

**2016 MANPOWER SURVEY REPORT**

**TOURISM INDUSTRY**

旅遊業

**2016 年人力調查報告**

**HOTEL, CATERING AND TOURISM TRAINING BOARD**

**VOCATIONAL TRAINING COUNCIL**

職業訓練局

酒店、飲食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 29 August to 28 September 2016 with follow-up cases completed in the first quarter of 2017.

2. The survey was based on the list of tourism companies maintained at the Central Register of the Census and Statistics Department (C&SD). It covered 420 companies selected by a stratified random sampling method from the frame of 2 486 companies updated as at June 2016, among which 107 were airline companies and 2 379 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	107	107
Branch 2:	Travel agents and airline ticket agents	2 379	313
		<u>2 486 *</u>	<u>420 *</u>

\* The estimated number of active companies amongst the 2 486 companies should be 2 265 (83 airlines and 2 182 travel agents and airline ticket agents). The estimated number of active companies is shown in Table 17. During fieldwork, the C&SD added one more establishment to the sampling frame and therefore the total number of samples became 421.

3. A total of 421 samples out of 2 486 establishments were selected to be surveyed. The analysis on the Result of Enumeration (Overall) is attached at Appendix 7. Out of 421 companies surveyed for this report, a total of 86 cases had either closed / 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 316 companies / agencies responded, and there were 19 refusal cases. The effective response rate was 94%.

## **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. Demand for international tourism remained robust in 2016 despite challenges. International tourist arrivals grew by 3.9% to reach a total of 1 235 million, according to the latest World Tourism Organization (UNWTO) World Tourism Barometer. Some 46 million more tourists (overnight visitors) travelled internationally in 2016 compared to 2015.

In 2016, Asia and the Pacific (+8%) led growth across regions in both relative and absolute terms. Results in Europe (+2%) were rather mixed with a number of destinations affected by safety and security challenges while international tourist arrivals in the Americas has increased by 4%; whereas for the Middle East international tourist arrivals at around 4% decrease was recorded.

The outlook for 2017 is very positive, with world outbound travel predicted to grow by between 4% and 5%, driven once again by Asia and the U.S.A. and with stronger growth out of Europe. The Chinese are expected to go on more international trips for many years to come, although there could be a noticeable drop in their sometimes extravagant spending in future. UNWTO projects international tourist arrivals worldwide to grow at a rate of 3% to 4% in 2017. Europe is expected to grow at 2% to 3%, Asia plus the Pacific and Africa both at 5% to 6%, the Americas at 4% to 5% and the Middle East at 2% to 5%, given the higher volatility in the region. (Sources: Press Release, "Sustained growth in international tourism despite challenges", UNWTO, 17 January 2017; ITB World Travel Trends Report 2016 / 2017, IPK International on behalf of ITB Berlin, December 2016.)

6. Demand for air travel over the next two decades will double. Results from the International Air Transport Association (IATA) 2016 end-year report indicated that for the worldwide airline industry, passenger departure volume has reached 3 773 million in 2016, up 5.7% comparing with 2015, and is expected to reach 3 959 million in 2017. Total worldwide employment by airlines was 2.62 million in 2016, which was increased by 2.9% over 2015, and is expected to reach 2.67 million in 2017, an increase of 2.2% over 2016. It is expected that consumers would benefit from lower real travel costs and more routes; and 0.9% of world Gross Domestic Product (GDP) would be spent on air transport in 2017, totalling \$769 billion.

(Sources: Economic Performance of the Airline Industry (2016 End-year report), IATA, 8 December 2016; Airline Business Confidence Index, January 2017 Survey, IATA, 19 January 2017.)

7. For outbound travel worldwide, terror attacks and political unrest had no significant impact on the overall volume of worldwide outbound trips in 2016. The global travel industry remains on a growth path, led by Asian and US travellers, and the number of outbound trips will probably increase by about 4% to 5% in 2017. The outlook for Asian outbound travel in 2017 remains good which a 6% rise is predicted. Asia was once again the world's growth driver with a dynamic 11% increase in outbound trips. (Source: ITB World Travel Trends Report 2016 / 2017, IPK International on behalf of ITB Berlin, December 2016.)

8. The global economy operated in low gear in 2016 and recorded the slowest growth since the global financial crisis. The situation was particularly grim at the beginning of the year, affecting the trade performance of Hong Kong and the Asian region. With the relative improvement of tourism since the second quarter, the decline in the overall retail sales volume slowed notably to only 3.6% in the fourth quarter, but for the whole year it was still down by 7.1%. For 2016 as a whole, there was a modest growth in real GDP of 2.0%. The unemployment rate averaged at 3.4% in 2016, sustaining a state of full employment in general. Inflation pressure was moderate. The headline inflation rate for 2016 was 2.4%. Netting out the effects of the Government's one-off measures, the underlying inflation rate was 2.3% in 2016, the fifth consecutive year of easing.

In 2017, the economic growth of advanced economies will be modest and patchy. Emerging markets in Asia will remain the main propellers of global economic growth. The Mainland economy is moving towards a pattern of sustainable development. The slightly improved global economy over the recent period will lend support to Hong Kong's export performance. Moreover, inbound tourism has improved recently, with fresh growth in the number of visitors. Locally, the GDP has been forecasted at a growth rate of 2% to 3% in 2017. Inflationary pressure will remain mild in the short term. The HKSAR Government forecasted that the headline inflation rate for 2017 as a whole would be 1.8% with an underlying inflation rate at 2%. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.)

9. Out of the total 56.65 million arrivals to Hong Kong in 2016, 46.9% or 26.55 million belonged to overnight visitors, 0.5% less than in 2015. Same day visitors accounted for 53.1% of total arrivals, a decrease of 7.7%. Visitors from the Mainland China reached over 42 million, representing a decline of 6.7%. Among them, same day visitors from China (-8.7%) dropped more significantly than overnight visitors from China (-3.5%). Short-haul and long-haul visitors recorded at over 9 million and 4.6 million respectively had slightly increased by 3.4% and 2.3% respectively when comparing to 2015, in which South Korean visitors grew to nearly 1.4 million (+12%), whilst visitors from the Nordic Countries recorded the greatest increase (+14.4%). (Source: Visitor Arrivals Statistics - Dec 2016, Hong Kong Tourism Board (HKTB), January 2017.)

10. In 2016, over 75% of total visitors to Hong Kong were from the Mainland China. Mainland China continued to be Hong Kong's largest visitor source market in 2016 with around 42.78 million arrivals despite there was a 6.7% decrease in total Mainland arrivals, and a decrease of 3.5% in overnight Mainland visitor arrivals. The "one trip per week" policy continued to affect the number of same-day visitors recording a decrease of



8.7% over 2015. Arrivals under the Individual Visit Scheme (IVS) recorded a 13.3% decrease. Increasingly fierce competition for Mainland visitors with other nearby regions and unfortunate incidents involving Mainland visitors in previous years contributed to the overall decrease in total Mainland arrivals in 2016. (Sources: Visitor Arrival Statistics – Dec 2016, HKTb, January 2017; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)

11. Tourism continues to be one of our economy's pillar industries. In order to enhance the tourism portfolio, the HKSAR Government has been putting efforts in enhancing tourism-related strategies, enriching tourism-related developments and developing infrastructure.

The blueprint for Lantau's development and conservation has planned to be published in the first half of 2017. The direction will be "development for the north, conservation for the south". Northeast Lantau will be developed into an area for leisure, entertainment and tourism through reclamation in Sunny Bay, creating synergy with the existing leisure entertainment and tourism facilities in Lantau including the Hong Kong Disneyland Resort (HKDL). Southern part of Lantau will be used for conservation, leisure, cultural and eco-tourism purposes. The Airport Authority of Hong Kong's (AAHK) SKYCITY development project will become a major integrated development for hotel, retail, dining and entertainment facilities and offices. Upon commissioning of the Hong Kong-Zhuhai-Macao Bridge (HZMB), the journey time between the Hong Kong International Airport (HKIA) and Zhuhai will be reduced from 4 hours to 45 minutes. It is estimated that upon full commissioning of the Three-Runway System, HKIA will have the capacity to handle air traffic demand at least up to 2030. (Source: 2017 Policy Address, The HKSAR Government, 18 January, 2017.) The HKSAR Government has in 2016 set up the Hong Kong Maritime and Port Board with a view to encouraging key maritime enterprises to set up in Hong Kong, overseas and the Mainland. (Sources: 2017 Policy Address, The HKSAR Government, 18 January, 2017; The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.)

Other major tourism and infrastructure projects being implemented and/or under planning include the Ocean Park's Tai Shue Wan Development Project, the multi-year expansion and development plan of HKDL, Kai Tak Cruise Terminal (KTCT), Kai Tak Tourism Node, Lei Yue Mun Waterfront Enhancement Project, Food Trucks Pilot Scheme, Hong Kong Palace Museum in the West Kowloon Cultural District, Express Rail Link (XRL), and other cross-boundary infrastructural facilities.

12. In 2016, the global economy has remained challenging, and there are forecasts of uncertainty ahead, but one promising result for Hong Kong is the growth in overnight business as well as Meetings, Incentives, Conventions and Exhibitions (MICE) arrivals. The former arrivals amounted to 4.04 million, increased by 1.1% whereas the latter amounted to nearly 1.9 million representing a 9.9% year-on-year growth of which about half of the overnight MICE visitors were from the Mainland. (Sources: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017; Statistics on MICE Arrivals 2016, MEHK, HKTb, February 2017.)

The Government has all along been promoting the development of MICE industry through making good use of the convention and exhibition facilities in Hong Kong.

To continue supporting the HKTB's promotion work on MICE Tourism, starting from 2017-18 onwards, the Government will allocate an annual provision of HK\$15 million to the HKTB on a recurrent basis.

It was projected that by 2028, there would be a shortfall of about 130,000 square metres of convention and exhibition space in Hong Kong at peak periods, and a convention centre would be constructed above the Exhibition Station of the Shatin-to-Central Link upon the latter's completion. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017; Press Release, "LCQ18: Proposals on development of convention and exhibition venues in Wan Chai", The HKSAR Government, 15 February 2017.)

13. The cruise sector is growing regionally. According to the Cruise Lines International Association (CLIA), between 2013 and 2016, passenger capacity in Asia increased 29.3% annually. There were 5,570 Asian cruise calls in 2016, an increase of 43% in absolute volume from 2015's 3,896 calls. The CLIA predicted that in 2017, there would be 25.3 million cruise passengers globally and its total output would reach US\$117 billion. (Source: Asia Cruise Trends 2016 Report AND 2017 State of the Industry, CLIA, August AND December 2016 respectively.)

In 2016, a total of 191 cruise ship calls in Hong Kong was recorded, a 115% jump from 89 in 2013; and a 254% increase of passenger throughput (arrivals and departures) from 190,000 in 2013 to 677,000 in 2016. (Sources: "Develop HK into leading regional cruise travel hub", China Daily Hong Kong Edition, 25 March 2017; Cruise Passenger Statistics by Nationality / Territory, HKTB, February 2017.) Comparing with 2015, total cruise ship calls in 2016 increased from 145 to 191(+32%) with a 50% increase in passenger throughput. The number of ship calls at the KTCT grew by 70% year-on-year which was close to 100 in 2016, and is estimated to further rise to about 200 in 2017. The cruise passenger throughput at the KTCT in 2016 also reached about 420,000, representing an increase of around 60% as compared with 2015. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)

In 2017, the Government will invite a tender for the Kai Tak Tourism Node in the vicinity of the cruise terminal to develop a world-class tourist attraction which aims to turn the area nearby the cruise terminal into a world-class tourism, entertainment and leisure hub to attract both locals and visitors. (Source : 2017 Policy Address, The HKSAR Government, 18 January 2017.)

14. According to HKTB, visitor satisfaction increased from 8.2 to 8.3 (out of 10) in 2016 against 2015. The 2015 PolyU Tourist Satisfaction Index (PolyU TSI) and Tourism Service Quality Index (PolyU TSQI) show general increases compared with the 2014 results, according to a report released by The Hong Kong Polytechnic University. The 2015 PolyU TSI and PolyU TSQI stood at 74.71 and 75.22 respectively, both recording an increase. The PolyU TSI increased by 0.21 points from 74.50 in 2014, while the PolyU TSQI recorded an increase of 0.71 points from 74.51 in 2014. Among the six services sectors, transportation received the highest PolyU TSI score followed by attractions, immigration, retail shops, restaurants and hotels.

15. Hong Kong has received numerous international recognitions in recent years. Released in January 2017 by Euromonitor International, Hong Kong was ranked 1st in the "Top 100 City Destinations Ranking", "Asia's Leading Meetings and Conference Destination"

in World Travel Awards 2016, the KTCT was named one of three finalists for the “Seatrade Cruise Awards 2016 Port of the Year Award”. HKIA was ranked 5th in the ‘Top Ten Airports of 2017’ and named the ‘Best Airport Dining’ by Skytrax. However, as competition for tourist arrivals is keen within the region and globally, Hong Kong must sharpen her competitive strengths with a comprehensive tourism development strategy for standing out amongst keen competition. One of the essential success factors is that the tourism industry must be supported by a continuous supply of quality manpower that caters to the needs and demands of international tourists who can easily compare their experiences in Hong Kong with other tourist destinations. (Sources: Top 25 Destinations – World AND Top 25 Destinations – Asia, Trip Advisor, 2017; Awards and Achievements 2015 AND 2016, HKTb, Apr 2015 AND Dec 2016 respectively AND Press Release, “Kai Tak Cruise Terminal Celebrates a Year of Milestones in 2016”, Worldwide Cruise Terminals, January 2017.)

16. To enable a sustainable and robust development of this economic sector, the HKSAR Government has been strategically planning the tourism policy and leveraging on business opportunities. Major business and tourism related agreements and initiatives being implemented and those under planning included:

- i) With our close ties with and support from our Motherland, Hong Kong’s tourism and economic activities have abundant opportunities ahead. Two liberalisation measures under the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) further open up the Mainland’s tourism market, facilitating further development of the Hong Kong travel trade in the Mainland. Hong Kong travel agents can now operate inbound tours, domestic tours and apply for the operation of group tours to Hong Kong and Macao for specific residents. The restriction on the number of Mainland - Hong Kong joint venture travel agents operating outbound group tours for Mainland residents will be lifted. (Source: Specific Service Sector – Tourism, CEPA, Trade and Industry Department, The HKSAR Government, 26 January 2016.)  
To foster co-operation and exchanges between Hong Kong and countries along the Belt and Road, the Government will consider relaxing visa requirements for nationals of those countries for employment, study and visit. (Source: 2017 Policy Address, The HKSAR Government, 18 January, 2017.) Furthermore, the Working Group on Enhancing Hong Kong / Macao Economic Co-operation was established for capturing and exploring the new opportunities to be brought about by the HZMB and to proactively establish co-operation platforms in areas such as tourism, investment, promotion, and trade and exhibition promotions between Hong Kong and Macao. (Source: Press Release, “First Meeting of Working Group on enhancing Hong Kong / Macao Economic Co-operation held”, info.gov.hk, 9 February 2017.)
- ii) In 2017-18, the HKTb will continue to focus its promotion on the diverse travel experiences one can get in Hong Kong and continue to differentiate the city from the others. The HKTb aims to attract more overnight visitors from different markets in order to maximise the economic benefits brought by the tourism industry. The HKTb will continue to focus its resources on 20 key markets, which together generate approximately 96% of all visitor arrivals to Hong Kong. About 39% of

HKTB's total marketing budget in 2017-18 will be invested in visitor source markets to drive overnight arrivals. Of this, 76% will be allocated to the international markets – 50% of which will be invested in short-haul markets, 37% will go to long-haul markets while the remaining 13% will be invested in key new markets such as India and Russia. Resources invested in the Mainland market will account for 24% of the total budget invested in markets. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.) Through the HKTB, the Government will continue the publicity in the Mainland to promote the quality and honest image of Hong Kong's tourism and strengthen the efforts to publicise in overseas markets the mega events to be held in Hong Kong in 2017. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.)

- iii) The Mega Events Fund has operated for 8 years and expired in the end of March 2017. Upon review, the Government considers that the Mega Event Fund has achieved its objectives of assisting Hong Kong to become an event capital of Asia and identifying events with good branding impact. In 2017 – 18, the Government will adopt new strategy to support the staging of events and activities with different scale and nature in Hong Kong, such strategy is in line with the policy objective of product diversification and attracting high-yield overnight visitors. (Source: Administration's replies to members initial written questions, Sixth special meeting of the Legislative Council Finance Committee to examine the Estimates of Expenditure 2017 – 2018, Commerce and Economic Development Bureau, The HKSAR Government, 6 April 2017.) Major events such as Formula E Racing will continue to be supported, regular events such as the Hong Kong Cyclothon and the Wine and Dine Festival will be expanded. Arts, cultural, dining and entertainment elements will be injected into the 'Old Town Central' and the project could be expanded to other districts in future. The HKTB also plans to hold an international eGames event which will lure world-class gamers and young visitors from around the world. It will also partner with major online travel portals and online travel agents to raise awareness of new tour products arisen out of the "New Tour Product Development Scheme" internationally so as to attract more visitors to explore the dynamic experiences Hong Kong offers. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.) The Government will support the tourism industry by allocating an additional sum of \$243 million of which \$238 million will be allocated to the HKTB for promotion initiatives in 2017-18. To celebrate the 20th anniversary of Hong Kong's return to the Motherland, the Government and the HKTB will hold a number of mega events, including summits, heritage exhibitions, large-scale sports events and light shows, to attract more high-yield overnight visitors. (Sources: 2017 Policy Address, The

HKSAR Government, 18 January, 2017; The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017; Legislative Council Panel on -Economic Development , HKTb, Work Plan for 2017-18, Supplementary Information, Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)

- iv) The Land Sale Programme for the 2017 – 18 financial year includes one hotel site capable of providing some 550 hotel rooms. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.) According to the HKTb, by 2019, the total number of hotel rooms is expected to reach 85 000, approximately 10 000 more than that in 2016, offering more choices for visitors. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)
- v) The HKSAR Government will provide funding support for the trade to promote cruise tourism. Such efforts include continuing to promote "fly-cruise" tours and collaborating with cruise lines to develop more source markets and products for cruise tourism. (Sources: 2017 Policy Address, The HKSAR Government, 18 January, 2017; The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.) In 2017-18, the HKTb will continue to promote Hong Kong's appeal as a cruise destination and raise the city's profile as Asia's cruise hub internationally. The HKTb with strategic alliances will strive to expand the Asia Cruise Cooperation (ACC) by recruiting more member ports. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)
- vi) The HKIA is the busiest cargo airport and one of the busiest international passenger airports in the world. In 2016, the HKIA welcomed 70.5 million passengers and handled over 411,000 aircraft movements, representing annual growth of 2.9% and 1.4% respectively. It is estimated that upon full commissioning of the Three-Runway System in around 2022, the HKIA will have the capacity to handle air traffic demand at least up to 2030. (Sources: Press Release, "Construction of Three-Runway System Kicks Off at HKIA", AAHK, 1 August 2016; 2017 Policy Address, The HKSAR Government, 18 January, 2017.) The HKSAR Government supports the AAHK in developing the North Commercial District (NCD) on the airport island which will be developed into a purpose-built retail, dining and entertainment destination in the area. The NCD development will enrich travellers' experience and become a unique tourism attraction. (Sources: Legislative Council Panel on Economic Development, The 2017 Policy Address and Policy Agenda Policy Initiatives of the Transport Branch of the Transport and Housing Bureau [LC Paper No. CB(4)410/16-17(07)], The HKSAR Government,

January 2017; Press Release, “Hong Kong International Airport North Commercial District Development”, 23 September 2016.)

- vii) The Ocean Park has enhanced its facilities including the development of two hotels and the new all-weather Ocean Park Water World. The two hotels will also provide a new venue for MICE event organisers from around the world. (Source: Press Release, “Ocean Park Experiences a Challenging Fiscal Year but Remains Positive for the Future”, The Ocean Park, 7 December 2016.)
- viii) HKDL will continue to drive visitation with exciting new offerings and seasonal events during the year amidst the structural changes in the composition of visitor arrivals to Hong Kong. Capitalising on the array of new offerings and the HKTB’s “Matching Fund for Overseas Tourism Promotion by Tourist Attractions” initiative, HKDL rolled out 22 joint promotions with trade partners and other local attractions in various targeted overseas markets in 2016. In 2017, the new ride-through attraction, “Iron Man Experience” featuring an exciting story based in Hong Kong was officially launched in January, and the new 750-room resort-style hotel with the theme of exploration, “Disney Explorers Lodge” commenced operation in end-April. (Source: Press Release, “Hong Kong Disneyland Reports Second-highest Attendance from International Guests and Record Per Capita Park Spending”, The Hong Kong Disneyland Resort, 20 February 2017.)
- ix) Hong Kong has entered into a deal with Beijing to create a replica of the capital’s celebrated Palace Museum at the West Kowloon Cultural District. (Source: “Hong Kong Palace Museum Public Consultation and Exhibition”, West Kowloon Cultural District Authority, 10 January to 8 March 2017.) The construction of the new “Hong Kong Palace Museum” began in 2017, calling the original in the Forbidden City “one of the most influential museums in the world”. (Source: Hong Kong arts hub to get HK\$3.5 billion replica of Beijing’s Palace Museum, SCMP, 23 December 2016.)
- x) In 2017-18, the HKTB will continue to strengthen its partnership with destinations in the Pearl River Delta to promote multi-destination itineraries and products featuring Hong Kong to overseas consumers, so as to consolidate the city’s position as the travel hub in the region. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)
- xi) The two-year Food Truck Pilot Scheme was unveiled in the 2015 budget address and encompasses 16 food trucks. The vehicles are permitted to operate in eight districts on rotation basis to enhance the local tourism industry by providing diversified, creative and high-quality dishes. The first batch of food trucks under the Scheme was launched on 2 February 2017. HKTB, the Hong Kong Hotels Association (HKHA) and the

Travel Industry Council of Hong Kong (TIC) will help promote food trucks to tourists while the Tourism Commission will monitor the implementation and continuous enhancement of the Scheme. (Source: Press Release, “First batch of food trucks under Food Truck Pilot Scheme launched”, Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, 2 February 2017.)

- xii) Taking into account the hardship faced by the related trades and industries, the HKSAR Government will waive for one year the licence fees for 1 800 travel agents, over 2 000 hotels and guesthouses, and 27 000 restaurants and food operators. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22, February, 2017.)
- xiii) The construction of the Vocational Training Council (VTC)’s flagship project, International Culinary Institute (ICI) in Pokfulam, is expected to be completed in 2018. ICI is part of this dynamic phenomenon offering vocational and professional educational training in the culinary arts of both East and West which the programmes encompass top trending international cuisines. Through the world of international cuisines, ICI aims to introduce graduates to opportunities for career entry or advancement as well as academic articulation while creating a pool of qualified talent to support the growth and sustainability of the tourism and hospitality sectors in the region. (Sources: About International Culinary Institute, ICI website, ICI AND VTC Annual Report 2015/16, VTC.)
- xiv) The Government has set up the HK\$10 million Pilot Information Technology Development Matching Fund Scheme for Travel Agents in 2016 with the aim of subsidising SME travel agents on a matching basis to implement their own IT projects. (Source: Annual Report 2015 - 2016, Travel Industry Council of Hong Kong (TIC), 31 October 2016.)
- xv) To enhance the professionalism and foster healthy long-term development of the tourism industry, the Travel Industry Bill has been gazetted on 10 March 2017 to establish the Travel Industry Authority and a legislative framework for the licensing and regulation of travel agents, tourist guides and tour escorts. (Source: Press Release, “Travel Industry Authority to be established”, news.gov.hk, The HKSAR Government, 8 March 2017.)

17. According to the report by TIC, in 2016, the outbound levy amount has increased by 5.6% as compared with 2015. However, the Mainland inbound tour group registration has dropped by 50.5% comparing to 2015. (Source: Latest statistics on the inbound and outbound travel markets and air-ticket sales, TIC, 11 January 2017.)

18. For the Tourism Expenditure Associated to Inbound Tourism (TEAIT), the per capita spending of overnight visitors has dropped by 8.8% in the first half year of 2016 comparing to the same period in 2015 while the Total TEAIT was decreased by 10.1% from around HK\$329 billion to around HK\$296 billion. (Source: Total Tourism Expenditure Associated to Inbound Tourism, HKTB, April 2017.)

## **Implications on Manpower**

19. The labour market conditions continued to remain stable during 2016. According to the latest labour force statistics released by the C&SD, the seasonally adjusted unemployment rate stood at 3.3% in November 2016 - January 2017. The underemployment rate was 1.3% in the period. Total employment in November 2016 - January 2017 increased by around 14,100. Over the same period, the labour force also increased by around 11 200 from 3,939,100 to 3,950,300. Benefited from the relative improvement of inbound tourism in the more recent periods up to February 2017, the unemployment rate of the consumption- and tourism-related segment (viz. retail, accommodation and food services as a whole) edged down further by 0.1 percentage point over the preceding period to 4.8% in November 2016 to January 2017. (Source: Press Release, “Unemployment and underemployment statistics for November 2016 – January 2017”, C&SD, The HKSAR Government, 20 February, 2017.)

20. With the implementation of business and tourism-related agreements and initiatives in Hong Kong, and the development of Mainland China and our neighbouring areas, job opportunities are expected to be created in the near future and a steady increase in trained quality manpower requirement to cope with the evolving tourism industry is expected in the coming years:

- i) Over the past decade, the number of visitor arrivals has more than doubled from 25 million in 2006 to over 56 million in 2016, making Hong Kong one of the most popular cities in the world in terms of visitor arrivals. Positive figures have been noted for non-Mainland visitors, in particular from Southeast Asia, as well as for overnight visitor arrivals for MICE and cruise passengers throughput at the KTCT. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.) The tourism development objective has been adjusted to focus not on arrival figures only but to pursue a balanced, healthy and long-term development of the tourism industry. To this end, a continuous supply of quality industry manpower will be required.
- ii) According to the Hotel Supply Situation Report as at December 2016 published by the HKTB, Hong Kong has around 263 hotels with 74 868 rooms. The average occupancy rate and room rate ended up at 87% and HK\$1 287 in 2016. There will be around 81 385 rooms in 2017 and around 25 new hotels with some 6 032 additional rooms to be completed from 2017 to 2019. (Source: Hotel Supply Situation – as at Dec 2016 AND Hotel Room Occupancy Report – Jan 2017, HKTB, February 2017.) This positive projection indicates a steady supply of industry personnel will be in demand.
- iii) Our award-winning HKIA is the world’s third busiest international passenger airport and also the airport with the largest cargo throughput. Upon full-fledged commissioning, the Three-Runway System will be able to handle an additional 30 million passengers annually, equipping HKIA with the capacity to handle around 100 million passengers and 9 million tonnes of cargo annually by 2030. Some 123,000 direct employments will be created upon the commencement of the Three-Runway System operation. (Source: Press Release, “Construction of Three-Runway



System Kicks Off at HKIA”, AAHK, 1 August 2016.) To cope with the increased capacity and air traffic, training for manpower in this sub-sector of the tourism industry will be required.

- iv) The total cruise passenger throughput (excluding local residents) of Hong Kong was 787,938 in 2016, which has been up by 5.6% while the number of Mainland tourists was increased by 7.8% over 2015. (Source: Cruise Passenger Statistics by Nationality / Territory, HKTB, February 2017.) KTCT doubled the number of lines welcomed from 9 in 2015 to 18 in 2016. Over 70% of ship calls in 2016 were turnarounds, with 95 ship calls in total, yielding more than 370,000 passengers over 120 ship-days. (Source: Kai Tak Cruise Terminal Celebrates a Year of Milestones in 2016, Worldwide Cruise Terminals, January 2017.) According to the Tourism Commission, as at 26 September 2016, there are 19 cruise industry related training courses organised by reliable institutions. (Source: Cruise-related Courses, Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, 26 September, 2016.) As the Government has put efforts in enhancing the prospects of Hong Kong’s cruise markets, more manpower training in this area will be required to strengthen Hong Kong’s image as Asia’s cruise hub.
- v) In 2017-18, the HKTB will actively take part in travel trade events held in various source markets and include large-scale MICE travel shows, trade shows, cruise trade shows etc., so as to assist in opening up business opportunities and overseas travel trade. It is expected that more high-spending MICE visitors will visit Hong Kong. In anticipating international MICE events of different scales, a strategical training and development plan for grooming manpower to support this initiative will be necessary.
- vi) In 2016, Hong Kong took in a record HK\$12.04 billion worth of wine from around the world. Re-exports reached HKD\$5.2 billion last year, an increase of 11.9% and 9.2% as compared to 2015. In volume terms, Hong Kong imported nearly 63 million litres of wine in 2016, slightly down by 0.7% as compared to 2015. Other than trained staff at all job levels for wine knowledge, wine and food paring, wine trading and storage, sommelier studies, manpower for professional operation and management of large scale international wine industry related events and exhibitions will be required. (Source: Total Imports and Re-exports, [www.wine.gov.hk](http://www.wine.gov.hk), The HKSAR Government, February 2017.)
- vii) The Legislative Council approved on 2 May 2017 the funding for expansion and development plan of HKDL which will bring new attractions and offerings to the theme park between 2018 and 2023. This multi-year transformation is expected to bring considerable economic benefits to Hong Kong by, amongst others, providing about 3 450 man-years construction-related jobs in the near-term, as well as additional 5 000 to 8 000 employment positions a year in the economy including 600 resort-base positions upon completion of the expansion and development plan. (Source: Legislative Council Panel on Economic Development:

Response to the motion regarding Hong Kong Disneyland Resort passed at the meeting on 27 February 2017, Papers and Reports Legco Business, Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, 29 March 2017; Press Release: “SCED speaks on funding for expansion and development plan of Hong Kong Disneyland”, info.gov.hk, 2 May 2017.)

In recent years, Hong Kong and nearby regions are actively developing international theme parks and some of which are at resort level. To enhance the entertainment elements, most theme parks would launch sizable events during festivals, such as Halloween and Christmas. The Training Board considers that quality manpower with skills and knowledge on theme parks and event operations and management will be in steady demand for supporting these development. Other than classroom training, students should be given the opportunities to widen their industry exposure and real-life experience by engaging them in field trips, overseas exchanges, internships and on-the-job trainings.

21. A proposal submitted by the Standard Working Hours Committee (SWHC) to the Chief Executive in January 2017 stated that employers should negotiate with their staff over working hours and overtime payments. (Source: Standardise working hours for Hong Kong’s low-income employees only, committee suggests, SCMP, 27 January 2017.) The Training Board suggested that the tourism industry would require diverse skill requirements and training. The view of the Training Board is to leave the working hours for various sectors to determine the relevant practices base on prevailing business environment, instead of any “across the board’ approach. (Source: A Submission from the Federation of Hong Kong Hotel Owners on Standard Working Hours, the Federation of the Hong Kong Hotel Owners, 22 July 2016.)

22. With effect from 1 May 2017, the Statutory Minimum Wage (SMW) rate is raised from its prevailing level of \$32.5 per hour to \$34.5 per hour, an increase of \$2 or 6.2%. Since the introduction of the minimum wage in 2011, the employment market had remained broadly stable and the earnings of low-income workers have continued to improve. However, labour union leaders indicated that rising living costs in recent years have eroded the small wage increases, and the adjustment has failed to benefit workers. (Source: Statutory Minimum Wage, Labour Department, 28 April 2017; “What can you buy with the new HK\$34.50 minimum wage?”, South China Morning Post (SCMP), 1 May 2017.)

23. Other than investing appropriately in tourism facilities and marketing efforts for capturing targeted arrivals, the sustainability of a healthy and prosperous tourism industry would depend significantly on the availability of a steady pool of professional industry personnel to deliver quality service that has earned Hong Kong a world reputation as “Asia’s World City”. The reputation that Hong Kong is still a desired destination for business and leisure travellers is vital to the survival and long term development of the tourism and related industries, as well as other sectors within the local economy. Image is an important factor of destination marketing. The HKSAR Government and industry partners have taken combined efforts to strengthen Hong Kong’s image as a world-class travel destination. To attract new and draw repeated arrivals, other than delivering professional industry knowledge and technical skills, the soft skills in embracing greater cross-cultural awareness, understanding and acceptance of differences in visitors, while bearing a global vision and open-mindedness in visitor-host relationship management is very important. The vocational

and professional education and training with emphasis on soft skills besides hard skills would be crucial to the future success of the tourism industry. Upgrading training and development for in-service personnel further refreshes and enhances the skills and knowledge required for the changing environment. The Training Board believes the increased provisions for the development and upgrading of our tourism workforce would be essential for forging the strong base of the tourism industry.

### **Highlights of Survey Findings**

24. The survey reveals that in August / September 2016, a total of 40 009 persons were employed in the tourism industry, of which 3 824 (9.56%) were in the managerial / professional category, 6 121 (15.30%) supervisory / technical category, 29 341 (73.34%) clerical / operative category, 723 (1.81%) secretarial / others category.

25. 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 9.56% of the tourism workforce whereas the clerical / operative level employees account for 73.34% of the total workforce.

### **Manpower Projection in the Tourism Industry for 2017 – 2021**

26. 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 2017 – 2021. 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 2017 to 2021 are presented in Table 3.29 in Section III of this survey report.

## Projected Additional Training Requirements

27. Based on the LMA approach of manpower growth and having regard to the wastage rates of employees which are estimated at 1% for Managerial / Supervisory level staff, and 2% for staff at Clerical / Operative and Secretarial / Other levels, the Training Board has projected the additional training requirements of the industry for 2017 to 2021 as presented in Table 27 below:

**Table 27: Projected Training Requirement of the Tourism Industry for 2017 – 2021 (Based on Labour Market Analysis Approach)**

Annual Average Manpower Demand for 2017 - 2021					
Job Level	No. of Employees 2016	Growth	Replacement for Wastage	Total	± 10% Range
<u>Annual wastage rate = 1%</u>					
Managerial and Professional	3 824	145	42	187	168 – 206
Supervisory and Technical	6 121	-44	60	16	14 – 18
<u>Annual wastage rate = 2%</u>					
Clerical and Operative	29 341	377	606	983	844 – 1 081
Secretarial and Other Levels	723	-2	14	12	11 – 13
<b>TOTAL</b>	<b>40 009</b>	<b>476</b>	<b>722</b>	<b>1 198</b>	<b>1 077 – 1 318</b>

## **Recommendations**

28. Having studied the results of the manpower surveys, the Training Board has made a number of recommendations for manpower training and development, and for attracting and retaining talents.

- (i) To uphold Hong Kong's image as Asia's World City and as a world-class travel destination, the HKTB is supported by the HKSAR Government to develop diversified products to draw more high-spending and overnight visitors. Enhanced collaborations with overseas trade partners will continue and in doing so, other than business, MICE and cruise arrivals, the young segment and families, both new and repeated business and pleasure seekers are expected. To maintain sustainability and further development for this lucrative economic sector which related sectors leveraged on, the Training Board takes the view that a steady supply of trained manpower with practical knowledge, skills and competencies to support the new challenges of the evolving tourism industry will continued to be required. To attract the new generations in joining the industry, the Training Board considers it vital to promote the value of vocational and professional education and training (VPET) to the community at large. In particular, effective communication platforms should be developed to convey the value of its programmes and the promising prospects of the industry to the secondary school sector. The Training Board encourages the Government to continue its marketing and promotion efforts in enhancing public awareness of the importance of VPET.
- (ii) In the face of keen competition regionally and globally for international tourists, the Training Board is of the view that the existing 40 009 strong in-service employees at all levels would need upgrading and updating training in order to stay ahead with evolving trends and developments of the industry. As tourism contributes to GDP, generates employment and promotes cultural and social developments, regional neighbours spare no efforts in brushing up their marketing and investment strategies in attracting arrivals. Hong Kong has taken steps to enhance its tourism appeal including upgrading and developing tourism attractions and facilities while expanding her receiving capacities. Infrastructural developments including airport runways, bridge, railway etc. are materialising. Furthermore, in view of the various long and short term development initiatives of our Motherland which promote economic and cultural activities, movements of international arrivals to Hong Kong will be facilitated. It would appear that, in the long run, there may be a stable growth for the tourism industry of Hong Kong is ahead for us. It is therefore vital that Hong Kong tourism industry is supported by a consistent supply of quality industry manpower. To enhance the image and quality of VPET, it has to align with the developments of the industry by having state-of-the art training facilities. The Training Board opines that increased provisions for providing a well-equipped and supportive learning environment should be provided by the Government to reputable vocational education and training institutions for meeting the training demand and initiatives.

- (iii) To prepare junior secondary students in choosing the tourism industry as a career, participation in Career Days and Talks by the industry personnel to introduce the work nature and career prospects of the industry is considered an effective communication platform for exchanging information and expectations between the industry and the prospective entrants to the industry. Seminars and career talks by industry members at secondary schools will further strengthen the interest level of junior secondary students to choose vocational education and training of the industry. The Training Board also supports the development and promotion of training programmes for senior secondary school teachers who are teaching Tourism and Hospitality Studies, Career and Life Planning Education and/or Applied Learning Programmes so as to equip them with the latest industry updates and knowledge.
- (iv) To attract young people to join the industry with a keen demand of labour, the Training Board agrees that the development of a training scheme where youngsters can concurrently learn at training institutes and work in the industry would be beneficial to both the youngsters and the industry. Not only does it promote knowledge mastery, students are provided with real-life industry experience to deepen their skills for a smoother transition to the workforce. With the collaborative efforts from the Government, industry and education/training institutions, the new entrants could earn a salary while equipping themselves with structured knowledge learning and skill sets training as required by the industry. Furthermore, integrated structured apprenticeship training programmes facilitate a consistent supply of new entrants for the tourism industry which are facing labour shortages and ageing problems. The Training Board reminds that dedicated mentorship should be in place for steering this new manpower pool towards a strong head-start in their careers and to prepare them as qualified successors in the organisations. Government support for enhancing collaboration among industry partners is recommended by the Training Board.
- (v) Due to social and demographic structural changes, together with abundant job opportunities available in the market, the Training Board gathers that the issue of industry manpower shortages, especially at the operational level, will continue. Other than increasing the remuneration package, employers are encouraged to adopt a practically flexible approach in manpower employment and talent retention, work design/assignment/scheduling and providing advancement opportunities with clear training and development plans. These should be tailored according to the varying needs and aspirations of the multi-generation workforce especially when the Millennials will be succeeding the retiring generations. Apart from work-life balance, some Millennials are mastering work-life integration which gears towards more synergies among work, home/family, community, personal well-being and health. The mode of operations as well as training and development opportunities provided to employees may need to be altered gradually towards a seamless integration between work and personal life. In an industry

environment that needs employees to be multi-skilled and be able to perform under minimal supervision, the Training Board advises industry supervisors and managers to constantly enhance their skills in optimising staff performances and attitude with reputable training institutions for leading a workforce composed of different generations. The Training Board supports development and training programmes with different articulation pathways which provide learner flexibility.

