	174	566
Systems Support Operator/ EDP Operator/Computer Operator	1	1	1	3	7	17	13	29	6	32	-	-	-	-	11	51	39	133
Tour Escort/Escort Guide (Outbound)	-	-	-	-	-	-	4	16	135	1149	-	-	-	-	9	549	148	1714
Travel Consultant	1	13	26	48	53	157	49	186	166	1221	-	-	-	-	8	370	303	1995
Cruise Consultant	-	-	1	2	-	-	2	7	3	13	-	-	-	-	1	2	7	24
Meetings, Incentives, Conventions and Exhibitions Coordinator	1	1	-	-	3	6	2	3	11	53	-	-	-	-	4	18	21	81
Coach Driver	-	-	-	-	-	-	1	1	24	138	13	163	-	-	7	34	45	336
Reservation and/or Ticketing Clerk	-	-	1	3	1	2	1	1	7	32	-	-	-	-	3	11	13	49
Others	1	1	-	-	5	21	1	2	14	366	-	-	-	-	2	4	23	394
Sub-total	20	56	61	315	252	977	453	1382	2758	22688	51	336	-	-	220	2562	3815	28316

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
SECRETARIAL / OTHERS LEVEL																		
Executive Secretary/Secretary/Typist	5	7	1	1	16	25	18	21	15	104	-	-	-	-	23	35	78	193
Office Assistant/Messenger	-	-	-	-	-	-	-	-	125	175	96	135	3	3	39	166	263	479
Others	-	-	-	-	-	-	-	-	6	30	6	12	-	-	1	5	13	47
Sub-total	5	7	1	1	16	25	18	21	146	309	102	147	3	3	63	206	354	719
GRAND TOTAL	783	3231	405	1181	829	2046	1028	2541	3565	23924	153	483	3	3	654	3693	7420	37102

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 9.1 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total		
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	
MANAGERIAL / PROFESSIONAL LEVEL																			
Administration Manager/Office Manager	13	15	5	6	-	-	-	-	-	-	-	-	-	-	-	3	3	21	24
Director of Personnel and Training/ Director of Human Resources	3	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	7
Director of Public Relations/ Public Relations Manager	1	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	3	112	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	5	114
Executive Director/General Manager/ Proprietor/Partner/Managing Director	11	64	1	1	-	-	-	-	-	-	-	-	-	-	-	5	5	17	70
Financial Controller/Accountant	20	61	2	2	-	-	-	-	-	-	-	-	-	-	-	4	4	26	67
Manager/Operations Manager/Area Manager	26	30	6	9	-	-	-	-	-	-	-	-	-	-	-	3	3	35	42
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	8	33	1	1	2	2	-	-	-	-	-	-	-	-	-	4	5	15	41
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	6	35	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	8	37
Reservations Manager	14	16	3	4	1	25	-	-	-	-	-	-	-	-	-	2	2	20	47
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	16	38	5	5	1	35	-	-	-	-	-	-	-	-	-	5	9	27	87
Ticketing Manager	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	2	2	4	4
Others	3	652	2	4	-	-	-	-	-	-	-	-	-	-	-	1	4	6	660
Sub-total	125	1066	27	34	4	62	-	-	-	-	-	-	-	-	-	33	41	189	1203

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
SUPERVISORY / TECHNICAL LEVEL																		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	8	48	12	29	5	11	3	24	1	1	-	-	-	-	4	10	33	123
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	8	28	11	17	7	85	1	1	2	2	-	-	-	-	6	12	35	145
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	9	29	17	26	7	25	3	277	3	8	-	-	-	-	6	36	45	401
EDP Supervisor/System Analyst	1	160	-	-	1	3	-	-	-	-	-	-	-	-	-	-	2	163
Operation Supervisor/Tour Supervisor	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	3
Personnel/Training Officer	3	66	3	3	2	3	1	1	-	-	-	-	-	-	3	9	12	82
Reservations Supervisor	3	13	11	18	9	36	1	2	1	25	-	-	-	-	4	8	29	102
Sales Supervisor	1	1	6	10	5	9	-	-	1	4	-	-	-	-	4	10	17	34
Ticketing Supervisor	1	2	2	4	4	8	2	2	3	9	-	-	-	-	5	9	17	34
Analyst	3	41	2	2	-	-	-	-	-	-	-	-	-	-	-	-	5	43
Others	1	700	1	5	1	1	1	1	-	-	-	-	-	-	2	6	6	713
Sub-total	39	1091	65	114	41	181	12	308	11	49	-	-	-	-	34	100	202	1843
CLERICAL / OPERATIVE LEVEL																		
Accounting Clerk/General Cashier	3	3	-	-	9	21	9	16	10	103	-	-	-	-	6	32	37	175
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	-	-	1	1	3	4	8	377	-	-	-	-	5	19	17	401
Reservations Agent	2	5	-	-	4	27	9	54	21	270	-	-	-	-	4	76	40	432
Sales Representative/Marketing Executive	5	10	2	5	7	27	8	32	9	146	-	-	-	-	6	43	37	263
Statistical Clerk/Operation Clerk	-	-	-	-	1	7	1	1	-	-	-	-	-	-	-	-	2	8
Cabin Attendant/Crew	-	-	1	178	1	10	2	8	6	11077	-	-	-	-	-	-	10	11273
Cargo Officer (Passenger Service)	-	-	-	-	2	16	6	13	2	81	-	-	-	-	1	1	11	111

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
CLERICAL / OPERATIVE LEVEL (Continued)																		
Ground Hostess/Ground Crew/ Ground Services Staff	1	2	-	-	3	49	3	86	9	997	-	-	-	-	2	126	18	1260
Information Counter Staff/ Customer Services Staff	-	-	-	-	1	5	4	34	5	18	-	-	-	-	3	8	13	65
Operations Officer/Flight Dispatching Officer	1	5	-	-	1	2	2	8	4	49	-	-	-	-	2	6	10	70
Planning Officer	-	-	-	-	-	-	-	-	1	3	-	-	-	-	-	-	1	3
Traffic Officer	-	-	-	-	1	1	3	10	5	32	-	-	-	-	2	5	11	48
Systems Support Operator/ EDP Operator/Computer Operator	-	-	-	-	-	-	-	-	3	29	-	-	-	-	3	22	6	51
Coach Driver	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1
Reservation and/or Ticketing Clerk	-	-	1	3	1	2	1	1	7	32	-	-	-	-	3	11	13	49
Others	-	-	-	-	2	16	-	-	2	294	-	-	-	-	1	1	5	311
Sub-total	12	25	4	186	34	184	51	267	92	13508	-	-	-	-	39	351	232	14521
SECRETARIAL / OTHERS LEVEL																		
Executive Secretary/Secretary/Typist	1	1	1	1	10	15	7	9	2	78	-	-	-	-	3	5	24	109
Office Assistant/Messenger	-	-	-	-	-	-	-	-	6	8	-	-	-	-	1	1	7	9
Others	-	-	-	-	-	-	-	-	2	3	2	2	-	-	1	5	5	10
Sub-total	1	1	1	1	10	15	7	9	10	89	2	2	-	-	5	11	36	128
GRAND TOTAL	177	2183	97	335	89	442	70	584	113	13646	2	2	-	-	111	503	659	17695

