

Tourism Industry  
Manpower Survey Report  
旅遊業 • 人力調查報告書

2023



# **The 2023 Manpower Survey Report**

## **The Tourism Industry**

**The Hotel, Catering and Tourism Training Board**  
**Vocational Training Council**

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## **Acknowledgement**

The Hotel, Catering and Tourism Training Board would like to express its gratitude to all respondents of the sampled establishments for providing information required by the survey.

# 1 Executive Summary

## Background

1.1 The Hotel, Catering and Tourism Training Board (Training Board) of the Vocational Training Council (VTC) conducted a manpower survey for the tourism industry from August to October 2023, with the data reference date on 1 August 2023. This report presents the survey findings of the latest manpower situation of the industry and proposes recommendations on the manpower demand and training needs to different stakeholders of the industry, including employers, employees, training providers and the Government, by making reference to the business outlook.

## Survey Coverage and Methodology

1.2 The survey covered around 2 995 establishments in four branches of the industry, namely airline companies, travel agents and airline ticket agents (hereinafter travel / ticket agents), meetings, incentives, conventions and exhibitions (hereinafter MICE) and amusement parks and theme parks / museums / attractions (hereinafter amusement parks / museums / attractions). By adopting the stratified random sampling method for selecting establishments from the Central Register of Establishments of the Census and Statistics Department, and the inclusion of supplementary samples recommended by the Training Board, 435 establishments were selected for the survey.

1.3 A pack of survey documents was given to each sampled establishment. The selected establishments were asked to complete a questionnaire, which comprised two parts. Part I collected quantitative manpower information by job levels and by principal jobs, and Part II collected supplementary information related to the industry's manpower situation. The respondents were asked to provide manpower information of their establishments based on a list of principal jobs, which were defined by the Training Board, with detailed job descriptions given for each job.

1.4 During the fieldwork period between August and October 2023, enumerators assisted the respondents in completing the questionnaires through phone calls or on-site visits. The data collection and enumeration processes were closely monitored, and data was verified to ensure quality and accuracy. Among the 279 valid sampled establishments, 275 were successfully enumerated, contributing to an effective response rate of 98.6%<sup>1</sup>.

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<sup>1</sup> Sampled establishments which had ceased operation, had not employed any relevant technical staff, etc. were classified as invalid samples.

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## Manpower Projection Methodology

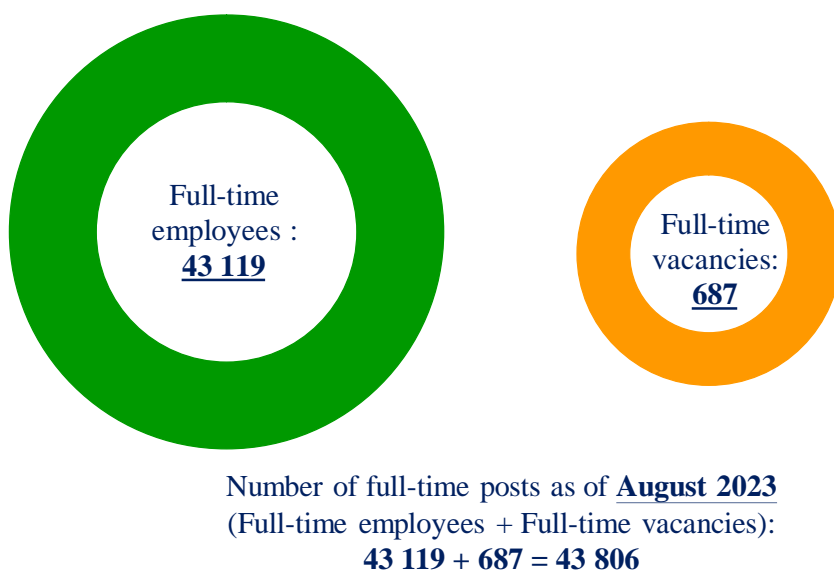
1.5 The Training Board adopts the approach of statistical modelling for projecting the manpower demand of the tourism industry for the period from 2024 to 2027. The statistical model is built by considering relevant economic indicators which reflect important changes in the local economy, demography and labour market. The details of the projection methodology are provided in *Appendix 8*.

## Findings

### Number of Employees and Vacancies

1.6 As of 1 August 2023 (i.e. the reference date of the survey), there were 43 119 full-time employees and 687 full-time vacancies in the tourism industry. Aggregating the number of full-time employees and full-time vacancies, it was estimated that there were 43 806 posts. (*Chart 1.1*)

**Chart 1.1 Manpower situation**



*Note: "Full-time vacancies" refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.*

1.7 Among the 43 119 full-time employees in the tourism industry, 45.6% were engaged in airline companies and 29.4% in travel / ticket agents; 61.6% were employed at the clerical / operative level, 21.9% at the supervisory / technical level and 15.7% at the managerial / professional level. (Table 1.1)

**Table 1.1 Full-time employees by branch and job level**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions	Overall
Managerial / Professional	3 698 (18.8%)	1 936 (15.3%)	369 (13.2%)	752 (9.5%)	6 755 (15.7%)
Supervisory / Technical	4 565 (23.2%)	2 655 (20.9%)	1 150 (41.1%)	1 065 (13.4%)	9 435 (21.9%)
Clerical / Operative	11 379 (57.8%)	7 871 (62.0%)	1 231 (44.0%)	6 078 (76.4%)	26 559 (61.6%)
Secretarial / Others	33 (0.2%)	229 (1.8%)	48 (1.7%)	60 (0.8%)	370 (0.9%)
<b>Overall (above 4 job levels)</b>	19 675 [45.6%]	12 691 [29.4%]	2 798 [6.5%]	7 955 [18.5%]	43 119

( ) indicates % of total no. of full-time employees by respective job level

[ ] indicates % of total no. of full-time employees by respective branch

1.8 As of 1 August 2023, the total number of full-time vacancies were 687, representing a vacancy rate of 1.6% (i.e. vacancies as a percentage of the total number of employees and vacancies). The majority of vacancies were found in travel / ticket agents (479 vacancies), where a higher vacancy rate of 3.6% was recorded. Analysed by job level, most jobs vacancies were at the clerical / operative level (548 vacancies) with a higher vacancy rate of 2.0%. (Table 1.2)

**Table 1.2 Full-time vacancies by branch and job level**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions	Overall
Managerial / Professional	9	21	0	3	33 [0.5%]
Supervisory / Technical	64	14	17	7	102 [1.1%]
Clerical / Operative	92	443	13	0	548 [2.0%]
Secretarial / Others	0	1	3	0	4 [1.1%]
<b>Overall (above 4 job levels)</b>	165 [0.8%]	479 [3.6%]	33 [1.2%]	10 [0.1%]	687 [1.6%]

[ ] indicates the vacancy rate =  $\frac{\text{No. of full-time vacancies}}{\text{No. of full-time employees} + \text{No. of full-time vacancies}}$

## **Part-time Employees**

1.9 As of 1 August 2023, there were 4 245 part-time employees in the tourism industry. Of these 4 245 part-time employees, 70.4% were engaged in amusement parks / museums / attractions and 94.7% were working at the clerical / operative level. (*Table 1.3*)

**Table 1.3 Part-time employees by branch and job level**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions	Overall
Managerial / Professional	0 (0%)	2 (0.2%)	0 (0%)	0 (0%)	2 (*)
Supervisory / Technical	0 (0%)	36 (3.1%)	65 (94.2%)	117 (3.9%)	218 (5.1%)
Clerical / Operative	16 (100.0%)	1 130 (96.3%)	4 (5.8%)	2 870 (96.1%)	4 020 (94.7%)
Secretarial / Others	0 (0%)	5 (0.4%)	0 (0%)	0 (0%)	5 (0.1%)
<b>Overall (above 4 job levels)</b>	16 [0.4%]	1 173 [27.6%]	69 [1.6%]	2 987 [70.4%]	4 245

( ) indicates % of total no. of part-time employees by respective job level

[ ] indicates % of total no. of part-time employees by respective branch

\* Less than 0.05%

## **Average Monthly Remuneration Package**

1.10 The average monthly remuneration package for full-time employees in airline companies at the managerial / professional level is mainly \$50,001 - \$60,000 (93.8%). It was followed by \$20,001 - \$40,000 for the supervisory / technical level (81.0%), \$15,001 - \$30,000 for the clerical / operative level (92.4%) and \$15,001 - \$30,000 for the secretarial / others level (80.0%). (*Table 1.4*)

1.11 In travel / ticket agents, the average monthly remuneration package for full-time employees at the managerial / professional level is mainly \$30,001 - \$40,000 (70.6%). It was followed by \$20,001 - \$30,000 for the supervisory / technical level (79.6%), \$15,001 - \$30,000 for the clerical / operative level (92.2%) and \$15,001 - \$20,000 for the secretarial / others level (72.4%). (*Table 1.4*)

1.12 As for MICE, the average monthly remuneration package for full-time employees at the managerial / professional level is mainly \$30,001 - \$40,000 (56.2%). It was followed by \$20,001 - \$40,000 for the supervisory / technical level (85.4%), \$15,001 - \$30,000 for the clerical / operative level (78.1%) and \$15,001 - \$20,000 for the secretarial / others level (72.7%). (*Table 1.4*)

1.13 In amusement parks / museums / attractions, the average monthly remuneration package for full-time employees at the managerial / professional level is mainly \$50,001 - \$60,000 (40.7%). They were followed by \$30,001 - \$40,000 for the supervisory / technical level (89.3%) and \$15,001 - \$20,000 for both the clerical / operative level (82.0%) and the secretarial / others level (100%). (Table 1.4)

**Table 1.4 Average monthly remuneration package by branch and job level**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions
Managerial / Professional	\$50,001 - \$60,000 (93.8%)	\$30,001 - \$40,000 (70.6%)	\$30,001 - \$40,000 (56.2%)	\$50,001 - \$60,000 (40.7%)
Supervisory / Technical	\$20,001 - \$40,000 (81.0%)	\$20,001 - \$30,000 (79.6%)	\$20,001 - \$40,000 (85.4%)	\$30,001 - \$40,000 (89.3%)
Clerical / Operative	\$15,001 - \$30,000 (92.4%)	\$15,001 - \$30,000 (92.2%)	\$15,001 - \$30,000 (78.1%)	\$15,001 - \$20,000 (82.0%)
Secretarial / Others	\$15,001 - \$30,000 (80.0%)	\$15,001 - \$20,000 (72.4%)	\$15,001 - \$20,000 (72.7%)	\$15,001 - \$20,000 (100.0%)

Note: % of the total number of full-time employees in respective branch

### **Preferred Level of Education**

1.14 The majority of full-time employees in airline companies at the managerial / professional level were preferred to have a first degree or above qualification (99.9%). It was followed by diploma / certificate qualification for the supervisory / technical level (93.2%), secondary 4 to 7 qualification for the clerical / operative level (89.9%) and diploma / certificate qualification for the secretarial / others level (66.7%). (Table 1.5)

1.15 In travel / ticket agents, most of the full-time employees at the managerial / professional level were preferred to have a first degree or above qualification (66.4%). It was followed by diploma / certificate qualification for both the supervisory / technical level (54.8%) and the clerical / operative level (70.8%), and secondary 4 to 7 qualification for the secretarial / others level (55.9%). (Table 1.5)

1.16 As for MICE, most of the full-time employees at both the managerial / professional level (73.2%) and the supervisory / technical level (59.7%) were preferred to have a first degree or above qualification. It was followed by diploma / certificate qualification for the clerical / operative level (79.0%) and the secretarial / others level (50.0%). (Table 1.5)

1.17 In amusement parks / museums / attractions, the majority of full-time employees at both the managerial / professional level (99.9%) and the supervisory / technical level (88.4%) were preferred to have a first degree or above qualification, followed by secondary 4 to 7 qualification for both the clerical / operative level (95.6%) and the secretarial / others level (65.0%). (Table 1.5)

**Table 1.5 Preferred level of education by branch and job level**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions
Managerial / Professional	First degree or above (99.9%)	First degree or above (66.4%)	First degree or above (73.2%)	First degree or above (99.9%)
Supervisory / Technical	Diploma / certificate (93.2%)	Diploma / certificate (54.8%)	First degree or above (59.7%)	First degree or above (88.4%)
Clerical / Operative	Secondary 4 to 7 (89.9%)	Diploma / certificate (70.8%)	Diploma / certificate (79.0%)	Secondary 4 to 7 (95.6%)
Secretarial / Others	Diploma / certificate (66.7%)	Secondary 4 to 7 (55.9%)	Diploma / certificate (50.0%)	Secondary 4 to 7 (65.0%)

Note: % of the total number of full-time employees in respective branch

### **Preferred Years of Experience**

1.18 For all four branches of the tourism industry, the majority of full-time employees at the managerial / professional level were preferred to have 6 years to less than 10 years of experience (72.6% - 98.4%). It was followed by 3 years to less than 6 years of experience for the supervisory / technical level (78.4% - 98.0%), 1 year to less than 3 years of experience for the clerical / operative level (46.8% - 97.5%) and less than 1 year of experience for the secretarial / others level (54.5% - 79.2%). (Table 1.6)

**Table 1.6 Preferred years of experience by branch and job level**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions
Managerial / Professional	6 - < 10 years (98.4%)	6 - < 10 years (85.1%)	6 - < 10 years (72.6%)	6 - < 10 years (81.8%)
Supervisory / Technical	3-6 years (98.0%)	3-6 years (84.3%)	3-6 years (87.4%)	3-6 years (78.4%)
Clerical / Operative	1-3 years (97.5%)	1-3 years (53.7%)	1-3 years (46.8%)	1-3 years (97.7%)
Secretarial / Others	< 1 year (54.5%)	< 1 year (73.8%)	< 1 year (79.2%)	< 1 year (75.0%)

Note: % of the total number of full-time employees in respective branch

## **Turnover**

1.19 Analysed by branch, travel / ticket agents registered the largest number of full-time employees left in the past 12 months (837 full-time employees) and the highest turnover rate (6.4%). Analysed by job level, the clerical / operative level registered the largest number of full-time employees left (909 full-time employees), whereas the turnover rate was the highest at the secretarial / others level (29.9%). (Table 1.7)

**Table 1.7 Employees left in the past 12 months and turnover rate by branch and job level**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions	Overall
Managerial / Professional	7 (0.2%)	79 (4.0%)	23 (6.2%)	65 (8.6%)	174 (2.6%)
Supervisory / Technical	30 (0.6%)	188 (7.0%)	107 (9.2%)	119 (11.1%)	444 (4.7%)
Clerical / Operative	176 (1.5%)	466 (5.6%)	30 (2.4%)	237 (3.9%)	909 (3.4%)
Secretarial / Others	5 (15.2%)	104 (45.2%)	0 (0%)	3 (5.0%)	112 (29.9%)
<b>Overall (above 4 job levels)</b>	218 (1.1%)	837 (6.4%)	160 (5.7%)	424 (5.3%)	1 639 (3.7%)

( ) indicates the turnover rate = no. of full-time employees left in past 12 months / (no. of full-time employees + no. of full-time vacancies)

## **Forecasted Retirees**

1.20 Among all establishments in the tourism industry, 91 employees were expected to retire in the next 12 months, with the majority being found in travel / ticket agents (55 retirees) and airline companies (22 retirees); and majority working at the clerical / operative level (41 retirees) and supervisory / technical level (36 retirees). (Table 1.8)

**Table 1.8 Expected number of retirees in the next 12 months**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions	Overall
Managerial / Professional	5	4	2	2	13
Supervisory / Technical	5	23	6	2	36
Clerical / Operative	12	28	0	1	41
Secretarial / Others	0	0	0	1	1
<b>Overall (above 4 job levels)</b>	22	55	8	6	91

## **Training Requirements**

1.21 In airline companies, employees at both the managerial / professional and the supervisory / technical levels tended to focus on managerial-level skills, while employees at both the clerical / operative and the secretarial / others levels tended to focus on generic skills. Among various managerial skills, “supervisory techniques, and leadership skills” were major areas of training. As for generic skills, “service attitude / customer service” was a top training area. (Table 1.9)

**Table 1.9 Major training requirements in airline companies**

Managerial / Professional	Human Resources Management	Supervisory Techniques, Leadership Skills		Organisation
Supervisory / Technical	Service Attitude/ Customer Service	Sales and Marketing Strategic Planning, Implementation and Evaluation	Risk Management	Supervisory Techniques, Leadership Skills
Clerical / Operative		Problem Solving		Self-management
Secretarial / Others	Collaboration	Service Attitude/ Customer Service	Resilience	



Managerial Skills



Generic Skills

1.22 For travel / ticket agents, employees at the managerial / professional level tended to focus on managerial-level skills. Employees at both the supervisory / technical and the clerical / operative levels tended to focus on professional skills, particularly skills relating to “ticketing and reservation system”. Employees at the secretarial / others level tended to focus on generic skills. (Table 1.10)

**Table 1.10 Major training requirements in travel / ticket agents**

Managerial / Professional	Business and Financial Strategic Planning, Implementation and Evaluation	Risk Management	Sales and Marketing Strategic Planning, Implementation and Evaluation
Supervisory / Technical	Ticketing and Reservation System	Laws, rules and regulations	Organisation
Clerical / Operative		Service Attitude/ Customer Service	Travel/ Cruise Consultancy
Secretarial / Others	Problem Solving	Crisis Handling	Service Attitude/ Customer Service



Managerial Skills



Professional Skills



Generic Skills

1.23 As for MICE, employees at the managerial / professional, the supervisory / technical and the clerical / operative levels tended to focus on managerial-level skills and professional skills, particularly skills relating to “convention and exhibition management”. Employees at the secretarial / others level tended to focus on generic skills. (Table 1.11)

**Table 1.11 Major training requirements in MICE**

Managerial / Professional	Convention and Exhibition Management		Sales and Marketing Strategic Planning, Implementation and Evaluation	Business and Financial Strategic Planning, Implementation and Evaluation	
Supervisory / Technical			Risk Management	Venue Operations	
Clerical / Operative	Travel/ Cruise Consultancy	Ticketing and Reservation System	Convention and Exhibition Management	Crisis Handling	
Secretarial / Others	Self-management		Crisis Handling	Problem Solving	Resilience



Managerial Skills



Professional Skills



Generic Skills

1.24 In amusement parks / museums / attractions, employees at the managerial / professional level tended to focus on managerial skills. Employees at both the supervisory / technical and the clerical / operative levels focus on professional skills and generic skills, particularly skills of “venue operations”, “communication / presentation” and “problem solving”. Employees at the secretarial / others level tended to focus on generic skills. (Table 1.12)

**Table 1.12 Major training requirements in amusement parks / museums / attractions**

Managerial / Professional	Human Resources Management		Supervisory Techniques, Leadership Skills	Organisation	Sales and Marketing Strategic Planning, Implementation and Evaluation		
Supervisory / Technical	Venue Operations		Problem Solving	Ticketing and Reservation System	Communication/ Presentation	Supervisory Techniques, Leadership Skills	
Clerical / Operative	Service Attitude/ Customer Service			Communication/ Presentation	Venue Operations		
Secretarial / Others	Service Attitude/ Customer Service	Resilience		Self-management	Collaboration	Communication/ Presentation	Crisis Handling



Managerial Skills



Professional Skills



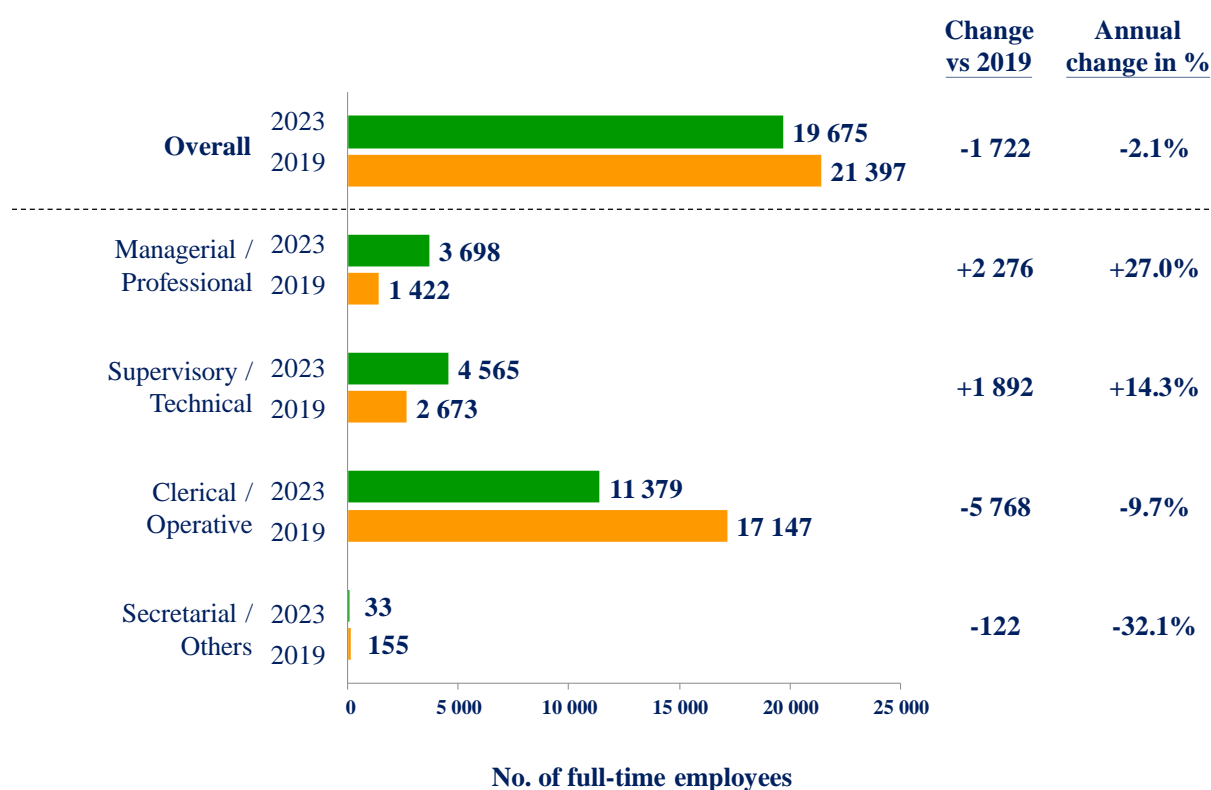
Generic Skills

## **Manpower Changes between 2019 and 2023**

1.25 For MICE, only eight companies with 100 employees or more were covered in the 2019 survey and amusement parks / museums / attractions were newly introduced in the 2023 survey. Therefore, the compared results with the 2019 survey were confined to airline companies and travel / ticket agents.

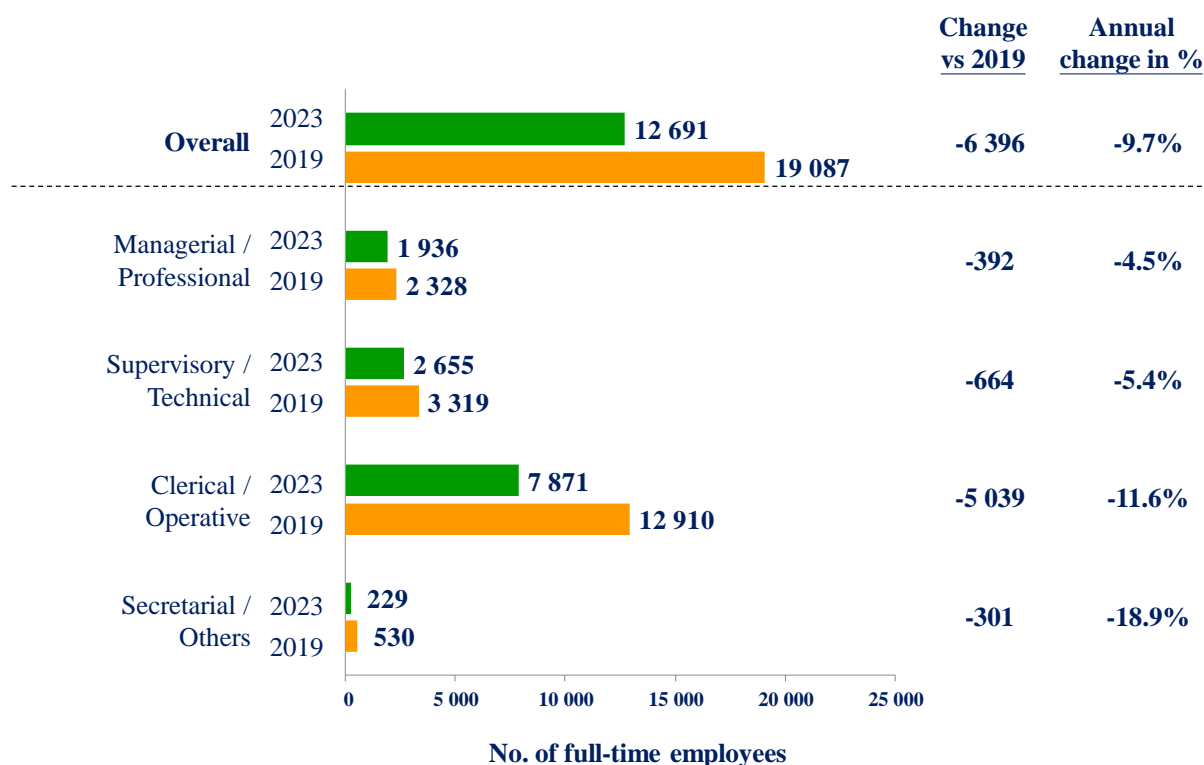
1.26 In airline companies, the total number of full-time employees has dropped from 21 397 in 2019 to 19 675 in 2023 (-1 722 persons; -2.1% per annum). Analysed by job level, a decrease in manpower was mainly recorded for the clerical / operative level (-5 768 persons; -9.7% per annum) while an increase was recorded for the managerial / professional level (2 276 persons; +27.0% per annum) and the supervisory / technical level (1 892 persons; +14.3% per annum). (*Chart 1.2*)

**Chart 1.2 Change in full-time employees by job level in airline companies**



1.27 For travel / ticket agents, the total number of full-time employees has dropped from 19 087 in 2019 to 12 691 in 2023 (-6 396 persons; -9.7% per annum). Analysed by job level, a decrease in manpower was mainly recorded for the clerical / operative level (-5 039 persons; -11.6% per annum), followed by the supervisory / technical level (-664 persons; -5.4% per annum), the managerial / professional level (-392 persons; -4.5% per annum) and the secretarial / others level (-301 persons; -18.9% per annum). (*Chart 1.3*)

**Chart 1.3 Change in full-time employees by job level in travel / ticket agents**




**Changes in Average Monthly Remuneration Package**

1.28 Compared with the results of the 2019 survey, a general upward trend in the average monthly remuneration package was recorded across various job levels in airline companies and travel / ticket agents. (Tables 1.13 and 1.14)


**Table 1.13 Average monthly remuneration package in airline companies**

Job level	Year	\$15,000 or below	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above
Managerial / Professional	2023	0%	0%	0%	2.3%	97.7%
	2019	0%	0%	2.7%	10.8%	86.6%
Supervisory / Technical	2023	0%	0%	30.0%	51.0%	19.0%
	2019	0%	16.0%	32.4%	47.3%	4.3%
Clerical / Operative	2023	0.6%	55.8%	36.6%	6.5%	0.5%
	2019	2.7%	86.7%	10.5%	0.1%	0%
Secretarial / Others	2023	20.0%	56.7%	23.3%	0%	0%
	2019	21.6%	74.5%	3.3%	0%	0.7%

 denotes prominent ranges of the monthly remuneration packages in the respective job level.

**Table 1.14 Average monthly remuneration package in travel / ticket agents**

Job level	Year	\$15,000 or below	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above
Managerial / Professional	2023	0.8%	0.1%	1.3%	70.6%	27.2%
	2019	0.1%	9.8%	26.0%	28.5%	35.6%
Supervisory / Technical	2023	0%	0%	79.6%	18.6%	1.8%
	2019	0.5%	22.2%	55.2%	22.1%	0%
Clerical / Operative	2023	4.3%	51.3%	41.0%	2.7%	0.7%
	2019	45.4%	41.0%	13.5%	0.1%	0%
Secretarial / Others	2023	27.6%	72.4%	0%	0%	0%
	2019	90.2%	5.4%	3.6%	0.8%	0%

 denotes prominent ranges of the monthly remuneration packages in the respective job level.

## Manpower Projection and Annual Training Requirements

1.29 The manpower information (i.e. employees and vacancies) collected for the current and past manpower surveys was used to project the manpower trend of the tourism industry in the next four years. The projection only covered airline companies, travel / ticket agents and MICE. The details of the projection methodology are provided in *Appendix 8*.

1.30 The annual additional manpower requirement has taken into account (i) projected manpower trend and (ii) wastage rate of the industry (i.e. percentage of employees leaving the industry permanently on an annual basis). A summary of estimated annual additional manpower requirements from 2024 to 2027 for airline companies, travel / ticket agents and MICE are presented below (*Table 1.15*).

**Table 1.15 Estimated Annual Additional Manpower Requirement from 2024 to 2027**

Job level	Airline Companies	Travel/ Ticket Agents	MICE
Managerial / Professional	315	173	24
Supervisory / Technical	412	187	48
Clerical / Operative	1 011	582	29
Secretarial / Others	8	32	1

## **Recommendations**

### **Government**

1.31 As a labour-intensive industry, the tourism sector requires a robust workforce to deliver exceptional visitor experiences. The Hong Kong Government (Government) should continue to actively recruit talents from the Mainland and overseas, bringing in skilled professionals to help stabilise the workforce and elevate the overall service quality in the tourism industry. In addition to “competing for talents” from the Mainland and overseas, the local labour market can be further explored to help ease understaffing. The Government can further promote various employment schemes to the employers to acquire various types of energetic workforce, including women, young school leavers, and the elderly and middle-aged citizens who are still enthusiastic in the labour market. Furthermore, the Government should continue organising large-scale job fairs in different districts to help match employers and job seekers.

1.32 Considering the major recruitment difficulties, employers revealed a lack of candidates with relevant experience to fill vacancies at managerial / professional and supervisory / technical levels. In-service courses offered by providers of vocational and professional education and training (VPET) will help practitioners better equip themselves to shine in the workplace. The Government can subsidise employers to provide on-the-job training for their employees. Focusing on the clerical / operative level, employers also found it challenging to acquire candidates with relevant experience. The Government can further promote the Continuing Education Fund (CEF) to citizens for lifelong learning and reskilling. To address the employers’ concern over insufficient related experience possessed by employees, the Government can encourage employers to hire apprentices and provide practical training for students. The opportunities for the students to gain experience in a genuine working environment will better prepare them beyond the classroom.

### **Industry and Employers**

1.33 According to the survey figures, a large portion of establishments in the tourism industry reflected that the compensation and benefits system, job nature and workload of the industry are hurdles to staff retention. The industry is encouraged to review the current remuneration packages and offer more attractive career packages to retain professionals. In consideration of the nature of the job and workload of the industry, the industry can consider replacing some tasks with robots and technology, such as ticketing and reservation, so as to pool the resources on human resources.

1.34 Employers are also suggested to encourage their staff to acquire higher qualifications, upskill and reskill in accordance with the latest industry developments and to gain more international exposure for seeking career progression. Employers can also offer job rotation within and/or across various sectors, which helps employees learn new skills, expand social networks and gain on-the-job

experience.

## **Employees**

1.35 In the rapidly evolving tourism industry of Hong Kong, it is crucial for employees to proactively engage in upskilling programmes to stay up-to-date with the latest trends and developments. Employees are encouraged to participate in the industry’s upskilling initiatives to grasp invaluable opportunities to expand their expertise, refine their service delivery, and anticipate the evolving needs of visitors. Employees are encouraged to utilise the funding support available to pursue continuous education and lifelong learning. The investment in one’s personal and professional development not only enhances individual capabilities but also benefits the industry as a whole. Employees should utilise the Continuing Education Fund (CEF) provided by the Government to enrol in industry-specific courses or pursue higher education qualifications. Eligible travel agents, accredited tour escorts and tourist guides can also apply for the “Development Fund for the Travel Industry” administered by the Travel Industry Council of Hong Kong to attend industry training.

## **Training Institutions**

1.36 In light of the diverse backgrounds of tourists, the training institutions should consider proactively broadening the scope of student recruitment. By tapping into a broader range of talent and cultural perspectives, the training institutions can nurture tourism talents that are highly skilled, culturally sensitive, and adaptable to the industry’s evolving demands. To enhance the attractiveness of the training programmes, the institutions should continue soliciting the Government’s support for policy enhancement, including mutual recognition of academic qualifications.

1.37 Training institutions should closely examine the key training requirements reflected by the employers in the survey and incorporate comprehensive and targeted training in the programmes to nurture students to enter the tourism industry. Real-world experiences are crucial in enhancing the students’ job readiness and employability. Training institutions are encouraged to explore collaborative opportunities with overseas educational institutions and industry partners, actively seeking to expand internship and study trip opportunities for their students in the tourism professions. The cross-cultural exchanges broaden students’ perspectives, deepen their cultural awareness, and cultivate their global mindset, which are the critical success factors in one’s career.

## 2 Introduction

### Background

2.1 The Hotel, Catering and Tourism Training Board (Training Board) of the Vocational Training Council (VTC) is appointed by the Government of the Hong Kong Special Administrative Region (HKSAR) to analyse the manpower situation and training needs of the tourism industry. The Training Board comprises members nominated by major trade associations, trade unions, professional bodies, educational and training institutions and Government departments. The Working Party of the manpower survey is formed by selected members of the Training Board. The membership and terms of reference of the Training Board, as well as the members of the Working Party, are listed in *Appendices 1, 2 and 3*.

2.2 The manpower survey of the tourism industry is conducted every four years, followed by two periodic manpower updates supplemented with information collected from focus groups and desk research to better reflect the changing trends of the manpower situation. This manpower survey mainly focused on analysing technical manpower, which refers to the personnel who are expected to apply the industrial knowledge and technical skills required to complete the work assigned.

2.3 Manpower data with respect to the survey reference date on 1 August 2023 was collected from August to October 2023. This report presents the survey findings and analysis of the latest manpower situation of the tourism industry and proposes recommendations on the manpower development to the different stakeholders of the industry, including employers, employees, training providers and the Government by referring to the business outlook.

### Objectives

2.4 The objectives of this manpower survey are:

- (a) Collecting up-to-date manpower information by industry sectors, job levels and principal jobs in the industry;
- (b) Assessing the technical manpower structure;
- (c) Forecasting the training requirements in the near future; and
- (d) Recommending to the VTC and relevant stakeholders the development of training strategies to meet the needs.

## 3 Methodology

### Survey Coverage

3.1 The survey covered the following branches of the industry:

- Airline Companies
- Travel Agents and Airline Ticket Agents (hereinafter Travel / Ticket Agents)
- Meetings, Incentives, Conventions and Exhibitions (hereinafter MICE)
- Amusement Parks and Theme Parks / Museums / Attractions (hereinafter Amusement Parks / Museums / Attractions)

### Sample Design

3.2 Based on the Hong Kong Standard Industrial Classification list from the Census and Statistics Department (C&SD) of the HKSAR Government, the survey covered around 2 995 establishments in different branches of the industry. By adopting the stratified random sampling method for selecting establishments from the Central Register of Establishments of the C&SD and the inclusion of supplementary samples recommended by the Training Board, 435 establishments were selected for the survey.

### Questionnaire Design

3.3 The questionnaire designed for the survey comprised two parts. Part I collected quantitative manpower information by job levels and by principal jobs, and Part II collected supplementary information related to the industry's manpower situation. The list of principal jobs was defined by the Training Board with detailed job descriptions given for each job, and was classified into different job levels as follows:

- (a) Managerial / Professional
- (b) Supervisory / Technical
- (c) Clerical / Operative
- (d) Secretarial / Others

3.4 While job titles adopted in the establishments might vary with the descriptions of the principal jobs, respondents were asked to provide manpower information corresponding to the job descriptions and the skill levels of the principal jobs. The definition of terms and the survey documents, including a sample questionnaire, explanatory notes and job descriptions for the principal jobs, are given in *Appendices 4 and 5*.

## Data Collection

3.5 Data collection was carried out between August and October 2023. A pack of survey documents was given to each sampled establishment. The respondents of the establishments were asked to provide manpower information of their establishments at the time of the survey with the reference date of 1 August 2023. During the fieldwork period, enumerators assisted the respondents in completing the questionnaire through phone calls or on-site visits.

3.6 Various measures were taken to ensure the quality of the data collection process. These included prior fieldwork preparation, thorough training of fieldwork staff, monitoring of the fieldwork execution, measures to increase the response rate, checking of the completed questionnaires, double data entry and validation and verification of the collected data. The list of quality control measures is shown in *Appendix 6*.

## Data Analysis

3.7 Among the 279 valid sampled establishments, 275 were successfully enumerated, contributing to an effective response rate of 98.6%<sup>2</sup>. Taking into account (a) the satisfactory response rate of the individual branches, (b) the satisfactory response rate from a majority of prominent and sizeable establishments, and (c) the grossing-up of the sample results based on the statistically-grounded method, it could be concluded that the survey findings presented in this report contributed to a significant level of representativeness of the tourism industry. The response rate achieved for individual branches was also adequate to produce a meaningful breakdown by branch. The response profile is shown in *Appendix 7*.

## Manpower Projection Methodology

3.8 The Training Board adopts the approach of statistical modelling for projecting the manpower demand of the tourism industry for the period from 2024 to 2027. The statistical model is built by considering relevant economic indicators which reflect important changes in the local economy, demography and labour market. The details of the projection methodology are provided in *Appendix 8*.

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<sup>2</sup> Sampled establishments which had ceased operation, had not employed any relevant technical staff, etc. were classified as invalid samples.

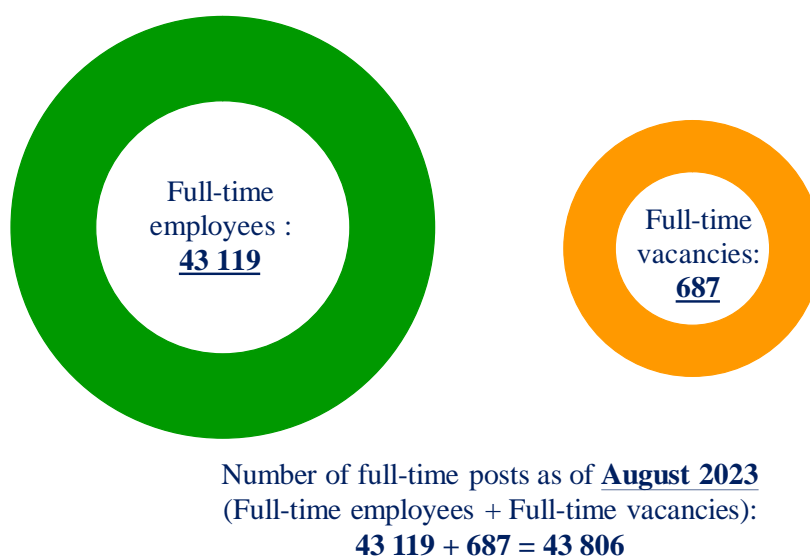
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## 4 Survey Findings

### Overview of Manpower Situation

4.1 As of 1 August 2023, 43 119 full-time employees were employed in the tourism industry. Moreover, there were 687 full-time vacancies. Aggregating the number of full-time employees and full-time vacancies, it was estimated that there was 43 806 posts. (*Chart 4.1*)

**Chart 4.1 Overview of manpower situation**



*Note: “Full-time vacancies” refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.*

## Full-time Employees

### Number of Full-time Employees

4.2 Among the 43 119 full-time employees in the tourism industry, most were engaged in airline companies (45.6%; 19 675 employees) and travel / ticket agents (29.4%; 12 691 employees). Relatively fewer were engaged in amusement parks / museums / attractions (18.5%; 7 955 employees) and MICE (6.5%; 2 798 employees). (Table 4.1)

4.3 Analysed by job level, over 60% were working at the clerical / operative level (61.6%; 26 559 employees), distantly followed by the supervisory / technical level (21.9%; 9 435 employees), the managerial / professional level (15.7%; 6 755 employees) and the secretarial / others level (0.9%; 370 employees). (Table 4.1)

**Table 4.1 Full-time employees by branch and job level**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions	Overall
Managerial / Professional	3 698 (18.8%)	1 936 (15.3%)	369 (13.2%)	752 (9.5%)	6 755 (15.7%)
Supervisory / Technical	4 565 (23.2%)	2 655 (20.9%)	1 150 (41.1%)	1 065 (13.4%)	9 435 (21.9%)
Clerical / Operative	11 379 (57.8%)	7 871 (62.0%)	1 231 (44.0%)	6 078 (76.4%)	26 559 (61.6%)
Secretarial / Others	33 (0.2%)	229 (1.8%)	48 (1.7%)	60 (0.8%)	370 (0.9%)
<b>Overall (above 4 job levels)</b>	19 675 [45.6%]	12 691 [29.4%]	2 798 [6.5%]	7 955 [18.5%]	43 119

( ) indicates % of total no. of full-time employees by respective job level

[ ] indicates % of total no. of full-time employees by respective branch

### **Prominent Principal Jobs**

4.4 In the tourism industry, the most prominent principal job was “Cabin Attendant; Crew” (8 396 employees). In travel / ticket agents, the most prominent principal jobs were “Travel Consultant” (2 002 employees) and “Travel Agency Clerk; Reservation and/or Ticketing Clerk” (1 878 employees); while in MICE were “MICE Coordinator” (546 employees) and “MICE Supervisor; MICE Officer” (411 employees). (Table 4.2)

**Table 4.2 Prominent principal jobs by branch**

<b>Airline Companies (FT employees: 19 675)</b>	<b>Travel / Ticket Agents (FT employees: 12 691)</b>	<b>MICE (FT employees: 2 798)</b>
<ul style="list-style-type: none"> <li>• Cabin Attendant; Crew (8 396; 42.7%)</li> <li>• Managerial/Professional - Others (e.g. Engineer Manager; Safety Manager) (2 346; 11.9%)</li> <li>• Airport/Traffic/Crew Control/Crew Operations/Customer Relations Supervisor; Senior Purser/Purser (1 736; 8.8%)</li> <li>• Supervisory/Technical -Others (e.g. Administrative Supervisor; Safety Supervisor) (1 591; 8.1%)</li> <li>• Cargo Officer (Passenger Service) (1 162; 5.9%)</li> </ul>	<ul style="list-style-type: none"> <li>• Travel Consultant (2 002; 15.8%)</li> <li>• Travel Agency Clerk; Reservation/Ticketing Clerk (1 878; 14.8%)</li> <li>• Tour Escort; Escort Guide (Outbound) (960; 7.6%)</li> <li>• Operation/Tour Supervisor/Officer (922; 7.3%)</li> <li>• Accounting Clerk; General Cashier (699; 5.5%)</li> </ul>	<ul style="list-style-type: none"> <li>• MICE Coordinator (546; 19.5%)</li> <li>• MICE Supervisor/Officer (411; 14.7%)</li> <li>• General Office/Personnel/ Training/Sales/Control/HR Clerk (253; 9.0%)</li> <li>• Operation/Tour Supervisor/Officer (204; 7.3%)</li> <li>• Marketing/PR/Digital Marketing Assistant (135; 4.8%)</li> </ul>

*Note: % of total number of full-time employees in respective branch*

## Full-time Vacancies

### Number of Full-time Vacancies

4.5 As of 1 August 2023, 687 vacancies were reported in the tourism industry, representing a vacancy rate of 1.6% (i.e. vacancies as a percentage of the total number of employees and vacancies). The majority of vacancies were found in travel / ticket agents (479 vacancies), followed by airline companies (165 vacancies). In terms of vacancy rate, a higher vacancy rate was also registered in travel / ticket agents (3.6%). (Table 4.3)

4.6 Analysed by job level, most of the vacancies were jobs at the clerical / operative level (548 vacancies), where a higher vacancy rate of 2.0% were recorded. (Table 4.3)

**Table 4.3 Full-time vacancies by branch and job level**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions	Overall
Managerial / Professional	9	21	0	3	33 [0.5%]
Supervisory / Technical	64	14	17	7	102 [1.1%]
Clerical / Operative	92	443	13	0	548 [2.0%]
Secretarial / Others	0	1	3	0	4 [1.1%]
<b>Overall (above 4 job levels)</b>	165 [0.8%]	479 [3.6%]	33 [1.2%]	10 [0.1%]	687 [1.6%]

[ ] indicates the vacancy rate =  $\frac{\text{No. of full-time vacancies}}{\text{No. of full-time employees} + \text{No. of full-time vacancies}}$

## **Prominent Vacancies**

4.7 In the tourism industry, the most prominent vacancies were “Travel Consultant” (185 vacancies) and “Tour Escort; Escort Guide (Outbound)” (130 vacancies) in travel / ticket agents. “Airport Supervisor; Traffic Supervisor; Crew Control Supervisor / Crew Operations Supervisor; Senior Purser; Purser; Customer Relations Supervisor” (56 vacancies) and “Cabin Attendant; Crew” (53 vacancies) were two prominent vacancies in airline companies. (Table 4.4)

**Table 4.4 Prominent vacancies by job level in airline companies**

<b>Airline Companies (FT vacancies: 165)</b>	<b>Travel / Ticket Agents (FT vacancies: 479)</b>	<b>MICE (FT vacancies: 33)</b>
<ul style="list-style-type: none"> <li>• Airport/Traffic/Crew Control/Crew Operations/ Customer Relations Supervisor; Senior Purser/Purser (56; 33.9%)</li> <li>• Cabin Attendant; Crew (53; 32.1%)</li> <li>• Sales Representative (12; 7.3%)</li> </ul>	<ul style="list-style-type: none"> <li>• Travel Consultant (185; 38.6%)</li> <li>• Tour Escort; Escort Guide (Outbound) (130; 27.1%)</li> <li>• General Office/Personnel/ Training/Sales/Control/HR Clerk (44; 9.2%)</li> </ul>	<ul style="list-style-type: none"> <li>• Operation/Tour Supervisor/Officer (11; 33.3%)</li> <li>• MICE Coordinator (6; 18.2%)</li> <li>• Marketing/PR/Digital Marketing Officer/Executive (5; 15.2%)</li> </ul>

*Note: % of total number of full-time vacancies in respective branch*

## Part-time Employees

4.8 As of 1 August 2023, there were 4 245 part-time employees in the tourism industry. Of these 4 245 part-time employees, the majority of them were engaged in amusement parks / museums / attractions (70.4%; 2 987 persons) and most of the rest were engaged in travel / ticket agents (27.6%; 1 173 persons). (Table 4.5)

4.9 Analysed by job level, over 90% worked at the clerical / operative level (94.7%; 4 020 persons). (Table 4.5)

**Table 4.5 Part-time employees by branch and job level**

Job level	Airline Companies	Travel/ Ticket Agents	MICE	Amusement Parks/ Museums/ Attractions	Overall
Managerial / Professional	0 (0%)	2 (0.2%)	0 (0%)	0 (0%)	2 (*)
Supervisory / Technical	0 (0%)	36 (3.1%)	65 (94.2%)	117 (3.9%)	218 (5.1%)
Clerical / Operative	16 (100.0%)	1 130 (96.3%)	4 (5.8%)	2 870 (96.1%)	4 020 (94.7%)
Secretarial / Others	0 (0%)	5 (0.4%)	0 (0%)	0 (0%)	5 (0.1%)
<b>Overall (above 4 job levels)</b>	16 [0.4%]	1 173 [27.6%]	69 [1.6%]	2 987 [70.4%]	4 245

( ) indicates % of total no. of part-time employees by respective job level

[ ] indicates % of total no. of part-time employees by respective branch


\* Less than 0.05%

## Average Monthly Remuneration Package

4.10 The average monthly remuneration package for full-time employees in airline companies at the managerial / professional level is mainly in the range of \$50,001 - \$60,000 (93.8%). It was followed by \$20,001 - \$40,000 for the supervisory / technical level (81.0%) and \$15,001 - \$30,000 for both the clerical / operative level (92.4%) and the secretarial / others level (80.0%). (Table 4.6)

**Table 4.6 Average monthly remuneration package by job level in airline companies**


Job level	\$60,001 or above	\$50,001 - \$60,000	\$40,001 - \$50,000	\$30,001 - \$40,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
Managerial / Professional	0.4%	93.8%	3.6%	2.3%	0.0%	0.0%	0.0%	3 698
Supervisory / Technical	0.0%	0.0%	19.0%	51.0%	30.0%	0.0%	0.0%	4 565
Clerical / Operative	0.0%	0.0%	0.5%	6.5%	36.6%	55.8%	0.6%	11 379
Secretarial / others	0.0%	0.0%	0.0%	0.0%	23.3%	56.7%	20.0%	33

 denotes prominent ranges of monthly remuneration package in the respective job level.