- (vi) In supporting the dedicated efforts of the HKSAR Government to enhance Hong Kong's image and to attract targeted arrivals, it is crucial for Hong Kong to develop a well-trained and versatile workforce in an increasingly competitive tourism market in the region. The Training Board noted that the MICE and cruise sectors have continued to be a strong growth area in Hong Kong and the surrounding regions. Furthermore, the HKIA will be expanding its capacity in years to come. Training and education programmes on the aforementioned sub sectors of the industry will be required given their respective rising manpower needs. To complement the overall tourism experience and to uphold Hong Kong's development as Asia's Wine Hub and Gourmet Paradise, there is an increasing demand for well-trained personnel to cope with the growth of the wine and spirits knowledge, sommelier and wine business management, in addition to professional training and education on catering and culinary studies with international elements. The unique and diverse wine and dining experiences of Hong Kong are strongly promoted overseas. Mega events with sports, arts and cultural elements are scheduled throughout the year to reinforce Hong Kong as an events capital of Asia. Set against a changing business model of tourism directives, quality manpower resources for devising a holistic tourism development policy for the industry will be required.
- (vii) To project a positive image as a customer-oriented host city, in-service personnel and new entrants should be well trained on receiving international arrivals from different source markets with a wide spectrum of cultural, ethnic, social, political and religious backgrounds. The Training Board is of the view that in order to assist in the promotion of Hong Kong as a welcoming destination for business and leisure visitors, there is a continuous need to upgrade service attitude, interpersonal and communications skills. Work functional language skills in English and Putonghua, plus those of the target markets such as Korean and Japanese will be required for effective communications when interacting with guests in person or online. Students should be given the opportunity to be exposed to the international scene and be trained with a global vision. More provisions to support students' involvement in international themed events and overseas exchanges with purposeful outcomes are encouraged. As any happenings can go viral in a split of a second on social media platforms, this could entail consequences that may or may not be favourable to an establishment or eventually affects the industry. The Training Board is of the view that we must bear in mind that any attitude displayed towards visitors will influence their preference, as well as those who received their messages through various channels, to choose Hong

Kong as a preferred destination over our competitors. It is therefore necessary for the Government to continue promoting the contribution of the tourism industry to our economy and Hong Kong's hospitable image and quality service culture.

- (viii) Online Travel Agencies (OTAs) offer customers conveniently with a wide array of travel related products choices 24/7, usually at budget deals made feasible by direct distribution channels, low-cost carries, Airbnb, and with promotional offers. For those who are not motivated to save money may also take advantage of the OTAs to book the first flight available that fits their schedule rather than comparing costs. These strengths of the OTAs are welcomed amongst today's travellers but whilst the OTAs have gained popularity in recent years, the existence of niche markets substantiated the intrinsic value which traditional travel agencies offer in the digital era. Experienced travellers are looking for undiscovered, unique and authentic local experiences, opportunities to learn and experience something new and different as they travel more extensively and frequently; travellers from emerging markets, specialty and themed groups of various sizes and compositions, corporate and luxury travellers, ageing population with special needs and attention are some of the niche market travellers who may concern more with the best overall solution rather than just the difference in the price paid. Personalised service, customised itineraries, premium selections, comprehensive briefings and higher flexibility in time and travel arrangements are some of the valued priorities common to these niche markets rather than just the dollar savings. Industry personnel, such as Travel Consultants, who offer discernible professional advice and expertise embedded with creativity, flexibility, and good problem solving, interpersonal and customer-oriented service skills will still be in demand. The Training Board also reminds that albeit that manual operations are gradually replaced by technologies, attention to details especially in handling data and information for processing would continue to be awarded high importance.
- (ix) New technologies have been impacting the industry as in other business sectors. The use of Virtual Reality (VR) and Augmented Reality (AR) has been shaping the customer purchasing cycle and the industry in engaging customers in marketing as well as service delivery. Airlines, cruises, theme parks, hotels etc. have been using VR to showcase their cabins, facilities, rooms, views, ports of calls and destinations to attract sales and/or enhance experiences. Wearables are trending and have made ways into events and attractions which organisers can streamline the experience and provide customers with interacting delights. Radio Frequency Identification (RFID) bands are used to gain access to theme parks and for making reservations for rides. Medallions are worn by travellers on a cruise ship which allow them to check in for restaurant reservations, unlock own cabin doors, find friends and family around the ship and make payments. Smart watches are one of today's most popular wearables and enable travellers to board planes, access hotel rooms as well as for payments. Powered by Artificial Intelligence (AI), a Travelbot or ChatBot are programmed to anticipate and answer travel related questions



from clients. The Training Board advises industry personnel and educators to stay abreast with technological evolvments as those will shape the mode of doing business and manpower training and development requirements. It is essential to continuously attend upgrading training courses, workshops and seminars organised by reputable education and training institutions. The Training Board reminds that whilst it is important to embrace industry specific technologies, the human factor will continue to be the core essence of the tourism industry. Data and technologies should be applied in circumstances for enhancing communication, products and services so as to build a profitable and long-term customer relationship than causing frustrations. To prepare a supply of tech savvy and work-ready graduates, accredited training institutes should be provided with adequate resources to equip students with knowledge and skills on the most up-to-date technologies, from booking tools, to social media management and data management platform. Furthermore, learning experience can well be enriched by promoting the use of Technology Enhanced Learning approach and upgrading training facilities. The Training Board indicates that knowledge and skills in acquiring the latest trends and developments of industry specific technology should be given relevant importance in designing training programmes. Industry training providers should consistently stay attuned to the beat of the industry technology and enhance the education and training programmes to meet the changes and emerging market needs. In order to widen the horizons on industry trends and developments, the Training Board encourages industry personnel to participate in trade shows, exhibitions, workshops, seminars and conferences organised by reputable industry organisations and training institutions.

- (x) It is generally noted from the industry survey that establishments in the tourism industry sector would support their staff to undergo training with an increase of 5.73% in the number of employees planned for training in 2017 over 2016. The largest increase is for Managerial Skills training (+27.74%). Professional skills training (+2.81%) ranks second in the overall increase of planned training activities. Employers ranked seminar/workshop as the most preferred mode of training. The positive inclination for investing resources in employee training will assist Hong Kong to groom and retain talents for sustaining its position as Asia's World City benefiting the tourism industry.
- (xi) The Training Board noticed that around 35.90% of the industry employees did not receive training in 2016; around 22.08% of the employees received training from less than 5 days to below one month. Furthermore, the operative level staff makes up the majority of industry work force and therefore training for this category would appear to be most demanded in the coming few years. The Training Board understands that at difficult times training may not be employers' priority; however, for building a strong pool of industry professional in facing competitive environment, the Training Board is of the view that training should be provided to staff with flexibility. The Training Board encourages employers to provide in-house training and/or sponsor their employees for continuous

professional development and life-long learning to upgrade their knowledge and skills. The industry indicated that 1 538 new recruits were employed in the past twelve months of the survey, among whom 596 were without industry experience and/or training received, with the highest number at the operational level (97.99%). Also, amongst the new recruits, fresh graduates of tourism programmes accounted for 4.03%. More attention should be paid in providing training and development for the middle level personnel in order to nurture the potential successors for promotion. Sponsorships in terms of funding and expertise support should be considered for establishments with limited resources. Other than supporting training by reimbursing or subsidising training fees, flexible work arrangements should be considered for releasing staff to attend training courses/activities organised by reputable training providers as appropriate since industry personnel are occupied by tight working schedules that may affect their development opportunities. The Training Board opines that employers and employees alike should embark on continuous education and training in view of the fast-paced development of international tourism industry which will have impacts on the local industry.

- (xii) The objectives of the Continuing Professional Development Scheme for Tourist Guides (the CPD Scheme) are to encourage tourist guides to constantly absorb new knowledge and upgrade themselves, and to systematically maintain and upgrade tourist guides' professional knowledge, skills and ethics. The Scheme includes areas on consolidation and updating of the knowledge on Hong Kong in order to provide professional tour guide services; professional ethics, "Honest Travel", legal liability related to the work of tourist guides, etc.; and, self-selected courses which cover "upgrading of skills" or "personal development" related to the work of tourist guides. The Training Board recommends the course providers and training institutes to continue to offer a variety of training and upgrading courses conducive to the enhancement of the professional knowledge and refining of ethics for the continuous education and lifelong development for tourist guides.
- (xiii) To enhance employability and to ensure that the knowledge and skills of the industry workforce remain fresh and future-ready, the Training Board suggests that it is necessary to acquire the values, updated knowledge and skills through continuous development and lifelong learning. Staff capabilities and versatility can be enhanced through the provision of in-service training programmes pegged with the Qualifications Framework. Various Government-funded training initiatives such as the Continuing Education Fund, Skills Upgrading Scheme (SUS) Plus, ERB funding, Out-Centre-Courses Scheme and New Technology Training Scheme administered by the VTC support continuous development amongst working adults.
- (xiv) The Training Board notices that there has been an increasing number of training providers in both the commercial and public sectors which offer a wide range of tourism-related courses at different levels. Whilst the

Training Board acknowledges the upgrading needs of the tourism industry and agrees that it is vital for industry personnel to continue with acquiring knowledge and skills, it is all the more important that course participants should carefully choose training providers of good repute for attending programmes/workshops/seminars with quality assurance. The Training Board suggests that the Government, reputable training providers and the industry to establish closer alignments in providing informed choices of industry-supported vocational education and training institutions to potential course participants.

- (xv) The Training Board will continue to support the conferences and experience-sharing seminars and workshops for practitioners of the industry.

## SECTION I

### INTRODUCTION

#### **The Training Board**

1.1 The Hotel, Catering and Tourism Training Board (the Training Board) of the VTC is appointed by the HKSAR Government to be responsible for, among other duties, assessing the manpower situation and training needs of the 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 29 August to 28 September 2016, with follow up cases completed in the first quarter of 2017 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 C&SD.

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 29 August to 28 September 2016 with follow-up cases completed in the first quarter of 2017. 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 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 C&SD. It covered 420 companies selected by a stratified random sampling method from the frame of 2 486 companies updated as at June 2016, among which 107 were airline companies and 2 379 were travel agents and airline ticket agents. The sample selection plan as at June 2016 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	107	107
Branch 2:	Travel agents and airline ticket agents	2 379	313
		<hr/> 2 486 #	<hr/> 420 #
		<hr/> <hr/>	<hr/> <hr/>

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 2 486 companies should be 2 265 (83 airlines and 2 182 travel agents and airline ticket agents). The estimated number of active companies is shown in Table 17. During fieldwork, the C&SD added one more establishment to the sampling frame and therefore the total number of the samples became 421.

\* 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 2016;
- (iii) the number of existing vacancies;
- (iv) the number of employees under training in 2016; the projected training requirements from 2017 to 2021;
- (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 421 samples out of 2 486 establishments were selected to be surveyed. The analysis on the Result of Enumeration (Overall) is attached at Appendix 7. Out of 421 companies surveyed for this report, a total of 86 cases had either closed / temporarily ceased operations / door-locked, merged / not yet started operation, not engaged in the specified trade / no technical manpower / moved / address could not be located or untraceable / non-contact / registered office / corresponding address. A total of 316 companies / agencies responded (including 79 samples of Branch 1 and 237 sample of Branch 2), and there were 19 refusal cases. The effective response rate was 94%.

### **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

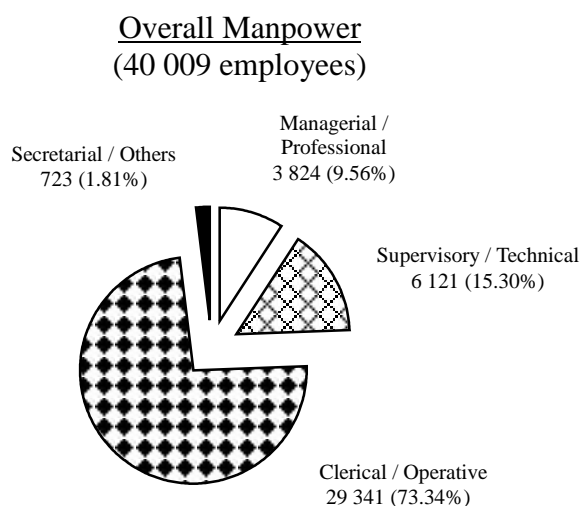
#### Number of Persons Employed

2.1 The survey reveals that in August 2016, a total of 40 009 persons were employed in the tourism industry as compared to 38 619 in 2014, representing an increase of 1 390 (3.6 %). 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	3 824	9.56
Supervisory / Technical	6 121	15.30
Clerical / Operative	29 341	73.34
Secretarial / Others	723	1.81
<b>Total</b>	<b>40 009</b>	<b>100.00</b>

**Figure 2.1 : Distribution of Employees by Job Level**





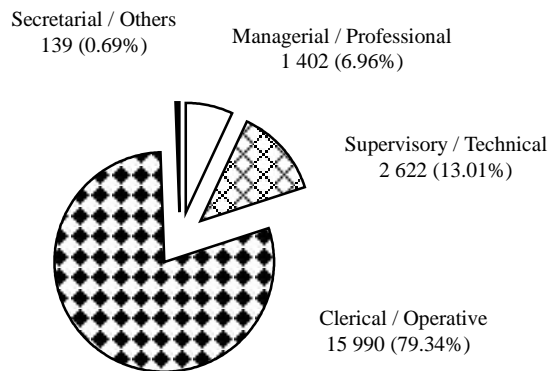
2.2 The number of employees by branch by job level is given in Table 2.2 below:

**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	1 402	2 422	3 824	9.56
Supervisory / Technical	2 622	3 499	6 121	15.30
Clerical / Operative	15 990	13 351	29 341	73.34
Secretarial / Others	139	584	723	1.81
<b>Total</b>	<b>20 153</b> <b>(50.37%)</b>	<b>19 856</b> <b>(49.63%)</b>	<b>40 009</b>	<b>100.00</b>

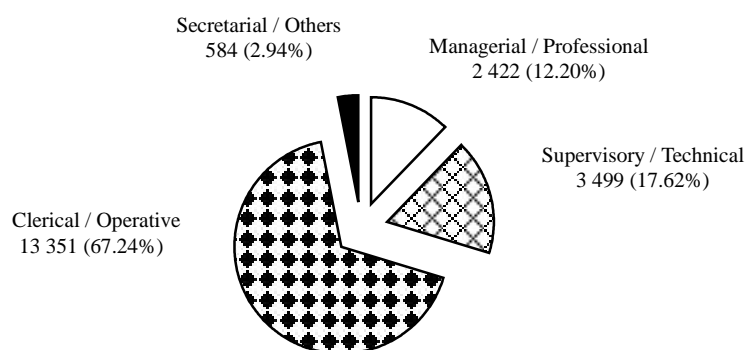
**Figure 2.2 (a) : Distribution of Employees by Job Level**

Branch: Airline Companies  
(20 153 employees)



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

Branch: Travel Agents and Airline Ticket Agents  
(19 856 employees)



**Number of Existing Vacancies**

2.3 At the time of the survey, employers reported 629 vacancies, representing 1.57% of the existing 40 009 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	11	10	21 (3.34)
Supervisory / Technical	16	19	35 (5.56)
Clerical / Operative	112	460	572 (90.94)
Secretarial / Others	1	-	1 (0.16)
<b>Total</b>	<b>140</b>	<b>489</b>	<b>629 (100)</b>

( )\* Percentage of the total number of vacancies

### Distribution of Existing Vacancies by Job Level

2.4 Of the 629 vacancies, 21 were at the managerial / professional level, 35 were at the supervisory / technical level, 572 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**

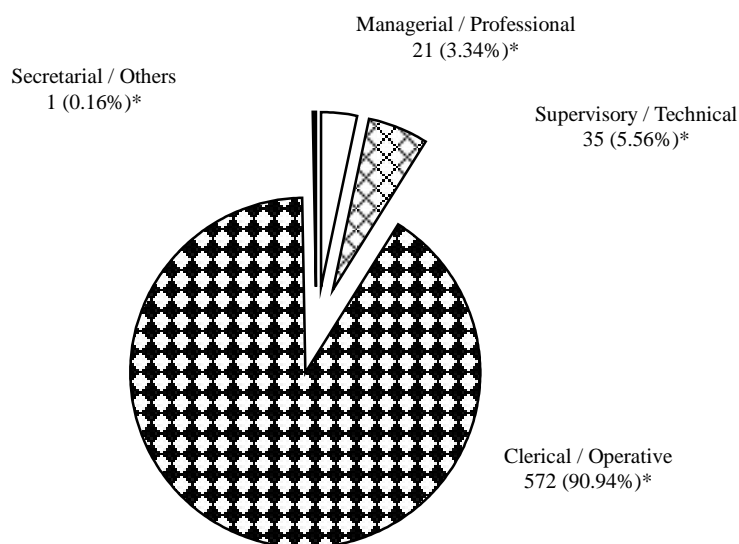
<u>Job Level</u>	<u>Number of Employees</u>	<u>Number of Vacancies</u>	<u>Percentage of Employees at the same Job Level *</u>
Managerial / Professional	3 824	21 (3.34%)	0.55%
Supervisory / Technical	6 121	35 (5.56%)	0.57%
Clerical / Operative	29 341	572 (90.94%)	1.95%
Secretarial / Others	723	1 (0.16%)	0.14%
<b>Total</b>	<b>40 009</b>	<b>629</b> <b>(100%)</b>	<b>1.57%**</b>

\* 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: 629**



( )\* Percentage of total number of vacancies

**Employers' Forecast of Manpower Demand in August 2017**

2.5 Employers forecast that there would be a total of 40 735 employees by August 2017, representing an increase of 726 (1.81%) over the number employed in August 2016. 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 Aug 2016</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 Aug 2017</u>
Airline Companies	20 153	+11	+43	+184	+1	+239	20 392
Travel Agents and Airline Ticket Agents	19 856	+10	+16	+461	-	+487	20 343
<b>Total</b>	<b>40 009</b>	<b>+21</b>	<b>+59</b>	<b>+645</b>	<b>+1</b>	<b>+726 (+1.81%)*</b>	<b>40 735</b>

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

**Table 2.5 (b) : Employers' Forecast of Manpower Demand in August 2017 by Job Level**

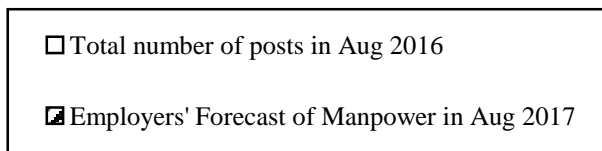
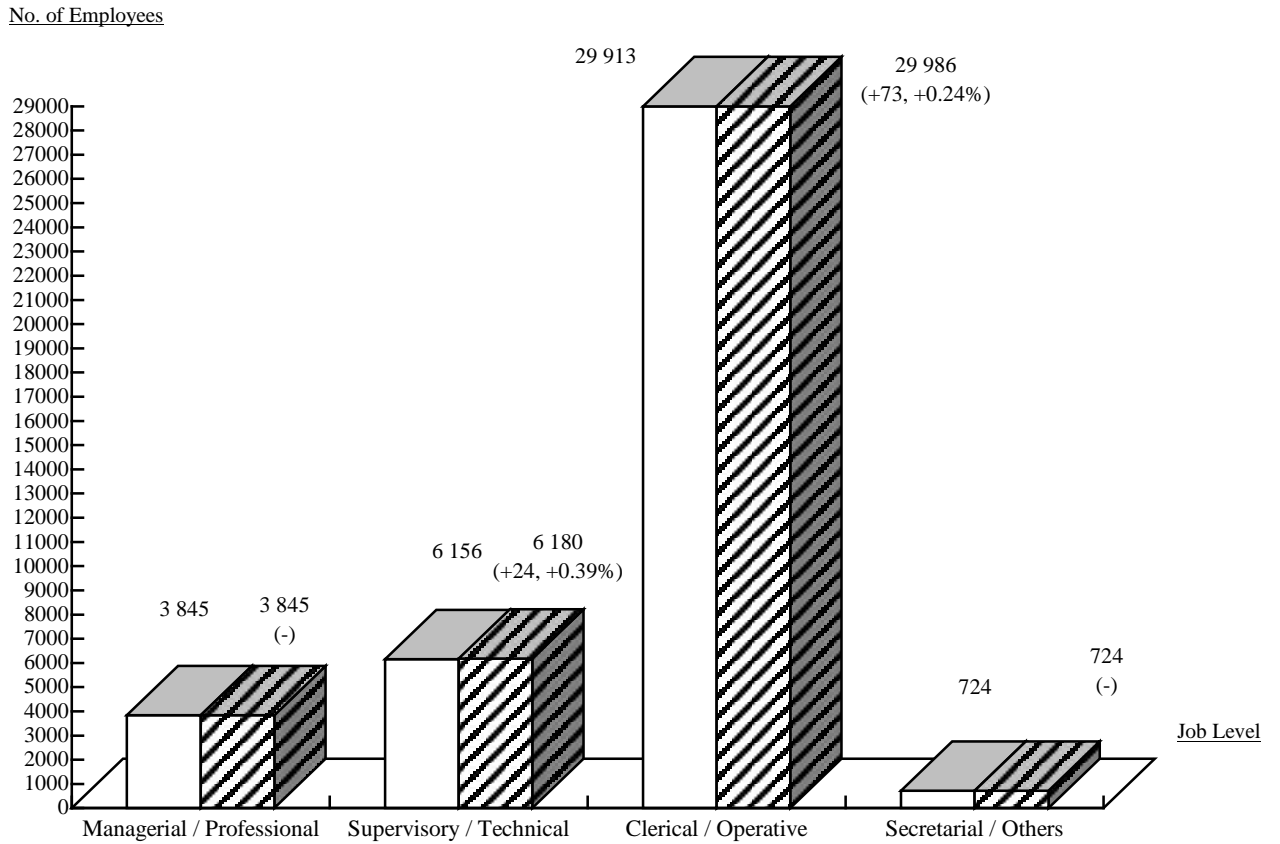
	(a)	(b)	(c)	(d)	(e)	(f)
			(a) + (b)		(d) – (c)	(d) – (a)
<u>Job Level</u>	No. of Employees in Aug 2016	No. of Vacancies in Aug 2016	Total No. of Posts in Aug 2016	Employers' Forecast of Manpower in Aug 2017	No. of Posts in Aug 2017 Increase / Decrease (%)*	Employers' 12-month Forecast of Additional Employees Increase / Decrease (%)*
Managerial / Professional	3 824 (9.56%)	21	3 845 (9.46%)	3 845 (9.44%)	- (-)	+21 (+0.55%)
Supervisory / Technical	6 121 (15.30%)	35	6 156 (15.15%)	6 180 (15.17%)	+24 (+0.39%)	+59 (+0.96%)
Clerical / Operative	29 341 (73.34%)	572	29 913 (73.61%)	29 986 (73.61%)	+73 (+0.24%)	+645 (+2.20%)
Secretarial / Others	723 (1.81%)	1	724 (1.78%)	724 (1.78%)	- (-)	+1 (+0.14%)
<b>Total</b>	<b>40 009</b> <b>(100%)</b>	<b>629</b>	<b>40 638</b> <b>(100%)</b>	<b>40 735</b> <b>(100%)</b>	<b>+97</b> <b>(+0.24%) **</b>	<b>+726</b> <b>(+1.81%)***</b>

( )\* Percentage of total number of employees at the same job level

( )\*\* Percentage of total number of posts in August 2016

( )\*\*\* Percentage of total number of employees in August 2016

**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 115 employees (0.29% of the total number of employees) had been promoted from within the industry. Of the number of employees at the same job level, 27 (0.71%) were at the managerial / professional level and 88 (1.44%) 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>	
3 824 Managerial / Professional	From Supervisory / Technical to Managerial / Professional	1	26	27 (0.71%)
6 121 Supervisory / Technical	From Clerical / Operative to Supervisory / Technical	3	85	88 (1.44%)
29 341 Clerical / Operative	From Others to Clerical / Operative	-	-	-
723 Secretarial / Others	Secretarial / Others	-	-	-
<b>Total</b> <u>40 009</u>		<u>4</u>	<u>111</u>	<u>115</u> <b>(0.29%)**</b>

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

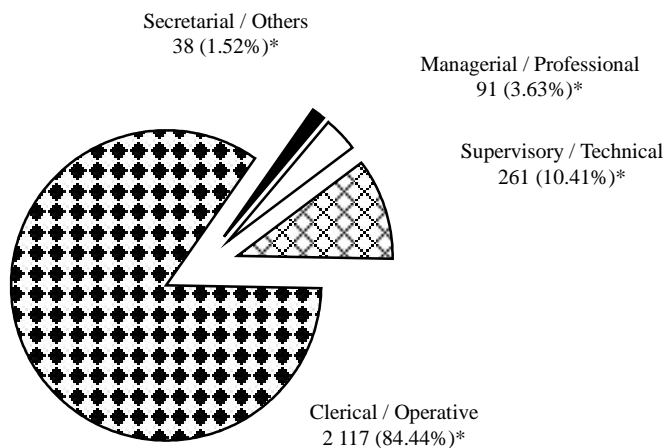
( )\*\* Percentage of the total number of employees in the industry

**Staff Turnover in the Past 12 Months**

2.7 Employers reported that 2 507 employees or 6.27% of the total number of employees in the industry had left in the past 12 months while another 44 employees will be retiring from their establishments in the coming 12 months. The clerical / operative level had the highest staff turnover: 2 117 employees or 84.44% 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 and Table 5 of Appendix 6 present the numbers of employees who left their employment in the past 12 months and the number of employees who will be retiring from the establishment in the coming 12 months respectively.

**Figure 2.7 : Distribution of Staff Turnover by Job Level**

Total Number of Staff Turnover: 2 507



□ Managerial / Professional	▣ Supervisory / Technical
▣ Clerical / Operative	■ Secretarial / Others

( )\* Percentage of total number of staff turnover

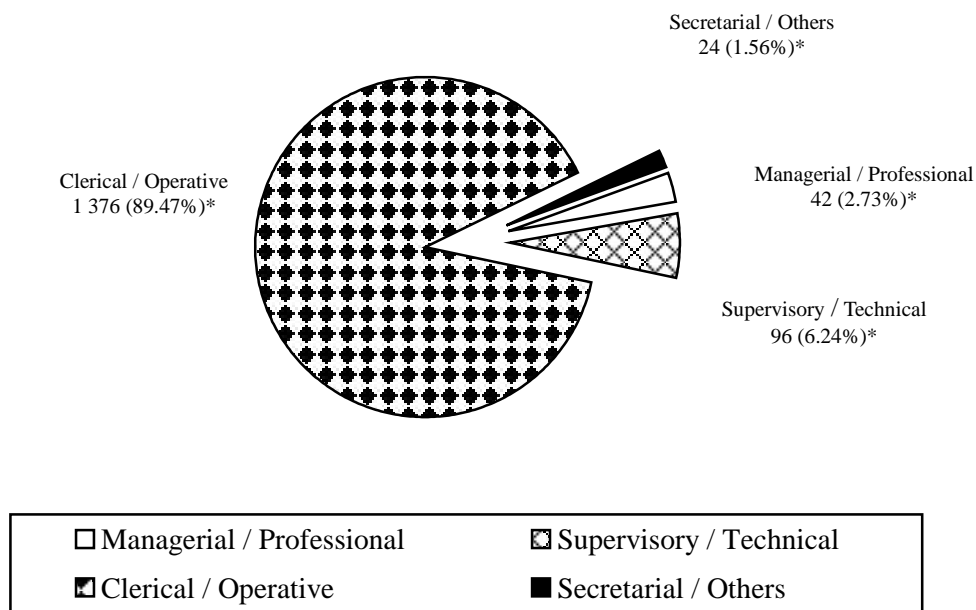


## New Recruits in the Past 12 Months

2.8 Employers reported that they had recruited 1 538 new employees in the past 12 months. The largest number of recruits was found in the clerical / operative level (1 376 or 89.47% 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 1 538 new employees, 596 were without tourism industry experience, representing 38.75% of the total number of new recruits and 62 were fresh graduates of tourism programs, representing 4.03% of the total number of new recruits. (Please refer to Figure 2.8 (b) – (c)).

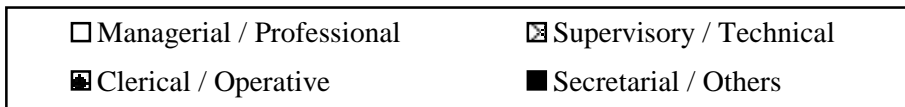
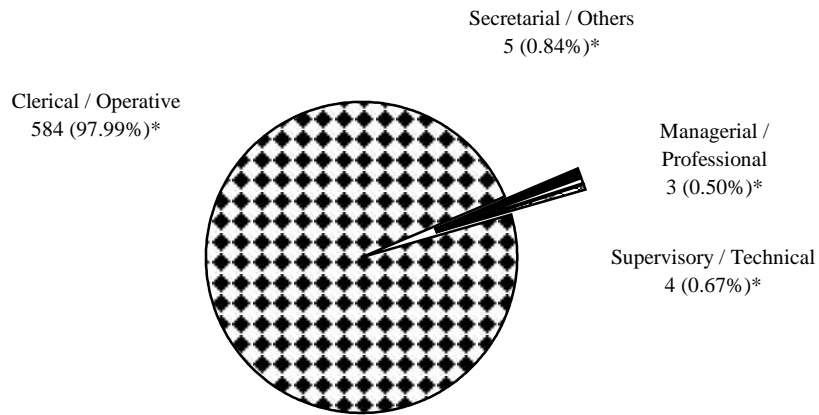
**Figure 2.8 (a) : Distribution of New Recruits by Job Level**

Total Number of Recruits : 1 538



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

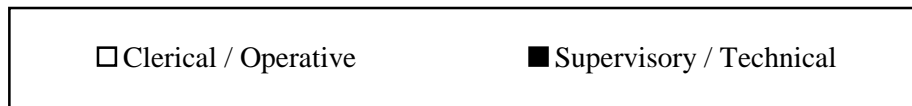
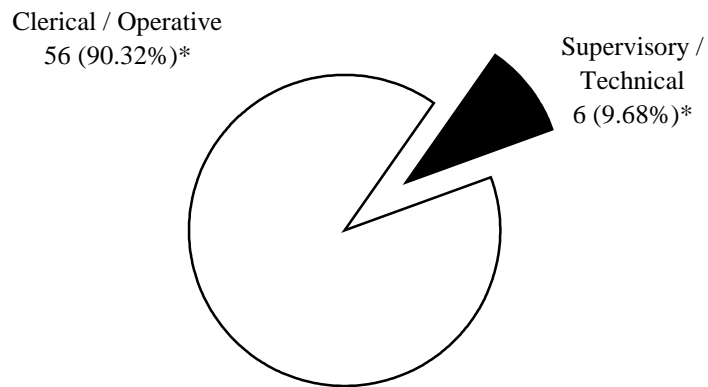
Total Number of Recruits Without Tourism Industry Experience: 596



( )\* 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 : 62



( )\* 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**

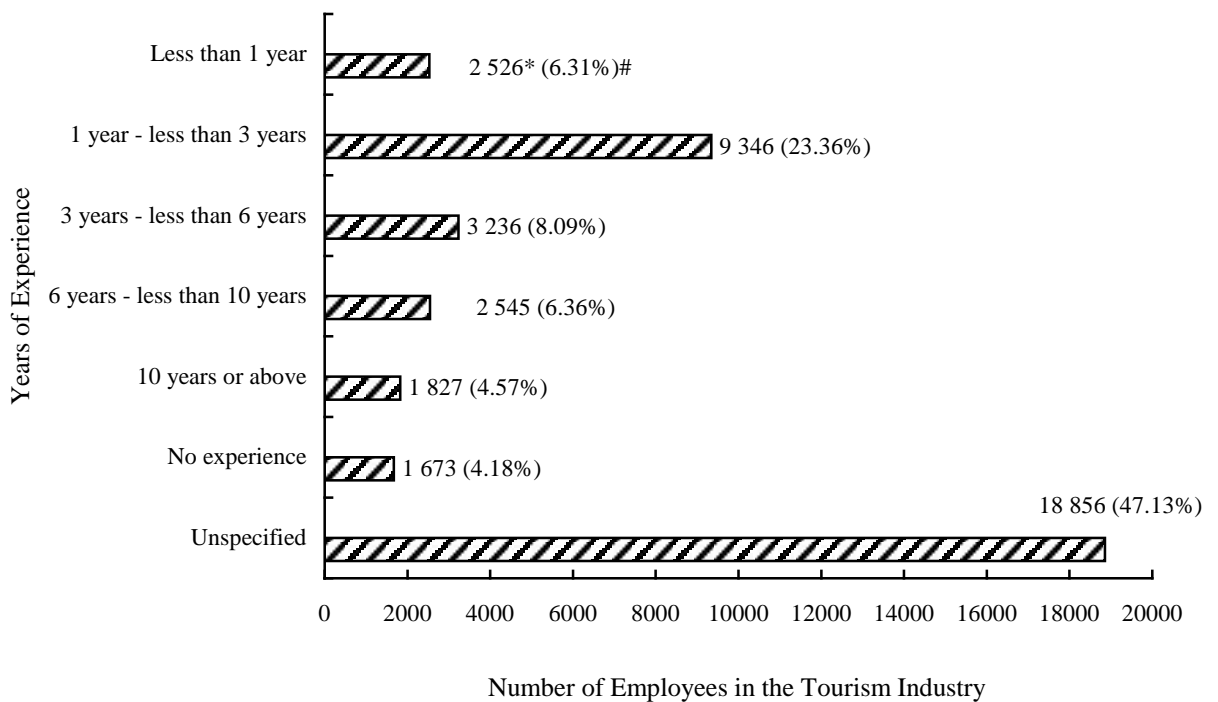
<u>Job Level</u>	<u>Type (No. of Employees)</u>	<u>% of the No. Employed at the Job Level</u>
Managerial / Professional	First Degrees or equivalent (1 028)	43.10%
	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) (665)	27.88%
Supervisory / Technical	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) (2 122)	59.09%
	Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent) (1 058)	29.46%
Clerical / Operative	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) (12 001)	78.53%
	Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent) (2 984)	19.52%
Secretarial / Others	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) (302)	54.71%
	Junior Secondary (Secondary 1-3) (169)	30.62%
Overall	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) (15 090)	69.19%
	Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent) (4 772)	21.88%

**Relevant Experience**

2.10 Employers reported that 23.36% of their employees possessed 1 year to less than 3 years of experience, 8.09% possessed 3 years to less than 6 years of experience and 6.36% possessed 6 years to less than 10 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: 40 009**



\* 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	-	-	41	428	499	676	1 676	504	3 824
Supervisory / Technical	-	91	733	1 777	1 176	1 263	19	1 062	6 121
Clerical / Operative	76	1 168	5 396	15 812	2 340	21	3	4 525	29 341
Secretarial / Others	89	234	61	41	100	7	-	191	723
<b>Total</b>	<b>165</b> <b>(0.41)*</b>	<b>1 493</b> <b>(3.73)*</b>	<b>6 231</b> <b>(15.57)*</b>	<b>18 058</b> <b>(45.13)*</b>	<b>4 115</b> <b>(10.29)*</b>	<b>1 967</b> <b>(4.92)*</b>	<b>1 698</b> <b>(4.24)*</b>	<b>6 282</b> <b>(15.70)*</b>	<b>40 009</b> <b>(100.00)</b>

( )\* 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 14 362 (35.90%) of the employees received no internal training, 6 642 (16.60%) received less than 5 days and 962 (2.40%) received internal training of 20 days to less than 1 month.