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 9.2 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total		
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	
MANAGERIAL / PROFESSIONAL LEVEL																			
Administration Manager/Office Manager	40	44	1	1	-	-	-	-	-	-	-	-	-	-	-	12	14	53	59
Director of Personnel and Training/ Director of Human Resources	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	6	8
Director of Public Relations/ Public Relations Manager	4	10	-	-	-	-	2	2	-	-	-	-	-	-	-	1	2	7	14
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	9	10	-	-	-	-	-	-	-	-	-	-	-	-	-	6	11	15	21
Executive Director/General Manager/ Proprietor/Partner/Managing Director	90	149	22	25	33	49	8	14	58	71	-	-	-	-	19	30	230	338	
Financial Controller/Accountant	45	82	5	5	10	10	4	4	2	2	-	-	-	-	15	27	81	130	
Manager/Operations Manager/Area Manager	77	134	54	100	42	90	31	35	29	29	-	-	-	-	36	79	269	467	
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	54	72	2	2	-	-	6	10	-	-	-	-	-	-	8	18	70	102	
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	14	22	2	2	-	-	-	-	-	-	-	-	-	-	5	14	21	38	
Reservations Manager	18	34	5	6	5	5	2	2	2	2	-	-	-	-	11	17	43	66	
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	64	152	17	18	10	41	4	10	5	5	-	-	-	-	26	83	126	309	
Ticketing Manager	31	65	7	7	12	16	17	30	2	2	-	-	-	-	17	37	86	157	

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
MANAGERIAL / PROFESSIONAL LEVEL (Continued)																		
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	3	7	5	6	3	4	-	-	13	13	-	-	-	-	4	4	28	34
Others	3	15	-	-	1	2	-	-	-	-	-	-	-	-	1	2	5	19
Sub-total	456	802	120	172	116	217	74	107	111	124	-	-	-	-	163	340	1040	1762
SUPERVISORY / TECHNICAL LEVEL																		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	38	48	30	153	55	86	35	51	27	47	-	-	-	-	11	36	196	421
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	27	33	34	72	44	51	70	78	15	19	-	-	-	-	22	59	212	312
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	-	-	-	-	1	6	-	-	-	-	-	-	-	-	1	6
EDP Supervisor/System Analyst	3	4	3	6	5	6	2	3	-	-	-	-	-	-	5	18	18	37
Operation Supervisor/Tour Supervisor	11	34	23	164	181	225	77	178	214	317	-	-	-	-	28	135	534	1053
Personnel/Training Officer	6	8	4	9	13	20	20	23	2	2	-	-	-	-	13	34	58	96
Reservations Supervisor	5	10	12	23	10	16	23	45	8	10	-	-	-	-	15	42	73	146
Sales Supervisor	17	21	11	30	20	88	36	46	21	33	-	-	-	-	19	43	124	261
Ticketing Supervisor	22	26	8	70	70	79	198	264	232	296	-	-	-	-	23	60	553	795
Analyst	5	15	-	-	-	-	-	-	-	-	-	-	-	-	1	2	6	17
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	4	10	3	9	1	8	4	13	17	17	-	-	-	-	3	8	32	65
Others	-	-	3	9	1	5	5	16	3	13	-	-	-	-	1	7	13	50
Sub-total	138	209	131	545	400	584	471	723	539	754	-	-	-	-	141	444	1820	3259
CLERICAL / OPERATIVE LEVEL																		
Accounting Clerk/General Cashier	1	5	2	19	30	111	209	295	376	533	-	-	-	-	42	199	660	1162

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
CLERICAL / OPERATIVE LEVEL (Continued)																		
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	1	2	27	101	25	85	177	384	-	-	-	-	30	214	260	786
Reservations Agent	-	-	1	5	3	13	1	2	41	61	-	-	-	-	4	23	50	104
Sales Representative/Marketing Executive	3	10	12	24	35	134	23	79	86	174	-	-	-	-	12	76	171	497
Statistical Clerk/Operation Clerk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	20	1	20
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	13	26	56	244	66	382	1417	4708	25	147	-	-	43	621	1620	6128
Visa Clerk	-	-	-	-	1	5	-	-	54	174	13	26	-	-	5	13	73	218
Sightseeing Guide/Tour Guide (Inbound)	-	-	-	-	-	-	6	28	161	497	-	-	-	-	7	41	174	566
Systems Support Operator/ EDP Operator/Computer Operator	1	1	1	3	7	17	13	29	3	3	-	-	-	-	8	29	33	82
Tour Escort/Escort Guide (Outbound)	-	-	-	-	-	-	4	16	135	1149	-	-	-	-	9	549	148	1714
Travel Consultant	1	13	26	48	53	157	49	186	166	1221	-	-	-	-	8	370	303	1995
Cruise Consultant	-	-	1	2	-	-	2	7	3	13	-	-	-	-	1	2	7	24
Meetings, Incentives, Conventions and Exhibitions Coordinator	1	1	-	-	3	6	2	3	11	53	-	-	-	-	4	18	21	81
Coach Driver	-	-	-	-	-	-	1	1	24	138	13	163	-	-	6	33	44	335
Others	1	1	-	-	3	5	1	2	12	72	-	-	-	-	1	3	18	83
Sub-total	8	31	57	129	218	793	402	1115	2666	9180	51	336	-	-	181	2211	3583	13795
SECRETARIAL / OTHERS LEVEL																		
Executive Secretary/Secretary/Typist	4	6	-	-	6	10	11	12	13	26	-	-	-	-	20	30	54	84
Office Assistant/Messenger	-	-	-	-	-	-	-	-	119	167	96	135	3	3	38	165	256	470
Others	-	-	-	-	-	-	-	-	4	27	4	10	-	-	-	-	8	37
Sub-total	4	6	-	-	6	10	11	12	136	220	100	145	3	3	58	195	318	591
GRAND TOTAL	606	1048	308	846	740	1604	958	1957	3452	10278	151	481	3	3	543	3190	6761	19407

TOURISM INDUSTRY

TABLE 10 : NUMBER OF EMPLOYEES BY PREFERRED YEARS OF TOURISM INDUSTRY EXPERIENCE BEFORE OCCUPYING THE POST

Branch	Job Level	No experience	Less than 1 year	1 year - less than 3 years	3 years - less than 6 years	6 years - less than 10 years	10 years or above	Unspecified / Refusal	Total
Airline Companies	Managerial/Professional	-	-	5	51	93	48	1006	1203
	Supervisory/Technical	-	3	37	274	71	-	1458	1843
	Clerical/Operative	-	141	2170	51	-	-	12159	14521
	Secretarial/Others	-	11	20	6	-	-	91	128
	Total	-	155	2232	382	164	48	14714	17695
Travel Agents and Airline Ticket Agents	Managerial/Professional	-	-	204	357	572	390	239	1762
	Supervisory/Technical	-	81	810	1382	455	40	491	3259
	Clerical/Operative	180	3655	6809	1407	145	78	1521	13795
	Secretarial/Others	59	286	151	17	-	-	78	591
	Total	239	4022	7974	3163	1172	508	2329	19407
All Branch	Managerial/Professional	-	-	209	408	665	438	1245	2965
	Supervisory/Technical	-	84	847	1656	526	40	1949	5102
	Clerical/Operative	180	3796	8979	1458	145	78	13680	28316
	Secretarial/Others	59	297	171	23	-	-	169	719
	Total	239	4177	10206	3545	1336	556	17043	37102