4.11 As for travel / ticket agents, the average monthly remuneration package for full-time employees at the managerial / professional level is mainly in the range of \$30,001 - \$40,000 (70.6%). It was followed by \$20,001 - \$30,000 for the supervisory / technical level (79.6%), \$15,001 - \$30,000 for the clerical / operative level (92.2%) and \$15,001 - \$20,000 for the secretarial / others level (72.4%). (Table 4.7)

**Table 4.7 Average monthly remuneration package by job level in travel / ticket agents**


Job level	\$60,001 or above	\$50,001 - \$60,000	\$40,001 - \$50,000	\$30,001 - \$40,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
Managerial / Professional	1.4%	5.5%	20.2%	70.6%	1.3%	0.1%	0.8%	1 936
Supervisory / Technical	0.0%	0.0%	1.8%	18.6%	79.6%	0.0%	0.0%	2 655
Clerical / Operative	0.0%	0.7%	0.0%	2.7%	41.0%	51.3%	4.3%	7 871
Secretarial / Others	0.0%	0.0%	0.0%	0.0%	0.0%	72.4%	27.6%	229

 denotes prominent ranges of monthly remuneration package in the respective job level.

4.12 Regarding MICE, the average monthly remuneration package for full-time employees at the managerial / professional level is mainly in the range of \$30,001 - \$40,000 (56.2%). It was followed by \$20,001 - \$40,000 for the supervisory / technical level (85.4%), \$15,001 - \$30,000 for the clerical / operative level (78.1%) and \$15,001 - \$20,000 for the secretarial / others level (72.7%). (Table 4.8)

**Table 4.8 Average monthly remuneration package by job level in MICE**


Job level	\$60,001 or above	\$50,001 - \$60,000	\$40,001 - \$50,000	\$30,001 - \$40,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
Managerial / Professional	15.1%	10.9%	15.4%	56.2%	2.4%	0.0%	0.0%	369
Supervisory / Technical	2.5%	2.5%	9.6%	41.0%	44.4%	0.0%	0.0%	1 150
Clerical / Operative	0.0%	0.0%	0.0%	20.0%	47.1%	31.0%	1.8%	1 231
Secretarial / Others	0.0%	0.0%	0.0%	0.0%	27.3%	72.7%	0.0%	48

 denotes prominent ranges of monthly remuneration package in the respective job level.

4.13 With respect to amusement parks / museum / attractions, the average monthly remuneration package for full-time employees at the managerial / professional level is mainly in the range of \$30,001 - \$40,000 (22.2%), \$50,001 - \$60,000 (40.7%) and \$60,001 or above (23.5%). It was followed by \$30,001 - \$40,000 for the supervisory / technical level (89.3%) and \$15,001 - \$20,000 for both the clerical / operative level (82.0%) and the secretarial / others level (100%). (Table 4.9)

**Table 4.9 Average monthly remuneration package by job level in amusement parks / museums / attractions**

Job level	\$60,001 or above	\$50,001 - \$60,000	\$40,001 - \$50,000	\$30,001 - \$40,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
Managerial / Professional	23.5%	40.7%	13.6%	22.2%	0.0%	0.0%	0.0%	752
Supervisory / Technical	0.0%	0.0%	1.9%	89.3%	8.7%	0.0%	0.0%	1 065
Clerical / Operative	0.0%	0.0%	0.0%	0.0%	18.0%	82.0%	0.0%	6 078
Secretarial / Others	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	60

 denotes prominent ranges of monthly remuneration package in the respective job level.

## Preferred Level of Education

4.14 In airline companies, employees at the managerial / professional level were preferred to have a first degree or above qualification (99.9%), employees at the supervisory / technical level were preferred to have a diploma / certificate qualification (93.2%) and employees at the clerical / operative level were preferred to have secondary 4 to 7 qualification (89.9%). As for employees at the secretarial / others level, two-thirds (66.7%) were preferred to have a diploma / certificate qualification while 30.3% were preferred to have a secondary 4 to 7 qualification. (Table 4.10)

**Table 4.10 Preferred level of education in airline companies**

Job level	First degree or above	Sub-degree	Diploma/certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
Managerial / Professional	99.9%	0.1%	0.0%	0.0%	0.0%	3 698
Supervisory / Technical	3.1%	3.7%	93.2%	0.0%	0.0%	4 565
Clerical / Operative	0.2%	4.2%	5.7%	89.9%	0.0%	11 379
Secretarial / Others	0.0%	3.0%	66.7%	30.3%	0.0%	33

 denotes prominent ranges of preferred level of education in the respective job level.

4.15 In travel / ticket agents, two-thirds (66.4%) of the employees at the managerial / professional level were preferred to have a first degree or above qualification while 22.2% were preferred to have a sub-degree qualification. Among the employees at the supervisory / technical level, over half (54.8%) were preferred to have a diploma / certificate qualification while 22.0% were preferred to have a sub-degree qualification. As for employees at the clerical / operative level, 70.8% were preferred to have a diploma / certificate qualification while 24.1% were preferred to have a Secondary 4 to 7 qualification. Over half (55.9%) of the employees at the secretarial / others level were preferred to have a secondary 4 to 7 qualification while 30.1% were preferred to have a diploma / certificate qualification. (Table 4.11)

**Table 4.11 Preferred level of education in travel / ticket agents**

Job level	First degree or above	Sub-degree	Diploma/certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
Managerial / Professional	66.4%	22.2%	10.2%	1.2%	0.0%	1 936
Supervisory / Technical	19.1%	22.0%	54.8%	4.1%	0.0%	2 655
Clerical / Operative	0.0%	5.1%	70.8%	24.1%	0.0%	7 871
Secretarial / Others	0.0%	0.0%	30.1%	55.9%	14.0%	229

 denotes prominent ranges of preferred level of education in the respective job level.

4.16 In MICE, over 70% (73.2%) of the employees at the managerial / professional level were preferred to have a first degree or above qualification while a quarter (26.8%) were preferred to have a sub-degree qualification. As for employees at the supervisory / technical level, 59.7% were preferred to have a first degree or above qualification while a quarter (24.6%) were preferred to have a diploma / certificate qualification. Among the employees at the clerical / operative level, about 80% (79.0%) were preferred to have a diploma / certificate qualification while 16.8% were preferred to have a secondary 4 to 7 qualification. About half (50.0%) of the employees at the secretarial / others level were preferred to have a diploma / certificate qualification while over one-third (37.5%) were preferred to have a secondary 4 to 7 qualification. (Table 4.12)

**Table 4.12 Preferred level of education in MICE**

Job level	First degree or above	Sub-degree	Diploma/ certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
Managerial / Professional	73.2%	26.8%	0.0%	0.0%	0.0%	369
Supervisory / Technical	59.7%	15.7%	24.6%	0.0%	0.0%	1 150
Clerical / Operative	0.0%	4.1%	79.0%	16.8%	0.0%	1 231
Secretarial / Others	12.5%	0.0%	50.0%	37.5%	0.0%	48

 denotes prominent ranges of preferred level of education in the respective job level.

4.17 In amusement parks / museums / attractions, virtually all (99.9%) employees at the managerial / professional level were preferred to have a first degree or above qualification. Regarding employees at the supervisory / technical level, almost 90% (88.4%) were preferred to have a first degree or above qualification. Among employees at the clerical / operative level, over 90% (95.6%) were preferred to have secondary 4 to 7 qualification. Two-thirds (65.0%) of the employees at the secretarial / others level were preferred to have a secondary 4 to 7 qualification while 18.3% were preferred to have a diploma / certificate qualification. (Table 4.13)

**Table 4.13 Preferred level of education in amusement parks and theme parks / museums / attractions**

Job level	First degree or above	Sub-degree	Diploma/ certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
Managerial / Professional	99.9%	0.1%	0.0%	0.0%	0.0%	752
Supervisory / Technical	88.4%	7.3%	4.3%	0.0%	0.0%	1 065
Clerical / Operative	0.0%	3.3%	1.1%	95.6%	0.0%	6 078
Secretarial / Others	0.0%	16.7%	18.3%	65.0%	0.0%	60


 denotes prominent ranges of preferred level of education in the respective job level.

## Preferred Years of Experience

4.18 In airline companies, employees at the managerial / professional level employers were preferred to have 6 years to less than 10 years of experience (98.4%), employees at the supervisory / technical level were preferred to have 3 years to less than 6 years of experience (98.0%), and employees at the clerical / operative level were preferred to have 1 year to less than 3 years of experience (97.5%). As for employees at the secretarial / others level, 54.5% were preferred to have less than 1 year and 30.3% were 3 years to less than 6 years of experience. (Table 4.14)

**Table 4.14 Preferred years of experience in airline companies**


Job level	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	No. of full-time employees
Managerial / Professional	1.4%	98.4%	0.2%	0.0%	0.0%	3 698
Supervisory / Technical	0.2%	1.6%	98.0%	0.3%	0.0%	4 565
Clerical / Operative	0.0%	0.0%	1.3%	97.5%	1.3%	11 379
Secretarial / Others	0.0%	0.0%	30.3%	15.2%	54.5%	33

 denotes prominent ranges of preferred years of experience in the respective job level

4.19 In travel / ticket agents, employees at the managerial / professional level were preferred to have 6 years to less than 10 years of experience (85.1%) and employees at the supervisory / technical level were preferred to have 3 years to less than 6 years of experience (84.3%). As for employees at the clerical / operative level, 53.7% were preferred to have 1 year to less than 3 years and 26.7% were preferred to have 3 years to less than 6 years of experience. Among the employees at the secretarial / others level, 73.8% were preferred to have less than 1 year and 23.6% were preferred to have 1 year to less than 3 years of experience. (Table 4.15)

**Table 4.15 Preferred years of experience in travel / ticket agents**


Job level	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	No. of full-time employees
Managerial / Professional	13.6%	85.1%	0.0%	0.6%	0.6%	1 936
Supervisory / Technical	0.5%	15.2%	84.3%	0.0%	0.0%	2 655
Clerical / Operative	0.5%	2.0%	26.7%	53.7%	17.2%	7 871
Secretarial / Others	0.0%	0.0%	2.6%	23.6%	73.8%	229

 denotes prominent ranges of preferred years of experience in the respective job level

4.20 In MICE, employees at the managerial / professional level were preferred to have 6 years to less than 10 years of experience (72.6%) and employees at the supervisory / technical level were preferred to have 3 years to less than 6 years of experience (87.4%). As for employees at the clerical / operative level, 47.5% were preferred to have less than 1 year of experience and 46.8% were preferred to have 1 year to less than 3 years of experience. The majority of employees at the secretarial / others level were preferred to have less than 1 year of experience (79.2%). (Table 4.16)

**Table 4.16 Preferred years of experience in MICE**


Job level	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	No. of full-time employees
Managerial / Professional	23.0%	72.6%	4.3%	0.0%	0.0%	369
Supervisory / Technical	0.0%	6.7%	87.4%	1.6%	4.3%	1 150
Clerical / Operative	0.0%	0.0%	5.7%	46.8%	47.5%	1 231
Secretarial / Others	0.0%	0.0%	12.5%	8.3%	79.2%	48

 denotes prominent ranges of preferred years of experience in the respective job level

4.21 In amusement parks / museums / attractions, employees at the managerial / professional level were preferred to have 6 years to less than 10 years of experience (81.8%). As for employees at the supervisory / technical level, 78.4% were preferred to have 3 years to less than 6 years of experience and 21.6% were preferred to have 6 years to less than 10 years of experience. The majority of employees at the clerical / operative level were preferred to have 1 year to less than 3 years of experience (97.7%). As for employees at the secretarial / others level, 75.0% were preferred to have less than 1 year and 25.0% were preferred to have 1 year to less than 3 years of experience. (Table 4.17)

**Table 4.17 Preferred years of experience in amusement parks and theme parks / museums / attractions**

Job level	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	No. of full-time employees
Managerial / Professional	15.6%	81.8%	2.7%	0.0%	0.0%	752
Supervisory / Technical	0.0%	21.6%	78.4%	0.0%	0.0%	1 065
Clerical / Operative	0.0%	0.0%	0.4%	97.7%	1.8%	6 078
Secretarial / Others	0.0%	0.0%	0.0%	25.0%	75.0%	60


 denotes prominent ranges of preferred years of experience in the respective job level

## Age Distribution of Full-time Employees

4.22 In airline companies, most of the employees at the managerial / professional level, the supervisory / technical level and the secretarial / others level aged 36 to 55 (64.4%, 62.2% and 61.5% respectively) and over 20% of them aged 56 or above (26.7%, 22.9% and 23.1% respectively). As for employees at the clerical / operative level, 55.1% aged 36 to 55 and 25.3% aged 26 to 35. (Table 4.18)

**Table 4.18 Age distribution of full-time employees in airline companies**


Job level	25 or below	26 – 35	36 – 45	46 – 55	56 or above	No. of full-time employees
Managerial / Professional	0.0%	8.9%	24.3%	40.1%	26.7%	3 698
Supervisory / Technical	3.0%	11.9%	27.4%	34.8%	22.9%	4 565
Clerical / Operative	9.7%	25.3%	28.6%	26.5%	9.8%	11 379
Secretarial / Others	0.0%	15.4%	30.8%	30.8%	23.1%	33

 denotes prominent age groups in the respective job level

4.23 For travel / ticket agents, the majority of the employees at the managerial / professional level aged 46 or above (77.8%) while most of the employees at the supervisory / technical level (73.5%), the clerical / operative level (63.6%) and the secretarial / others level (91.0%) aged 36 to 55. (Table 4.19)

**Table 4.19 Age distribution of full-time employees in travel / ticket agents**


Job level	25 or below	26 – 35	36 – 45	46 – 55	56 or above	No. of full-time employees
Managerial / Professional	0.0%	3.1%	19.1%	46.1%	31.7%	1 936
Supervisory / Technical	2.4%	11.1%	38.4%	35.0%	13.1%	2 655
Clerical / Operative	1.2%	18.3%	31.4%	32.2%	16.9%	7 871
Secretarial / Others	0.5%	2.5%	46.8%	44.3%	6.0%	229

 denotes prominent age groups in the respective job level

4.24 In MICE, three-quarters or more of the employees at the managerial / professional level and the clerical / operative level aged 36 to 55 (83.7% and 75.7% respectively). For employees at the supervisory / technical level and the secretarial / others level, about half of them aged 36 to 55 (48.9% and 50.0% respectively) and over one-third aged 26 to 35 (36.5% and 43.3% respectively). (Table 4.20)

**Table 4.20 Age distribution of full-time employees in MICE**


Job level	25 or below	26 – 35	36 – 45	46 – 55	56 or above	No. of full-time employees
Managerial / Professional	0.0%	4.1%	29.6%	54.1%	12.1%	369
Supervisory / Technical	1.4%	36.5%	26.8%	22.1%	13.3%	1 150
Clerical / Operative	1.3%	15.4%	18.5%	57.2%	7.5%	1 231
Secretarial / Others	3.3%	43.3%	26.7%	23.3%	3.3%	48

 denotes prominent age groups in the respective job level

4.25 In amusement parks / museums / attractions, 70.3% of the employees at the managerial / professional level aged 36 to 55 while most of the employees at the supervisory / technical level (65.9%), the clerical / operative level (58.0%) and the secretarial / others level (63.2%) aged 26 to 45. (Table 4.21)

**Table 4.21 Age distribution of full-time employees in amusement parks / museums / attractions**

Job level	25 or below	26 – 35	36 – 45	46 – 55	56 or above	No. of full-time employees
Managerial / Professional	0.2%	12.6%	41.5%	28.8%	17.0%	752
Supervisory / Technical	11.0%	35.9%	30.0%	15.7%	7.4%	1 065
Clerical / Operative	11.4%	36.3%	21.7%	16.1%	14.5%	6 078
Secretarial / Others	2.6%	31.6%	31.6%	15.8%	18.4%	60

 denotes prominent age groups in the respective job level

## Employees Left and Recruited

### Employees Left in the Past 12 Months

4.26 In airline companies, employers reported that 218 full-time employees have left their establishments in the past 12 months. The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 1.1%. Analysed by job level, the clerical / operative level registered the largest number of employees left (176 full-time employees) whereas the turnover rate was the highest at the secretarial / others level (15.2%). (Table 4.22)

**Table 4.22 Employees left in the past 12 months and turnover rate by job level in airline companies**

Job level	Number of employees left	Turnover rate*
Managerial / Professional	7	0.2%
Supervisory / Technical	30	0.6%
Clerical / Operative	176	1.5%
Secretarial / Others	5	15.2%
<b>Overall (above 4 job levels)</b>	218	1.1%

\* Turnover rate = no. of full-time employees left in past 12 months / (no. of full-time employees + no. of full-time vacancies)

4.27 In travel / ticket agents, employers reported that 837 full-time employees have left their establishments in the past 12 months. The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 6.4%. Analysed by job level, the clerical / operative level registered the largest number of employees left (466 full-time employees) whereas the turnover rate was the highest at the secretarial / others level (45.2%). (Table 4.23)

**Table 4.23 Employees left in the past 12 months and turnover rate by job level in travel/ticket agents**

Job level	Number of employees left	Turnover rate*
Managerial / Professional	79	4.0%
Supervisory / Technical	188	7.0%
Clerical / Operative	466	5.6%
Secretarial / Others	104	45.2%
<b>Overall (above 4 job levels)</b>	837	6.4%

\* Turnover rate = no. of full-time employees left in past 12 months / (no. of full-time employees + no. of full-time vacancies)

4.28 In MICE, employers reported that 160 full-time employees have left their establishments in the past 12 months. The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 5.7%. Analysed by job level, the supervisory / technical level registered the largest number of employees left (107 full-time employees) and the highest turnover rate (9.2%). (Table 4.24)

**Table 4.24 Employees left in the past 12 months and turnover rate by job level in MICE**

Job level	Number of employees left	Turnover rate*
Managerial / Professional	23	6.2%
Supervisory / Technical	107	9.2%
Clerical / Operative	30	2.4%
Secretarial / Others	0	0.0%
<b>Overall (above 4 job levels)</b>	160	5.7%

\* Turnover rate = no. of full-time employees left in past 12 months / (no. of full-time employees + no. of full-time vacancies)

4.29 In amusement parks / museums / attractions, employers reported that 424 full-time employees have left their establishments in the past 12 months. The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 5.3%. Analysed by job level, the clerical / operative level registered the largest number of employees left (237 full-time employees) whereas the turnover rate was the highest at the supervisory / technical level (11.1%). (Table 4.25)

**Table 4.25 Employees left in the past 12 months and turnover rate by job level in amusement parks / museums / attractions**

Job level	Number of employees left	Turnover rate*
Managerial / Professional	65	8.6%
Supervisory / Technical	119	11.1%
Clerical / Operative	237	3.9%
Secretarial / Others	3	5.0%
<b>Overall (above 4 job levels)</b>	424	5.3%

\* Turnover rate = no. of full-time employees left in past 12 months / (no. of full-time employees + no. of full-time vacancies)

**Employees Recruited in the Past 12 Months**

4.30 In airline companies, 165 employees were recruited in the past 12 months, with the majority being at the clerical / operative level (144). Among the new recruits at the various job levels, over 90% had tourism work experience. (Table 4.26)

**Table 4.26 Staff recruited in the past 12 months by job level in airline companies**

Job level	Total number of new recruits	Number of new recruits with tourism work experience
Managerial / Professional	6	6 (100%)
Supervisory / Technical	14	13 (92.9%)
Clerical / Operative	144	143 (99.3%)
Secretarial / Others	1	1 (100%)
<b>Overall (above 4 job levels)</b>	165	163 (98.8%)

( ) indicates % of total number of new recruits with tourism work experience

4.31 For travel / ticket agents, 1 074 employees were recruited in the past 12 months, with the majority being at the clerical / operative level (677). Among the new recruits at the various job levels, three quarters or more 90% had tourism work experience. (Table 4.27)

**Table 4.27 Staff recruited in the past 12 months by job level in travel / ticket agents**

Job level	Total number of new recruits	Number of new recruits with tourism work experience
Managerial / Professional	47	47 (100%)
Supervisory / Technical	250	222 (88.8%)
Clerical / Operative	677	513 (75.8%)
Secretarial / Others	100	90 (90.0%)
<b>Overall (above 4 job levels)</b>	1 074	872 (81.2%)

( ) indicates % of total number of new recruits with tourism work experience

4.32 In MICE, 144 employees were recruited in the past 12 months, with the majority being at the supervisory / technical level (97). Over 80% of the new recruits at the supervisory / technical level (86.6%) and the clerical / operative level (84.4%) had tourism work experience while the corresponding proportion was 57.1% for the new recruits at the managerial / professional level. About eight in ten (82.6%) of the new recruits had relevant experience. (Table 4.28)

**Table 4.28 Staff recruited in the past 12 months by job level in MICE**

Job level	Total number of new recruits	Number of new recruits with tourism work experience
Managerial / Professional	14	8 (57.1%)
Supervisory / Technical	97	84 (86.6%)
Clerical / Operative	32	27 (84.4%)
Secretarial / Others	1	0 (0%)
<b>Overall (above 4 job levels)</b>	144	119 (82.6%)

( ) indicates % of total number of new recruits with tourism work experience

4.33 In amusement parks / museums / attractions, 1 752 employees were recruited in the past 12 months, with the majority being at the clerical / operative level (1 560). Among the new recruits at the various job levels, over 70% had tourism work experience. (Table 4.29)

**Table 4.29 Staff recruited in the past 12 months by job level in amusement parks / museums / attractions**

Job level	Total number of new recruits	Number of new recruits with tourism work experience
Managerial / Professional	48	48 (100%)
Supervisory / Technical	144	144 (100%)
Clerical / Operative	1 560	1 108 (71.0%)
Secretarial / Others	0	0 (-)
<b>Overall (above 4 job levels)</b>	1 752	1 300 (74.2%)

( ) indicates % of total number of new recruits with tourism work experience

## Forecasted Retirees

4.34 In the tourism industry, 91 employees were expected to retire in the next 12 months, with the majority being found in travel / ticket agents (55 retirees) and airline companies (22 retirees). Analysed by job level, most expected retirees were at the clerical / operative level (41 retirees) and the supervisory / technical level (36 retirees). (*Table 4.30*)

**Table 4.30 Expected number of retirees in the next 12 months**

<b>Job level</b>	<b>Airline Companies</b>	<b>Travel/ Ticket Agents</b>	<b>MICE</b>	<b>Amusement Parks/ Museums/ Attractions</b>	<b>Overall</b>
Managerial / Professional	5	4	2	2	13
Supervisory / Technical	5	23	6	2	36
Clerical / Operative	12	28	0	1	41
Secretarial / Others	0	0	0	1	1
<b>Overall (above 4 job levels)</b>	22	55	8	6	91

## Employers' Views on Business Volume in the Next 12 Months

4.35 In the survey, employers were asked to indicate their views on the expected change in the business volume of their establishments in the next 12 months. About six in ten (62.5%) of the establishments in the tourism industry expected the business volume to remain stable, while 6.3% to be worsen and 1.9% to be better for the coming year. (*Chart 4.2*)

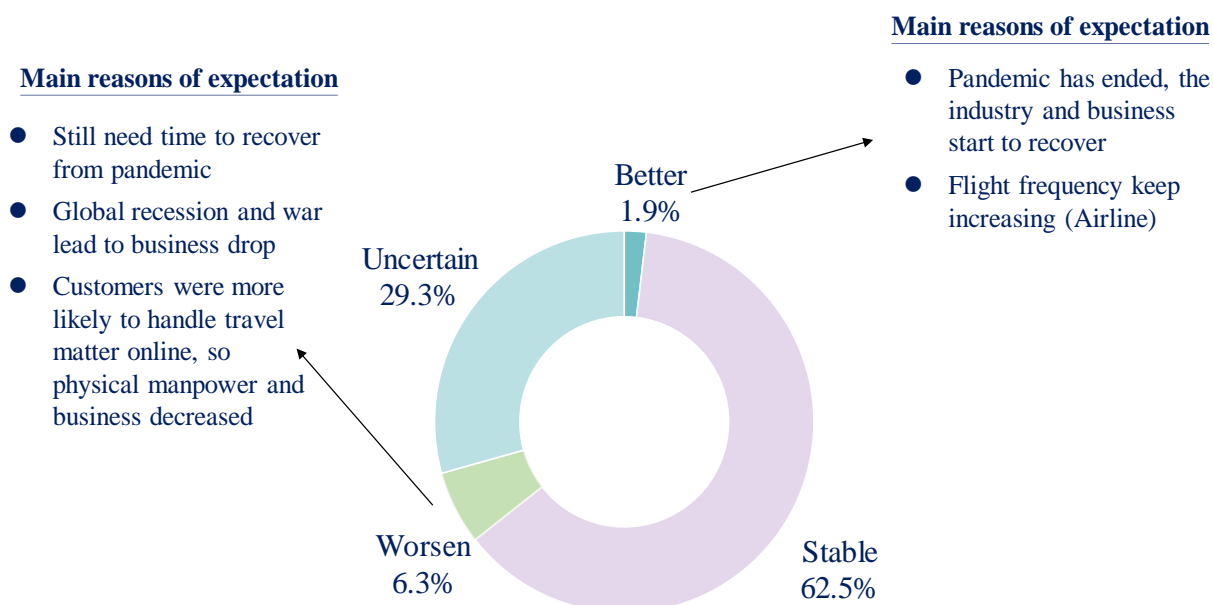
4.36 The major reasons for expecting a worsen business volume cited included:

- still need time to recover from the pandemic;
- global recession and war lead to business drop; and
- customers were more likely to handle travel matters online, so physical manpower and business decreased.

4.37 The major reasons for expecting better business volume cited included:

- the pandemic has ended, the industry and business have started to recover; and
- flight frequency keeps increasing (Airline).

**Chart 4.2 Views on business volume for the coming year**

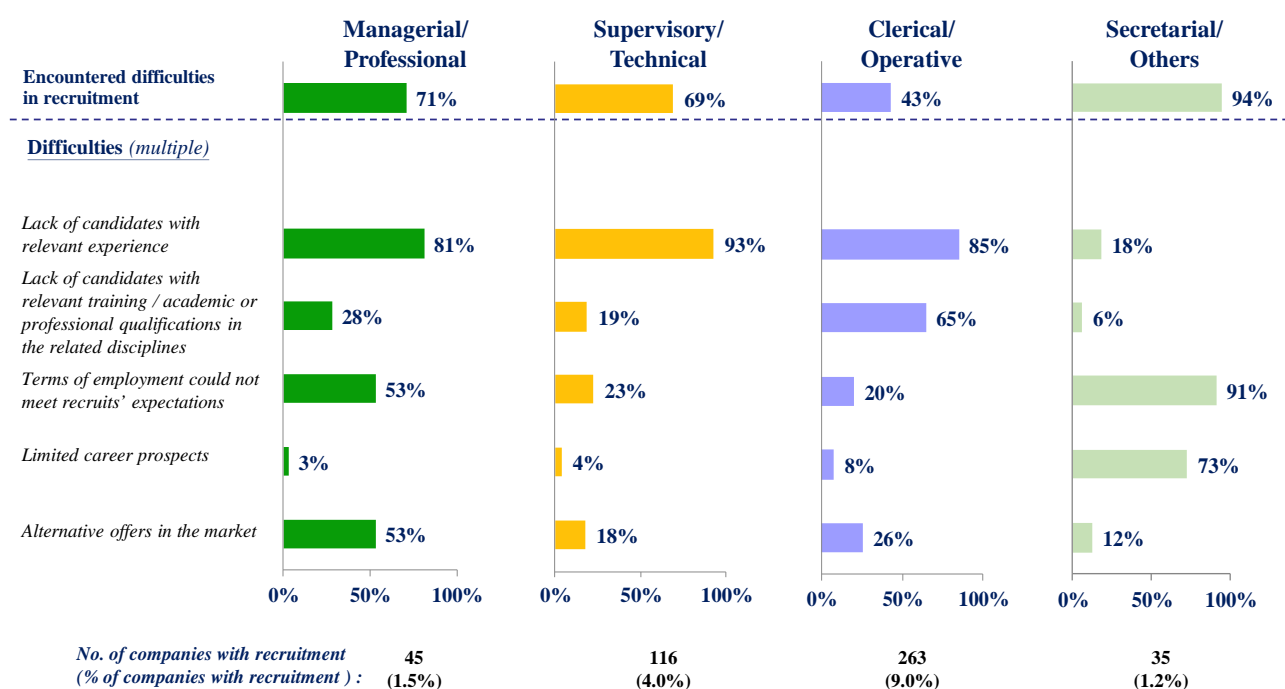


*Note : Percentage are calculated on the basis of total number of companies*

## Recruitment Difficulties

4.38 The proportion of establishments engaged in recruiting employees at the clerical / operative level (9.0%) was larger as compared with the supervisory / technical (4.0%), managerial / professional (1.5%) and secretarial / others (1.2%) levels. Among those establishments engaged in the recruitment exercises, the percentages of establishments encountering recruitment difficulties were relatively higher for those recruiting employees at the secretarial / others (94%), managerial / professional (71%) and supervisory / technical (69%) levels, as compared with the clerical / operative level (43%). When recruiting employees at the managerial / professional level, the difficulties encountered were mainly “candidates lacked the relevant experience” (81%), “terms of employment could not meet recruits’ expectations” (53%) and “alternative offers in the market” (53%). As for the supervisory / technical level, the difficulty encountered was mainly “candidates lacked the relevant experience” (93%). The difficulties encountered for recruiting employees at the clerical / operative level were mainly “candidates lacked the relevant experience” (85%) and “candidates lacked the relevant training and qualification” (65%), whereas that for the secretarial / others level were “terms of employment could not meet recruits’ expectations” (91%) and “limited career prospects” (73%). (Chart 4.3)

**Chart 4.3 Difficulties encountered in recruitment in the past 12 months**

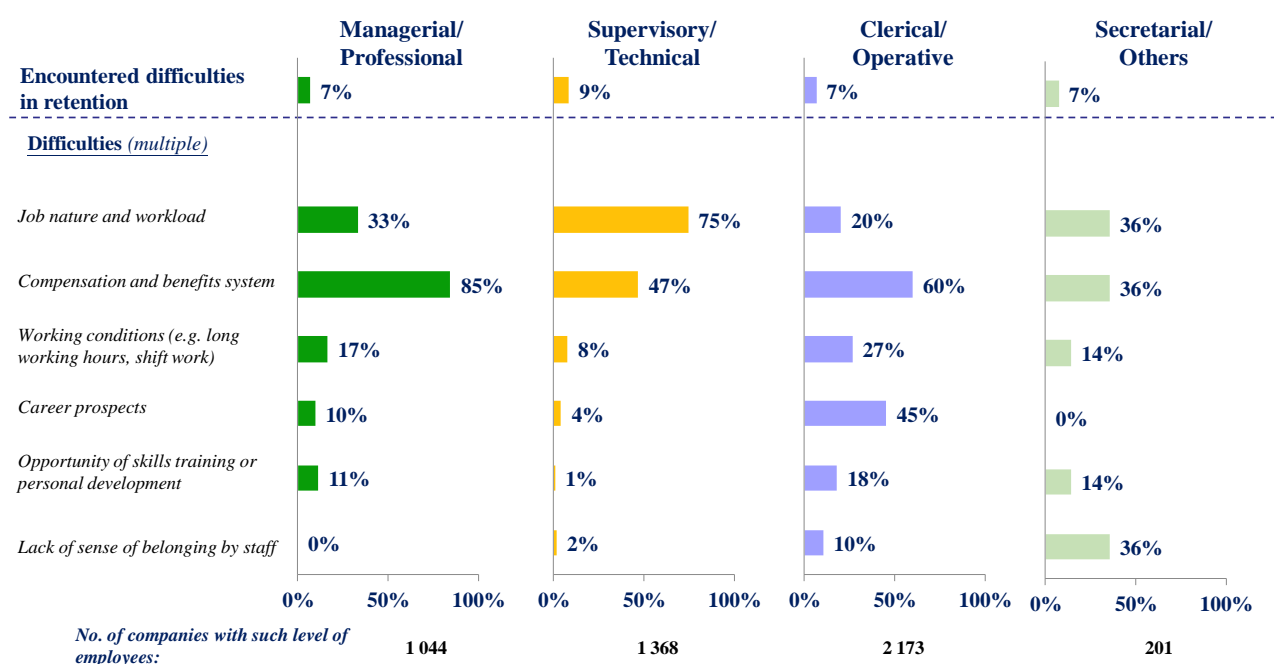


Notes: (1) Percentages of difficulties in recruitment are calculated on the basis of companies having the recruitment difficulties in particular job level.  
(2) Respondents are allowed to select more than one difficulty..

## Difficulties in Retention of Employees

4.39 The percentages of establishments encountering difficulties in the retention of employees were slightly higher at the supervisory / technical level (9%), as compared with the managerial / professional level, clerical / operative and secretarial / others levels (7%). The difficulties encountered varied among different job levels. At the managerial / professional level, the difficulty encountered was mainly related to “compensation and benefits system” (85%). As for the supervisory / technical level, the difficulties encountered were mainly related to “job nature and workload” (75%) and “compensation and benefits system” (47%). The difficulties encountered at the clerical / operative level were mainly related to “compensation and benefits system” (60%) and “career prospects” (45%), whereas that for the secretarial / others level tended to be related to “job nature and workload” (36%), “compensation and benefits system” (36%) and “lack of sense of belonging by staff” (36%). (Chart 4.4)

**Chart 4.4 Difficulties in retention of employees in the past 12 months**



Notes: (1) Percentages of difficulties in retention are calculated on the basis of companies having the retention difficulties in particular job level.  
 (2) Respondents are allowed to select more than one difficulty..

## Preferred Mode of Training

4.40 “Company’s in-house” and “on-the-job training” was generally preferred for employees across various job levels. “Outside training provider” was found to be another preferred mode of training for employees at the managerial/professional level (39.6%) and supervisory / technical level (21.3%). (Table 4.31)

**Table 4.31 Preferred mode of training for employees**

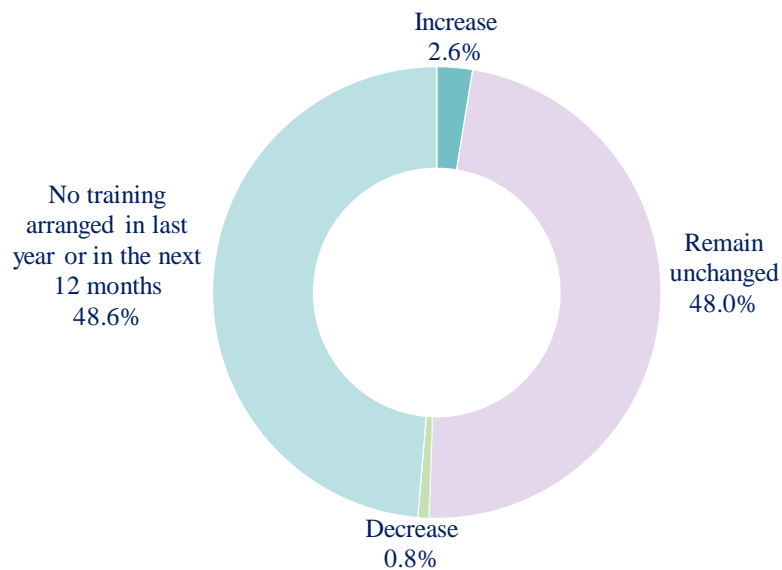
Job level	Preferred mode of training
Managerial / Professional	Company’s in-house training (48.8%) Outside training provider (39.6%) On-the-job training (38.8%)
Supervisory / Technical	Company’s in-house training (65.7%) On-the-job training (38.9%) Outside training provider (21.3%)
Clerical / Operative	On-the-job training (74.6%) Company’s in-house training (47.6%)
Secretarial / Others	Company’s in-house training (59.3%) On-the-job training (56.6%)

Note: Respondents are allowed to select more than one mode of training.