**Table 2.13 : No. of Employees by Average Man-days Spent on Internal Training in 2016**

Man-days	Total / % of Total Number of Employees #
Nil	14 362 / 35.90%
< 5 days	6 642 / 16.60%
5 Days to < 10 Days	613 / 1.53%
10 Days to < 15 Days	330 / 0.82%
15 Days to < 20 Days	286 / 0.71%
20 Days to < 1 Month	962 / 2.40%
1 Month or above	- / -
Unspecified / Refusal	16 814 / 42.03%
<b>Total</b>	<b>40 009 / 100.00%</b>

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

**Priority Accorded to Mode of Training by Employers**

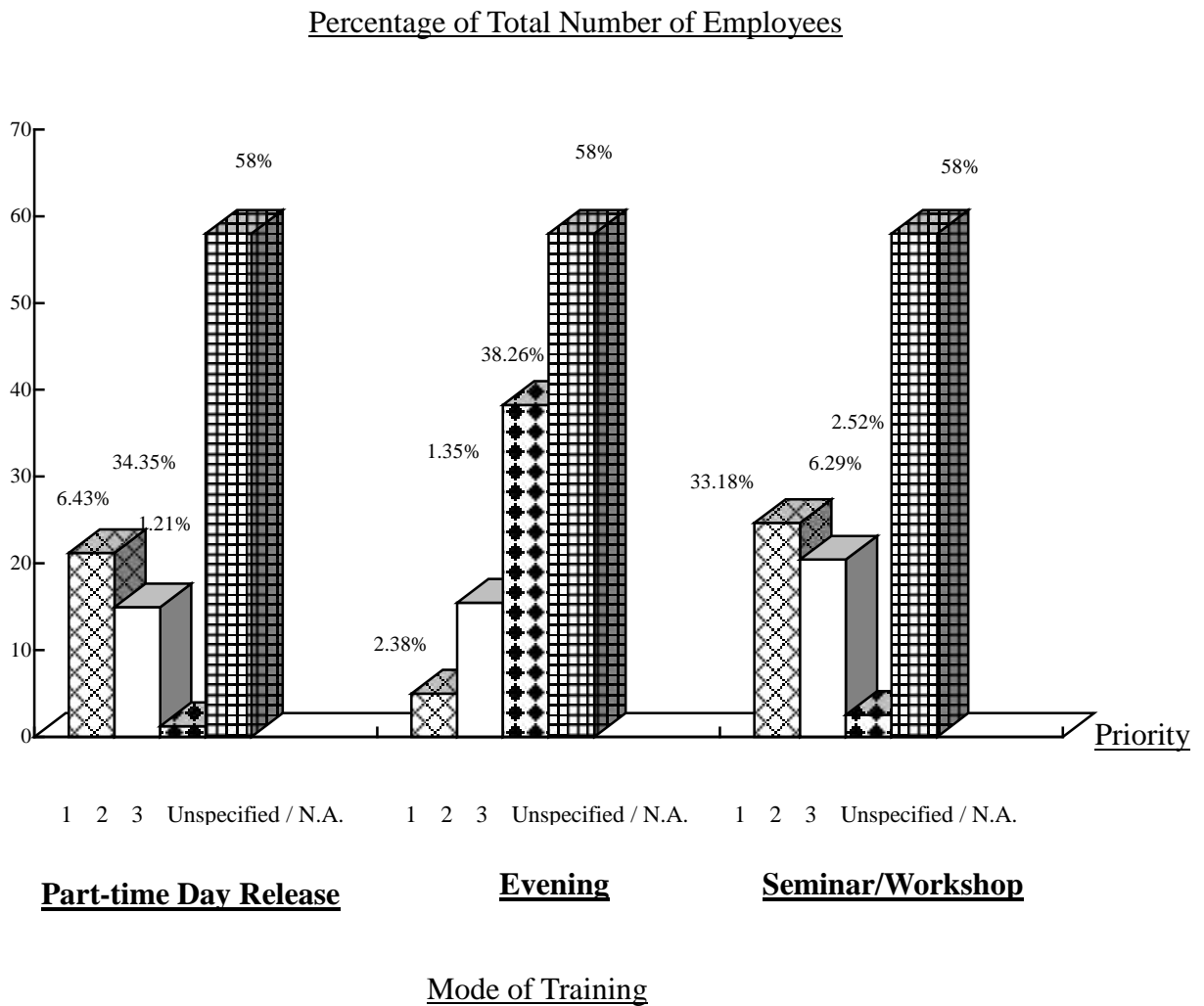
2.14 From employers’ feedback, 33.18% ranked seminar / workshop as the most preferred mode of training whereby part-time day release and evening modes of training would be considered as second and third priorities respectively. Details of the priorities were shown in Tables 2.14 (a) – (b):

**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 <sup>st</sup> Priority	2 574/ 6.43%
	2 <sup>nd</sup> Priority	13 745/ 34.35%
	3 <sup>rd</sup> Priority	483/ 1.21%
	Unspecified / Not Applicable	23 207/ 58%
	<b>Total</b>	<b>40 009/ 100.00%</b>
Evening	1 <sup>st</sup> Priority	953/ 2.38%
	2 <sup>nd</sup> Priority	540/ 1.35%
	3 <sup>rd</sup> Priority	15 309/ 38.26%
	Unspecified / Not Applicable	23 207/ 58%
	<b>Total</b>	<b>40 009/ 100.00%</b>
Seminar / Workshop	1 <sup>st</sup> Priority	13 275/ 33.18%
	2 <sup>nd</sup> Priority	2 517/ 6.29%
	3 <sup>rd</sup> Priority	1 010/ 2.52%
	Unspecified / Not Applicable	23 207/ 58%
	<b>Total</b>	<b>40 009/ 100.00%</b>



**Figure 2.14 (b) : Mode of Training by Priority**



**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 / tourist guides to take up the duties of tour escorts / tourist 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 / tourist 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 July, October and November were the high seasons for business and the months of January, May 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 March, May and June were the low seasons. Details of high / low seasons for the companies by employment size are presented in Table 15 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 Tourist Guides (Inbound) and Tour Escorts (Outbound)**

2.16 The following data on Full-time and Freelance / Part-time tourist guides / tour escorts were obtained in the survey. (Please refer to Table 16 at Appendix 6 for details)

**Table 2.16: Number of Tourist Guides (Inbound) and Tour Escorts (Outbound) in August 2016**

Inbound	Total number employed by industry	(%)
Outbound		
Inbound – Full-time	532	(11.39%)*
Inbound – Freelance / Part-time	4 137	(88.61%)*
<b>Sub-total</b>	<b>4 669</b>	<b>(100%)*</b>
Outbound – Full-time	1 181	(35.78%)*
Outbound – Freelance / Part-time	2 120	(64.22%)*
<b>Sub-total</b>	<b>3 301</b>	<b>(100%)</b>

( ) \* Percentage of total number employed in August 2016

2.17 According to the Travel Industry Council of Hong Kong, there are 6 275 accredited tourist guides and 18 643 accredited tour escorts as at April 2017.

## SECTION III

### CONCLUSIONS

#### Industry Outlook

3.1 Demand for international tourism remained robust in 2016 despite challenges. International tourist arrivals grew by 3.9% to reach a total of 1 235 million, according to the latest UNWTO World Tourism Barometer. Some 46 million more tourists (overnight visitors) travelled internationally in 2016 compared to 2015.

Asia and the Pacific (+8%) led growth across regions in both relative and absolute terms, recording 24 million more international tourist arrivals in 2016 to total 303 million. Results in Europe were rather mixed with a number of destinations affected by safety and security challenges. International arrivals reached 620 million in 2016, or 12 million (+2%) more than in 2015. Northern Europe (+6%) and Central Europe (+4%) both recorded sound results, while in Southern Mediterranean Europe arrivals grew by 1% and in Western Europe results were flat. International tourist arrivals in the Americas (+4%) increased by 8 million to reach 201 million. Growth was somewhat stronger in South America and Central America (both +6%), while the Caribbean and North America recorded around 4% more arrivals. Available data for Africa points to an 8% rebound in international arrivals in 2016 with total arrivals reaching 58 million; whereas for the Middle East 54 million international tourist arrivals at around 4% decrease was recorded in 2016.

The outlook for 2017 is very positive, with world outbound travel predicted to grow by between 4% and 5%, driven once again by Asia and the U.S.A. and with stronger growth out of Europe. The Chinese are expected to go on more international trips for many years to come, although there could be a noticeable drop in their sometimes extravagant spending in future. UNWTO projects international tourist arrivals worldwide to grow at a rate of 3% to 4% in 2017. Europe is expected to grow at 2% to 3%, Asia plus the Pacific and Africa both at 5% to 6%, the Americas at 4% to 5% and the Middle East at 2% to 5%, given the higher volatility in the region. (Sources: Press Release, "Sustained growth in international tourism despite challenges", UNWTO, 17 January 2017; ITB World Travel Trends Report 2016 / 2017, IPK International on behalf of ITB Berlin, December 2016.)

3.2 Demand for air travel over the next two decades will double. Results from the IATA 2016 end-year report indicated that for the worldwide airline industry, passenger departure volume has reached 3 773 million in 2016, up 5.7% comparing with 2015, and is expected to reach 3 959 million in 2017. Total worldwide employment by airlines was 2.62 million in 2016, which was increased by 2.9% over 2015, and is expected to reach 2.67 million in 2017, an increase of 2.2% over 2016. It is expected that consumers would benefit from lower real travel costs and more routes; and 0.9% of world GDP would be spent on air transport in 2017, totalling \$769 billion. Airline CFOs and heads of cargo reported that profitability was unchanged in the fourth quarter of 2016 compared to that in the same period of 2015. In January 2017, industry heads were slightly more optimistic about the outlook for profits over the coming 12 months than they were in the October 2016 survey, but

set against a more difficult operating backdrop, the momentum in the profitability cycle has weakened. It is expected that yields would either remain unchanged or to fall further in 2017. The forecast for passenger growth confirms that the biggest driver of demand will be the Asia-Pacific region. It is expected to be the source of more than half the new passengers over the next 20 years. (Sources: Economic Performance of the Airline Industry (2016 End-year report), IATA, 8 December 2016; Airline Business Confidence Index, January 2017 Survey, IATA, 19 January 2017; Press Release, “Passenger numbers to double by 2035”, IATA, 23 November 2016.)

3.3 For outbound travel worldwide, terror attacks and political unrest had no impact on the overall volume of worldwide outbound trips in 2016. The global travel industry remains on a growth path, led by Asian and US travellers, and the number of outbound trips will probably increase by about 4% to 5% in 2017. The outlook for Asian outbound travel in 2017 remains good which a 6% rise is predicted. Asia was once again the world’s growth driver with a dynamic 11% increase in outbound trips, with very strong performances by China (+18% excluding Hong Kong and Macau) and the Republic of Korea (+11%). North America grew well with a 6% rise in international trips, driven by the strong US market (+7%), but South America, where Brazilian outbound travel plummeted by 15%, showed only a 1% increase. European outbound travel increased by a solid 2.5%, with good growth from the UK (+6%) and Germany (+4%) as well as smaller markets outweighing a double-digit decline in international trips by Russians. (Source: ITB World Travel Trends Report 2016 / 2017, IPK International on behalf of ITB Berlin, December 2016.)

3.4 The global economy operated in low gear in 2016 and recorded the slowest growth since the global financial crisis. The situation was particularly grim at the beginning of the year, affecting the trade performance of Hong Kong and the Asian region. With the relative improvement in tourism since the second quarter of the year, the decline in the overall retail sales volume slowed notably to only 3.6% in the fourth quarter, but for the whole year it was still down by 7.1%. For 2016 as a whole, there was a modest growth in real GDP of 2.0%. The unemployment rate averaged at 3.4% in 2016, sustaining a state of full employment in general. Inflation pressure was moderate. The headline inflation rate for 2016 was 2.4%. Netting out the effects of the Government’s one-off measures, the underlying inflation rate was 2.3% in 2016, the fifth consecutive year of easing.

Looking ahead, in 2017, the economic growth of advanced economies will be modest and patchy. The US economy has continued to improve in the recent period but the economic policy agenda of the new administration has remained unclear. Economic growth in Europe is still constrained by its structural debts. The growth of the Mainland economy is increasingly driven by domestic demand and the service sector, and is moving towards a pattern of sustainable development. Japan’s economy has been stuck in low gear, facing high deflation risks. Emerging markets in Asia will remain the main propellers of global economic growth. The slightly improved global economy over the recent period will lend support to Hong Kong’s export performance. Moreover, inbound tourism has improved recently, with fresh growth in the number of visitors. Locally, favourable conditions in the job market and rising labour earnings have bolstered consumer confidence in the recent past. In the light of the recent developments and granting no severe external shocks, the GDP has been forecasted at a growth rate of 2% to 3% in 2017. The still-low global inflation and strong US dollar have lessened the impact of the rise in international oil prices, maintaining imported inflation at a low level. Inflationary pressure will remain mild in the short term. The HKSAR Government forecasted that the headline inflation rate for 2017 as a whole

would be 1.8% with an underlying inflation rate at 2%. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.)

3.5 Out of the total 56.65 million arrivals to Hong Kong in 2016, 46.9% or 26.55 million belonged to overnight visitors, 0.5% less than in 2015. Same day visitors accounted for 53.1% of total arrivals, a decrease of 7.7%. Visitors from the Mainland China reached over 42 million, representing a decline of 6.7%. Among them, same day visitors from China (-8.7%) dropped more significantly than overnight visitors from China (-3.5%). Short-haul and long-haul visitors recorded at over 9 million and 4.6 million respectively had slightly increased by 3.4% and 2.3% respectively when comparing to 2015, in which South Korean visitors grew to nearly 1.4 million (+12%), whilst visitors from the Nordic Countries recorded the greatest increase (+14.4%). For short-haul markets, other than South Korea the Philippines and Thailand also hit record high, exceeding 1.39 million (+12.0%), 0.79 million (+12.4%) and 0.59 million (+12.3%) respectively. Indonesia also saw significant double-digit growth of 12.3%. Visitor arrivals from long-haul markets recorded growth from all our key markets such as the US, Canada, the UK, France, Germany and Australia. Performance of the new markets varied, the Netherlands and the GCC markets recorded growth while Vietnam remained largely stable. Meanwhile, the number of visitors from India dropped due to intensified competition and the increase in capacity on direct flight from India to the Mainland. (Sources: Visitor Arrivals Statistics - Dec 2016, HKTB, January 2017; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)

3.6 In 2016, over 75% of total visitors to Hong Kong were from the Mainland China. In 2016, Mainland China continued to be Hong Kong's largest visitor source market with around 42.78 million arrivals despite there was a 6.7% decrease in total Mainland arrivals, and a decrease of 3.5% in overnight Mainland visitor arrivals. The "one trip per week" policy continued to affect the number of same-day visitors recording a decrease of 8.7% over 2015. Arrivals under the IVS recorded a 13.3% decrease. Meanwhile, many countries and regions have relaxed their visa requirements for inbound travellers or rolled out tailored promotions to draw visitors from the Mainland, resulting in an increasingly fierce competition for Hong Kong in the Mainland market. In addition, unfortunate incidents involving Mainland visitors in previous years still impaired the impression of some Mainland consumers towards Hong Kong. All these factors contributed to the overall decrease in total Mainland arrivals in 2016. (Sources: Visitor Arrival Statistics – Dec 2016, HKTB, January 2017; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)

3.7 Tourism continues to be one of our economy's pillar industries. In order to attract more overnight value-added visitors, the HKSAR Government has been putting efforts in enhancing tourism-related strategies, enriching tourism-related developments and developing infrastructure. Other than devising fresh experiences for tourists, the new and enhanced tourism infrastructures and attractions further create jobs and encourage the sustainable development of the tourism and related industries. Large scale transportation infrastructures not only facilitate the movements of business travellers but facilitate the tourists in experiencing Hong Kong more efficiently thus benefiting local businesses as well.

Lantau Island will become the geographical converging point of Guangdong, Hong Kong and Macao, providing new opportunities for the next stage of Hong Kong's development as a regional hub. The blueprint for Lantau's development and conservation has planned to be published in the first half of 2017. The direction will be "development for the north, conservation for the south". North Lantau will be for economic and housing developments, including the Airport NCD, Tung Chung New Town, the topside of the boundary crossing of the HZMB and Siu Ho Wan. Northeast Lantau will be developed into an area for leisure, entertainment and tourism through reclamation in Sunny Bay, creating synergy with the existing leisure, entertainment and tourism facilities in Lantau including the HKDL. Southern part of Lantau will be used for conservation, leisure, cultural and eco-tourism purposes. The AAHK's SKY CITY development project occupies over 25 hectares, and will become a major integrated development for hotel, retail, dining and entertainment facilities and offices. Upon commissioning of the HZMB, the journey time between the HKIA and Zhuhai will be reduced from 4 hours to 45 minutes, thereby greatly increasing business opportunities for Hong Kong. It is estimated that upon full commissioning of the Three-Runway System, HKIA will have the capacity to handle air traffic demand at least up to 2030. (Source: 2017 Policy Address, The HKSAR Government, 18 January, 2017.)

The HKSAR Government has in 2016 set up the Hong Kong Maritime and Port Board with a view to encouraging key maritime enterprises to set up in Hong Kong, overseas and the Mainland. This will assist in strengthening Hong Kong's maritime cluster, and encourage the use of our commercial and high value-added maritime services where Hong Kong will be developed as a premier maritime services hub in the region. It also serves to connect the Mainland with the maritime industry in other parts of the world. (Sources: 2017 Policy Address, The HKSAR Government, 18 January, 2017; The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.) Other major tourism and infrastructure projects being implemented and/or under planning include the Ocean Park's Tai Shue Wan Development Project, the multi-year expansion and development plan of HKDL, KTCT, Kai Tak Tourism Node, Lei Yue Mun Waterfront Enhancement Project, Food Trucks Pilot Scheme, Hong Kong Palace Museum in the West Kowloon Cultural District, Express Rail Link, and other cross-boundary infrastructural facilities.

3.8 In 2016, the global economy has remained challenging, and there are forecasts of uncertainty ahead, but one promising result for Hong Kong is the growth in overnight business as well as MICE arrivals. The former arrivals amounted to 4.04 million, increased by 1.1% whereas the latter amounted to nearly 1.9 million representing a 9.9% year-on-year growth. About half of the overnight MICE visitors were from the Mainland China, and followed by visitors from the short haul and long haul markets. (Sources: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017; Statistics on MICE Arrivals 2016, MEHK, HKTB, February 2017.) Hong Kong continues to be a prime business entry point to Mainland China. Its continuous achievement is shaped by the endless efforts of highly efficient business counterparts. In 2016/17, Hong Kong was awarded 'Best Business City in Asia' by Smart Travel Asia, 'Best City for Business City in Northeast Asia' accolade from the 2016 Business Traveller Asia Pacific, 'Favourite Business City in the World' based on votes from the highly discerning readership of Business Traveller China and 'City destination for meetings and events, Greater China category of CEI Asia's inaugural Editors' Choice 2017 awards. (Sources: Press Releases, "Hong Kong Ranked the

‘Best Business City in Asia’ for 10 Consecutive Years” AND “Hong Kong Crowned the ‘Best Business City in Northeast Asia’ for 9 Consecutive Years” AND “Hong Kong Once Again Crowned Favourite Business City in the World” AND “Hong Kong Takes Home Two Editors’ Choice Awards to Round Up Another Successful Year”, HKTB, 26 August 2016 AND 23 September 2016 AND 11 November 2016 AND January 2017 respectively.)

The Government has all along been promoting the development of MICE industry through making good use of the convention and exhibition facilities in Hong Kong. These included the promotion of MICE tourism and the facilitation of joint marketing promotion activities in various target cities to attract different organisations to hold events in Hong Kong. Since 2014-15, the Government has allocated an annual provision of HK\$15 million to HKTB for three consecutive years to provide more attractive and targeted supporting services and hospitality offers for organisers and participants of MICE events of different scales and types. To continue supporting HKTB's promotion work on this front, starting from 2017-18 onwards, the Government will regularise the aforementioned annual provision of HK\$15 million. On top of a wealth of MICE privileges from arrival to departure that the city already offers, the HKTB's ‘Hong Kong Rewards!’ programme was upgraded in 2017-18, with the aim of enriching global MICE travellers’ in-town experience, so that they can enjoy the city to the fullest. MICE delegates will be treated to complimentary wining, dining and party offerings at the city’s world-class attractions for a taste of Hong Kong. It was projected that by 2028, there would be a shortfall of about 130,000 square metres of convention and exhibition space in Hong Kong at peak periods, and a convention centre would be constructed above the Exhibition Station of the Shatin-to-Central Link upon the latter’s completion. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017; Press Release, “LCQ18: Proposals on development of convention and exhibition venues in Wan Chai”, The HKSAR Government, 15 February 2017.)

3.9 The cruise sector is growing regionally. According to the CLIA, between 2013 and 2016, passenger capacity in Asia increased 29.3% annually. There were 5,570 Asian cruise calls in 2016, an increase of 43% in absolute volume from 2015’s 3,896 calls. The number of port calls in 2016 was almost double that of 2013. As a source market for cruise tourism worldwide, the absolute volume of cruise travellers sourced from Asia has nearly tripled since 2012. China is a main driver of passenger growth in Asia, adding 770,000 more cruise travellers since 2012. The CLIA predicted that in 2017, there would be 25.3 million cruise passengers globally and its total output would reach US\$117 billion. (Source: Asia Cruise Trends 2016 Report AND 2017 State of the Industry, CLIA, August AND December 2016 respectively.)

In 2016, a total of 191 cruise ship calls in Hong Kong was recorded, a 115% jump from 89 in 2013; and a 254% increase of passenger throughput (arrivals and departures) from 190,000 in 2013 to 677,000 in 2016. (Sources: “Develop HK into leading regional cruise travel hub”, China Daily Hong Kong Edition, 25 March 2017; Cruise Passenger Statistics by Nationality / Territory, HKTB, February 2017.) Comparing with 2015, total cruise ship calls in 2016 increased from 145 to 191(+32%) with a 50% increase in passenger throughput.

The number of ship calls at the KTCT grew by 70% year-on-year which was close to 100 in 2016, and is estimated to further rise to about 200 in 2017. The cruise passenger throughput at the KTCT in 2016 also reached about 420,000, representing an increase of around 60% as compared with 2015. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No.

CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)

Eight cruise vessels from multiple international cruise brands, with itineraries covering home-porting and transit calls were received at both the KTCT and the Ocean Terminal over a weekend in March 2017. These illustrated clearly the diversified cruise tourism market in Hong Kong and the capacity to receive and handle mega-sized cruise ships in order to support the rapid development of cruise tourism in Hong Kong. (Sources: “Develop HK into leading regional cruise travel hub”, China Daily Hong Kong Edition, 25 March 2017; Cruise Passenger Statistics by Nationality / Territory, HKTB, February 2017.) In 2017, the Government will invite a tender for the Kai Tak Tourism Node in the vicinity of the cruise terminal to develop a world-class tourist attraction which aims to turn the area nearby the cruise terminal into a world-class tourism, entertainment and leisure hub to attract both locals and visitors. (Source: 2017 Policy Address, The HKSAR Government, 18 January 2017.)

3.10 According to HKTB, visitor satisfaction increased from 8.2 to 8.3 (out of 10) in 2016 against 2015. The 2015 PolyU TSI and PolyU TSQI show general increases compared with the 2014 results, according to a report released by The Hong Kong Polytechnic University. The 2015 PolyU TSI and PolyU TSQI stood at 74.71 and 75.22 respectively, both recording an increase. The PolyU TSI increased by 0.21 points from 74.50 in 2014, while the PolyU TSQI recorded an increase of 0.71 points from 74.51 in 2014. Among the six services sectors, transportation received the highest PolyU TSI score followed by attractions, immigration, retail shops, restaurants and hotels.

3.11 Hong Kong has received numerous international recognitions in recent years. In naming a few, released in January 2017 by Euromonitor International, Hong Kong was ranked 1<sup>st</sup> in the ‘Top 100 City Destinations Ranking’. Hong Kong ranked 18<sup>th</sup> amongst the top 25 destinations in the world and ranked 5<sup>th</sup> of the top 25 destinations in Asia by the 2016 Travellers’ Choice of TripAdvisor as compared to 23<sup>rd</sup> and 6<sup>th</sup> in 2015. (Sources: Top 25 Destinations – World AND Top 25 Destinations – Asia, TripAdvisor, 2017.) In 2016, Hong Kong was recognised as “World’s Leading City Break Destination”, “Asia’s Leading City Break Destination” and “Asia’s Leading Meetings & Conference Destination” in World Travel Awards 2016. In 2015, Hong Kong was named the “Best Food Destination” by Travel & Leisure Magazine India. The KTCT was named one of three finalists for the ‘Seatrade Cruise Awards 2016 Port of the Year Award’. (Sources: Awards and Achievements 2015 AND 2016, HKTB, Apr 2015 AND Dec 2016 respectively AND Press Release, “Kai Tak Cruise Terminal Celebrates a Year of Milestones in 2016”, Worldwide Cruise Terminals, January 2017.) HKIA was ranked 5<sup>th</sup> in the ‘Top Ten Airports of 2017’ and named the ‘Best Airport Dining’ by Skytrax. However, as competition for tourist arrivals is keen within the region and globally, Hong Kong must sharpen her competitive strengths with a comprehensive tourism development strategy for standing out amongst keen competition. One of the essential success factors is that the tourism industry must be supported by a continuous supply of quality manpower that caters to the needs and demands of international tourists who can easily compare their experiences in Hong Kong with other tourist destinations.

3.12 To enable a sustainable and robust development of this economic sector, the HKSAR Government has been strategically planning the tourism policy and leveraging on



business opportunities. Major business and tourism related agreements and initiatives being implemented and those under planning included:

- i) With our close ties with and support from our Motherland, Hong Kong's tourism and economic activities have abundant opportunities ahead. Two liberalisation measures under the CEPA further open up the Mainland's tourism market, facilitating further development of the Hong Kong travel trade in the Mainland. Hong Kong travel agents can now operate inbound tours, domestic tours and apply for the operation of group tours to Hong Kong and Macao for residents registered with permanent residence of the original provinces, autonomous regions or municipalities in the Mainland. As regards outbound group tours, according to the Agreement on Trade in Services, with effect from 1 June 2016, the restriction on the number of Mainland-Hong Kong joint venture travel agents operating outbound group tours for Mainland residents will be lifted. Furthermore, up to five Hong Kong travel agents established on a wholly-owned basis will be allowed to operate outbound group tours for Mainland residents on a pilot basis, and the place of establishment of the five travel agents will no longer be confined to the Guangdong Province. (Source: Specific Service Sector – Tourism, CEPA, Trade and Industry Department, The HKSAR Government, 26 January 2016.) The HKSAR Government and the Ministry of Commerce of the Mainland are discussing co-operation projects in areas of investments and economic technologies, furthering and enhancing CEPA. (Source: Wen Wei Po, A10, 7 April 2017.) In support of the Belt and Road Initiative, Hong Kong can provide training programmes for the Belt and Road countries. The Hong Kong International Aviation Academy established by the AAHK signed an agreement in end 2016 with Ecole Nationale de l'Aviation Civile (National School of Civil Aviation) of France to jointly nurture aviation professionals for Hong Kong and the region. To foster co-operation and exchanges between Hong Kong and countries along the Belt and Road, the Government will consider relaxing visa requirements for nationals of those countries for employment, study and visit. (Source: 2017 Policy Address, The HKSAR Government, 18 January, 2017.) Furthermore, the Working Group on Enhancing Hong Kong / Macao Economic Co-operation was established for capturing and exploring the new opportunities to be brought about by the HZMB and to proactively establish co-operation platforms in areas such as tourism, investment, promotion, and trade and exhibition promotions between Hong Kong and Macao. (Source: Press Release, "First Meeting of Working Group on enhancing Hong Kong / Macao Economic Co-operation held", info.gov.hk, 9 February 2017.)
- ii) In 2017-18, the HKTb will continue to focus its promotion on the diverse travel experiences one can get in Hong Kong and continue to differentiate the city from the others. The HKTb aims to attract more overnight visitors from different markets in order to maximise the economic benefits brought by the tourism industry. The HKTb will

continue to focus its resources on 20 key markets, which together generate approximately 96% of all visitor arrivals to Hong Kong. To maintain a diverse market portfolio and uphold Hong Kong's image as Asia's World City and a world-class destination, the HKTB will invest most of its marketing budget in the international markets. About 39% of HKTB's total marketing budget in 2017-18 will be invested in visitor source markets to drive overnight arrivals. Of this, 76% will be allocated to the international markets – 50% of which will be invested in short-haul markets such as Taiwan, Japan, South Korea and Southeast Asia; 37% will go to long-haul markets including the US, Canada, the UK, France, Germany and Australia; while the remaining 13% will be invested in key new markets such as India and Russia. Resources invested in the Mainland market will account for 24% of the total budget invested in markets, around 80% of which will go to non-Guangdong areas. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.) The HKSAR Government aims to enhance Hong Kong's appeal as a tourist destination. Through the HKTB, the Government will continue the publicity in the Mainland to promote the quality and honest image of Hong Kong's tourism and strengthen the efforts to publicise in overseas markets the mega events to be held in Hong Kong in 2017, so as to attract more Mainland and overseas visitors to Hong Kong. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.)

- iii) The Government adjusts its tourism development strategy from time to time to cater for the changing preference of our visitors and meet the challenges of the regional competition posed by other tourist destinations. The Mega Events Fund has operated for 8 years and expired in the end of March 2017. Upon review, the Government considers that the Mega Events Fund has achieved its objectives of assisting Hong Kong to become an events capital of Asia and identifying events with good branding impact. In 2017-18, the Government will adopt new strategy to support the staging of events and activities with different scale and nature in Hong Kong to tie in with our policy objective of diversification and attracting high-yield overnight visitors. The strategy includes (1) providing “one-stop” support to large-scale commercial events with significant tourism merits; (2) cultivating some home-grown events as Asia's celebrated branded events; (3) supporting international events with significant branding impact on Hong Kong; and (4) introducing a pilot scheme to support tourism activities showcasing Hong Kong's local characteristics. (Source: Administration's replies to Members initial written questions, Sixth special meeting of the Legislative Council Finance Committee to examine the Estimates of Expenditure 2017-2018, Commerce and Economic Development Bureau, The HKSAR Government, 6 April 2017.) Major events such as Formula E Racing will continue to be supported, regular events such as the Hong Kong

Cyclothon and the Wine and Dine Festival will be expanded. Arts, cultural, dining and entertainment elements will be injected into the 'Old Town Central' and the project could be expanded to other districts in future. The HKTB also plans to hold an international eGames event which will lure world-class gamers and young visitors from around the world. By late 2016, the "New Tour Product Development Scheme" launched by the HKTB in 2012-13 had subsidised 33 tour products. The HKTB will continue to run this in 2017-18, covering HKTB mega events, wine and dine, multi-destination, cruise excursions, night tours, arts and culture, green tourism etc. It will also partner with major online travel portals and online travel agents to raise awareness of these tour products internationally so as to attract more visitors to explore the dynamic experiences Hong Kong offers. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.) The HKSAR Government would continue to attract more high-yield overnight visitors. In line with this policy direction, the Government will support the tourism industry by allocating an additional sum of \$243 million of which \$238 million will be allocated to the HKTB for promotion initiatives in 2017-18. These will cover five areas of work, (a) support light shows, MICE tourism, step up promotion of home-grown mega events; (b) further promote diversification of tourism products including pilot scheme on green tourism; (c) attract more high-spending visitors such as transit passengers, promote "fly-cruise" tours itineraries; (d) enhance Hong Kong's appeal as a tourist destination by promoting Hong Kong's positive image in the Mainland, Quality and Honest Hong Kong Tours and the Quality Tourism Services Scheme, and (e) strengthening support for travel trade such as implementing the matching fund for promoting tourist attractions. To celebrate the 20th anniversary of Hong Kong's return to the Motherland, the Government and the HKTB will hold a number of mega events, including summits, heritage exhibitions, large-scale sports events and light shows, to attract more high-yield overnight visitors. (Sources: 2017 Policy Address, The HKSAR Government, 18 January, 2017; The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017; Legislative Council Panel on Economic Development, HKTB, Work Plan for 2017-18, Supplementary Information, Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)

- iv) The Land Sale Programme for the 2017-18 financial year includes one hotel site capable of providing some 550 hotel rooms. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.) According to the HKTB, by 2019, the total number of hotel rooms is expected to reach 85 000, approximately 10 000 more than that in 2016, offering more choices for visitors. Ocean Park's two latest hotels are under development and are scheduled for completion between 2018

and 2020. HKDL's new 750-room resort-style hotel with the theme of exploration, "Disney Explorers Lodge" HKDL's commenced operation in end-April 2017. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)

- v) The HKSAR Government will provide funding support for the trade to promote cruise tourism. Such efforts include continuing to promote "fly-cruise" tours and collaborating with cruise lines to develop more source markets and products for cruise tourism. (Sources: 2017 Policy Address, The HKSAR Government, 18 January, 2017; The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.) In 2017-18, the HKTB will continue to promote Hong Kong's appeal as a cruise destination and raise the city's profile as Asia's cruise hub at large-scale international industry events, including Seatrade Cruise Global, the world's biggest cruise conference and exhibition. The HKTB will strengthen its ties with the management of major cruise lines, especially those that are interested in developing their Asian market, and encourage them to add Hong Kong into their cruises' itineraries by raising their awareness of Hong Kong's appeal, market potential and latest offerings as the Asia's cruise hub. In 2017-18, the HKTB with strategic alliances including Hainan, the Philippines and Xiamen will strive to expand the ACC by recruiting more member ports. In addition to encouraging cruise lines to include member ports of the ACC into their cruises' itineraries, the HKTB also plans to proactively reach out to consumers in key source markets through joint promotions to attract consumers to choose cruise products featuring the member ports. The HKTB will promote the appeal of cruise travel to consumers in selected source markets, including South and West China, India, as well as short-haul markets, so as to raise consumers' interests in and demand for such tours, thereby enhancing the prospect of Hong Kong's cruise market. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)
- vi) The HKIA is the busiest cargo airport and one of the busiest international passenger airports in the world. In 2016, the HKIA welcomed 70.5 million passengers and handled over 411,000 aircraft movements, representing annual growth of 2.9% and 1.4% respectively. The HKSAR Government is committed to consolidate and strengthen Hong Kong's status as an international aviation hub, as well as to support the AAHK in implementing the Three-Runway System. The eight-year construction of Three-Runway System is expected to be completed in 2024, with the commissioning of the new runway in 2022. (Source: Press Release, "Construction of Three-Runway System Kicks Off at HKIA", AAHK, 1 August 2016.) It is estimated that upon full commissioning of

the Three-Runway System, the HKIA will have the capacity to handle air traffic demand at least up to 2030. (Source: 2017 Policy Address, The HKSAR Government, 18 January, 2017.) To enhance the attractiveness and competitiveness of the HKIA as a global aviation hub and to promote tourism, the HKSAR Government supports the AAHK in developing the NCD on the airport island. The NCD will be developed into a purpose-built retail, dining and entertainment destination in the area which will enrich travellers' experience and become a unique tourism attraction. (Sources: Legislative Council Panel on Economic Development, The 2017 Policy Address and Policy Agenda Policy Initiatives of the Transport Branch of the Transport and Housing Bureau [LC Paper No. CB(4)410/16-17(07)], The HKSAR Government, January 2017; Press Release, "Hong Kong International Airport North Commercial District Development", 23 September 2016.) It can be expected that more job vacancies in the airline industry will be available and fly-cruise itineraries will increase as well. Professional training in tourism, airline and cruise business should be further increased to meet industry needs.

- vii) To stand against regional competition and to provide the best possible experience to guests, the Ocean Park has enhanced its facilities including the development of two hotels and the new all-weather Ocean Park Water World. The expectant opening of two hotels, will enable the Ocean Park to extend the visit duration of the guests. The two hotels will also provide a new venue for MICE event organisers from around the world. (Source: Press Release, "Ocean Park Experiences a Challenging Fiscal Year but Remains Positive for the Future", The Ocean Park, 7 December 2016.)
  
- viii) To enhance Hong Kong's attractiveness as a premier tourist destination, HKDL will continue to drive visitation with exciting new offerings and seasonal events during the year amidst the structural changes in the composition of visitor arrivals to Hong Kong. Capitalising on the array of new offerings and the HKTB's "Matching Fund for Overseas Tourism Promotion by Tourist Attractions" initiative, HKDL rolled out 22 joint promotions with trade partners and other local attractions in various targeted overseas markets, such as Malaysia, the Philippines and South Korea in 2016. In 2017, the new ride-through attraction, "Iron Man Experience" featuring an exciting story based in Hong Kong was officially launched in January, and the new 750-room resort-style hotel with the theme of exploration, "Disney Explorers Lodge" commenced operation in end-April. Additional new attractions and offerings that leverage on some of the most successful Disney franchises would be launched between 2018 and 2023 under the HK\$10.9 billion multi-year expansion and development plan. (Source: Press Release, "Hong Kong Disneyland Reports Second-highest Attendance from International Guests and Record Per Capita Park Spending", The Hong Kong Disneyland Resort, 20 February 2017.)

- ix) Hong Kong has entered into a deal with Beijing to create a replica of the capital's celebrated Palace Museum at the West Kowloon Cultural District. Located on the harbourfront next to the Art Park at the western end of the District, the Hong Kong Palace Museum will join the M+ museum of visual culture, the Freespace, the Lyric Theatre Complex and the Xiqu Centre to provide local and international visitors to the District a diverse range of cultural facilities and experience. (Source: "Hong Kong Palace Museum Public Consultation and Exhibition", West Kowloon Cultural District Authority, 10 January to 8 March 2017.) The project is a highlight of 2017's events to mark the 20<sup>th</sup> anniversary of Hong Kong's return to Chinese rule. The construction of the new "Hong Kong Palace Museum" began in 2017, calling the original in the Forbidden City "one of the most influential museums in the world". The Museum with a clear focus on Chinese history, art and culture in Hong Kong is in line with the vision of developing Hong Kong into a cultural metropolis and complements tourism development. (Source: Hong Kong arts hub to get HK\$3.5 billion replica of Beijing's Palace Museum, SCMP, 23 December 2016.)
- x) In 2017-18, the HKTB will continue to strengthen its partnership with destinations in the Pearl River Delta to promote multi-destination itineraries and products featuring Hong Kong to overseas consumers, so as to consolidate the city's position as the travel hub in the region. Meanwhile, the HKTB will explore opportunities brought about by the "Belt and Road" policy and the completion of large-scale infrastructures, including the HZMB and Guangzhou-Shenzhen-Hong Kong XRL Hong Kong Section, and actively seek partnership with neighbouring destinations to pave way for further driving multi-destination tourism. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2017-18, [LC Paper No. CB(4)570/16-17(03)], Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, February 2017.)
- xi) The two-year Food Truck Pilot Scheme was unveiled in the 2015 budget address and encompasses 16 food trucks. The vehicles are permitted to operate in eight districts to enhance the local tourism industry. The first batch of food trucks under the Scheme was launched on 2 February 2017 which commenced business successively in eight tourist locations on a biweekly rotation basis. It serves to provide diversified, creative and high-quality dishes to tourists and locals. HKTB, the HKHA and the TIC will help promote food trucks to tourists while the Tourism Commission will monitor the implementation and continuous enhancement of the Scheme. (Source: Press Release, "First batch of food trucks under Food Truck Pilot Scheme launched", Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, 2 February 2017.)
- xii) Taking into account the hardship faced by the related trades and industries, the HKSAR Government will waive for one year the licence

fees for 1 800 travel agents, over 2 000 hotels and guesthouses, and 27 000 restaurants and food operators. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22, February, 2017.)