TOURISM INDUSTRY : OVERALL

TABLE 11 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL									
Administration Manager/Office Manager	-	-	-	1	17	25	1	39	83
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	4	4	5	2	15
Director of Public Relations/ Public Relations Manager	-	-	-	6	-	2	3	6	17
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	1	2	4	111	17	135
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	48	82	55	68	155	408
Financial Controller/Accountant	-	-	-	4	44	15	49	85	197
Manager/Operations Manager/Area Manager	-	-	2	82	132	59	27	207	509

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL (Continued)									
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	11	45	13	30	44	143
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	5	2	3	38	27	75
Reservations Manager	-	-	2	5	13	10	28	55	113
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	2	17	73	56	45	203	396
Ticketing Manager	-	-	-	51	35	11	-	64	161
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	-	-	15	2	2	15	34
Others	-	-	-	11	4	2	653	9	679
Sub-total	-	-	6	242	468	261	1060	928	2965

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL									
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	-	-	64	176	122	20	-	162	544
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	-	-	53	119	103	-	-	182	457
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	-	30	290	9	-	78	407
EDP Supervisor/System Analyst	-	-	7	8	5	160	-	20	200
Operation Supervisor/Tour Supervisor	-	-	206	365	80	-	-	405	1056
Personnel/Training Officer	-	-	28	26	8	50	-	66	178
Reservations Supervisor	-	-	28	45	27	25	-	123	248
Sales Supervisor	-	-	36	59	12	4	-	184	295
Ticketing Supervisor	-	-	187	260	19	-	-	363	829
Analyst	-	-	1	43	2	-	-	14	60
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	14	4	16	-	-	31	65

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL (Continued)									
Others	-	-	24	713	11	-	-	15	763
Sub-total	-	-	648	1848	695	268	-	1643	5102
CLERICAL / OPERATIVE LEVEL									
Accounting Clerk/General Cashier	2	185	561	51	-	-	-	538	1337
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	2	353	255	163	-	-	-	414	1187
Reservations Agent	-	-	160	105	3	-	-	268	536
Sales Representative/Marketing Executive	-	71	319	19	1	-	-	350	760
Statistical Clerk/Operation Clerk	-	-	-	1	-	-	-	27	28
Cabin Attendant/Crew	-	-	822	8499	-	-	-	1952	11273
Cargo Officer (Passenger Service)	-	-	7	98	-	-	-	6	111
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	162	909	-	-	-	189	1260
Information Counter Staff/ Customer Services Staff	-	-	-	10	5	-	-	50	65

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
CLERICAL / OPERATIVE LEVEL (Continued)									
Operations Officer/Flight Dispatching Officer	-	-	37	22	5	-	-	6	70
Planning Officer	-	-	-	-	-	-	-	3	3
Traffic Officer	-	-	29	2	-	-	-	17	48
Travel Agency Clerk/Reservation and/or Ticketing Clerk	48	1293	2558	150	-	-	-	2079	6128
Visa Clerk	2	82	89	2	-	-	-	43	218
Sightseeing Guide/Tour Guide (Inbound)	-	97	300	24	-	-	-	145	566
Systems Support Operator/ EDP Operator/Computer Operator	-	-	32	23	-	-	-	78	133
Tour Escort/Escort Guide (Outbound)	-	356	524	-	-	-	-	834	1714
Travel Consultant	26	411	419	48	110	-	-	981	1995
Cruise Consultant	-	13	9	-	-	-	-	2	24
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	19	15	5	-	-	-	42	81
Coach Driver	-	22	137	22	-	-	-	155	336

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
CLERICAL / OPERATIVE LEVEL (Continued)									
Reservation and/or Ticketing Clerk	-	-	5	21	-	-	-	23	49
Others	21	292	54	5	-	-	-	22	394
Sub-total	101	3194	6494	10179	124	-	-	8224	28316
SECRETARIAL / OTHERS LEVEL									
Executive Secretary/Secretary/Typist	-	9	27	14	78	3	-	62	193
Office Assistant/Messenger	79	135	14	-	-	-	-	251	479
Others	8	2	27	3	-	-	-	7	47
Sub-total	87	146	68	17	78	3	-	320	719
GRAND TOTAL	188	3340	7216	12286	1365	532	1060	11115	37102

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 11.1 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL									
Administration Manager/Office Manager	-	-	-	-	3	10	-	11	24
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	-	4	3	-	7
Director of Public Relations/ Public Relations Manager	-	-	-	-	-	1	2	-	3
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	-	-	111	3	114
Executive Director/General Manager/Proprietor/Partner/Managing Director	-	-	-	-	-	-	55	15	70
Financial Controller/Accountant	-	-	-	-	3	6	40	18	67
Manager/Operations Manager/Area Manager	-	-	-	1	2	4	9	26	42

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/ Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL (Continued)									
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	-	1	8	22	10	41
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	-	-	-	31	6	37
Reservations Manager	-	-	-	1	-	8	27	11	47
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	-	-	1	17	41	28	87
Ticketing Manager	-	-	-	-	-	-	-	4	4
Others	-	-	-	-	-	-	653	7	660
Sub-total	-	-	-	2	10	58	994	139	1203
SUPERVISORY / TECHNICAL LEVEL									
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	-	-	-	41	27	20	-	35	123

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL (Continued)									
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	-	-	1	23	86	-	-	35	145
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	-	30	290	9	-	72	401
EDP Supervisor/System Analyst	-	-	-	-	3	160	-	-	163
Operation Supervisor/Tour Supervisor	-	-	-	-	-	-	-	3	3
Personnel/Training Officer	-	-	-	17	2	50	-	13	82
Reservations Supervisor	-	-	-	22	27	25	-	28	102
Sales Supervisor	-	-	-	10	5	4	-	15	34
Ticketing Supervisor	-	-	-	7	9	-	-	18	34
Analyst	-	-	-	41	-	-	-	2	43
Others	-	-	-	705	2	-	-	6	713
Sub-total	-	-	1	896	451	268	-	227	1843
CLERICAL / OPERATIVE LEVEL									
Accounting Clerk/General Cashier	-	-	55	51	-	-	-	69	175