## Training and Staff Development Budget in the Next 12 Months

4.41 Almost half (48.0%) of the establishments in the tourism industry expected the budget to remain unchanged while 2.6% to be increased and 0.8% to be decreased in the next 12 months. Besides, quite many establishments (48.6%) claimed that they did not arrange training in the last year or in the next 12 months. (*Chart 4.5*)

**Chart 4.5 Views on training and staff development budget for the coming year**



*Note : Percentage are calculated on the basis of total number of companies*

## Training Requirement

4.42 In airline companies, employees at both the managerial / professional and the supervisory / technical levels tended to focus on managerial-level skills, while employees at both the clerical / operative and the secretarial / others levels tended to focus on generic skills. Among various managerial-level skills, “supervisory techniques, and leadership skills” were major areas of training. As for generic skills, “service attitude / customer service” was a top training area. (Table 4.32)

**Table 4.32 Major training requirements in airline companies**

Managerial / Professional	Human Resources Management	Supervisory Techniques, Leadership Skills		Organisation
Supervisory / Technical	Service Attitude/ Customer Service	Sales and Marketing Strategic Planning, Implementation and Evaluation	Risk Management	Supervisory Techniques, Leadership Skills
Clerical / Operative		Problem Solving		Self-management
Secretarial / Others	Collaboration	Service Attitude/ Customer Service	Resilience	



Managerial Skills



Generic Skills

4.43 In travel / ticket agents, employees at the managerial / professional level tended to focus on managerial-level skills. Employees at both the supervisory / technical and the clerical / operative levels tended to focus on professional skills, particularly skills relating to “ticketing and reservation system”. Employees at the secretarial / others level tended to focus on generic skills. (Table 4.33)

**Table 4.33 Major training requirements in travel / ticket agents**

Managerial / Professional	Business and Financial Strategic Planning, Implementation and Evaluation	Risk Management	Sales and Marketing Strategic Planning, Implementation and Evaluation
Supervisory / Technical	Ticketing and Reservation System	Laws, rules and regulations	Organisation
Clerical / Operative		Service Attitude/ Customer Service	Travel/ Cruise Consultancy
Secretarial / Others	Problem Solving	Crisis Handling	Service Attitude/ Customer Service



Managerial Skills



Professional Skills






Generic Skills

4.44 As for MICE, employees at the managerial / professional, the supervisory / technical and the clerical / operative levels tended to focus on managerial-level skills and professional skills, particularly skills relating to “convention and exhibition management”. Employees at the secretarial / others level tended to focus on generic skills. (Table 4.34)

**Table 4.34 Major training requirements in MICE**

Managerial / Professional	Convention and Exhibition Management		Sales and Marketing Strategic Planning, Implementation and Evaluation	Business and Financial Strategic Planning, Implementation and Evaluation	
Supervisory / Technical			Risk Management	Venue Operations	
Clerical / Operative	Travel/ Cruise Consultancy	Ticketing and Reservation System	Convention and Exhibition Management	Crisis Handling	
Secretarial / Others	Self-management		Crisis Handling	Problem Solving	Resilience

 Managerial Skills
  Professional Skills
  Generic Skills

4.45 In amusement parks / museums / attractions, employees at the managerial / professional level tended to focus on managerial-level skills. Employees at both the supervisory / technical and the clerical / operative levels focus on professional skills and generic skills, particularly skills of “venue operations”, “communication/presentation” and “problem solving”. Employees at the secretarial / others level tended to focus on generic skills. (Table 4.35)

**Table 4.35 Major training requirements in amusement parks / museums / attractions**

Managerial / Professional	Human Resources Management		Supervisory Techniques, Leadership Skills	Organisation	Sales and Marketing Strategic Planning, Implementation and Evaluation		
Supervisory / Technical	Venue Operations		Problem Solving	Ticketing and Reservation System	Communication/ Presentation	Supervisory Techniques, Leadership Skills	
Clerical / Operative	Service Attitude/ Customer Service			Communication/ Presentation	Venue Operations		
Secretarial / Others	Service Attitude/ Customer Service	Resilience		Self-management	Collaboration	Communication/ Presentation	Crisis Handling

Managerial Skills

Professional Skills

Generic Skills

## 5 Manpower Analysis

### Manpower Changes between 2019 and 2023

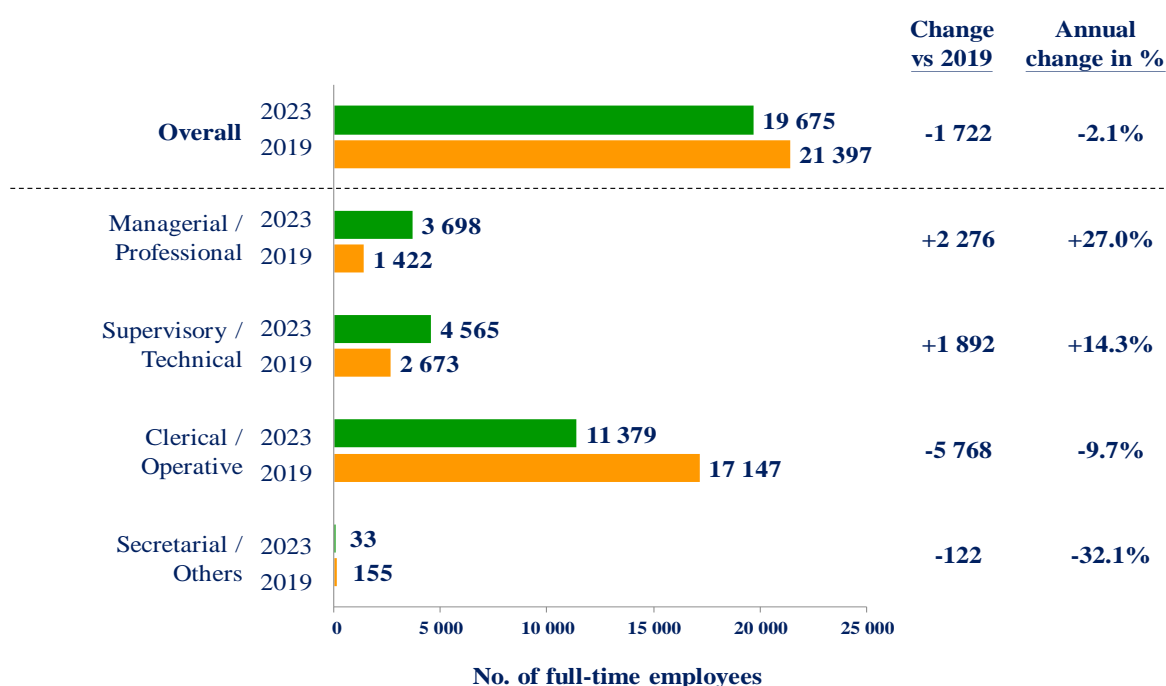
No manpower comparison was carried out for MICE and Amusement Parks / Museums / Attractions. For the former, only eight companies with 100 employees or more were covered in 2019, whereas companies with different employment sizes were covered in 2023. For the latter, the branch was newly introduced in 2023.

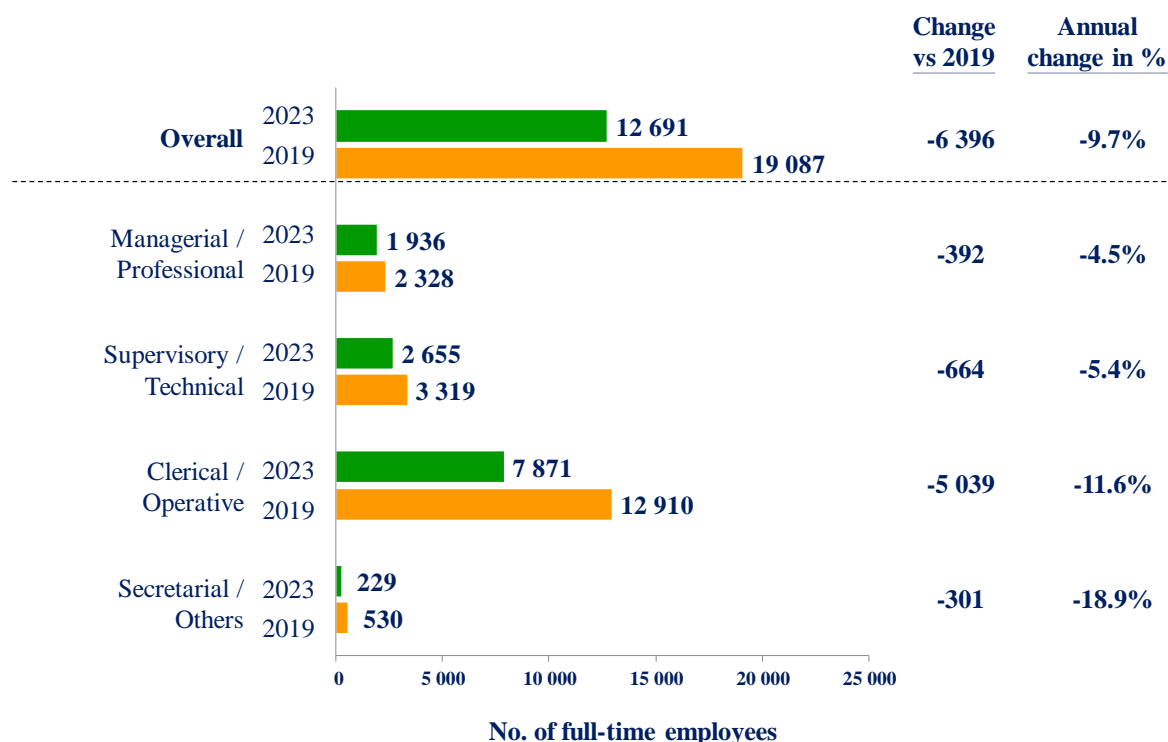
#### Change in Employees

5.1 In airline companies, the total number of full-time employees has dropped from 21 397 in 2019 to 19 675 in 2023 (-1 722 persons; -2.1% per annum). Analysed by job level, a decrease in manpower was mainly recorded for the clerical / operative level (-5 768 persons; -9.7% per annum) while an increase was recorded for the managerial / professional level (2 276 persons; +27.0% per annum) and the supervisory / technical level (1 892 persons; +14.3% per annum). (*Chart 5.1*)

5.2 In travel / ticket agents, the total number of full-time employees has dropped from 19 087 in 2019 to 12 691 in 2023 (-6 396 persons; -9.7% per annum). Analysed by job level, a decrease in manpower was mainly recorded for the clerical / operative level (-5 039 persons; -11.6% per annum), followed by the supervisory / technical level (-664 persons; -5.4% per annum), the managerial / professional level (-392 persons; -4.5% per annum) and the secretarial / others level (-301 persons; -18.9% per annum). (*Chart 5.2*)

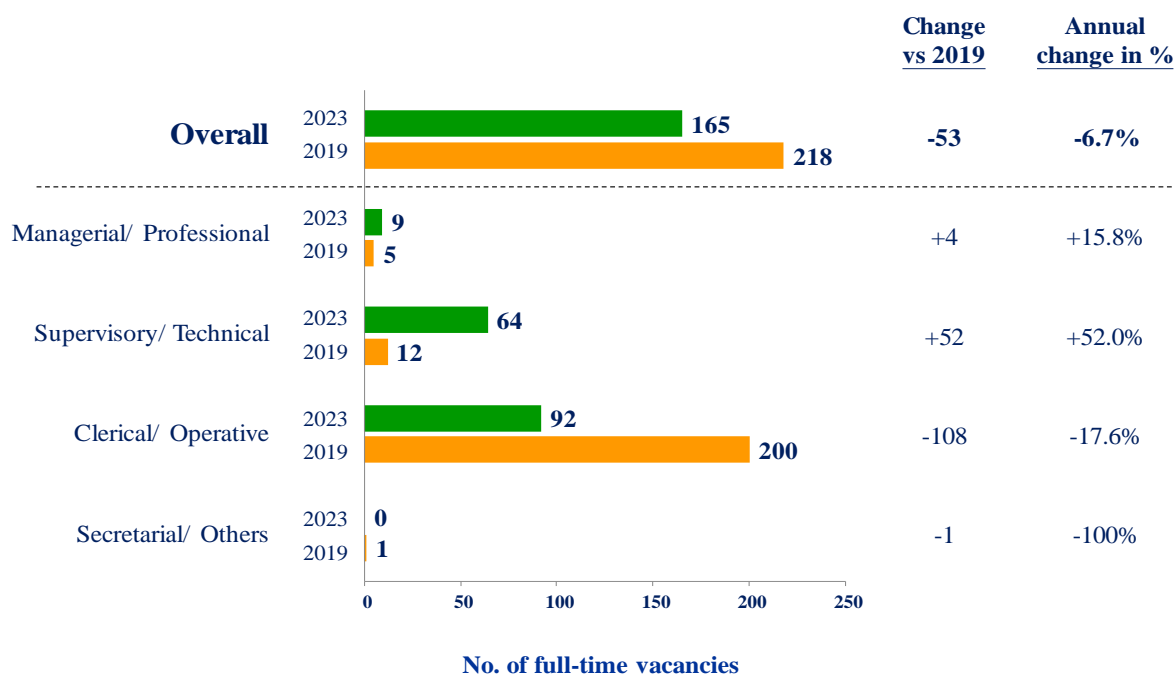
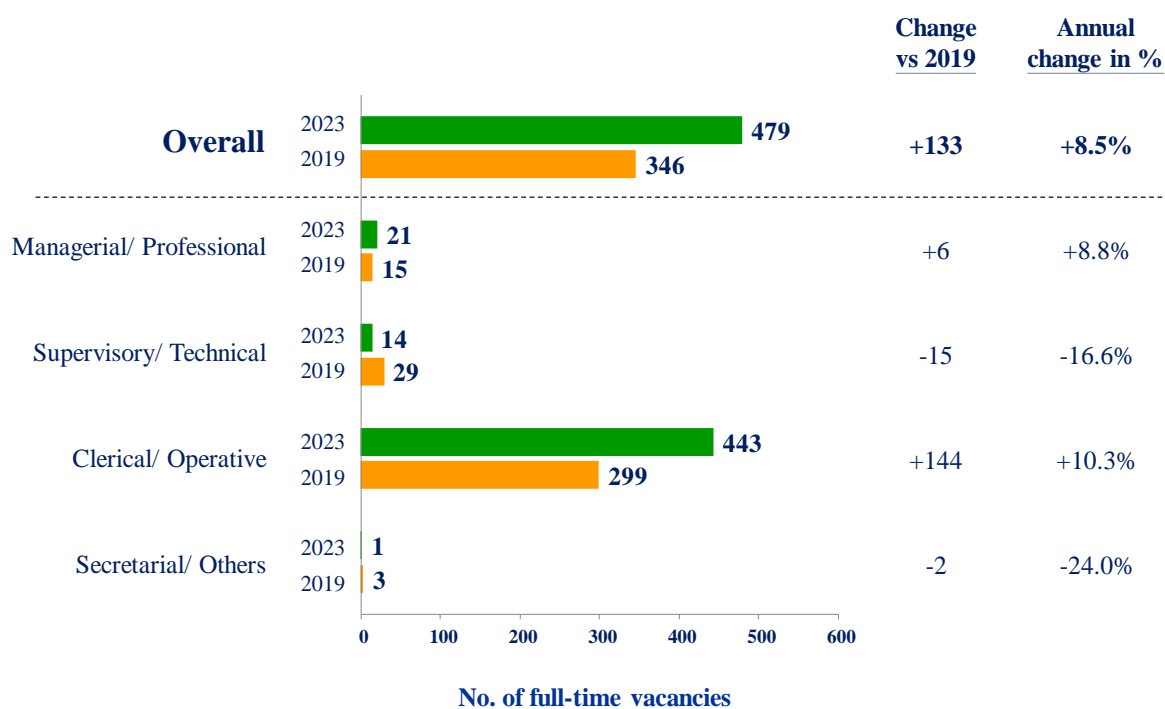
**Chart 5.1 Change in full-time employees by job level in airline companies**



**Chart 5.2 Change in full-time employees by job level in travel / ticket agents****Change in Vacancies**

5.3 In airline companies, the total number of full-time vacancies has dropped in 2023 (from 218 to 165; -53 persons). Analysed by job level, a decrease in vacancies was mainly recorded for the clerical / operative level (from 200 to 92; -108), while a mere increase in vacancies was recorded for the supervisory / technical level (from 12 to 64; +52) and the managerial / professional level (from 5 to 9; +4). (*Chart 5.3*)

5.4 On the other hand, the total number of full-time vacancies has increased in 2023 (from 346 to 479; +133 persons) in travel / ticket agents. Analysed by job level, an increase in vacancies was mainly recorded for the clerical / operative level (from 299 to 443; +144), while a mere decrease in vacancies was recorded for the supervisory / technical level (from 29 to 14; -15). (*Chart 5.4*)


**Chart 5.3 Change in full-time vacancies by job level in airline companies**

**Chart 5.4 Change in full-time vacancies by job level in travel / ticket agents**


### **Changes in Average Monthly Remuneration Package**

5.5 Compared with the results of the 2019 survey, a general upward trend in the average monthly remuneration package was recorded across various job levels in airline companies and travel / ticket agents. (*Tables 5.1 and 5.2*)


**Table 5.1 Average monthly remuneration package in airline companies**

Job level	Year	\$15,000 or below	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above
Managerial / Professional	2023	0%	0%	0%	2.3%	97.7%
	2019	0%	0%	2.7%	10.8%	86.6%
Supervisory / Technical	2023	0%	0%	30.0%	51.0%	19.0%
	2019	0%	16.0%	32.4%	47.3%	4.3%
Clerical / Operative	2023	0.6%	55.8%	36.6%	6.5%	0.5%
	2019	2.7%	86.7%	10.5%	0.1%	0%
Secretarial / Others	2023	20.0%	56.7%	23.3%	0%	0%
	2019	21.6%	74.5%	3.3%	0%	0.7%

 denotes prominent ranges of the monthly remuneration packages in the respective job level.

**Table 5.2 Average monthly remuneration package in travel / ticket agents**

Job level	Year	\$15,000 or below	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above
Managerial / Professional	2023	0.8%	0.1%	1.3%	70.6%	27.2%
	2019	0.1%	9.8%	26.0%	28.5%	35.6%
Supervisory / Technical	2023	0%	0%	79.6%	18.6%	1.8%
	2019	0.5%	22.2%	55.2%	22.1%	0%
Clerical / Operative	2023	4.3%	51.3%	41.0%	2.7%	0.7%
	2019	45.4%	41.0%	13.5%	0.1%	0%
Secretarial / Others	2023	27.6%	72.4%	0%	0%	0%
	2019	90.2%	5.4%	3.6%	0.8%	0%

 denotes prominent ranges of the monthly remuneration packages in the respective job level.

## **Changes in Preferred Level of Education**

5.6 Compared with the results of the 2019 survey, the summary by branch and job levels are as follows (*Tables 5.3 and 5.4*):

### Airline companies


- Managerial / Professional level: a similar pattern was observed between 2023 and 2019, most employees were preferred first degree;
- Supervisory / Technical level: a significantly large proportion of employees was preferred to have diploma / certificate in 2023 than in 2019;
- Clerical / Operative level: the academic preferences have been relaxed. The percentage of those preferred diploma / certificate decreased from 23.9% to 5.7%, while those preferred secondary 4 - 7 increased from 31.7% to 89.9%; and
- Secretarial / Others level: the academic preferences have been relaxed. The percentage of those who preferred sub-degree decreased from 22.9% to 3.0%, while those who preferred diploma / certificate increased from 38.6% to 66.7%.

### Travel agents and airline ticket agents

- Managerial / Professional level: a similar pattern was observed, most employees were preferred first degree;
- Supervisory / Technical level: the academic preferences have been relaxed. The percentage of those who preferred sub-degree decreased from 32.3% to 22.0%, while those who preferred diploma / certificate increased from 32.1% to 54.8%;
- Clerical / Operative level: the academic preferences have been upgraded. The percentage of those ranged diploma / certificate increased from 44.5% to 70.8%, while those secondary 4 - 7 decreased from 47.2% to 24.1%; and
- Secretarial / Others level: the academic preferences have been upgraded. Percentage of those ranged diploma / certificate increased from 10.4% to 30.1%, while those secondary 4 - 7 decreased from 69.1% to 55.9%.

**Table 5.3 Preferred level of education in airline companies**

Job level	Year	Postgraduate Degree	First Degree	Sub-degree	Diploma/ Certificate	Secondary 4 to 7	Secondary 3 or below
Managerial / Professional	2023	0.1%	99.8%	0.1%	0.0%	0.0%	0.0%
	2019	4.3%	95.0%	0.5%	0.2%	0.0%	0.0%
Supervisory / Technical	2023	0.0%	3.1%	3.7%	93.2%	0.0%	0.0%
	2019	0.0%	19.5%	28.6%	9.6%	42.4%	0.0%
Clerical / Operative	2023	0.0%	0.2%	4.2%	5.7%	89.9%	0.0%
	2019	0.0%	0.1%	44.3%	23.9%	31.7%	0.0%
Secretarial / Others	2023	0.0%	0.0%	3.0%	66.7%	30.3%	0.0%
	2019	0.0%	1.4%	22.9%	38.6%	37.1%	0.0%

 denotes prominent ranges of preferred level of education in the respective job level.

**Table 5.4 Preferred level of education in travel / ticket agents**

Job level	Year	Postgraduate Degree	First Degree	Sub-degree	Diploma/ Certificate	Secondary 4 to 7	Secondary 3 or below
Managerial / Professional	2023	0.0%	66.4%	22.2%	10.2%	1.2%	0.0%
	2019	1.0%	67.4%	11.0%	19.4%	1.2%	0.0%
Supervisory / Technical	2023	0.0%	19.1%	22.0%	54.8%	4.1%	0.0%
	2019	0.0%	27.3%	32.3%	32.1%	8.3%	0.0%
Clerical / Operative	2023	0.0%	0.0%	5.1%	70.8%	24.1%	0.0%
	2019	0.0%	0.2%	8.0%	44.5%	47.2%	0.1%
Secretarial / Others	2023	0.0%	0.0%	0.0%	30.1%	55.9%	14.0%
	2019	0.0%	0.8%	0.4%	10.4%	69.1%	19.4%

 denotes prominent ranges of preferred level of education in the respective job level.

## **Changes in Preferred Years of Experience**

5.7 Compared with the results of the 2019 survey, the range of preferred years of experience are as follows (*Tables 5.5 and 5.6*):

### Airline companies

- Managerial / Professional level: fewer years of experience was preferred in 2023 than in 2019. The percentage of those who preferred 10 years or above decreased from 58.8% to 1.4%, while those who preferred 6 – 10 years significantly increased from 32.6% to 98.4%;
- Supervisory / Technical level: fewer years of experience was preferred in 2023 than in 2019. The percentage of those who preferred 6 – 10 years decreased from 64.9% to 1.6%, while those who preferred 3 – 6 years significantly increased from 28.9% to 98.0%;
- Clerical / Operative level: more years of experience was preferred in 2023 than in 2019. Their preference was increased from less than 1 year to 1 – 3 years and become the majority in 2023; and
- Secretarial / Others level: more years of experience was preferred. The percentage of those who preferred 1 – 3 years decreased from 60.0% to 15.2%, while those 3 – 6 years increased from 18.6% to 30.3%.

### Travel agents and airline ticket agents

Less years of experience was preferred across job levels in 2023 than 2019 except in Clerical / Operative level.


- Managerial / Professional level: the percentage of those who preferred 10 years or above decreased from 51.7% to 13.6%, while those 6 – 10 years increased from 30.4% to 85.1%;
- Supervisory / Technical level: the percentage of those who preferred 6 – 10 years decreased from 33.8% to 15.2%, while those 3 – 6 years increased from 42.4% to 84.3%;
- Clerical / Operative level: the percentage of those who preferred 1 – 3 years decreased from 59.4% to 53.7% while those 3 – 6 years increased from 13.9% to

26.7%; and

- Secretarial / Others level: the percentage of those who preferred 1 – 3 years decreased from 29.2% to 23.6%, while those less than 1 year increased from 42.9% to 50.7%.


**Table 5.5 Preferred years of experience in airline companies**

Job level	Year	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	No experience
Managerial / Professional	2023	1.4%	98.4%	0.2%	0.0%	0.0%	0.0%
	2019	58.8%	32.6%	2.5%	4.3%	1.8%	0.0%
Supervisory / Technical	2023	0.2%	1.6%	98.0%	0.3%	0.0%	0.0%
	2019	0.6%	64.9%	28.9%	5.2%	0.5%	0.0%
Clerical / Operative	2023	0.0%	0.0%	1.3%	97.5%	1.3%	0.0%
	2019	0.0%	0.0%	9.3%	45.2%	45.1%	0.5%
Secretarial / Others	2023	0.0%	0.0%	30.3%	15.2%	39.4%	15.2%
	2019	0.0%	0.0%	18.6%	60.0%	14.3%	7.1%

 denotes prominent ranges of preferred years of experience in the respective job level.

**Table 5.6 Preferred years of experience in travel / ticket agents**

Job level	Year	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	No experience
Managerial / Professional	2023	13.6%	85.1%	0.0%	0.6%	0.0%	0.6%
	2019	51.7%	30.4%	16.0%	1.8%	0.0%	0.1%
Supervisory / Technical	2023	0.5%	15.2%	84.3%	0.0%	0.0%	0.0%
	2019	4.9%	33.8%	42.4%	18.8%	0.0%	0.1%
Clerical / Operative	2023	0.5%	2.0%	26.7%	53.7%	15.8%	1.3%
	2019	2.1%	4.0%	13.9%	59.4%	13.7%	6.9%
Secretarial / Others	2023	0.0%	0.0%	2.6%	23.6%	50.7%	23.1%
	2019	0.0%	1.0%	2.8%	29.2%	42.9%	24.0%

 denotes prominent ranges of preferred years of experience in the respective job level.

## **Business Outlook**

5.8 In 2023, the tourism industry in Hong Kong, like many other industries in the region and around the world, was striving for a speedy recovery after the disastrous global pandemic. Despite the fact that unprecedented challenges seriously threatened and disrupted the entire sector, the local tourism industry and the stakeholders demonstrated resilience during the hard times. According to the Hong Kong Tourism Board statistics released in April 2024, on a year-over-year basis, an increase of 154.3% in the total visitor arrivals was recorded from 4.41 million visitors in the first quarter (Q1) of 2023 when normal travel with the Mainland and the rest of the world fully resumed, to 11.23 million in 2024 Q1. The hotel room occupancy also reached 86% in March 2024, recording a slight increase of 2% compared to 84% in March 2023. These growing performances showed moderate business recovery in the local tourism industry.

5.9 With the close correlation between the economy and tourism, the performance of global and local tourism in 2024 and 2025 will be attended to with prudence. While the tourism industry is one of the traditional pillar industries of Hong Kong, it is of paramount importance for the industry to prepare to respond intelligently to potential challenges and avoid brutal attacks to stay in business. Amid the uncertain economic development in coming years, the local tourism industry, stakeholders and the entire society would need to seize the opportunities and strive for a full recovery at the pre-pandemic levels under challenges. Only with concerted effort could the local tourism industry forge ahead for revival.

### *Global Economy and Global Tourism Performance*

5.10 Along with the gradual resumption from the pandemic, the global village was under steady but slow economic growth at 3.2% in 2023, and the growth was projected to continue at the same pace during 2024 and 2025, according to the World Economic Outlook published by the International Monetary Fund (IMF) in April 2024. In January 2024, the World Tourism Organisation of United Nations (UNWTO) stated that international tourism recovered 88% of pre-pandemic levels in 2023, supported by strong pent-up demand. Following the rebound in 2023, the UNWTO forecasted that international tourism would fully recover to pre-pandemic levels in 2024. Notwithstanding the relatively positive outlook, global economic development was still uncertain owing to geopolitical conflicts, including the Middle East tensions and Russia's invasion of Ukraine, climate change, and sustainability policies, to name but a few.

### *Local Economy and Local Tourism Performance*

5.11 The Hong Kong economy recorded a moderate growth in the beginning of 2024. According to the advance estimates of Gross Domestic Product (GDP) for the first quarter of 2024 released by the Census and Statistics Department (C&SD) in early May 2024, an increase of 2.7% was recorded in 2024 Q1 over a year earlier, compared with the rise of 4.3% in 2023 Q4. Following the Government's efforts in promoting Hong Kong as the "Events Capital of Asia" and the "World's Meeting Place", the inbound tourism contributed to the mega event economy as evidenced by a few economic indicators. From the statistics of C&SD, for the year-on-year change, the total retail sales increased by 9.7% to HK\$104 billion in 2023 Q4 compared to 2022 Q4. The total restaurant receipts grew by 7.5% to HK\$27 billion in 2023 Q4 compared to 2022 Q4.

5.12 Following the return to normalcy after the pandemic, local tourism performance has been striving for improvement. Compared to March 2023, the total visitor arrivals in March 2024 increased by 39% to 3.4 million, reaching 68% of the figure in March 2018. The average stay by overnight visitors was 3.2 nights, slightly shorter than 3.6 nights in March 2023. The per-capita spending of all overnight visitors also dropped from HK\$6.1K in 2023 Q4 to HK\$5.9K in 2024 Q1. Visitor satisfaction was recorded at 8.8 (out of a 10-point scale) in 2024 Q1, with a slight increase of 0.2 compared to 2018 Q1. The intention of visitors to revisit Hong Kong was positive, according to the Hong Kong Tourism Board Departing Visitor Survey. It scored 94% in 2024 Q1 and recorded a slight increase of 2% when compared to the score in 2018 Q1. The percentage of visitors recommending Hong Kong to relatives and friends increased from 92% in 2018 Q1 to 94% in 2024 Q1.

### Facing Challenges

#### *Tight Local Labour Supply*

5.13 During the hard times in the past few years, different sectors of the local tourism industry suffered heavily, and a significant number of jobs were shed to allow flexibility for businesses. Seeing the depression in the industry, many of the industry practitioners had moved into other sectors and even opted for different careers. Although the industry has been picking up again and acquiring talents to fulfil the handling capacity, the decline of the local labour force has been one of the obstacles to a speedy recovery. With the foreseeable resuming economy and industry development, the tight local labour supply poses challenges to the recovery.

### *Different Tourists' Expectations*

5.14 The health crisis influenced the global tourism industry to a great extent, drawing human awareness in several aspects, including digitalisation, sustainability, and well-being. Tourists are now more concerned about the impact on the environment in the post-pandemic era. Their consumer behaviour may have been changed, with a focus on technology adoption instead of in-person contact, more sustainable travel options, and increased awareness of destinations for mental well-being. Different expectations from tourists can also be found in their mode of travelling. Globalisation, ease of online shopping and expressed delivery systems have removed regional restrictions. Instead of shopping or different cuisines, travelling for special experiences and pleasant memories has become prevalent across different generations. Other travel products, including those with regional characteristics, cultural and heritage themes, and nature conservation and sustainable development, are required to manage tourists' expectations.

### *Keen Competition From Nearby Regions*

5.15 To recover its economy, nearby regions like Macao, Taiwan, and Southeast Asia have introduced new measures to boost the tourism industry. In addition to new attractions and special promotions, the travel products with accommodation and travelling at a lower cost compared to the offers in Hong Kong have caught tourists' interests, particularly during the recovering economic development. Furthermore, the more developed and easier-accessed transportation system has changed some short-haul visitors' behaviour. They may choose hotel accommodations in nearby regions, including Shenzhen and Macao. The changed consumer behaviour heavily affected the length of stay of visitors in Hong Kong and their per-capita spending.

### Seizing Opportunities

#### *Expanded Individual Visit Scheme*

5.16 Mainland has long been the major source of visitors to Hong Kong. According to the Hong Kong Tourism Board statistics released in April 2024, there were approximately 8.69 million inbound Mainland visitors, which accounted for 77% of the overall visitor arrivals in 2024 Q1. Since the implementation of the Individual Visit Scheme (IVS) in July 2003, eligible residents of the designated Mainland cities can apply for an endorsement to visit Hong Kong in their individual capacity. The number of eligible Mainland cities has gradually increased from four at the first introduction in 2003 to 49 in 2007. With the staunch support of the Central Government towards Hong Kong's economy and tourism development, the IVS has been expanded to cover Xi'an in Shaanxi Province and Qingdao in Shandong Province starting from 6 March 2024, and further expanded to cover eight more cities, namely Taiyuan in Shanxi Province, Hohhot in Inner Mongolia Autonomous Region, Harbin in Heilongjiang Province, Lhasa in Tibet Autonomous Region, Lanzhou

in Gansu Province, Xining in Qinghai Province, Yinchuan in Ningxia Hui Autonomous Region and Urumqi in Xinjiang Uygur Autonomous Region starting from 27 May 2024, making the total number of eligible Mainland cities 59. All provincial capitals, autonomous regions, and the four municipalities in Mainland are now open for IVS. This expansion, which covers a dense population of over 20 million, will benefit the local tourism industry and the related sectors, particularly during the Labour Day Golden Week of the Mainland and other long holidays.

#### *Extensive Support From the Government*

5.17 The Hong Kong Government has strived to build the Hong Kong Brand, making the region more appealing to visitors from around the world. According to the 2024-25 Budget released in February 2024, over HK\$1.09 billion is allocated to strengthen local tourism development and organise events. The initiatives include “Splendid Victoria Harbour”, immersive and in-depth tourism, young-adult-focused activities, and the promotion of multi-destination tourism in collaboration with GBA cities. Another HK\$100 million is earmarked to boost mega-event promotions over the next three years. In addition, Hong Kong will continue to organise thematic financial forums, such as the Global Financial Leaders’ Investment Summit and the Wealth for Good in Hong Kong Summit. To further promote Hong Kong overseas, a new Sponsored Overseas Speaking Engagement Programme will be launched. With substantial financial support from the Government, the local tourism industry, related sectors and the entire society can seize the opportunity to work together to tell the world the good stories of Hong Kong and welcome our guests worldwide.

5.18 In parallel with building the Hong Kong Brand, enhancing tourists’ travel experience is indispensable. Capitalising on the development of smart technology, such as AI, big data, geo-tag services, mobile apps, virtual reality, augmented reality and social networking platforms, smart tourism should be promoted to provide tourists with enhanced information accessibility, more custom-made travel experiences and higher convenience for accommodation, dining, transportation, entertainment and shopping. Announced in the Chief Executive’s 2023 Policy Address (Policy Address), an inter-departmental Working Group on Smart Tourism will be set up under the Culture, Sports and Tourism Bureau to formulate and implement initiatives to promote smart tourism, including launching a new round of Information Technology Development Matching Fund Scheme for Travel Agents, adopting technologies to enhance visitors’ experience, driving tourist attractions to provide multilingual virtual guides, and making use of smart technologies to strengthen management of inbound tour groups.

5.19 It is imperative to develop signature tourism products to meet tourists' expectations. According to the Policy Address, the Cultural and Heritage Sites Local Tour Incentive Scheme will be transformed into the Characteristic Local Tourism Incentive Scheme to encourage the trade to develop more thematic tours, including national history tours, green ecology tours, marine tours, traditional culture tours, pop culture tours, intangible cultural heritage experiences, night time adventure to showcase the diversified cultural landscape of Hong Kong.

*Entire Operation of the Three-Runway System (3RS) by the end of 2024*

5.20 The upcoming entire operation of Hong Kong's Three-Runway System (3RS) by the end of 2024 is expected to bring ample opportunities for the local tourism industry. As one of the world's busiest international aviation hubs, the expanded airport capacity will enable Hong Kong to accommodate a significant influx of visitors from existing and emerging markets, unlocking the growth potential for the tourism industry. This influx of visitors will undoubtedly drive the demand for a vast array of tourism-related services and amenities. Moreover, the improved airport infrastructure and enhanced connectivity will facilitate the development of new tourism-focused initiatives, including innovative visitor experiences. This, in turn, will elevate Hong Kong's overall competitiveness as a travel hub, solidifying its position as a must-visit destination for both leisure and business travellers alike. Therefore, the 3RS operation represents a transformative milestone for Hong Kong's tourism industry.

*Opening of Kai Tak Sports Park in 2025*

5.21 Positioning Hong Kong as the Events Capital of Asia is a strategic move that presents immense opportunities for the local tourism industry and its stakeholders. The opening of Kai Tak Sports Park in early 2025 will be a significant step forward, as it provides world-class facilities to host international competitions and large-scale sports events. This state-of-the-art venue not only caters to the needs of athletes and sports enthusiasts but also offers a comprehensive all-round experience, including dining and shopping outlets. By leveraging these exceptional facilities, Hong Kong can solidify its reputation as a premier destination for global events and attract a surge of visitors, ultimately driving economic growth and prosperity for the entire tourism ecosystem. It is an opportune time for the industry players to strategically prepare and capitalise on the remarkable business prospects that this development in Hong Kong presents.

*Development Blueprint for Hong Kong's Tourism Industry 2.0*

5.22 In October 2017, the Hong Kong Government rolled out the Development Blueprint for Hong Kong's Tourism Industry (Blueprint), which set out vision, goals and long-term strategies for the local tourism industry and proposed short, medium and long-term measures. The Chief Executive announced in the 2023 Policy Address that Blueprint 2.0 will be formulated, and it is targeted to be published in 2024. The Blueprint 2.0 will develop work plans, specific actions, measures and performance indicators to further enhance tourism development and foster collaboration among different industries. It is hoped that, with the collective views from representatives from the trade, related organisations and stakeholders, and more importantly, the abovementioned support by the Government and the concerted effort by the entire society, Hong Kong will pursue its goals and work towards the core directions for speedy and quality development of the tourism industry.

5.23 Concerning the manpower projection for the tourism industry, in addition to the relevant economic indicators which had been meticulously analysed to capture important shifts in the local economy, demographics and labour market, the infrastructure development underway and any future substantial plans should also be considered. With ongoing review and proactive planning for the business resumption, the scale and pace of the industry growth should be carefully evaluated. A balanced and strategic approach is crucial to meeting the industry's staffing needs.

## Manpower Projection and Annual Additional Manpower Requirement

5.24 By making reference to relevant economic indicators or statistics which reflect important changes in the local economy, demography and labour market, the manpower trend of the tourism industry for 2024-2027 is presented in the ensuing paragraphs. Further details of the method of “Manpower Projection” are provided in *Appendix 8*.

5.25 By taking into consideration (i) projected manpower trend (para. 5.24) and (ii) wastage rate of the industry (i.e. percentage of employees leaving the industry permanently on an annual basis), the estimated additional annual requirements from 2024 to 2027 are derived respectively for airline companies, travel / ticket agent and MICE respectively.

(i) Airline Companies

### Manpower Projection

5.26 The projected manpower trend for airline companies for 2024-2027 is shown in *Table 5.7* below.

**Table 5.7 Projected Manpower Trend for airline companies for 2024-2027**

Year	Estimated manpower for airline companies
2023	19 840
2024	21 685 (+9.3%)
2025	23 498 (+8.4%)
2026	25 134 (+7.0%)
2027	26 562 (+5.7%)

*Notes: Percentage in the bracket refers to the percentage change over the preceding year.*

Annual Additional Manpower Requirement

5.27 The annual additional manpower requirement for airline companies from 2024 to 2027 is shown in *Table 5.8* below.

**Table 5.8 Annual Additional Manpower Requirement for airline companies from 2024 to 2027**

Job Level	Wastage rate of the industry	Additional Annual Manpower Requirement (Airline companies)		
		Manpower trend (a)	Industry leavers (b)	Total (a) + (b)
Managerial / Professional	0.03%	314	1	315
Supervisory / Technical	0.37%	392	20	412
Clerical / Operative Level	0.29%	972	39	1 011
Secretarial / Others	12.12%	3	5	8

(ii) Travel / Ticket Agents

Manpower Projection

5.28 The projected manpower trend for travel / ticket agents for 2024-2027 is shown in *Table 5.9* below.

**Table 5.9 Projected Manpower Trend for Travel / Ticket Agents for 2024-2027**

Year	Estimated Manpower for Travel / Ticket agents
2023	13 170
2024	15 176 (+15.2%)
2025	15 857 (+4.5%)
2026	16 378 (+3.3%)
2027	16 860 (+2.9%)

Notes: Percentage in the bracket refers to the percentage change over the preceding year.

Annual Additional Manpower Requirement

5.29 The annual additional manpower requirement for travel / ticket agents from 2024 to 2027 is shown in *Table 5.10* below.

**Table 5.10 Estimated Annual Additional Manpower Requirement for Travel / Ticket Agents from 2024 to 2027**

Job Level	Wastage rate of the industry	Additional Annual Manpower Requirement (Travel / Ticket Agents)		
		Manpower trend (a)	Industry leavers (b)	Total (a) + (b)
Managerial / Professional	1.6%	137	36	173
Supervisory / Technical	0.0% <sup>#</sup>	187	0	187
Clerical / Operative Level	0.0% <sup>#</sup>	582	0	582
Secretarial / Others	6.1%	16	16	32

<sup>#</sup> For supervisory / technical and clerical / operative level, the no. of new experienced recruits exceeds the no. of employees left in the past year.

(iii) MICE

Manpower Projection

5.30 The projected manpower trend for MICE for 2024-2027 is shown in *Table 5.11* below.

**Table 5.11 Projected Manpower Trend for MICE for 2024-2027**

Year	Estimated Manpower for MICE
2023	2 831
2024	2 905 (+2.6%)
2025	2 967 (+2.1%)
2026	3 021 (+1.8%)
2027	3 067 (+1.5%)

Notes: Percentage in the bracket refers to the percentage change over the preceding year.

### Annual Additional Manpower Requirement

5.31 The annual additional manpower requirement for MICE from 2024 to 2027 is shown in *Table 5.12* below.

**Table 5.12 Estimated Annual Additional Manpower Requirement for MICE from 2024 to 2027**

Job Level	Wastage rate of the industry	Additional Annual Manpower Requirement (MICE)		
		Manpower trend (a)	Industry leavers (b)	Total (a) + (b)
Managerial / Professional	4.1%	8	16	24
Supervisory / Technical	2.0%	24	24	48
Clerical / Operative Level	0.2%	26	3	29
Secretarial / Others	0.0%	1	0	1

## 6 Recommendations

With reference to the survey findings and concerning the industry situations, the Training Board made the following recommendations to industry stakeholders to meet the industry's manpower demand.

### Government

6.1 The tourism industry in Hong Kong has been severely impacted by the COVID-19 pandemic, pushing many industry practitioners to switch to other industries to earn a living. Even though the situation has been resuming and stabilising, the understaffing issue persists, and this directly affects the quality of hospitality service. As a labour-intensive industry, the tourism sector, including airlines, travel agencies, MICE, and museums, requires a robust workforce to deliver exceptional visitor experiences. To address this challenge, the Hong Kong Government (Government) should continue to actively recruit talents from the Mainland and overseas, bringing in skilled professionals to help stabilise the workforce and elevate the overall service quality in the tourism industry. This measure will not only support the industry's recovery but also strengthen Hong Kong's position as a premier travel destination.

6.2 In addition to “competing for talents” from the Mainland and overseas, the local labour market can be further explored to help ease understaffing. The Government can further promote various employment schemes to the employers to acquire various types of energetic workforce, including women, young school leavers, and the elderly and middle-aged citizens who are still enthusiastic in the labour market. By utilising different employment schemes, e.g. the Women Re-employment Scheme, Youth Employment and Training Programme, and Employment Programme for the Elderly and Middle-aged, employers can reach a larger pool of job seekers and fill the job vacancies on full-time, part-time and casual bases. Even though the job seekers may not have possessed sufficient experience in the hospitality industry, their life experience in problem-solving, self-management and resilience which are the major training requirements for clerical / operative staff in the industry identified in the manpower survey will help them to adapt to the tourism industry more easily. Furthermore, the Government should continue organising large-scale job fairs in different districts to help match employers and job seekers.

6.3 Considering the major recruitment difficulties, employers revealed a lack of candidates with relevant experience to fill vacancies at managerial / professional and supervisory / technical levels. Facing the manpower shortage, training and customised courses to upskill practitioners are vital. In-service courses offered by providers of vocational and professional education and training (VPET) will help practitioners better equip themselves to shine in the workplace. To this end, the Government can subsidise employers to provide on-the-job training for their employees. In addition,

the Government can review the scope of the funding schemes for the tourism industry, such as the “Development Fund for the Travel Industry” (Development Fund). Aiming to enhance the overall competitiveness of the local travel industry, the Development Fund now subsidises training activities and promotional activities that are beneficial to travel agents. The eligibility can be extended to practitioners of other sectors in the tourism industry, where appropriate. With the subsidies, more practitioners will be encouraged to gain updated industry knowledge and learn about the latest market trends. Focusing on the clerical / operative level, employers also found it challenging to acquire candidates with relevant experience. Following the Government’s ongoing marketing and promotion campaigns to boost Hong Kong’s tourism, the labour market should have restored confidence. The Government can further promote the Continuing Education Fund (CEF) to citizens for lifelong learning and reskilling, particularly in tourism and related sectors.

6.4 To match up with the promotion of Hong Kong as a choice for overseas visitors, it is of paramount importance for VPET institutions to nurture new blood at full speed to expand the pool of labour force in the tourism industry. To address the employers’ concern over insufficient related experience possessed by employees, the Government can encourage employers to hire apprentices and provide practical training for students, for example, by offering subsidies to employers for student internships. In addition to industry knowledge, the opportunities for the students to gain experience in a genuine working environment that will better prepare them beyond the classroom are equally important.

## **Industry and Employers**

6.5 According to the survey figures, a large portion of establishments in the tourism industry reflected that the compensation and benefits system, job nature and workload of the industry are hurdles to staff retention. Employees now have higher expectations of what they can acquire from their employers. The industry is encouraged to review the current remuneration packages and offer more attractive career packages to retain professionals. The working environment and a sense of well-being are also major considerations when staff decide on a career. Furthermore, given that benefits may not be the main factor, sharing the same values with employers is important to employees of different generations. In consideration of the nature of the job and workload of the industry, the industry can consider replacing some tasks with robots and technology, such as ticketing and reservation, so as to pool the resources on human resources.

6.6 In addition to reviewing the monthly salary, staff development opportunities, career progression, and tangible benefits are also worth considering. Employers are suggested to encourage their staff to acquire higher qualifications, upskill and reskill in accordance with the latest industry developments, as well as gaining more international exposure, particularly from the Mainland and overseas, for seeking career progression. Employers can also offer job rotation within and/or across various sectors, which helps employees learn new skills, expand social networks and

gain on-the-job experience.

6.7 There are a number of funding schemes supporting the tourism sector which the industry should actively participate in to revere Hong Kong as the Events Capital of Asia and the World's Meeting Place, simultaneously building the confidence of the industry practitioners and attracting the workforce to enter the industry. The schemes include "Pilot Scheme for Characteristics Local Tourism Events" which supports tourism activities that showcase Hong Kong's local characteristics and have the potential to generate good branding for Hong Kong; "Funding Support for Small-sized Meeting, Incentive and Convention (MIC) Groups 2024/25" which provides business development aid to inbound tour operators in Hong Kong to strengthen their competitiveness in attracting small-sized MIC businesses to Hong Kong; and "Incentive Scheme for Recurrent Exhibitions (ISRE) which supports the recovery of business events and strengthen the city's reputation as a premier international convention and exhibition hub.