- xiii) Quality gourmet and service complement the travelling experience. Hong Kong is positioned as a dining hub blending Chinese and international cuisines. The construction of the VTC's flagship project, ICI in Pokfulam, is expected to be completed in 2018. ICI is part of this dynamic phenomenon offering vocational and professional educational training in the culinary arts of both East and West which the programmes encompass top trending international cuisines: European, Mediterranean, Middle Eastern, and American. Asian cuisines feature Korean, Japanese, Indian and more. Through the world of international cuisines, ICI aims to introduce graduates to opportunities for career entry or advancement as well as academic articulation while creating a pool of qualified talent to support the growth and sustainability of the tourism and hospitality sectors in the region. (Sources: About International Culinary Institute, ICI website, ICI AND VTC Annual Report 2015/16, VTC.)
- xiv) Online travel business and industry technological applications have been flourishing in recent years. In order to maintain the competitiveness of the industry, the Government has set up the HK\$10 million Pilot Information Technology Development Matching Fund Scheme for Travel Agents in 2016 with the aim of subsidising SME travel agents on a matching basis to implement their own IT projects. (Source: Annual Report 2015 - 2016, TIC, 31 October 2016.)
- xv) To enhance the professionalism and foster healthy long-term development of the tourism industry, the Travel Industry Bill has been gazetted on 10 March 2017 to establish the Travel Industry Authority and a legislative framework for the licensing and regulation of travel agents, tourist guides and tour escorts. Under the bill, the authority will be made up of mostly non-industry members to establish an impartial image. The authority will run the current Travel Industry Compensation Fund to offer protection to outbound travellers. (Source: Press Release, "Travel Industry Authority to be established", news.gov.hk, The HKSAR Government, 8 March 2017.)

3.13 According to the report by TIC, in 2016, the outbound levy amount has increased by 5.6% as compared with 2015. However, the Mainland inbound tour group registration has dropped by 50.5% comparing to 2015. (Source: Latest statistics on the inbound and outbound travel markets and air-ticket sales, TIC, 11 January 2017.)

3.14 For the TEAIT, the per capita spending of overnight visitors has dropped by 8.8% in the first half year of 2016 comparing to the same period in 2015 while the Total TEAIT was decreased by 10.1% from around HK\$329 billion to around HK\$296 billion. (Source: Total Tourism Expenditure Associated to Inbound Tourism, HKTb, April 2017.)

### **Implications on Manpower**

3.15 The labour market conditions continued to remain stable during 2016. According to the latest labour force statistics released by the C&SD, the seasonally adjusted unemployment rate stood at 3.3% in November 2016 - January 2017. The underemployment rate was 1.3% in the period. Total employment in November 2016 - January 2017 increased by around 14,100 (from 3,817,000 in October - December 2016 to 3,831,100 in November 2016 - January 2017). Over the same period, the labour force also increased by around 11 200 from 3,939,100 to 3,950,300. Benefited from the relative improvement of inbound tourism in the more recent periods up to February 2017, the unemployment rate of the consumption- and tourism-related segment (viz. retail, accommodation and food services as a whole) edged down further by 0.1 percentage point over the preceding period to 4.8% in November 2016 to January 2017. (Source: Press Release, “Unemployment and underemployment statistics for November 2016 – January 2017”, C&SD, The HKSAR Government, 20 February, 2017.)

3.16 With the implementation of business and tourism-related agreements and initiatives in Hong Kong, and the development of Mainland China and our neighbouring areas, job opportunities are expected to be created in the near future and a steady increase in trained quality manpower requirement to cope with the evolving tourism industry is expected in the coming years:

- i) The tourism industry, which makes up five per cent of GDP and employs about 270,000\* people (\* Figure according to the four key Industries provided by the C&SD which included employment of (A) Inbound tourism covering retail trade, accommodation services, food & beverage services, cross-boundary passenger transport services and others; and (B) Outbound tourism covering travel agency, reservation services and related activities, and cross-boundary passenger transport services.), has been driving the growth of other related industries including retail, hotel and catering industries, and contributing significantly to Hong Kong's economy. Over the past decade, the number of visitor arrivals has more than doubled from 25 million in 2006 to over 56 million in 2016, making Hong Kong one of the most popular cities in the world in terms of visitor arrivals. After a period of consolidation for the tourism industry in 2016, the tourism development objective has been adjusted to focus not on arrival figures only but to pursue a balanced, healthy and long-term development of the tourism industry. Positive figures have been noted for non-Mainland visitors, in particular from Southeast Asia, as well as for overnight visitor arrivals for MICE and cruise passengers throughput at the KTCT. (Source: The 2017-18 Budget, Budget Speech, The HKSAR Government, 22 February 2017.) With perseverance and combined efforts of all industry partners, new business opportunities can always be explored in the market. To support the various initiatives of the tourism industry, a continuous supply of quality industry manpower will be required.



- ii) According to the Hotel Supply Situation Report as at December 2016 published by the HKTB, Hong Kong has around 263 hotels with 74 868 rooms. The average occupancy rate and room rate ended up at 87% and HK\$1 287 in 2016. There will be around 81 385 rooms in 2017 and around 25 new hotels with some 6 032 additional rooms to be completed from 2017 to 2019. (Source: Hotel Supply Situation – as at Dec 2016 AND Hotel Room Occupancy Report – Jan 2017, HKTB, February 2017.) This positive projection indicates a steady supply of industry personnel will be in demand.
- iii) Our award-winning HKIA is the world’s third busiest international passenger airport and also the airport with the largest cargo throughput. With the additional capacity to be provided by the Three-Runway System, airlines can provide more destinations and more frequent flights, and passengers will have more choices and convenience. Upon full-fledged commissioning, the Three-Runway System will be able to handle an additional 30 million passengers annually, equipping HKIA with the capacity to handle around 100 million passengers and 9 million tonnes of cargo annually by 2030. Some 139,000 man-years of construction jobs are expected to be created during the construction phase, with some 123,000 direct employments created upon the commencement of the Three-Runway System operation. (Source: Press Release, “Construction of Three-Runway System Kicks Off at HKIA”, AAHK, 1 August 2016.) Furthermore, the NCD development project by the AAHK will generate investment, business and employment opportunities for Hong Kong, enhance the attractiveness and competitiveness of the HKIA as a global aviation hub and promote the further development of tourism. (Source: Press Release, “Hong Kong International Airport North Commercial District Development”, news.gov.hk, The HKSAR Government, 23 September 2016.) To cope with the increased capacity and air traffic, training for manpower in this sub-sector of the tourism industry will be required.
- iv) The total cruise passenger throughput (excluding local residents) of Hong Kong was 787,938 in 2016, which has been up by 5.6% while the number of Mainland tourists was increased by 7.8% over 2015. (Source: Cruise Passenger Statistics by Nationality / Territory, HKTB, February 2017.) KTCT doubled the number of lines welcomed from 9 in 2015 to 18 in 2016. Over 70% of ship calls in 2016 were turnarounds, with 95 ship calls in total, yielding more than 370,000 passengers over 120 ship-days. (Source: Kai Tak Cruise Terminal Celebrates a Year of Milestones in 2016, Worldwide Cruise Terminals, January 2017.) According to the Tourism Commission, as at 26 September 2016, there are 19 cruise industry related training courses organised by reliable institutions such as The Hong Kong Polytechnic University, HKU School of Professional and Continuing Education (HKU SPACE), The Open University of Hong Kong – Li Ka Shing Institute of Professional & Continuing Education, Hong Kong Institute of Vocational Education (IVE), Hotel and Tourism Institute and International Culinary Institute etc.

(Source: Cruise-related Courses, Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, 26 September, 2016.) As the Government has put efforts in enhancing the prospects of Hong Kong's cruise markets, more manpower training in this area will be required to strengthen Hong Kong's image as Asia's cruise hub.

- v) In the face of a challenging and uncertain macro environment in 2017, the HKTB will foster closer collaboration to create business opportunities through partnership with trade partners. In 2017-18, the HKTB will actively take part in travel trade events held in various source markets and include large-scale MICE travel shows, trade shows, cruise trade shows etc., so as to assist in opening up business opportunities and overseas travel trade. The HKTB will organise familiarisation tours for overseas travel trade so as to enhance MICE partners' understanding of Hong Kong's tourism appeal and our latest facilities for leisure and MICE travel with tailored strategies for the various MICE segments, it is expected that more high-spending MICE visitors will visit Hong Kong. In anticipation of the growing MICE market in the region, the demand of manpower supply will remain strong.
- vi) Hong Kong continues to play the role as the regional wine trading and distribution hub. In 2016, Hong Kong took in a record HK\$12.04 billion worth of wine from around the world. Indeed, wine re-exports reached HKD\$5.2 billion last year, an increase of 11.9% and 9.2% as compared to 2015. In volume terms, Hong Kong imported nearly 63 million litres of wine in 2016, slightly down by 0.7% as compared to 2015. Hong Kong's domestic consumer base and visitors are becoming more sophisticated in wine and culinary appreciation. Other than trained staff at all job levels for wine knowledge, wine and food pairing, wine trading and storage, sommelier studies, manpower for professional operation and management of large scale international wine industry related events and exhibitions will be required for displaying the strengths of Hong Kong as a regional wine hub and a host of mega events. (Source: Total Imports and Re-exports, [www.wine.gov.hk](http://www.wine.gov.hk), The HKSAR Government, February 2017.)
- vii) The Legislative Council approved on 2 May 2017 the funding for the expansion and development plan of HKDL which will bring new attractions and offerings to the theme park between 2018 and 2023. This multi-year transformation of HKDL is expected to bring considerable economic benefits to Hong Kong by, amongst others, providing about 3 450 man-years construction-related jobs in the near-term, as well as additional 5 000 to 8 000 employment positions a year in the economy including 600 resort-base positions upon completion of the expansion and development plan. (Source: Legislative Council Panel on Economic Development: Response to the motion regarding Hong Kong Disneyland Resort passed at the meeting on 27 February 2017, Papers and Reports Legco Business, Tourism Commission, Commerce and Economic

Development Bureau, The HKSAR Government, 29 March 2017 ; Press Release: “SCED speaks on funding for expansion and development plan of Hong Kong Disneyland”, info.gov.hk, 2 May 2017.)

In recent years, Hong Kong and nearby regions are actively developing international theme parks and some of which are at resort level. To enhance the entertainment elements, most theme parks would launch sizable events during festivals, such as Halloween and Christmas. The Training Board considers that quality manpower with skills and knowledge on theme parks and event operations and management will be in steady demand for supporting these developments. Other than classroom training, students should be given the opportunities to widen their industry exposure and real-life experience by engaging them in field trips, overseas exchanges, internships and on-the-job trainings.

3.17 A proposal submitted by the SWHC to the Chief Executive in January 2017 stated that employers should negotiate with their staff over working hours and overtime payments. The SWHC also suggested it would be mandatory for the business sector to pay “lower-income grassroots” workers overtime payments at a rate no less than their regular hourly wage. (Source: Standardise working hours for Hong Kong’s low-income employees only, committee suggests, SCMP, 27 January 2017.) The Training Board suggested that the tourism industry would require diverse skill requirements and training. Any application of standard working hours policy would create firstly the already tense labour market relations, secondly intensified labour recruitment problems, thirdly further unemployment, and fourthly jeopardizing the competitiveness of Hong Kong economy as it will not resolve the labour shortage issue. The shortage of qualified labour and increase in labour cost may drive the international companies to move to other neighboring countries. The view of the Training Board is to leave the working hours for various sectors to determine the relevant practices base on prevailing business environment, instead of any “across the board” approach. (Source: A Submission from the Federation of Hong Kong Hotel Owners on Standard Working Hours, the Federation of the Hong Kong Hotel Owners, 22 July 2016.)

3.18 With effect from 1 May 2017, the SMW rate is raised from its prevailing level of \$32.5 per hour to \$34.5 per hour, an increase of \$2 or 6.2%. Since the introduction of the minimum wage in 2011, the employment market had remained broadly stable and the earnings of low-income workers have continued to improve. However, labour union leaders indicated that rising living costs in recent years have eroded the small wage increases, and the adjustment has failed to benefit workers. (Source: Statutory Minimum Wage, Labour Department, 28 April 2017; “What can you buy with the new HK\$34.50 minimum wage?”, SCMP, 1 May 2017.)

3.19 Other than investing appropriately in tourism facilities and marketing efforts for capturing targeted arrivals, the sustainability of a healthy and prosperous tourism industry would depend significantly on the availability of a steady pool of professional industry personnel to deliver quality service that has earned Hong Kong a world reputation as “Asia’s World City”. The reputation that Hong Kong is still a desired destination for business and leisure travellers is vital to the survival and long term development of the tourism and related industries, as well as other sectors within the local economy. Image is an important factor of destination marketing. The HKSAR Government and industry partners have taken combined efforts to strengthen Hong Kong’s image as a world-class travel destination. To

attract new and draw repeated arrivals, other than delivering professional industry knowledge and technical skills, the soft skills in embracing greater cross-cultural awareness, understanding and acceptance of differences in visitors, while bearing a global vision and open-mindedness in visitor-host relationship management is very important. The vocational and professional education and training with emphasis on soft skills besides hard skills would be crucial to the future success of the tourism industry. Upgrading training and development for in-service personnel further refreshes and enhances the skills and knowledge required for the changing environment. The Training Board believes the increased provisions for the development and upgrading of our tourism workforce would be essential for forging the strong base of the tourism industry.

### **The Survey Findings**

3.20 The Training Board has examined the survey findings and is of the opinion that the prospects of industry appears to be positive. We must strengthen our workforce with both hard and soft skills continuously to allow Hong Kong to remain competitive in the region. Technical skills and knowledge are comparatively more easier to acquire and master, it is the soft skills like analytical, problem solving, work ethics, customer empathy and care, tactful interpersonal skills etc. that local training providers should pay attention to when tailoring and delivering training courses for manpower training. Clear articulation pathways pegged with the qualifications frameworks for industry related training and education programmes should be encouraged. This would enable a continuous supply of trained manpower for the industry and also encourage continuous development and lifelong learning for in-service practitioners. For the tourism industry to be sustainable, we aim at repeated business so that this important economic pillar will continue to prosper, and elevate Hong Kong's positive image in the international arena.

### **Manpower Changes by Job Level**

3.21 In August 2016, there were 40 009 employees in the tourism industry, representing an increase of 1 390 (+3.60%) over the 2014 figure. An analysis of the manpower changes by job level is given in the following tables:

**Table 3.21 (a) : Number of Employees**

<b><u>Job Level</u></b>	<b><u>2014</u></b>	<b><u>2016</u></b>	<b><u>Increase / Decrease</u></b>	
Managerial / Professional	3 661 (9.48%)	3 824 (9.56%)	+163	(+4.45%)*
Supervisory / Technical	5 858 (15.17%)	6 121 (15.30%)	+263	(+4.49%)*
Clerical / Operative	28 257 (73.17%)	29 341 (73.34%)	+1 084	(+3.84%)*
Secretarial / Others	843 (2.18%)	723 (1.81%)	-120	(-14.23%)*
<b>Total</b>	<b>38 619</b> <b>(100%)</b>	<b>40 009</b> <b>(100%)</b>	<b>+1 390</b>	<b>(+3.60%)**</b>

( ) \* Percentage of number employed at the same job level in 2014

( ) \*\* Percentage of total number of employees in 2014

Figure 3.21 : Tourism Manpower Figures from 1994 – 2016 at Different Job Levels

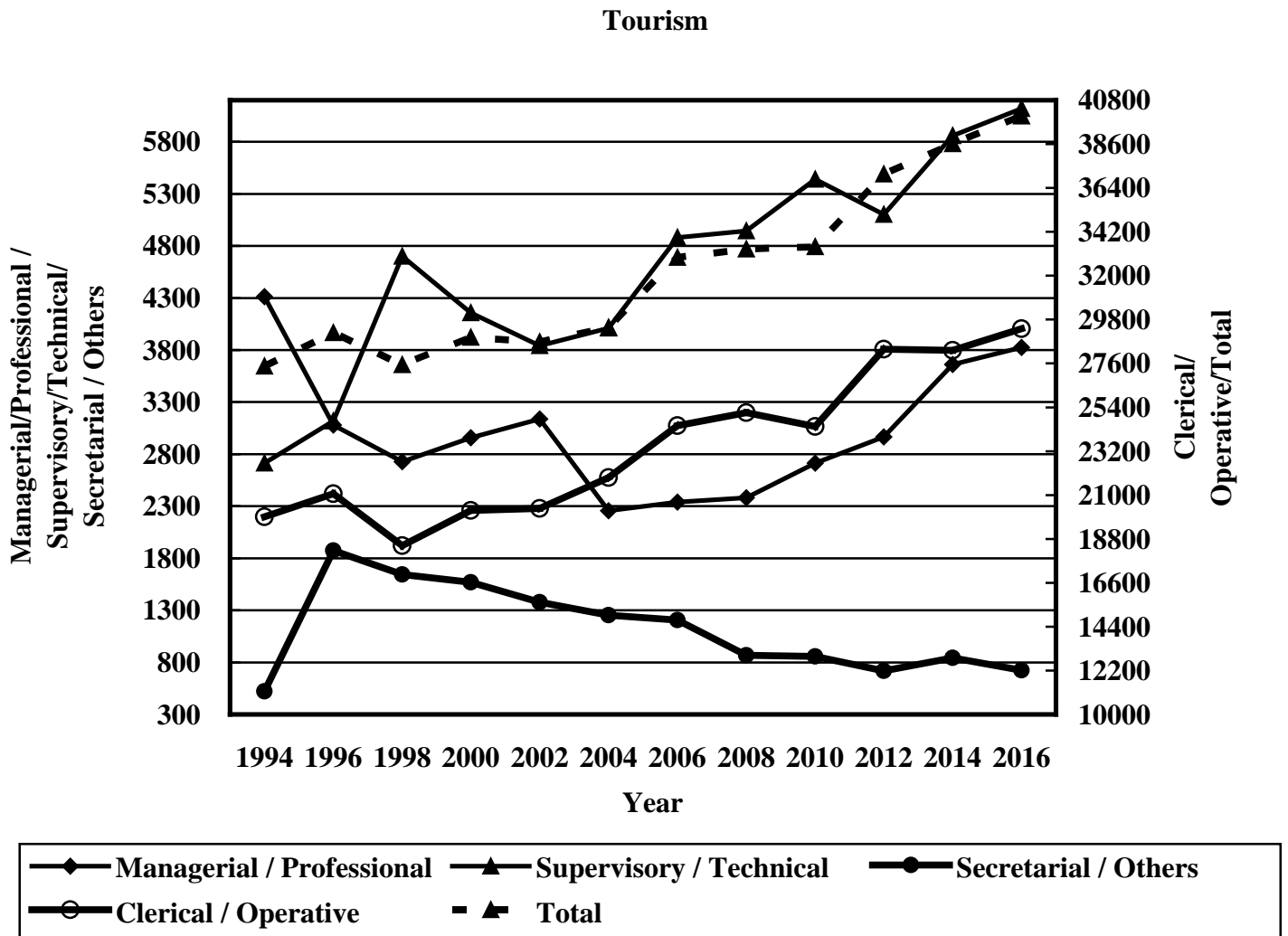


Figure 3.21 above provides the tourism manpower figures at different job levels from 1994 to 2016. A steadily upward trend of total manpower demand in the tourism industry was realized in recent years.

**Table 3.21 (b) : Manpower Changes by Job Level by Branch in 2014 and 2016**

<u>Job Level</u>	<u>Branch 1: Airline Companies</u>			<u>Branch 2: Travel Agents and Airline Ticket Agents</u>			<u>Total</u>		
	<u>2014</u>	<u>2016</u>	<u>Increase / Decrease (%)*</u>	<u>2014</u>	<u>2016</u>	<u>Increase / Decrease (%)*</u>	<u>2014</u>	<u>2016</u>	<u>Increase / Decrease (%)*</u>
Managerial / Professional	1 399	1 402	+3 (+0.21%)	2 262	2 422	+160 (+7.07%)	3 661	3 824	+163 (+4.45%)
Supervisory / Technical	2 349	2 622	+273 (+11.62%)	3 509	3 499	-10 (-0.28%)	5 858	6 121	+263 (+4.49%)
Clerical/ Operative	15 057	15 990	+933 (+6.20%)	13 200	13 351	+151 (+1.14%)	28 257	29 341	+1 084 (+3.84%)
Secretarial / Others	112	139	+27 (+24.11%)	731	584	-147 (-20.11%)	843	723	-120 (-14.23%)
<b>Total</b>	<b>18 917</b>	<b>20 153</b>	<b>+1 236 (+6.53%)**</b>	<b>19 702</b>	<b>19 856</b>	<b>+154 (+0.78%)**</b>	<b>38 619</b>	<b>40 009</b>	<b>+1 390 (+3.60%)</b>

( )\* 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

3.22 The survey shows an increase in number on the Managerial / Professional, Supervisory / Technical and Clerical / Operative levels in 2016. Such increase is more significant in the demands on Supervisory / Technical staff by 4.49% (263 persons) in 2016 compared with 2014. Thanks to the buoyant tourism and related activities, labour demand remained robust. Job gains were notable especially in Supervisory / Technical levels.

### **Vacancies**

3.23 At the time of the survey, there were 629 reported vacancies as compared to 572 in 2014. The present vacancies attributed to 1.57% of the total workforce as compared to 1.48% in 2014. With the tight labour market, manpower shortage was increasingly apparent in some sectors and occupations. The largest number of vacancies (460) 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**

3.24 Based on the number employed at the same job level, the survey indicated that 0.71% of managerial / professional positions and 1.44% 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**

3.25 From employers' feedback, 33.18% ranked seminars / workshops as the most preferred mode of training whereas part-time day release and evening modes of training would be considered as second and third priorities respectively.

3.26 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**

3.27 The survey indicated that employers generally preferred First Degree or equivalent for managerial / professional, Senior Secondary (Secondary 4-6, HKDSE or equivalent) 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 2017**

3.28 Employers' forecast of the 12-month manpower growth indicated a positive growth rate of 1.81%.

**Table 3.28 : Additional Manpower by Job Level in 2017**

<u>Job Level</u>	<u>Employers' Forecast of Manpower Growth in August 2017</u>	
Managerial / Professional	+21	(+0.55%)*
Supervisory / Technical	+59	(+0.96%)*
Clerical / Operative	+645	(+2.20%)*
Secretarial / Others	+1	(+0.14%)*
<b>Total</b>	<b>+726</b>	<b>(+1.81%)**</b>

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

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

## Manpower Projection for 2017 – 2021

3.29 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 2017 – 2021. 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 1994 to 2016 (please refer to Appendix 9 for details). The projections on the future manpower demand for 2017 to 2021 are presented in Table 3.29:

**Table 3.29 : Manpower Projection in the Tourism Industry**

<b>Year</b>	<b>Actual Manpower</b>	<b>Projected Manpower (LMA Approach)</b>	<b>Projected Manpower (AFM Approach)</b>	<b>Employer's Forecast (EF)</b>
2014 <i>actual</i>	38 619			
2016 <i>actual</i>	40 009			
2017 <i>forecast</i>		39 663 (-0.9%*)	40 613 (1.5%*)	40 735 (1.8%*)
2018 <i>forecast</i>		39 909 (0.6%**)	41 155 (1.3%**)	
2019 <i>forecast</i>		40 111 (0.5%**)	41 637 (1.2%**)	
2020 <i>forecast</i>		40 275 (0.4%**)	42 067 (1.0%**)	
2021 <i>forecast</i>		40 409 (0.3%**)	42 448 (0.9%**)	
* as percentage change vs actual manpower in 2016				
** 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 (2017 – 2021).

## Wastage

3.30 The annual training requirement is based on LMA 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 2% 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**

3.31 The LMA Approach Projection of training requirements of the tourism industry for 2017 to 2021 are shown in Table 3.31.

**Table 3.31 : Training Requirement Forecasts of the Tourism Industry for 2017 – 2021  
(Based on Labour Market Analysis Approach)  
(Based on 1% / 2% wastage rates at different job levels)**

Annual Average Manpower Demand for 2017-2021					
Job Level	No. of Employees 2016	Growth	Replacement for Wastage	Total	± 10% Range
<u>Annual wastage rate = 1%</u>					
Managerial and Professional	3 824	145	42	187	168 – 206
Supervisory and Technical	6 121	-44	60	16	14 – 18
<u>Annual wastage rate = 2%</u>					
Clerical and Operative	29 341	377	606	983	844 – 1 081
Secretarial and Other Levels	723	-2	14	12	11 – 13
<b>TOTAL</b>	<b>40 009</b>	<b>476</b>	<b>722</b>	<b>1 198</b>	<b>1 077 – 1 318</b>

3.32 The Training Board estimated the annual average training requirements for 2017 – 2021 to be 1 198. The wastage rates of 1% for managerial / professional and supervisory / technical levels and 2% for clerical / operative / secretarial and other levels employees have been adopted. As indicated in Table 3.31, a net increase of 3.35%, 983 manpower demand for Clerical and Operative level. 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.

3.33 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 for Branch 1 (Airline Companies) and Branch 2 (Travel Agents and Airline Ticket Agents) are Communication and Service Attitude / Customer Service respectively. Furthermore, the most required professional skills for Branch 1 and 2 are Airline and Airport Operations and Ticketing and Reservation System respectively.

## 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 despite that there are local and global challenges, with the concerted efforts of industry partners in both the public and private sectors, the prospects of the tourism industry will continue to move forward on a positive tone. 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 2017-2021 as presented in Table 4.3 below:

**Table 4.3 : Recommended Training Requirements for the Tourism Industry in 2017-2021 (Based on Labour Manpower Analysis Approach Projection)**

Job Level	2017 – 2021	± 10% Range
Managerial / Professional	187	168 – 206
Supervisory / Technical	16	14 – 18
Clerical / Operative	983	844 – 1 081
Secretarial / Others	12	11 – 13
Total:	1 198	1 077 – 1 318

## **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 degree holders to tap on 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 and could be trained through part-time or full-time technician / supervisory courses in vocational and professional education and training institutions followed by on-the-job training.

## **Recommended Training Routes for Operative and Clerical Levels**

4.6 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 generic skills 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 and career development plan.

### **Technical Education and Training Institutions**

4.7 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 (College of International Education); City University of Hong Kong (SCOPE); The Open University of Hong Kong; Caritas Institute of Higher Education; and Hong Kong Institute of Vocational Education (Chai Wan and Haking Wong Campuses), Hotel and Tourism Institute of the Vocational Training Council.

4.8 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, language, communication and interpersonal skills. It is equally important to provide articulation pathways for life-long learning, development and skills upgrading.

4.9 More education and training are required to enhance the knowledge on social, cultural, demographic, geographical, economic, political aspects of the source and emerging markets and the evolving changes of customer values, needs and behaviours. Other areas such as the trends and developments on travelling and tour services requirements, cruise, MICE, sports, arts and cultural markets, green and heritage tourism, spa and wellness, wine and gourmet, as well as creative itineraries development, crisis handling, problem solving and customer service skills are equally important.

4.10 With the challenging future of the tourism industry, a supply of better trained and more competent graduates at all levels, in particular the clerical / operative and supervisory / technical levels, will continue to be on demand. With the increasing demands on complementary services of the tourism industry such as wine and dine 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 education and training to staff for acquiring professional knowledge and quality service skills to meet the international standards.

4.11 A list of the relevant full-time and part-time courses offered by the members of Vocational Training Council in Academic Year 2017/18 is presented in Tables 4.12(a)-(b). Graduates from these courses are well received by the industry as they possess hands-on experience and soft skills that 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 industry personnel to stay attuned to industry developments and to acquire updated knowledge and skills.

4.12 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 required 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 credibility prior to enrolment.

**Table 4.12 (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 International Hospitality and Tourism Management	2 years
Higher Diploma in Tourism & MICE	2 years
Higher Diploma in Airport Operations Management	2 years

**Table 4.12 (b) : List of Tourism Programmes  
Offered by the Hotel and Tourism Institute**

<u>Programme Title</u>	<u>Duration</u>
<u>Full-time Programmes</u>	
Diploma in Tour Service and Travel Agency Operations	1 year

### **Training for Employees**

4.13 The Training Board is of the view that the existing 40 009 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.

4.14 Providing more opportunities for practical-based training and workshops in the areas of travel and tourism services, the employees would further enhance 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**

4.15 The Training Board supports the 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 4.15 while information on Out-Centre Courses Scheme is available on the VTC website: (<http://www.vtc.edu.hk/uploads/files/HITDC/E%20-%20OCC%202017-18%20guidelines%20to%20website.pdf>).

**Table 4.15: List of Skills Upgrading Scheme Plus Courses for the Tourism Industry**

<b><u>No.</u></b>	<b><u>Course Name</u></b>	<b><u>Training Hours</u></b>
1	Certificate in Itinerary Planning (Study and Cultural Exchange Tour – Practices)	12
2	Foundation Certificate in Airport Passenger Services	39
3	Foundation Certificate in Itinerary Planning (Study and Cultural Exchange Tour – Understand the Market)	12
4	Foundation Certificate in Customer Services in Tourism Industry (Handling of Complaints)	12
5	Foundation Certificate in Customer Services in Tourism Industry (Management of Emergencies)	12
6	Foundation Certificate in Customer Services in Tourism Industry (Management of Emotional Intelligence)	12
7	Foundation Certificate in Customer Services in Tourism Industry (Effective Communication)	12
8	Certificate in Eco-Tour (Country Parks)	12
9	Certificate in Eco-Tour (Marine Parks)	12
10	Certificate in Eco-Tour (Wetland Parks)	12

<b><u>No.</u></b>	<b><u>Course Name</u></b>	<b><u>Training Hours</u></b>
11	Certificate in Eco-Tour (Geopark - Sedimentary Rock Landscape)	12
12	Certificate in Eco-Tour (Geopark - Volcanic Rock Landscape)	12
13	Certificate in Eco-Tour (Theory of Nature Appreciation)	12
14	Certificate in Tourist Guide Training	63
15	Foundation Certificate in Understanding and Promoting Tourist Attractions in Hong Kong and Neighboring Regions	6
16	Foundation Certificate in Cruise Travel Knowledge	12
17	Certificate in Practical Skills in Cruise Travel	12

4.16 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 Korean and Japanese. Knowledge of our target arrival markets 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**

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

#### **Future Surveys**

4.18 The Training Board recommends conducting a comprehensive manpower survey once every four years to assess the manpower demand and supply in the industry. Periodic information updates obtained through desk research and focus group interviews would be provided in between the four-year period.

**MEMBERSHIP OF THE HOTEL, CATERING AND TOURISM TRAINING BOARD**  
**(appointed from 1 April 2015 – 31 March 2017)**

**Chairman:**

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

**Vice-Chairman:**

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

**Member:**

Mr BESMER Urs Viktor	(Nominated by the Hong Kong Chefs Association)
Mr CHAN Kok-wai Victor	(Nominated by the Hong Kong Hotels Association)
Mr TUNG Pui-chuen James (up to 12.1.2016)	} (Nominated by the Hong Kong Tourism Board)
Ms CHAN Sarah (since 1.4.2016)	
Mr CHEUNG Chi-fai Marco	(Nominated by a catering association)
Ms HO Cecilia	(Nominated by a major theme park or a major attraction )
Mr KOO Kin-yip Lawrence	(Nominated by a catering association)
Ms KWAN Rebecca	(Nominated by a small and medium hotel)
Mr LI Chin-hung Wallace	(Nominated by the Club Managers' Association of Hong Kong)
Mr CHAN Choy-wing Stephen (up to 31.3.2016)	} (Nominated by a travel agent)
Ms LUI Fung-kuen Cindy (since 1.4.2016)	
Prof MCKERCHER Bob	(Nominated by a local education/training institution)
Mr WU Wai-tsuen Wilson (up to 31.3.2016)	} (Nominated by a major restaurant chain)
Mr MOK Ming-tak (since 1.4.2016)	
Ms LAU Lavinia (up to 5.10.2015)	} (Nominated by the Board of Airline Representatives)
Mr CHENG Ka-kui Arnold (since 6.10.2015 and up to 31.7.2016)	
Ms NG Liza (since 1.8.2016)	
Mr PELLIZZER Marco (since 1.4.2016)	(Nominated by a travel agent)
Mr LEUNG Yiu-lam Paul (up to 31.3.2016)	} (Nominated by the Travel Industry Council of Hong Kong)
Mr MA Martin (since 1.4.2016)	
Mr WONG Yiu-cheung Cramond	(Nominated by the Meetings, Incentives, Conventions and Exhibitions (MICE) Industry)
Mr YUNG Joseph	(Nominated by a local based hotel chain)
Ms MO Emily	(Representing the Commissioner for Tourism)
Mr TANG Nancy (up to 31.3.2016)	} (Representing the Commissioner for Labour)
Mr WONG Kwok-lok Gary (since 1.4.2016 and up to 22.1.2017)	
Ms CHAN Kar-wing Veronica (since 23.1.2017)	
Ms NGAN Winnie	(Representing the Executive Director of the Vocational Training Council)

**Advisor:**

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

**In Attendance:**

Mr ORT Adrian Peter (since 18.2.2016)	(Hotel and Tourism Institute / Chinese Culinary Institute/ International Culinary Institute/VTC)
Dr CHEUNG Joanna	(Hong Kong Institute of Vocational Education / VTC)
Dr WONG Simon (since 1.4.2016 and up to 17.7.2016)	} (Faculty of Management and Hospitality / THEI / VTC)
Mr PANG Chun-hoi Derek (since 18.7.2016)	
Mrs TO LAU Deanna (since 12.11.2015 and up to 6.11.2016)	} (Headquarters (Industry Partnership)/VTC)
Ms LAU Suet-lin Polly (since 7.11.2016)	

**Secretary:**

Ms AU Claudia (Vocational Training Council)

Hotel, Catering and Tourism Training Board

Membership List of the Working Party on  
Manpower Survey - Tourism Industry

**Convenor**

Mr. CHAN Choy-wing Stephen (up to 31.3.2016)	}	Hong Thai Travel Service Limited
Ms. LUI Fung-kuen Cindy (since 1.4.2016)		

**Members**

Ms. MO Emily	Tourism Commission	
Mr. TUNG Pui-chuen James (up to 12.1.2016)	}	Hong Kong Tourism Board
Ms. CHAN Sarah (since 1.4.2016)		
Ms. LO Shuk-ting Doris	Hong Kong Institute of Vocational Education/VTC	
Mr. LAM Nai-man Jack	Hotel and Tourism Institute/Chinese Culinary Institute/ International Culinary Institute/VTC	

**Secretary**

Ms. AU Claudia	Vocational Training Council
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**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.

## 2016 Manpower Survey of the Tourism Industry

## Distribution of Survey Samples

Sample Selection Plan

(Based on Data as at 1<sup>st</sup> quarter 2016  
provided by Census and Statistics Department)

Branch	Employment Size	Stratum Code	No. of Companies	Sampling Fraction	Sample Size
1 Airline Companies (HSIC: 510100, 510900, 510201, 510202)	1-9	1	41	1	41
	10-49	2	42	1	42
	50-99	3	14	1	14
	100-199	4	3	1	3
	200-499	5	3	1	3
	500-999	6	1	1	1
	1 000 & Above	7	3	1	3
	Sub-total		107		107
2 Travel Agents and Airline Ticket Agents (HSIC: 791000, 799000)	1-9	1	2,054	0.078	160
	10-49	2	277	0.38	105
	50-99	3	24	1	24
	100-199	4	12	1	12
	200-499	5	8	1	8
	500-999	6	4	1	4
	1 000 & Above	7	-	1	-
	Sub-total		2,379		313
Total			2,486		420

**Vocational Training Council 職業訓練局**

Headquarters (Industry Partnership) 總辦事處 (行業合作)  
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong  
香港九龍長沙灣長裕街10號億京廣場2期30樓  
www.vtc.edu.hk

Telephone No 電話 3907 6820  
Our Reference 本局檔號 (18) in HO/1/2 (2016) (T)

Facsimile No. 傳真 2904 7843  
Your Reference 來函檔號



22<sup>nd</sup> August 2016

Dear Sir/Madam,

2016 Manpower Survey of the Tourism Industry

On behalf of the Vocational Training Council, I am writing to solicit your kind cooperation in the 2016 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 29<sup>th</sup> August to 28<sup>th</sup> September 2016. A reference day is given as 15<sup>th</sup> August 2016. 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.