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
CLERICAL / OPERATIVE LEVEL (Continued)									
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	209	2	163	-	-	-	27	401
Reservations Agent	-	-	105	105	3	-	-	219	432
Sales Representative/Marketing Executive	-	-	146	19	1	-	-	97	263
Statistical Clerk/Operation Clerk	-	-	-	1	-	-	-	7	8
Cabin Attendant/Crew	-	-	822	8499	-	-	-	1952	11273
Cargo Officer (Passenger Service)	-	-	7	98	-	-	-	6	111
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	162	909	-	-	-	189	1260
Information Counter Staff/ Customer Services Staff	-	-	-	10	5	-	-	50	65
Operations Officer/Flight Dispatching Officer	-	-	37	22	5	-	-	6	70
Planning Officer	-	-	-	-	-	-	-	3	3
Traffic Officer	-	-	29	2	-	-	-	17	48

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
CLERICAL / OPERATIVE LEVEL (Continued)									
Systems Support Operator/ EDP Operator/Computer Operator	-	-	9	20	-	-	-	22	51
Coach Driver	-	-	-	-	-	-	-	1	1
Reservation and/or Ticketing Clerk	-	-	5	21	-	-	-	23	49
Others	-	289	11	5	-	-	-	6	311
Sub-total	-	498	1390	9925	14	-	-	2694	14521
SECRETARIAL / OTHERS LEVEL									
Executive Secretary/Secretary/Typist	-	-	3	3	77	3	-	23	109
Office Assistant/Messenger	-	2	-	-	-	-	-	7	9
Others	-	2	-	3	-	-	-	5	10
Sub-total	-	4	3	6	77	3	-	35	128
GRAND TOTAL	-	502	1394	10829	552	329	994	3095	17695

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 11.2 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL									
Administration Manager/Office Manager	-	-	-	1	14	15	1	28	59
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	4	-	2	2	8
Director of Public Relations/ Public Relations Manager	-	-	-	6	-	1	1	6	14
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	1	2	4	-	14	21
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	48	82	55	13	140	338
Financial Controller/Accountant	-	-	-	4	41	9	9	67	130
Manager/Operations Manager/Area Manager	-	-	2	81	130	55	18	181	467

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL (Continued)									
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	11	44	5	8	34	102
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	5	2	3	7	21	38
Reservations Manager	-	-	2	4	13	2	1	44	66
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	2	17	72	39	4	175	309
Ticketing Manager	-	-	-	51	35	11	-	60	157
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	-	-	15	2	2	15	34
Others	-	-	-	11	4	2	-	2	19
Sub-total	-	-	6	240	458	203	66	789	1762

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL									
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	-	-	64	135	95	-	-	127	421
Accounting Supervisor/Officer (eg.accounts payable/receivable, etc.)	-	-	52	96	17	-	-	147	312
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	-	-	-	-	-	6	6
EDP Supervisor/System Analyst	-	-	7	8	2	-	-	20	37
Operation Supervisor/Tour Supervisor	-	-	206	365	80	-	-	402	1053
Personnel/Training Officer	-	-	28	9	6	-	-	53	96
Reservations Supervisor	-	-	28	23	-	-	-	95	146
Sales Supervisor	-	-	36	49	7	-	-	169	261
Ticketing Supervisor	-	-	187	253	10	-	-	345	795
Analyst	-	-	1	2	2	-	-	12	17
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	14	4	16	-	-	31	65

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL (Continued)									
Others	-	-	24	8	9	-	-	9	50
Sub-total	-	-	647	952	244	-	-	1416	3259
CLERICAL / OPERATIVE LEVEL									
Accounting Clerk/General Cashier	2	185	506	-	-	-	-	469	1162
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	2	144	253	-	-	-	-	387	786
Reservations Agent	-	-	55	-	-	-	-	49	104
Sales Representative/Marketing Executive	-	71	173	-	-	-	-	253	497
Statistical Clerk/Operation Clerk	-	-	-	-	-	-	-	20	20
Travel Agency Clerk/Reservation and/or Ticketing Clerk	48	1293	2558	150	-	-	-	2079	6128
Visa Clerk	2	82	89	2	-	-	-	43	218
Sightseeing Guide/Tour Guide (Inbound)	-	97	300	24	-	-	-	145	566
Systems Support Operator/ EDP Operator/Computer Operator	-	-	23	3	-	-	-	56	82

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
CLERICAL / OPERATIVE LEVEL (Continued)									
Tour Escort/Escort Guide (Outbound)	-	356	524	-	-	-	-	834	1714
Travel Consultant	26	411	419	48	110	-	-	981	1995
Cruise Consultant	-	13	9	-	-	-	-	2	24
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	19	15	5	-	-	-	42	81
Coach Driver	-	22	137	22	-	-	-	154	335
Others	21	3	43	-	-	-	-	16	83
Sub-total	101	2696	5104	254	110	-	-	5530	13795
SECRETARIAL / OTHERS LEVEL									
Executive Secretary/Secretary/Typist	-	9	24	11	1	-	-	39	84
Office Assistant/Messenger	79	133	14	-	-	-	-	244	470
Others	8	-	27	-	-	-	-	2	37
Sub-total	87	142	65	11	1	-	-	285	591
GRAND TOTAL	188	2838	5822	1457	813	203	66	8020	19407

TOURISM INDUSTRY

TABLE 12 : NUMBER OF EMPLOYEES BY BRANCH BY AVERAGE MAN-DAY SPENT ON INTERNAL TRAINING IN THE PAST 12 MONTHS

Branch	Job Level	Nil	Less than 5 days	5 days - less than 10 days	10 days - less than 15 days	15 days - less than 20 days	20 days - less than 1 month	1 month or above	Unspecified/Refusal	Total
Airline Companies	Managerial/Professional	87	53	41	1	15	-	-	1006	1203
	Supervisory/Technical	78	141	106	36	24	-	-	1458	1843
	Clerical/Operative	409	457	1421	33	42	-	-	12159	14521
	Secretarial/Others	33	3	1	-	-	-	-	91	128
	Total	607	654	1569	70	81	-	-	14714	17695
Travel Agents and Airline Ticket Agents	Managerial/Professional	874	397	61	102	-	16	-	312	1762
	Supervisory/Technical	1639	637	203	149	6	30	-	595	3259
	Clerical/Operative	7145	2774	1334	187	-	92	16	2247	13795
	Secretarial/Others	395	32	-	2	-	1	-	161	591
	Total	10053	3840	1598	440	6	139	16	3315	19407
All Branch	Managerial/Professional	961	450	102	103	15	16	-	1318	2965
	Supervisory/Technical	1717	778	309	185	30	30	-	2053	5102
	Clerical/Operative	7554	3231	2755	220	42	92	16	14406	28316
	Secretarial/Others	428	35	1	2	-	1	-	252	719
	Total	10660	4494	3167	510	87	139	16	18029	37102