## **Employees**

6.8 In the rapidly evolving tourism industry of Hong Kong, it is crucial for employees to proactively engage in upskilling programmes to stay up-to-date with the latest trends and developments. Learned from the experience during COVID and now in the post-pandemic landscape, businesses need to maintain a competitive edge, which requires staff who is agile, adaptable, and equipped with cutting-edge knowledge and skills. Employees are encouraged to participate in the industry's upskilling initiatives. Through the training, the employees can grasp invaluable opportunities to expand their expertise, refine their service delivery, and anticipate the evolving needs of visitors. Only by embracing the culture of continuous learning can the industry better position itself to provide exceptional experiences and contribute to the long-term success of Hong Kong's tourism industry, a definite people-oriented industry.

6.9 Employees are encouraged to utilise the funding support available to pursue continuous education and lifelong learning. The investment in one's personal and professional development not only enhances individual capabilities but also benefits the industry as a whole. Employees should utilise the Continuing Education Fund (CEF) provided by the Government to enrol in industry-specific courses or pursue higher education qualifications. Eligible travel agents, accredited tour escorts and tourist guides can also apply for the "Development Fund for the Travel Industry" administered by the Travel Industry Council of Hong Kong to attend industry training. The funding assistance can empower employees to continuously update their knowledge, hone their skills and stay ahead of industry trends in the dynamic tourism sector.

## **Training Institutions**

6.10 In light of the diverse backgrounds of tourists, the training institutions should consider proactively broadening the scope of student recruitment. With a more diverse pool of students, including those from Mainland and Southeast Asia, the institutions can better prepare the future workforce for the tourism industry to cater to the needs and preferences of a wide range of visitors. The readiness of local training institutions, in terms of their all-encompassing facilities, experienced teaching staff, and comprehensive curricula, positions them well to accommodate this diversification of the students. By tapping into a broader range of talent and cultural perspectives, the training institutions can nurture tourism talents that are highly skilled, culturally sensitive, and adaptable to the industry's evolving demands. To enhance the attractiveness of the training programmes, the institutions should continue soliciting the Government's support for policy enhancement, including mutual recognition of academic qualifications and endorsement of non-local students to pursue further studies.

6.11 Training institutions should closely examine the key training requirements reflected by the employers in the survey and incorporate comprehensive and targeted training in the programmes to nurture students to enter the tourism industry. For instance, for managerial / professional staff, the training should focus on essential managerial skills, including sales and marketing, strategic planning, implementation and evaluation. For supervisory / technical and clerical / operative staff, training areas must cover various generic skills such as service attitude, customer service, problem-solving, resilience and crisis handling. These skills are essential for industry practitioners when they deliver exceptional services and handle challenges. Such soft skills can help staff to excel in their roles and, more importantly, contribute to the overall competitiveness of Hong Kong's tourism industry.

6.12 Real-world experiences are crucial in enhancing the students' job readiness and employability. Training institutions are encouraged to explore collaborative opportunities with overseas educational institutions and industry partners, actively seeking to expand internship and study trip opportunities for their students in the tourism professions. The internships provide students with invaluable on-the-job training, allowing them to apply their classroom knowledge in a practical setting and develop the critical skills required by employers. These immersive experiences will help students build their confidence, enhance their adaptability, and strengthen their industry-specific expertise that employers highly value. Furthermore, the study trip opportunities effectively help students gain international exposure. The cross-cultural exchanges broaden students' perspectives, deepen their cultural awareness, and cultivate their global mindset, which are the critical success factors in one's career.

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## Appendix 1

### Membership of Hotel, Catering and Tourism Training Board (2023 – 2025)

#### **Chairman:**

Mr Philip YU Siu-chun (recommended by a major international hotel chain)

#### **Members:**

Mr Stuart James BAILEY (recommended by the Hong Kong Exhibition & Convention Industry Association)

Mr Christopher Howard John BIRT (recommended by the Board of Airline Representatives)

Mr Robert Andrew BLYTHE (recommended by the Club Managers' Association of Hong Kong)

Mr Ringo CHAN (recommended by the Hong Kong Bakery and Confectionery Association)

Ms Winnie CHAN Wun-yin (recommended by the Federation of Hong Kong Hotel Owners Limited)

Mr Colin CHANG Ka-lim (recommended by a major theme park or a major attraction)

Mr Nelson CHOW Kwok-ming (recommended by a wine-related association)

Dr Monica CHOY Wai-chun (recommended by a local education/training institution)

Dr Barry IP Wah-shun (ad personam)

Ms Cannie KWOK Sze-wai (recommended by the Hong Kong Tourism Board)

Mr Patrick KWOK Chi-kit (recommended by the Hong Kong Hotels Association)

**Members (Con't):**

Dato' Herman LAM Woo-chung, KSJ	(recommended by a travel agent)
Mr Wilson LEE Po-lam	(recommended by a hospitality/trade organisation with a focus on adopting technology)
Mr Paul LEUNG Yiu-lam, MH	(recommended by the Travel Industry Council of Hong Kong)
Dr William NG Tsz-man	(recommended by a catering association)
Mr Lenny WONG	(recommended by a small and medium hotel)
Mr Tony WONG Man-fai	(recommended by a major restaurant chain)
Mr Alex WU Shui-lun	(recommended by a local based hotel chain)
Mr YAU Tik-wai	(recommended by a travel agent)
Ms Nancy TANG Mei-lan	(representing the Commissioner for Labour)
Ms Elsa HUNG Pui-ling	(representing the Commissioner for Tourism)
Mr Edmond YU Kwok-chu	(representing the Executive Director of the Vocational Training Council)

**Advisors:**

Mr BIEGER Felix M  
Mr GREINER Rudolf  
Mr READING Graeme J  
Mr Larry TCHOU Ming-kong

## **Membership of Hotel, Catering and Tourism Training Board (2024 – 2026)**

### **Chairman:**

Mr Philip YU Siu-chun (recommended by a major international hotel chain)

### **Members:**

Mr Stuart James BAILEY (recommended by the Hong Kong Exhibition & Convention Industry Association)

Mr Christopher Howard John BIRT (recommended by the Board of Airline Representatives)

Mr Robert Andrew BLYTHE (recommended by the Club Managers' Association of Hong Kong)

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Dato' Herman LAM Woo-chung, KSJ (recommended by a travel agent)

Mr Wilson LEE Po-lam (recommended by a hospitality/trade organisation with a focus on adopting technology)

**Members (Con't):**

Ms Katherine LO	(recommended by the Hong Kong Tourism Board)
Ms Keller MAK Sau-lan	(recommended by a travel agent)
Dr William NG Tsz-man	(recommended by a catering association)
Mr Ricky TSE	(recommended by the Travel Industry Council of Hong Kong)
Mr Alexander Otto WASSERMANN	(recommended by the Hong Kong Hotels Association)
Mr Lenny WONG	(recommended by a small and medium hotel)
Mr Tony WONG Man-fai	(recommended by a major restaurant chain)
Mr Richard WONG Tat-ming	(recommended by a sport/recreation organisation)
Mr Alex WU Shui-lun	(recommended by a local based hotel chain)
Ms Nancy TANG Mei-lan	(representing the Commissioner for Labour)
Ms Elsa HUNG Pui-ling	(representing the Commissioner for Tourism)
Mr Edmond YU Kwok-chu	(representing the Executive Director of the Vocational Training Council)

**Advisors:**

Mr BIEGER Felix M  
Mr GREINER Rudolf  
Mr READING Graeme J  
Mr Larry TCHOU Ming-kong

## Appendix 2

### **Terms of Reference of 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 Council) the development of vocational and professional education and training (VPET) facilities to meet the assessed manpower demand.
4. To advise the Council on the strategic development and quality assurance of its programmes in the relevant disciplines.
5. To prescribe job specifications for the principal jobs in the industry defining the skills and knowledge and advise on relevant training programme specifying the time a trainee needs to spend on each skill element.
6. 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.
7. To advise on the conduct of skill competitions in key trades in the industry for the promotion of VPET as well as participation in international competitions.
8. 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 VPET in the industry.
9. To organise seminars/conferences/symposia on VPET for the industry.
10. To advise on the publicity relating to the activities of the Training Board and relevant VPET programmes of the Council.
11. 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.
12. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

## Appendix 3

### Membership of Working Party on Manpower Survey – Tourism Industry (2023 - 2025)

**Convenor:**

Mr Paul LEUNG Yiu-lam, MH                      Travel Industry Council of Hong Kong

**Members:**

Mr Stuart James BAILEY                      Bailey Communications Hong Kong Limited

Mr Christopher Howard John BIRT              Board of Airline Representatives

Mr Colin CHANG Ka-lim                      Hong Kong Disneyland Resort

Ms Cannie KWOK Sze-wai                      Hong Kong Tourism Board

Dato' Herman LAM Woo-chung, KSJ          Lastminute Holdings Ltd.

Mr YAU Tik-wai                                  Hong Kong Wing On Travel Service Limited

Ms Elsa HUNG Pui-ling                      Tourism Commission

Mr Jack LAM Nai-man                      Hotel and Tourism Institute/  
Chinese Culinary Institute/  
International Culinary Institute,  
Vocational Training Council

Ms Yuki IP Yuk-king                      Hong Kong Institute of Vocational Education, Vocational  
Training Council

**Secretary:**

Ms Doris CHAN                                  Vocational Training Council

## **Membership of Working Party on Manpower Survey – Tourism Industry (2024 - 2026)**

### **Convenor:**

Mr Colin CHANG Ka-lim                      Hong Kong Disneyland Resort

### **Members:**

Mr Stuart James BAILEY                      Bailey Communications Hong Kong Limited

Mr Christopher Howard John BIRT              Board of Airline Representatives

Dato' Herman LAM Woo-chung, KSJ              Lastminute Holdings Ltd.

Ms Keller MAK Sau-lan                      Jebsen Holiday Limited

Mr Ricky TSE                      Travel Industry Council of Hong Kong

Ms Elsa HUNG Pui-ling                      Tourism Commission

Mr Jack LAM Nai-man                      Hotel and Tourism Institute/  
Chinese Culinary Institute/  
International Culinary Institute,  
Vocational Training Council

Ms Yuki IP Yuk-king                      Hong Kong Institute of Vocational Education, Vocational  
Training Council

### **Secretary:**

Ms Doris CHAN                      Vocational Training Council

## **Terms of Reference for the Working Parties on Manpower Surveys - Hotel, Catering and Tourism Industries**

- (1) To determine the manpower demand of the industries, including the collection and analysis of relevant manpower statistics and information on socio-economic, industry and labour market developments;
- (2) To assess and review whether the manpower supply for the industries match the manpower demand and to project the training needs in order to meet the latest market demand.

## Appendix 4

### Definition of Terms

Full-time employees	“Full-time employees” refers to persons who works at least 18 hours per week for four weeks or more and are under the payroll of the sampled establishment / company for the specified job, disregarding whether the employees are deployed to work in other places (including the mainland of China).
Full-time trainees	“Full-time trainees” includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
Part Time Employees	“Part Time Employees” refer to employees who are employed under a “contract of employment” and their working hours per week is less than 30.
Full-time vacancies	“Full-time vacancies” refers to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel at the time of survey.
Vacancy rate	“Vacancy rate” refers to full-time vacancies as a percentage of the total number of full-time employees and full-time vacancies.
Turnover rate	“Turnover rate” refers to the number of full-time employees left as a percentage of the total number of full-time employees and full-time vacancies.
Average Monthly Remuneration Package	“Average Monthly Remuneration Package” refers to the average monthly remuneration package during the past 12 months before enumeration, including basic wages, regular overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus etc.. It is an average figure among employees engaging in the same principal job.
Postgraduate degree	“Postgraduate degree” refers to a higher degree(s) (e.g. master degree) offered by local or non-local education institutions, or equivalent.

First Degree	“First degree” refers to the first degree(s) offered by local or non-local education institutions, or equivalent.
Sub-degree	“Sub-degree” refers to the Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate, Endorsement Certificate, Associateship or equivalent programmes offered by local or non-local institutions.
Diploma / Certificate	“Diploma / Certificate” refers to technical and vocational education programmes, including Diploma / Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level or equivalent.
Secondary 4 to 7	“Secondary 4 to 7” refers to the education programmes under the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
Secondary 3 or below	“Secondary 3 or below” refers to secondary 3 or below, or equivalent.

## **Appendix 5   Survey Documents**

Serial No.

**CONFIDENTIAL**

WHEN ENTERED WITH DATA

填入數據後即成

**機密文件****VOCATIONAL TRAINING COUNCIL****職業訓練局****THE 2023 MANPOWER SURVEY OF THE TOURISM INDUSTRY****旅遊業2023年人力調查**

The 2023 Manpower Survey of the Tourism Industry aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please provide the information of your establishment as at **1<sup>st</sup> August 2023** by filling in the questionnaire. Thank you.

旅遊業2023年人力調查旨在蒐集業內人力情況的最新資料，從而為未來人力訓練制訂相關的適當建議。  
懇請 貴機構根據**2023年8月1日**的人力情況填寫此問卷。多謝合作。

**Establishment Information****機構資料**

(For official use)

Industry Code \_\_\_\_\_

TOTAL NO. OF PERSONS ENGAGED: \_\_\_\_\_

僱員總人數

NATURE OF BUSINESS:

業務性質

☐ 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

☐ Meetings, Incentives, Conventions  
and Exhibitions (MICE)

會議，獎勵及展覽

☐ Amusement Parks And Theme Parks /  
Museum / Attractions

遊樂園及主題樂園／博物館／景點

☐ Others, please specify

其他，請註明 \_\_\_\_\_

TYPE OF TOUR OPERATORS:

旅行團組團商類別

☐ Inbound

入境旅遊

☐ Outbound

出境旅遊

**Details of Contact Person\*****聯絡人資料\***NAME : \_\_\_\_\_  
姓名POSITION: \_\_\_\_\_  
職位TEL. NO. : \_\_\_\_\_ - \_\_\_\_\_  
電話FAX NO. : \_\_\_\_\_  
圖文傳真E-MAIL : \_\_\_\_\_  
電郵

\* The information provided will be used for the purpose of this and subsequent manpower surveys.  
所提供資料將用作是次及日後人力調查之用。

**A**

## Part I – Manpower Information

### 第一部份 – 人力情況

Please complete columns 'B' to 'E' of the questionnaire according to the list of principal jobs by referring to Appendix B for job descriptions of the individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各 'B' 至 'E' 欄。

#### Principal Jobs (Full-time employees) 主要職務 (全職僱員)

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生/ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生/ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生/ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  Code 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
e.g.: Job Title A (3 employees, 1 Apprentice and 2 vacancies) 例子: 職位甲 (3名僱員, 1名學徒及2個空缺)	3	1	2	6
<b>Managerial/ Professional Level 經理／專業人員級</b>				
101 Administration Manager ; Office Manager 行政經理；寫字樓經理				
102 Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監；人力資源部總監				
103 Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理				
104 Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理； 資訊科技經理；資訊科技項目經理； 資訊保安專責經理				
105 Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事				
106 Financial Controller ; Accountant 財務總監；會計師				
107 Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理				
108 Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理；數碼營銷經理				
109 Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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 Reservations Manager 訂位部經理				

# "Trainees/Apprentices" refers to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.

「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。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生/ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生/ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生/ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  <u>Code</u> 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
Please enter a zero '0' in the box if no employee /trainees/apprentices/vacancy. 如沒有僱員／實習生／學徒／空缺，請在方格內 填入 '0'。				
<b>Managerial/ Professional Level (continued) 經理／專業人員級（續）</b>				
111 Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理；業務發展經理				
112 Ticketing Manager 票務部經理				
Airport Manager ; Traffic Manager ; Crew Control Manager /Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理；交通事務經理；機組人員運作經理；客戶關係經理				
115 Flight Dispatch Manager 航班簽派經理				
116				
<b>Supervisory/ Technical Level 督導／技術員級</b>				
Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任； 數碼營銷主任				
201 Accounting Supervisor ; Accounting Officer 會計部主管；會計部主任 (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存貨／核數／信用部／會計部／出納等)				
202 Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor / Crew Operations Supervisor ; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管；交通事務主管；機組人員運作主管；高級機艙事務長；機艙 事務長；客戶關係主管				
203 Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員；資訊保安主任				
204 Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任				
206 Planning Supervisor 策劃主管				
207 Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任				
208 Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經 理；營業部助理主管				
209 Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任				
210 Business Analyst ; Data Analyst 商業分析員；資料分析員				
211				

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「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。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生／ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生／ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生／ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  Code 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
<b>Clerical/ Operative Level 文員／操作工級</b>				
301 Accounting Clerk ; General Cashier 會計部文員；出納員				
303 General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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 Reservations Agent 訂位代理				
305 Sales Representative 營業代表				
306 Statistical Clerk ; Operation Clerk ; Planning Officer 統計部文員；業務文員；策劃主任				
307 Cabin Attendant ; Crew 機艙服務員				
308 Cargo Officer (Passenger Service) 貨物裝卸主任（旅客服務）				
309 Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員				
310 Information Counter Officer ; Customer Services Officer 詢問處主任；客戶服務部主任				
311 Flight Dispatch Officer 航班簽派員				
313 Airport Officer ; Crew Control Officer / Crew Operations Officer 機場主任；機組人員運作主任				
314 Traffic Officer 交通事務主任				
318 Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員； 用戶支援員				
324 Airline Reservation and/or Ticketing Clerk 航空公司訂位及；或票務部文員				
326 Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理； 數碼營銷助理				
<b>Secretarial/ Others Level 秘書／其他職級</b>				
401 Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員				
402 Office Assistant ; Messenger 辦公室助理員；信差				
<b>Other Related Tourism Industry Staff 其他相關旅遊業的員工</b>				
For Official Use	0	0	0	

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「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。

Part II  
第二部份

Part Time employees  
兼職僱員

1. Please indicate the post and the corresponding manpower information for part-time employees^ as at 1<sup>st</sup> August 2023.  
請填寫在2023年8月1日 貴機構的兼職僱員^的職位及相關人力資訊。

Post (Please refer to the principal job in Part I) 職位 (請參考第一部份之主要職務)	Part-time employees^ 兼職僱員^		
	^ “Part-time employees” refers to employees who are employed under a “contract of employment” and their working hours per week is less than 30. “兼職員工”是指根據僱傭合約受僱及每週工作時間少於30小時的員工。		
	No. of employees reported duty as <u>at 1<sup>st</sup> August 2023</u> 在 <u>2023年8月1日</u> 的 值勤人數	Wage 工資 Code 編號 Average Hourly Wage Range 平均時薪幅度 1 \$40 - \$50 2 \$51 - \$65 3 \$66-\$100 4 \$101 or above 或以上	No. of vacancies as <u>at 1<sup>st</sup> August 2023</u> 在 <u>2023年8月1日</u> 的 空缺數目

Business Environment  
行業概況

2. Please indicate your view on the expected change in business volume of your establishment in the next 12 months (Please tick in the box as appropriate) and indicate the reasons leading to the better or worse.  
請指出 貴機構預計在未來十二個月業務額的變化 (請在適當的格內填上“√”號)及引起較佳或較差的原因。

<input type="checkbox"/>	Better 較佳	<div>+</div> <div>%</div>	(Please state reasons) (請說明原因)	
<input type="checkbox"/>	Stable 穩定			
<input type="checkbox"/>	Worsen 較差	<div>-</div> <div>%</div>	(Please state reasons) (請說明原因)	
<input type="checkbox"/>	Uncertain 不肯定			

3. Other than the current job positions of your establishment, please indicate the new job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.  
除現有職位以外，請指出 貴機構未來將會引入的新職位(如有)，以配合行業的新興趨勢。

New Job title 新職位名稱	Job Descriptions 職位描述

### Age distribution of Employees

#### 僱員年齡分布

4. Please state the number of **full-time employees** of the following job levels and age range distribution.  
請列出 貴機構在下列職級及年齡分布的**全職僱員**人數。

	25 or below 25 歲或以下	26 – 35 26 至 35 歲	36 – 45 36 至 45 歲	46 – 55 46 至 55 歲	56 – 65 56 至 65 歲	66 or above 66 歲或以上	No such level of staff 沒有相關 職級員工
(a) Managerial/Professional 經理／專業人員							<input type="checkbox"/>
(b) Supervisory/ Technical 督導／技術員							<input type="checkbox"/>
(c) Clerical /Operative 文員／操作工							<input type="checkbox"/>
(d) Secretarial/ Others 秘書／其他員工							<input type="checkbox"/>

### New Recruitment

#### 新聘僱員

5. Please state the number of full-time employees who were **newly recruited** in the **past 12 months**.  
(If there is no recruitment, please fill “0” in the box)  
請列出 貴機構在過去十二個月內**新招聘**的全職僱員人數。(如沒有招聘，請在方框內填上“0”)

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
(a) Total 總人數				
(b) Number of new recruits <b>without</b> tourism industry experience and / or tourism training 新招聘中 <b>沒有</b> 旅遊業經驗及／或 <b>沒有</b> 接受旅遊業培訓的全職僱員人數。				
(c) Number of new recruits who are <b>fresh graduates</b> of tourism programmes 新招聘的應屆旅遊業培訓課程 <b>畢業生</b> 人數				

### Employees Leaving the Establishment

#### 僱員離職

6. Please state the number of full-time employees who **left** in the **past 12 months**.  
(If there is no employees left, please fill “0” in the box)  
請列出 貴機構在過去十二個月內**離職**的全職僱員人數。(如沒有員工離職，請在方框內填上“0”)

(a) Managerial/Professional 經理／專業人員	<input type="text"/>	(b) Supervisory/Technical 督導／技術員	<input type="text"/>
(c) Clerical/Operative 文員／操作工	<input type="text"/>	(d) Secretarial/Others 秘書／其他員工	<input type="text"/>

7. Please state the number of full-time employees who **will be retiring** in the **next 12 months**.  
(If there is no employees retired, please fill “0” in the box)  
請列出 貴機構預計在未來十二個月內**退休**的全職僱員人數。(如沒員工退休，請在方框內填上“0”)

(a) Managerial/Professional 經理／專業人員	<input type="text"/>	(b) Supervisory/Technical 督導／技術員	<input type="text"/>
(c) Clerical/Operative 文員／操作工	<input type="text"/>	(d) Secretarial/Others 秘書／其他員工	<input type="text"/>

## Recruitment Difficulties

### 招聘困難

8. Please indicate the difficulties encountered in the recruitment of full-time employees in your establishment in the past 12 months.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

Reasons 原因	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／ 其他員工
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘(包括因沒有相關職級的員工而沒有進行招聘)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and <b>did not encounter</b> difficulties 有招聘，但 <u>沒有遇到</u> 招聘困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Recruitment was taken place and the difficulties encountered were: (You may tick “✓” one or more options.) 有招聘，所遇到的困難是：（可剔“✓”選多於一項。）				
(i) Lack of candidates with relevant experience 缺乏具相關經驗的求職者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Lack of candidates with relevant training / academic or professional qualifications in the related disciplines 缺乏具相關訓練／學歷或專業資格的求職者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Terms of employment could not meet candidates' expectations 聘用條件未能符合求職者的要求	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Working environment could not meet candidates' expectations 工作環境未能符合求職者的要求	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Limited career prospects 晉升機會有限	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Alternative offers in the market 市場上有其他選擇	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Others (please specify) 其他（請說明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Please indicate the difficulties encountered in **retention** of full-time employees of your establishment.  
請指出 貴機構挽留全職僱員時所遇到的困難。

Difficulties 困難	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／ 其他員工
(a) No difficulty in retention of full-time employees was encountered 沒有挽留全職僱員的困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) The difficulties encountered were: (You may tick "✓" one or more options) 所遇到的困難是：（可剔“✓”選多於一項）				
(i) Competition for manpower among catering/hotel sectors and other industries in terms of: 就以下方面與飲食／酒店及其他行業之競爭：				
● Job nature and workload 工作性質及工作量	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Compensation and benefits system 薪酬及福利制度	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Working conditions (e.g. long working hours, shift work) 工作條件(例如：工時長，輪班工作)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Career prospects 晉升機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Opportunity of skills training or personal development 技能培訓或個人發展的機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Lack of sense of belonging by staff 員工缺乏歸屬感	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others (please specify) 其他（請說明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Preferred Level of Education and Years of Experience of Employees

#### 僱員宜有的教育程度及相關年資

10. Please choose preferred Level of Education and Years of Experience of **full-time employees**.

請選擇 **全職僱員宜有** 的教育程度及相關年資。

Job level 職級	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>(a) Level of Education</b> (Please tick “✓” <b>1 box</b> for each job level) <b>教育程度</b> （每職級請剔“✓”選一項）				
(i) Postgraduate Degree 研究生學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) First Degree 學士學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sub-degree (e.g. Higher Diploma) 副學位（例如高級文憑）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Diploma/Certificate 文憑／證書	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Secondary 4 to 7 中四至中七	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Secondary 3 or below 中三或以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>(b) Years of Experience</b> (Please tick “✓” <b>1 box</b> for each job level) <b>相關年資</b> （每職級請剔“✓”選一項）				
(i) 10 years or more 十年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) 6 years to less than 10 years 六年至十年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) 3 years to less than 6 years 三年至六年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) 1 year to less than 3 years 一年至三年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Less than 1 year 一年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) No experience 無經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Training of Employees

#### 僱員的訓練

11. Please choose the preferred mode of training for full-time employees (You may tick “✓” one or more options.).

請選擇全職僱員宜有的訓練模式（可剔“✓”選多於一項）。

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>Face-to-face 實體：</b>				
(a) Company's in-house training 公司內部培訓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Outside training provider 外間培訓機構	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) On-the-job training 在職培訓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Online 網上：</b>				
(d) Real-time online training via relevant software (e.g. zoom) 實時透過相關軟體進行網上培訓（例如：zoom）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Bite-size video training via online platform 在網上平台瀏覽培訓短片	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. When compared with last year, the training and staff development budget of your establishment in the **next 12 months** will:  
貴機構於 **未來十二個月** 的訓練及員工發展預算經費與過去一年比較是：

☐ Increase 增加
 ☐ Decrease 減少

☐ Remain unchanged 維持不變
 ☐ No training arranged in last year or in the next 12 months  
過去一年或未來十二個月沒有安排培訓

13. To meet the emerging trends of the industry, please indicate the future training areas required for full-time employees.  
(You may wish to tick “✓” more than 1 training area for each job level)  
為配合行業的新興趨勢，請指出全職僱員在未來所需要的培訓範疇。（每職級可剔“✓”選多個培訓範疇）

Training 培訓	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>A. Managerial Skills 管理技巧</b>				
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Human Resources Management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Organization 組織能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Risk Management 風險管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Environment, Social, Governance (ESG) 環境保護、社會責任以及公司治理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Others (please specify) 其他（請說明）1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B. Professional Skills 專業技能</b>				
(i) Venue Operations 場地營運	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Catering Service 餐飲服務	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Ticketing and Reservation System 票務及預訂系統	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Travel Insurance 旅遊保險	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Information Technology 資訊科技	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Laws, rules and regulations 法律、法規和條例	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) First-aid 急救	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Tour-escorting and Tour-guiding 領隊及導遊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Convention and Exhibition Management 會議及展覽管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(x) Travel/Cruise Consultancy 旅遊/郵輪顧問	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(xi) Travel Health 旅遊健康	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(xii) Others (please specify) 其他（請說明）1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Training</u> 培訓	<u>Managerial/</u> <u>Professional</u> 經理／專業人員	<u>Supervisory/</u> <u>Technical</u> 督導／技術員	<u>Clerical/</u> <u>Operative</u> 文員／操作工	<u>Secretarial/</u> <u>Others</u> 秘書／其他員工
<b>C. Generic Skills 通用技巧</b>				
(i) Service Attitude/Customer Service 服務態度／顧客服務	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Collaboration 協作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Communication/Presentation 溝通／演講	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Critical Thinking 批判性思考	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Problem Solving 解決疑難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Resilience 面對困難時的心理協調和適應能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Crisis Handling 危機處理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (please specify) 其他（請說明）1. _____ 2. _____ 3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>D. Language 語言</b>				
(i) Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) English 英語	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**End of Questionnaire. Thank You for Your Co-operation.**  
問卷完，多謝合作。

**CONFIDENTIAL**

WHEN ENTERED WITH DATA

填入數據後即成

**機密文件****VOCATIONAL TRAINING COUNCIL****職業訓練局****THE 2023 MANPOWER SURVEY OF THE TOURISM INDUSTRY****旅遊業2023年人力調查**

The 2023 Manpower Survey of the Tourism Industry aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please provide the information of your establishment as at **1<sup>st</sup> August 2023** by filling in the questionnaire. Thank you.

旅遊業2023年人力調查旨在蒐集業內人力情況的最新資料，從而為未來人力訓練制訂相關的適當建議。  
懇請 貴機構根據**2023年8月1日**的人力情況填寫此問卷。多謝合作。

**Establishment Information****機構資料**

(For official use)

Industry Code \_\_\_\_\_

TOTAL NO. OF PERSONS ENGAGED: \_\_\_\_\_

僱員總人數

NATURE OF BUSINESS:

業務性質

☐ 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

☐ Meetings, Incentives, Conventions  
and Exhibitions (MICE)

會議，獎勵及展覽

☐ Amusement Parks And Theme Parks /  
Museum / Attractions

遊樂園及主題樂園／博物館／景點

☐ Others, please specify

其他，請註明 \_\_\_\_\_

TYPE OF TOUR OPERATORS:

旅行團組團商類別

☐ Inbound

入境旅遊

☐ Outbound

出境旅遊

**Details of Contact Person\*****聯絡人資料\***

NAME : \_\_\_\_\_

姓名

POSITION: \_\_\_\_\_

職位

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

電話

FAX NO. : \_\_\_\_\_

圖文傳真

E-MAIL : \_\_\_\_\_

電郵

\* The information provided will be used for the purpose of this and subsequent manpower surveys.  
所提供資料將用作是次及日後人力調查之用。

**T**

## Part I – Manpower Information

### 第一部份 – 人力情況

Please complete columns 'B' to 'E' of the questionnaire according to the list of principal jobs by referring to Appendix B for job descriptions of the individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各 'B' 至 'E' 欄。

#### Principal Jobs (Full-time employees) 主要職務 (全職僱員)

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生/ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生/ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生/ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  Code 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
e.g.: Job Title A (3 employees, 1 Apprentice and 2 vacancies) 例子: 職位甲 (3名僱員, 1名學徒及2個空缺)	3	1	2	6
<b>Managerial/ Professional Level 經理/專業人員級</b>				
101 Administration Manager ; Office Manager 行政經理 ; 寫字樓經理				
102 Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監 ; 人力資源部總監				
103 Director of Public Relations ; Public Relations Manager 公共關係部總監 ; 公共關係部經理				
104 Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理 ; 資訊系統服務經理 ; 資訊科技經理 ; 資訊科技項目經理 ; 資訊保安專責經理				
105 Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事 ; 總經理 ; 東主 ; 合夥人 ; 常務董事				
106 Financial Controller ; Accountant 財務總監 ; 會計師				
107 Manager ; Operations Manager ; Area Manager 經理 ; 業務經理 ; 地區經理				
108 Marketing Manager ; Director of Sales ; Event Manager ; Digital Marketing Manager 市場拓展部經理 ; 營業總監 ; 項目經理 ; 數碼營銷經理				
109 Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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 Reservations Manager 訂位部經理				

# "Trainees/Apprentices" refer to those employees undergoing training , and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.  
「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。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生／ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生／ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生／ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  Code 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
	Please enter a zero '0' in the box if no employee /trainees/apprentices/vacancy. 如沒有僱員／實習生／學徒／空缺，請在方格內 填入 '0'。			
Managerial/ Professional Level (continued) 經理／專業人員級（續）				
Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理；業務發展經理				
Ticketing Manager 票務部經理				
Product Development Manager 產品發展經理				
Supervisory/ Technical Level 督導／技術員級				
Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任； 數碼營銷主任				
Accounting Supervisor ; Accounting Officer 會計部主管；會計部主任 (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存貨／核數／信用部／會計部／出納等)				
Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員；資訊保安主任				
Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管； 旅遊部主任				
Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任				
Planning Supervisor 策劃主管				
Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任				
Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經 理；營業部助理主管				
Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任				
Business Analyst ; Data Analyst 商業分析員；資料分析員				
Product Development Supervisor 產品發展主任				

<sup>#</sup> "Trainees/Apprentices" refer to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.  
「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。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生／ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生／ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生／ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  Code 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
Please enter a zero '0' in the box if no employee /trainees/apprentices/vacancy. 如沒有僱員／實習生／學徒／空缺，請在方格內 填入 '0'。				
Clerical/ Operative Level 文員／操作工級				
Accounting Clerk ; General Cashier 會計部文員；出納員				
General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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				
Reservations Agent 訂位代理				
Sales Representative 營業代表				
Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員				
Visa Clerk 簽證部文員				
Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）				
Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員； 用戶支援員				
Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）				
Travel Consultant 旅遊顧問				
Cruise Consultant 郵輪顧問				
Coach Driver 旅遊車司機				
Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理； 數碼營銷助理				
Product Development Executive 產品發展員				
Secretarial/ Others Level 秘書／其他職級				
Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員				
Office Assistant ; Messenger 辦公室助理員；信差				
Other Related Tourism Industry Staff 其他相關旅遊業的員工				

For Official Use			
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# "Trainees/Apprentices" refer to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.  
「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。

**Part II**  
**第二部份**

**Part Time employees**  
**兼職僱員**

1. Please indicate the post and the corresponding manpower information for part-time employees<sup>^</sup> as at 1<sup>st</sup> August 2023.  
請填寫在2023年8月1日 貴機構的兼職僱員<sup>^</sup>的職位及相關人力資訊。

Post (Please refer to the principal job in Part I) 職位 (請參考第一部份之主要職務)	Part-time employees <sup>^</sup> 兼職僱員 <sup>^</sup>		
	<sup>^</sup> “Part-time employees” refers to employees who are employed under a “contract of employment” and their working hours per week is less than 30. “兼職員工”是指根據僱傭合約受僱及每週工作時間少於30小時的員工。		
	No. of employees reported duty as <b>at 1<sup>st</sup> August 2023</b> 在 <b>2023年8月1日</b> 的 值勤人數	Wage 工資 Code 編號 Average Hourly Wage Range 平均時薪幅度 1 \$40 - \$50 2 \$51 - \$65 3 \$66-\$100 4 \$101 or above 或以上	No. of vacancies as <b>at 1<sup>st</sup> August 2023</b> 在 <b>2023年8月1日</b> 的 空缺數目

**Business Environment**  
**行業概況**

2. Please indicate your view on the expected change in business volume of your establishment **in the next 12 months** (Please tick in the box as appropriate) and indicate the reasons leading to the **better or worse**.  
請指出 貴機構預計在**未來十二個月**業務額的變化 (請在適當的格內填上 “✓” 號)及引起**較佳或較差**的原因。

<input type="checkbox"/>	Better 較佳	<div style="border: 1px solid black; padding: 2px; display: inline-block;">+      %</div>	(Please state reasons) (請說明原因)	
<input type="checkbox"/>	Stable 穩定			
<input type="checkbox"/>	Worsen 較差	<div style="border: 1px solid black; padding: 2px; display: inline-block;">-      %</div>	(Please state reasons) (請說明原因)	
<input type="checkbox"/>	Uncertain 不肯定			

3. Other than the current job positions of your establishment, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.  
除現有職位以外，請指出 貴機構未來將會引入的新職位(如有)，以配合行業的新興趨勢。

New Job title 新職位名稱	Job Descriptions 職位描述

### Age distribution of Employees

#### 僱員年齡分佈

4. Please state the number of **full-time employees** of the following job levels and age range distribution.  
請列出 貴機構在下列職級及年齡分佈的**全職僱員**人數。

	25 or below 25 歲或以下	26 – 35 26 至 35 歲	36 – 45 36 至 45 歲	46 – 55 46 至 55 歲	56 – 65 56 至 65 歲	66 or above 66 歲或以上	No such level of staff 沒有相關 職級員工
(a) Managerial/Professional 經理／專業人員							<input type="checkbox"/>
(b) Supervisory/ Technical 督導／技術員							<input type="checkbox"/>
(c) Clerical /Operative 文員／操作工							<input type="checkbox"/>
(d) Secretarial/ Others 秘書／其他員工							<input type="checkbox"/>

### New Recruitment

#### 新聘僱員

5. Please state the number of full-time employees who were **newly recruited** in the **past 12 months**.  
(If there is no recruitment, please fill “0” in the box)  
請列出 貴機構在過去十二個月內**新招聘**的全職僱員人數。(如沒有招聘，請在方框內填上“0”)

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
(a) Total 總人數				
(b) Number of new recruits <b>without</b> tourism industry experience and / or tourism training 新招聘中 <b>沒有</b> 旅遊業經驗及／或 <b>沒有</b> 接受旅遊業培訓的全職僱員人數。				
(c) Number of new recruits who are <b>fresh graduates</b> of tourism programmes 新招聘的應屆旅遊業培訓課程 <b>畢業生</b> 人數				

### Employees Leaving the Establishment

#### 僱員離職

6. Please state the number of full-time employees who **left** in the **past 12 months**.  
(If there is no employees left, please fill “0” in the box)  
請列出 貴機構在過去十二個月內**離職**的全職僱員人數。(如沒有員工離職，請在方框內填上“0”)

(a) Managerial/Professional 經理／專業人員	<input type="text"/>	(b) Supervisory/Technical 督導／技術員	<input type="text"/>
(c) Clerical/Operative 文員／操作工	<input type="text"/>	(d) Secretarial/Others 秘書／其他員工	<input type="text"/>

7. Please state the number of full-time employees who **will be retiring in coming 12 months**.

(If there is no employees retired, please fill "0" in the box)

請列出 貴機構預計在未來十二個月內退休的全職僱員人數。(如沒員工退休，請在方框內填上“0”)

(a) Managerial/Professional  
經理／專業人員

(b) Supervisory/Technical  
督導／技術員

(c) Clerical/Operative  
文員／操作工

(d) Secretarial/Others Level  
秘書／其他員工

### Recruitment Difficulties

#### 招聘困難

8. Please indicate the difficulties encountered in the recruitment of full-time employees in your establishment in the **past 12 months**.

請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

Reasons 原因	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／ 其他員工
(a) No recruitment was taken place(incl. no recruitment due to no such level of staff) 沒有招聘(包括因沒有相關職級的員工而沒有進行招聘)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and <b>did not encounter</b> difficulties 有招聘，但沒有遇到招聘困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Recruitment was taken place and the difficulties encountered were: (You may tick “✓” one or more options.) 有招聘，所遇到的困難是：（可剔“✓”選多於一項。）				
(i) Lack of candidates with relevant experience 缺乏具相關經驗的求職者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Lack of candidates with relevant training / academic or professional qualifications in the related disciplines 缺乏具相關訓練／學歷或專業資格的求職者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Terms of employment could not meet recruits' expectations 聘用條件未能符合求職者的要求	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Working environment could not meet recruits' expectations 工作環境未能符合求職者的要求	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Limited career prospects 晉升機會有限	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Alternative offers in the market 市場上有其他選擇	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Others (please specify) 其他（請說明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Please indicate the difficulties encountered in **retention** of full-time employees of your establishment.  
請指出 貴機構**挽留**全職僱員時所遇到的困難。

Difficulties 困難	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／ 其他員工
(a) No difficulty in retention of full-time employees was encountered 沒有挽留全職僱員的困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) The difficulties encountered were: (You may tick "✓" one or more options) 所遇到的困難是：（可剔“✓”選多於一項）				
(i) Competition for manpower among catering/hotel sectors and other industries in terms of : 就以下方面與飲食／酒店及其他行業之競爭：				
● Job nature and workload 工作性質及工作量	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Compensation and benefits system 薪酬及福利制度	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Working conditions (e.g. long working hours, shift work) 工作條件(例如：工時長，輪班工作)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Career prospects 晉升機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Opportunity of skills training or personal development 技能培訓或個人發展的機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Lack of sense of belonging by staff 員工缺乏歸屬感	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others (please specify) 其他（請說明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Preferred Level of Education and Years of Experience of Employees**

**僱員宜有的教育程度及相關年資**

10. Please choose preferred Level of Education and Years of Experience of **full-time employees**.  
請選擇**全職僱員宜有**的教育程度及相關年資。

Job level 職級	Managerial/ Professional 經理／專業人 員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／ 其他員工
<b>(a) Level of Education</b> (Please tick “√” <b>1 box</b> for each job level) <b>教育程度</b> （每職級請剔“√” 選 <b>一項</b> ）				
(i) Postgraduate Degree 研究生學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) First Degree 學士學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sub-degree (e.g. Higher Diploma) 副學位（例如高級文憑）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Diploma/Certificate 文憑／證書	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Secondary 4 to 7 中四至中七	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Secondary 3 or below 中三或以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>(b) Years of Experience</b> (Please tick “√” <b>1 box</b> for each job level) <b>相關年資</b> （每職級請剔“√” 選 <b>一項</b> ）				
(i) 10 years or more 十年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) 6 years to less than 10 years 六年至十年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) 3 years to less than 6 years 三年至六年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) 1 year to less than 3 years 一年至三年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Less than 1 year 一年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) No experience 無經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Training of Employees

### 僱員的訓練

11. Please choose the preferred mode of training for full-time employees (You may tick “✓” one or more options).  
請選擇全職僱員宜有的訓練模式（可剔“✓”選多於一項）。

	<u>Managerial/</u> <u>Professional</u> 經理／專業人員	<u>Supervisory/</u> <u>Technical</u> 督導／技術員	<u>Clerical/Operative</u> 文員／操作工	<u>Secretarial/</u> <u>Others</u> 秘書／ 其他員工
<u>Face-to-face 實體：</u>				
(a) Company's in-house training 公司內部培訓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Outside training provider 外間培訓機構	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) On-the-job training 在職培訓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Online 網上：</u>				
(d) Real-time online training via relevant software (e.g. zoom) 實時透過相關軟體進行網上培 訓 (例如：zoom)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Bite-size video training via online platform 在網上平台瀏覽培訓短片	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. When compared with last year, the training and staff development budget of your establishment in the **next 12 months** will:  
貴機構於**未來十二個月**的訓練及員工發展預算經費與過去一年比較是：

- |  |  |
|--|--|
| <input type="checkbox"/> Increase 增加           | <input type="checkbox"/> Decrease 減少   |
| <input type="checkbox"/> Remain unchanged 維持不變 | <input type="checkbox"/> No training arranged in last year or in the next 12 months<br>過去一年或未來十二個月沒有安排培訓 |

13. To meet the emerging trends of the industry, please indicate the future training areas required for full-time employees.