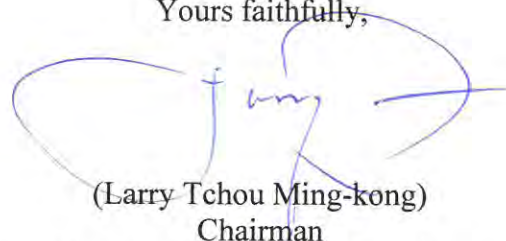


For details of the past manpower survey reports of the industry, please visit our website: [http://www.vtc.edu.hk/html/en/about/manpower\\_publications2437.html](http://www.vtc.edu.hk/html/en/about/manpower_publications2437.html)

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,



(Larry Tchou Ming-kong)  
Chairman

Hotel, Catering and Tourism Training Board

## Vocational Training Council 職業訓練局

Headquarters (Industry Partnership) 總辦事處 (行業合作)  
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong  
香港九龍長沙灣長裕街 10 號億京廣場 2 期 30 樓  
www.vtc.edu.hk

Telephone No. 電話 3907 6820  
Our Reference 本局檔號 (18) in HO/1/2 (2016) (T)

Facsimile No. 傳真 2904 7843  
Your Reference 來函檔號



執事先生／女士：

### 旅遊業二〇一六年人力調查

職業訓練局屬下酒店業、飲食業及旅遊業訓練委員會將進行旅遊業二〇一六年人力調查，本人謹代表職訓局懇請惠予合作，提供協助。本委員會是政府委任的法定組織，負責旅遊業的人力訓練事宜。

為評估本港旅遊業最新的人力情況及訓練需要，以便制訂合適的訓練計劃，本委員會將於二〇一六年八月二十九日至九月二十八日期間進行人力調查，調查參考日期定為二〇一六年八月十五日。

現隨函附上中英文對照文件，以供參閱填寫：

1. 調查表；
2. 調查表附註；及
3. 主要職務工作說明。

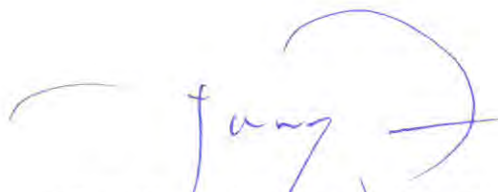
調查期間，政府統計處的職員會聯絡 貴機構，收集填妥的調查表，如有需要，亦會協助填寫調查表。

是次調查結果及有關訓練計劃建議，將載於本訓練委員會日後出版的報告。

有關過去相關的業內人力調查報告書，可瀏覽我們的網站  
[http://www.vtc.edu.hk/html/tc/about/manpower\\_publications2437.html](http://www.vtc.edu.hk/html/tc/about/manpower_publications2437.html)

調查所得資料將絕對保密，只以摘要統計數字發表，並不會提及個別機構。如對調查有任何疑問，請致電 2116 8436 與政府統計處人力統計組聯絡。

承蒙協助，先此致謝。



酒店業、飲食業及旅遊業  
訓練委員會主席  
朱民康

二〇一六年八月二十二日

**THE 2016 MANPOWER SURVEY OF THE TOURISM INDUSTRY**

**旅遊業二〇一六年人力調查**

**QUESTIONNAIRE**

**調查表**

(PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE)

(填表前, 請參閱附註)

<b>For Official Use Only:</b>																						
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	4 3 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  Travel Agents  Ticketing Agents  Tour Operators  Others Please specify \_\_\_\_\_  
行業性質 航空公司 旅行社 票務代理 旅行團組團商 其他 請註明

NAME OF PERSON TO CONTACT: \_\_\_\_\_  
聯絡人姓名

POSITION: \_\_\_\_\_  
職位

TEL. NO.: \_\_\_\_\_ - \_\_\_\_\_  
電話

FAX NO.: \_\_\_\_\_  
圖文傳真

E-mail : \_\_\_\_\_  
電郵

**Questionnaire - 2016 Manpower Survey of the Tourism Industry**  
**旅遊業二〇一六年人力調查**

**Part I**  
**第一部份**

(A) Jobs 職務			(B) Average Monthly Income Code as at 15.8.2016 (Employee's basic monthly salary + Average Monthly Supplementary Benefits) 在2016年8月15日之平均每月收入編號 (底薪 + 平均每月其他津貼收入)	(C) Number of Employees as at 15.8.2016 (Excluding Trainees / Apprentices) 在2016年8月15日之僱員人數 (實習生/學徒除外)	(D) Number of Vacancies as at 15.8.2016 在2016年8月15日之空缺額	(E) Forecast Number of Employees as at 14.8.2017 (Excluding Trainees / Apprentices) 預計在14.8.2017的僱員人數 (實習生/學徒除外)	(F) No. of Trainees/ Apprentices as at 15.8.2016 在2016年8月15日之實習生/學徒人數	(G) Preferred Education of Employees 僱員宜有教育程度	(H) Average Age Range as at 15.8.2016 (for operative staff only) 在2016年8月15日之僱員平均年齡 (只適用於操作工)	Column "B" / (B)欄 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. 請填寫僱員平均每月收入幅度的編號。「每月收入」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。		
Title 職稱	Rec. Type 紀錄類型	Code 編號	8 - 10	11 - 12	13 - 16	17 - 19	20 - 23	24 - 26	27	28	Average Monthly Income 平均月薪收入	Code 編號
											\$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 或以上	07
											Column "G" / (G)欄	
											Education 教育程度	Code 編號
											Postgraduate (Higher degrees (e.g. Master degrees) or equivalent) 研究院 (高等學位 (如碩士學位) 或同等教育程度)	1
											First Degree (First degrees or equivalent) 學士學位 (學士學位, 或同等教育程度)	2
											Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文憑、專業文憑、高級證書, 或同等教育程度)	3
											Senior Secondary (Secondary 4 to 6, Diploma, HKDSE or equivalent) 高中 (中四至中六、文憑、香港中學文憑, 或同等教育程度)	4
											Junior Secondary (Secondary 1 to 3) or below 初中 (中一至中三) 或以下	5
											Column "H" / (H)欄 (For Operative Staff Only) (只適用於操作工)	
											Average Age Range 平均年齡	Code 編號
											17 or below 或以下	1
											18 - 25	2
											26 - 30	3
											31 - 35	4
											36 - 40	5
											41 - 49	6
											50 or above 或以上	7

If additional lines are necessary, please tick here  and enter on supplementary sheet(s).  
 如此頁已填滿, 請先將 (✓) 號填入  內, 然後附頁繼續填寫。

Part II 第二部分

For Official Use Only  
此欄毋須填寫

Q. 1 Internal Promotion

Est. No. \_\_\_\_\_

ER No. \_\_\_\_\_

內部晉升

Please fill in the Number of Internal Promotion in the Past 12 Months (16.8.2015 to 15.8.2016).

請填寫過去十二個月內(16.8.2015 至 15.8.2016)，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

Q. 2 Number of New Recruits in the Past 12 Months (16.8.2015 to 15.8.2016).

過去十二個月內(16.8.2015 至 15.8.2016)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 (16.8.2015 to 15.8.2016).

過去十二個月內(16.8.2015 至 15.8.2016)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 (16.8.2015 to 15.8.2016).

過去十二個月內(16.8.2015 至 15.8.2016)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 (16.8.2015 to 15.8.2016)?

貴機構在過去十二個月內(16.8.2015 至 15.8.2016)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	
(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) Alternative offers in the market 市場上有其他選擇	<input type="checkbox"/> 81	<input type="checkbox"/> 82	<input type="checkbox"/> 83	
(h) Others (please specify) _____ 其他 (請說明)	<input type="checkbox"/> 84	<input type="checkbox"/> 85	<input type="checkbox"/> 86	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

87

**Q. 7 The Total Number of Employees Who Had Left Your Establishment in the Past 12 Months (16.8.2015 to 15.8.2016).**  
過去十二個月內(16.8.2015 至 15.8.2016)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="90"/>	<input type="text" value="94"/>	<input type="text" value="98"/>	<input type="text" value="102"/>	<input type="text" value="106"/>

**Q. 8 The Expected Number of Employees Who will be Retiring from your Establishment in the coming 12 Months (15.8.2016 to 14.8.2017).**  
貴機構預計在未來十二個月內 (15.8.2016 至 14.8.2017) 退休的僱員人數。

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="107"/>	<input type="text" value="111"/>	<input type="text" value="115"/>	<input type="text" value="119"/>	<input type="text" value="123"/>

**Q. 9 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"/> 124	<input type="checkbox"/> 125	<input type="checkbox"/> 126	<input type="checkbox"/> 127	<input type="checkbox"/> 128	<input type="checkbox"/> 129	<input type="text" value="130"/>
Supervisory/Technical Level 督導/技術員級	<input type="checkbox"/> 131	<input type="checkbox"/> 132	<input type="checkbox"/> 133	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136	<input type="text" value="137"/>
Clerical/Operative Level 文員/操作工級	<input type="checkbox"/> 138	<input type="checkbox"/> 139	<input type="checkbox"/> 140	<input type="checkbox"/> 141	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="text" value="144"/>
Secretarial/Others Level 秘書/其他職級	<input type="checkbox"/> 145	<input type="checkbox"/> 146	<input type="checkbox"/> 147	<input type="checkbox"/> 148	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="text" value="151"/>

**Q. 10 Average Man-day Spent on Internal Training in the Past 12 Months (16.8.2015 to 15.8.2016) (Please tick "✓").**  
過去十二個月內(16.8.2015 至 15.8.2016)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"/> 152	<input type="checkbox"/> 153	<input type="checkbox"/> 154	<input type="checkbox"/> 155	<input type="checkbox"/> 156	<input type="checkbox"/> 157	<input type="checkbox"/> 158	<input type="text" value="159"/>
Supervisory/Technical Level 督導/技術員級	<input type="checkbox"/> 160	<input type="checkbox"/> 161	<input type="checkbox"/> 162	<input type="checkbox"/> 163	<input type="checkbox"/> 164	<input type="checkbox"/> 165	<input type="checkbox"/> 166	<input type="text" value="167"/>
Clerical/Operative Level 文員/操作工級	<input type="checkbox"/> 168	<input type="checkbox"/> 169	<input type="checkbox"/> 170	<input type="checkbox"/> 171	<input type="checkbox"/> 172	<input type="checkbox"/> 173	<input type="checkbox"/> 174	<input type="text" value="175"/>
Secretarial/Others Level 秘書/其他職級	<input type="checkbox"/> 176	<input type="checkbox"/> 177	<input type="checkbox"/> 178	<input type="checkbox"/> 179	<input type="checkbox"/> 180	<input type="checkbox"/> 181	<input type="checkbox"/> 182	<input type="text" value="183"/>

**Q. 11 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="184"/>	<input type="text" value="185"/>	<input type="text" value="186"/>
Supervisory/Technical Level 督導/技術員級	<input type="text" value="187"/>	<input type="text" value="188"/>	<input type="text" value="189"/>
Clerical/Operative Level 文員/操作工級	<input type="text" value="190"/>	<input type="text" value="191"/>	<input type="text" value="192"/>
Secretarial/Others Level 秘書/其他職級	<input type="text" value="193"/>	<input type="text" value="194"/>	<input type="text" value="195"/>

**Q.12 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 (16.8.2015 to 15.8.2016).  
請填上過去十二個月內(16.8.2015 至 15.8.2016)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	
<b>A. Managerial Skills</b> 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	196	199	202	205	
102 Human Resources Management 人力資源管理	208	211	214	217	
103 Sales and Marketing Strategy Planning, Implementation and Evaluation 行銷及市場策略計劃、推行及檢討	220	223	226	229	
104 Supervisory Techniques, Leadership Skills 督導管理、領導技巧	232	235	238	241	
105 Risk Management 風險管理	244	247	250	253	
106 Others (please specify) _____ 其他(請說明)	257	259	262	265	
<b>B. Professional Skills</b> 專業技能					
201 Airline and Airport Operations 航空公司及機場營運	268	271	274	277	
202 Airline Catering 航空膳食	280	283	286	289	
203 Ticketing and Reservation System 票務及預訂系統	292	295	298	301	
204 Travel Insurance 旅遊保險	304	307	310	313	
205 Others (please specify) _____ 其他(請說明)	316	319	322	325	
<b>C. Generic Skills</b> 通用技巧					
301 Service Attitude/Customer Service 服務態度／顧客服務	328	331	334	337	
302 Communication 溝通	340	343	346	349	
303 Problem Solving 解決疑難	352	355	358	361	
304 Others (please specify) _____ 其他(請說明)	364	367	370	373	
<b>D. Languages</b> 語言					
401 Putonghua 普通話	376	379	382	385	
402 English 英語	388	391	394	397	
403 Others (please specify) _____ 其他(請說明)	400	403	406	409	
For Official Use Only 此欄毋須填寫	412	415	418	421	424



**Q. 13 The Expected Overall Changes in the Number of Persons in the Training Plan of Your Establishment for the Coming 12 Months (15.8.2016 to 14.8.2017).**

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此欄毋須填寫

貴機構預計在未來十二個月內(15.8.2016 至 14.8.2017)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	425		429		433		437	
(II) Professional Skills 專業技能	441		445		449		453	
(III) Generic Skills 通用技巧	457		461		465		469	
(IV) Languages 語言	473		477		481		485	489

問卷完 (End of questionnaire)

The 2016 Manpower Survey of the Tourism Industry  
旅遊業二〇一六年人力調查

Explanatory Notes  
附註

For Part I and Part II  
第一部份及第二部份

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。

Time Reference of Data  
調查參考日

All the data entered should refer to the position as at 15<sup>th</sup> August 2016 when completing the questionnaire.  
請在填寫問卷時，以二〇一六年八月十五日作為調查參考日。

Part I  
第一部份

1. 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。

2. Column 'B' – Average Monthly Income Code

（B）欄 — 平均每月收入編號

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. (Please refer to the note \*)

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。（見尾頁備註\*）

<u>Average Monthly Income</u> 平均每月收入	<u>Code</u> 編號
\$8,000 or below 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 或以上	07

3. Column 'C' - Number of Employees (Excluding Trainees/Apprentices) as at 15.8.2016

（C）欄 — 在 2016 年 8 月 15 日之僱員人數(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。

4. Column 'D' - Number of Vacancies as at 15.8.2016

(D) 欄 — 在 2016 年 8 月 15 日之空缺額

'Existing Vacancies' refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at 15.8.2016.

「現有空缺額」指在 2016 年 8 月 15 日該職位仍懸空，需立刻填補而現正積極招聘人員填補。

5. Column 'E' - Forecast Number of Employees as at 14.8.2017 (Excluding Trainees / Apprentices)

(E) 欄 — 預計在 2017 年 8 月 14 日的僱員人數（實習生／學徒除外）

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。

6. Column 'F' – No. of Trainees/Apprentices as at 15.8.2016

(F) 欄 — 在 2016 年 8 月 15 日之實習生／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。

7. 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
Postgraduate (Higher degrees (e.g. Master degrees) or equivalent) 研究院 (高等學位 (如碩士學位) 或同等教育程度)	1
First Degree (First degrees or equivalent) 學士學位 (學士學位, 或同等教育程度)	2
Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文憑、專業文憑、高級證書, 或同等教育程度)	3
Senior Secondary (Secondary 4 to 6, Diploma, HKDSE or equivalent) 高中 (中四至中六、文憑、香港中學文憑, 或同等教育程度)	4
Junior Secondary (Secondary 1 to 3) or below 初中 (中一至中三)或以下	5

8. Column 'H' – Staff's Average Age Range as at 15.8.2016 (for operative staff only)  
(H) 欄 — 在 2016 年 8 月 15 日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

\*Note: If you have more than one employee concerned doing the same job, please enter the average figure for that job category which is given by:

$$\frac{\text{Total amount of the income received by the employees concerned in that category}}{\text{Total number of the employees concerned in that category}}$$

\*備註：若從事同類工作的有關僱員超過一名，請以下列算式取其加權平均數值：

$$\frac{\text{從事該類工作的有關僱員收入總計}}{\text{從事該類工作的有關僱員人數}}$$

**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 (16.8.2015 to 15.8.2016) 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 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016)**  
**過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016).

請在本部份回答在過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016)**  
**過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016)**  
**過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016)’ refers to the employees joining your establishment who are fresh graduates of Tourism programs.

過去十二個月內 (16.8.2015 至 15.8.2016) 「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 (16.8.2015 to 15.8.2016)

在過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016). 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 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016)

過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016).

請填報過去十二個月內 (16.8.2015 至 15.8.2016) 貴機構離職的各級僱員人數。

8. The Expected Number of Employees Who will be Retiring from the Establishment in the Coming 12 Months (15.8.2016 to 14.8.2017)

貴機構預計在未來 12 個月內 (15.8.2016 至 14.8.2017) 退休的僱員人數

Please provide the estimated number of different levels of employees who will be retiring in coming 12 months (15.8.2016 to 14.8.2017).

請提供預計未來十二個月內 (15.8.2016 至 14.8.2017) 貴機構退休的各級僱員人數。

9. 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。



10. Average Man-day Spent on Internal Training in the Past 12 Months (16.8.2015 to 15.8.2016)

過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016).

按其內部訓練的平均日數，請填寫於在過去十二個月內 (16.8.2015 至 15.8.2016)，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

11. 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)

12. 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 (16.8.2015 to 15.8.2016).

請提供過去十二個月內 (16.8.2015 至 15.8.2016) 獲提供所列培訓課程的各級僱員人數。

13. The Expected Overall Changes in the Number of Persons in the Training Plan of Your Establishment for the Coming 12 Months (15.8.2016 to 14.8.2017)

貴機構預計在未來十二個月內 (15.8.2016 至 14.8.2017) 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 (15.8.2016 to 14.8.2017).

請在適當的格內以 '+' 或 '-' 表示預計貴機構在未來十二個月內 (15.8.2016 至 14.8.2017) 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。

2016 Manpower Survey of the  
Tourism Industry

Job Descriptions for Airline 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
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>		
101	Administration Manager/ Office Manager	Ensures smooth and efficient running of the internal systems and procedures and the provision of prompt and efficient centralised 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
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>		
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, organises, 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
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>		
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)	
<b>SUPERVISORY / TECHNICAL LEVEL</b>		
201	Account Executive/ Sales Executive/ Marketing Officer/ Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	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; prepare and remit payroll reports; compile all tax returns.
203	Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations/ Manager/Officer	Supervises and co-ordinates all traffic activities at the airport and key areas in the station; deputises 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
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>		
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 organisational improvements.
206	Personnel Officer / Training Officer/ Human Resources 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
<b>CLERICAL / OPERATIVE LEVEL</b>		
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.
303	General Office Clerk/ Personnel Clerk/ Training Clerk/ Sales Clerk/Control Clerk/ Human Resources 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; sells air travel services; produces regular reports on business transactions; attends daily briefing and follows up the instruction of 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
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>		
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 in planning his/her 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
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>		
324	Airline 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 need to assist passengers to 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)	
<b>SECRETARIAL / OTHERS LEVEL</b>		
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)	



旅遊業二〇一六年人力調查

航空界別主要職務的工作說明

(部分職稱可能與貴機構所採用的不完全相同，但若工作性質相近，亦請視作同一職務，並在調查表內提供所需資料。)

編號	職稱	工作說明
經理／專業人員級		
101	行政經理／寫字樓經理	確保內部系統及程序順利有效運作；為各部門提供迅速和有效率的中央辦事處服務及輔助服務。
102	人事及訓練部總監／ 人力資源部總監	訂定一般人事政策及遵守勞工法例，監理聘用、甄選員工及填補空缺事宜；協助部門主管編排員工假期；推行特設的鼓勵及活動計劃以加強僱員關係；處理員工的投訴；印發員工刊物；就員工管理方面與業務分析主任合作。
103	公共關係部總監／ 公共關係部經理	負責特別宣傳計劃；與報界及娛樂界聯絡；撰寫及編輯公司內部的宣傳資料；處理公司的圖片說明、新聞報導、雜誌專題，以便刊載於本港及國際報章、雜誌上；提交每年的廣告預算；定期瀏覽各主要社交或相關的網站，並適時作出回應及跟進；對旅行社自設網站的定期更新及優化作出意見及指示。
104	電子資料處理部經理／ 電腦系統經理／ 資訊系統服務經理	負責所有電腦處理的工作，如辦公室自動化、資訊蒐集及電訊；負責長期規劃及運作；分析如何應用電子資料處理方法解決業務上問題，以及設計電子資料處理方案。

編號	職稱	工作說明
經理／專業人員級（續）		
105	執行董事／總經理／ 東主／合夥人／ 常務董事	全權負責管理一間款待服務機構，通常其直屬下級為其他經理／行政人員；推行機構的政策，以達到其目標。
106	財務總監／會計師	監督會計事宜；向高層提供有關應付支出的意見；代機構監管及檢討會計及財務管理制度；編寫會計報告及預算案呈交高層；填寫稅單及檢討報稅工作；督導及安排會計部職員的工作。
107	經理／業務經理／ 地區經理	主管整體工作；與本港旅遊業工作人員保持密切聯繫，並參與國際旅遊業會議。
108	市場拓展部經理／ 營業總監／會議經理／ 項目經理	策劃、組織、指導和管理公司的市場拓展活動；檢討市場及營業分析，以確定本地及海外市場需求；統籌與業務推廣有關的公共關係活動。主持營業部每日的簡短會議，控制顧客資料卡片系統；提交每月營業報告，爭取團體及會議業務；推行營業計劃並與訪港的旅遊業及商界人士聯絡；就短期預測與客務部經理聯繫。
109	人事部經理／ 人事及訓練部經理／ 人力資源部經理／ 訓練部經理	為各職級人員策劃及推行有效的人事管理及訓練計劃；管理及協調機構內外訓練；就人事／訓練及管理發展趨勢向管理階層提供意見；任特別訓練計劃的課程負責人；為職員提供輔導；評定人事管理及訓練活動的成效。

編號	職稱	工作說明
經理／專業人員級（續）		
110	訂位部經理	制定及監督訂位制度；向旅遊機構管理人員及客戶查詢訂位情況；促進與公眾的關係。
111	營業／業務／ 客戶服務／ 旅遊部經理／ 業務發展經理	重訂市場拓展及營業策略；留意同業動態及市況新趨勢；設計營業付款通知書及提供重要報導；評估屬下的推銷表現；定期檢討營業目標。
112	票務部經理	按國際及本地規例管理、制定及監督旅行社的票務工作程序；向旅遊機構管理人員及客戶查詢訂票情況。
114	其他 （經理／專業人員級）	
督導／技術員級		
201	客戶主任／營業部主任 ／市場拓展部主任／ 團體營業聯絡主任／ 助理營業經理／ 營業部助理主管	按時探訪有關人士，以爭取新客戶及額外業務，蒐集市場資料，跟進同業及客戶介紹的情況；辦理訂房及投訴事宜；填寫每週的探訪報告。
202	會計部主管／主任 （如：應付帳／應收帳 ／存貨／核數／信用部 ／會計部／出納等）	核對及處理公司一切支出；編製支出分析及其他有關供應商發票及月結單的報告；保存應收帳紀錄；計算一切應付予旅行社的佣金；控制並平衡所有預付定金；處理會計上的爭議及疑問；編製每月應收帳款報告；保存所有與薪酬有關的紀錄；編製並提交薪酬報告；編製所有報稅表。

編號	職稱	工作說明
督導／技術員級（續）		
203	機場主管／主任／ 交通事務主管／主任／ 機艙服務主管／主任／ 高級機艙服務經理／ 機艙服務經理／ 客戶關係主管／主任	監督及協調機場及站內主要地區的一切交通活動；署理客戶服務經理職務，並在必須採取緊急措施時通知該經理；處理乘客投訴；與各目的地機場聯絡，告知班機飛行情況及乘客數目／貨物裝載量；與訂位部及營業部聯絡。
204	電子資料處理部主管／ 主任／系統分析員	界定業務問題；檢討各類解決方法及其效用；繪製資料及邏輯流程表；製備程序方塊圖；設計輸入表格及報表；編製比較成本分析報告；提出改善建議。
206	人事部主任／ 訓練部主任/ 人力資源部主任	招募、約見及聘任僱員；根據考績報告輔導、調派或革除僱員；就人事問題向部門主管提供意見；協助推行訓練政策和活動；保存員工受訓紀錄；安排訓練日程，並與外界訓練／教育機構聯繫。
207	策劃主管／主任	監督統計部文員；定期編製統計報告；按財政預算控制每月的承付支出。
208	訂位部主管／主任	監督每更訂位部職員的工作；查詢訂位情況，並將重要資料轉達有關部門；促進與公眾的關係。
209	營業部主管／主任	協助經理處理團體及個人旅遊事宜；與航空公司、其他旅行社及酒店聯絡；向商務機構推廣業務。

編號	職稱	工作說明
督導／技術員級（續）		
210	票務部主管／主任	監督票務部的工作；就每日、每週及每月所發出的機票編製統計報告；提供有關航機飛行情況、匯率及航空關稅的最新資料；協助屬下處理複雜問題。
211	分析員	控制旅客訂位，監控訂位標準，檢討航空訂位情況、短期客量計劃及坐位編排。
213	其他 （督導／技術員級）	
文員／操作工級		
301	會計部文員／出納員	負責會計部各方面的日常計算、過帳、紀錄、編理檔案及打字等工作。
303	寫字樓文員／人事部 文員／訓練部文員／ 營業部文員／核對文員 人力資源部文員	負責一般文職工作，包括抄寫、編纂、編理檔案及紀錄資料等。
304	訂位代理	處理所屬航班的訂位服務；與票務部主任合作；向顧客銷售機票及其他服務；向其他部門提供資料。
305	營業代表／ 市場拓展主任	實現營業目標；推銷航空服務；定期編製業務報告書；出席每日的簡短會議，並按照主管的指示做跟進工作。

編號	職稱	工作說明
文員／操作工級（續）		
306	統計部文員／ 業務文員	編製時間表及安排刊登資料；提供最新統計資料；準備飛機票券、資料及每月各地在貨物及乘客量方面的收入，以供分析；向本地刊物提供每日航機班次資料。
307	機艙服務員	招待及引領乘客就座；飛機著陸時向乘客道別；在需要時，確保乘客已繫上安全帶及遵守「不准吸煙」指示；派發雜誌讀物，回答詢問；確保機上準備好食物及飲品，並派遞餐點；保持機艙整潔及使各項物品安放妥當；進行簡單醫療救傷工作；解釋如何使用安全設備；派發入境及着陸用表格；或須向乘客收取飲品及購買免稅貨品的費用；向乘客宣佈事項。確保乘客於航機上之安全及舒適。
308	貨物裝卸主任 （旅客服務）	處理與空運有關的事宜，例如空運提單或運送貨物單據、裝貨、卸貨及將飛機上的貨物分類存放等。
309	地勤服務員／ 行李過磅處人員	帶領及協助旅客登機或陪同落機旅客往入境登記處；安排旅遊車運載乘客前往機場及安排轉機；檢查每班機的載客量及行李數量；填寫飛行報告；宣佈各項消息，包括登機、傳呼旅客及飛機延期等資料。向登機旅客收取及檢查旅行證件及機票；計算及收取過磅行李費用；根據主管指示更改行李過磅程序；收取及發出座位號碼；發出登機證；收取機場稅。

編號	職稱	工作說明
文員／操作工級（續）		
310	詢問處人員／ 客戶服務部職員	提供有關機票及往來班機的資料；協助旅客預訂機票；將顧客的詢問或投訴轉達有關部門。
311	航機事務主任／ 航班遣派主任	填寫飛行計劃；向機長簡述航行情況；處理有關燃料規定以及飛機升降的重量限制等事宜；與航空交通控制人員合作。
312	策劃主任	協助助理航線策劃經理執行任務；協助編製預算案；編排來往班機時間及使機場上通道暢行；與工程部、航機事務部及營業部聯絡。
314	交通事務主任	編製貨物分類表、機員及乘客名單、乘客座位表，以及於飛機抵達其他國家時，預備乘客及貨物撤離機艙所需的文件；與航機事務人員合作。
318	系統支援操作員／ 電腦操作員	操作及控制資料處理設備；輸入編妥資料；將資料紀錄在咭片、磁帶及磁碟上；將電腦印出資料發送予有關部門；設立、更新及優化旅行社自設的網站；監控及提供瀏覽數據給管理層作分析用。

編號	職稱	工作說明
文員／操作工級（續）		
324	航空公司訂位及／或 票務部文員	根據顧客要求預訂團位及酒店；查核有關海、陸、空交通情況及酒店設施；填發票券、收據及其他文件；為旅行團作出特別安排；或須協助旅客申領護照、入境證及找換外幣；或須編製會計帳目及負責收取費用。就飛機票價及航線提出意見；替顧客預訂座位；知會顧客以適當貨幣支付機票費用，並發出機票；查實航機班次及處理有關行程更改。
325	其他 （文員／操作工級）	
秘書／其他職級		
401	行政秘書／秘書／ 打字員	筆錄及繕寫信件、報告及便箋；接聽電話，甄別來電及記下口訊；答覆一般詢問；編擬每日事務及約會表；接待訪客及負責有關的秘書職務。
402	辦公室助理員／信差	為總辦事處處理雜務及差使。
403	其他 （秘書／其他職級）	



2016 Manpower Survey of the Tourism Industry

Job Code List for Airline 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
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/ Assistant Sales Supervisor
202	Accounting Supervisor/Officer (e.g. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/general cashier)
203	Airport Manager/Officer/Traffic Manager/ Officer/Crew Manager/ Officer/ Senior Purser/Purser/Customer Relations Manager/Officer
204	EDP Supervisor/Officer/System Analyst
206	Personnel Officer /Training Officer/ Human Resources Officer
207	Planning Supervisor/Officer
208	Reservations Supervisor/Officer
209	Sales Supervisor/Officer
210	Ticketing Supervisor/Officer
211	Analyst
213	Others (Supervisory / Technical Level)

<u>Job Code</u>	<u>Clerical / Operative Level</u>
301	Accounting Clerk/General Cashier
303	General Office Clerk/Personnel Clerk/Training Clerk/Sales Clerk/ Control Clerk/Human Resources 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	Airline 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)

旅遊業二〇一六年人力調查  
航空界別的職務編號表

<u>編號</u>	<u>經理／專業人員級</u>
101	行政經理／寫字樓經理
102	人事及訓練部總監／人力資源部總監
103	公共關係部總監／公共關係部經理
104	電子資料處理部經理／電腦系統經理／資訊系統服務經理
105	執行董事／總經理／東主／合夥人／常務董事
106	財務總監／會計師
107	經理／業務經理／地區經理
108	市場拓展部經理／營業總監／會議經理／項目經理
109	人事部經理／人事及訓練部經理／人力資源部經理／ 訓練部經理
110	訂位部經理
111	營業／業務／客戶服務／旅遊部經理／業務發展經理
112	票務部經理
114	其他（經理／專業人員級）

<u>編號</u>	<u>督導／技術員級</u>
201	客戶主任／營業部主任／市場拓展部主任／ 團體營業聯絡主任／助理營業經理／營業部助理主管
202	會計部主管／主任（如：應付帳／應收帳／ 存貨／核數／信用部／會計部／出納等）
203	機場主管／主任／交通事務主管／主任／機艙服務主管／ 主任／高級機艙服務經理／機艙服務經理／客戶關係主管／ 主任
204	電子資料處理部主管／主任／系統分析員
206	人事部主任／訓練部主任／人力資源部主任
207	策劃主管／主任
208	訂位部主管／主任
209	營業部主管／主任
210	票務部主管／主任
211	分析員
213	其他（督導／技術員級）

編號

文員／操作工級

- 301 會計部文員／出納員
- 303 寫字樓文員／人事部文員／訓練部文員／  
營業部文員／核對文員／人力資源部文員
- 304 訂位代理
- 305 營業代表／市場拓展主任
- 306 統計部文員／業務文員
- 307 機艙服務員
- 308 貨物裝卸主任（旅客服務）
- 309 地勤服務員／行李過磅處人員
- 310 詢問處人員／客戶服務部職員
- 311 航機事務主任／航班遣派主任
- 312 策劃主任
- 314 交通事務主任
- 318 系統支援操作員／電腦操作員
- 324 航空公司訂位及／或票務部文員
- 325 其他（文員／操作工級）

編號

秘書／其他職級

- 401 行政秘書／秘書／打字員
- 402 辦公室助理員／信差
- 403 其他（秘書／其他職級）

**Vocational Training Council 職業訓練局**

Headquarters (Industry Partnership) 總辦事處 (行業合作)  
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong  
香港九龍長沙灣長裕街 10 號億京廣場 2 期 30 樓  
www.vtc.edu.hk

Telephone No 電話 3907 6820  
Our Reference 本局檔號 ( 18 ) in HO/1/2 (2016) (T)

Facsimile No. 傳真 2904 7843  
Your Reference 來函檔號



22<sup>nd</sup> August 2016

Dear Sir/Madam,

2016 Manpower Survey of the Tourism Industry

On behalf of the Vocational Training Council, I am writing to solicit your kind cooperation in the 2016 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 29<sup>th</sup> August to 28<sup>th</sup> September 2016. A reference day is given as 15<sup>th</sup> August 2016. 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://www.vtc.edu.hk/html/en/about/manpower\\_publications2437.html](http://www.vtc.edu.hk/html/en/about/manpower_publications2437.html)

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 blue ink, appearing to read 'Larry Tchou Ming-kong', is written over a faint, circular stamp or watermark.

(Larry Tchou Ming-kong)  
Chairman

Hotel, Catering and Tourism Training Board

## Vocational Training Council 職業訓練局

Headquarters (Industry Partnership) 總辦事處 (行業合作)  
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong  
香港九龍長沙灣長裕街 10 號億京廣場 2 期 30 樓  
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執事先生／女士：

### 旅遊業二〇一六年人力調查

職業訓練局屬下酒店業、飲食業及旅遊業訓練委員會將進行旅遊業二〇一六年人力調查，本人謹代表職訓局懇請惠予合作，提供協助。本委員會是政府委任的法定組織，負責旅遊業的人力訓練事宜。

為評估本港旅遊業最新的人力情況及訓練需要，以便制訂合適的訓練計劃，本委員會將於二〇一六年八月二十九日至九月二十八日期間進行人力調查，調查參考日期定為二〇一六年八月十五日。

現隨函附上中英文對照文件，以供參閱填寫：

1. 調查表；
2. 調查表附註；及
3. 主要職務工作說明。

調查期間，政府統計處的職員會聯絡 貴機構，收集填妥的調查表，如有需要，亦會協助填寫調查表。

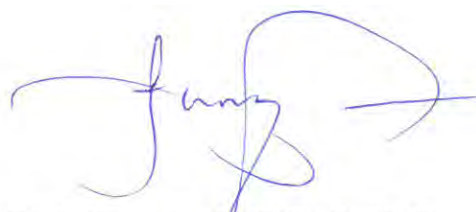
是次調查結果及有關訓練計劃建議，將載於本訓練委員會日後出版的報告。

有關過去相關的業內人力調查報告書，可瀏覽我們的網站  
[http://www.vtc.edu.hk/html/tc/about/manpower\\_publications2437.html](http://www.vtc.edu.hk/html/tc/about/manpower_publications2437.html)



調查所得資料將絕對保密，只以摘要統計數字發表，並不會提及個別機構。如對調查有任何疑問，請致電 2116 8436 與政府統計處人力統計組聯絡。

承蒙協助，先此致謝。



酒店業、飲食業及旅遊業  
訓練委員會主席  
朱民康

二〇一六年八月二十二日

**THE 2016 MANPOWER SURVEY OF THE TOURISM INDUSTRY**

**旅遊業二〇一六年人力調查**

**QUESTIONNAIRE**

**調查表**

(PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE)

(填表前, 請參閱附註)

<b>For Official Use Only:</b>															
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	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							
1	2 3														

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

POSITION: \_\_\_\_\_  
職位

TEL. NO.: \_\_\_\_\_ - \_\_\_\_\_  
電話

FAX NO.: \_\_\_\_\_  
圖文傳真

E-mail : \_\_\_\_\_  
電郵

**Questionnaire - 2016 Manpower Survey of the Tourism Industry**  
**旅遊業二〇一六年人力調查**

**Part I**  
**第一部份**

(A) Jobs 職務			(B) Average Monthly Income Code as at 15.8.2016 (Employee's basic monthly salary + Average Monthly Supplementary Benefits) 在2016年8月15日之平均每月收入編號 (底薪 + 平均每月其他津貼收入)	(C) Number of Employees as at 15.8.2016 (Excluding Trainees / Apprentices) 在2016年8月15日之僱員人數 (實習生/學徒除外)	(D) Number of Vacancies as at 15.8.2016 在2016年8月15日之空缺額	(E) Forecast Number of Employees as at 14.8.2017 (Excluding Trainees / Apprentices) 預計在14.8.2017的僱員人數 (實習生/學徒除外)	(F) No. of Trainees/ Apprentices as at 15.8.2016 在2016年8月15日之實習生/學徒人數	(G) Preferred Education of Employees 僱員宜有教育程度	(H) Average Age Range as at 15.8.2016 (for operative staff only) 在2016年8月15日之僱員平均年齡 (只適用於操作工)	Column "B" / (B)欄 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. 請填寫僱員平均每月收入幅度的編號。「每月收入」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。		
Title 職稱	Rec. Type 紀錄類型	Code 編號	8 - 10	11 - 12	13 - 16	17 - 19	20 - 23	24 - 26	27	28	Average Monthly Income 平均月薪收入	Code 編號
											\$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 或以上	07
											Column "G" / (G)欄	
											Education 教育程度	Code 編號
											Postgraduate (Higher degrees (e.g. Master degrees) or equivalent) 研究院 (高等學位 (如碩士學位) 或同等教育程度)	1
											First Degree (First degrees or equivalent) 學士學位 (學士學位, 或同等教育程度)	2
											Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文憑、專業文憑、高級證書, 或同等教育程度)	3
											Senior Secondary (Secondary 4 to 6, Diploma, HKDSE or equivalent) 高中 (中四至中六、文憑、香港中學文憑, 或同等教育程度)	4
											Junior Secondary (Secondary 1 to 3) or below 初中 (中一至中三) 或以下	5
											Column "H" / (H)欄 (For Operative Staff Only) (只適用於操作工)	
											Average Age Range 平均年齡	Code 編號
											17 or below 或以下	1
											18 - 25	2
											26 - 30	3
											31 - 35	4
											36 - 40	5
											41 - 49	6
											50 or above 或以上	7

If additional lines are necessary, please tick here  and enter on supplementary sheet(s).  
 如此頁已填滿, 請先將 (✓) 號填入  內, 然後附頁繼續填寫。

**Q. 1 Internal Promotion**

**內部晉升**

Please fill in the Number of Internal Promotion in the Past 12 Months (16.8.2015 to 15.8.2016).