TOURISM INDUSTRY

TABLE 13 : NUMBER OF EMPLOYEES BY PRIORITY RANKED FOR PART-TIME DAY RELEASE

Branch	Job Level	Priority 1	Priority 2	Priority 3	Refusal	Total
Airline Companies	Managerial/Professional	68	59	80	996	1203
	Supervisory/Technical	262	54	119	1408	1843
	Clerical/Operative	1852	317	432	11920	14521
	Secretarial/Others	9	14	14	91	128
	Total	2191	444	645	14415	17695
Travel Agents and Airline Ticket Agents	Managerial/Professional	270	286	826	380	1762
	Supervisory/Technical	459	737	1365	698	3259
	Clerical/Operative	3437	2725	4462	3171	13795
	Secretarial/Others	97	126	161	207	591
	Total	4263	3874	6814	4456	19407
All Branch	Managerial/Professional	338	345	906	1376	2965
	Supervisory/Technical	721	791	1484	2106	5102
	Clerical/Operative	5289	3042	4894	15091	28316
	Secretarial/Others	106	140	175	298	719
	Total	6454	4318	7459	18871	37102

TOURISM INDUSTRY

TABLE 13.1 : NUMBER OF EMPLOYEES BY PRIORITY RANKED FOR EVENING COURSE

Branch	Job Level	Priority 1	Priority 2	Priority 3	Refusal	Total
Airline Companies	Managerial/Professional	2	78	127	996	1203
	Supervisory/Technical	1	134	300	1408	1843
	Clerical/Operative	359	237	2005	11920	14521
	Secretarial/Others	7	13	17	91	128
	Total	369	462	2449	14415	17695
Travel Agents and Airline Ticket Agents	Managerial/Professional	208	647	527	380	1762
	Supervisory/Technical	414	1045	1102	698	3259
	Clerical/Operative	2906	3548	4170	3171	13795
	Secretarial/Others	66	115	203	207	591
	Total	3594	5355	6002	4456	19407
All Branch	Managerial/Professional	210	725	654	1376	2965
	Supervisory/Technical	415	1179	1402	2106	5102
	Clerical/Operative	3265	3785	6175	15091	28316
	Secretarial/Others	73	128	220	298	719
	Total	3963	5817	8451	18871	37102

TOURISM INDUSTRY

TABLE 13.2 : NUMBER OF EMPLOYEES BY PRIORITY RANKED FOR SEMINAR/WORKSHOP

Branch	Job Level	Priority 1	Priority 2	Priority 3	Refusal	Total
Airline Companies	Managerial/Professional	137	70	-	996	1203
	Supervisory/Technical	172	247	16	1408	1843
	Clerical/Operative	390	2047	164	11920	14521
	Secretarial/Others	21	10	6	91	128
	Total	720	2374	186	14415	17695
Travel Agents and Airline Ticket Agents	Managerial/Professional	904	449	29	380	1762
	Supervisory/Technical	1688	779	94	698	3259
	Clerical/Operative	4281	4351	1992	3171	13795
	Secretarial/Others	221	143	20	207	591
	Total	7094	5722	2135	4456	19407
All Branch	Managerial/Professional	1041	519	29	1376	2965
	Supervisory/Technical	1860	1026	110	2106	5102
	Clerical/Operative	4671	6398	2156	15091	28316
	Secretarial/Others	242	153	26	298	719
	Total	7814	8096	2321	18871	37102

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 14 : NUMBER OF COMPANIES BY MONTHS OF HIGH SEASON

Stratum Employment Size	January		February		March		April		May		June		July		August		September		October		November		December		Unspecified/ Refusal		Total		
	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies																							
1 - 9	Inbound	64	24	148	30	24	12	175	31	62	19	37	8	162	21	364	31	110	20	411	44	185	31	262	27	1108	64	3112	34
	Outbound	200	76	348	70	174	88	384	69	262	81	399	92	625	79	814	69	448	80	523	56	412	69	700	73	625	36	5914	66
	Total	264	100	496	100	198	100	559	100	324	100	436	100	787	100	1178	100	558	100	934	100	597	100	962	100	1733	100	9026	100
10 - 49	Inbound	14	37	36	50	12	34	49	42	22	58	22	37	20	23	63	42	24	60	62	50	53	50	62	36	110	59	549	45
	Outbound	24	63	36	50	23	66	69	58	16	42	38	63	66	77	88	58	16	40	63	50	52	50	109	64	76	41	676	55
	Total	38	100	72	100	35	100	118	100	38	100	60	100	86	100	151	100	40	100	125	100	105	100	171	100	186	100	1225	100
50 - 99	Inbound	2	50	3	33	2	40	6	43	5	50	4	50	6	43	7	44	3	43	5	36	4	40	8	40	9	64	64	44
	Outbound	2	50	6	67	3	60	8	57	5	50	4	50	8	57	9	56	4	57	9	64	6	60	12	60	5	36	81	56
	Total	4	100	9	100	5	100	14	100	10	100	8	100	14	100	16	100	7	100	14	100	10	100	20	100	14	100	145	100
100 - 199	Inbound	1	50	-	-	-	-	4	67	3	75	4	50	2	33	1	25	2	100	4	80	2	67	3	43	4	44	30	54
	Outbound	1	50	-	-	-	-	2	33	1	25	4	50	4	67	3	75	-	-	1	20	1	33	4	57	5	56	26	46
	Total	2	100	-	-	-	-	6	100	4	100	8	100	6	100	4	100	2	100	5	100	3	100	7	100	9	100	56	100
200 - 499	Inbound	1	33	1	50	1	50	3	30	1	50	1	33	3	30	3	30	1	50	3	50	1	20	1	17	6	75	26	38
	Outbound	2	67	1	50	1	50	7	70	1	50	2	67	7	70	7	70	1	50	3	50	4	80	5	83	2	25	43	62
	Total	3	100	2	100	2	100	10	100	2	100	3	100	10	100	10	100	2	100	6	100	5	100	6	100	8	100	69	100
500 - 999	Inbound	-	-	-	-	-	-	-	-	-	-	-	-	1	33	1	33	-	-	1	50	-	-	1	33	3	60	7	32
	Outbound	-	-	2	100	-	-	2	100	1	100	1	100	2	67	2	67	-	-	1	50	-	-	2	67	2	40	15	68
	Total	-	-	2	100	-	-	2	100	1	100	1	100	3	100	3	100	-	-	2	100	-	-	3	100	5	100	22	100
Overall	Inbound	82	26	188	32	39	16	237	33	93	25	68	13	194	21	439	32	140	23	486	45	245	34	337	29	1240	63	3788	36
	Outbound	229	74	393	68	201	84	472	67	286	75	448	87	712	79	923	68	469	77	600	55	475	66	832	71	715	37	6755	64
	Total	311	100	581	100	240	100	709	100	379	100	516	100	906	100	1362	100	609	100	1086	100	720	100	1169	100	1955	100	10543	100

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 15 : NUMBER OF TOURIST GUIDES / TOUR ESCORTS IN THE PAST 12 MONTHS

Stratum Employment Size	Inbound		Outbound	
	Number of in-house full-time tourist guides/ tour escorts at date of survey	Number of freelance/ part-time tour guides/ tour escorts in the months with the most business	Number of in-house full-time tourist guides/ tour escorts at date of survey	Number of freelance/ part-time tour guides/ tour escorts in the months with the most business
1 - 9	276	2826	186	2163
10 - 49	204	903	132	367
50 - 99	56	122	118	286
100 - 199	26	66	44	-
200 - 499	-	-	318	360
500 - 999	4	-	916	828
Total	566	3917	1714	4004