(You may wish to tick “✓” more than 1 training area for each job level)

為配合行業的新興趨勢，請指出全職僱員在未來所需要的培訓範疇。（每職級可剔“✓”選多個培訓範疇）

Training 培訓	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>A. Managerial Skills 管理技巧</b>				
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Human Resources Management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Organization 組織能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Risk Management 風險管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Environment, Social, Governance (ESG) 環境保護、社會責任以及公司治理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Others (please specify) 其他（請說明）1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B. Professional Skills 專業技能</b>				
(i) Venue Operations 場地營運	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Catering Service 餐飲服務	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Ticketing and Reservation System 票務及預訂系統	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Travel Insurance 旅遊保險	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Information Technology 資訊科技	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Laws, rules and regulations 法律、法規和條例	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) First-aid 急救	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Tour-escorting and Tour-guiding 領隊及導遊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Convention and Exhibition Management 會議及展覽管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(x) Travel/Cruise Consultancy 旅遊/郵輪顧問	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(xi) Travel Health 旅遊健康	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(xii) Others (please specify) 其他（請說明）1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Training</u> 培訓	<u>Managerial/</u> <u>Professional</u> 經理／專業人員	<u>Supervisory/</u> <u>Technical</u> 督導／技術員	<u>Clerical/</u> <u>Operative</u> 文員／操作工	<u>Secretarial/</u> <u>Others</u> 秘書／其他員工
<b>C. Generic Skills 通用技巧</b>				
(i) Service Attitude/Customer Service 服務態度／顧客服務	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Collaboration 協作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Communication/Presentation 溝通／演講	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Critical Thinking 批判性思考	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Problem Solving 解決疑難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Resilience 面對困難時的心理協調和適應能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Crisis Handling 危機處理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (please specify) 其他（請說明）1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>D. Language 語言</b>				
(i) Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) English 英語	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**End of Questionnaire. Thank You for Your Co-operation.**  
問卷完，多謝合作。

**CONFIDENTIAL**

WHEN ENTERED WITH DATA

填入數據後即成

**機密文件****VOCATIONAL TRAINING COUNCIL****職業訓練局****THE 2023 MANPOWER SURVEY OF THE TOURISM INDUSTRY****旅遊業2023年人力調查**

The 2023 Manpower Survey of the Tourism Industry aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please provide the information of your establishment as at **1<sup>st</sup> August 2023** by filling in the questionnaire. Thank you.

旅遊業2023年人力調查旨在蒐集業內人力情況的最新資料，從而為未來人力訓練制訂相關的適當建議。  
懇請 貴機構根據**2023年8月1日**的人力情況填寫此問卷。多謝合作。

**Establishment Information****機構資料**

(For official use)

Industry Code \_\_\_\_\_

TOTAL NO. OF PERSONS ENGAGED: \_\_\_\_\_

僱員總人數

NATURE OF BUSINESS:

業務性質

☐ 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

☐ Meetings, Incentives, Conventions

and Exhibitions (MICE)

會議，獎勵及展覽

☐ Amusement Parks And Theme Parks /

Museum / Attractions

遊樂園及主題樂園／博物館／景點

☐ Others, please specify

其他，請註明 \_\_\_\_\_

TYPE OF TOUR OPERATORS:

旅行團組團商類別

☐ Inbound

入境旅遊

☐ Outbound

出境旅遊

**Details of Contact Person\*****聯絡人資料\***

NAME : \_\_\_\_\_

姓名

POSITION: \_\_\_\_\_

職位

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

電話

FAX NO. : \_\_\_\_\_

圖文傳真

E-MAIL : \_\_\_\_\_

電郵

\* The information provided will be used for the purpose of this and subsequent manpower surveys.  
所提供資料將用作是次及日後人力調查之用。

## Part I – Manpower Information

### 第一部份 – 人力情況

Please complete columns 'B' to 'E' of the questionnaire according to the list of principal jobs by referring to Appendix B for job descriptions of the individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各 'B' 至 'E' 欄。

#### Principal Jobs (Full-time employees) 主要職務 (全職僱員)

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生/ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生/ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生/ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  Code 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
e.g: Job Title A (3 employees, 1 Apprentice and 2 vacancies) 例子: 職位甲 (3名僱員, 1名學徒及2個空缺)	3	1	2	6
<b>Managerial/ Professional Level 經理／專業人員級</b>				
101 Administration Manager ; Office Manager 行政經理；寫字樓經理				
102 Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監；人力資源部總監				
103 Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理				
104 Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理； 資訊科技經理；資訊科技項目經理； 資訊保安專責經理				
105 Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事				
106 Financial Controller ; Accountant 財務總監；會計師				
107 Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理				
108 Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理；數碼營銷經理				
109 Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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 Reservations Manager 訂位部經理				

# "Trainees/Apprentices" refers to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.

「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。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生/ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生/ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生/ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  <u>Code</u> 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
Please enter a zero '0' in the box if no employee /trainees/apprentices/vacancy. 如沒有僱員／實習生／學徒／空缺，請在方格內 填入 '0'。				
<b>Managerial/ Professional Level (continued) 經理／專業人員級（續）</b>				
111 Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager ; Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理；業務發展經理				
112 Ticketing Manager 票務部經理				
113 Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監；會議、展覽及獎勵旅遊經理				
<b>Supervisory/ Technical Level 督導／技術員級</b>				
201 Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任； 數碼營銷主任				
202 Accounting Supervisor ; Accounting Officer 會計部主管；會計部主任 (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存貨／核數／信用部／會計部／出納等)				
204 Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式編寫員；資訊保安主任				
205 Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管；旅遊部主任				
206 Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任				
207 Planning Supervisor 策劃主管				
208 Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任				
209 Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經 理；營業部助理主管				
210 Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任				
211 Business Analyst ; Data Analyst 商業分析員；資料分析員				
212 Meeting, Incentives, Conventions and Exhibitions Supervisor ; Meeting, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管；會議、展覽及獎勵旅遊主任				

# "Trainees/Apprentices" refers to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.  
「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。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生／ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生／ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生／ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  Code 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
	Please enter a zero '0' in the box if no employee /trainees/apprentices/vacancy. 如沒有僱員／實習生／學徒／空缺，請在方格內 填入 '0'。			
Clerical/ Operative Level 文員／操作工級				
Accounting Clerk ; General Cashier 會計部文員；出納員				
General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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				
Reservations Agent 訂位代理				
Sales Representative 營業代表				
Reservation and/or Ticketing Clerk 訂位及／或票務部文員				
Visa Clerk 簽證部文員				
Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）				
Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員； 用戶支援員				
Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）				
Meeting, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員				
Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理； 數碼營銷助理				
Secretarial/ Others Level 秘書／其他職級				
Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員				
Office Assistant ; Messenger 辦公室助理員；信差				
Other Related Tourism Industry Staff 其他相關旅遊業的員工				
For Official Use	0	0	0	

# "Trainees/Apprentices" refers to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.  
「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。

Part II  
第二部份

Part Time employees  
兼職僱員

1. Please indicate the post and the corresponding manpower information for part-time employees^ as at 1<sup>st</sup> August 2023.  
請填寫在2023年8月1日 貴機構的兼職僱員^的職位及相關人力資訊。

Post (Please refer to the principal job in Part I) 職位 (請參考第一部份之主要職務)	Part-time employees^ 兼職僱員^		
	^ “Part-time employees” refers to employees who are employed under a “contract of employment” and their working hours per week is less than 30. “兼職員工”是指根據僱傭合約受僱及每週工作時間少於30小時的員工。		
	No. of employees reported duty as <b>at 1<sup>st</sup> August 2023</b> 在 <b>2023年8月1日</b> 的 值勤人數	Wage 工資 Code 編號 Average Hourly Wage Range 平均時薪幅度 1 \$40 - \$50 2 \$51 - \$65 3 \$66-\$100 4 \$101 or above 或以上	No. of vacancies as <b>at 1<sup>st</sup> August 2023</b> 在 <b>2023年8月1日</b> 的 空缺數目

Business Environment  
行業概況

2. Please indicate your view on the expected change in business volume of your establishment **in the next 12 months** (Please tick in the box as appropriate) and indicate the reasons leading to the **better or worse**.  
請指出 貴機構預計在**未來十二個月**業務額的變化 (請在適當的格內填上“√”號)及引起**較佳或較差**的原因。

<input type="checkbox"/>	Better 較佳	<div>+</div> <div>%</div>	(Please state reasons) (請說明原因)	
<input type="checkbox"/>	Stable 穩定			
<input type="checkbox"/>	Worsen 較差	<div>-</div> <div>%</div>	(Please state reasons) (請說明原因)	
<input type="checkbox"/>	Uncertain 不肯定			

3. Other than the current job positions of your establishment, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.  
除現有職位以外，請指出 貴機構未來將會引入的新職位(如有)，以配合行業的新興趨勢。

New Job title 新職位名稱	Job Descriptions 職位描述

### Age distribution of Employees

#### 僱員年齡分布

4. Please state the number of **full-time employees** of the following job levels and age range distribution.  
請列出 貴機構在下列職級及年齡分布的**全職僱員**人數。

	25 or below 25 歲或以下	26 – 35 26 至 35 歲	36 – 45 36 至 45 歲	46 – 55 46 至 55 歲	56 – 65 56 至 65 歲	66 or above 66 歲或以上	No such level of staff 沒有相關 職級員工
(a) Managerial/Professional 經理／專業人員							<input type="checkbox"/>
(b) Supervisory/ Technical 督導／技術員							<input type="checkbox"/>
(c) Clerical /Operative 文員／操作工							<input type="checkbox"/>
(d) Secretarial/ Others 秘書／其他員工							<input type="checkbox"/>

### New Recruitment

#### 新聘僱員

5. Please state the number of full-time employees who were **newly recruited** in the **past 12 months**.  
(If there is no recruitment, please fill “0” in the box)  
請列出 貴機構在過去十二個月內**新招聘**的全職僱員人數。(如沒有招聘，請在方框內填上“0”)

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
(a) Total 總人數				
(b) Number of new recruits <b>without</b> tourism industry experience and / or tourism training 新招聘中 <b>沒有</b> 旅遊業經驗及／或 <b>沒有</b> 接受旅遊業培訓的全職僱員人數。				
(c) Number of new recruits who are <b>fresh graduates</b> of tourism programmes 新招聘的應屆旅遊業培訓課程 <b>畢業生</b> 人數				

### Employees Leaving the Establishment

#### 僱員離職

6. Please state the number of full-time employees who **left** in the **past 12 months**.  
(If there is no employees left, please fill “0” in the box)  
請列出 貴機構在過去十二個月內**離職**的全職僱員人數。(如沒有員工離職，請在方框內填上“0”)

(a) Managerial/Professional 經理／專業人員	<input type="text"/>	(b) Supervisory/Technical 督導／技術員	<input type="text"/>
(c) Clerical/Operative 文員／操作工	<input type="text"/>	(d) Secretarial/Others 秘書／其他員工	<input type="text"/>

7. Please state the number of full-time employees who **will be retiring** in the **next 12 months**.  
(If there is no employees retired, please fill “0” in the box)  
請列出 貴機構預計在未來十二個月內**退休**的全職僱員人數。(如沒員工退休，請在方框內填上“0”)

(a) Managerial/Professional 經理／專業人員	<input type="text"/>	(b) Supervisory/Technical 督導／技術員	<input type="text"/>
(c) Clerical/Operative 文員／操作工	<input type="text"/>	(d) Secretarial/Others 秘書／其他員工	<input type="text"/>

## Recruitment Difficulties

### 招聘困難

8. Please indicate the difficulties encountered in the recruitment of full-time employees in your establishment in the past 12 months.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

Reasons 原因	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／ 其他員工
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘(包括因沒有相關職級的員工而沒有進行招聘)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and <b>did not encounter</b> difficulties 有招聘，但 <u>沒有遇到</u> 招聘困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Recruitment was taken place and the difficulties encountered were: (You may tick “✓” one or more options.) 有招聘，所遇到的困難是：（可剔“✓”選多於一項。）				
(i) Lack of candidates with relevant experience 缺乏具相關經驗的求職者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Lack of candidates with relevant training / academic or professional qualifications in the related disciplines 缺乏具相關訓練／學歷或專業資格的求職者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Terms of employment could not meet candidates' expectations 聘用條件未能符合求職者的要求	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Working environment could not meet candidates' expectations 工作環境未能符合求職者的要求	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Limited career prospects 晉升機會有限	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Alternative offers in the market 市場上有其他選擇	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Others (please specify) 其他（請說明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Please indicate the difficulties encountered in **retention** of full-time employees of your establishment.  
請指出 貴機構**挽留**全職僱員時所遇到的困難。

<u>Difficulties</u> 困難	<u>Managerial/</u> <u>Professional</u> 經理／ 專業人員	<u>Supervisory/</u> <u>Technical</u> 督導／技術員	<u>Clerical/</u> <u>Operative</u> 文員／操作工	<u>Secretarial/</u> <u>Others</u> 秘書／ 其他員工
(a) No difficulty in retention of full-time employees was encountered 沒有挽留全職僱員的困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) The difficulties encountered were: (You may tick "✓" one or more options) 所遇到的困難是：（可剔“✓”選多於一項）				
(i) Competition for manpower among catering/hotel sectors and other industries in terms of : 就以下方面與飲食／酒店及其他行業之競爭：				
● Job nature and workload 工作性質及工作量	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Compensation and benefits system 薪酬及福利制度	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Working conditions (e.g. long working hours , shift work) 工作條件(例如：工時長，輪班工作)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Career prospects 晉升機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Opportunity of skills training or personal development 技能培訓或個人發展的機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Lack of sense of belonging by staff 員工缺乏歸屬感	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others (please specify) 其他（請說明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Preferred Level of Education and Years of Experience of Employees

#### 僱員宜有的教育程度及相關年資

10. Please choose preferred Level of Education and Years of Experience of **full-time employees**.  
請選擇全職僱員宜有的教育程度及相關年資。

Job level 職級	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>(a) Level of Education</b> (Please tick "✓" <b>1 box</b> for each job level) <b>教育程度</b> (每職級請剔“✓”選一項)				
(i) Postgraduate Degree 研究生學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) First Degree 學士學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Diploma/Certificate 文憑／證書	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Secondary 4 to 7 中四至中七	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Secondary 3 or below 中三或以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>(b) Years of Experience</b> (Please tick "✓" <b>1 box</b> for each job level) <b>相關年資</b> (每職級請剔“✓”選一項)				
(i) 10 years or more 十年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) 6 years to less than 10 years 六年至十年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) 3 years to less than 6 years 三年至六年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) 1 year to less than 3 years 一年至三年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Less than 1 year 一年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) No experience 無經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Training of Employees

#### 僱員的訓練

11. Please choose the preferred mode of training for full-time employees (You may tick "✓" one or more options.).  
請選擇全職僱員宜有的訓練模式 (可剔“✓”選多於一項)。

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>Face-to-face 實體：</b>				
(a) Company's in-house training 公司內部培訓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Outside training provider 外間培訓機構	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) On-the-job training 在職培訓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Online 網上：</b>				
(d) Real-time online training via relevant software (e.g. zoom) 實時透過相關軟體進行網上培訓 (例如：zoom)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Bite-size video training via online platform 在網上平台瀏覽培訓短片	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. When compared with last year, the training and staff development budget of your establishment in the **next 12 months** will:  
貴機構於**未來十二個月**的訓練及員工發展預算經費與過去一年比較是：

☐ Increase 增加

☐ Decrease 減少

☐ Remain unchanged 維持不變

☐ No training arranged in last year or in the next 12 months  
過去一年或未來十二個月沒有安排培訓

13. To meet the emerging trends of the industry, please indicate the future training areas required for full-time employees.

(You may wish to tick “✓” more than 1 training area for each job level)

為配合行業的新興趨勢，請指出全職僱員在未來所需要的培訓範疇。（每職級可剔“✓”選多個培訓範疇）

Training 培訓	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>A. Managerial Skills 管理技巧</b>				
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Human Resources Management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Organization 組織能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Risk Management 風險管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Environment, Social, Governance (ESG) 環境保護、社會責任以及公司治理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Others (please specify) 其他（請說明）1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B. Professional Skills 專業技能</b>				
(i) Venue Operations 場地營運	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Catering Service 餐飲服務	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Ticketing and Reservation System 票務及預訂系統	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Travel Insurance 旅遊保險	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Information Technology 資訊科技	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Laws, rules and regulations 法律、法規和條例	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) First-aid 急救	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Tour-escorting and Tour-guiding 領隊及導遊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Conventional and Exhibition Management 會議及展覽管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(x) Travel/Cruise Consultancy 旅遊/郵輪顧問	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(xi) Travel Health 旅遊健康	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(xii) Others (please specify) 其他（請說明）1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Training 培訓	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>C. Generic Skills 通用技巧</b>				
(i) Service Attitude/Customer Service 服務態度／顧客服務	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Collaboration 協作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Communication/Presentation 溝通／演講	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Critical Thinking 批判性思考	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Problem Solving 解決疑難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Resilience 面對困難時的心理協調和適應能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Crisis Handling 危機處理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (please specify) 其他（請說明）1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>D. Language 語言</b>				
(i) Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) English 英語	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others (please specify) 其他（請說明）_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**End of Questionnaire. Thank You for Your Co-operation.**  
問卷完，多謝合作。

**CONFIDENTIAL**

WHEN ENTERED WITH DATA

填入數據後即成

**機密文件****VOCATIONAL TRAINING COUNCIL****職業訓練局****THE 2023 MANPOWER SURVEY OF THE TOURISM INDUSTRY****旅遊業 2023 年人力調查**

The 2023 Manpower Survey of the Tourism Industry aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please provide the information of your establishment as at **1<sup>st</sup> August 2023** by filling in the questionnaire. Thank you.

旅遊業2023年人力調查旨在蒐集業內人力情況的最新資料，從而為未來人力訓練制訂相關的適當建議。  
懇請 貴機構根據**2023年8月1日**的人力情況填寫此問卷。多謝合作。

**Establishment Information****機構資料**

(For official use)

Industry Code \_\_\_\_\_

TOTAL NO. OF PERSONS ENGAGED: \_\_\_\_\_

僱員總人數

NATURE OF BUSINESS:

業務性質

☐ 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

☐ Meetings, Incentives, Conventions  
and Exhibitions (MICE)  
會議，獎勵及展覽

☐ Amusement Parks And Theme Parks /  
Museum / Attractions  
遊樂園及主題樂園／博物館／景點

☐ Others, please specify  
其他，請註明 \_\_\_\_\_

TYPE OF TOUR OPERATORS:

旅行團組團商類別

☐ Inbound  
入境旅遊

☐ Outbound  
出境旅遊
**Details of Contact Person\*****聯絡人資料\***NAME : \_\_\_\_\_  
姓名POSITION: \_\_\_\_\_  
職位TEL. NO. : \_\_\_\_\_ - \_\_\_\_\_  
電話FAX NO. : \_\_\_\_\_  
圖文傳真E-MAIL : \_\_\_\_\_  
電郵

\* The information provided will be used for the purpose of this and subsequent manpower surveys.  
所提供資料將用作是次及日後人力調查之用。

## Part I – Manpower Information

### 第一部份 – 人力情況

Please complete columns 'B' to 'E' of the questionnaire according to the list of principal jobs by referring to Appendix B for job descriptions of the individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各 'B' 至 'E' 欄。

#### Principal Jobs (Full-time employees) 主要職務 (全職僱員)

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生/ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生/ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生/ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  Code 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
e.g.: Job Title A (3 employees, 1 Apprentice and 2 vacancies) 例子: 職位甲 (3名僱員, 1名學徒及2個空缺)	3	1	2	6
<b>Managerial/ Professional Level 經理／專業人員級</b>				
101 Administration Manager ; Office Manager 行政經理；寫字樓經理				
102 Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監；人力資源部總監				
103 Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理				
104 Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理； 資訊科技經理；資訊科技項目經理； 資訊保安專責經理				
105 Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事				
106 Financial Controller ; Accountant 財務總監；會計師				
107 Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理				
108 Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理；數碼營銷經理				
109 Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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 Reservations Manager 訂位部經理				

# "Trainees/Apprentices" refers to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.

「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。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生/ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生/ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生/ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  <u>Code</u> 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
Please enter a zero '0' in the box if no employee /trainees/apprentices/vacancy. 如沒有僱員／實習生／學徒／空缺，請在方格內 填入 '0'。				
<b>Managerial/ Professional Level (continued) 經理／專業人員級（續）</b>				
111 Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager ; Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理；業務發展經理				
112 Ticketing Manager 票務部經理				
151 Curatorial Officer 館長				
<b>Supervisory/ Technical Level 督導／技術員級</b>				
201 Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任； 數碼營銷主任				
202 Accounting Supervisor ; Accounting Officer 會計部主管；會計部主任 (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存貨／核數／信用部／會計部／出納等)				
204 Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員；資訊保安主任				
205 Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管；旅遊部主任				
206 Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任				
207 Planning Supervisor 策劃主管				
208 Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任				
209 Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經 理；營業部助理主管				
210 Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任				
211 Business Analyst ; Data Analyst 商業分析員；資料分析員				
252 Assistant Curator 助理館長				
253 Curatorial Assistant 策展助理				
255 Assistant Supervisor 助理主管				

# "Trainees/Apprentices" refers to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.  
「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。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務  (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日 的僱員人數 (實習生／ 學徒 <sup>#</sup> 除外)	(C) No. of Trainees/ Apprentices <sup>#</sup> as at 1 <sup>st</sup> August 2023  在2023年8月1日 的實習生／ 學徒 <sup>#</sup> 人數	(D) No. of Vacancies as at 1 <sup>st</sup> August 2023 (Excl. trainees/ apprentices <sup>#</sup> )  在2023年8月1日的 空缺額 (實習生／ 學徒 <sup>#</sup> 除外)	(E) Average Monthly Remuneration Package of Employees (Employee's basic salary + average monthly supplementary benefits)  僱員之每月平均薪酬 (底薪 + 平均每月其他津貼 收入)  Code 編號 1 \$15,000 or below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$40,000 5 \$40,001 - \$50,000 6 \$50,001 - \$60,000 7 \$60,001 or above 或以上
		Please enter a zero '0' in the box if no employee /trainees/apprentices/vacancy. 如沒有僱員／實習生／學徒／空缺，請在方格內 填入 '0'。		
Clerical/ Operative Level 文員／操作工級				
Accounting Clerk ; General Cashier 會計部文員；出納員				
General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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				
Reservations Agent 訂位代理				
Sales Representative 營業代表				
Reservation and/or Ticketing Clerk 訂位及／或票務部文員				
Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）				
Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員； 用戶支援員				
Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理； 數碼營銷助理				
Museum Assistant 博物館助理				
Memorial Art Collection Assistant 紀念藝術藏品助理員				
Museum / Gallery Support Assistant 博物館／畫廊支援助理				
Tour Services Host 觀光服務款待專員				
Marketing and Operation Assistant 市場及營運助理				
Park Operations Host 園區營運員				
Costume Assistant 服裝助理				
Guest Relations Host 顧客服務員				
Operation Assistant 營運助理				
Exhibitions and Displays Coordinator 展覽和展示協調員				
Secretarial/ Others Level 秘書／其他職級				
Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員				
Office Assistant ; Messenger 辦公室助理員；信差				
Other Related Tourism Industry Staff 其他相關旅遊業的員工				

For Official Use	0	0	0
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# “Trainees/Apprentices” refers to those employees undergoing training, and includes trainees receiving any form of training and apprentices under a contract of apprenticeship.  
「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。

Part II  
第二部份

Part Time employees  
兼職僱員

1. Please indicate the post and the corresponding manpower information for part-time employees^ as at 1<sup>st</sup> August 2023.  
請填寫在2023年8月1日 貴機構的兼職僱員^的職位及相關人力資訊。

Post (Please refer to the principal job in Part I) 職位 (請參考第一部份之主要職務)	Part-time employees^ 兼職僱員^		
	^ “Part-time employees” refers to employees who are employed under a “contract of employment” and their working hours per week is less than 30. “兼職員工”是指根據僱傭合約受僱及每週工作時間少於30小時的員工。		
	No. of employees reported duty as <b>at 1<sup>st</sup> August 2023</b> 在 <b>2023年8月1日</b> 的 值勤人數	Wage 工資 Code 編號 Average Hourly Wage Range 平均時薪幅度 1 \$40 - \$50 2 \$51 - \$65 3 \$66-\$100 4 \$101 or above 或以上	No. of vacancies as <b>at 1<sup>st</sup> August 2023</b> 在 <b>2023年8月1日</b> 的 空缺數目

Business Environment  
行業概況

2. Please indicate your view on the expected change in business volume of your establishment **in the next 12 months** (Please tick in the box as appropriate) and indicate the reasons leading to the **better or worse**.  
請指出 貴機構預計在**未來十二個月**業務額的變化 (請在適當的格內填上“√”號)及引起**較佳或較差**的原因。

<input type="checkbox"/>	Better 較佳	<div>+</div> <div>%</div>	(Please state reasons) (請說明原因)	
<input type="checkbox"/>	Stable 穩定			
<input type="checkbox"/>	Worsen 較差	<div>-</div> <div>%</div>	(Please state reasons) (請說明原因)	
<input type="checkbox"/>	Uncertain 不肯定			

3. Other than the current job positions of your establishment, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.  
除現有職位以外，請指出 貴機構未來將會引入的新職位(如有)，以配合行業的新興趨勢。

New Job title 新職位名稱	Job Descriptions 職位描述

### Age distribution of Employees

#### 僱員年齡分布

4. Please state the number of **full-time employees** of the following job levels and age range distribution.  
請列出 貴機構在下列職級及年齡分布的**全職僱員**人數。

	25 or below 25 歲或以下	26 – 35 26 至 35 歲	36 – 45 36 至 45 歲	46 – 55 46 至 55 歲	56 – 65 56 至 65 歲	66 or above 66 歲或以上	No such level of staff 沒有相關 職級員工
(a) Managerial/Professional 經理／專業人員							<input type="checkbox"/>
(b) Supervisory/ Technical 督導／技術員							<input type="checkbox"/>
(c) Clerical /Operative 文員／操作工							<input type="checkbox"/>
(d) Secretarial/ Others 秘書／其他員工							<input type="checkbox"/>

### New Recruitment

#### 新聘僱員

5. Please state the number of full-time employees who were **newly recruited** in the **past 12 months**.  
(If there is no recruitment, please fill “0” in the box)  
請列出 貴機構在過去十二個月內**新招聘**的全職僱員人數。(如沒有招聘，請在方框內填上“0”)

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
(a) Total 總人數				
(b) Number of new recruits <b>without</b> tourism industry experience and / or tourism training 新招聘中 <b>沒有</b> 旅遊業經驗及／或 <b>沒有</b> 接受旅遊業培訓的全職僱員人數。				
(c) Number of new recruits who are <b>fresh graduates</b> of tourism programmes 新招聘的應屆旅遊業培訓課程 <b>畢業生</b> 人數				

### Employees Leaving the Establishment

#### 僱員離職

6. Please state the number of full-time employees who **left** in the **past 12 months**.  
(If there is no employees left, please fill “0” in the box)  
請列出 貴機構在過去十二個月內**離職**的全職僱員人數。(如沒有員工離職，請在方框內填上“0”)

(a) Managerial/Professional 經理／專業人員	<input type="text"/>	(b) Supervisory/Technical 督導／技術員	<input type="text"/>
(c) Clerical/Operative 文員／操作工	<input type="text"/>	(d) Secretarial/Others 秘書／其他員工	<input type="text"/>

7. Please state the number of full-time employees who **will be retiring** in the **next 12 months**.  
(If there is no employees retired, please fill “0” in the box)  
請列出 貴機構預計在未來十二個月內**退休**的全職僱員人數。(如沒員工退休，請在方框內填上“0”)

(a) Managerial/Professional 經理／專業人員	<input type="text"/>	(b) Supervisory/Technical 督導／技術員	<input type="text"/>
(c) Clerical/Operative 文員／操作工	<input type="text"/>	(d) Secretarial/Others 秘書／其他員工	<input type="text"/>

## Recruitment Difficulties

### 招聘困難

8. Please indicate the difficulties encountered in the recruitment of full-time employees in your establishment in the past 12 months.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

Reasons 原因	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／ 其他員工
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘(包括因沒有相關職級的員工而沒有進行招聘)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and <b><u>did not encounter</u></b> difficulties 有招聘，但 <u>沒有遇到</u> 招聘困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Recruitment was taken place and the difficulties encountered were: (You may tick “✓” one or more options.) 有招聘，所遇到的困難是：（可剔“✓”選多於一項。）				
(i) Lack of candidates with relevant experience 缺乏具相關經驗的求職者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Lack of candidates with relevant training / academic or professional qualifications in the related disciplines 缺乏具相關訓練／學歷或專業資格的求職者	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Terms of employment could not meet candidates' expectations 聘用條件未能符合求職者的要求	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Working environment could not meet candidates' expectations 工作環境未能符合求職者的要求	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Limited career prospects 晉升機會有限	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Alternative offers in the market 市場上有其他選擇	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Others (please specify) 其他（請說明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Please indicate the difficulties encountered in **retention** of full-time employees of your establishment.  
請指出 貴機構**挽留**全職僱員時所遇到的困難。

<u>Difficulties</u> 困難	<u>Managerial/</u> <u>Professional</u> 經理／ 專業人員	<u>Supervisory/</u> <u>Technical</u> 督導／技術員	<u>Clerical/</u> <u>Operative</u> 文員／操作工	<u>Secretarial/</u> <u>Others</u> 秘書／ 其他員工
(a) No difficulty in retention of full-time employees was encountered 沒有挽留全職僱員的困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) The difficulties encountered were: (You may tick "✓" one or more options) 所遇到的困難是：（可剔“✓”選多於一項）				
(i) Competition for manpower among catering/hotel sectors and other industries in terms of: 就以下方面與飲食／酒店及其他行業之競爭：				
● Job nature and workload 工作性質及工作量	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Compensation and benefits system 薪酬及福利制度	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Working conditions (e.g. long working hours, shift work) 工作條件(例如：工時長，輪班工作)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Career prospects 晉升機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Opportunity of skills training or personal development 技能培訓或個人發展的機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Lack of sense of belonging by staff 員工缺乏歸屬感	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others (please specify) 其他（請說明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Preferred Level of Education and Years of Experience of Employees

#### 僱員宜有的教育程度及相關年資

10. Please choose preferred Level of Education and Years of Experience of **full-time employees**.  
請選擇全職僱員宜有的教育程度及相關年資。

Job level 職級	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>(a) Level of Education</b> (Please tick “✓” <b>1 box</b> for each job level) <b>教育程度</b> （每職級請剔“✓”選一項）				
(i) Postgraduate Degree 研究生學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) First Degree 學士學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sub-degree (e.g. Higher Diploma) 副學位（例如高級文憑）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Diploma/Certificate 文憑／證書	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Secondary 4 to 7 中四至中七	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Secondary 3 or below 中三或以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>(b) Years of Experience</b> (Please tick “✓” <b>1 box</b> for each job level) <b>相關年資</b> （每職級請剔“✓”選一項）				
(i) 10 years or more 十年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) 6 years to less than 10 years 六年至十年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) 3 years to less than 6 years 三年至六年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) 1 year to less than 3 years 一年至三年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Less than 1 year 一年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) No experience 無經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Training of Employees

#### 僱員的訓練

11. Please choose the preferred mode of training for full-time employees (You may tick “✓” one or more options.).  
請選擇全職僱員宜有的訓練模式（可剔“✓”選多於一項）。

	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>Face-to-face 實體：</b>				
(a) Company's in-house training 公司內部培訓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Outside training provider 外間培訓機構	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) On-the-job training 在職培訓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Online 網上：</b>				
(d) Real-time online training via relevant software (e.g. zoom) 實時透過相關軟體進行網上培訓（例如：zoom）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Bite-size video training via online platform 在網上平台瀏覽培訓短片	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. When compared with last year, the training and staff development budget of your establishment in the **next 12 months** will:  
貴機構於未來十二個月的訓練及員工發展預算經費與過去一年比較是：

☐ Increase 增加

☐ Decrease 減少

☐ Remain unchanged 維持不變

☐ No training arranged in last year or in the next 12 months  
過去一年或未來十二個月沒有安排培訓

13. To meet the emerging trends of the industry, please indicate the future training areas required for full-time employees.

(You may wish to tick “✓” more than 1 training area for each job level)

為配合行業的新興趨勢，請指出全職僱員在未來所需要的培訓範疇。（每職級可剔“✓”選多個培訓範疇）

Training 培訓	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>A. Managerial Skills 管理技巧</b>				
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Human Resources Management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Organization 組織能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Risk Management 風險管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Environment, Social, Governance (ESG) 環境保護、社會責任以及公司治理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Others (please specify) 其他（請說明）1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B. Professional Skills 專業技能</b>				
(i) Venue Operations 場地營運	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Catering Service 餐飲服務	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Ticketing and Reservation System 票務及預訂系統	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Travel Insurance 旅遊保險	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Information Technology 資訊科技	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Laws, rules and regulations 法律、法規和條例	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) First-aid 急救	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Tour-escorting and Tour-guiding 領隊及導遊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Conventional and Exhibition Management 會議及展覽管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(x) Travel/Cruise Consultancy 旅遊/郵輪顧問	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(xi) Travel Health 旅遊健康	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(xii) Others (please specify) 其他（請說明）1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Training 培訓	Managerial/ Professional 經理／專業人員	Supervisory/ Technical 督導／技術員	Clerical/ Operative 文員／操作工	Secretarial/ Others 秘書／其他員工
<b>C. Generic Skills 通用技巧</b>				
(i) Service Attitude/Customer Service 服務態度／顧客服務	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Collaboration 協作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Communication/Presentation 溝通／演講	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Critical Thinking 批判性思考	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Problem Solving 解決疑難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Resilience 面對困難時的心理協調和適應能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Crisis Handling 危機處理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (please specify) 其他（請說明） 1. _____ 2. _____ 3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>D. Language 語言</b>				
(i) Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) English 英語	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others (please specify) 其他（請說明） _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**End of Questionnaire. Thank You for Your Co-operation.**  
問卷完，多謝合作。

The 2023 Manpower Survey of the Tourism Industry  
旅遊業 2023 年人力調查

Explanatory Notes  
附註

**Part I**  
第一部份

1. Principal Jobs – Column ‘A’  
主要職務 —— ‘A’ 欄

- (a) Please go through column ‘A’ and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.  
請瀏覽 ‘A’ 欄，選取適用於 貴機構的主要職務。有關詳細的工作說明，請參閱附錄 B。
- (b) Please note that some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.  
調查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。
- (c) In the event where an employee’s duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.  
如 貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。
- (d) Please add in column ‘A’ titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.  
如 貴機構另有旅遊的主要職務未載於工作說明（附錄 B），請一併填入 ‘A’ 欄內，並簡述其所屬的職務類別及等級。

2. Number of Employees as at 1<sup>st</sup> August 2023 (Excl. Trainees/Apprentices) – Column ‘B’  
在 2023 年 8 月 1 日的僱員人數（實習生／學徒除外） —— ‘B’ 欄

For each principal job, please fill in the total number of employees (excluding trainees/apprentices) as at 1<sup>st</sup> August 2023.

“Full-time 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. These definitions also apply to ‘employee(s)’ appearing in other parts of the questionnaire.

請填寫 貴機構於 2023 年 8 月 1 日僱用的每個主要職務的僱員總數（實習生／學徒除外）。

「全職僱員」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。調查表內所出現的「僱員」等詞，定義亦同。

3. Number of Trainees/Apprentices as at 1<sup>st</sup> August 2023 – Column ‘C’  
在 2023 年 8 月 1 日的實習生／學徒人數 —— ‘C’ 欄

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

請填寫正在全職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。

4. Number of Vacancies as at 1<sup>st</sup> August 2023 (Excl. Trainees/Apprentices) – Column ‘D’

在 2023 年 8 月 1 日的空缺額（實習生／學徒除外）—— ‘D’ 欄

Please fill in the total number of existing full-time vacancies as at 1<sup>st</sup> August 2023. ‘Existing vacancies’ refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at 1<sup>st</sup> August 2023.

請填上在 2023 年 8 月 1 日的每一主要職務的全職空缺額。「現有空缺額」指在 2023 年 8 月 1 日時該職位仍懸空，需立刻填補而現正積極招聘人員填補。

5. Average Monthly Remuneration Package of Employees (Employee’s basic salary + average monthly supplementary benefits) – Column ‘E’

僱員之每月平均薪酬（底薪 + 平均每月其他津貼收入）—— ‘E’ 欄

Please enter the code of average monthly remuneration package during the past 12 months for each principal job of employee(s). This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在 ‘E’ 欄填入每個主要職務的全職僱員過去 12 個月每月平均薪酬的編號。這包括底薪、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。如 貴公司有多於一名僱員擔任同一主要職務，則請取平均收入。

**Part II**

**第二部份**

6. Question 1 - Manpower information of part-time employees

問題1 — 兼職僱員的人力資訊

Please indicate the post and the corresponding manpower information for part-time employees<sup>^</sup> as at 1<sup>st</sup> August 2023. 請填寫在2023年8月1日 貴機構的兼職僱員<sup>^</sup>的職位及相關人力資訊。

➤ Part-time employees: Number of employees reported duty, Hourly Wage and Vacancies  
兼職僱員的值勤人數、時薪及空缺數目

Note:  
註：

<sup>^</sup> “Part-time employees” refers to employees who are employed under a “contract of employment” and their working hours per week is less than 30.  
“兼職員工”是指根據僱傭合約受僱及每週工作時間少於30小時的員工。

7. Question 2 - Business Environment

問題2 — 行業概況

Please indicate the view on the expected change in business volume of your establishment in the next 12 months and indicate the reasons leading to the better or worse.

請指出 貴機構預計在未來十二個月之業務額變化及引起較佳或較差的原因。

8. Question 3 – New Job Position

問題3 — 新職位

Please indicate the new job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.

請指出 貴機構未來將會引入的新職位(如有)，以配合行業的新興趨勢。

9. Question 4 - Age distribution of Employees

問題4 — 僱員年齡分布

Please state the number of full-time employees in respect of different job levels and age range distribution.

請列出 貴機構的就職級及年齡分布的全職僱員人數。

10. Question 5 - New Recruitment

問題5 — 新聘僱員

- ◆ Please fill in the total number of full-time employees who were newly recruited in the past 12 months.  
請填入 貴機構在過去十二個月內新招聘的全職僱員總人數。
- ◆ Please fill in the number of new recruits without tourism industry experience and / or tourism training.  
請填入 貴機構的新招聘中，沒有旅遊業經驗及／或沒有接受旅遊業培訓的全職僱員人數。
- ◆ Please fill in the number of new recruits who are fresh graduates of tourism programmes.  
請填入 貴機構的新招聘中，應屆旅遊業培訓課程畢業生人數。

11. Question 6 - Employees Leaving the Establishment

問題6 — 已離職僱員

Please state the number of full-time employees who left in the past 12 months.  
請列出 貴機構過去十二個月內離職的全職僱員人數。

12. Question 7 - Employees who will be retiring

問題7 — 已退休僱員

Please state the number of full-time employees who will be retiring in the next 12 months.  
請列出 貴機構預計在未來十二個月內退休的全職僱員人數。

13. Question 8 - Recruitment Difficulties

問題8 — 招聘困難

Please indicate the difficulties encountered in the recruitment of full-time employees in your establishment in the past 12 months.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

14. Question 9 - Difficulties Encountered in Retention of full-time employees

問題9 — 挽留全職僱員時所遇到的困難

Please indicate the difficulties encountered in retention of full-time employees of your establishment.  
請指出 貴機構挽留全職僱員時所遇到的困難。

15. Question 10 - Preferred Level of Education and Years of Experience of Employees

問題10 — 僱員宜有的教育程度及相關年資

Please indicate the preferred level of education and years of experience of full-time employees.  
請選擇全職僱員宜有的教育程度及相關年資。

### Definition of Preferred Level of Education

宜有的教育程度的定義

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.  
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to First degrees offered by local or non-local education institutions, or equivalent.  
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.  
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.  
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.  
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.  
「中三或以下」是指中三或以下，或同等教育程度。

### 16. Question 11 - Training mode

問題11 — 訓練模式

Please indicate the preferred mode of training for full-time employees.

請指出全職僱員宜有的訓練模式。

### 17. Question 12 - Comparison with last year's training and staff development budget

問題12 — 與過去一年的訓練及員工發展預算經費比較

When compared with last year, please indicate the training and staff development budget of your establishment in the next 12 months.

請指出 貴機構於未來十二個月的訓練及員工發展預算經費與過去一年比較。

### 18. Question 13 - Training areas

問題 13 — 培訓範疇

To meet the emerging trends of the industry, please indicate the future training areas required for full-time employees. 為配合行業的新興趨勢，請指出全職僱員在未來所需要的培訓範疇。

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**Part I**

**第一部份**

1. Principal Jobs – Column ‘A’

主要職務 —— ‘A’ 欄

- (a) Please go through column ‘A’ and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.  
請瀏覽 ‘A’ 欄，選取適用於 貴機構的主要職務。有關詳細的工作說明，請參閱附錄 B。
- (b) Please note that some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.  
調查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。
- (c) In the event where an employee’s duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.  
如 貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。
- (d) Please add in column ‘A’ titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.  
如 貴機構另有旅遊的主要職務未載於工作說明（附錄 B），請一併填入 ‘A’ 欄內，並簡述其所屬的職務類別及等級。

2. Number of Employees as at 1<sup>st</sup> August 2023 (Excl. Trainees/Apprentices) – Column ‘B’

在 2023 年 8 月 1 日的僱員人數（實習生／學徒除外） —— ‘B’ 欄

For each principal job, please fill in the total number of employees (excluding trainees/apprentices) as at 1<sup>st</sup> August 2023.

“Full-time 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. These definitions also apply to ‘employee(s)’ appearing in other parts of the questionnaire.

請填寫 貴機構於 2023 年 8 月 1 日僱用的每個主要職務的僱員總數（實習生／學徒除外）。

「全職僱員」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。調查表內所出現的「僱員」等詞，定義亦同。

3. Number of Trainees/Apprentices as at 1<sup>st</sup> August 2023 – Column ‘C’

在 2023 年 8 月 1 日的實習生／學徒人數 —— ‘C’ 欄

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

請填寫正在全職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。

4. Number of Vacancies as at 1<sup>st</sup> August 2023 (Excl. Trainees/Apprentices) – Column ‘D’

在 2023 年 8 月 1 日的空缺額（實習生／學徒除外）—— ‘D’ 欄

Please fill in the total number of existing full-time vacancies as at 1<sup>st</sup> August 2023. ‘Existing vacancies’ refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at 1<sup>st</sup> August 2023.

請填上在 2023 年 8 月 1 日的每一主要職務的全職空缺額。「現有空缺額」指在 2023 年 8 月 1 日時該職位仍懸空，需立刻填補而現正積極招聘人員填補。

5. Average Monthly Remuneration Package of Employees (Employee’s basic salary + average monthly supplementary benefits) – Column ‘E’

僱員之每月平均薪酬（底薪 + 平均每月其他津貼收入）—— ‘E’ 欄

Please enter the code of average monthly remuneration package during the past 12 months for each principal job of employee(s). This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在 ‘E’ 欄填入每個主要職務的全職僱員過去 12 個月每月平均薪酬的編號。這包括底薪、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。如 貴公司有多於一名僱員擔任同一主要職務，則請取平均收入。

**Part II**

**第二部份**

6. Question 1 - Manpower information of part-time employees

問題1 — 兼職僱員的人力資訊

Please indicate the post and the corresponding manpower information for part-time employees<sup>^</sup> as at 1<sup>st</sup> August 2023. 請填寫在2023年8月1日 貴機構的兼職僱員<sup>^</sup>的職位及相關人力資訊。

➤ **Part-time employees: Number of employees reported duty, Hourly Wage and Vacancies**  
兼職僱員的值勤人數、時薪及空缺數目

Note:  
註：

<sup>^</sup> “Part-time employees” refers to employees who are employed under a “contract of employment” and their working hours per week is less than 30.  
“兼職員工”是指根據僱傭合約受僱及每週工作時間少於30小時的員工。

7. Question 2 - Business Environment

問題2 — 行業概況

Please indicate the view on the expected change in business volume of your establishment in the next 12 months and indicate the reasons leading to the better or worse.

請指出 貴機構預計在未來十二個月之業務額變化及引起較佳或較差的原因。

8. Question 3 – New Job Position

問題3 — 新職位

Please indicate the new job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.

請指出 貴機構未來將會引入的新職位(如有)，以配合行業的新興趨勢。

9. Question 4 - Age distribution of Employees

問題4 — 僱員年齡分布

Please state the number of full-time employees in respect of different job levels and age range distribution.