請填寫過去十二個月內(16.8.2015 至 15.8.2016)，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 (16.8.2015 to 15.8.2016).**

過去十二個月內(16.8.2015 至 15.8.2016)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 (16.8.2015 to 15.8.2016).**

過去十二個月內(16.8.2015 至 15.8.2016)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 (16.8.2015 to 15.8.2016).**

過去十二個月內(16.8.2015 至 15.8.2016)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 (16.8.2015 to 15.8.2016)?**

貴機構在過去十二個月內(16.8.2015 至 15.8.2016)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"/>
(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) Alternative offers in the market 市場上有其他選擇	<input type="checkbox"/> 81	<input type="checkbox"/> 82	<input type="checkbox"/> 83	
(h) Others (please specify) _____ 其他 (請說明)	<input type="checkbox"/> 84	<input type="checkbox"/> 85	<input type="checkbox"/> 86	

**Q. 7 The Total Number of Employees Who Had Left Your Establishment in the Past 12 Months (16.8.2015 to 15.8.2016).**  
過去十二個月內(16.8.2015 至 15.8.2016)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="90"/>	<input type="text" value="94"/>	<input type="text" value="98"/>	<input type="text" value="102"/>	<input type="text" value="106"/>

**Q. 8 The Expected Number of Employees Who will be Retiring from your Establishment in the coming 12 Months (15.8.2016 to 14.8.2017).**  
貴機構預計在未來十二個月內 (15.8.2016 至 14.8.2017) 退休的僱員人數。

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="107"/>	<input type="text" value="111"/>	<input type="text" value="115"/>	<input type="text" value="119"/>	<input type="text" value="123"/>

**Q. 9 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="text" value="124"/>	<input type="text" value="125"/>	<input type="text" value="126"/>	<input type="text" value="127"/>	<input type="text" value="128"/>	<input type="text" value="129"/>	<input type="text" value="130"/>
Supervisory/Technical Level 督導/技術員級	<input type="text" value="131"/>	<input type="text" value="132"/>	<input type="text" value="133"/>	<input type="text" value="134"/>	<input type="text" value="135"/>	<input type="text" value="136"/>	<input type="text" value="137"/>
Clerical/Operative Level 文員/操作工級	<input type="text" value="138"/>	<input type="text" value="139"/>	<input type="text" value="140"/>	<input type="text" value="141"/>	<input type="text" value="142"/>	<input type="text" value="143"/>	<input type="text" value="144"/>
Secretarial/Others Level 秘書/其他職級	<input type="text" value="145"/>	<input type="text" value="146"/>	<input type="text" value="147"/>	<input type="text" value="148"/>	<input type="text" value="149"/>	<input type="text" value="150"/>	<input type="text" value="151"/>

**Q. 10 Average Man-day Spent on Internal Training in the Past 12 Months (16.8.2015 to 15.8.2016) (Please tick "✓").**  
過去十二個月內(16.8.2015 至 15.8.2016)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="text" value="152"/>	<input type="text" value="153"/>	<input type="text" value="154"/>	<input type="text" value="155"/>	<input type="text" value="156"/>	<input type="text" value="157"/>	<input type="text" value="158"/>	<input type="text" value="159"/>
Supervisory/Technical Level 督導/技術員級	<input type="text" value="160"/>	<input type="text" value="161"/>	<input type="text" value="162"/>	<input type="text" value="163"/>	<input type="text" value="164"/>	<input type="text" value="165"/>	<input type="text" value="166"/>	<input type="text" value="167"/>
Clerical/Operative Level 文員/操作工級	<input type="text" value="168"/>	<input type="text" value="169"/>	<input type="text" value="170"/>	<input type="text" value="171"/>	<input type="text" value="172"/>	<input type="text" value="173"/>	<input type="text" value="174"/>	<input type="text" value="175"/>
Secretarial/Others Level 秘書/其他職級	<input type="text" value="176"/>	<input type="text" value="177"/>	<input type="text" value="178"/>	<input type="text" value="179"/>	<input type="text" value="180"/>	<input type="text" value="181"/>	<input type="text" value="182"/>	<input type="text" value="183"/>

**Q. 11 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="184"/>	<input type="text" value="185"/>	<input type="text" value="186"/>
Supervisory/Technical Level 督導/技術員級	<input type="text" value="187"/>	<input type="text" value="188"/>	<input type="text" value="189"/>
Clerical/Operative Level 文員/操作工級	<input type="text" value="190"/>	<input type="text" value="191"/>	<input type="text" value="192"/>
Secretarial/Others Level 秘書/其他職級	<input type="text" value="193"/>	<input type="text" value="194"/>	<input type="text" value="195"/>

**Q.12 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 (16.8.2015 to 15.8.2016).  
請填上過去十二個月內(16.8.2015 至 15.8.2016)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
<b>A. Managerial Skills</b>				
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	196	199	202	205
102 Human Resources Management 人力資源管理	208	211	214	217
103 Sales and Marketing Strategy Planning, Implementation and Evaluation 行銷及市場策略計劃、推行及檢討	220	223	226	229
104 Supervisory Techniques, Leadership Skills 督導管理、領導技巧	232	235	238	241
105 Risk Management 風險管理	244	247	250	253
106 Others (please specify) _____ 其他(請說明)	257	259	262	265
<b>B. Professional Skills</b>				
專業技能				
201 Inbound Tour-guiding 入境導遊	268	271	274	277
202 Outbound Tour-escorting 出境領隊	280	283	286	289
203 Convention and Exhibition Management 會議及展覽管理	292	295	298	301
204 Travel Consultancy 旅遊顧問	304	307	310	313
205 Ticketing and Reservation System 票務及預訂系統	316	319	322	325
206 Travel Insurance 旅遊保險	328	331	334	337
207 Cruise Consultancy 郵輪顧問	340	343	346	349
208 Others (please specify) _____ 其他(請說明)	352	355	358	361
<b>C. Generic Skills</b>				
通用技巧				
301 Service Attitude/Customer Service 服務態度／顧客服務	364	367	370	373
302 Communication 溝通	376	379	382	385
303 Problem Solving 解決疑難	388	391	394	397
304 Others (please specify) _____ 其他(請說明)	400	403	406	409
<b>D. Languages</b>				
語言				
401 Putonghua 普通話	412	415	418	421
402 English 英語	424	427	430	433
403 Others (please specify) _____ 其他(請說明)	436	439	442	445
For Official Use Only 此欄毋須填寫	448	451	454	457
				460

**Q. 13 The Expected Overall Changes in the Number of Persons in the Training Plan of Your Establishment for the Coming 12 Months (15.8.2016 to 14.8.2017).**

貴機構預計在未來十二個月內(15.8.2016 至 14.8.2017)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		461		465		469		473	
(II) Professional Skills 專業技能		477		481		485		489	
(III) Generic Skills 通用技巧		493		497		501		505	
(IV) Languages 語言		509		513		517		521	525

**Q. 14 No. of Tourist Guides/Tour Escorts in the Past 12 Months (16.8.2015 to 15.8.2016).**

過去十二個月內(16.8.2015 至 15.8.2016)導遊/領隊的僱員人數。

	<u>Inbound (Tourist Guides)</u> 入境旅遊(導遊)	<u>Outbound (Tour Escorts)</u> 出境旅遊(領隊)		
Number of in-house full-time tourist guides/tour escorts as at 15.8.2016 2016年8月15日在機構內全職導遊/領隊人數	426	430	434	535
Number of freelance/part-time tourist 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	536	540	544	545

**Q. 15 Months of High Season in the Past 12 Months (16.8.2015 to 15.8.2016).**

過去十二個月(16.8.2015 至 15.8.2016)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)	546	547	548	549	550	551	552	553	554	555	556	557	558
Outbound (出境旅遊)	559	560	561	562	563	564	565	566	567	568	569	570	571

問卷完 (End of questionnaire)

The 2016 Manpower Survey of the Tourism Industry  
旅遊業二〇一六年人力調查

Explanatory Notes  
附註

For Part I and Part II  
第一部份及第二部份

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。

Time Reference of Data  
調查參考日

All the data entered should refer to the position as at 15<sup>th</sup> August 2016 when completing the questionnaire.  
請在填寫問卷時，以二〇一六年八月十五日作為調查參考日。

Part I  
第一部份

1. 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。

2. Column 'B' – Average Monthly Income Code

（B）欄 — 平均每月收入編號

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. (Please refer to the note \*)

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。（見尾頁備註\*）

<u>Average Monthly Income</u> 平均每月收入	<u>Code</u> 編號
\$8,000 or below 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 或以上	07

3. Column 'C' - Number of Employees (Excluding Trainees/Apprentices) as at 15.8.2016

（C）欄 — 在 2016 年 8 月 15 日之僱員人數(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。

4. Column 'D' - Number of Vacancies as at 15.8.2016

(D) 欄 — 在 2016 年 8 月 15 日之空缺額

'Existing Vacancies' refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at 15.8.2016.

「現有空缺額」指在 2016 年 8 月 15 日該職位仍懸空，需立刻填補而現正積極招聘人員填補。

5. Column 'E' - Forecast Number of Employees as at 14.8.2017 (Excluding Trainees / Apprentices)

(E) 欄 — 預計在 2017 年 8 月 14 日的僱員人數（實習生／學徒除外）

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。

6. Column 'F' – No. of Trainees/Apprentices as at 15.8.2016

(F) 欄 — 在 2016 年 8 月 15 日之實習生／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。

7. 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
Postgraduate (Higher degrees (e.g. Master degrees) or equivalent) 研究院 (高等學位 (如碩士學位) 或同等教育程度)	1
First Degree (First degrees or equivalent) 學士學位 (學士學位, 或同等教育程度)	2
Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文憑、專業文憑、高級證書, 或同等教育程度)	3
Senior Secondary (Secondary 4 to 6, Diploma, HKDSE or equivalent) 高中 (中四至中六、文憑、香港中學文憑, 或同等教育程度)	4
Junior Secondary (Secondary 1 to 3) or below 初中 (中一至中三)或以下	5

8. Column 'H' – Staff's Average Age Range as at 15.8.2016 (for operative staff only)  
(H) 欄 — 在 2016 年 8 月 15 日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

\*Note: If you have more than one employee concerned doing the same job, please enter the average figure for that job category which is given by:

$$\frac{\text{Total amount of the income received by the employees concerned in that category}}{\text{Total number of the employees concerned in that category}}$$

\*備註： 若從事同類工作的有關僱員超過一名，請以下列算式取其加權平均數值：

$$\frac{\text{從事該類工作的有關僱員收入總計}}{\text{從事該類工作的有關僱員人數}}$$

**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 (16.8.2015 to 15.8.2016) 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 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016)  
過去十二個月內 (16.8.2015 至 15.8.2016) 新招聘的僱員人數

The number of new recruits in the past 12 months (16.8.2015 to 15.8.2016) refers to the number of employees you hired in the past 12 months (16.8.2015 to 15.8.2016).

請在本部份回答在過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016)  
過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016)  
過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016)’ refers to the employees joining your establishment who are fresh graduates of Tourism programs.

過去十二個月內 (16.8.2015 至 15.8.2016) 「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 (16.8.2015 to 15.8.2016)

在過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016). 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 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016)

過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016).

請填報過去十二個月內 (16.8.2015 至 15.8.2016) 貴機構離職的各級僱員人數。

8. The Expected Number of Employees Who will be Retiring from the Establishment in the Coming 12 Months (15.8.2016 to 14.8.2017)

貴機構預計在未來 12 個月內 (15.8.2016 至 14.8.2017) 退休的僱員人數

Please provide the estimated number of different levels of employees who will be retiring in coming 12 months (15.8.2016 to 14.8.2017).

請提供預計未來十二個月內 (15.8.2016 至 14.8.2017) 貴機構退休的各級僱員人數。

9. 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。

10. Average Man-day Spent on Internal Training in the Past 12 Months (16.8.2015 to 15.8.2016)

過去十二個月內 (16.8.2015 至 15.8.2016) 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 (16.8.2015 to 15.8.2016).

按其內部訓練的平均日數，請填寫於在過去十二個月內 (16.8.2015 至 15.8.2016)，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

11. 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)

12. 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 (16.8.2015 to 15.8.2016).

請提供過去十二個月內 (16.8.2015 至 15.8.2016) 獲提供所列培訓課程的各級僱員人數。

13. The Expected Overall Changes in the Number of Persons in the Training Plan of Your Establishment for the Coming 12 Months (15.8.2016 to 14.8.2017)

貴機構預計在未來十二個月內 (15.8.2016 至 14.8.2017) 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 (15.8.2016 to 14.8.2017).

請在適當的格內以 '+' 或 '-' 表示預計貴機構在未來十二個月內 (15.8.2016 至 14.8.2017) 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。

14. Number of Tourist Guides/Tour Escorts in the Past 12 Months (16.8.2015 to 15.8.2016)  
過去十二個月內 (16.8.2015 至 15.8.2016) 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 as at 15.8.2016. Please also enter the number of inbound and outbound freelance/part-time tourist guides/tour escorts in the past 12 months (16.8.2015 to 15.8.2016) with the most business.

請提供 2016 年 8 月 15 日在機構全職入境及出境旅遊導遊／領隊的人數，並提供過去 12 個月內 (16.8.2015 至 15.8.2016) 最旺月份入境及出境旅遊特約／兼職導遊／領隊人數。

15. Months of High Season in the Past 12 Months (16.8.2015 to 15.8.2016)  
過去十二個月內(16.8.2015 至 15.8.2016)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 (16.8.2015 to 15.8.2016).

請填報貴機構過去十二個月內 (16.8.2015 至 15.8.2016) 入境及出境旅遊旺季的月份，並在適當空格內加上“✓”號。



2016 Manpower Survey of the  
Tourism Industry

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
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>		
101	Administration Manager/ Office Manager	Ensures smooth and efficient running of the internal systems and procedures and the provision of prompt and efficient centralised 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
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>		
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, organises, 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
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>		
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)	
<b>SUPERVISORY / TECHNICAL LEVEL</b>		
201	Account Executive/ Sales Executive/ Marketing Officer/ Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	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; prepare and remit payroll reports; compile all tax returns.

Code	Job Title	Job Description
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>		
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 organisational improvements.
205	Operation Supervisor/ Officer/Tour Supervisor/ Officer	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 Officer/ Training Officer/ Human Resources 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
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>		
212	Meeting, Incentives, Conventions and Exhibitions Supervisor/Officer	Assists the director/manager in duties related to Meeting, Incentives, Conventions and Exhibitions business, supervises staff in operational matters related to Meeting, Incentives, Conventions and Exhibitions
213	Others (Supervisory / Technical Level)	
<b>CLERICAL / OPERATIVE LEVEL</b>		
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.
303	General Office Clerk/ Personnel Clerk/ Training Clerk/ Sales Clerk/Control Clerk/ Human Resources 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; sells air travel services; produces regular reports on business transactions; attends daily briefing and follows up with the instruction of 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 need to assist passengers to 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
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>		
316	Visa Clerk	Performs general duties and assists clients in arranging the required visas and travel documents for tour groups.
317	Sightseeing Guide/ Tourist 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; provides information and makes 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.

Code	Job Title	Job Description
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>		
323	Coach Driver	Drives a coach in delivering the tourists to the scenic spots according to the planned itineraries; ensures the safety of the tourist and their luggages.
325	Others (Clerical / Operative)	
<b>SECRETARIAL / OTHERS LEVEL</b>		
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)	

旅遊業二〇一六年人力調查

旅行社界別主要職務的工作說明

(部分職稱可能與貴機構所採用的不完全相同，但若工作性質相近，亦請視作同一職務，並在調查表內提供所需資料。)

編號	職稱	工作說明
經理／專業人員級		
101	行政經理／寫字樓經理	確保內部系統及程序順利有效運作；為各部門提供迅速和有效率的中央辦事處服務及輔助服務。
102	人事及訓練部總監／ 人力資源部總監	訂定一般人事政策及遵守勞工法例，監理聘用、甄選員工及填補空缺事宜；協助部門主管編排員工假期；推行特設的鼓勵及活動計劃以加強僱員關係；處理員工的投訴；印發員工刊物；就員工管理方面與業務分析主任合作。
103	公共關係部總監／ 公共關係部經理	負責特別宣傳計劃；與報界及娛樂界聯絡；撰寫及編輯公司內部的宣傳資料；處理公司的圖片說明、新聞報導、雜誌專題，以便刊載於本港及國際報章、雜誌上；提交每年的廣告預算；定期瀏覽各主要社交或相關的網站，並適時作出回應及跟進；對旅行社自設網站的定期更新及優化作出意見及指示。
104	電子資料處理部經理／ 電腦系統經理／ 資訊系統服務經理	負責所有電腦處理的工作，如辦公室自動化、資訊蒐集及電訊；負責長期規劃及運作；分析如何應用電子資料處理方法解決業務上問題，以及設計電子資料處理方案。



編號	職稱	工作說明
經理／專業人員級（續）		
105	執行董事／總經理／ 東主／合夥人／ 常務董事	全權負責管理一間款待服務機構，通常其直屬下級為其他經理／行政人員；推行機構的政策，以達到其目標。
106	財務總監／會計師	監督會計事宜；向高層提供有關應付支出的意見；代機構監管及檢討會計及財務管理制度；編寫會計報告及預算案呈交高層；填寫稅單及檢討報稅工作；督導及安排會計部職員的工作。
107	經理／業務經理／ 地區經理	主管整體工作；與本港旅遊業工作人員保持密切聯繫，並參與國際旅遊業會議。
108	市場拓展部經理／ 營業總監／會議經理／ 項目經理	策劃、組織、指導和管理公司的市場拓展活動；檢討市場及營業分析，以確定本地及海外市場需求；統籌與業務推廣有關的公共關係活動。主持營業部每日的簡短會議，控制顧客資料卡片系統；提交每月營業報告，爭取團體及會議業務；推行營業計劃並與訪港的旅遊業及商界人士聯絡；就短期預測與客務部經理聯繫。
109	人事部經理／ 人事及訓練部經理／ 人力資源部經理／ 訓練部經理	為各職級人員策劃及推行有效的人事管理及訓練計劃；管理及協調機構內外訓練；就人事／訓練及管理發展趨勢向管理階層提供意見；任特別訓練計劃的課程負責人；為職員提供輔導；評定人事管理及訓練活動的成效。

編號	職稱	工作說明
經理／專業人員級（續）		
110	訂位部經理	制定及監督訂位制度；向旅遊機構管理人員及客戶查詢訂位情況；促進與公眾的關係。
111	營業／業務／ 客戶服務／ 旅遊部經理／ 業務發展經理	重訂市場拓展及營業策略；留意同業動態及市況新趨勢；設計營業付款通知書及提供重要報導；評估屬下的推銷表現；定期檢討營業目標。
112	票務部經理	按國際及本地規例管理、制定及監督旅行社的票務工作程序；向旅遊機構管理人員及客戶查詢訂票情況。
113	會議、展覽及獎勵旅遊 總監／經理	制定、監督及管理會議、展覽及獎勵旅遊的策略及政策。
114	其他 （經理／專業人員級）	
督導／技術員級		
201	客戶主任／營業部主任 ／市場拓展部主任／ 團體營業聯絡主任／ 助理營業經理／ 營業部助理主管	按時探訪有關人士，以爭取新客戶及額外業務，蒐集市場資料，跟進同業及客戶介紹的情況；辦理訂房及投訴事宜；填寫每週的探訪報告。

編號	職稱	工作說明
督導／技術員級（續）		
202	會計部主管／主任 （如：應付帳／應收帳 ／存貨／核數／信用部 ／會計部／出納等）	核對及處理公司一切支出；編製支出分析及其他有關供應商發票及月結單的報告；保存應收帳紀錄；計算一切應付予旅行社的佣金；控制並平衡所有預付定金；處理會計上的爭議及疑問；編製每月應收帳款報告；保存所有與薪酬有關的紀錄；編製並提交薪酬報告；編製所有報稅表。
204	電子資料處理部主管／主任／系統分析員	界定業務問題；檢討各類解決方法及其效用；繪製資料及邏輯流程表；製備程序方塊圖；設計輸入表格及報表；編製比較成本分析報告；提出改善建議。
205	業務主管／主任／ 旅遊部主管／主任	監督及協調票務部、旅遊部及文職人員的工作；與酒店、餐廳、商店及名勝區聯絡。
206	人事部主任／ 訓練部主任／ 人力資源部主任	招募、約見及聘任僱員；根據考績報告輔導、調派或革除僱員；就人事問題向部門主管提供意見；協助推行訓練政策和活動；保存員工受訓紀錄；安排訓練日程，並與外界訓練／教育機構聯繫。
207	策劃主管／主任	監督統計部文員；定期編製統計報告；按財政預算控制每月的承付支出。
208	訂位部主管／主任	監督每更訂位部職員的工作；查詢訂位情況，並將重要資料轉達有關部門；促進與公眾的關係。

編號	職稱	工作說明
督導／技術員級（續）		
209	營業部主管／主任	協助經理處理團體及個人旅遊事宜；與航空公司、其他旅行社及酒店聯絡；向商務機構推廣業務。
210	票務部主管／主任	監督票務部的工作；就每日、每週及每月所發出的機票編製統計報告；提供有關航機飛行情況、匯率及航空關稅的最新資料；協助屬下處理複雜問題。
211	分析員	控制旅客訂位，監控訂位標準，檢討航空訂位情況、短期客量計劃及坐位編排。
212	會議、展覽及獎勵旅遊主管/主任	協助會議、展覽及獎勵旅遊總監/經理處理會議、展覽及獎勵旅遊事務並監督運作部門員工。
213	其他 （督導／技術員級）	
文員／操作工級		
301	會計部文員／出納員	負責會計部各方面的日常計算、過帳、紀錄、編理檔案及打字等工作。
303	寫字樓文員／人事部文員／訓練部文員／營業部文員／核對文員／人力資源部文員	負責一般文職工作，包括抄寫、編纂、編理檔案及紀錄資料等。
304	訂位代理	處理所屬航班的訂位服務；與票務部主任合作；向顧客銷售機票及其他服務；向其他部門提供資料。

編號	職稱	工作說明
文員／操作工級（續）		
305	營業代表／ 市場拓展主任	實現營業目標；推銷航空服務；定期編製業務報告書；出席每日的簡短會議，並按照主管的指示做跟進工作。
315	旅行社文員／訂位及／ 或票務部文員	編製旅遊指南，根據顧客要求預訂團位及酒店；查核有關海、陸、空交通情況及酒店設施；填發票券、收據及其他文件；為旅行團作出特別安排；或須協助旅客申領護照、入境證及找換外幣；或須編製會計帳目及負責收取費用。就飛機票價及航線提出意見；替顧客預訂座位，並將其特別要求轉達訂位部；知會顧客以適當貨幣支付機票費用，並發出機票；查實航機班次及處理有關行程更改。
316	簽證部文員	負責一般職務，協助顧客準備參加旅行團所需的人境證及旅遊文件。
317	觀光導遊／ 導遊（入境旅遊）	陪同旅行團及遊客等在本地觀光或參觀名勝地區；協助翻譯及協助遊客購買物品。
318	系統支援操作員／ 電腦操作員	操作及控制資料處理設備；輸入編妥資料；將資料紀錄在咭片、磁帶及磁碟上；將電腦印出資料發送予有關部門；設立、更新及優化旅行社自設的網站；監控及提供瀏覽數據給管理層作分析用。

編號	職稱	工作說明
文員／操作工級（續）		
319	領隊／領隊兼導遊 （出境旅遊）	在機場迎接旅行團；照顧團友及負責協調各項事情；陪同旅行團乘搭飛機、輪船或其他交通工具，按照預定行程旅行；協助遊客安排有關入境簽證、護照及健康狀況證明書事宜；沿途為遊客安排食宿；介紹名勝；沿途協助安排個別遊客觀光行程；充當翻譯及就關稅及其他規例向遊客提供意見；或須負責收取費用或票券。
320	旅遊顧問	向顧客提供最切合其所需的旅行團及旅遊資料，如目的地、費用預算、旅遊文件等，並提供旅遊安排建議。
321	郵輪顧問	向顧客提供最切合其所需的郵輪旅遊資料，如目的地、費用預算、旅遊文件等。
322	會議、展覽及獎勵旅遊 統籌主任	促進有關統籌會議、展覽及獎勵旅遊項目。
323	旅遊車司機	負責駕駛旅遊車將遊客接送到行程中各景點；保障遊客及存放於車上之行李安全。
325	其他 （文員／操作工級）	

編號	職稱	工作說明
秘書／其他職級		
401	行政秘書／秘書／打字員	筆錄及繕寫信件、報告及便箋；接聽電話，甄別來電及記下口訊；答覆一般詢問；編擬每日事務及約會表；接待訪客及負責有關的秘書職務。
402	辦公室助理員／信差	為總辦事處處理雜務及差使。
403	其他 (秘書／其他職級)	

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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/ Assistant Sales Supervisor
202	Accounting Supervisor/Officer (e.g. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/general cashier)
204	EDP Supervisor/Officer/System Analyst
205	Operation Supervisor/Officer/Tour Supervisor/Officer
206	Personnel Officer/Training Officer/Human Resources Officer
207	Planning Supervisor/Officer
208	Reservations Supervisor/Officer
209	Sales Supervisor/Officer
210	Ticketing Supervisor/Officer
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
303	General Office Clerk/Personnel Clerk/Training Clerk/Sales Clerk/ Control Clerk/Human Resources Clerk
304	Reservations Agent
305	Sales Representative/Marketing Executive
315	Travel Agency Clerk/Reservation and/or Ticketing Clerk
316	Visa Clerk
317	Sightseeing Guide /Tourist 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)

旅遊業二〇一六年人力調查  
旅行社界別的職務編號表

<u>編號</u>	<u>經理／專業人員級</u>
101	行政經理／寫字樓經理
102	人事及訓練部總監／人力資源部總監
103	公共關係部總監／公共關係部經理
104	電子資料處理部經理／電腦系統經理／資訊系統服務經理
105	執行董事／總經理／東主／合夥人／常務董事
106	財務總監／會計師
107	經理／業務經理／地區經理
108	市場拓展部經理／營業總監／會議經理／項目經理
109	人事部經理／人事及訓練部經理／人力資源部經理／ 訓練部經理
110	訂位部經理
111	營業／業務／客戶服務／旅遊部經理／業務發展經理
112	票務部經理
113	會議、展覽及獎勵旅遊總監／經理
114	其他（經理／專業人員級）

<u>編號</u>	<u>督導／技術員級</u>
201	客戶主任／營業部主任／市場拓展部主任／ 團體營業聯絡主任／助理營業經理／營業部助理主管
202	會計部主管／主任（如：應付帳／應收帳／ 存貨／核數／信用部／會計部／出納等）
204	電子資料處理部主管／主任／系統分析員
205	業務主管／主任／旅遊部主管／主任
206	人事部主任／訓練部主任／人力資源部主任
207	策劃主管／主任
208	訂位部主管／主任
209	營業部主管／主任
210	票務部主管／主任
211	分析員
212	會議、展覽及獎勵旅遊主管／主任
213	其他（督導／技術員級）

編號文員／操作工級

- 301 會計部文員／出納員
- 303 寫字樓文員／人事部文員／訓練部文員／  
營業部文員／核對文員／人力資源部文員
- 304 訂位代理
- 305 營業代表／市場拓展主任
- 315 旅行社文員／訂位及／或票務部文員
- 316 簽證部文員
- 317 觀光導遊／導遊（入境旅遊）
- 318 系統支援操作員／電腦操作員
- 319 領隊／領隊兼導遊（出境旅遊）
- 320 旅遊顧問
- 321 郵輪顧問
- 322 會議、展覽及獎勵旅遊統籌主任
- 323 旅遊車司機
- 325 其他（文員／操作工級）

編號秘書／其他職級

- 401 行政秘書／秘書／打字員
- 402 辦公室助理員／信差
- 403 其他（秘書／其他職級）

**APPENDIX 6**  
**STATISTICAL**  
**TABLES**  
**(TABLES 1 – 20)**

**附錄 6**  
**統計表**  
**(表 1 – 20)**

**TOURISM INDUSTRY : OVERALL**

**TABLE 1 : NUMBER EMPLOYED AND FORECAST**

<b>Job Title</b>	<b>Number Employed</b>	<b>12 Month Forecast of Number Employed</b>
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>		
Administration Manager/Office Manager	78	78
Director of Personnel and Training/ Director of Human Resources	16	16
Director of Public Relations/ Public Relations Manager	16	16
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	193	193
Executive Director/General Manager/ Proprietor/Partner/Managing Director	500	500
Financial Controller/Accountant	224	224
Manager/Operations Manager/Area Manager	599	601
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	189	192
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	93	94
Reservations Manager	121	121
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	702	715

Job Title	Number Employed	12 Month Forecast of Number Employed
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>		
Ticketing Manager	220	220
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	77	78
Others	796	797
<b>Sub-total</b>	<b>3824</b>	<b>3845</b>
<b>SUPERVISORY / TECHNICAL LEVEL</b>		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	505	514
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	546	547
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	987	1014
EDP Supervisor/Officer/ System Analyst	217	220
Operation Supervisor/Officer/ Tour Supervisor/Officer	978	978
Personnel/Training Officer	198	201
Planning Supervisor/Officer	22	23
Reservations Supervisor/Officer	286	290

Job Title	Number Employed	12 Month Forecast of Number Employed
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>		
Sales Supervisor/Officer	388	396
Ticketing Supervisor/Officer	957	957
Analyst	58	58
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	81	83
Others	898	899
<b>Sub-total</b>	<b>6121</b>	<b>6180</b>
<b>CLERICAL / OPERATIVE LEVEL</b>		
Accounting Clerk/General Cashier	1286	1289
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk/ Human Resources Clerk	969	986
Reservations Agent	484	490
Sales Representative/Marketing Executive	1069	1109
Statistical Clerk/Operation Clerk	3	3
Cabin Attendant/Crew	12564	12725
Cargo Officer (Passenger Service)	130	131
Ground Hostess/Ground Crew/ Ground Services Staff	1537	1538
Information Counter Staff/ Customer Services Staff	69	70
Operations Officer/Flight Dispatching Officer	91	92
Planning Officer	18	18



<b>Job Title</b>	<b>Number Employed</b>	<b>12 Month Forecast of Number Employed</b>
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>		
Traffic Officer	22	22
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4929	5165
Visa Clerk	206	206
Sightseeing Guide/Tourist Guide (Inbound)	475	481
Systems Support Operator/ EDP Operator/Computer Operator	197	200
Tour Escort/Escort Guide (Outbound)	1754	1806
Travel Consultant	2574	2675
Cruise Consultant	46	48
Meetings, Incentives, Conventions and Exhibitions Coordinator	102	102
Coach Driver	160	168
Airline Reservation and/or Ticketing Clerk	111	115
Others	545	547
<b>Sub-total</b>	<b>29341</b>	<b>29986</b>
<b>SECRETARIAL / OTHERS LEVEL</b>		
Executive Secretary/Secretary/Typist	209	210
Office Assistant/Messenger	435	435
Others	79	79
<b>Sub-total</b>	<b>723</b>	<b>724</b>
<b>GRAND TOTAL</b>	<b>40009</b>	<b>40735</b>

## TOURISM INDUSTRY

### SECTOR : AIRLINE COMPANIES

**TABLE 1.1 : NUMBER EMPLOYED AND FORECAST**

Job Title	Number Employed	12 Month Forecast of Number Employed
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>		
Administration Manager/Office Manager	17	17
Director of Personnel and Training/ Director of Human Resources	6	6
Director of Public Relations/ Public Relations Manager	4	4
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	144	144
Executive Director/General Manager/ Proprietor/Partner/Managing Director	105	105
Financial Controller/Accountant	72	72
Manager/Operations Manager/Area Manager	48	50
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	53	55
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	49	50
Reservations Manager	38	38
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	111	116

Job Title	Number Employed	12 Month Forecast of Number Employed
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>		
Ticketing Manager	4	4
Others	751	752
<b>Sub-total</b>	<b>1402</b>	<b>1413</b>
<b>SUPERVISORY / TECHNICAL LEVEL</b>		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	131	134
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	168	171
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	981	1008
EDP Supervisor/Officer/ System Analyst	168	170
Personnel/Training Officer/ Human Resources Officer	100	102
Planning Supervisor/Officer	13	14
Reservations Supervisor/Officer	112	114
Sales Supervisor/Officer	68	71
Ticketing Supervisor/Officer	27	27
Analyst	44	44

<b>Job Title</b>	<b>Number Employed</b>	<b>12 Month Forecast of Number Employed</b>
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>		
Others	810	810
<b>Sub-total</b>	<b>2622</b>	<b>2665</b>
<b>CLERICAL / OPERATIVE LEVEL</b>		
Accounting Clerk/General Cashier	183	185
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	275	275
Reservations Agent	361	367
Sales Representative/Marketing Executive	157	162
Statistical Clerk/Operation Clerk	3	3
Cabin Attendant/Crew	12564	12725
Cargo Officer (Passenger Service)	130	131
Ground Hostess/Ground Crew/ Ground Services Staff	1537	1538
Information Counter Staff/ Customer Services Staff	69	70
Operations Officer/Flight Dispatching Officer	91	92
Planning Officer	18	18
Traffic Officer	22	22
Systems Support Operator/ EDP Operator/Computer Operator	37	37
Airline Reservation and/or Ticketing Clerk	111	115

<b>Job Title</b>	<b>Number Employed</b>	<b>12 Month Forecast of Number Employed</b>
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>		
Others	432	434
<b>Sub-total</b>	<b>15990</b>	<b>16174</b>
<b>SECRETARIAL / OTHERS LEVEL</b>		
Executive Secretary/Secretary/Typist	119	120
Office Assistant/Messenger	6	6
Others	14	14
<b>Sub-total</b>	<b>139</b>	<b>140</b>
<b>GRAND TOTAL</b>	<b>20153</b>	<b>20392</b>

## 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
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>		
Administration Manager/Office Manager	61	61
Director of Personnel and Training/ Director of Human Resources	10	10
Director of Public Relations/ Public Relations Manager	12	12
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	49	49
Executive Director/General Manager/ Proprietor/Partner/Managing Director	395	395
Financial Controller/Accountant	152	152
Manager/Operations Manager/Area Manager	551	551
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	136	137
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	44	44
Reservations Manager	83	83

Job Title	Number Employed	12 Month Forecast of Number Employed
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>		
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	591	599
Ticketing Manager	216	216
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	77	78
Others	45	45
<b>Sub-total</b>	<b>2422</b>	<b>2432</b>
<b>SUPERVISORY / TECHNICAL LEVEL</b>		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	374	380
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	378	376
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	6	6
EDP Supervisor/Officer/ System Analyst	49	50
Operation Supervisor/Officer/ Tour Supervisor/Officer	978	978

<b>Job Title</b>	<b>Number Employed</b>	<b>12 Month Forecast of Number Employed</b>
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>		
Personnel/Training Officer/ Human Resources Officer	98	99
Planning Supervisor/Officer	9	9
Reservations Supervisor/Officer	174	176
Sales Supervisor/Officer	320	325
Ticketing Supervisor/Officer	930	930
Analyst	14	14
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	81	83
Others	88	89
<b>Sub-total</b>	<b>3499</b>	<b>3515</b>
<b>CLERICAL / OPERATIVE LEVEL</b>		
Accounting Clerk/General Cashier	1103	1104
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	694	711
Reservations Agent	123	123
Sales Representative/Marketing Executive	912	947
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4929	5165
Visa Clerk	206	206
Sightseeing Guide/Tourist Guide (Inbound)	475	481



Job Title	Number Employed	12 Month Forecast of Number Employed
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>		
Systems Support Operator/ EDP Operator/Computer Operator	160	163
Tour Escort/Escort Guide (Outbound)	1754	1806
Travel Consultant	2574	2675
Cruise Consultant	46	48
Meetings, Incentives, Conventions and Exhibitions Coordinator	102	102
Coach Driver	160	168
Others	113	113
<b>Sub-total</b>	<b>13351</b>	<b>13812</b>
<b>SECRETARIAL / OTHERS LEVEL</b>		
Executive Secretary/Secretary/Typist	90	90
Office Assistant/Messenger	429	429
Others	65	65
<b>Sub-total</b>	<b>584</b>	<b>584</b>
<b>GRAND TOTAL</b>	<b>19856</b>	<b>20343</b>

**TOURISM INDUSTRY : OVERALL**

**TABLE 2 : NUMBER OF EMPLOYEES, VACANCIES AND TRAINEES**

<b>Job Title</b>	<b>Number of Employees</b>	<b>Number of Vacancies at Date of Survey</b>	<b>Number of Trainees/Apprentices at Date of Survey</b>
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>			
Administration Manager/Office Manager	78	-	-
Director of Personnel and Training/ Director of Human Resources	16	-	-
Director of Public Relations/ Public Relations Manager	16	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	193	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	500	-	6
Financial Controller/Accountant	224	-	-
Manager/Operations Manager/Area Manager	599	2	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	189	3	4
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	93	1	-
Reservations Manager	121	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	702	13	2
Ticketing Manager	220	-	-
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	77	1	-
Others	796	1	-
<b>Sub-total</b>	<b>3824</b>	<b>21</b>	<b>12</b>

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
<b>SUPERVISORY / TECHNICAL LEVEL</b>			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	505	10	-
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	546	3	-
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	987	-	-
EDP Supervisor/Officer/ System Analyst	217	3	-
Operation Supervisor/Officer/ Tour Supervisor/Officer	978	-	3
Personnel/Training Officer/ Human Resources Officer	198	3	-
Planning Supervisor/Officer	22	1	-
Reservations Supervisor/Officer	286	4	-
Sales Supervisor/Officer	388	8	-
Ticketing Supervisor/Officer	957	-	-
Analyst	58	-	-
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	81	2	-
Others	898	1	-
<b>Sub-total</b>	<b>6121</b>	<b>35</b>	<b>3</b>
<b>CLERICAL / OPERATIVE LEVEL</b>			
Accounting Clerk/General Cashier	1286	3	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	969	17	-
Reservations Agent	484	6	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>			
Sales Representative/Marketing Executive	1069	42	13
Statistical Clerk/Operation Clerk	3	-	-
Cabin Attendant/Crew	12564	89	3
Cargo Officer (Passenger Service)	130	1	-
Ground Hostess/Ground Crew/ Ground Services Staff	1537	1	-
Information Counter Staff/ Customer Services Staff	69	1	-
Operations Officer/Flight Dispatching Officer	91	1	-
Planning Officer	18	-	-
Traffic Officer	22	-	-
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4929	235	14
Visa Clerk	206	-	-
Sightseeing Guide/Tourist Guide (Inbound)	475	6	-
Systems Support Operator/ EDP Operator/Computer Operator	197	3	-
Tour Escort/Escort Guide (Outbound)	1754	52	18
Travel Consulant	2574	99	2
Cruise Consulant	46	2	-
Meetings, Incentives, Conventions and Exhibitions Coordinator	102	-	-
Coach Driver	160	8	-
Airline Reservation and/or Ticketing Clerk	111	4	-
Others	545	2	-
<b>Sub-total</b>	<b>29341</b>	<b>572</b>	<b>50</b>
<b>SECRETARIAL / OTHERS LEVEL</b>			
Executive Secretary/Secretary/Typist	209	1	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
<b>SECRETARIAL / OTHERS LEVEL (Continued)</b>			
Office Assistant/Messenger	435	-	-
Others	79	-	-
<b>Sub-total</b>	<b>723</b>	<b>1</b>	<b>-</b>
<b>GRAND TOTAL</b>	<b>40009</b>	<b>629</b>	<b>65</b>