TOURISM INDUSTRY

TABLE 16 : ESTIMATED NUMBER OF ESTABLISHMENTS

Branch	Stratum Employment Size	No. of Firms
Airline Companies	1 - 9	15
	10 - 49	25
	50 - 99	9
	100 - 199	2
	200 - 499	5
	1000 and over	3
	Total	59
Travel Agents and Airline Ticket Agents	1 - 9	1747
	10 - 49	219
	50 - 99	18
	100 - 199	10
	200 - 499	9
	500 - 999	4
	Total	2007
All Branch	1 - 9	1762
	10 - 49	244
	50 - 99	27
	100 - 199	12
	200 - 499	14
	500 - 999	4
	1000 and over	3
	Total	2066

TOURISM INDUSTRY

TABLE 17 : REASONS FOR ENCOUNTERING RECRUITMENT DIFFICULTIES

Branch	Reasons	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Total
Airline Companies	Lack of candidates with relevant experience	-	1	1	2
	Unsatisfactory terms of employment	-	-	-	-
	Unsatisfactory working environment	-	-	-	-
	Limited career prospects	-	-	-	-
	Insufficient trained/qualified manpower in the related disciplines	-	-	-	-
	Competition for manpower from the Mainland/Macao/Other Cities	-	-	-	-
	Others	-	-	-	-
	Unspecified/Refusal	6	5	6	17
	Total	6	6	7	19
Travel Agents and Airline Ticket Agents	Lack of candidates with relevant experience	6	8	138	152
	Unsatisfactory terms of employment	1	2	41	44
	Unsatisfactory working environment	-	1	28	29
	Limited career prospects	2	2	7	11
	Insufficient trained/qualified manpower in the related disciplines	2	3	21	26
	Competition for manpower from the Mainland/Macao/Other Cities	2	2	-	4
	Others	1	2	67	70
	Unspecified/Refusal	22	34	34	90
	Total	36	54	336	426
All Branch	Lack of candidates with relevant experience	6	9	139	154
	Unsatisfactory terms of employment	1	2	41	44
	Unsatisfactory working environment	-	1	28	29
	Limited career prospects	2	2	7	11
	Insufficient trained/qualified manpower in the related disciplines	2	3	21	26
	Competition for manpower from the Mainland/Macao/Other Cities	2	2	-	4
	Others	1	2	67	70
	Unspecified/Refusal	28	39	40	107
	Total	42	60	343	445

TOURISM INDUSTRY

TABLE 18 : WHETHER ENCOUNTER ANY DIFFICULTIES IN RECRUITMENT OF EMPLOYEES AT VARIOUS JOB LEVELS IN THE PAST 12 MONTHS

Branch	Yes	No	No recruitment nor tried to recruit	Unspecified / Refusal	Total
Airline Companies	1	24	27	7	59
Travel Agents and Airline Ticket Agents	184	305	1484	34	2007
Total	185	329	1511	41	2066

TOURISM INDUSTRY : OVERALL

**TABLE 19 : PERCENTAGE CHANGES IN THE TRAINING PLAN BY NUMBER OF EMPLOYEES
FOR THE PAST AND COMING 12 MONTHS**

Type of Training	Job Level Period	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
	Managerial Skills	Past 12 Months	538	313	172	-
Next 12 Months		573	334	176	-	1083
% Change		6.51%	6.71%	2.33%	-	5.87%
Professional Skills	Past 12 Months	335	544	3969	3	4851
	Next 12 Months	333	544	4023	3	4903
	% Change	-0.60%	0.00%	1.36%	0.00%	1.07%
Generic Skills	Past 12 Months	184	420	5386	14	6004
	Next 12 Months	186	418	5424	15	6043
	% Change	1.09%	-0.48%	0.71%	7.14%	0.65%
Language	Past 12 Months	64	77	146	-	287
	Next 12 Months	64	77	148	-	289
	% Change	0.00%	0.00%	1.37%	-	0.70%
Total	Past 12 Months	1121	1354	9673	17	12165
	Next 12 Months	1156	1373	9771	18	12318
	% Change	3.12%	1.40%	1.01%	5.88%	1.26%

TOURISM INDUSTRY
SECTOR : AIRLINE COMPANIES

TABLE 19.1 : PERCENTAGE CHANGES IN THE TRAINING PLAN BY NUMBER OF EMPLOYEES
FOR THE PAST AND COMING 12 MONTHS

Type of Training	Job Level	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
	Period					
Managerial Skills	Past 12 Months	155	39	5	-	199
	Next 12 Months	166	45	7	-	218
	% Change	7.10%	15.38%	40.00%	-	9.55%
Professional Skills	Past 12 Months	32	24	82	1	139
	Next 12 Months	32	28	94	1	155
	% Change	0.00%	16.67%	14.63%	0.00%	11.51%
Generic Skills	Past 12 Months	5	153	4302	7	4467
	Next 12 Months	5	153	4302	7	4467
	% Change	0.00%	0.00%	0.00%	0.00%	0.00%
Language	Past 12 Months	2	-	2	-	4
	Next 12 Months	2	-	2	-	4
	% Change	0.00%	-	0.00%	-	0.00%
Total	Past 12 Months	194	216	4391	8	4809
	Next 12 Months	205	226	4405	8	4844
	% Change	5.67%	4.63%	0.32%	0.00%	0.73%

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

**TABLE 19.2 : PERCENTAGE CHANGES IN THE TRAINING PLAN BY NUMBER OF EMPLOYEES
FOR THE PAST AND COMING 12 MONTHS**

Type of Training	Job Level	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
	Period					
Managerial Skills	Past 12 Months	383	274	167	-	824
	Next 12 Months	407	289	169	-	865
	% Change	6.27%	5.47%	1.20%	-	4.98%
Professional Skills	Past 12 Months	303	520	3887	2	4712
	Next 12 Months	301	516	3929	2	4748
	% Change	-0.66%	-0.77%	1.08%	0.00%	0.76%
Generic Skills	Past 12 Months	179	267	1084	7	1537
	Next 12 Months	181	265	1122	8	1576
	% Change	1.12%	-0.75%	3.51%	14.29%	2.54%
Language	Past 12 Months	62	77	144	-	283
	Next 12 Months	62	77	146	-	285
	% Change	0.00%	0.00%	1.39%	-	0.71%
Total	Past 12 Months	927	1138	5282	9	7356
	Next 12 Months	951	1147	5366	10	7474
	% Change	2.59%	0.79%	1.59%	11.11%	1.60%

2012 Manpower Survey of the
Tourism Industry

Analysis of Result of Enumeration (Overall)

Branch Results	1	2	Total
Closed	1	3	4
Merged	0	3	3
Moved, address cannot be located/untraceable	1	6	7
Non-contact	2	22	24
Not engaged in specific trade	0	6	6
No Technical Manpower	14	3	17
Not Yet Started	0	1	1
Partial Response	8	22	30
Refusal	8	8	16
Registered office/Corresponding address	2	1	3
Response	40	235	275
Temporary Ceased	1	13	14
TOTAL	77	323	400

Branch 1 Airline Companies

Branch 2 Travel Agents and Airline Ticket Agents

Manpower Projection for the Tourism Industry 2013-2017

Using the Labour Market Analysis (LMA) Approach

The LMA approach

LMA examines a group of key statistical data collected by a reliable and independent authority that reflect important changes in local economy, demography and labour market. It then selects some of the data as independent variables to build a statistical model that can be used to project manpower requirements in the economic sector under study.