請列出 貴機構的就職級及年齡分布的全職僱員人數。

10. Question 5 - New Recruitment

問題5 — 新聘僱員

- ◆ Please fill in the total number of full-time employees who were newly recruited in the past 12 months.  
請填入 貴機構在過去十二個月內新招聘的全職僱員總人數。
- ◆ Please fill in the number of new recruits without tourism industry experience and / or tourism training.  
請填入 貴機構的新招聘中，沒有旅遊業經驗及／或沒有接受旅遊業培訓的全職僱員人數。
- ◆ Please fill in the number of new recruits who are fresh graduates of tourism programmes.  
請填入 貴機構的新招聘中，應屆旅遊業培訓課程畢業生人數。

11. Question 6 - Employees Leaving the Establishment

問題6 — 已離職僱員

Please state the number of full-time employees who left in the past 12 months.  
請列出 貴機構過去十二個月內離職的全職僱員人數。

12. Question 7 - Employees who will be retiring

問題7 — 已退休僱員

Please state the number of full-time employees who will be retiring in the next 12 months.  
請列出 貴機構預計在未來十二個月內退休的全職僱員人數。

13. Question 8 - Recruitment Difficulties

問題8 — 招聘困難

Please indicate the difficulties encountered in the recruitment of full-time employees in your establishment in the past 12 months.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

14. Question 9 - Difficulties Encountered in Retention of full-time employees

問題9 — 挽留全職僱員時所遇到的困難

Please indicate the difficulties encountered in retention of full-time employees of your establishment.  
請指出 貴機構挽留全職僱員時所遇到的困難。

15. Question 10 - Preferred Level of Education and Years of Experience of Employees

問題10 — 僱員宜有的教育程度及相關年資

Please indicate the preferred level of education and years of experience of full-time employees.  
請選擇全職僱員宜有的教育程度及相關年資。

### Definition of Preferred Level of Education

宜有的教育程度的定義

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.  
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
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- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.  
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.  
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
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### 16. Question 11 - Training mode

問題11 — 訓練模式

Please indicate the preferred mode of training for full-time employees.

請指出全職僱員宜有的訓練模式。

### 17. Question 12 - Comparison with last year's training and staff development budget

問題12 — 與過去一年的訓練及員工發展預算經費比較

When compared with last year, please indicate the training and staff development budget of your establishment in the next 12 months.

請指出 貴機構於未來十二個月的訓練及員工發展預算經費與過去一年比較。

### 18. Question 13 - Training areas

問題 13 — 培訓範疇

To meet the emerging trends of the industry, please indicate the future training areas required for full-time employees. 為配合行業的新興趨勢，請指出全職僱員在未來所需要的培訓範疇。

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**Part I**  
**第一部份**

1. Principal Jobs – Column ‘A’  
主要職務 —— ‘A’ 欄

- (a) Please go through column ‘A’ and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.  
請瀏覽 ‘A’ 欄，選取適用於 貴機構的主要職務。有關詳細的工作說明，請參閱附錄 B。
- (b) Please note that some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.  
調查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。
- (c) In the event where an employee’s duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.  
如 貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。
- (d) Please add in column ‘A’ titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.  
如 貴機構另有旅遊的主要職務未載於工作說明（附錄 B），請一併填入 ‘A’ 欄內，並簡述其所屬的職務類別及等級。

2. Number of Employees as at 1<sup>st</sup> August 2023 (Excl. Trainees/Apprentices) – Column ‘B’  
在 2023 年 8 月 1 日的僱員人數（實習生／學徒除外）—— ‘B’ 欄

For each principal job, please fill in the total number of employees (excluding trainees/apprentices) as at 1<sup>st</sup> August 2023.

“Full-time 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. These definitions also apply to ‘employee(s)’ appearing in other parts of the questionnaire.

請填寫 貴機構於 2023 年 8 月 1 日僱用的每個主要職務的僱員總數（實習生／學徒除外）。

「全職僱員」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。調查表內所出現的「僱員」等詞，定義亦同。

3. Number of Trainees/Apprentices as at 1<sup>st</sup> August 2023 – Column ‘C’  
在 2023 年 8 月 1 日的實習生／學徒人數 —— ‘C’ 欄

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

請填寫正在全職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。

4. Number of Vacancies as at 1<sup>st</sup> August 2023 (Excl. Trainees/Apprentices) – Column ‘D’

在 2023 年 8 月 1 日的空缺額（實習生／學徒除外）—— ‘D’ 欄

Please fill in the total number of existing full-time vacancies as at 1<sup>st</sup> August 2023. ‘Existing vacancies’ refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at 1<sup>st</sup> August 2023.

請填上在 2023 年 8 月 1 日的每一主要職務的全職空缺額。「現有空缺額」指在 2023 年 8 月 1 日時該職位仍懸空，需立刻填補而現正積極招聘人員填補。

5. Average Monthly Remuneration Package of Employees (Employee’s basic salary + average monthly supplementary benefits) – Column ‘E’

僱員之每月平均薪酬（底薪 + 平均每月其他津貼收入）—— ‘E’ 欄

Please enter the code of average monthly remuneration package during the past 12 months for each principal job of employee(s). This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在 ‘E’ 欄填入每個主要職務的全職僱員過去 12 個月每月平均薪酬的編號。這包括底薪、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。如 貴公司有多於一名僱員擔任同一主要職務，則請取平均收入。

**Part II**

**第二部份**

6. Question 1 - Manpower information of part-time employees

問題1 — 兼職僱員的人力資訊

Please indicate the post and the corresponding manpower information for part-time employees<sup>^</sup> as at 1<sup>st</sup> August 2023. 請填寫在2023年8月1日 貴機構的兼職僱員<sup>^</sup>的職位及相關人力資訊。

➤ Part-time employees: Number of employees reported duty, Hourly Wage and Vacancies  
兼職僱員的值勤人數、時薪及空缺數目

Note:  
註：

<sup>^</sup> “Part-time employees” refers to employees who are employed under a “contract of employment” and their working hours per week is less than 30.  
“兼職員工”是指根據僱傭合約受僱及每週工作時間少於30小時的員工。

7. Question 2 - Business Environment

問題2 — 行業概況

Please indicate the view on the expected change in business volume of your establishment in the next 12 months and indicate the reasons leading to the better or worse.

請指出 貴機構預計在未來十二個月之業務額變化及引起較佳或較差的原因。

8. Question 3 – New Job Position

問題3 — 新職位

Please indicate the new job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.

請指出 貴機構未來將會引入的新職位(如有)，以配合行業的新興趨勢。

9. Question 4 - Age distribution of Employees

問題4 — 僱員年齡分布

Please state the number of full-time employees in respect of different job levels and age range distribution.

請列出 貴機構的就職級及年齡分布的全職僱員人數。

10. Question 5 - New Recruitment

問題5 — 新聘僱員

- ◆ Please fill in the total number of full-time employees who were newly recruited in the past 12 months.  
請填入 貴機構在過去十二個月內新招聘的全職僱員總人數。
- ◆ Please fill in the number of new recruits without tourism industry experience and / or tourism training.  
請填入 貴機構的新招聘中，沒有旅遊業經驗及／或沒有接受旅遊業培訓的全職僱員人數。
- ◆ Please fill in the number of new recruits who are fresh graduates of tourism programmes.  
請填入 貴機構的新招聘中，應屆旅遊業培訓課程畢業生人數。

11. Question 6 - Employees Leaving the Establishment

問題6 — 已離職僱員

Please state the number of full-time employees who left in the past 12 months.  
請列出 貴機構過去十二個月內離職的全職僱員人數。

12. Question 7 - Employees who will be retiring

問題7 — 將退休僱員

Please state the number of full-time employees who will be retiring in the next 12 months.  
請列出 貴機構預計在未來十二個月內退休的全職僱員人數。

13. Question 8 - Recruitment Difficulties

問題8 — 招聘困難

Please indicate the difficulties encountered in the recruitment of full-time employees in your establishment in the past 12 months.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

14. Question 9 - Difficulties Encountered in Retention of full-time employees

問題9 — 挽留全職僱員時所遇到的困難

Please indicate the difficulties encountered in retention of full-time employees of your establishment.  
請指出 貴機構挽留全職僱員時所遇到的困難。

15. Question 10 - Preferred Level of Education and Years of Experience of Employees

問題10 — 僱員宜有的教育程度及相關年資

Please indicate the preferred level of education and years of experience of full-time employees.  
請選擇全職僱員宜有的教育程度及相關年資。

### Definition of Preferred Level of Education

宜有的教育程度的定義

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.  
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to First degrees offered by local or non-local education institutions, or equivalent.  
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.  
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.  
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.  
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.  
「中三或以下」是指中三或以下，或同等教育程度。

### 16. Question 11 - Training mode

問題11 — 訓練模式

Please indicate the preferred mode of training for full-time employees.

請指出全職僱員宜有的訓練模式。

### 17. Question 12 - Comparison with last year's training and staff development budget

問題12 — 與過去一年的訓練及員工發展預算經費比較

When compared with last year, please indicate the training and staff development budget of your establishment in the next 12 months.

請指出 貴機構於未來十二個月的訓練及員工發展預算經費與過去一年比較。

### 18. Question 13 - Training areas

問題 13 — 培訓範疇

To meet the emerging trends of the industry, please indicate the future training areas required for full-time employees.  
為配合行業的新興趨勢，請指出全職僱員在未來所需要的培訓範疇。

The 2023 Manpower Survey of the Tourism Industry  
旅遊業 2023 年人力調查

Explanatory Notes  
附註

**Part I**  
**第一部份**

1. Principal Jobs – Column ‘A’  
主要職務 —— ‘A’ 欄

- (a) Please go through column ‘A’ and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.  
請瀏覽 ‘A’ 欄，選取適用於 貴機構的主要職務。有關詳細的工作說明，請參閱附錄 B。
- (b) Please note that some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.  
調查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。
- (c) In the event where an employee’s duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.  
如 貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。
- (d) Please add in column ‘A’ titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.  
如 貴機構另有旅遊的主要職務未載於工作說明（附錄 B），請一併填入 ‘A’ 欄內，並簡述其所屬的職務類別及等級。

2. Number of Employees as at 1<sup>st</sup> August 2023 (Excl. Trainees/Apprentices) – Column ‘B’  
在 2023 年 8 月 1 日的僱員人數（實習生／學徒除外）—— ‘B’ 欄

For each principal job, please fill in the total number of employees (excluding trainees/apprentices) as at 1<sup>st</sup> August 2023.

“Full-time 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. These definitions also apply to ‘employee(s)’ appearing in other parts of the questionnaire.

請填寫 貴機構於 2023 年 8 月 1 日僱用的每個主要職務的僱員總數（實習生／學徒除外）。

「全職僱員」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。調查表內所出現的「僱員」等詞，定義亦同。

3. Number of Trainees/Apprentices as at 1<sup>st</sup> August 2023 – Column ‘C’  
在 2023 年 8 月 1 日的實習生／學徒人數 —— ‘C’ 欄

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

請填寫正在全職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。

4. Number of Vacancies as at 1<sup>st</sup> August 2023 (Excl. Trainees/Apprentices) – Column ‘D’

在 2023 年 8 月 1 日的空缺額（實習生／學徒除外）—— ‘D’ 欄

Please fill in the total number of existing full-time vacancies as at 1<sup>st</sup> August 2023. ‘Existing vacancies’ refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at 1<sup>st</sup> August 2023.

請填上在 2023 年 8 月 1 日的每一主要職務的全職空缺額。「現有空缺額」指在 2023 年 8 月 1 日時該職位仍懸空，需立刻填補而現正積極招聘人員填補。

5. Average Monthly Remuneration Package of Employees (Employee’s basic salary + average monthly supplementary benefits) – Column ‘E’

僱員之每月平均薪酬（底薪 + 平均每月其他津貼收入）—— ‘E’ 欄

Please enter the code of average monthly remuneration package during the past 12 months for each principal job of employee(s). This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在 ‘E’ 欄填入每個主要職務的全職僱員過去 12 個月每月平均薪酬的編號。這包括底薪、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。如 貴公司有多於一名僱員擔任同一主要職務，則請取平均收入。

**Part II**

**第二部份**

6. Question 1 - Manpower information of part-time employees

問題1 — 兼職僱員的人力資訊

Please indicate the post and the corresponding manpower information for part-time employees<sup>^</sup> as at 1<sup>st</sup> August 2023. 請填寫在2023年8月1日 貴機構的兼職僱員<sup>^</sup>的職位及相關人力資訊。

➤ Part-time employees: Number of employees reported duty, Hourly Wage and Vacancies  
兼職僱員的值勤人數、時薪及空缺數目

Note:  
註：

<sup>^</sup> “Part-time employees” refers to employees who are employed under a “contract of employment” and their working hours per week is less than 30.  
“兼職員工”是指根據僱傭合約受僱及每週工作時間少於30小時的員工。

7. Question 2 - Business Environment

問題2 — 行業概況

Please indicate the view on the expected change in business volume of your establishment in the next 12 months and indicate the reasons leading to the better or worse.

請指出 貴機構預計在未來十二個月之業務額變化及引起較佳或較差的原因。

8. Question 3 – New Job Position

問題3 — 新職位

Please indicate the new job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.

請指出 貴機構未來將會引入的新職位(如有)，以配合行業的新興趨勢。

9. Question 4 - Age distribution of Employees

問題4 — 僱員年齡分布

Please state the number of full-time employees in respect of different job levels and age range distribution.

請列出 貴機構的就職級及年齡分布的全職僱員人數。

10. Question 5 - New Recruitment

問題5 — 新聘僱員

- ◆ Please fill in the total number of full-time employees who were newly recruited in the past 12 months.  
請填入 貴機構在過去十二個月內新招聘的全職僱員總人數。
- ◆ Please fill in the number of new recruits without tourism industry experience and / or tourism training.  
請填入 貴機構的新招聘中，沒有旅遊業經驗及／或沒有接受旅遊業培訓的全職僱員人數。
- ◆ Please fill in the number of new recruits who are fresh graduates of tourism programmes.  
請填入 貴機構的新招聘中，應屆旅遊業培訓課程畢業生人數。

11. Question 6 - Employees Leaving the Establishment

問題6 — 已離職僱員

Please state the number of full-time employees who left in the past 12 months.  
請列出 貴機構過去十二個月內離職的全職僱員人數。

12. Question 7 - Employees who will be retiring

問題7 — 將退休僱員

Please state the number of full-time employees who will be retiring in the next 12 months.  
請列出 貴機構預計在未來十二個月內退休的全職僱員人數。

13. Question 8 - Recruitment Difficulties

問題8 — 招聘困難

Please indicate the difficulties encountered in the recruitment of full-time employees in your establishment in the past 12 months.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

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問題9 — 挽留全職僱員時所遇到的困難

Please indicate the difficulties encountered in retention of full-time employees of your establishment.  
請指出 貴機構挽留全職僱員時所遇到的困難。

15. Question 10 - Preferred Level of Education and Years of Experience of Employees

問題10 — 僱員宜有的教育程度及相關年資

Please indicate the preferred level of education and years of experience of full-time employees.  
請選擇全職僱員宜有的教育程度及相關年資。

### Definition of Preferred Level of Education

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- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.  
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- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.  
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.  
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.  
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
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### 16. Question 11 - Training mode

問題11 — 訓練模式

Please indicate the preferred mode of training for full-time employees.

請指出全職僱員宜有的訓練模式。

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問題12 — 與過去一年的訓練及員工發展預算經費比較

When compared with last year, please indicate the training and staff development budget of your establishment in the next 12 months.

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### 18. Question 13 - Training areas

問題 13 — 培訓範疇

To meet the emerging trends of the industry, please indicate the future training areas required for full-time employees.  
為配合行業的新興趨勢，請指出全職僱員在未來所需要的培訓範疇。

2023 Manpower Survey of the Tourism Industry

## 旅遊業2023年人力調查

## Job Descriptions for Principal Jobs

in the Tourism Industry – Airline

## 航空界別主要職務工作說明

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.

部分職稱可能與貴機構所採用者有別，但若工作性質相近，請視作同一職務，並在調查表內提供所需資料。

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial / professional level 經理／專業人員級</b>		
101	Administration Manager ; Office Manager 行政經理；寫字樓經理	<ul style="list-style-type: none"> <li>Ensures smooth and efficient running of the internal systems and procedures;</li> <li>Provides prompt and efficient centralised office and supporting services for all personnel.</li> <li>確保內部系統及程序順利有效運作；</li> <li>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。</li> </ul>
102	Director of Personnel and Training; Director of Human Resources 人事及訓練部總監； 人力資源部總監	<ul style="list-style-type: none"> <li>Establishes general personnel policies and adheres to labour laws; oversees staff recruitment, selection and replacement;</li> <li>Assists department heads in scheduling staff vacation;</li> <li>Strengthens employee relations with special incentive and activity programmes;</li> <li>Handles staff grievances;</li> <li>Prepares staff magazine;</li> <li>Works with operation analyst in staff control.</li> <li>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；</li> <li>協助部門主管編排員工假期；</li> <li>推行特設的鼓勵及活動計劃以加強僱員關係；</li> <li>處理員工的投訴；</li> <li>印發員工刊物；</li> <li>就員工管理方面與業務分析主任合作。</li> </ul>
103	Director of Public Relations ; Public Relations Manager 公共關係部總監； 公共關係部經理	<ul style="list-style-type: none"> <li>Plans and directs publicity campaigns and promotion activities at strategic levels;</li> <li>Liaises with the press and entertainment media;</li> <li>Writes and edits all materials for in-house promotions;</li> <li>Handles photo captions, news stories and magazine features of the company for press release locally and internationally;</li> <li>Prepares annual advertising budget;</li> <li>Reviews regularly the major social media and related websites, responds and provides feedback;</li> <li>Monitors and advises on the update of the travel agent's home webpage.</li> <li>根據部門策略計劃及指導宣傳活動；</li> <li>與報界及娛樂界聯絡；</li> <li>撰寫及編輯公司內部的宣傳資料；</li> <li>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；</li> <li>提交每年的廣告預算；</li> <li>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；</li> <li>對旅行社自設網站的定期更新及優化作出意見及指示。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Managerial / professional level (Continued) 經理／專業人員級(續)</b>		
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理; 資訊系統服務經理; 資訊科技經理; 資訊科技項目經理; 資訊保安專責經理	<ul style="list-style-type: none"> <li>● Designs IT applications and systems, and/or customises package solutions to meet business objectives;</li> <li>● Manages all phases of the development life cycle including feasibility study, development, implementation and support;</li> <li>● Manages specific IT development or services projects based on the user's/customer's requirements;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policies and procedures.</li> <li>● 設計電腦應用軟件及系統或制定套裝方案，達致業務目標；</li> <li>● 管理系統開發各階段的工作，包括進行可行性研究、開發、推行及支援系統；</li> <li>● 根據用戶／客戶要求，管理個別電腦開發或項目服務；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	<ul style="list-style-type: none"> <li>● Assumes the total responsibility of managing the establishment, usually with other managers/executives as direct subordinates;</li> <li>● Implements the establishment's policies with a view to achieving their objectives.</li> <li>● 全權負責管理一間機構，通常其直屬下級為其他經理／行政人員；</li> <li>● 推行機構的政策，以達到其目標。</li> </ul>
106	Financial Controller ; Accountant 財務總監；會計師	<ul style="list-style-type: none"> <li>● Oversees accounting matters;</li> <li>● Advises top management on financing of capital expenditure monitors</li> <li>● Reviews accounting and financial control system for the company;</li> <li>● Prepares accounting reports and budgets for top management;</li> <li>● Prepares and reviews tax returns;</li> <li>● Supervises and coordinates the activities of accounting staff.</li> <li>● 監督會計事宜；</li> <li>● 向高層提供有關應付支出的意見；</li> <li>● 代機構監管及檢討會計及財務管理制度；</li> <li>● 編寫會計報告及預算案呈交高層；</li> <li>● 填寫稅單及檢討報稅工作；</li> <li>● 督導及安排會計部職員的工作。</li> </ul>
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	<ul style="list-style-type: none"> <li>● Takes charge of the overall operation;</li> <li>● Maintains close liaison with personnel in the local travel market and participates in international travel trade conventions/conferences.</li> <li>● 主管整體工作；</li> <li>● 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。</li> </ul>

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<b>Managerial / professional level (Continued) 經理／專業人員級(續)</b>		
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監； 會議經理；項目經理；數碼營 銷經理	<ul style="list-style-type: none"> <li>Plans, organises, directs and controls the company's marketing functions;</li> <li>Reviews market and sales analysis to determine local and overseas market requirements;</li> <li>Co-ordinates public relations activities relating to sales promotion;</li> <li>Chairs the daily briefing of sales department, controls the Kardex System.</li> <li>Submits a monthly sales report, solicits for group and convention business;</li> <li>Conducts sales campaign and contacts all visiting travel trade and business personnel;</li> <li>Develops digital marketing strategies on the data collected from customers and various sources;</li> <li>Develops and implements company's digital marketing and online-media strategies and campaigns;</li> <li>Oversees, co-ordinates and plans the digital media creation and multi-channel publication of the requested content;</li> <li>Undertakes marketing activities and advertising promotional plans, manages events and data analyses.</li> <li>策劃、組織、指導和管理公司的市場拓展活動；</li> <li>檢討市場及營業分析，以確定本地及海外市場需求；</li> <li>統籌與業務推廣有關的公共關係活動；</li> <li>主持營業部每日的簡短會議，控制顧客資料卡片系統；</li> <li>提交每月營業報告，爭取團體及會議業務；</li> <li>推行營業計劃並與訪港的旅遊業及商界人士聯絡；</li> <li>收集來自不同渠道和數碼平台用戶數據及制定數碼營銷策略；</li> <li>發展及實施公司數碼營銷及網上媒體策略和活動；</li> <li>監察、統籌及策劃數碼內容創作，管理製作流程及細節；</li> <li>負責市場活動與廣告/推廣計劃，管理項目和分析數據。</li> </ul>
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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	<ul style="list-style-type: none"> <li>Plans and implements effective personnel management and training procedures for all levels of staff;</li> <li>Co-ordinates and controls internal and external training;</li> <li>Advises management on personnel/training and management development trends;</li> <li>Acts as course leader in specific training programmes;</li> <li>Provides counselling for employees;</li> <li>Determines the effectiveness of personnel and training activities.</li> <li>為各職級人員策劃及推行有效的人事管理及訓練計劃；</li> <li>管理及協調機構內外訓練；</li> <li>就人事／訓練及管理發展趨勢向管理階層提供意見；</li> <li>任特別訓練計劃的課程負責人；</li> <li>為職員提供輔導；</li> <li>評定人事管理及訓練活動的成效。</li> </ul>
110	Reservations Manager 訂位部經理	<ul style="list-style-type: none"> <li>Formulates and supervises the reservation system;</li> <li>Clarifies booking situation with management of travel/tourism related organisations and commercial accounts;</li> <li>Promotes good relations with the public.</li> <li>制定及監督訂位制度；</li> <li>向旅遊機構管理人員及客戶查詢訂位情況；</li> <li>促進與公眾的關係。</li> </ul>
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager ; Business Development Manager 營業經理；業務經理； 客戶服務經理； 旅遊部經理； 業務發展經理	<ul style="list-style-type: none"> <li>Re-structures marketing and sales strategies;</li> <li>Observes competitors and new market trends;</li> <li>Plans sales calls and provides leads;</li> <li>Conducts sales performance appraisals of subordinates;</li> <li>Reviews sales targets regularly.</li> <li>重訂市場拓展及營業策略；</li> <li>留意同業動態及市況新趨勢；</li> <li>設計營業付款通知書及提供重要報導；</li> <li>評估屬下的推銷表現；</li> <li>定期檢討營業目標。</li> </ul>

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<b>Managerial / professional level (Continued) 經理／專業人員級(續)</b>		
112	Ticketing Manager 票務部經理	<ul style="list-style-type: none"> <li>Controls, formulates and supervises the ticketing system of the agency according to international and local regulations;</li> <li>Clarifies booking situation with management of travel/tourism related organisations and commercial accounts.</li> <li>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；</li> <li>向旅遊機構管理人員及客戶查詢訂票情況。</li> </ul>
115	Airport Manager ; Traffic Manager ; Crew Control Manager /Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理；交通事務經理；機組人員運作經理；客戶關係經理	<ul style="list-style-type: none"> <li>Oversees all traffic activities at the airport and key areas in the station;</li> <li>Supervises flight movements and passenger/cargo loads;</li> <li>Oversees and ensures crew's operational requirements are met legally and cost effectively;</li> <li>Handles in-flight emergency procedures;</li> <li>Handles passengers' complaints;</li> <li>Liaises with reservations and sales departments.</li> <li>監察機場及站內主要地區所有交通活動；</li> <li>監督航班調動、飛航情況、乘客數目及貨物載貨量；</li> <li>監察機組人員運作及調動情況，確保運作符合法律要求及成本效益；</li> <li>處理機艙緊急情況；</li> <li>處理乘客投訴；</li> <li>與訂位部及營業部聯繫。</li> </ul>
116	Flight Dispatch Manager 航班簽派經理	<ul style="list-style-type: none"> <li>Ensures the correctness of flight plans which contain route details, fuel consumption, flight time, altitudes, weather information and navigation information and relevant documents prepared by the Flight Dispatch Officer;</li> <li>Supervises pre-flight briefings to pilots conducted by the Flight Dispatch Officer.</li> <li>確認航班簽派員制定的飛行計劃的準確性，包括：詳盡航綫資料、燃油消耗量、飛行時間、飛行高度、天氣資料、導航資料及相關文件；</li> <li>監督航班簽派員與飛行員進行的航班飛行簡報。</li> </ul>
<b>Supervisory / Technical level 督導／技術員級</b>		
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	<ul style="list-style-type: none"> <li>Develops new accounts and additional business by regularly contacting clients and calling on potential clients, obtains marketing information and follows referrals from clients and competitors;</li> <li>Completes weekly call reports;</li> <li>Coordinates and plans the digital media creation and multi-channel publication of the requested content.</li> <li>按時聯絡有關人士，以爭取新客戶及額外業務，蒐集市場資料和跟進同業及客戶介紹的情況；</li> <li>填寫每週的聯絡報告；</li> <li>統籌及策劃數碼內容創作，管理製作流程及細節。</li> </ul>

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<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
202	Accounting Supervisor ; Accounting Officer 會計部主管；會計部主任  (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存 貨／核數／信用部／會計部 ／出納等)	<ul style="list-style-type: none"> <li>Accounting duties which include the following: audits and processes the payments of all of the company's disbursements;</li> <li>Prepares expense analysis and other reports on suppliers' invoices and monthly statements;</li> <li>Keeps proper record of all amounts due to the company on a timely basis;</li> <li>Computes all travel agents' commissions payable;</li> <li>Controls and balances all advance deposits;</li> <li>Responses to account disputes and queries;</li> <li>Prepares the monthly accounts receivable report;</li> <li>Keeps all records relating to payroll;</li> <li>Prepares and remits payroll reports;</li> <li>Compiles all tax returns.</li> <li>核對及處理公司一切支出；</li> <li>編製支出分析及其他有關供應商發票及月結單的報告；</li> <li>保存應收帳紀錄；</li> <li>計算一切應付予旅行社的佣金；</li> <li>控制並平衡所有預付定金；</li> <li>處理會計上的爭議及疑問；</li> <li>編製每月應收帳款報告；</li> <li>保存所有與薪酬有關的紀錄；</li> <li>編製並提交薪酬報告；</li> <li>編製所有報稅表。</li> </ul>
203	Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor / Crew Operations Supervisor; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管；交通事務主管；機 組人員運作主管；高級機艙事 務長；機艙事務長；客戶關係 主管	<ul style="list-style-type: none"> <li>Supervises and co-ordinates all traffic activities at the airport and key areas in the station;</li> <li>Monitors and ensures that crew's operational requirements are met legally and cost effectively;</li> <li>Deputises for customer service manager in his absence and informs him when emergency procedure is required;</li> <li>Handles passengers complaints;</li> <li>Keeps destination ports informed of flight movements and passenger/cargo loads;</li> <li>Liaises with reservations and sales departments.</li> <li>監督及協調機場及站內主要地區的一切交通活動；</li> <li>監督機組人員運作及調動情況，確保運作符合法律要求及成本效益；</li> <li>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；</li> <li>處理乘客投訴；</li> <li>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；</li> <li>與訂位部及營業部聯絡。</li> </ul>
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員； 程式編寫員；資訊保安主任	<ul style="list-style-type: none"> <li>Designs and develops computer programmes to meet business needs according to the requirements laid down by the functional and technical specifications;</li> <li>Applies appropriate system and programming tools, and hardware to deliver cost efficient business solutions;</li> <li>Specialises in the system support and maintenance, which enables the use of system software for improving the system performance and quality of service;</li> <li>Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>Drafts the information security standards, policy and procedures.</li> <li>根據功能及技術規格，設計及開發電腦程式，應付業務需要；</li> <li>應用合適的系統、程式編製工具及硬件，提供具成本效益的業務方案；</li> <li>專責系統支援及維修，以便提高系統性能及服務質素；</li> <li>負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>擬定資訊保安標準、政策及程序。</li> </ul>

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<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任； 訓練部主任； 人力資源部主任	<ul style="list-style-type: none"> <li>● Recruits, interviews and hires employees;</li> <li>● Counsels, transfers and dismisses employees based on appraisal of supervisors.</li> <li>● Counsels and advises department heads regarding personnel problems;</li> <li>● Assists in implementing training policies and functions;</li> <li>● Keeps staff training records;</li> <li>● Arranges for training schedules and liaises with outside training/education institutions.</li> <li>● 招募、約見及聘任僱員；</li> <li>● 根據考績報告輔導、調派或革除僱員；</li> <li>● 就人事問題向部門主管提供意見；</li> <li>● 協助推行訓練政策和活動；</li> <li>● 保存員工受訓紀錄；</li> <li>● 安排訓練日程，並與外界訓練／教育機構聯繫。</li> </ul>
207	Planning Supervisor 策劃主管	<ul style="list-style-type: none"> <li>● Supervises statistics clerks;</li> <li>● Produces regular statistical reports;</li> <li>● Monitors monthly commitments against budget.</li> <li>● 監督統計部文員；</li> <li>● 定期編製統計報告；</li> <li>● 按財政預算控制每月的承付支出。</li> </ul>
208	Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	<ul style="list-style-type: none"> <li>● Provides supervisory coverage in reservation during each shift;</li> <li>● Clarifies booking situation and feeds back vital information to departments concerned;</li> <li>● Promotes good relations with the public.</li> <li>● 監督每更訂位部職員的工作；</li> <li>● 查詢訂位情況，並將重要資料轉達有關部門；</li> <li>● 促進與公眾的關係。</li> </ul>
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營 業部主管；團體營業聯絡 主任；助理營業經理；營業 部助理主管	<ul style="list-style-type: none"> <li>● Assists the manager to co-ordinate tour operation for groups and individuals;</li> <li>● Liaises with airlines, other travel agencies and hotels;</li> <li>● Promotes sales to commercial accounts;</li> <li>● Follows up on future booking and attends to complaints.</li> <li>● 協助經理處理團體及個人旅遊事宜；</li> <li>● 與航空公司、其他旅行社及酒店聯絡；</li> <li>● 向商務機構推廣業務。</li> <li>● 辦理訂房及投訴事宜。</li> </ul>
210	Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	<ul style="list-style-type: none"> <li>● Provides supervisory coverage in ticket office;</li> <li>● Compiles daily, weekly and monthly statistical reports on tickets issued;</li> <li>● Updates information of flight movements, exchange rates and air tariffs;</li> <li>● Assists subordinates in handling complicated matters.</li> <li>● 監督票務部的工作；</li> <li>● 就每日、每週及每月所發出的機票編製統計報告；</li> <li>● 提供有關航機飛行情況、匯率及航空關稅的最新資料；</li> <li>● 協助屬下處理複雜問題。</li> </ul>
211	Business Analyst ; Data Analyst 商業分析員；資料分析員	<ul style="list-style-type: none"> <li>● Controls passenger bookings and monitors reservations (technical) standards on the route(s) assigned; reviews flight booking profiles, short term capacity planning and performs allocation/re-allocation of seats.</li> <li>● 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。</li> </ul>

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<b>Clerical/Operative level 文員／操作工級</b>		
301	Accounting Clerk/ General Cashier 會計部文員；出納員	<ul style="list-style-type: none"> <li>● 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.</li> <li>● 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。</li> </ul>
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	<ul style="list-style-type: none"> <li>● Performs clerical duties of a general nature such as copying, compiling, filing and recording information.</li> <li>● 負責一般文職工作，包括抄寫、編纂、編理檔案及紀錄資料等。</li> </ul>
304	Reservations Agent 訂位代理	<ul style="list-style-type: none"> <li>● Controls booking situation for all flights;</li> <li>● Works with ticketing officers;</li> <li>● Sells seats and services to passengers;</li> <li>● Provides information to other departments.</li> <li>● 處理所屬航班的訂位服務；</li> <li>● 與票務部主任合作；</li> <li>● 向顧客銷售機票及其他服務；</li> <li>● 向其他部門提供資料。</li> </ul>
305	Sales Representative 營業代表	<ul style="list-style-type: none"> <li>● Meets sales targets;</li> <li>● Sells air travel services;</li> <li>● Produces regular reports on business transactions;</li> <li>● Attends daily briefing and follows up the instructions from supervisor.</li> <li>● 實現營業目標；</li> <li>● 推銷航空服務；</li> <li>● 定期編製業務報告書；</li> <li>● 出席每日的簡短會議，並按照主管的指示做跟進工作。</li> </ul>
306	Statistical Clerk ; Operation Clerk ; Planning Officer 統計部文員；業務文員； 策劃主任	<ul style="list-style-type: none"> <li>● Produces timetables and schedules publications;</li> <li>● Updates statistics;</li> <li>● Prepares flight coupons, data and monthly cargo and passenger revenue by port for analysis;</li> <li>● Advises local publication on daily flight movements;</li> <li>● Assists in preparation of budgets;</li> <li>● Schedules co-ordination and clearance of slots in all ports;</li> <li>● Liaises with engineering, operations and sales.</li> <li>● 編製時間表及安排刊登資料；</li> <li>● 提供最新統計資料；</li> <li>● 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；</li> <li>● 向本地刊物提供每日航機班次資料；</li> <li>● 協助編製預算案；</li> <li>● 編排來往班機時間及使機場上通道暢行；</li> <li>● 與工程部、航機事務部及營業部聯絡。</li> </ul>

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<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
307	Cabin Attendant/Crew 機艙服務員	<ul style="list-style-type: none"> <li>● Greets and conducts passengers to assigned seats;</li> <li>● Bids farewell when disembarking;</li> <li>● Ensures that seat-belts are fastened and “no-smoking” signs obeyed whenever necessary;</li> <li>● Distributes reading materials, answers enquiries;</li> <li>● Ensures prepared meals and beverages are on board and serves them;</li> <li>● Keeps cabin tidy and stows equipment securely;</li> <li>● Administers minor medical aid;</li> <li>● Explains use of safety equipment;</li> <li>● Distributes immigration and landing forms;</li> <li>● May collect money for beverages and duty free items;</li> <li>● Makes announcements;</li> <li>● Ensures passengers’ in-flight safety and comfort.</li> <li>● 招待及引領乘客就座；</li> <li>● 飛機著陸時向乘客道別；</li> <li>● 在需要時，確保乘客已繫上安全帶及遵守「不准吸烟」指示；</li> <li>● 派發雜誌讀物，回答詢問；</li> <li>● 確保機上準備好食物及飲品，並派遞餐點；</li> <li>● 保持機艙整潔及使各項物品安放妥當；</li> <li>● 進行簡單醫療救傷工作；</li> <li>● 解釋如何使用安全設備；</li> <li>● 派發入境及著陸用表格；</li> <li>● 或須向乘客收取飲品及購買免稅貨品的費用；</li> <li>● 向乘客宣佈事項；</li> <li>● 確保乘客於航機上之安全及舒適。</li> </ul>
308	Cargo Officer (Passenger Service) 貨物裝卸主任 (旅客服務)	<ul style="list-style-type: none"> <li>● Deals with matters connected with airfreight, such as airway bills or consignment notes, loading, unloading and distribution of load on the plane.</li> <li>● 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。</li> </ul>
309	Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	<ul style="list-style-type: none"> <li>● Guides and assists passengers to board the aircraft or escorts disembarking passengers to the immigration counter;</li> <li>● Makes arrangements to passenger coaches for airport and aircraft transfers;</li> <li>● Checks passenger load and bag number of each flight;</li> <li>● Completes flight reports;</li> <li>● Makes necessary boarding, paging or delay announcements;</li> <li>● Collects and checks travel documents and tickets from boarding passengers;</li> <li>● Calculates and accepts charges arising from excess baggage;</li> <li>● Implements any changes in the check-in procedure as instructed by supervisor;</li> <li>● Obtains and issues seat numbers;</li> <li>● Issues boarding passes; collects airport tax.</li> <li>● 帶領及協助旅客登機或陪同落機旅客往入境登記處；</li> <li>● 安排旅遊車運載乘客前往機場及安排轉機；</li> <li>● 檢查每班機的載客量及行李數量；</li> <li>● 填寫飛行報告；</li> <li>● 宣佈各項消息，包括登機、傳呼旅客及飛機延期等資料。</li> <li>● 向登機旅客收取及檢查旅行證件及機票；</li> <li>● 計算及收取過磅行李費用；</li> <li>● 根據主管指示更改行李過磅程序；</li> <li>● 收取及發出座位號碼；</li> <li>● 發出登機證；收取機場稅。</li> </ul>
310	Information Counter Officer ; Customer Services Officer 詢問處主任；客戶服務部主任	<ul style="list-style-type: none"> <li>● Provides information on air fares, flight arrivals and departures;</li> <li>● Helps passengers make advance bookings;</li> <li>● Channels customers’ queries or complaints to the right departments.</li> <li>● 提供有關機票及往來班機的資料；</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
		<ul style="list-style-type: none"> <li>● 協助旅客預訂機票；</li> <li>● 將顧客的詢問或投訴轉達有關部門。</li> </ul>
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
311	Flight Dispatch Officer 航班簽派員	<ul style="list-style-type: none"> <li>● Makes out flight plans;</li> <li>● Briefs aircraft captains on their journey;</li> <li>● Deals with fuel requirement, take-off and landing weight restrictions;</li> <li>● Works with air traffic control personnel.</li> <li>● 填寫飛行計劃；</li> <li>● 向機長簡述航行情況；</li> <li>● 處理有關燃料規定以及飛機升降的重量限制等事宜；</li> <li>● 與航空交通控制人員合作。</li> </ul>
313	Airport Officer ; Crew Control Officer / Crew Operations Officer 機場主任；機組人員運作主任	<ul style="list-style-type: none"> <li>● Ensures that the crews' operational requirements are met legally and cost effectively;</li> <li>● Handles manpower reassignment in crew operations and cockpit crew training.</li> <li>● 確保機組人員運作符合法律要求及成本效益；</li> <li>● 處理機組人員人手調配及飛行人員培訓。</li> </ul>
314	Traffic Officer 交通事務主任	<ul style="list-style-type: none"> <li>● 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;</li> <li>● Works with the operations staff.</li> <li>● 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其他文件；</li> <li>● 與航機事務人員合作。</li> </ul>
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員; 電腦操作員; 用戶支援員	<ul style="list-style-type: none"> <li>● Operates and controls data processing equipment;</li> <li>● Enters prepared source data into data entry machine;</li> <li>● Records data on card, magnetic tape and disk;</li> <li>● Despatches computer print-outs to users;</li> <li>● Sets up, renews and updates the travel agent's home page;</li> <li>● Monitors and provides data on the website traffic for management's analysis;</li> <li>● Provides technical support services to internal users or external clients, including desktop hardware, system and application software installation; upgrading.</li> <li>● 操作及控制資料處理設備；</li> <li>● 輸入編妥資料；</li> <li>● 將資料紀錄在咭片、磁帶及磁碟上；</li> <li>● 將電腦印出資料發送予有關部門；</li> <li>● 設立、更新及優化旅行社自設的網站；</li> <li>● 監控及提供瀏覽數據給管理層作分析用；</li> <li>● 為機構內部用戶或外間客戶提供技術支援服務，包括：安裝桌面硬件、系統及應用軟件；系統升級。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
324	Airline Reservation and/or Ticketing Clerk 航空公司訂位及；或 票務部文員	<ul style="list-style-type: none"> <li>● Makes travel and hotel reservation according to customers' requirement;</li> <li>● Examines schedules of air, sea or land transport and hotel facilities;</li> <li>● Completes and issues tickets, vouchers and other documents;</li> <li>● Makes special arrangements for package tours;</li> <li>● May need to assist passengers to obtain passports, visas and foreign currencies;</li> <li>● May prepare accounts and receive payments;</li> <li>● Advises on air fares and routes;</li> <li>● Makes bookings for customers;</li> <li>● Collects money in the right currency and issues tickets to passengers;</li> <li>● Checks flight movements.</li> <li>● 根據顧客要求預訂團位及酒店；</li> <li>● 查核有關海、陸、空交通情況及酒店設施；</li> <li>● 填發票券、收據及其他文件；</li> <li>● 為旅行團作出特別安排；</li> <li>● 或須協助旅客申領護照、入境證及找換外幣；</li> <li>● 或須編製會計帳目及負責收取費用；</li> <li>● 就飛機票價及航線提出意見；</li> <li>● 替顧客預訂座位；</li> <li>● 知會顧客以適當貨幣支付機票費用，並發出機票；</li> <li>● 查實航機班次及處理有關行程更改。</li> </ul>
326	Marketing / Public Relations Assistant ; Digital Marketing Assistant 市場拓展/公共關係助理; 數碼營銷助理	<ul style="list-style-type: none"> <li>● Assists the digital marketing team to manage relevant social media;</li> <li>● Updates and interacts with public on digital platform.</li> <li>● 協助數碼營銷部門管理相關社交媒體；</li> <li>● 更新及在數碼平台上與公眾互動。</li> </ul>
<b>Secretarial/Others level 秘書／其他職級</b>		
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書； 打字員	<ul style="list-style-type: none"> <li>● Takes dictation and transcribes letters, reports and memos;</li> <li>● Answers telephone, screen calls and takes messages;</li> <li>● Prepares replies to routine enquiries;</li> <li>● Maintains daily calendar and appointment schedules;</li> <li>● Receives personal callers and performs related secretarial duties.</li> <li>● 筆錄及繕寫信件、報告及便箋；</li> <li>● 接聽電話，甄別來電及記下口訊；</li> <li>● 答覆一般詢問；</li> <li>● 編擬每日事務及約會表；</li> <li>● 接待訪客及負責有關的秘書職務。</li> </ul>
402	Office Assistant ; Messenger 辦公室助理員；信差	<ul style="list-style-type: none"> <li>● Handles odd jobs and despatches errands for the general office.</li> <li>● 為總辦事處處理雜務及差使。</li> </ul>

2023 Manpower Survey of the Tourism Industry

## 旅遊業2023年人力調查

Job Descriptions for Principal Jobs  
in the Tourism Industry – Travel Agent  
 旅行社界別主要職務工作說明

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.