**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
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>			
Administration Manager/Office Manager	17	-	-
Director of Personnel and Training/ Director of Human Resources	6	-	-
Director of Public Relations/ Public Relations Manager	4	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	144	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	105	-	-
Financial Controller/Accountant	72	-	-
Manager/Operations Manager/Area Manager	48	2	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	53	2	-
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	49	1	-
Reservations Manager	38	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	111	5	-
Ticketing Manager	4	-	-
Others	751	1	-
<b>Sub-total</b>	<b>1402</b>	<b>11</b>	<b>-</b>

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
<b>SUPERVISORY / TECHNICAL LEVEL</b>			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	131	3	-
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	168	3	-
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	981	-	-
EDP Supervisor/Officer/ System Analyst	168	2	-
Personnel/Training Officer/ Human Resources Officer	100	2	-
Planning Supervisor/Officer	13	1	-
Reservations Supervisor/Officer	112	2	-
Sales Supervisor/Officer	68	3	-
Ticketing Supervisor/Officer	27	-	-
Analyst	44	-	-
Others	810	-	-
<b>Sub-total</b>	<b>2622</b>	<b>16</b>	<b>-</b>
<b>CLERICAL / OPERATIVE LEVEL</b>			
Accounting Clerk/General Cashier	183	2	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	275	-	-
Reservations Agent	361	6	-
Sales Representative/Marketing Executive	157	5	-
Statistical Clerk/Operation Clerk	3	-	-
Cabin Attendant/Crew	12564	89	3
Cargo Officer (Passenger Service)	130	1	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>			
Ground Hostess/Ground Crew/ Ground Services Staff	1537	1	-
Information Counter Staff/ Customer Services Staff	69	1	-
Operations Officer/Flight Dispatching Officer	91	1	-
Planning Officer	18	-	-
Traffic Officer	22	-	-
Systems Support Operator/ EDP Operator/Computer Operator	37	-	-
Airline Reservation and/or Ticketing Clerk	111	4	-
Others	432	2	-
<b>Sub-total</b>	<b>15990</b>	<b>112</b>	<b>3</b>
<b>SECRETARIAL / OTHERS LEVEL</b>			
Executive Secretary/Secretary/Typist	119	1	-
Office Assistant/Messenger	6	-	-
Others	14	-	-
<b>Sub-total</b>	<b>139</b>	<b>1</b>	<b>-</b>
<b>GRAND TOTAL</b>	<b>20153</b>	<b>140</b>	<b>3</b>



**TOURISM INDUSTRY**

**SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS**

**TABLE 2.2 : NUMBER OF EMPLOYEES, VACANCIES AND TRAINEES**

<b>Job Title</b>	<b>Number of Employees</b>	<b>Number of Vacancies at Date of Survey</b>	<b>Number of Trainees/Apprentices at Date of Survey</b>
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>			
Administration Manager/Office Manager	61	-	-
Director of Personnel and Training/ Director of Human Resources	10	-	-
Director of Public Relations/ Public Relations Manager	12	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	49	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	395	-	6
Financial Controller/Accountant	152	-	-
Manager/Operations Manager/Area Manager	551	-	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	136	1	4
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	44	-	-
Reservations Manager	83	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	591	8	2
Ticketing Manager	216	-	-
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	77	1	-
Others	45	-	-
<b>Sub-total</b>	<b>2422</b>	<b>10</b>	<b>12</b>

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
<b>SUPERVISORY / TECHNICAL LEVEL</b>			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	374	7	-
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	378	-	-
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	6	-	-
EDP Supervisor/Officer/ System Analyst	49	1	-
Operation Supervisor/Officer/ Tour Supervisor/Officer	978	-	3
Personnel/Training Officer	98	1	-
Planning Supervisor/Officer	9	-	-
Reservations Supervisor/Officer	174	2	-
Sales Supervisor/Officer	320	5	-
Ticketing Supervisor/Officer	930	-	-
Analyst	14	-	-
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	81	2	-
Others	88	1	-
<b>Sub-total</b>	<b>3499</b>	<b>19</b>	<b>3</b>
<b>CLERICAL / OPERATIVE LEVEL</b>			
Accounting Clerk/General Cashier	1103	1	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	694	17	-
Reservations Agent	123	-	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>			
Sales Representative/Marketing Executive	912	37	13
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4929	235	14
Visa Clerk	206	-	-
Sightseeing Guide/Tourist Guide (Inbound)	475	6	-
Systems Support Operator/ EDP Operator/Computer Operator	160	3	-
Tour Escort/Escort Guide (Outbound)	1745	52	18
Travel Consulant	2574	99	2
Cruise Consulant	46	2	-
Meetings, Incentives, Conventions and Exhibitions Coordinator	102	-	-
Coach Driver	160	8	-
Others	113	-	-
<b>Sub-total</b>	<b>13351</b>	<b>460</b>	<b>47</b>
<b>SECRETARIAL / OTHERS LEVEL</b>			
Executive Secretary/Secretary/Typist	90	-	-
Office Assistant/Messenger	429	-	-
Others	65	-	-
<b>Sub-total</b>	<b>584</b>	<b>-</b>	<b>-</b>
<b>GRAND TOTAL</b>	<b>19856</b>	<b>489</b>	<b>62</b>

## TOURISM INDUSTRY

**TABLE 3 : NUMBER OF INTERNAL PROMOTION**

<b>Branch</b>	<b>From Supervisory/Technical to Managerial/Professional</b>	<b>From Clerical/Operative to Supervisory/Technical</b>
Airline Companies	1	3
Travel Agents and Airline Ticket Agents	26	85
<b>Total</b>	<b>27</b>	<b>88</b>

## TOURISM INDUSTRY

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

<b>Branch</b>	<b>Managerial / Professional</b>	<b>Supervisory / Technical</b>	<b>Clerical / Operative</b>	<b>Secretarial / Others</b>	<b>Total</b>
Airline Companies	12	23	306	0	<b>341</b>
Travel Agents and Airline Ticket Agents	79	238	1811	38	<b>2166</b>
<b>Total</b>	<b>91</b>	<b>261</b>	<b>2117</b>	<b>38</b>	<b>2507</b>

## TOURISM INDUSTRY

**TABLE 5 : NUMBER OF EMPLOYEES WHO WILL BE RETIRING FROM THE ESTABLISHMENT  
IN THE COMING 12 MONTHS BY BRANCH BY JOB LEVEL**

<b>Branch</b>	<b>Managerial / Professional</b>	<b>Supervisory / Technical</b>	<b>Clerical / Operative</b>	<b>Secretarial / Others</b>	<b>Total</b>
Airline Companies	-	5	12	1	<b>18</b>
Travel Agents and Airline Ticket Agents	6	-	18	2	<b>26</b>
<b>Total</b>	<b>6</b>	<b>5</b>	<b>30</b>	<b>3</b>	<b>44</b>

## TOURISM INDUSTRY

**TABLE 6 : NUMBER OF NEW RECRUITS IN THE PAST 12 MONTHS BY BRANCH BY JOB LEVEL**

<b>Branch</b>	<b>Managerial / Professional</b>	<b>Supervisory / Technical</b>	<b>Clerical / Operative</b>	<b>Secretarial / Others</b>	<b>Total</b>
Airline Companies	7	24	222	5	<b>258</b>
Travel Agents and Airline Ticket Agents	35	72	1154	19	<b>1280</b>
<b>Total</b>	<b>42</b>	<b>96</b>	<b>1376</b>	<b>24</b>	<b>1538</b>

## TOURISM INDUSTRY

**TABLE 7 : NUMBER OF NEW RECRUITS WITHOUT TOURISM INDUSTRY EXPERIENCE AND / OR  
NO TOURISM TRAINING IN THE PAST 12 MONTHS**

<b>Branch</b>	<b>Managerial / Professional</b>	<b>Supervisory / Technical</b>	<b>Clerical / Operative</b>	<b>Secretarial / Others</b>	<b>Total</b>
Airline Companies	1	3	51	4	<b>59</b>
Travel Agents and Airline Ticket Agents	2	1	533	1	<b>537</b>
<b>Total</b>	<b>3</b>	<b>4</b>	<b>584</b>	<b>5</b>	<b>596</b>



## TOURISM INDUSTRY

**TABLE 8 : NUMBER OF NEW RECRUITS WHO ARE FRESH GRADUATES  
OF TOURISM PROGRAMS IN THE PAST 12 MONTHS**

<b>Branch</b>	<b>Supervisory / Technical</b>	<b>Clerical / Operative</b>	<b>Secretarial / Others</b>	<b>Total</b>
Airline Companies	-	8	6	<b>14</b>
Travel Agents and Airline Ticket Agents	-	48	-	<b>48</b>
<b>Total</b>	-	<b>56</b>	<b>6</b>	<b>62</b>

**TOURISM INDUSTRY : OVERALL**

**TABLE 9 : 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	1737	418	161	-	-	-	10248	<b>12564</b>	
Cargo Officer (Passenger Service)	-	48	-	2	-	-	80	<b>130</b>	
Ground Hostess/Ground Crew/ Ground Services Staff	-	210	124	3	-	-	1200	<b>1537</b>	
Information Counter Staff/ Customer Services Staff	2	53	14	-	-	-	-	<b>69</b>	
Operations Officer/Flight Dispatching Officer	14	29	33	-	-	-	15	<b>91</b>	
Planning Officer	4	9	5	-	-	-	-	<b>18</b>	
Traffic Officer	2	10	8	2	-	-	-	<b>22</b>	
Sightseeing Guide/Tour Guide (Inbound)	48	-	41	92	33	25	236	<b>475</b>	
Systems Support Operator/ EDP Operator/Computer Operator	4	22	7	9	-	-	155	<b>197</b>	
Tour Escort/Escort Guide (Outbound)	17	52	75	164	13	13	1420	<b>1754</b>	

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	53	235	622	250	201	13	1200	<b>2574</b>	
Cruise Consultant	-	-	15	-	-	-	31	<b>46</b>	
Meetings, Incentives, Conventions and Exhibitions Coordinator	5	22	13	4	-	-	58	<b>102</b>	
Coach Driver	-	-	-	-	44	58	58	<b>160</b>	
<b>Total</b>	<b>1886</b>	<b>1108</b>	<b>1118</b>	<b>526</b>	<b>291</b>	<b>109</b>	<b>14701</b>	<b>19739</b>	

**TOURISM INDUSTRY**  
**SECTOR : AIRLINE COMPANIES**

**TABLE 9.1 : 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	1737	418	161	-	-	-	10248	<b>12564</b>	
Cargo Officer (Passenger Service)	-	48	-	2	-	-	80	<b>130</b>	
Ground Hostess/Ground Crew/ Ground Services Staff	-	210	124	3	-	-	1200	<b>1537</b>	
Information Counter Staff/ Customer Services Staff	2	53	14	-	-	-	-	<b>69</b>	
Operations Officer/Flight Dispatching Officer	14	29	33	-	-	-	15	<b>91</b>	
Planning Officer	4	9	5	-	-	-	-	<b>18</b>	
Traffic Officer	2	10	8	2	-	-	-	<b>22</b>	
Systems Support Operator/ EDP Operator/Computer Operator	-	9	3	-	-	-	25	<b>37</b>	
<b>Total</b>	<b>1759</b>	<b>786</b>	<b>348</b>	<b>7</b>	<b>-</b>	<b>-</b>	<b>11568</b>	<b>14468</b>	

**TOURISM INDUSTRY**

**SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS**

**TABLE 9.2 : NUMBER OF EMPLOYEES BY AVERAGE AGE RANGE**

<b>Job Title</b>	<b>Average Age Range (for operative staff only)</b>							<b>Total</b>
	<b>18 - 25</b>	<b>26 - 30</b>	<b>31 - 35</b>	<b>36 - 40</b>	<b>41 - 49</b>	<b>50 or above</b>	<b>Unspecified/ Refusal</b>	
Sightseeing Guide/Tour Guide (Inbound)	48	-	41	92	33	25	236	<b>475</b>
Systems Support Operator/ EDP Operator/Computer Operator	4	13	4	9	-	-	130	<b>160</b>
Tour Escort/Escort Guide (Outbound)	17	52	75	164	13	13	1420	<b>1754</b>
Travel Consultant	53	235	622	250	201	13	1200	<b>2574</b>
Cruise Consultant	-	-	15	-	-	-	31	<b>46</b>
Meetings, Incentives, Conventions and Exhibitions Coordinator	5	22	13	4	-	-	58	<b>102</b>
Coach Driver	-	-	-	-	44	58	58	<b>160</b>
<b>Total</b>	<b>127</b>	<b>322</b>	<b>770</b>	<b>519</b>	<b>291</b>	<b>109</b>	<b>3133</b>	<b>5271</b>

**TOURISM INDUSTRY : OVERALL**

**TABLE 10 : PREFERRED EDUCATION OF EMPLOYEES**

Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>														
Administration Manager/Office Manager	1	1	28	31	15	16	22	22	-	-	6	8	72	78
Director of Personnel and Training/ Director of Human Resources	1	1	6	6	1	1	-	-	-	-	5	8	13	16
Director of Public Relations/ Public Relations Manager	-	-	6	6	1	1	-	-	-	-	2	9	9	16
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	2	2	18	28	5	19	-	-	-	-	5	144	30	193
Executive Director/General Manager/ Proprietor/Partner/Managing Director	4	5	129	190	30	92	77	108	-	-	43	105	283	500
Financial Controller/Accountant	2	2	62	82	22	24	35	35	-	-	29	81	150	224
Manager/Operations Manager/Area Manager	13	13	125	167	55	169	56	162	-	-	51	88	300	599
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	14	14	42	79	23	31	6	7	-	-	19	58	104	189
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	2	2	28	41	2	2	4	13	-	-	4	35	40	93
Reservations Manager	-	-	43	48	14	27	2	2	-	-	20	44	79	121
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	130	211	55	123	193	263	-	-	26	105	404	702
Ticketing Manager	-	-	13	26	58	122	23	27	-	-	21	45	115	220

Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Certificate, Higher Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>														
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	5	10	5	15	26	26	-	-	19	26	55	77
Others	-	-	22	103	2	10	-	-	-	-	5	683	29	796
<b>Sub-total</b>	<b>39</b>	<b>40</b>	<b>657</b>	<b>1028</b>	<b>288</b>	<b>652</b>	<b>444</b>	<b>665</b>	<b>-</b>	<b>-</b>	<b>255</b>	<b>1439</b>	<b>1683</b>	<b>3824</b>
<b>SUPERVISORY / TECHNICAL LEVEL</b>														
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	-	-	34	134	33	92	80	182	-	-	18	97	165	505
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	-	-	23	59	105	171	121	148	-	-	63	168	312	546
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	-	-	15	30	29	83	2	375	-	-	3	499	49	987
EDP Supervisor/Officer/ System Analyst	-	-	7	18	10	33	6	10	-	-	4	156	27	217
Operation Supervisor/Officer/ Tour Supervisor/Officer	-	-	20	58	19	83	189	669	-	-	73	168	301	978
Personnel/ Training Officer/ Human Resources Officer	1	1	22	43	29	52	9	14	-	-	24	88	85	198
Planning Supervisor/Officer	-	-	2	5	6	16	-	-	-	-	1	1	9	22
Reservations Supervisor/Officer	-	-	7	30	27	98	32	102	-	-	10	56	76	286
Sales Supervisor/Officer	-	-	9	14	91	169	86	136	-	-	34	69	220	388
Ticketing Supervisor/Officer	-	-	5	5	68	142	311	429	-	-	265	381	649	957
Analyst	-	-	5	7	4	8	1	3	-	-	1	40	11	58

Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>														
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	-	-	5	29	18	34	-	-	6	18	29	81
Others	-	-	6	7	17	82	7	20	-	-	13	789	43	898
<b>Sub-total</b>	<b>1</b>	<b>1</b>	<b>155</b>	<b>410</b>	<b>443</b>	<b>1058</b>	<b>862</b>	<b>2122</b>	<b>-</b>	<b>-</b>	<b>515</b>	<b>2530</b>	<b>1976</b>	<b>6121</b>
<b>CLERICAL / OPERATIVE LEVEL</b>														
Accounting Clerk/General Cashier	-	-	5	14	49	180	490	808	-	-	130	284	674	1286
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	2	10	33	91	99	504	-	-	54	364	188	969
Reservations Agent	-	-	-	-	12	137	23	143	-	-	2	204	37	484
Sales Representative/Marketing Executive	-	-	7	36	41	113	189	578	-	-	73	342	310	1069
Statistical Clerk/Operation Clerk	-	-	1	1	-	-	1	2	-	-	-	-	2	3
Cabin Attendant/Crew	-	-	1	1	4	1853	9	1910	-	-	1	8800	15	12564
Cargo Officer (Passenger Service)	-	-	-	-	3	25	4	25	-	-	1	80	8	130
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	1	96	3	16	13	225	-	-	1	1200	18	1537
Information Counter Staff/ Customer Services Staff	-	-	1	1	6	11	10	57	-	-	-	-	17	69
Operations Officer/Flight Dispatching Officer	-	-	1	1	4	20	11	55	-	-	2	15	18	91
Planning Officer	-	-	1	4	1	4	2	10	-	-	-	-	4	18
Traffic Officer	-	-	-	-	2	6	7	16	-	-	-	-	9	22
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	14	20	57	225	894	3306	25	25	341	1353	1331	4929
Visa Clerk	-	-	-	-	2	10	86	194	-	-	2	2	90	206



Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Certificate or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>														
Sightseeing Guide/Tourist Guide (Inbound)	-	-	-	-	14	18	72	287	-	-	49	170	135	475
Systems Support Operator/ EDP Operator/Computer Operator	-	-	5	27	5	27	20	42	-	-	36	101	66	197
Tour Escort/Escort Guide (Outbound)	-	-	-	-	1	24	92	1478	-	-	20	252	113	1754
Travel Consultant	-	-	14	14	32	180	206	1940	-	-	69	440	321	2574
Cruise Consultant	-	-	-	-	1	3	8	40	-	-	1	3	10	46
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	-	1	8	2	10	13	51	-	-	15	33	31	102
Coach Driver	-	-	-	-	-	-	26	66	16	40	7	54	49	160
Airline Reservation and/or Ticketing Clerk	-	-	-	-	3	23	14	88	-	-	-	-	17	111
Others	-	-	-	-	3	8	36	176	-	-	5	361	44	545
<b>Sub-total</b>	-	-	54	233	278	2984	2325	12001	41	65	809	14058	3507	29341
<b>SECRETARIAL / OTHERS LEVEL</b>														
Executive Secretary/Secretary/Typist	-	-	3	3	19	58	51	54	-	-	10	94	83	209
Office Assistant/Messenger	-	-	-	-	13	13	116	195	104	168	37	59	270	435
Others	-	-	-	-	2	7	47	53	1	1	8	18	58	79
<b>Sub-total</b>	-	-	3	3	34	78	214	302	105	169	55	171	411	723
<b>GRAND TOTAL</b>	<b>40</b>	<b>41</b>	<b>869</b>	<b>1674</b>	<b>1043</b>	<b>4772</b>	<b>3845</b>	<b>15090</b>	<b>146</b>	<b>234</b>	<b>1634</b>	<b>18198</b>	<b>7577</b>	<b>40009</b>

**TOURISM INDUSTRY**

**SECTOR : AIRLINE COMPANIES**

**TABLE 10.1 : PREFERRED EDUCATION OF EMPLOYEES**

Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>														
Administration Manager/Office Manager	-	-	16	16	-	-	-	-	-	-	1	1	17	17
Director of Personnel and Training/ Director of Human Resources	-	-	3	3	-	-	-	-	-	-	1	3	4	6
Director of Public Relations/ Public Relations Manager	-	-	2	2	-	-	-	-	-	-	1	2	3	4
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	5	6	1	3	-	-	-	-	1	135	7	144
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	34	46	-	-	-	-	-	-	2	59	36	105
Financial Controller/Accountant	1	1	29	35	-	-	-	-	-	-	2	36	32	72
Manager/Operations Manager/Area Manager	1	1	34	43	1	1	-	-	-	-	2	3	38	48
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	17	31	-	-	-	-	-	-	1	22	18	53
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	15	19	-	-	-	-	-	-	1	30	16	49
Reservations Manager / Human Resources Officer	-	-	13	13	-	-	-	-	-	-	1	25	14	38
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	42	74	1	1	-	-	-	-	2	36	45	111

Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>														
Ticketing Manager	-	-	4	4	-	-	-	-	-	-	-	-	4	4
Others	-	-	21	101	2	10	-	-	-	-	1	640	24	751
<b>Sub-total</b>	<b>2</b>	<b>2</b>	<b>235</b>	<b>393</b>	<b>5</b>	<b>15</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>16</b>	<b>992</b>	<b>258</b>	<b>1402</b>
<b>SUPERVISORY / TECHNICAL LEVEL</b>														
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	-	-	14	59	19	56	-	-	-	-	2	16	35	131
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	-	-	14	40	22	41	-	-	-	-	2	87	38	168
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	-	-	15	30	29	83	1	369	-	-	3	499	48	981
EDP Supervisor/Officer/ System Analyst	-	-	1	2	3	16	-	-	-	-	1	150	5	168
Personnel/ Training Officer/ Human Resources Officer	-	-	6	24	10	21	-	-	-	-	1	55	17	100
Planning Supervisor/Officer	-	-	1	2	3	11	-	-	-	-	-	-	4	13
Reservations Supervisor/Officer	-	-	5	10	18	70	1	1	-	-	2	31	26	112
Sales Supervisor/Officer	-	-	7	10	12	53	-	-	-	-	1	5	20	68
Ticketing Supervisor/Officer	-	-	5	5	12	16	1	3	-	-	1	3	19	27
Analyst	-	-	3	3	1	1	-	-	-	-	1	40	5	44
Others	-	-	6	7	13	78	1	5	-	-	1	720	21	810
<b>Sub-total</b>	<b>-</b>	<b>-</b>	<b>77</b>	<b>192</b>	<b>142</b>	<b>446</b>	<b>4</b>	<b>378</b>	<b>-</b>	<b>-</b>	<b>15</b>	<b>1606</b>	<b>238</b>	<b>2622</b>

Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>CLERICAL / OPERATIVE LEVEL</b>														
Accounting Clerk/General Cashier	-	-	1	1	9	62	24	60	-	-	1	60	35	183
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	1	3	5	24	16	48	-	-	1	200	23	275
Reservations Agent	-	-	-	-	7	80	16	77	-	-	2	204	25	361
Sales Representative/Marketing Executive	-	-	2	8	13	69	19	70	-	-	1	10	35	157
Statistical Clerk/Operation Clerk	-	-	1	1	-	-	1	2	-	-	-	-	2	3
Cabin Attendant/Crew	-	-	1	1	4	1853	9	1910	-	-	1	8800	15	12564
Cargo Officer (Passenger Service)	-	-	-	-	3	25	4	25	-	-	1	80	8	130
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	1	96	3	16	13	225	-	-	1	1200	18	1537
Information Counter Staff/ Customer Services Staff	-	-	1	1	6	11	10	57	-	-	-	-	17	69
Operations Officer/Flight Dispatching Officer	-	-	1	1	4	20	11	55	-	-	2	15	18	91
Planning Officer	-	-	1	4	1	4	2	10	-	-	-	-	4	18
Traffic Officer	-	-	-	-	2	6	7	16	-	-	-	-	9	22
Systems Support Operator/ EDP Operator/Computer Operator	-	-	-	-	2	10	2	2	-	-	1	25	5	37
Airline Reservation and/or Ticketing Clerk	-	-	-	-	3	23	14	88	-	-	-	-	17	111
Others	-	-	-	-	1	1	13	121	-	-	1	310	15	432
<b>Sub-total</b>	-	-	<b>10</b>	<b>116</b>	<b>63</b>	<b>2204</b>	<b>161</b>	<b>2766</b>	-	-	<b>12</b>	<b>10904</b>	<b>246</b>	<b>15990</b>
<b>SECRETARIAL / OTHERS LEVEL</b>														
Executive Secretary/Secretary/Typist	-	-	1	1	7	20	15	17	-	-	2	81	25	119
Office Assistant/Messenger	-	-	-	-	-	-	2	2	3	3	1	1	6	6
Others	-	-	-	-	1	5	7	8	1	1	-	-	9	14

Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>SECRETARIAL / OTHERS LEVEL (Continued)</b>														
<b>Sub-total</b>	-	-	1	1	8	25	24	27	4	4	3	82	40	139
<b>GRAND TOTAL</b>	2	2	323	702	218	2690	189	3171	4	4	46	13584	782	20153

**TOURISM INDUSTRY : OVERALL**

**SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS**

**TABLE 10.2 : PREFERRED EDUCATION OF EMPLOYEES**

Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>														
Administration Manager/Office Manager	1	1	12	15	15	16	22	22	-	-	5	7	55	61
Director of Personnel and Training/ Director of Human Resources	1	1	3	3	1	1	-	-	-	-	4	5	9	10
Director of Public Relations/ Public Relations Manager	-	-	4	4	1	1	-	-	-	-	1	7	6	12
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	2	2	13	22	4	16	-	-	-	-	4	9	23	49
Executive Director/General Manager/ Proprietor/Partner/Managing Director	4	5	95	144	30	92	77	108	-	-	41	46	247	395
Financial Controller/Accountant	1	1	33	47	22	24	35	35	-	-	27	45	118	152
Manager/Operations Manager/Area Manager	12	12	91	124	54	168	56	162	-	-	49	85	262	551
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	14	14	25	48	23	31	6	7	-	-	18	36	86	136
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	2	2	13	22	2	2	4	13	-	-	3	5	24	44
Reservations Manager	-	-	30	35	14	27	2	2	-	-	19	19	65	83
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	88	137	54	122	193	263	-	-	24	69	359	591

Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>														
Ticketing Manager	-	-	9	22	58	122	23	27	-	-	21	45	111	216
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	5	10	5	15	26	26	-	-	19	26	55	77
Others	-	-	1	2	-	-	-	-	-	-	4	43	5	45
<b>Sub-total</b>	<b>37</b>	<b>38</b>	<b>422</b>	<b>635</b>	<b>283</b>	<b>637</b>	<b>444</b>	<b>665</b>	<b>-</b>	<b>-</b>	<b>239</b>	<b>447</b>	<b>1425</b>	<b>2422</b>
<b>SUPERVISORY / TECHNICAL LEVEL</b>														
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	-	-	20	75	14	36	80	182	-	-	16	81	130	374
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	-	-	9	19	83	130	121	148	-	-	61	81	274	378
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	-	-	-	-	-	-	1	6	-	-	-	-	1	6
EDP Supervisor/Officer/ System Analyst	-	-	6	16	7	17	6	10	-	-	3	6	22	49
Operation Supervisor/Officer/ Tour Supervisor/Officer	-	-	20	58	19	83	189	669	-	-	73	168	301	978
Personnel/ Training Officer/ Human Resources Officer	1	1	16	19	19	31	9	14	-	-	23	33	68	98
Planning Supervisor/Officer	-	-	1	3	3	5	-	-	-	-	1	1	5	9
Reservations Supervisor/Officer	-	-	2	20	9	28	31	101	-	-	8	25	50	174
Sales Supervisor/Officer	-	-	2	4	79	116	86	136	-	-	33	64	200	320

Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>														
Ticketing Supervisor/Officer	-	-	-	-	56	126	310	426	-	-	264	378	630	930
Analyst	-	-	2	4	3	7	1	3	-	-	-	-	6	14
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	-	-	5	29	18	34	-	-	6	18	29	81
Others	-	-	-	-	4	4	6	15	-	-	12	69	22	88
<b>Sub-total</b>	<b>1</b>	<b>1</b>	<b>78</b>	<b>218</b>	<b>301</b>	<b>612</b>	<b>858</b>	<b>1744</b>	<b>-</b>	<b>-</b>	<b>500</b>	<b>924</b>	<b>1738</b>	<b>3499</b>
<b>CLERICAL / OPERATIVE LEVEL</b>														
Accounting Clerk/General Cashier	-	-	4	13	40	118	466	748	-	-	129	224	639	1103
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	1	7	28	67	83	456	-	-	53	164	165	694
Reservations Agent	-	-	-	-	5	57	7	66	-	-	-	-	12	123
Sales Representative/Marketing Executive	-	-	5	28	28	44	170	508	-	-	72	332	275	912
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	14	20	57	225	894	3306	25	25	341	1353	1331	4929
Visa Clerk	-	-	-	-	2	10	86	194	-	-	2	2	90	206
Sightseeing Guide/Tourist Guide (Inbound)	-	-	-	-	14	18	72	287	-	-	49	170	135	475
Systems Support Operator/ EDP Operator/Computer Operator	-	-	5	27	3	17	18	40	-	-	35	76	61	160
Tour Escort/Escort Guide (Outbound)	-	-	-	-	1	24	92	1478	-	-	20	252	113	1754
Travel Consultant	-	-	14	14	32	180	206	1940	-	-	69	440	321	2574
Cruise Consultant	-	-	-	-	1	3	8	40	-	-	1	3	10	46
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	-	1	8	2	10	13	51	-	-	15	33	31	102
Coach Driver	-	-	-	-	-	-	26	66	16	40	7	54	49	160



Job Title	Postgraduate (Higher degrees (e.g. Master degrees) or equivalent)		First degrees or equivalent		Sub-degree (Associate Degrees, Higher Diploma, Professional Diploma, Higher Certificates or equivalent)		Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)		Junior Secondary (Secondary 1-3)		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
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>														
Others	-	-	-	-	2	7	23	55	-	-	4	51	29	113
<b>Sub-total</b>	-	-	44	117	215	780	2164	9235	41	65	797	3154	3261	13351
<b>SECRETARIAL / OTHERS LEVEL</b>														
Executive Secretary/Secretary/Typist	-	-	2	2	12	38	36	37	-	-	8	13	58	90
Office Assistant/Messenger	-	-	-	-	13	13	114	193	101	165	36	58	264	429
Others	-	-	-	-	1	2	40	45	-	-	8	18	49	65
<b>Sub-total</b>	-	-	2	2	26	53	190	275	101	165	52	89	371	584
<b>GRAND TOTAL</b>	<b>38</b>	<b>39</b>	<b>546</b>	<b>972</b>	<b>825</b>	<b>2082</b>	<b>3656</b>	<b>11919</b>	<b>142</b>	<b>230</b>	<b>1588</b>	<b>4614</b>	<b>6795</b>	<b>19856</b>

**TOURISM INDUSTRY**

**TABLE 11 : NUMBER OF EMPLOYEES BY PREFERRED YEARS OF TOURISM INDUSTRY EXPERIENCE BEFORE OCCUPYING THE POST**

<b>Branch</b>	<b>Job Level</b>	<b>No experience</b>	<b>Less than 1 year</b>	<b>1 year - less than 3 years</b>	<b>3 years - less than 6 years</b>	<b>6 years - less than 10 years</b>	<b>10 years or above</b>	<b>Unspecified / Refusal</b>	<b>Total</b>
Airline Companies	Managerial/Professional	-	-	-	20	182	208	992	<b>1402</b>
	Supervisory/Technical	-	-	21	267	720	8	1606	<b>2622</b>
	Clerical/Operative	1448	357	3116	159	6	-	10904	<b>15990</b>
	Secretarial/Others	5	1	49	-	2	-	82	<b>139</b>
	<b>Total</b>	<b>1453</b>	<b>358</b>	<b>3186</b>	<b>446</b>	<b>910</b>	<b>216</b>	<b>13584</b>	<b>20153</b>
Travel Agents and Airline Ticket Agents	Managerial/Professional	-	-	6	432	463	1024	497	<b>2422</b>
	Supervisory/Technical	-	-	288	1219	700	281	1011	<b>3499</b>
	Clerical/Operative	185	1990	5679	1114	410	285	3688	<b>13351</b>
	Secretarial/Others	22	178	187	25	62	21	89	<b>584</b>
	<b>Total</b>	<b>207</b>	<b>2168</b>	<b>6160</b>	<b>2790</b>	<b>1635</b>	<b>1611</b>	<b>5285</b>	<b>19856</b>
All Branch	Managerial/Professional	-	-	6	452	645	1232	1489	<b>3824</b>
	Supervisory/Technical	13	-	309	1486	1420	289	2604	<b>6121</b>
	Clerical/Operative	1633	2347	8795	1273	416	285	14592	<b>29341</b>
	Secretarial/Others	27	179	236	25	64	21	171	<b>723</b>
	<b>Total</b>	<b>1673</b>	<b>2526</b>	<b>9346</b>	<b>3236</b>	<b>2545</b>	<b>1827</b>	<b>18856</b>	<b>40009</b>

**TOURISM INDUSTRY : OVERALL**

**TABLE 12 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE**

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>									
Administration Manager/Office Manager	-	-	-	17	12	10	30	9	<b>78</b>
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	1	1	9	5	<b>16</b>
Director of Public Relations/ Public Relations Manager	-	-	-	-	2	3	10	1	<b>16</b>
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	9	12	165	7	<b>193</b>
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	15	45	84	284	72	<b>500</b>
Financial Controller/Accountant	-	-	-	27	31	28	92	46	<b>224</b>
Manager/Operations Manager/Area Manager	-	-	-	99	118	175	78	129	<b>599</b>
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	13	17	25	43	69	22	<b>189</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>									
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	-	7	28	50	8	<b>93</b>
Reservations Manager	-	-	-	8	26	21	36	30	<b>121</b>
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	28	196	121	162	118	77	<b>702</b>
Ticketing Manager	-	-	-	43	82	53	3	39	<b>220</b>
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	-	6	15	25	12	19	<b>77</b>
Others	-	-	-	-	5	31	720	40	<b>796</b>
<b>Sub-total</b>	-	-	<b>41</b>	<b>428</b>	<b>499</b>	<b>676</b>	<b>1676</b>	<b>504</b>	<b>3824</b>
<b>SUPERVISORY / TECHNICAL LEVEL</b>									
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	-	13	27	42	206	63	1	153	<b>505</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>									
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	-	-	38	159	236	22	1	90	<b>546</b>
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	-	-	-	22	63	873	13	16	<b>987</b>
EDP Supervisor/Officer/ System Analyst	-	-	2	16	32	155	3	9	<b>217</b>
Operation Supervisor/Officer/ Tour Supervisor/Officer	-	13	527	153	91	-	-	194	<b>978</b>
Personnel/Training Officer/ Human Resources Officer	-	-	29	39	32	63	-	35	<b>198</b>
Planning Supervisor/Officer	-	-	-	10	11	-	-	1	<b>22</b>
Reservations Supervisor/Officer	-	-	31	61	131	3	-	60	<b>286</b>
Sales Supervisor/Officer	-	39	42	68	160	2	-	77	<b>388</b>
Ticketing Supervisor/Officer	-	26	29	385	116	58	-	343	<b>957</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>									
Analyst	-	-	3	50	2	2	-	1	<b>58</b>
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	5	40	13	12	-	11	<b>81</b>
Others	-	-	-	732	83	10	1	72	<b>898</b>
<b>Sub-total</b>	-	<b>91</b>	<b>733</b>	<b>1777</b>	<b>1176</b>	<b>1263</b>	<b>19</b>	<b>1062</b>	<b>6121</b>
<b>CLERICAL / OPERATIVE LEVEL</b>									
Accounting Clerk/General Cashier	13	44	566	278	58	-	-	327	<b>1286</b>
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	121	363	270	7	4	-	204	<b>969</b>
Reservations Agent	-	8	61	363	7	-	-	45	<b>484</b>
Sales Representative/Marketing Executive	26	38	481	177	62	7	-	278	<b>1069</b>
Statistical Clerk/Operation Clerk	-	-	-	2	1	-	-	-	<b>3</b>
Cabin Attendant/Crew	-	-	-	11057	1448	5	-	54	<b>12564</b>
Cargo Officer (Passenger Service)	-	-	-	100	22	-	-	8	<b>130</b>
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	24	1485	11	-	-	17	<b>1537</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>									
Information Counter Staff/ Customer Services Staff	-	-	3	34	5	2	-	25	<b>69</b>
Operations Officer/Flight Dispatching Officer	-	-	5	54	13	-	-	19	<b>91</b>
Planning Officer	-	-	1	17	-	-	-	-	<b>18</b>
Traffic Officer	-	-	4	10	6	-	-	2	<b>22</b>
Travel Agency Clerk/Reservation and/or Ticketing Clerk	24	348	1698	989	27	-	-	1843	<b>4929</b>
Visa Clerk	-	108	51	11	1	-	-	35	<b>206</b>
Sightseeing Guide/Tourist Guide (Inbound)	-	13	62	167	21	-	-	212	<b>475</b>
Systems Support Operator/ EDP Operator/Computer Operator	-	2	28	78	5	-	-	84	<b>197</b>
Tour Escort/Escort Guide (Outbound)	-	-	1196	80	292	-	-	186	<b>1754</b>
Travel Consulant	13	452	383	446	288	-	-	992	<b>2574</b>
Cruise Consulant	-	-	28	-	12	-	3	3	<b>46</b>
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	-	42	9	-	-	-	51	<b>102</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>									
Coach Driver	-	31-	3	83	-	-	-	43	<b>160</b>
Airline Reservation and/or Ticketing Clerk	-	-	54	37	6	-	-	14	<b>111</b>
Others	-	3	343	65	48	3	-	83	<b>545</b>
<b>Sub-total</b>	<b>76</b>	<b>1168</b>	<b>5396</b>	<b>15812</b>	<b>2340</b>	<b>21</b>	<b>3</b>	<b>4525</b>	<b>29341</b>
<b>SECRETARIAL / OTHERS LEVEL</b>									
Executive Secretary/Secretary/Typist	-	5	40	36	98	7	-	23	<b>209</b>
Office Assistant/Messenger	89	229	19	1	-	-	-	97	<b>435</b>
Others	-	-	2	4	2	-	-	71	<b>79</b>
<b>Sub-total</b>	<b>89</b>	<b>234</b>	<b>61</b>	<b>41</b>	<b>100</b>	<b>7</b>	<b>-</b>	<b>191</b>	<b>723</b>
<b>GRAND TOTAL</b>	<b>165</b>	<b>1493</b>	<b>6231</b>	<b>18058</b>	<b>4115</b>	<b>1967</b>	<b>1698</b>	<b>6282</b>	<b>40009</b>