2. Statistical modelling has been applied to the Tourism Industry since 2008. The building of a statistical model comprises two main steps. The first step is called 'Diagnostic' because two sets of statistical data are tested to select independent variables as determinants. Set I comprises 9 core statistics in the National Accounts (e.g. Gross Domestic Products (GDP) and its components) of Hong Kong. These statistics provide information about our key economic activities. Set II comprises 42 economic indicators with more disaggregate information about the economy. Such information includes consumption, investment, trade, tourism, property and related activities, and information about the labour market, etc. From these two sets of data, some determinants can be found. To minimize Types I & II and other errors, these determinants are statistically tested for multi-collinearity before they are grouped into principal components. The second step of statistical modelling is called 'Prognostic' because these principal components are used to build and maintain the statistical models for manpower projection.

Manpower Projection in the Tourism Industry

3. In the Tourism Industry, 6 determinants have been found from the 51 economic indicators. The manpower requirements in the Tourism Industry can thus be explained by these determinants:

- 1) Inward and outward movement of aircraft [*AIRCRA*],
- 2) Number of visitor arrival [*VA*],
- 3) Private consumption expenditure [*PCE*],
- 4) Restaurant receipts in volume index [*RESVA*],
- 5) Retail sales in volume index [*RSVOL*],
- 6) Total expenditure associated to inbound tourism [*EXP.INB*]

4. At the 'Diagnostic' step, Principal Component Analysis (PCA) has been used to group these determinants into Principal Components (PCs). From the recursive tests, it can be shown that these PCs can explain most of the variability (95%) of the variance (total information) in the manpower requirements in the past years. Therefore, they can be safely used to project the manpower requirements in the near future. At the 'Prognostic' step, Principal Component Regression (PCR) technique is then applied to build the statistical model. The model indicates that there is a strong positive correlation between manpower and the PCs. The adjusted R-square worked out to be 0.949 indicates that 94.9% of the variation of the manpower requirements can be explained by the PCs at 95% confidence level.

Summary of Manpower Projection by Different Methods

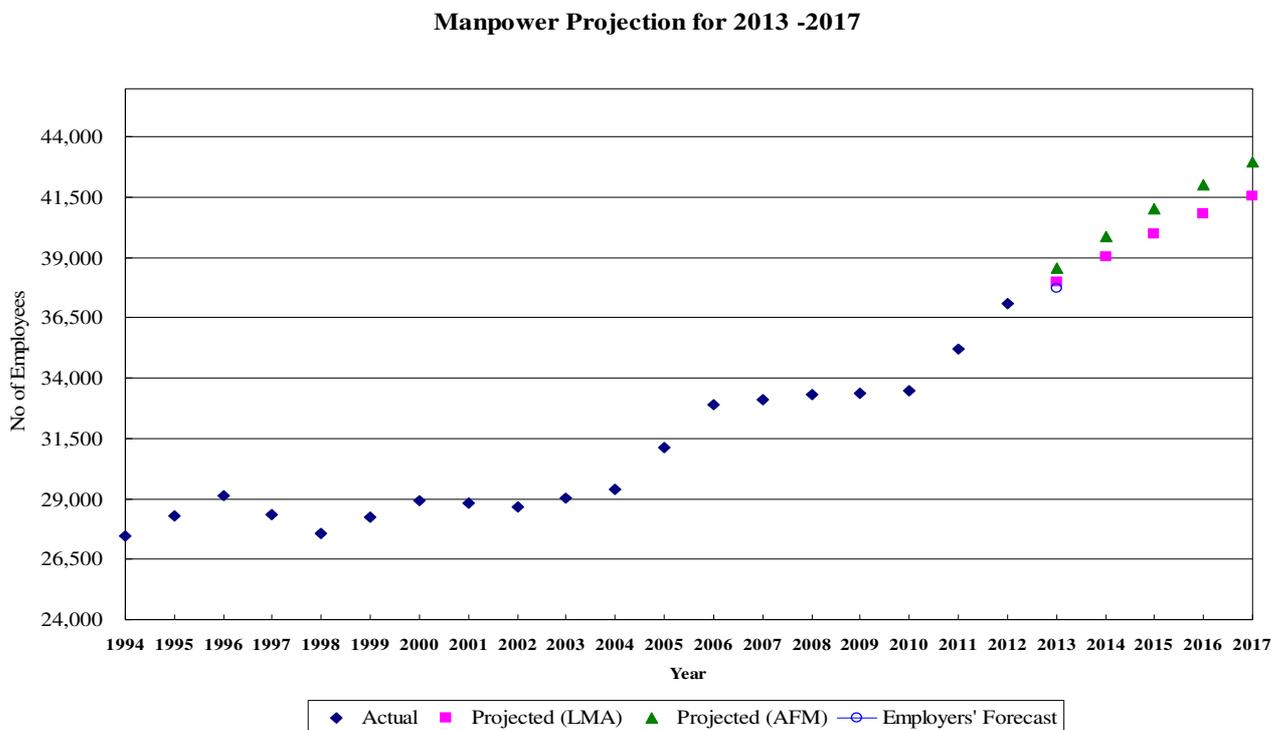
5 The manpower demand for Tourism Industry in 2013-2017 can be projected using 3 different methods, namely Labour Market Analysis (LMA), Adaptive Filtering Method (AFM) and Employers' Forecast (EF). A summary table is provided as below.

Table 1: Summary of Manpower Projection

Year	Actual Manpower	Projected Manpower (LMA Approach)	Projected Manpower (AFM Approach)	Employer's Forecast (EF)
2010 <i>actual</i>	33 458			
2012 <i>actual</i>	37 102			
2013 <i>forecast</i>		37 961 (2.3%*)	38 540 (3.9%*)	37 711 (1.6%*)
2014 <i>forecast</i>		39 057 (2.9%**)	39 848 (3.4%**)	
2015 <i>forecast</i>		39 984 (2.4%**)	41 010 (2.9%**)	
2016 <i>forecast</i>		40 816 (2.1%**)	42 036 (2.5%**)	
2017 <i>forecast</i>		41 553 (1.8%**)	42 940 (2.2%**)	
* as percentage change vs actual manpower in 2012				
** as percentage change vs the projected manpower in previous year				
LMA - Labour Market Analysis Approach				
AFM - Adaptive Filtering Method				
EF – Employers' Forecast (at the date of survey)				

6. Figure 1 below summarizes the manpower projection using 3 different methods. LMA illustrates an upward trend in 2013 followed by slight and steady manpower moderate growth for the years ahead, whereas AFM indicates moderate growth in the coming 5 years. The LMA approach has the advantages of objectivity and allows interim updates when economic indicators become available, while AFM is based on historical patterns in manpower series to extrapolate the future and assumes *ceteris paribus*¹. Finally, the employers' forecast which is based on personal guess and industry experience of the respondents also shows a slightly upward trend in 2013.