部分職稱可能與貴機構所採用者有別，但若工作性質相近，請視作同一職務，並在調查表內提供所需資料。

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial / professional level 經理／專業人員級</b>		
101	Administration Manager ; Office Manager 行政經理；寫字樓經理	<ul style="list-style-type: none"> <li>Ensures smooth and efficient running of the internal systems and procedures;</li> <li>Provides prompt and efficient centralised office and supporting services for all personnel.</li> <li>確保內部系統及程序順利有效運作；</li> <li>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。</li> </ul>
102	Director of Personnel and Training; Director of Human Resources 人事及訓練部總監； 人力資源部總監	<ul style="list-style-type: none"> <li>Establishes general personnel policies and adheres to labour laws; oversees staff recruitment, selection and replacement;</li> <li>Assists department heads in scheduling staff vacation;</li> <li>Strengthens employee relations with special incentive and activity programmes;</li> <li>Handles staff grievances;</li> <li>Prepares staff magazine;</li> <li>Works with operation analyst in staff control.</li> <li>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；</li> <li>協助部門主管編排員工假期；</li> <li>推行特設的鼓勵及活動計劃以加強僱員關係；</li> <li>處理員工的投訴；</li> <li>印發員工刊物；</li> <li>就員工管理方面與業務分析主任合作。</li> </ul>
103	Director of Public Relations ; Public Relations Manager 公共關係部總監； 公共關係部經理	<ul style="list-style-type: none"> <li>Plans and directs publicity campaigns and promotion activities at strategic levels;</li> <li>Liaises with the press and entertainment media;</li> <li>Writes and edits all materials for in-house promotions;</li> <li>Handles photo captions, news stories and magazine features of the company for press release locally and internationally;</li> <li>Prepares annual advertising budget;</li> <li>Reviews regularly the major social media and related websites, responds and provides feedback;</li> <li>Monitors and advises on the update of the travel agent's home webpage.</li> <li>根據部門策略計劃及指導宣傳活動；</li> <li>與報界及娛樂界聯絡；</li> <li>撰寫及編輯公司內部的宣傳資料；</li> <li>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；</li> <li>提交每年的廣告預算；</li> <li>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；</li> <li>對旅行社自設網站的定期更新及優化作出意見及指示。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Managerial / professional level (Continued) 經理／專業人員級(續)</b>		
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理; 資訊系統服務經理; 資訊科技經理; 資訊科技項目經理; 資訊保安專責經理	<ul style="list-style-type: none"> <li>● Designs IT applications and systems, and/or customises package solutions to meet business objectives;</li> <li>● Manages all phases of the development life cycle including feasibility study, development, implementation and support;</li> <li>● Manages specific IT development or services projects based on the user's/customer's requirements;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policies and procedures.</li> <li>● 設計電腦應用軟件及系統或制定套裝方案，達致業務目標；</li> <li>● 管理系統開發各階段的工作，包括進行可行性研究、開發、推行及支援系統；</li> <li>● 根據用戶／客戶要求，管理個別電腦開發或項目服務；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	<ul style="list-style-type: none"> <li>● Assumes the total responsibility of managing the establishment, usually with other managers/executives as direct subordinates;</li> <li>● Implements the establishment's policies with a view to achieving their objectives.</li> <li>● 全權負責管理一間機構，通常其直屬下級為其他經理／行政人員；</li> <li>● 推行機構的政策，以達到其目標。</li> </ul>
106	Financial Controller ; Accountant 財務總監；會計師	<ul style="list-style-type: none"> <li>● Oversees accounting matters;</li> <li>● Advises top management on financing of capital expenditure monitors</li> <li>● Reviews accounting and financial control system for the company;</li> <li>● Prepares accounting reports and budgets for top management;</li> <li>● Prepares and reviews tax returns;</li> <li>● Supervises and coordinates the activities of accounting staff.</li> <li>● 監督會計事宜；</li> <li>● 向高層提供有關應付支出的意見；</li> <li>● 代機構監管及檢討會計及財務管理制度；</li> <li>● 編寫會計報告及預算案呈交高層；</li> <li>● 填寫稅單及檢討報稅工作；</li> <li>● 督導及安排會計部職員的工作。</li> </ul>
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	<ul style="list-style-type: none"> <li>● Takes charge of the overall operation;</li> <li>● Maintains close liaison with personnel in the local travel market and participates in international travel trade conventions/conferences.</li> <li>● 主管整體工作；</li> <li>● 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。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Managerial / professional level (Continued) 經理／專業人員級（續）</b>		
108	Marketing Manager ; Director of Sales ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監； 項目經理；數碼營銷經理	<ul style="list-style-type: none"> <li>Plans, organises, directs and controls the company's marketing functions;</li> <li>Reviews market and sales analysis to determine local and overseas market requirements;</li> <li>Co-ordinates public relations activities relating to sales promotion;</li> <li>Chairs the daily briefing of sales department, controls the Kardex System.</li> <li>Submits a monthly sales report, solicits for group business;</li> <li>Conducts sales campaign and contacts all visiting travel trade and business personnel;</li> <li>Develops digital marketing strategies on the data collected from customers and various sources;</li> <li>Develops and implements company's digital marketing and online-media strategies and campaigns;</li> <li>Oversees, co-ordinates and plans the digital media creation and multi-channel publication of the requested content;</li> <li>Undertakes marketing activities and advertising promotional plans, manages events and data analyses.</li> <li>策劃、組織、指導和管理公司的市場拓展活動；</li> <li>檢討市場及營業分析，以確定本地及海外市場需求；</li> <li>統籌與業務推廣有關的公共關係活動；</li> <li>主持營業部每日的簡短會議，控制顧客資料卡片系統；</li> <li>提交每月營業報告，爭取團體業務；</li> <li>推行營業計劃並與訪港的旅遊業及商界人士聯絡；</li> <li>收集來自不同渠道和數碼平台用戶數據及制定數碼營銷策略；</li> <li>發展及實施公司數碼營銷及網上媒體策略和活動；</li> <li>監察、統籌及策劃數碼內容創作，管理製作流程及細節；</li> <li>負責市場活動與廣告/推廣計劃，管理項目和分析數據。</li> </ul>
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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	<ul style="list-style-type: none"> <li>Plans and implements effective personnel management and training procedures for all levels of staff;</li> <li>Co-ordinates and controls internal and external training;</li> <li>Advises management on personnel/training and management development trends;</li> <li>Acts as course leader in specific training programmes;</li> <li>Provides counselling for employees;</li> <li>Determines the effectiveness of personnel and training activities.</li> <li>為各職級人員策劃及推行有效的人事管理及訓練計劃；</li> <li>管理及協調機構內外訓練；</li> <li>就人事／訓練及管理發展趨勢向管理階層提供意見；</li> <li>任特別訓練計劃的課程負責人；</li> <li>為職員提供輔導；</li> <li>評定人事管理及訓練活動的成效。</li> </ul>
110	Reservations Manager 訂位部經理	<ul style="list-style-type: none"> <li>Formulates and supervises the reservation system;</li> <li>Clarifies booking situation with management of travel/tourism related organisations and commercial accounts;</li> <li>Promotes good relations with the public.</li> <li>制定及監督訂位制度；</li> <li>向旅遊機構管理人員及客戶查詢訂位情況；</li> <li>促進與公眾的關係。</li> </ul>
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager ; Business Development Manager 營業經理；業務經理； 客戶服務經理； 旅遊部經理； 業務發展經理	<ul style="list-style-type: none"> <li>Re-structures marketing and sales strategies;</li> <li>Observes competitors and new market trends;</li> <li>Plans sales calls and provides leads;</li> <li>Conducts sales performance appraisals of subordinates;</li> <li>Reviews sales targets regularly.</li> <li>重訂市場拓展及營業策略；</li> <li>留意同業動態及市況新趨勢；</li> <li>設計營業付款通知書及提供重要報導；</li> <li>評估屬下的推銷表現；</li> <li>定期檢討營業目標。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Managerial / professional level (Continued) 經理／專業人員級（續）</b>		
112	Ticketing Manager 票務部經理	<ul style="list-style-type: none"> <li>Controls, formulates and supervises the ticketing system of the agency according to international and local regulations;</li> <li>Clarifies booking situation with management of travel/tourism related organisations and commercial accounts.</li> <li>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；</li> <li>向旅遊機構管理人員及客戶查詢訂票情況。</li> </ul>
117	Product Development Manager 產品發展經理	<ul style="list-style-type: none"> <li>Reviews and analyses the existing tourism products, masters the latest travel development direction and information, formulates development and optimisation solutions of tourism products, and evaluates the effectiveness of newly developed tourism products;</li> <li>Understands and compares tourism products to be sold, understands customers' requirements and expectations to different tourism products, conducts sales activities, and evaluates the effectiveness of sales strategies;</li> <li>Provides excellent customer service;</li> <li>Identifies the potential risks of various tourism activities, and risk management of travel service providers;</li> <li>Understands the company's market positioning, establishes the company's brand image, and formulates marketing plan;</li> <li>Obtains the latest operational management knowledge, formulates policies and implements compliance management.</li> <li>檢視及分析現有旅遊產品、掌握最新旅遊發展方向及資訊、開發及優化旅遊產品及評估開發旅遊產品的成效；</li> <li>認識及比較將要銷售的旅遊產品、瞭解顧客對各類旅遊產品的需求及期望、執行銷售任務及評估銷售策略的成效</li> <li>提供優質顧客服務；</li> <li>辨識不同旅遊活動的潛在風險，及旅遊服務供應商的風險管理；</li> <li>了解公司的市場定位、建立公司品牌及制定市場推廣計劃；</li> <li>吸取最新營運管理知識、制定政策及執行合規管理。</li> </ul>
<b>Supervisory / Technical level 督導／技術員級</b>		
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	<ul style="list-style-type: none"> <li>Develops new accounts and additional business by regularly contacting clients and calling on potential clients, obtains marketing information and follows referrals from clients and competitors;</li> <li>Completes weekly call reports;</li> <li>Coordinates and plans the digital media creation and multi-channel publication of the requested content.</li> <li>按時聯絡有關人士，以爭取新客戶及額外業務，蒐集市場資料和跟進同業及客戶介紹的情況；</li> <li>填寫每週的聯絡報告；</li> <li>統籌及策劃數碼內容創作，管理製作流程及細節。</li> </ul>
202	Accounting Supervisor/ Accounting Officer 會計部主管／主任  (e.g. accounts payable/ receivable/ inventory / audit/ credit/ accounting/paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存 貨／核數／信用部／會計部 ／出納等)	<ul style="list-style-type: none"> <li>Accounting duties which include the following: audits and processes the payments of all of the company's disbursements;</li> <li>Prepares expense analysis and other reports on suppliers' invoices and monthly statements;</li> <li>Keeps proper record of all amounts due to the company on a timely basis;</li> <li>Computes all travel agents' commissions payable;</li> <li>Controls and balances all advance deposits;</li> <li>Responses to account disputes and queries;</li> <li>Prepares the monthly accounts receivable report;</li> <li>Keeps all records relating to payroll;</li> <li>Prepares and remits payroll reports;</li> <li>Compiles all tax returns.</li> <li>核對及處理公司一切支出；</li> <li>編製支出分析及其他有關供應商發票及月結單的報告；</li> <li>保存應收帳紀錄；</li> <li>計算一切應付予旅行社的佣金；</li> <li>控制並平衡所有預付定金；</li> </ul>

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		<ul style="list-style-type: none"> <li>● 處理會計上的爭議及疑問；</li> <li>● 編製每月應收帳款報告；</li> <li>● 保存所有與薪酬有關的紀錄；</li> <li>● 編製並提交薪酬報告；</li> <li>● 編製所有報稅表。</li> </ul>
<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員； 程式編寫員；資訊保安主任	<ul style="list-style-type: none"> <li>● Designs and develops computer programmes to meet business needs according to the requirements laid down by the functional and technical specifications;</li> <li>● Applies appropriate system and programming tools, and hardware to deliver cost efficient business solutions;</li> <li>● Specialises in the system support and maintenance, which enables the use of system software for improving the system performance and quality of service;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policy and procedures.</li> <li>● 根據功能及技術規格，設計及開發電腦程式，應付業務需要；</li> <li>● 應用合適的系統、程式編製工具及硬件，提供具成本效益的業務方案；</li> <li>● 專責系統支援及維修，以便提高系統性能及服務質素；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>
205	Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任； 旅遊部主管；旅遊部主任	<ul style="list-style-type: none"> <li>● Co-ordinates and supervises the activities of staff engaged in ticketing tour operation and clerical;</li> <li>● Liaises with hotels, restaurants, shops and places of tourists' interest.</li> <li>● 監督及協調票務部、旅遊部及文職人員的工作；</li> <li>● 與酒店、餐廳、商店及名勝區聯絡。</li> </ul>
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任； 訓練部主任； 人力資源部主任	<ul style="list-style-type: none"> <li>● Recruits, interviews and hires employees;</li> <li>● Counsels, transfers and dismisses employees based on appraisal of supervisors.</li> <li>● Counsels and advises department heads regarding personnel problems;</li> <li>● Assists in implementing training policies and functions;</li> <li>● Keeps staff training records;</li> <li>● Arranges for training schedules and liaises with outside training/education institutions.</li> <li>● 招募、約見及聘任僱員；</li> <li>● 根據考績報告輔導、調派或革除僱員；</li> <li>● 就人事問題向部門主管提供意見；</li> <li>● 協助推行訓練政策和活動；</li> <li>● 保存員工受訓紀錄；</li> <li>● 安排訓練日程，並與外界訓練／教育機構聯繫。</li> </ul>
207	Planning Supervisor 策劃主管	<ul style="list-style-type: none"> <li>● Supervises statistics clerks;</li> <li>● Produces regular statistical reports;</li> <li>● Monitors monthly commitments against budget.</li> <li>● 監督統計部文員；</li> <li>● 定期編製統計報告；</li> <li>● 按財政預算控制每月的承付支出。</li> </ul>
208	Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	<ul style="list-style-type: none"> <li>● Provides supervisory coverage in reservation during each shift;</li> <li>● Clarifies booking situation and feeds back vital information to departments concerned;</li> <li>● Promotes good relations with the public.</li> <li>● 監督每更訂位部職員的工作；</li> <li>● 查詢訂位情況，並將重要資料轉達有關部門；</li> <li>● 促進與公眾的關係。</li> </ul>
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant	<ul style="list-style-type: none"> <li>● Assists the manager to co-ordinate tour operation for groups and individuals;</li> <li>● Liaises with airlines, other travel agencies and hotels;</li> <li>● Promotes sales to commercial accounts;</li> </ul>

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	Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經理；營業部助理主管	<ul style="list-style-type: none"> <li>Follows up on future booking and attends to complaints.</li> <li>協助經理處理團體及個人旅遊事宜；</li> <li>與航空公司、其他旅行社及酒店聯絡；</li> <li>向商務機構推廣業務；</li> <li>辦理訂房及投訴事宜。</li> </ul>
<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
210	Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	<ul style="list-style-type: none"> <li>Provides supervisory coverage in ticket office;</li> <li>Compiles daily, weekly and monthly statistical reports on tickets issued;</li> <li>Updates information of flight movements, exchange rates and air tariffs;</li> <li>Assists subordinates in handling complicated matters.</li> <li>監督票務部的工作；</li> <li>就每日、每週及每月所發出的機票編製統計報告；</li> <li>提供有關航機飛行情況、匯率及航空關稅的最新資料；</li> <li>協助屬下處理複雜問題。</li> </ul>
211	Business Analyst ; Data Analyst 商業分析員；資料分析員	<ul style="list-style-type: none"> <li>Controls passenger bookings and monitor reservations (technical) standards on the route(s) assigned; reviews flight booking profiles, short term capacity planning and performs allocation/re-allocation of seats.</li> <li>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。</li> </ul>
213	Product Development Supervisor 產品發展主任	<ul style="list-style-type: none"> <li>Reviews and analyses the existing tourism products and masters the latest travel development direction and information;</li> <li>Understands and compares tourism products to be sold, understands customers' requirements and expectations of different tourism products, conducts sales activities, and evaluates the effectiveness of sales strategies;</li> <li>Provides excellent customer service;</li> <li>Identifies the potential risks of various tourism activities;</li> <li>Understands the company's market positioning, establishes the company's brand image, and formulates marketing plan;</li> <li>Implements compliance management.</li> <li>檢視及分析現有旅遊產品及掌握最新旅遊發展方向及資訊；</li> <li>認識及比較將要銷售的旅遊產品、瞭解顧客對各類旅遊產品的需求及期望、執行銷售任務、評估銷售策略的成效；</li> <li>提供優質顧客服務；</li> <li>辨識不同旅遊活動的潛在風險；</li> <li>了解公司的市場定位、建立公司品牌、制定市場推廣計劃及執行合規管理。</li> </ul>
<b>Clerical/Operative level 文員／操作工級</b>		
301	Accounting Clerk/ General Cashier 會計部文員；出納員	<ul style="list-style-type: none"> <li>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.</li> <li>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。</li> </ul>
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	<ul style="list-style-type: none"> <li>Performs clerical duties of a general nature such as copying, compiling, filing and recording information.</li> <li>負責一般文職工作，包括抄寫、編纂、編理檔案及紀錄資料等。</li> </ul>
304	Reservations Agent 訂位代理	<ul style="list-style-type: none"> <li>Controls booking situation for all flights;</li> <li>Works with ticketing officers;</li> <li>Sells seats and services to passengers;</li> <li>Provides information to other departments.</li> <li>處理所屬航班的訂位服務；</li> <li>與票務部主任合作；</li> </ul>

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		<ul style="list-style-type: none"> <li>● 向顧客銷售機票及其他服務；</li> <li>● 向其他部門提供資料。</li> </ul>
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
305	Sales Representative 營業代表	<ul style="list-style-type: none"> <li>● Meets sales targets;</li> <li>● Sells air travel services;</li> <li>● Produces regular reports on business transactions;</li> <li>● Attends daily briefing and follows up the instructions from supervisor.</li> <li>● 實現營業目標；</li> <li>● 推銷航空服務；</li> <li>● 定期編製業務報告書；</li> <li>● 出席每日的簡短會議，並按照主管的指示做跟進工作。</li> </ul>
315	Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	<ul style="list-style-type: none"> <li>● Prepares itineraries, makes travel and hotel reservation according to customers' requirement;</li> <li>● Examines schedules of air, sea or land transport and hotel facilities;</li> <li>● Completes and issues tickets, vouchers and other documents;</li> <li>● Makes special arrangements for package tours;</li> <li>● May need to assist passengers to obtain passports, visas and foreign currencies;</li> <li>● May prepare accounts and receive payments;</li> <li>● Advises on air fares and routes;</li> <li>● Makes bookings for customers and channels their special requests to reservations department;</li> <li>● Collects money in the right currency and issues tickets to passengers;</li> <li>● Checks flight movements.</li> <li>● 編製旅遊指南，根據顧客要求預訂團位及酒店；</li> <li>● 查核有關海、陸、空交通情況及酒店設施；</li> <li>● 填發票券、收據及其他文件；</li> <li>● 為旅行團作出特別安排；</li> <li>● 或須協助旅客申領護照、入境證及找換外幣；</li> <li>● 或須編製會計帳目及負責收取費用。</li> <li>● 就飛機票價及航線提出意見；</li> <li>● 替顧客預訂座位，並將其特別要求轉達訂位部；</li> <li>● 知會顧客以適當貨幣支付機票費用，並發出機票；</li> <li>● 查實航班班次及處理有關行程更改。</li> </ul>
316	Visa Clerk 簽證部文員	<ul style="list-style-type: none"> <li>● Performs general duties and assists clients in arranging the required visas and travel documents for tour groups.</li> <li>● 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。</li> </ul>
317	Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	<ul style="list-style-type: none"> <li>● Accompanies groups of tourists and others on sightseeing tours within a city, or to places of general interest;</li> <li>● Assists in interpreting and purchasing.</li> <li>● 陪同旅行團及遊客等在本地觀光或參觀名勝地區；</li> <li>● 協助翻譯及協助遊客購買物品。</li> </ul>
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	<ul style="list-style-type: none"> <li>● Operates and controls data processing equipment;</li> <li>● Enters prepared source data into data entry machine;</li> <li>● Records data on card, magnetic tape and disk;</li> <li>● Despatches computer print-outs to users;</li> <li>● Sets up, renews and updates the travel agent's home page;</li> <li>● Monitors and provides data on the website traffic for management's analysis;</li> <li>● Provides technical support services to internal users or external clients, including desktop hardware, system and application software installation; upgrading.</li> <li>● 操作及控制資料處理設備；</li> <li>● 輸入編妥資料；</li> <li>● 將資料紀錄在咭片、磁帶及磁碟上；</li> <li>● 將電腦印出資料發送予有關部門；</li> <li>● 設立、更新及優化旅行社自設的網站；</li> <li>● 監控及提供瀏覽數據給管理層作分析用；</li> </ul>

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		<ul style="list-style-type: none"> <li>● 為機構內部用戶或外間客戶提供技術支援服務，包括：安裝桌面硬件、系統及應用軟件；系統升級。</li> </ul>
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
319	Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	<ul style="list-style-type: none"> <li>● Meets the tour groups at the airport</li> <li>● Take care of the members and various coordination;</li> <li>● Accompanies groups of tourists travelling by air, sea or other means of transportation over preplanned route;</li> <li>● Assists tourists with travel arrangements such as visas, passports and health certificate;</li> <li>● Makes arrangements for meals and accommodations enroute;</li> <li>● Points out places of interest and gives brief commentaries;</li> <li>● Assists tourists to plan individual sightseeing trips enroute;</li> <li>● Acts as interpreter and advises on custom duties and other regulations;</li> <li>● May collect fees or tickets.</li> <li>● 在機場迎接旅行團；</li> <li>● 照顧團友及負責協調各項事情；</li> <li>● 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；</li> <li>● 協助遊客安排有關入境簽證、護照及健康狀況證明書事宜；</li> <li>● 沿途為遊客安排食宿；</li> <li>● 介紹名勝；</li> <li>● 沿途協助安排個別遊客觀光行程；</li> <li>● 充當翻譯及就關稅及其他規例向遊客提供意見；</li> <li>● 或須負責收取費用或票券。</li> </ul>
320	Travel Consultant 旅遊顧問	<ul style="list-style-type: none"> <li>● Provides information on tours available, details of the destination, budget, travel documents required;</li> <li>● Provides information and makes recommendation on travel arrangement etc. so that customers can make their best choice.</li> <li>● 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</li> <li>● 並提供旅遊安排建議。</li> </ul>
321	Cruise Consultant 郵輪顧問	<ul style="list-style-type: none"> <li>● Provides information on cruise packages available, details of the destination, budget, travel documents required etc. so that customers can make their best choice.</li> <li>● 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。</li> </ul>
323	Coach Driver 旅遊車司機	<ul style="list-style-type: none"> <li>● Drives a coach in delivering the tourists to the scenic spots according to the planned itineraries;</li> <li>● Ensures the safety of the tourist and their luggage.</li> <li>● 負責駕駛旅遊車將遊客接送到行程中各景點；</li> <li>● 保障遊客及存放於車上之行李安全。</li> </ul>
326	Marketing / Public Relations Assistant ; Digital Marketing Assistant 市場拓展/公共關係助理；數碼營銷助理	<ul style="list-style-type: none"> <li>● Assists the digital marketing team to manage relevant social media;</li> <li>● Updates and interacts with public on digital platform.</li> <li>● 協助數碼營銷部門管理相關社交媒體；</li> <li>● 更新及在數碼平台上與公眾互動。</li> </ul>
327	Product Development Executive 產品發展員	<ul style="list-style-type: none"> <li>● Reviews and analyses the existing tourism products, and masters the latest travel development direction and information;</li> <li>● Understands and compares tourism products to be sold, understands customers' requirements and expectations of different tourism products, and conducts sales activities;</li> <li>● Provides excellent customer service;</li> <li>● Identifies the potential risks of various tourism activities;</li> <li>● Understands the company's market positioning and establishes the company's brand image;</li> <li>● Implements compliance management.</li> <li>● 檢視及分析現有旅遊產品及掌握最新旅遊發展方向及資訊；</li> <li>● 認識及比較將要銷售的旅遊產品、瞭解顧客對各類旅遊產品的需求及期望、執行銷售任務；</li> </ul>

<b>Code</b> <b>編號</b>	<b>Job Title</b> <b>職稱</b>	<b>Job Description</b> <b>工作說明</b>
		<ul style="list-style-type: none"> <li>● 提供優質顧客服務；</li> <li>● 辨識不同旅遊活動的潛在風險；</li> <li>● 了解公司的市場定位及建立公司品牌；</li> <li>● 執行合規管理。</li> </ul>
<b>Secretarial/Others level 秘書／其他職級</b>		
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書； 打字員	<ul style="list-style-type: none"> <li>● Takes dictation and transcribes letters, reports and memos;</li> <li>● Answers telephone, screen calls and takes messages;</li> <li>● Prepares replies to routine enquiries;</li> <li>● Maintains daily calendar and appointment schedules;</li> <li>● Receives personal callers and performs related secretarial duties.</li> <li>● 筆錄及繕寫信件、報告及便箋；</li> <li>● 接聽電話，甄別來電及記下口訊；</li> <li>● 答覆一般詢問；</li> <li>● 編擬每日事務及約會表；</li> <li>● 接待訪客及負責有關的秘書職務。</li> </ul>
402	Office Assistant ; Messenger 辦公室助理員；信差	<ul style="list-style-type: none"> <li>● Handles odd jobs and despatches errands for the general office.</li> <li>● 為總辦事處處理雜務及差使。</li> </ul>

2023 Manpower Survey of the Tourism Industry

## 旅遊業2023年人力調查

## Job Descriptions for Principal Jobs

in the Tourism Industry – Meeting, Incentive, Convention and Exhibition (MICE)

## 會議、獎勵及展覽界別主要職務工作說明

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.

部分職稱可能與貴機構所採用者有別，但若工作性質相近，請視作同一職務，並在調查表內提供所需資料。

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial/ Professional level 經理／專業人員級</b>		
101	Administration Manager ; Office Manager 行政經理；寫字樓經理	<ul style="list-style-type: none"> <li>Ensures smooth and efficient running of the internal systems and procedures;</li> <li>Provides prompt and efficient centralised office and supporting services for all personnel.</li> <li>確保內部系統及程序順利有效運作；</li> <li>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。</li> </ul>
102	Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監； 人力資源部總監	<ul style="list-style-type: none"> <li>Establishes general personnel policies and adheres to labour laws; oversees staff recruitment, selection and replacement;</li> <li>Assists department heads in scheduling staff vacation;</li> <li>Strengthens employee relations with special incentive and activity programmes;</li> <li>Handles staff grievances;</li> <li>Prepares staff magazine;</li> <li>Works with operation analyst in staff control.</li> <li>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；</li> <li>協助部門主管編排員工假期；</li> <li>推行特設的鼓勵及活動計劃以加強僱員關係；</li> <li>處理員工的投訴；</li> <li>印發員工刊物；</li> <li>就員工管理方面與業務分析主任合作。</li> </ul>
103	Director of Public Relations ; Public Relations Manager 公共關係部總監； 公共關係部經理	<ul style="list-style-type: none"> <li>Plans and directs publicity campaigns and promotion activities at strategic levels;</li> <li>Liaises with the press and entertainment media;</li> <li>Writes and edits all materials for in-house promotions;</li> <li>Handles photo captions, news stories and magazine features of the company for press release locally and internationally;</li> <li>Prepares annual advertising budget;</li> <li>Reviews regularly the major social media and related websites, responds and provides feedback;</li> <li>Monitors and advises on the update of the travel agent's home webpage.</li> <li>根據部門策略計劃及指導宣傳活動；</li> <li>與報界及娛樂界聯絡；</li> <li>撰寫及編輯公司內部的宣傳資料；</li> <li>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；</li> <li>提交每年的廣告預算；</li> <li>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；</li> <li>對旅行社自設網站的定期更新及優化作出意見及指示。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Managerial/ Professional level (Continued) 經理／專業人員級（續）</b>		
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理; 資訊系統服務經理; 資訊科技經理; 資訊科技項目經理; 資訊保安專責經理	<ul style="list-style-type: none"> <li>● Designs IT applications and systems, and/or customises package solutions to meet business objectives;</li> <li>● Manages all phases of the development life cycle including feasibility study, development, implementation and support;</li> <li>● Manages specific IT development or services projects based on the user's/customer's requirements;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policies and procedures.</li> <li>● 設計電腦應用軟件及系統或制定套裝方案，達致業務目標；</li> <li>● 管理系統開發各階段的工作，包括進行可行性研究、開發、推行及支援系統；</li> <li>● 根據用戶／客戶要求，管理個別電腦開發或項目服務；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	<ul style="list-style-type: none"> <li>● Assumes the total responsibility of managing the establishment, usually with other managers/executives as direct subordinates;</li> <li>● Implements the establishment's policies with a view to achieving their objectives.</li> <li>● 全權負責管理一間機構，通常其直屬下級為其他經理／行政人員；</li> <li>● 推行機構的政策，以達到其目標。</li> </ul>
106	Financial Controller ; Accountant 財務總監；會計師	<ul style="list-style-type: none"> <li>● Oversees accounting matters;</li> <li>● Advises top management on financing of capital expenditure monitors</li> <li>● Reviews accounting and financial control system for the company;</li> <li>● Prepares accounting reports and budgets for top management;</li> <li>● Prepares and reviews tax returns;</li> <li>● Supervises and coordinates the activities of accounting staff.</li> <li>● 監督會計事宜；</li> <li>● 向高層提供有關應付支出的意見；</li> <li>● 代機構監管及檢討會計及財務管理制度；</li> <li>● 編寫會計報告及預算案呈交高層；</li> <li>● 填寫稅單及檢討報稅工作；</li> <li>● 督導及安排會計部職員的工作。</li> </ul>
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	<ul style="list-style-type: none"> <li>● Takes charge of the overall operation;</li> <li>● Maintains close liaison with personnel in the local travel market and participates in international travel trade conventions/conferences.</li> <li>● 主管整體工作；</li> <li>● 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。</li> </ul>

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<b>Managerial/ Professional level (Continued) 經理／專業人員級（續）</b>		
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監； 會議經理；項目經理；數碼營 銷經理	<ul style="list-style-type: none"> <li>Plans, organises, directs and controls the company's marketing functions;</li> <li>Reviews market and sales analysis to determine local and overseas market requirements;</li> <li>Co-ordinates public relations activities relating to sales promotion;</li> <li>Chairs the daily briefing of sales department, controls the Kardex System.</li> <li>Submits a monthly sales report, solicits for group and convention business;</li> <li>Conducts sales campaign and contacts all visiting travel trade and business personnel;</li> <li>Develops digital marketing strategies on the data collected from customers and various sources;</li> <li>Develops and implements company's digital marketing and online-media strategies and campaigns;</li> <li>Oversees, co-ordinates and plans the digital media creation and multi-channel publication of the requested content;</li> <li>Undertakes marketing activities and advertising promotional plans, manages events and data analyses.</li> <li>策劃、組織、指導和管理公司的市場拓展活動；</li> <li>檢討市場及營業分析，以確定本地及海外市場需求；</li> <li>統籌與業務推廣有關的公共關係活動；</li> <li>主持營業部每日的簡短會議，控制顧客資料卡片系統；</li> <li>提交每月營業報告，爭取團體及會議業務；</li> <li>推行營業計劃並與訪港的旅遊業及商界人士聯絡；</li> <li>收集來自不同渠道和數碼平台用戶數據及制定數碼營銷策略；</li> <li>發展及實施公司數碼營銷及網上媒體策略和活動；</li> <li>監察、統籌及策劃數碼內容創作，管理製作流程及細節；</li> <li>負責市場活動與廣告/推廣計劃，管理項目和分析數據。</li> </ul>
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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	<ul style="list-style-type: none"> <li>Plans and implements effective personnel management and training procedures for all levels of staff;</li> <li>Co-ordinates and controls internal and external training;</li> <li>Advises management on personnel/training and management development trends;</li> <li>Acts as course leader in specific training programmes;</li> <li>Provides counselling for employees;</li> <li>Determines the effectiveness of personnel and training activities.</li> <li>為各職級人員策劃及推行有效的人事管理及訓練計劃；</li> <li>管理及協調機構內外訓練；</li> <li>就人事／訓練及管理發展趨勢向管理階層提供意見；</li> <li>任特別訓練計劃的課程負責人；</li> <li>為職員提供輔導；</li> <li>評定人事管理及訓練活動的成效。</li> </ul>
110	Reservations Manager 訂位部經理	<ul style="list-style-type: none"> <li>Formulates and supervises the reservation system;</li> <li>Clarifies booking situation with management of travel/tourism related organisations and commercial accounts;</li> <li>Promotes good relations with the public.</li> <li>制定及監督訂位制度；</li> <li>向旅遊機構管理人員及客戶查詢訂位情況；</li> <li>促進與公眾的關係。</li> </ul>
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager ; Business Development Manager 營業經理；業務經理； 客戶服務經理； 旅遊部經理； 業務發展經理	<ul style="list-style-type: none"> <li>Re-structures marketing and sales strategies;</li> <li>Observes competitors and new market trends;</li> <li>Plans sales calls and provides leads;</li> <li>Conducts sales performance appraisals of subordinates;</li> <li>Reviews sales targets regularly.</li> <li>重訂市場拓展及營業策略；</li> <li>留意同業動態及市況新趨勢；</li> <li>設計營業付款通知書及提供重要報導；</li> <li>評估屬下的推銷表現；</li> <li>定期檢討營業目標。</li> </ul>

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<b>Managerial/ Professional level (Continued) 經理／專業人員級（續）</b>		
112	Ticketing Manager 票務部經理	<ul style="list-style-type: none"> <li>Controls, formulates and supervises the ticketing system of the agency according to international and local regulations;</li> <li>Clarifies booking situation with management of travel/tourism related organisations and commercial accounts.</li> <li>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；</li> <li>向旅遊機構管理人員及客戶查詢訂票情況。</li> </ul>
113	Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監； 會議、展覽及獎勵旅遊經理	<ul style="list-style-type: none"> <li>Formulates, directs, controls strategies and policies on Meeting, Incentives, Conventions and Exhibitions related business.</li> <li>制定、監督及管理會議、展覽及獎勵旅遊的策略及政策。</li> </ul>
<b>Supervisory / Technical level 督導／技術員級</b>		
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	<ul style="list-style-type: none"> <li>Develops new accounts and additional business by regularly contacting clients and calling on potential clients, obtains marketing information and follows referrals from clients and competitors;</li> <li>Completes weekly call reports;</li> <li>Coordinates and plans the digital media creation and multi-channel publication of the requested content.</li> <li>按時聯絡有關人士，以爭取新客戶及額外業務，蒐集市場資料和跟進同業及客戶介紹的情況；</li> <li>填寫每週的聯絡報告；</li> <li>統籌及策劃數碼內容創作，管理製作流程及細節。</li> </ul>
202	Accounting Supervisor/ Accounting Officer 會計部主管／主任  (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存貨／核數／信用部／會計部／出納等)	<ul style="list-style-type: none"> <li>Accounting duties which include the following: audits and processes the payments of all of the company's disbursements;</li> <li>Prepares expense analysis and other reports on suppliers' invoices and monthly statements;</li> <li>Keeps proper record of all amounts due to the company on a timely basis;</li> <li>Computes all travel agents' commissions payable;</li> <li>Controls and balances all advance deposits;</li> <li>Responses to account disputes and queries;</li> <li>Prepares the monthly accounts receivable report;</li> <li>Keeps all records relating to payroll;</li> <li>Prepares and remits payroll reports;</li> <li>Compiles all tax returns.</li> <li>核對及處理公司一切支出；</li> <li>編製支出分析及其他有關供應商發票及月結單的報告；</li> <li>保存應收帳紀錄；</li> <li>計算一切應付予旅行社的佣金；</li> <li>控制並平衡所有預付定金；</li> <li>處理會計上的爭議及疑問；</li> <li>編製每月應收帳款報告；</li> <li>保存所有與薪酬有關的紀錄；</li> <li>編製並提交薪酬報告；</li> <li>編製所有報稅表。</li> </ul>

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<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員； 程式編寫員；資訊保安主任	<ul style="list-style-type: none"> <li>● Designs and develops computer programmes to meet business needs according to the requirements laid down by the functional and technical specifications;</li> <li>● Applies appropriate system and programming tools, and hardware to deliver cost efficient business solutions;</li> <li>● Specialises in the system support and maintenance, which enables the use of system software for improving the system performance and quality of service;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policy and procedures.</li> <li>● 根據功能及技術規格，設計及開發電腦程式，應付業務需要；</li> <li>● 應用合適的系統、程式編製工具及硬件，提供具成本效益的業務方案；</li> <li>● 專責系統支援及維修，以便提高系統性能及服務質素；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>
205	Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任； 旅遊部主管；旅遊部主任	<ul style="list-style-type: none"> <li>● Co-ordinates and supervises the activities of staff engaged in ticketing tour operation and clerical;</li> <li>● Liaises with hotels, restaurants, shops and places of tourists' interest.</li> <li>● 監督及協調票務部、旅遊部及文職人員的工作；</li> <li>● 與酒店、餐廳、商店及名勝區聯絡。</li> </ul>
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任； 訓練部主任； 人力資源部主任	<ul style="list-style-type: none"> <li>● Recruits, interviews and hires employees;</li> <li>● Counsels, transfers and dismisses employees based on appraisal of supervisors.</li> <li>● Counsels and advises department heads regarding personnel problems;</li> <li>● Assists in implementing training policies and functions;</li> <li>● Keeps staff training records;</li> <li>● Arranges for training schedules and liaises with outside training/education institutions.</li> <li>● 招募、約見及聘任僱員；</li> <li>● 根據考績報告輔導、調派或革除僱員；</li> <li>● 就人事問題向部門主管提供意見；</li> <li>● 協助推行訓練政策和活動；</li> <li>● 保存員工受訓紀錄；</li> <li>● 安排訓練日程，並與外界訓練／教育機構聯繫。</li> </ul>
207	Planning Supervisor 策劃主管	<ul style="list-style-type: none"> <li>● Supervises statistics clerks;</li> <li>● Produces regular statistical reports;</li> <li>● Monitors monthly commitments against budget.</li> <li>● 監督統計部文員；</li> <li>● 定期編製統計報告；</li> <li>● 按財政預算控制每月的承付支出。</li> </ul>
208	Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	<ul style="list-style-type: none"> <li>● Provides supervisory coverage in reservation during each shift;</li> <li>● Clarifies booking situation and feeds back vital information to departments concerned;</li> <li>● Promotes good relations with the public.</li> <li>● 監督每更訂位部職員的工作；</li> <li>● 查詢訂位情況，並將重要資料轉達有關部門；</li> <li>● 促進與公眾的關係。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任；助理營業經理；營業部助理主管	<ul style="list-style-type: none"> <li>Assists the manager to co-ordinate tour operation for groups and individuals;</li> <li>Liaises with airlines, other travel agencies and hotels;</li> <li>Promotes sales to commercial accounts;</li> <li>Follows up on future booking and attends to complaints.</li> <li>協助經理處理團體及個人旅遊事宜；</li> <li>與航空公司、其他旅行社及酒店聯絡；</li> <li>向商務機構推廣業務；</li> <li>辦理訂房及投訴事宜。</li> </ul>
210	Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	<ul style="list-style-type: none"> <li>Provides supervisory coverage in ticket office;</li> <li>Compiles daily, weekly and monthly statistical reports on tickets issued;</li> <li>Updates information of flight movements, exchange rates and air tariffs;</li> <li>Assists subordinates in handling complicated matters.</li> <li>監督票務部的工作；</li> <li>就每日、每週及每月所發出的機票編製統計報告；</li> <li>提供有關航機飛行情況、匯率及航空關稅的最新資料；</li> <li>協助屬下處理複雜問題。</li> </ul>
211	Business Analyst ; Data Analyst 商業分析員；資料分析員	<ul style="list-style-type: none"> <li>Controls passenger bookings and monitor reservations (technical) standards on the route(s) assigned; reviews flight booking profiles, short term capacity planning and performs allocation/re-allocation of seats.</li> <li>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。</li> </ul>
212	Meeting, Incentives, Conventions and Exhibitions Supervisor ; Meeting, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管；會議、展覽及獎勵旅遊主任	<ul style="list-style-type: none"> <li>Assists the director/manager in duties related to Meeting, Incentives, Conventions and Exhibitions business, supervisors staff in operational matters related to Meeting, Incentives, Conventions and Exhibitions</li> <li>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。</li> </ul>
<b>Clerical/Operative level 文員／操作工級</b>		
301	Accounting Clerk/ General Cashier 會計部文員；出納員	<ul style="list-style-type: none"> <li>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.</li> <li>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。</li> </ul>
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	<ul style="list-style-type: none"> <li>Performs clerical duties of a general nature such as copying, compiling, filing and recording information.</li> <li>負責一般文職工作，包括抄寫、編纂、編理檔案及紀錄資料等。</li> </ul>
304	Reservations Agent 訂位代理	<ul style="list-style-type: none"> <li>Controls booking situation for all flights;</li> <li>Works with ticketing officers;</li> <li>Sells seats and services to passengers;</li> <li>Provides information to other departments.</li> <li>處理所屬航班的訂位服務；</li> <li>與票務部主任合作；</li> <li>向顧客銷售機票及其他服務；</li> <li>向其他部門提供資料。</li> </ul>

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
305	Sales Representative 營業代表	<ul style="list-style-type: none"> <li>● Meets sales targets;</li> <li>● Sells air travel services;</li> <li>● Produces regular reports on business transactions;</li> <li>● Attends daily briefing and follows up the instructions from supervisor.</li> <li>● 實現營業目標；</li> <li>● 推銷航空服務；</li> <li>● 定期編製業務報告書；</li> <li>● 出席每日的簡短會議，並按照主管的指示做跟進工作。</li> </ul>
315	Reservation and/or Ticketing Clerk 訂位及／或票務部文員	<ul style="list-style-type: none"> <li>● Prepares itineraries, makes travel and hotel reservation according to customers' requirement;</li> <li>● Examines schedules of air, sea or land transport and hotel facilities;</li> <li>● Completes and issues tickets, vouchers and other documents;</li> <li>● Makes special arrangements for package tours;</li> <li>● May need to assist passengers to obtain passports, visas and foreign currencies;</li> <li>● May prepare accounts and receive payments;</li> <li>● Advises on air fares and routes;</li> <li>● Makes bookings for customers and channels their special requests to reservations department;</li> <li>● Collects money in the right currency and issues tickets to passengers;</li> <li>● Checks flight movements.</li> <li>● 編製旅遊指南，根據顧客要求預訂團位及酒店；</li> <li>● 查核有關海、陸、空交通情況及酒店設施；</li> <li>● 填發票券、收據及其他文件；</li> <li>● 為旅行團作出特別安排；</li> <li>● 或須協助旅客申領護照、入境證及找換外幣；</li> <li>● 或須編製會計帳目及負責收取費用。</li> <li>● 就飛機票價及航線提出意見；</li> <li>● 替顧客預訂座位，並將其特別要求轉達訂位部；</li> <li>● 知會顧客以適當貨幣支付機票費用，並發出機票；</li> <li>● 查實航機班次及處理有關行程更改。</li> </ul>
316	Visa Clerk 簽證部文員	<ul style="list-style-type: none"> <li>● Performs general duties and assists clients in arranging the required visas and travel documents for tour groups.</li> <li>● 負責一般職務，協助顧客準備參加旅行團所需的入境證及旅遊文件。</li> </ul>
317	Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	<ul style="list-style-type: none"> <li>● Accompanies groups of tourists and others on sightseeing tours within a city, or to places of general interest;</li> <li>● Assists in interpreting and purchasing.</li> <li>● 陪同旅行團及遊客等在本地觀光或參觀名勝地區；</li> <li>● 協助翻譯及協助遊客購買物品。</li> </ul>
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作 員；用戶支援員	<ul style="list-style-type: none"> <li>● Operates and controls data processing equipment;</li> <li>● Enters prepared source data into data entry machine;</li> <li>● Records data on card, magnetic tape and disk;</li> <li>● Despatches computer print-outs to users;</li> <li>● Sets up, renews and updates the travel agent's home page;</li> <li>● Monitors and provides data on the website traffic for management's analysis;</li> <li>● Provides technical support services to internal users or external clients, including desktop hardware, system and application software installation; upgrading.</li> <li>● 操作及控制資料處理設備；</li> <li>● 輸入編妥資料；</li> <li>● 將資料紀錄在咭片、磁帶及磁碟上；</li> <li>● 將電腦印出資料發送予有關部門；</li> <li>● 設立、更新及優化旅行社自設的網站；</li> <li>● 監控及提供瀏覽數據給管理層作分析用；</li> <li>● 為機構內部用戶或外間客戶提供技術支援服務，包括：安裝桌面硬件、系統及應用軟件；系統升級。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
319	Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	<ul style="list-style-type: none"> <li>● Meets the tour groups at the airport</li> <li>● Take care of the members and various coordination;</li> <li>● Accompanies groups of tourists travelling by air, sea or other means of transportation over preplanned route;</li> <li>● Assists tourists with travel arrangements such as visas, passports and health certificate;</li> <li>● Makes arrangements for meals and accommodations enroute;</li> <li>● Points out places of interest and gives brief commentaries;</li> <li>● Assists tourists to plan individual sightseeing trips enroute;</li> <li>● Acts as interpreter and advises on custom duties and other regulations;</li> <li>● May collect fees or tickets.</li> <li>● 在機場迎接旅行團；</li> <li>● 照顧團友及負責協調各項事情；</li> <li>● 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；</li> <li>● 協助遊客安排有關入境簽證、護照及健康狀況證明書事宜；</li> <li>● 沿途為遊客安排食宿；</li> <li>● 介紹名勝；</li> <li>● 沿途協助安排個別遊客觀光行程；</li> <li>● 充當翻譯及就關稅及其他規例向遊客提供意見；</li> <li>● 或須負責收取費用或票券。</li> </ul>
322	Meeting, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	<ul style="list-style-type: none"> <li>● Acts as a facilitator to coordinate all Meeting, Incentives, Conventions and Exhibitions arrangements.</li> <li>● 促進有關統籌會議、展覽及獎勵旅遊項目。</li> </ul>
326	Marketing / Public Relations Assistant ; Digital Marketing Assistant 市場拓展/公共關係助理； 數碼營銷助理	<ul style="list-style-type: none"> <li>● Assists the digital marketing team to manage relevant social media;</li> <li>● Updates and interacts with public on digital platform.</li> <li>● 協助數碼營銷部門管理相關社交媒體；</li> <li>● 更新及在數碼平台上與公眾互動。</li> </ul>
<b>Secretarial/Others level 秘書／其他職級</b>		
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書； 打字員	<ul style="list-style-type: none"> <li>● Takes dictation and transcribes letters, reports and memos;</li> <li>● Answers telephone, screen calls and takes messages;</li> <li>● Prepares replies to routine enquiries;</li> <li>● Maintains daily calendar and appointment schedules;</li> <li>● Receives personal callers and performs related secretarial duties.</li> <li>● 筆錄及繕寫信件、報告及便箋；</li> <li>● 接聽電話，甄別來電及記下口訊；</li> <li>● 答覆一般詢問；</li> <li>● 編擬每日事務及約會表；</li> <li>● 接待訪客及負責有關的秘書職務。</li> </ul>
402	Office Assistant ; Messenger 辦公室助理員；信差	<ul style="list-style-type: none"> <li>● Handles odd jobs and despatches errands for the general office.</li> <li>● 為總辦事處處理雜務及差使。</li> </ul>

2023 Manpower Survey of the Tourism Industry

## 旅遊業2023年人力調查

## Job Descriptions for Principal Jobs

in the Tourism Industry – Amusement park, theme park, museums, attractions

## 遊樂園、主題公園、博物館、景點界別主要職務工作說明

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.