**TOURISM INDUSTRY**

**SECTOR : AIRLINE COMPANIES**

**TABLE 12.1 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE**

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>									
Administration Manager/Office Manager	-	-	-	-	1	4	8	4	<b>17</b>
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	-	-	6	-	<b>6</b>
Director of Public Relations/ Public Relations Manager	-	-	-	-	-	-	3	1	<b>4</b>
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	-	3	140	1	<b>144</b>
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	1	-	5	94	5	<b>105</b>
Financial Controller/Accountant	-	-	-	-	1	8	57	6	<b>72</b>
Manager/Operations Manager/Area Manager	-	-	-	-	7	19	16	6	<b>48</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>									
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	-	3	17	29	4	<b>53</b>
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	-	2	3	41	3	<b>49</b>
Reservations Manager	-	-	-	-	-	7	29	2	<b>38</b>
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	-	-	5	33	59	14	<b>111</b>
Ticketing Manager	-	-	-	-	1	3	-	-	<b>4</b>
Others	-	-	-	-	3	31	712	5	<b>751</b>
<b>Sub-total</b>	-	-	-	<b>1</b>	<b>23</b>	<b>133</b>	<b>1194</b>	<b>51</b>	<b>1402</b>
<b>SUPERVISORY / TECHNICAL LEVEL</b>									
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	-	-	1	11	74	23	1	21	<b>131</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>									
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	-	-	-	10	131	13	1	13	<b>168</b>
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	-	-	-	16	63	873	13	16	<b>981</b>
EDP Supervisor/Officer/ System Analyst	-	-	-	-	16	152	-	-	<b>168</b>
Personnel/Training Officer/ Human Resources Officer	-	-	-	25	13	58	-	4	<b>100</b>
Planning Supervisor/Officer	-	-	-	2	11	-	-	-	<b>13</b>
Reservations Supervisor/Officer	-	-	-	6	95	3	-	8	<b>112</b>
Sales Supervisor/Officer	-	-	-	3	54	2	-	9	<b>68</b>
Ticketing Supervisor/Officer	-	-	-	10	13	1	-	3	<b>27</b>
Analyst	-	-	-	41	2	1	-	-	<b>44</b>

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
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>									
Others	-	-	-	726	69	10	1	4	<b>810</b>
<b>Sub-total</b>	-	-	<b>1</b>	<b>850</b>	<b>541</b>	<b>1136</b>	<b>16</b>	<b>78</b>	<b>2622</b>
<b>CLERICAL / OPERATIVE LEVEL</b>									
Accounting Clerk/General Cashier	-	4	14	136	16	-	-	13	183
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	1	14	241	7	-	-	12	<b>275</b>
Reservations Agent	-	8	12	306	7	-	-	28	<b>361</b>
Sales Representative/Marketing Executive	-	-	48	43	29	4	-	33	<b>157</b>
Statistical Clerk/Operation Clerk	-	-	-	2	1	-	-	-	<b>3</b>
Cabin Attendant/Crew	-	-	-	11057	1448	5	-	54	<b>12564</b>
Cargo Officer (Passenger Service)	-	-	-	100	22	-	-	8	<b>130</b>
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	24	1485	11	-	-	17	<b>1537</b>
Information Counter Staff/ Customer Services Staff	-	-	3	34	5	2	-	25	<b>69</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>									
Operations Officer/Flight Dispatching Officer	-	-	5	54	13	-	-	19	<b>91</b>
Planning Officer	-	-	1	17	-	-	-	-	<b>18</b>
Traffic Officer	-	-	4	10	6	-	-	2	<b>22</b>
Systems Support Operator/ EDP Operator/Computer Operator	-	-	-	36	-	-	-	1	<b>37</b>
Airline Reservation and/or Ticketing Clerk	-	-	54	37	6	-	-	14	<b>111</b>
Others	-	-	311	55	48	-	-	18	<b>432</b>
<b>Sub-total</b>	-	<b>13</b>	<b>490</b>	<b>13613</b>	<b>1619</b>	<b>11</b>	-	<b>244</b>	<b>15990</b>
<b>SECRETARIAL / OTHERS LEVEL</b>									
Executive Secretary/Secretary/Typist	-	-	5	21	87	2	-	4	<b>119</b>
Office Assistant/Messenger	1	1	2	1	-	-	-	1	<b>6</b>
Others	-	-	2	3	-	-	-	9	<b>14</b>
<b>Sub-total</b>	<b>1</b>	<b>1</b>	<b>9</b>	<b>25</b>	<b>87</b>	<b>2</b>	-	<b>14</b>	<b>139</b>
<b>GRAND TOTAL</b>	<b>1</b>	<b>14</b>	<b>500</b>	<b>14489</b>	<b>2270</b>	<b>1282</b>	<b>1210</b>	<b>387</b>	<b>20153</b>

**TOURISM INDUSTRY**

**SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS**

**TABLE 12.2 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE**

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>MANAGERIAL / PROFESSIONAL LEVEL</b>									
Administration Manager/Office Manager	-	-	-	17	11	6	22	5	<b>61</b>
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	1	1	3	5	<b>10</b>
Director of Public Relations/ Public Relations Manager	-	-	-	-	2	3	7	-	<b>12</b>
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	9	9	25	6	<b>49</b>
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	14	45	79	190	67	<b>395</b>
Financial Controller/Accountant	-	-	-	27	30	20	35	40	<b>152</b>
Manager/Operations Manager/Area Manager	-	-	-	99	111	156	62	123	<b>551</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>MANAGERIAL / PROFESSIONAL LEVEL (Continued)</b>									
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	13	17	22	26	40	18	<b>136</b>
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	-	5	25	9	5	<b>44</b>
Reservations Manager	-	-	-	8	26	14	7	28	<b>83</b>
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	28	196	116	129	59	63	<b>591</b>
Ticketing Manager	-	-	-	43	81	50	3	39	<b>216</b>
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	-	6	15	25	12	19	<b>77</b>
Others	-	-	-	-	2	-	8	35	<b>45</b>
<b>Sub-total</b>	-	-	<b>41</b>	<b>427</b>	<b>476</b>	<b>543</b>	<b>482</b>	<b>453</b>	<b>2422</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>SUPERVISORY / TECHNICAL LEVEL</b>									
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	-	13	26	31	132	40	-	132	<b>374</b>
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	-	-	38	149	105	9	-	77	<b>378</b>
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	-	-	-	6	-	-	-	-	<b>6</b>
EDP Supervisor/Officer/ System Analyst	-	-	2	16	16	3	3	9	<b>49</b>
Operation Supervisor/Officer/ Tour Supervisor/Officer	-	13	527	153	91	-	-	194	<b>978</b>
Personnel/Training Officer/ Human Resources Officer	-	-	29	14	19	5	-	31	<b>98</b>
Planning Supervisor/Officer	-	-	-	8	-	-	-	1	<b>9</b>



<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>SUPERVISORY / TECHNICAL LEVEL (Continued)</b>									
Reservations Supervisor/Officer	-	-	31	55	36	-	-	52	<b>174</b>
Sales Supervisor/Officer	-	39	42	65	106	-	-	68	<b>320</b>
Ticketing Supervisor/Officer	-	26	29	375	103	57	-	340	<b>930</b>
Analyst	-	-	3	9	-	1	-	1	<b>14</b>
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	5	40	13	12	-	11	<b>81</b>
Others	-	-	-	6	14	-	-	68	<b>88</b>
<b>Sub-total</b>	-	<b>91</b>	<b>732</b>	<b>927</b>	<b>635</b>	<b>127</b>	<b>3</b>	<b>984</b>	<b>3499</b>
<b>CLERICAL / OPERATIVE LEVEL</b>									
Accounting Clerk/General Cashier	13	40	552	142	42	-	-	314	<b>1103</b>
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	120	349	29	-	4	-	192	<b>694</b>
Reservations Agent	-	-	49	57	-	-	-	17	<b>123</b>
Sales Representative/Marketing Executive	26	38	433	134	33	3	-	245	<b>912</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>CLERICAL / OPERATIVE LEVEL (Continued)</b>									
Travel Agency Clerk/Reservation and/or Ticketing Clerk	24	348	1698	989	27	-	-	1843	<b>4929</b>
Visa Clerk	-	108	51	11	1	-	-	35	<b>206</b>
Sightseeing Guide/Tourist Guide (Inbound)	-	13	62	167	21	-	-	212	<b>475</b>
Systems Support Operator/ EDP Operator/Computer Operator	-	2	28	42	5	-	-	83	<b>160</b>
Tour Escort/Escort Guide (Outbound)	-	-	1196	80	292	-	-	186	<b>1754</b>
Travel Consulant	13	452	383	446	288	-	-	992	<b>2574</b>
Cruise Consulant	-	-	28	-	12	-	3	3	<b>46</b>
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	-	42	9	-	-	-	51	<b>102</b>
Coach Driver	-	31	3	83	-	-	-	43	<b>160</b>
Others	-	3	32	10	-	3	-	65	<b>113</b>
<b>Sub-total</b>	<b>76</b>	<b>1155</b>	<b>4906</b>	<b>2199</b>	<b>721</b>	<b>10</b>	<b>3</b>	<b>4281</b>	<b>13351</b>

<b>Job Title</b>	<b>\$8,000 or below</b>	<b>\$8,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$20,000</b>	<b>\$20,001 - \$30,000</b>	<b>\$30,001 - \$40,000</b>	<b>\$40,001 or above</b>	<b>Not available/Refusal</b>	<b>Total</b>
<b>SECRETARIAL / OTHERS LEVEL</b>									
Executive Secretary/Secretary/Typist	-	5	35	15	11	5	-	19	<b>90</b>
Office Assistant/Messenger	88	228	17	-	-	-	-	96	<b>429</b>
Others	-	-	-	1	2	-	-	62	<b>65</b>
<b>Sub-total</b>	<b>88</b>	<b>233</b>	<b>52</b>	<b>16</b>	<b>13</b>	<b>5</b>	<b>-</b>	<b>177</b>	<b>584</b>
<b>GRAND TOTAL</b>	<b>164</b>	<b>1479</b>	<b>5731</b>	<b>3569</b>	<b>1845</b>	<b>685</b>	<b>488</b>	<b>5895</b>	<b>19856</b>

**TOURISM INDUSTRY**

**TABLE 13 : NUMBER OF EMPLOYEES BY BRANCH BY AVERAGE MAN-DAY SPENT ON INTERNAL TRAINING IN THE PAST 12 MONTHS**

<b>Branch</b>	<b>Job Level</b>	<b>Nil</b>	<b>Less than 5 days</b>	<b>5 days - less than 10 days</b>	<b>10 days - less than 15 days</b>	<b>15 days - less than 20 days</b>	<b>20 days - less than 1 month</b>	<b>Unspecified/Refusal</b>	<b>Total</b>
Airline Companies	Managerial/Professional	163	211	31	2	-	-	995	<b>1402</b>
	Supervisory/Technical	159	820	30	-	-	-	1613	<b>2622</b>
	Clerical/Operative	393	4207	377	7	-	-	11006	<b>15990</b>
	Secretarial/Others	54	2	-	-	-	-	83	<b>139</b>
	<b>Total</b>	<b>769</b>	<b>5240</b>	<b>438</b>	<b>9</b>	<b>-</b>	<b>-</b>	<b>13697</b>	<b>20153</b>
Travel Agents and Airline Ticket Agents	Managerial/Professional	1692	169	4	227	-	-	330	<b>2422</b>
	Supervisory/Technical	2461	149	73	-	286	-	530	<b>3499</b>
	Clerical/Operative	8907	1066	98	94	-	962	2224	<b>13351</b>
	Secretarial/Others	533	18	-	-	-	-	33	<b>584</b>
	<b>Total</b>	<b>13593</b>	<b>1402</b>	<b>175</b>	<b>321</b>	<b>286</b>	<b>962</b>	<b>3117</b>	<b>19856</b>
All Branch	Managerial/Professional	1855	380	35	229	-	-	1325	<b>3824</b>
	Supervisory/Technical	2620	969	103	-	286	-	2143	<b>6121</b>
	Clerical/Operative	9300	5273	475	101	-	962	13230	<b>29341</b>
	Secretarial/Others	587	20	-	-	-	-	116	<b>723</b>
	<b>Total</b>	<b>14362</b>	<b>6642</b>	<b>613</b>	<b>330</b>	<b>286</b>	<b>962</b>	<b>16814</b>	<b>40009</b>

**TOURISM INDUSTRY**

**TABLE 14 : NUMBER OF EMPLOYEES BY PRIORITY RANKED FOR PART-TIME DAY RELEASE**

<b>Branch</b>	<b>Job Level</b>	<b>Priority 1</b>	<b>Priority 2</b>	<b>Priority 3</b>	<b>Refusal</b>	<b>Total</b>
Airline Companies	Managerial/Professional	-	395	1	1006	<b>1402</b>
	Supervisory/Technical	40	964	1	1617	<b>2622</b>
	Clerical/Operative	233	4837	3	10917	<b>15990</b>
	Secretarial/Others	3	53	-	83	<b>139</b>
	<b>Total</b>	<b>276</b>	<b>6249</b>	<b>5</b>	<b>13623</b>	<b>20153</b>
Travel Agents and Airline Ticket Agents	Managerial/Professional	304	849	124	1145	<b>2422</b>
	Supervisory/Technical	190	1568	125	1616	<b>3499</b>
	Clerical/Operative	1765	4871	227	6488	<b>13351</b>
	Secretarial/Others	39	208	2	335	<b>584</b>
	<b>Total</b>	<b>2298</b>	<b>7496</b>	<b>478</b>	<b>9584</b>	<b>19856</b>
All Branch	Managerial/Professional	304	1244	125	2151	<b>3824</b>
	Supervisory/Technical	230	2532	126	3233	<b>6121</b>
	Clerical/Operative	1998	9708	230	17405	<b>29341</b>
	Secretarial/Others	42	261	2	418	<b>723</b>
	<b>Total</b>	<b>2574</b>	<b>13745</b>	<b>483</b>	<b>23207</b>	<b>40009</b>

**TOURISM INDUSTRY**

**TABLE 14.1 : NUMBER OF EMPLOYEES BY PRIORITY RANKED FOR EVENING COURSE**

<b>Branch</b>	<b>Job Level</b>	<b>Priority 1</b>	<b>Priority 2</b>	<b>Priority 3</b>	<b>Refusal</b>	<b>Total</b>
Airline Companies	Managerial/Professional	-	1	395	1006	<b>1402</b>
	Supervisory/Technical	-	1	1004	1617	<b>2622</b>
	Clerical/Operative	-	3	5070	10917	<b>15990</b>
	Secretarial/Others	-	-	56	83	<b>139</b>
	<b>Total</b>	-	<b>5</b>	<b>6525</b>	<b>13623</b>	<b>20153</b>
Travel Agents and Airline Ticket Agents	Managerial/Professional	183	145	949	1145	<b>2422</b>
	Supervisory/Technical	148	53	1682	1616	<b>3499</b>
	Clerical/Operative	620	315	5928	6488	<b>13351</b>
	Secretarial/Others	2	22	225	335	<b>584</b>
	<b>Total</b>	<b>953</b>	<b>535</b>	<b>8784</b>	<b>9584</b>	<b>19856</b>
All Branch	Managerial/Professional	183	146	1344	2151	<b>3824</b>
	Supervisory/Technical	148	54	2686	3233	<b>6121</b>
	Clerical/Operative	620	318	10998	17405	<b>29341</b>
	Secretarial/Others	2	22	281	418	<b>723</b>
	<b>Total</b>	<b>953</b>	<b>540</b>	<b>15309</b>	<b>23207</b>	<b>40009</b>

**TOURISM INDUSTRY**

**TABLE 14.2 : NUMBER OF EMPLOYEES BY PRIORITY RANKED FOR SEMINAR/WORKSHOP**

<b>Branch</b>	<b>Job Level</b>	<b>Priority 1</b>	<b>Priority 2</b>	<b>Priority 3</b>	<b>Refusal</b>	<b>Total</b>
Airline Companies	Managerial/Professional	396	-	-	1006	<b>1402</b>
	Supervisory/Technical	965	40	-	1617	<b>2622</b>
	Clerical/Operative	4840	233	-	10917	<b>15990</b>
	Secretarial/Others	53	3	-	83	<b>139</b>
	<b>Total</b>	<b>6254</b>	<b>276</b>	<b>-</b>	<b>13623</b>	<b>20153</b>
Travel Agents and Airline Ticket Agents	Managerial/Professional	790	283	204	1145	<b>2422</b>
	Supervisory/Technical	1545	262	76	1616	<b>3499</b>
	Clerical/Operative	4478	1677	708	6488	<b>13351</b>
	Secretarial/Others	208	19	22	335	<b>584</b>
	<b>Total</b>	<b>7021</b>	<b>2241</b>	<b>1010</b>	<b>9584</b>	<b>19856</b>
All Branch	Managerial/Professional	1186	283	204	2151	<b>3824</b>
	Supervisory/Technical	2510	302	76	3233	<b>6121</b>
	Clerical/Operative	9318	1910	708	17405	<b>29341</b>
	Secretarial/Others	261	22	22	418	<b>723</b>
	<b>Total</b>	<b>13275</b>	<b>2517</b>	<b>1010</b>	<b>23207</b>	<b>40009</b>

**TOURISM INDUSTRY**

**SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS**

**TABLE 15 : 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	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	
1 - 9	Inbound	16	14.5	51	39	52	50	41	26	15	11	26	22	158	42	133	43	53	29	209	55	262	57	94	39	106	50	<b>1216</b>	<b>42</b>
	Outbound	94	85.5	79	61	53	50	117	74	117	89	92	78	216	58	176	57	129	71	169	45	195	43	147	61	105	50	<b>1689</b>	<b>58</b>
	<b>Total</b>	<b>110</b>	<b>100</b>	<b>130</b>	<b>100</b>	<b>105</b>	<b>100</b>	<b>158</b>	<b>100</b>	<b>132</b>	<b>100</b>	<b>118</b>	<b>100</b>	<b>374</b>	<b>100</b>	<b>309</b>	<b>100</b>	<b>182</b>	<b>100</b>	<b>378</b>	<b>100</b>	<b>457</b>	<b>100</b>	<b>241</b>	<b>100</b>	<b>211</b>	<b>100</b>	<b>2905</b>	<b>100</b>
10 - 49	Inbound	11	22.4	29	35	26	42	11	37	3	25	6	35	37	38	39	53	5	29	16	48	6	27	43	38	28	56	<b>260</b>	<b>39</b>
	Outbound	38	77.6	55	65	36	58	19	63	9	75	11	65	61	62	34	47	12	71	17	52	16	73	71	62	22	44	<b>401</b>	<b>61</b>
	<b>Total</b>	<b>49</b>	<b>100</b>	<b>84</b>	<b>100</b>	<b>62</b>	<b>100</b>	<b>30</b>	<b>100</b>	<b>12</b>	<b>100</b>	<b>17</b>	<b>100</b>	<b>98</b>	<b>100</b>	<b>73</b>	<b>100</b>	<b>17</b>	<b>100</b>	<b>33</b>	<b>100</b>	<b>22</b>	<b>100</b>	<b>114</b>	<b>100</b>	<b>50</b>	<b>100</b>	<b>661</b>	<b>100</b>
50 - 99	Inbound	-	-	1	33	2	20	-	-	-	-	-	-	1	10	1	10	1	33	-	-	-	-	1	13	1	20	<b>8</b>	<b>13</b>
	Outbound	1	100	6	200	8	80	2	100	3	100	3	100	9	90	9	90	2	67	1	100	1	100	7	88	4	80	<b>56</b>	<b>88</b>
	<b>Total</b>	<b>1</b>	<b>100</b>	<b>3</b>	<b>100</b>	<b>10</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>3</b>	<b>100</b>	<b>3</b>	<b>100</b>	<b>10</b>	<b>100</b>	<b>10</b>	<b>100</b>	<b>3</b>	<b>100</b>	<b>1</b>	<b>100</b>	<b>1</b>	<b>100</b>	<b>8</b>	<b>100</b>	<b>5</b>	<b>100</b>	<b>64</b>	<b>100</b>
100 - 199	Inbound	1	25	2	29	3	43	1	25	1	33	1	33	3	38	4	44	-	-	1	33	1	100	4	57	2	50	<b>24</b>	<b>38.7</b>
	Outbound	3	75	5	71	4	57	3	75	2	67	2	67	5	63	5	56	2	100	2	67	-	-	3	43	2	50	<b>38</b>	<b>61.3</b>
	<b>Total</b>	<b>4</b>	<b>100</b>	<b>7</b>	<b>100</b>	<b>7</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>3</b>	<b>100</b>	<b>3</b>	<b>100</b>	<b>8</b>	<b>100</b>	<b>9</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>3</b>	<b>100</b>	<b>1</b>	<b>100</b>	<b>7</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>62</b>	<b>100</b>
200 - 499	Inbound	-	-	-	-	-	-	-	-	-	-	-	-	1	33	5	42	4	50	4	50	-	-	1	25	1	50	<b>16</b>	<b>33</b>
	Outbound	5	100	3	100	1	100	2	100	-	-	-	-	2	67	7	58	4	50	4	50	-	-	3	75	1	50	<b>32</b>	<b>67</b>
	<b>Total</b>	<b>5</b>	<b>100</b>	<b>3</b>	<b>100</b>	<b>1</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>100</b>	<b>12</b>	<b>100</b>	<b>8</b>	<b>100</b>	<b>8</b>	<b>100</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>48</b>	<b>100</b>
500 - 999	Inbound	-	-	2	50	-	-	-	-	-	-	-	-	2	50	2	50	-	-	2	100	-	-	-	-	1	50	<b>9</b>	<b>45</b>
	Outbound	-	-	2	50	2	100	-	-	-	-	-	-	2	50	2	50	-	-	-	-	-	-	2	100	1	50	<b>11</b>	<b>55</b>
	<b>Total</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>100</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>20</b>	<b>100</b>
Overall	Inbound	28	17	85	36	83	44	53	27	19	13	33	23	202	41	184	44	63	30	232	55	269	56	143	38	139	51	<b>1533</b>	<b>41</b>
	Outbound	141	83	150	64	104	56	143	73	131	87	108	77	295	59	233	56	149	70	193	45	212	44	233	62	135	49	<b>2227</b>	<b>59</b>
	<b>Total</b>	<b>169</b>	<b>100</b>	<b>235</b>	<b>100</b>	<b>187</b>	<b>100</b>	<b>196</b>	<b>100</b>	<b>150</b>	<b>100</b>	<b>141</b>	<b>100</b>	<b>497</b>	<b>100</b>	<b>417</b>	<b>100</b>	<b>212</b>	<b>100</b>	<b>425</b>	<b>100</b>	<b>481</b>	<b>100</b>	<b>376</b>	<b>100</b>	<b>274</b>	<b>100</b>	<b>3760</b>	<b>100</b>



**TOURISM INDUSTRY**

**SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS**

**TABLE 16 : 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 tourist 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 tourist guides/ tour escorts in the months with the most business
1 - 9	143	3809	132	1085
10 - 49	245	276	83	83
50 - 99	2	-	80	70
100 - 199	136	12	20	2
200 - 499	-	-	255	120
500 - 999	6	40	611	760
<b>Total</b>	<b>532</b>	<b>4137</b>	<b>1181</b>	<b>2120</b>

## TOURISM INDUSTRY

**TABLE 17 : ESTIMATED NUMBER OF ESTABLISHMENTS**

Branch	Stratum Employment Size	No. of Firms
Airline Companies	1 - 9	30
	10 - 49	33
	50 - 99	9
	100 - 199	4
	200 - 499	4
	1000 and over	3
	<b>Total</b>	83
Travel Agents and Airline Ticket Agents	1 - 9	1894
	10 - 49	245
	50 - 99	19
	100 - 199	10
	200 - 499	11
	500 - 999	3
	<b>Total</b>	2182
All Branch	1 - 9	1924
	10 - 49	278
	50 - 99	28
	100 - 199	14
	200 - 499	15
	500 - 999	3
	1000 and over	3
	<b>Total</b>	2265

**TOURISM INDUSTRY**

**TABLE 18 : REASONS FOR ENCOUNTERING RECRUITMENT DIFFICULTIES**

<b>Branch</b>	<b>Reasons</b>	<b>Managerial / Professional</b>	<b>Supervisory / Technical</b>	<b>Clerical / Operative</b>	<b>Total</b>
Airline Companies	Lack of candidates with relevant experience	3	8	13	24
	Unsatisfactory terms of employment	-	-	1	1
	Unsatisfactory working environment	-	-	-	-
	Limited career prospects	-	1	1	2
	Insufficient trained/qualified manpower in the related disciplines	-	1	1	2
	Competition for manpower from the Mainland/Macao/Other Cities	-	3	2	5
	Alternative offers in the market	1	2	3	6
	Others	-	-	1	1
	Unspecified/Refusal	2	2	1	5
	<b>Total</b>	<b>6</b>	<b>17</b>	<b>23</b>	<b>46</b>
Travel Agents and Airline Ticket Agents	Lack of candidates with relevant experience	3	3	148	154
	Unsatisfactory terms of employment	-	1	65	66
	Unsatisfactory working environment	-	-	-	-
	Limited career prospects	1	1	3	5
	Insufficient trained/qualified manpower in the related disciplines	-	-	16	16
	Competition for manpower from the Mainland/Macao/Other Cities	-	-	3	3
	Alternative offers in the market	3	3	54	60
	Others	-	-	-	-
	Unspecified/Refusal	75	132	163	370
	<b>Total</b>	<b>82</b>	<b>140</b>	<b>452</b>	<b>674</b>
All Branch	Lack of candidates with relevant experience	6	11	161	178
	Unsatisfactory terms of employment	-	1	66	67
	Unsatisfactory working environment	-	-	-	-
	Limited career prospects	1	2	4	7
	Insufficient trained/qualified manpower in the related disciplines	-	1	17	18
	Competition for manpower from the Mainland/Macao/Other Cities	-	3	5	8
	Alternative offers in the market	4	5	57	66
	Others	-	-	1	1
	Unspecified/Refusal	77	134	164	375
	<b>Total</b>	<b>88</b>	<b>157</b>	<b>475</b>	<b>720</b>

## TOURISM INDUSTRY

**TABLE 19 : 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	16	24	41	2	<b>83</b>
Travel Agents and Airline Ticket Agents	190	122	1707	163	<b>2182</b>
<b>Total</b>	<b>206</b>	<b>146</b>	<b>1748</b>	<b>165</b>	<b>2265</b>

**TOURISM INDUSTRY : OVERALL**

**TABLE 20 : 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	399	918	136	-
Next 12 Months		436	1281	139	-	<b>1856</b>
% Change		9.27%	39.54%	2.21%	-	<b>27.74%</b>
Professional Skills	Past 12 Months	137	637	1968	32	<b>2774</b>
	Next 12 Months	155	667	1982	48	<b>2852</b>
	% Change	13.14%	4.71%	0.71%	50.00%	<b>2.81%</b>
Generic Skills	Past 12 Months	192	254	4618	4	<b>5068</b>
	Next 12 Months	192	261	4722	4	<b>5179</b>
	% Change	0.00%	2.76%	2.25%	0.00%	<b>2.19%</b>
Language	Past 12 Months	10	70	963	-	<b>1043</b>
	Next 12 Months	10	70	963	-	<b>1043</b>
	% Change	0.00%	0.00%	0.00%	-	<b>0.00%</b>
<b>Total</b>	Past 12 Months	738	1879	7685	36	<b>10338</b>
	Next 12 Months	793	2279	7806	52	<b>10930</b>
	% Change	7.45%	21.29%	1.57%	44.44%	<b>5.73%</b>

**TOURISM INDUSTRY**  
**SECTOR : AIRLINE COMPANIES**

**TABLE 20.1 : 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	65	512	86	-	<b>663</b>
	Next 12 Months	70	863	89	-	<b>1022</b>
	% Change	7.69%	68.55%	3.49%	-	<b>54.15%</b>
Professional Skills	Past 12 Months	34	566	745	-	<b>1345</b>
	Next 12 Months	36	570	761	-	<b>1367</b>
	% Change	5.88%	0.71%	2.15%	-	<b>1.64%</b>
Generic Skills	Past 12 Months	24	82	4279	4	<b>4389</b>
	Next 12 Months	24	82	4369	4	<b>4479</b>
	% Change	0.00%	0.00%	2.10%	0.00%	<b>2.05%</b>
Language	Past 12 Months	-	-	873	-	<b>873</b>
	Next 12 Months	-	-	873	-	<b>873</b>
	% Change	-	-	0.00%	-	<b>0.00%</b>
<b>Total</b>	Past 12 Months	123	1160	5983	4	<b>7270</b>
	Next 12 Months	130	1515	6092	4	<b>7741</b>
	% Change	5.69%	30.60%	1.82%	0.00%	<b>6.48%</b>

**TOURISM INDUSTRY**

**SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS**

**TABLE 20.2 : 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	334	406	50	-
Next 12 Months		366	418	50	-	<b>834</b>
% Change		9.58%	2.96%	0.00%	-	<b>5.57%</b>
Professional Skills	Past 12 Months	103	71	1223	32	<b>1429</b>
	Next 12 Months	119	97	1221	48	<b>1485</b>
	% Change	15.53%	36.62%	-0.16%	50.00%	<b>3.92%</b>
Generic Skills	Past 12 Months	168	172	339	-	<b>679</b>
	Next 12 Months	168	179	353	-	<b>700</b>
	% Change	0.00%	4.07%	4.13%	-	<b>3.09%</b>
Language	Past 12 Months	10	70	90	-	<b>170</b>
	Next 12 Months	10	70	90	-	<b>170</b>
	% Change	0.00%	0.00%	0.00%	-	<b>0.00%</b>
<b>Total</b>	Past 12 Months	615	719	1702	32	<b>3068</b>
	Next 12 Months	663	764	1714	48	<b>3189</b>
	% Change	7.80%	6.26%	0.71%	50.00%	<b>3.94%</b>

2016 Manpower Survey of the  
Tourism Industry

Analysis of Result of Enumeration (Overall)

Results \ Branch	1	2	Total
Closed	2	6	8
Door-locked	0	3	3
Merged	0	1	1
Moved, address cannot be located/untraceable	2	8	10
Non-contact	1	21	22
Not engaged in specific trade	1	5	6
No Technical Manpower	14	2	16
Not yet start operation	1	0	1
Partial Response	1	15	16
Refusal	3	16	19
Registered office/Corresponding address	1	1	2
Response	78	222	300
Temporary Ceased	4	13	17
TOTAL	108	313	421

Branch 1      Airline Companies

Branch 2      Travel Agents and Airline Ticket Agents



## **Manpower Projection for the Tourism Industry 2017-2021**

### 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 0.982 indicates that 98% of the variation of the manpower requirements can be explained by the PCs at 95% confidence level.

## Summary of Manpower Projection by Different Methods

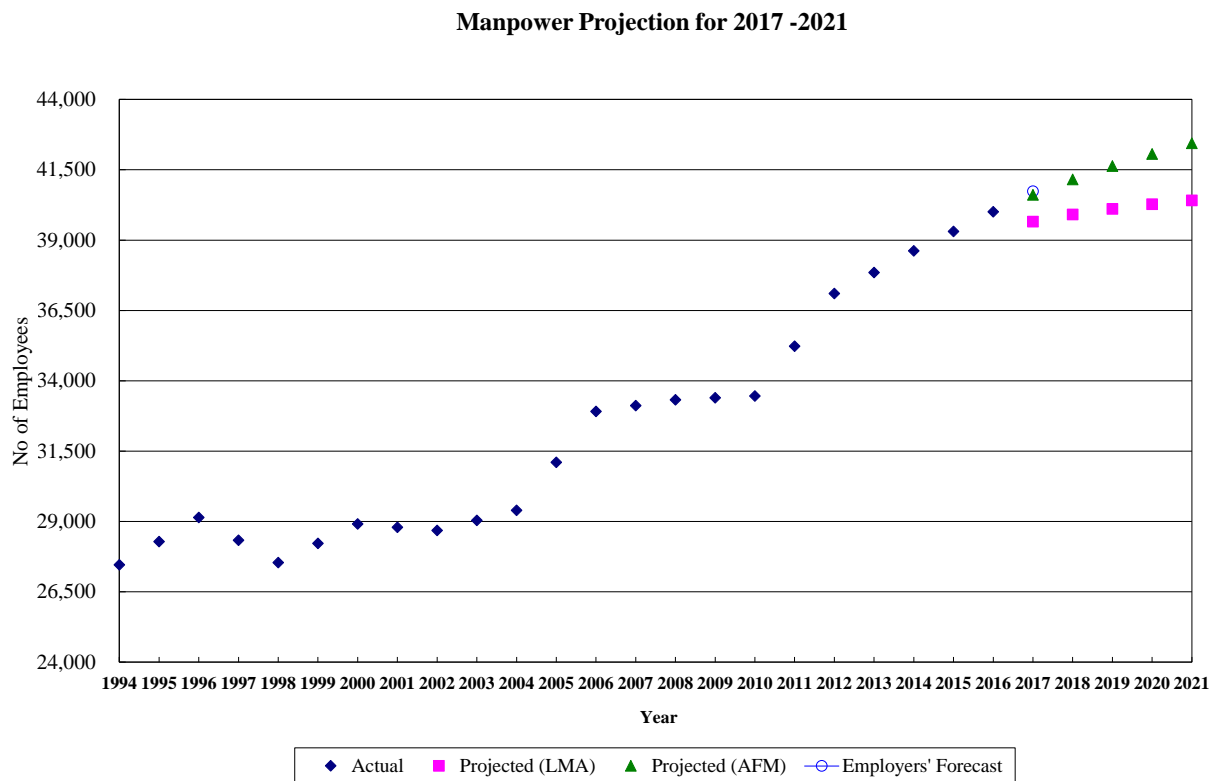
5 The manpower demand for Tourism Industry in 2017-2021 can be projected using 3 different methods, namely Labour Market Analysis (LMA), Adaptive Filtering Method (AFM) and Employers' Forecast (EF). A summary table is provided as below.

Table 1: Summary of Manpower Projection

<b>Year</b>	<b>Actual Manpower</b>	<b>Projected Manpower (LMA Approach)</b>	<b>Projected Manpower (AFM Approach)</b>	<b>Employer's Forecast (EF)</b>
2014 <i>actual</i>	38 619			
2016 <i>actual</i>	40 009			
2017 <i>forecast</i>		39 663 (-0.9%*)	40 613 (1.5%*)	40 735 (1.8%*)
2018 <i>forecast</i>		39 909 (0.6%**)	41 155 (1.3%**)	
2019 <i>forecast</i>		40 111 (0.5%**)	41 637 (1.2%**)	
2020 <i>forecast</i>		40 275 (0.4%**)	42 067 (1.0%**)	
2021 <i>forecast</i>		40 409 (0.3%**)	42 448 (0.9%**)	
* as percentage change vs actual manpower in 2016				
** 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 downward trend in 2017, 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*<sup>1</sup>. Finally, the employers' forecast which is based on personal guess and industry experience of the respondents also shows a slightly upward trend in 2017.

Figure 1: Summary of Manpower Projection



<sup>1</sup> *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.

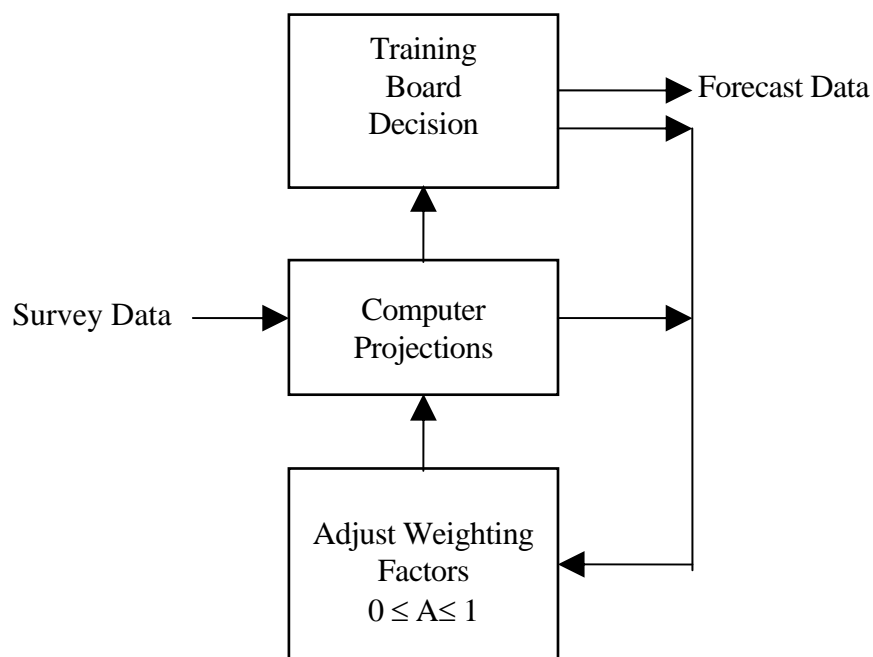


Figure A

## 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.