Figure 1: Summary of Manpower Projection



¹ *Ceteris paribus*: other things being equal or unchanged

An Adaptive Filtering Method for Manpower Projection

Primitive methods for forecasting, often used when insufficient historical data are available, have severe limitations. For example geometric projection has the severe defect of showing a continuously increasing growth rate in the forecast period.

2. What follows is a forecasting technique which can be used when a moderate history of data is available. Furthermore, the forecast can be refined as more historical data become available.

Weighted Exponential Smoothing

3. Briefly, in this method the available data are weighted as the basis for forecasting. The weights used are geometric series with heavier weight given to the more recent data, that is, the forecast will be more dependent on the recent data.

4. Assuming that results from n surveys are available, i.e. Y_n for $n > 1$.

$$\bar{Y}_n = \frac{Y_n + Y_{n-1}(1-A) + Y_{n-2}(1-A)^2 + \dots}{\sum_{m=0}^{n-1} (1-A)^m} \text{ for } n > 1 \text{ for all } Y \dots (1)$$

and $0 \leq A \leq 1.0$

The larger the value A, the more heavily will the recent data be weighted.

The ratio of the weighted average

$$R_n = \frac{\bar{Y}_n}{\bar{Y}_{n-1}} \dots (2)$$

is then similarly operated on as for the basic survey data to give the weighted ratio such that

$$\bar{R}_n = \frac{R_n + R_{n-1}(1-A) + R_{n-2}(1-A)^2 + \dots}{\sum_{m=0}^{n-2} (1-A)^m} \text{ for } n > 2 \text{ for all } R \dots (3)$$

The forecast value for the first period immediately following the most recent survey, i.e. Y'_{n+1} is then given by

$$Y'_{n+1} = \bar{R}_n \bar{Y}_n \dots (4)$$

5. The weighted average of Y'_{n+1} is given by

$$\bar{Y}_{n+1} = \frac{Y'_{n+1} + Y_n(1-A) + Y_{n-1}(1-A)^2 + Y_{n-2}(1-A)^3 + \dots}{\sum_{m=0}^n (1-A)^m} \dots (5)$$

for $n > 1$

for all Y

Similarly the forecast value for the second period immediately after the most recent survey, i.e. Y'_{n+2} is obtained as follows.

From equation (2)

$$R_{n+1} = \frac{\bar{Y}_{n+1}}{\bar{Y}_n}$$

and from equation (3)

$$\bar{R}_{n+1} = \frac{R_{n+1} + R_n(1-A) + R_{n-1}(1-A)^2 + \dots}{\sum_{m=0}^{n-1} (1-A)^m} \text{ for } n > 2 \text{ for all } R$$

Then

$$Y'_{n+2} = \bar{Y}_{n+1} \bar{R}_{n+1}$$

Forecast values for later periods, i.e. Y'_{n+3} , Y'_{n+4} , Y'_{n+5} etc. can then be found by repeating the above procedure.

Adaptive Filtering

6. The weighted exponential smoothing technique may be applied when there are as few as 3 sets of data available. If more than 3 sets of data are available, the forecast may be further refined by adjusting A to give optimum curve fitting such that either the absolute (P) or mean square (Q) error of the curve is a minimum, i.e.

$$P = \frac{1}{n-2} (|Y_3 - Y'_3| + |Y_4 - Y'_4| + |Y_5 - Y'_5| + \dots + |Y_n - Y'_n|)$$

is a minimum or

$$Q = \frac{1}{n-2} [(Y_3 - Y'_3)^2 + (Y_4 - Y'_4)^2 + (Y_5 - Y'_5)^2 + \dots + (Y_n - Y'_n)^2]$$

is a minimum.

Moreover, if from the most recent survey a short-term forecast is available, A may also, if desired, be adjusted to suit the expected short-term growth. Furthermore, statistical data from other relevant but independent surveys, (e.g. volume of trade in the case of manufacturing industry, total value of construction in the case of the building and civil engineering industry), may also be used for optimising A.

7. Finally the forecast may also be optimised to suit decisions by training boards based on factors such as market trends, technological developments, and future expectations. Figure A illustrates the methodology for optimising the value of A.

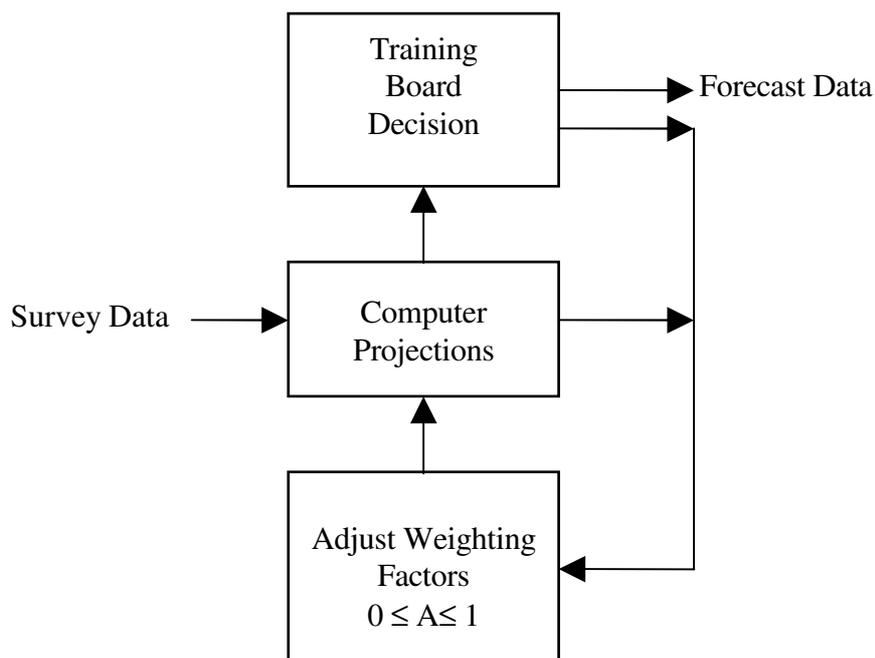


Figure A

Advantage

8. The advantages of this methodology are:
- (i) the method is simple to apply in the Hong Kong situation,
 - (ii) greater weight can be given to recent data,
 - (iii) random fluctuations in past data can be effectively smoothed out by the exponential process to give a trend,
 - (iv) the technique is amenable to processing by computer whereby the optimum trend (i.e. minimum absolute or mean square error) can be obtained automatically, and
 - (v) the forecast can otherwise be optimised to suit decisions based on assumption of future market trends or other relevant information.