部分職稱可能與貴機構所採用者有別，但若工作性質相近，請視作同一職務，並在調查表內提供所需資料。

<u>Code</u> 編號	<u>Job Title</u> 職稱	<u>Job Description</u> 工作說明
<b>Managerial/ Professional level 經理／專業人員級</b>		
101	Administration Manager ; Office Manager 行政經理；寫字樓經理	<ul style="list-style-type: none"> <li>Ensures smooth and efficient running of the internal systems and procedures;</li> <li>Provides prompt and efficient centralised office and supporting services for all personnel.</li> <li>確保內部系統及程序順利有效運作；</li> <li>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。</li> </ul>
102	Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監； 人力資源部總監	<ul style="list-style-type: none"> <li>Establishes general personnel policies and adheres to labour laws; oversees staff recruitment, selection and replacement;</li> <li>Assists department heads in scheduling staff vacation;</li> <li>Strengthens employee relations with special incentive and activity programmes;</li> <li>Handles staff grievances;</li> <li>Prepares staff magazine;</li> <li>Works with operation analyst in staff control.</li> <li>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；</li> <li>協助部門主管編排員工假期；</li> <li>推行特設的鼓勵及活動計劃以加強僱員關係；</li> <li>處理員工的投訴；</li> <li>印發員工刊物；</li> <li>就員工管理方面與業務分析主任合作。</li> </ul>
103	Director of Public Relations ; Public Relations Manager 公共關係部總監； 公共關係部經理	<ul style="list-style-type: none"> <li>Plans and directs publicity campaigns and promotion activities at strategic levels;</li> <li>Liaises with the press and entertainment media;</li> <li>Writes and edits all materials for in-house promotions;</li> <li>Handles photo captions, news stories and magazine features of the company for press release locally and internationally;</li> <li>Prepares annual advertising budget;</li> <li>Reviews regularly the major social media and related websites, responds and provides feedback;</li> <li>Monitors and advises on the update of the travel agent's home webpage.</li> <li>根據部門策略計劃及指導宣傳活動；</li> <li>與報界及娛樂界聯絡；</li> <li>撰寫及編輯公司內部的宣傳資料；</li> <li>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；</li> <li>提交每年的廣告預算；</li> <li>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；</li> <li>對旅行社自設網站的定期更新及優化作出意見及指示。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Managerial/ Professional level (Continued) 經理／專業人員級（續）</b>		
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理; 資訊系統服務經理; 資訊科技經理; 資訊科技項目經理; 資訊保安專責經理	<ul style="list-style-type: none"> <li>● Designs IT applications and systems, and/or customises package solutions to meet business objectives;</li> <li>● Manages all phases of the development life cycle including feasibility study, development, implementation and support;</li> <li>● Manages specific IT development or services projects based on the user's/customer's requirements;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policies and procedures.</li> <li>● 設計電腦應用軟件及系統或制定套裝方案，達致業務目標；</li> <li>● 管理系統開發各階段的工作，包括進行可行性研究、開發、推行及支援系統；</li> <li>● 根據用戶／客戶要求，管理個別電腦開發或項目服務；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	<ul style="list-style-type: none"> <li>● Assumes the total responsibility of managing the establishment, usually with other managers/executives as direct subordinates;</li> <li>● Implements the establishment's policies with a view to achieving their objectives.</li> <li>● 全權負責管理一間機構，通常其直屬下級為其他經理／行政人員；</li> <li>● 推行機構的政策，以達到其目標。</li> </ul>
106	Financial Controller ; Accountant 財務總監；會計師	<ul style="list-style-type: none"> <li>● Oversees accounting matters;</li> <li>● Advises top management on financing of capital expenditure monitors</li> <li>● Reviews accounting and financial control system for the company;</li> <li>● Prepares accounting reports and budgets for top management;</li> <li>● Prepares and reviews tax returns;</li> <li>● Supervises and coordinates the activities of accounting staff.</li> <li>● 監督會計事宜；</li> <li>● 向高層提供有關應付支出的意見；</li> <li>● 代機構監管及檢討會計及財務管理制度；</li> <li>● 編寫會計報告及預算案呈交高層；</li> <li>● 填寫稅單及檢討報稅工作；</li> <li>● 督導及安排會計部職員的工作。</li> </ul>
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	<ul style="list-style-type: none"> <li>● Takes charge of the overall operation;</li> <li>● Maintains close liaison with personnel in the local travel market and participates in international travel trade conventions/conferences.</li> <li>● 主管整體工作；</li> <li>● 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。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Managerial/ Professional level (Continued) 經理／專業人員級（續）</b>		
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監； 會議經理；項目經理；數碼營 銷經理	<ul style="list-style-type: none"> <li>Plans, organises, directs and controls the company's marketing functions;</li> <li>Reviews market and sales analysis to determine local and overseas market requirements;</li> <li>Co-ordinates public relations activities relating to sales promotion;</li> <li>Chairs the daily briefing of sales department, controls the Kardex System.</li> <li>Submits a monthly sales report, solicits for group and convention business;</li> <li>Conducts sales campaign and contacts all visiting travel trade and business personnel;</li> <li>Develops digital marketing strategies on the data collected from customers and various sources;</li> <li>Develops and implements company's digital marketing and online-media strategies and campaigns;</li> <li>Oversees, co-ordinates and plans the digital media creation and multi-channel publication of the requested content;</li> <li>Undertakes marketing activities and advertising promotional plans, manages events and data analyses.</li> <li>策劃、組織、指導和管理公司的市場拓展活動；</li> <li>檢討市場及營業分析，以確定本地及海外市場需求；</li> <li>統籌與業務推廣有關的公共關係活動；</li> <li>主持營業部每日的簡短會議，控制顧客資料卡片系統；</li> <li>提交每月營業報告，爭取團體及會議業務；</li> <li>推行營業計劃並與訪港的旅遊業及商界人士聯絡；</li> <li>收集來自不同渠道和數碼平台用戶數據及制定數碼營銷策略；</li> <li>發展及實施公司數碼營銷及網上媒體策略和活動；</li> <li>監察、統籌及策劃數碼內容創作，管理製作流程及細節；</li> <li>負責市場活動與廣告/推廣計劃，管理項目和分析數據。</li> </ul>
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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	<ul style="list-style-type: none"> <li>Plans and implements effective personnel management and training procedures for all levels of staff;</li> <li>Co-ordinates and controls internal and external training;</li> <li>Advises management on personnel/training and management development trends;</li> <li>Acts as course leader in specific training programmes;</li> <li>Provides counselling for employees;</li> <li>Determines the effectiveness of personnel and training activities.</li> <li>為各職級人員策劃及推行有效的人事管理及訓練計劃；</li> <li>管理及協調機構內外訓練；</li> <li>就人事／訓練及管理發展趨勢向管理階層提供意見；</li> <li>任特別訓練計劃的課程負責人；</li> <li>為職員提供輔導；</li> <li>評定人事管理及訓練活動的成效。</li> </ul>
110	Reservations Manager 訂位部經理	<ul style="list-style-type: none"> <li>Formulates and supervises the reservation system;</li> <li>Clarifies booking situation with management of travel/tourism related organisations and commercial accounts;</li> <li>Promotes good relations with the public.</li> <li>制定及監督訂位制度；</li> <li>向旅遊機構管理人員及客戶查詢訂位情況；</li> <li>促進與公眾的關係。</li> </ul>
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager ; Business Development Manager 營業經理；業務經理； 客戶服務經理； 旅遊部經理； 業務發展經理	<ul style="list-style-type: none"> <li>Re-structures marketing and sales strategies;</li> <li>Observes competitors and new market trends;</li> <li>Plans sales calls and provides leads;</li> <li>Conducts sales performance appraisals of subordinates;</li> <li>Reviews sales targets regularly.</li> <li>重訂市場拓展及營業策略；</li> <li>留意同業動態及市況新趨勢；</li> <li>設計營業付款通知書及提供重要報導；</li> <li>評估屬下的推銷表現；</li> <li>定期檢討營業目標。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Managerial/ Professional level (Continued) 經理／專業人員級（續）</b>		
112	Ticketing Manager 票務部經理	<ul style="list-style-type: none"> <li>Controls, formulates and supervises the ticketing system of the agency according to international and local regulations;</li> <li>Clarifies booking situation with management of travel/tourism related organisations and commercial accounts.</li> <li>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；</li> <li>向旅遊機構管理人員及客戶查詢訂票情況。</li> </ul>
151	Curatorial Officer 館長	<ul style="list-style-type: none"> <li>Works with the Assistant Curator and assists in collections management/ development and the documentation of artefacts;</li> <li>Conducts research on collections;</li> <li>Explores themes and curates contents for exhibitions, and prepares write-ups, panel texts, object labels, and entries for a website.</li> <li>與助理館長合作，協助館藏管理/開發和文物記錄；</li> <li>對藏品進行研究；</li> <li>探索主題並策劃展覽內容，並為網站準備文章、面板文本、對象標籤和條目。</li> </ul>
<b>Supervisory / Technical level 督導／技術員級</b>		
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	<ul style="list-style-type: none"> <li>Develops new accounts and additional business by regularly contacting clients and calling on potential clients, obtains marketing information and follows referrals from clients and competitors;</li> <li>Completes weekly call reports;</li> <li>Coordinates and plans the digital media creation and multi-channel publication of the requested content.</li> <li>按時聯絡有關人士，以爭取新客戶及額外業務，蒐集市場資料和跟進同業及客戶介紹的情況；</li> <li>填寫每週的聯絡報告；</li> <li>統籌及策劃數碼內容創作，管理製作流程及細節。</li> </ul>
202	Accounting Supervisor/ Accounting Officer 會計部主管／主任  (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/paymaster/ cashier/ general cashier) (如：應付帳／應收帳／存 貨／核數／信用部／會計部 ／出納等)	<ul style="list-style-type: none"> <li>Accounting duties which include the following: audits and processes the payments of all of the company's disbursements;</li> <li>Prepares expense analysis and other reports on suppliers' invoices and monthly statements;</li> <li>Keeps proper record of all amounts due to the company on a timely basis;</li> <li>Computes all travel agents' commissions payable;</li> <li>Controls and balances all advance deposits;</li> <li>Responses to account disputes and queries;</li> <li>Prepares the monthly accounts receivable report;</li> <li>Keeps all records relating to payroll;</li> <li>Prepares and remits payroll reports;</li> <li>Compiles all tax returns.</li> <li>核對及處理公司一切支出；</li> <li>編製支出分析及其他有關供應商發票及月結單的報告；</li> <li>保存應收帳紀錄；</li> <li>計算一切應付予旅行社的佣金；</li> <li>控制並平衡所有預付定金；</li> <li>處理會計上的爭議及疑問；</li> <li>編製每月應收帳款報告；</li> <li>保存所有與薪酬有關的紀錄；</li> <li>編製並提交薪酬報告；</li> <li>編製所有報稅表。</li> </ul>

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<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員； 程式編寫員；資訊保安主任	<ul style="list-style-type: none"> <li>● Designs and develops computer programmes to meet business needs according to the requirements laid down by the functional and technical specifications;</li> <li>● Applies appropriate system and programming tools, and hardware to deliver cost efficient business solutions;</li> <li>● Specialises in the system support and maintenance, which enables the use of system software for improving the system performance and quality of service;</li> <li>● Undertakes design, technical support and review on IT/network security, firewalls and intrusion detection;</li> <li>● Drafts the information security standards, policy and procedures.</li> <li>● 根據功能及技術規格，設計及開發電腦程式，應付業務需要；</li> <li>● 應用合適的系統、程式編製工具及硬件，提供具成本效益的業務方案；</li> <li>● 專責系統支援及維修，以便提高系統性能及服務質素；</li> <li>● 負責設計、技術支援及檢討資訊／網絡保安、防火牆及侵入偵察設施；</li> <li>● 擬定資訊保安標準、政策及程序。</li> </ul>
205	Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任； 旅遊部主管；旅遊部主任	<ul style="list-style-type: none"> <li>● Co-ordinates and supervises the activities of staff engaged in ticketing tour operation and clerical;</li> <li>● Liaises with hotels, restaurants, shops and places of tourists' interest.</li> <li>● 監督及協調票務部、旅遊部及文職人員的工作；</li> <li>● 與酒店、餐廳、商店及名勝區聯絡。</li> </ul>
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任； 訓練部主任； 人力資源部主任	<ul style="list-style-type: none"> <li>● Recruits, interviews and hires employees;</li> <li>● Counsels, transfers and dismisses employees based on appraisal of supervisors.</li> <li>● Counsels and advises department heads regarding personnel problems;</li> <li>● Assists in implementing training policies and functions;</li> <li>● Keeps staff training records;</li> <li>● Arranges for training schedules and liaises with outside training/education institutions.</li> <li>● 招募、約見及聘任僱員；</li> <li>● 根據考績報告輔導、調派或革除僱員；</li> <li>● 就人事問題向部門主管提供意見；</li> <li>● 協助推行訓練政策和活動；</li> <li>● 保存員工受訓紀錄；</li> <li>● 安排訓練日程，並與外界訓練／教育機構聯繫。</li> </ul>
207	Planning Supervisor 策劃主管	<ul style="list-style-type: none"> <li>● Supervises statistics clerks;</li> <li>● Produces regular statistical reports;</li> <li>● Monitors monthly commitments against budget.</li> <li>● 監督統計部文員；</li> <li>● 定期編製統計報告；</li> <li>● 按財政預算控制每月的承付支出。</li> </ul>
208	Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	<ul style="list-style-type: none"> <li>● Provides supervisory coverage in reservation during each shift;</li> <li>● Clarifies booking situation and feeds back vital information to departments concerned;</li> <li>● Promotes good relations with the public.</li> <li>● 監督每更訂位部職員的工作；</li> <li>● 查詢訂位情況，並將重要資料轉達有關部門；</li> <li>● 促進與公眾的關係。</li> </ul>
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營 業部主管；團體營業聯絡 主任；助理營業經理；營業 部助理主管	<ul style="list-style-type: none"> <li>● Assists the manager to co-ordinate tour operation for groups and individuals;</li> <li>● Liaises with airlines, other travel agencies and hotels;</li> <li>● Promotes sales to commercial accounts;</li> <li>● Follows up on future booking and attends to complaints.</li> <li>● 協助經理處理團體及個人旅遊事宜；</li> <li>● 與航空公司、其他旅行社及酒店聯絡；</li> <li>● 向商務機構推廣業務；</li> <li>● 辦理訂房及投訴事宜。</li> </ul>

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<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
210	Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	<ul style="list-style-type: none"> <li>● Provides supervisory coverage in ticket office;</li> <li>● Compiles daily, weekly and monthly statistical reports on tickets issued;</li> <li>● Updates information of flight movements, exchange rates and air tariffs;</li> <li>● Assists subordinates in handling complicated matters.</li> <li>● 監督票務部的工作；</li> <li>● 就每日、每週及每月所發出的機票編製統計報告；</li> <li>● 提供有關航機飛行情況、匯率及航空關稅的最新資料；</li> <li>● 協助屬下處理複雜問題。</li> </ul>
211	Business Analyst ; Data Analyst 商業分析員；資料分析員	<ul style="list-style-type: none"> <li>● Controls passenger bookings and monitor reservations (technical) standards on the route(s) assigned; reviews flight booking profiles, short term capacity planning and performs allocation/re-allocation of seats.</li> <li>● 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。</li> </ul>
252	Assistant Curator 助理館長	<ul style="list-style-type: none"> <li>● Assists in researching and implementing exhibitions and public programmes to create awareness from the local, regional and global attention to the museums;</li> <li>● Assists in content development and conduct academic research for preparation of write-ups for museum collections, exhibitions, publications and other public programmes;</li> <li>● Assists in coordinating with the museum and other reputable museums on matters related to the arrangement of displaying their collections in the museum's standing and special exhibitions, as well as other collaborations on research and curatorial matters;</li> <li>● Provides guided tours for exhibitions or other public programmes when required.</li> <li>● 協助研究和實施展覽和公共計劃，以提高地方、區域和全球對博物館的關注；</li> <li>● 協助內容開發及進行學術研究，為博物館藏品、展覽、出版物及其他公共節目撰寫文章；</li> <li>● 協助與博物館和其他知名博物館協調有關安排在博物館常設展覽和特別展覽中展示其藏品的事宜，以及研究和策展事宜的其他合作；</li> <li>● 如有需要，為展覽或其他公共活動提供導賞服務。</li> </ul>
253	Curatorial Assistant 策展助理	<ul style="list-style-type: none"> <li>● Assists in project implementation and coordination of learning programmes;</li> <li>● Conducts research for potential tour and workshop materials and works on procurement and purchasing matters;</li> <li>● Coaches the work of assistants and supports educators and other programme staff to successfully deliver programmes to achieve desired outcomes; and</li> <li>● Assists to the development and implementation of a programme assessment and evaluation plan to ensure outcomes are being met and issues are resolved.</li> <li>● 協助專案實施和協調由團隊確定的學習計劃；</li> <li>● 對潛在的參觀和研討會材料進行研究，並從事採購和採購事宜；</li> <li>● 指導助理的工作，支援教育工作者和其他計劃工作人員成功實施計劃，以實現預期成果；</li> <li>● 協助制定和實施計劃評估和評價計劃，以確保取得成果並解決問題。</li> </ul>

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<b>Supervisory / Technical level (Continued) 督導／技術員級（續）</b>		
255	Assistant Supervisor 助理主管	<ul style="list-style-type: none"> <li>● Supervises and supports the daily operations of a fun park;</li> <li>● Maintains safe and smooth operation for the park, including facilities inspection, ticketing and guest service, and any other work related to the daily operations of the park venue;</li> <li>● Handles inquiries, resolves comments or complaints related to the park, uplifts service and sale standard within the park to achieve a high-quality experience and repetitive purchases of customers;</li> <li>● Ensures a hygienic and visually presentable park;</li> <li>● Coordinates with event planner to operate programmes and activities inside the park.</li> <li>● 監督和支援樂園的日常營運;</li> <li>● 維持樂園安全順利營運, 包括檢查設施、票務和賓客服務, 以及與樂園場館日常營運相關的任何其他工作;</li> <li>● 處理與樂園相關的查詢、解決意見或投訴, 提升樂園內服務和銷售水準, 實現客戶的優質體驗和重複購買;</li> <li>● 確保公園衛生美觀;</li> <li>● 與活動策劃者協調, 在公園內營運節目及活動。</li> </ul>
<b>Clerical/Operative level 文員／操作工級</b>		
301	Accounting Clerk/ General Cashier 會計部文員; 出納員	<ul style="list-style-type: none"> <li>● 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.</li> <li>● 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。</li> </ul>
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	<ul style="list-style-type: none"> <li>● Performs clerical duties of a general nature such as copying, compiling, filing and recording information.</li> <li>● 負責一般文職工作, 包括抄寫、編纂、編理檔案及紀錄資料等。</li> </ul>
304	Reservations Agent 訂位代理	<ul style="list-style-type: none"> <li>● Controls booking situation for all flights;</li> <li>● Works with ticketing officers;</li> <li>● Sells seats and services to passengers;</li> <li>● Provides information to other departments.</li> <li>● 處理所屬航班的訂位服務;</li> <li>● 與票務部主任合作;</li> <li>● 向顧客銷售機票及其他服務;</li> <li>● 向其他部門提供資料。</li> </ul>
305	Sales Representative 營業代表	<ul style="list-style-type: none"> <li>● Meets sales targets;</li> <li>● Sells air travel services;</li> <li>● Produces regular reports on business transactions;</li> <li>● Attends daily briefing and follows up the instructions from supervisor.</li> <li>● 實現營業目標;</li> <li>● 推銷航空服務;</li> <li>● 定期編製業務報告書;</li> <li>● 出席每日的簡短會議, 並按照主管的指示做跟進工作。</li> </ul>

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<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
315	Reservation and/or Ticketing Clerk 訂位及／或票務部文員	<ul style="list-style-type: none"> <li>● Prepares itineraries, makes travel and hotel reservation according to customers' requirement;</li> <li>● Examines schedules of air, sea or land transport and hotel facilities;</li> <li>● Completes and issues tickets, vouchers and other documents;</li> <li>● Makes special arrangements for package tours;</li> <li>● May need to assist passengers to obtain passports, visas and foreign currencies;</li> <li>● May prepare accounts and receive payments;</li> <li>● Advises on air fares and routes;</li> <li>● Makes bookings for customers and channels their special requests to reservations department;</li> <li>● Collects money in the right currency and issues tickets to passengers;</li> <li>● Checks flight movements.</li> <li>● 編製旅遊指南，根據顧客要求預訂團位及酒店；</li> <li>● 查核有關海、陸、空交通情況及酒店設施；</li> <li>● 填發票券、收據及其他文件；</li> <li>● 為旅行團作出特別安排；</li> <li>● 或須協助旅客申領護照、入境證及找換外幣；</li> <li>● 或須編製會計帳目及負責收取費用。</li> <li>● 就飛機票價及航線提出意見；</li> <li>● 替顧客預訂座位，並將其特別要求轉達訂位部；</li> <li>● 知會顧客以適當貨幣支付機票費用，並發出機票；</li> <li>● 查實航機班次及處理有關行程更改。</li> </ul>
317	Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	<ul style="list-style-type: none"> <li>● Accompanies groups of tourists and others on sightseeing tours within a city, or to places of general interest;</li> <li>● Assists in interpreting and purchasing.</li> <li>● 陪同旅行團及遊客等在本地觀光或參觀名勝地區；</li> <li>● 協助翻譯及協助遊客購買物品。</li> </ul>
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	<ul style="list-style-type: none"> <li>● Operates and controls data processing equipment;</li> <li>● Enters prepared source data into data entry machine;</li> <li>● Records data on card, magnetic tape and disk;</li> <li>● Despatches computer print-outs to users;</li> <li>● Sets up, renews and updates the travel agent's home page;</li> <li>● Monitors and provides data on the website traffic for management's analysis;</li> <li>● Provides technical support services to internal users or external clients, including desktop hardware, system and application software installation; upgrading.</li> <li>● 操作及控制資料處理設備；</li> <li>● 輸入編妥資料；</li> <li>● 將資料紀錄在咭片、磁帶及磁碟上；</li> <li>● 將電腦印出資料發送予有關部門；</li> <li>● 設立、更新及優化旅行社自設的網站；</li> <li>● 監控及提供瀏覽數據給管理層作分析用；</li> <li>● 為機構內部用戶或外間客戶提供技術支援服務，包括：安裝桌面硬件、系統及應用軟件；系統升級。</li> </ul>
326	Marketing / Public Relations Assistant ; Digital Marketing Assistant 市場拓展/公共關係助理；數碼營銷助理	<ul style="list-style-type: none"> <li>● Assists the digital marketing team to manage relevant social media;</li> <li>● Updates and interacts with public on digital platform.</li> <li>● 協助數碼營銷部門管理相關社交媒體；</li> <li>● 更新及在數碼平台上與公眾互動。</li> </ul>
351	Museum Assistant 博物館助理	<ul style="list-style-type: none"> <li>● Assists in museum projects, organises exhibitions, prepares publicity materials;</li> <li>● Conducts research, compiles reports and provides logistic support e.g. photo taking, liaison with school, etc.</li> <li>● 協助博物館專案，組織展覽，準備宣傳資料；</li> <li>● 進行研究、編製報告及提供後勤支援，例如拍照、與學校聯絡等。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
352	Memorial Art Collection Assistant 紀念藝術藏品助理員	<ul style="list-style-type: none"> <li>Retrieves, sorts, cleans, verifies, records, labels, packs and seals the pending handover collection items and inputs data in collection database according to the set priorities;</li> <li>Assists in compiling item lists and assists in preparing the items for physical handover according to the set priorities;</li> <li>Labels and seals the boxes of collection items for physical handover and record the locations;</li> <li>Delivers and escorts the registered and arranged collection items to assigned locations for handover or storage.</li> <li>檢索、分類、清理、驗證、記錄、貼標籤、包裝、封存交接物件，並按設定的優先順序將資料錄入採集資料庫；</li> <li>協助編製物品清單，並協助根據設定的優先順序準備實物交接物品；</li> <li>對收集物品箱進行貼標、封存，以便實物交接，並記錄位置；</li> <li>將已登記和安排的收藏品運送並護送到指定地點進行交接或存放。</li> </ul>
353	Museum / Gallery Support Assistant 博物館/畫廊支援助理	<ul style="list-style-type: none"> <li>Assists in receiving visiting groups;</li> <li>Delivers museum services;</li> <li>Compiles statistics and reports on guided tours and visitors; and</li> <li>Provides assistance in the guided tour service.</li> <li>協助接待來訪團；</li> <li>提供博物館服務；</li> <li>編製導遊和遊客的統計數據和報告；</li> <li>提供導遊服務協助。</li> </ul>
354	Tour Services Host 觀光服務款待專員	<ul style="list-style-type: none"> <li>Responsible for day-to-day operations and tours fulfilment;</li> <li>Handles tour guests with concierge services; and</li> <li>Assists in any special activities or events.</li> <li>負責日常營運和旅遊行程；</li> <li>為旅遊客人提供禮賓服務；</li> <li>協助任何特別活動或事件。</li> </ul>
355	Marketing and Operation Assistant 市場及營運助理	<ul style="list-style-type: none"> <li>Assists the operation manager to support all-round operational matters, including business development, shop openings, marketing, implementing policies and procedures, etc.;</li> <li>Carries out operation reports (e.g. budget &amp; forecast) and provides customer service support;</li> <li>Responsible for the marketing of the company's promotion and advertising campaign;</li> <li>Organises and coordinates the execution of the marketing campaign to optimise brand image.</li> <li>協助營運經理支援全方位的營運事宜，包括業務發展、開店、市場行銷、政策及程序實施等；</li> <li>執行運營報告（例如預算和預測）並提供客戶服務支援；</li> <li>負責公司推廣和廣告活動的行銷；</li> <li>組織和協調行銷活動，以優化品牌形象。</li> </ul>
356	Park Operations Host 園區營運員	<ul style="list-style-type: none"> <li>Greets guests at attractions and throughout the park, controls guest flow, loads and unloads guests from attractions / theatres / shows and operate attractions / ticketing systems;</li> <li>Greets guest at souvenir shops, operates sales system to complete cash transactions, stock and inventory control;</li> <li>Greets and serves guest with food at restaurant, operates sales system to complete cash transactions, stock and inventory control, set up tables and keep the restaurant clean and tidy.</li> <li>在景點和公園內迎接客人，控制遊客流量，從景點/劇院/表演安排遊客，並操作景點/票務系統；</li> <li>在紀念品商店迎接客人，操作銷售系統完成現金交易，庫存和庫存控制；</li> <li>在餐廳迎接及為客人端上食物，操作銷售系統完成現金交易，庫存和庫存控制，設置餐桌並保持餐廳乾淨整潔。</li> </ul>

<b>Code 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
<b>Clerical/Operative level (Continued) 文員／操作工級（續）</b>		
357	Costume Assistant 服裝助理	<ul style="list-style-type: none"> <li>● Responsible for costume issue operation, including registration arrangement, inventory control, distribution, cleaning, ironing, repair;</li> <li>● Maintains day-to-day operations on distribution floors or theaters (depending on assignment);</li> <li>● Handles cleaning detergent and possibly costume materials such as fur, suede, feather and, etc.;</li> <li>● Provides the costumed cast members/performers with quality costumes.</li> <li>● 負責服裝發行操作，包括登記整理、庫存控制、配送、清潔、熨燙、維修；</li> <li>● 維持樓層或影院的日常運作（取決於任務）；</li> <li>● 處理清潔劑和服裝材料，如毛皮、絨面革、羽毛等；</li> <li>● 為穿著服裝的演員/表演者提供優質的服裝。</li> </ul>
358	Guest Relations Host 顧客服務員	<ul style="list-style-type: none"> <li>● Handles guests' enquiries, requests and comments;</li> <li>● Achieves service standard which beyond guests' expectation proactively;</li> <li>● Assists in group ticketing operations with cash handling duties.</li> <li>● 處理客人的查詢、要求和意見；</li> <li>● 主動達到超出客人期望的服務標準；</li> <li>● 協助團體票務操作，履行現金處理職責。</li> </ul>
359	Operation Assistant 營運助理	<ul style="list-style-type: none"> <li>● Captures the happy moments of tourists at tourist attractions;</li> <li>● Provides professional photography services;</li> <li>● Assists in selling related souvenirs.</li> <li>● 為遊客在旅遊景點記錄快樂的時光；</li> <li>● 提供專業的攝影服務；</li> <li>● 協助銷售相關紀念品。</li> </ul>
360	Exhibitions and Displays Coordinator 展覽和展示協調員	<ul style="list-style-type: none"> <li>● Assists the supervisor in managing budgeting, project schedule and procurement processes;</li> <li>● Supports the team's daily operation including but not limited to information consolidation, budget control, arranging meetings, taking minutes, preparing reports, etc.;</li> <li>● Follows through the procurement process of exhibition &amp; displays related goods and services;</li> <li>● Supports the workflows and procedures that facilitate an efficient and effective operations within the team..</li> <li>● 協助主管管理預算、專案進度和採購流程；</li> <li>● 支援團隊的日常運作，包括但不限於資訊整理、預算控制、安排會議、做會議記錄、準備報告等；</li> <li>● 跟進展覽和展示相關商品和服務的採購過程；</li> <li>● 支援工作流程和程式，以促進團隊內部的高效和有效運營。</li> </ul>
<b>Secretarial/Others level 秘書／其他職級</b>		
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書； 打字員	<ul style="list-style-type: none"> <li>● Takes dictation and transcribes letters, reports and memos;</li> <li>● Answers telephone, screen calls and takes messages;</li> <li>● Prepares replies to routine enquiries;</li> <li>● Maintains daily calendar and appointment schedules;</li> <li>● Receives personal callers and performs related secretarial duties.</li> <li>● 筆錄及繕寫信件、報告及便箋；</li> <li>● 接聽電話，甄別來電及記下口訊；</li> <li>● 答覆一般詢問；</li> <li>● 編擬每日事務及約會表；</li> <li>● 接待訪客及負責有關的秘書職務。</li> </ul>
402	Office Assistant ; Messenger 辦公室助理員；信差	<ul style="list-style-type: none"> <li>● Handles odd jobs and despatches errands for the general office.</li> <li>● 為總辦事處處理雜務及差使。</li> </ul>

## Appendix 6

### Quality Control Measures

#### **Prior to fieldwork preparation**

- Collect contact information of the sampled establishments
- Group sampled establishments to the same business organisation

#### **Thorough training of fieldwork staff**

- Industry briefing workshop by VTC
- Intensive briefing and training sessions by MOV in consultation with VTC

#### **Monitoring of the fieldwork execution**

- Well-trained enumerators who are experienced in conducting establishment surveys
- Closely monitor fieldwork progress and work of enumerators
- Debriefing sessions twice a week

#### **Measures to increase the response rate**

- Strategic directions given by VTC
- Assistance from the Training Boards and trade associations, etc.

#### **Checking of the completed questionnaires**

- Sample check of completed questionnaires by an independent team of QC checkers
- 100% vetting of the completed questionnaires by VTC

#### **Double data entry and data validation**

- Double data entry system
- Validation of collected data via computer programming and systems

#### **Data analysis by VTC**

- Comparison of survey findings with last round
- Benchmarking with relevant manpower information (if deemed appropriate)

**Appendix 7****Response Profile**

<b>Sector / Branch</b>	<b>(a) No. of valid cases*</b>	<b>(b) No. of establishments successfully enumerated</b>	<b>(b) / (a) Effective response rate</b>
Airline Companies	50	49	98.0%
Travel Agents and Airline Ticket Agents	176	174	98.9%
MICE	37	36	97.3%
Amusement Parks / Museums/ Attractions	16	16	100%
<b>Overall</b>	<b>279</b>	<b>275</b>	<b>98.6%</b>

Note: \* Excluding establishments which had ceased operation, had not employed any relevant technical staff, etc. at the time of survey.

## Appendix 8

# Manpower Projection Methodology

### Labour Market Analysis

1. The Labour Market Analysis approach examines a group of key economic indicators or statistics which reflects important changes in the local economy, demography and labour market. Some indicators or statistics are chosen to build a statistical model that can be used to project manpower trend of the industry under study.

2. For projecting the manpower trend of the tourism industry, the following index or statistics were used as indicators.

- Inward and outward movement of aircraft
- Number of visitor arrival
- Private consumption expenditure
- Restaurant receipts in volume index
- Retail sales in volume index

## **Appendix 9 Statistical Tables**

**Table 9.1 Number of Full-time Employees at time of survey by branch by principal job**  
**表 9.1 按門類及主要職位劃分的全職僱員人數**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	Airline Companies 航空公司 (Branch 門類 1)	Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、 票務代理及 旅行團組團商) (Branch 門類 2)	Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)
Managerial / Professional Level 經理／專業人員級				
101	Administration Manager ; Office Manager 行政經理；寫字樓經理	19	109	14
102	Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監；人力資源部總監	21	7	0
103	Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理	9	10	2
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理；資訊科技經理；資訊科技項目經理； 資訊保安專責經理	482	49	12
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	95	373	43
106	Financial Controller ; Accountant 財務總監；會計師	153	62	5
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	60	476	31
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理；數碼營銷經理	97	104	46
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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	121	71	7
110	Reservations Manager 訂位部經理	100	57	0
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理；業務發展經理	161	495	133
112	Ticketing Manager 票務部經理	4	107	2
113	Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監；會議、展覽及獎勵旅遊經理	0	1	58
115	Airport Manager ; Traffic Manager ; Crew Control Manager / Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理；交通事務經理；機組人員運作經理；客戶關係經理	26	0	0
116	Flight Dispatch Manager 航班簽派經理	4	0	0
117	Product Development Manager 產品發展經理	0	15	0
199	Others (Managerial / Professional Level) 其他（經理／專業人員級）	2346	0	16
Sub-Total 小計		3698	1936	369

**Table 9.1 Number of Full-time Employees at time of survey by branch by principal job**  
**表 9.1 按門類及主要職位劃分的全職僱員人數**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	Airline Companies 航空公司 (Branch 門類 1)	Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、 票務代理及 旅行團組團商) (Branch 門類 2)	Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)
Supervisory / Technical Level 督導／技術員級				
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	70	213	95
202	Accounting Supervisor ; Accounting Officer (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) 會計部主管；會計部主任 (如：應付帳／應收帳／存貨／核數／信用部／會計部／出納等)	269	299	27
203	Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor / Crew Operations Supervisor ; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管；交通事務主管；機組人員運作主管；高級機艙事務長； 機艙事務長；客戶關係主管	1736	0	0
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員；資訊保安主任	405	137	39
205	Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管；旅遊部主任	0	922	204
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任	174	43	81
207	Planning Supervisor 策劃主管	10	8	111
208	Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	114	150	0
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任； 助理營業經理；營業部助理主管	51	358	92
210	Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	22	483	8
211	Business Analyst ; Data Analyst 商業分析員；資料分析員	123	24	2
212	Meeting, Incentives, Conventions and Exhibitions Supervisor ; Meeting, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管；會議、展覽及獎勵旅遊主任	0	2	411
213	Product Development Supervisor 產品發展主任	0	14	0
299	Others (Supervisory / Technical Level) 其他 (督導／技術員級)	1591	2	80
<b>Sub-Total 小計</b>		<b>4565</b>	<b>2655</b>	<b>1150</b>

**Table 9.1 Number of Full-time Employees at time of survey by branch by principal job**  
**表 9.1 按門類及主要職位劃分的全職僱員人數**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	Airline Companies 航空公司 (Branch 門類 1)	Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、 票務代理及 旅行團組團商) (Branch 門類 2)	Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)
Clerical / Operative Level 文員／操作工級				
301	Accounting Clerk ; General Cashier 會計部文員；出納員	151	699	129
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	397	648	253
304	Reservations Agent 訂位代理	271	409	72
305	Sales Representative 營業代表	149	530	46
307	Cabin Attendant ; Crew 機艙服務員	8396	0	0
308	Cargo Officer (Passenger Service) 貨物裝卸主任（旅客服務）	1162	0	0
309	Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	297	0	0
310	Information Counter Officer ; Customer Services Officer 詢問處主任；客戶服務部主任	43	0	0
311	Flight Dispatch Officer 航班簽派員	57	0	0
313	Airport Officer ; Crew Control Officer / Crew Operations Officer 機場主任；機組人員運作主任	4	0	0
314	Traffic Officer 交通事務主任	11	0	0
315	Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	0	1878	0
316	Visa Clerk 簽證部文員	0	57	0
317	Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	0	294	0
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	27	103	50
319	Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	0	960	0
320	Travel Consultant 旅遊顧問	0	2002	0
321	Cruise Consultant 郵輪顧問	0	42	0
322	Meeting, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	0	24	546
323	Coach Driver 旅遊車司機	0	127	0
324	Airline Reservation and/or Ticketing Clerk 航空公司訂位及；或票務部文員	82	0	0

**Table 9.1**      **Number of Full-time Employees at time of survey by branch by principal job**  
**表 9.1**      **按門類及主要職位劃分的全職僱員人數**

Job Code 職務編號	Job Title 職稱	Airline Companies 航空公司 (Branch 門類 1)	Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、 票務代理及 旅行團組團商) (Branch 門類 2)	Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)
326	Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理；數碼營銷助理	33	82	135
327	Product Development Executive 產品發展員	0	16	0
399	Others (Clerical / Operative Level) 其他 (文員／操作工級)	299	0	0
<b>Sub-Total 小計</b>		<b>11379</b>	<b>7871</b>	<b>1231</b>
<b>Secretarial / Others Level 秘書／其他職級</b>				
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員	26	107	36
402	Office Assistant ; Messenger 辦公室助理員；信差	6	120	12
499	Others (Secretarial / Others) 其他 (秘書／其他員工)	1	2	0
<b>Sub-Total 小計</b>		<b>33</b>	<b>229</b>	<b>48</b>
<b>Total 總數</b>		<b>19675</b>	<b>12691</b>	<b>2798</b>

Note:

Breakdown by principal job is not recommended for Branch 4 (Activities of Amusement parks and theme parks / museum / attractions) because some prominent companies returned manpower information by job level only.

註：

由於門類4（遊樂園及主題樂園／博物館／景點的活動）部分主要公司僅按職級提供人力資料，所以不建議分拆職位展示。

**Table 9.2 Number of Part-time Employees at time of survey by branch by principal job**  
**表 9.2 按門類及主要職位劃分的兼職僱員人數**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	Airline Companies 航空公司 (Branch 門類 1)	Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、 票務代理及 旅行團組團商) (Branch 門類 2)	Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)
<b>Managerial / Professional Level 經理／專業人員級</b>				
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理；數碼營銷經理	0	2	0
<b>Sub-Total 小計</b>		<b>0</b>	<b>2</b>	<b>0</b>
<b>Supervisory / Technical Level 督導／技術員級</b>				
205	Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管；旅遊部主任	0	0	63
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任； 助理營業經理；營業部助理主管	0	12	0
299	Others (Supervisory / Technical Level) 其他 (督導／技術員級)	0	24	2
<b>Sub-Total 小計</b>		<b>0</b>	<b>36</b>	<b>65</b>
<b>Clerical / Operative Level 文員／操作工級</b>				
301	Accounting Clerk ; General Cashier 會計部文員；出納員	0	29	0
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	0	96	0
304	Reservations Agent 訂位代理	2	54	0
305	Sales Representative 營業代表	5	12	0
309	Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	9	0	0
315	Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	0	97	0
316	Visa Clerk 簽證部文員	0	4	0
317	Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	0	10	0
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	0	12	2
319	Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	0	380	0
320	Travel Consultant 旅遊顧問	0	366	0
321	Cruise Consultant 郵輪顧問	0	23	0
322	Meeting, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	0	0	2

Job Code 職務編號	Job Title 職稱	Airline Companies 航空公司 (Branch 門類 1)	Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、 票務代理及 旅行團組團商) (Branch 門類 2)	Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)
323	Coach Driver 旅遊車司機	0	39	0
326	Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理 ; 數碼營銷助理	0	2	0
399	Others (Clerical / Operative Level) 其他 (文員 / 操作工級)	0	6	0
<b>Sub-Total 小計</b>		<b>16</b>	<b>1 130</b>	<b>4</b>
<b>Secretarial / Others Level 秘書 / 其他職級</b>				
401	Executive Secretary ; Secretary ; Typist 行政秘書 ; 秘書 ; 打字員	0	1	0
402	Office Assistant ; Messenger 辦公室助理員 ; 信差	0	4	0
<b>Sub-Total 小計</b>		<b>0</b>	<b>5</b>	<b>0</b>
<b>Total 總數</b>		<b>16</b>	<b>1 173</b>	<b>69</b>

Note:

Breakdown by principal job is not recommended for Branch 4 (Activities of Amusement parks and theme parks / museum / attractions) because some prominent companies returned manpower information by job level only.

註：

由於門類4（遊樂園及主題樂園／博物館／景點的活動）部分主要公司僅按職級提供人力資料，所以不建議分拆職位展示。

**Table 9.3 Number of Full-time Vacancies at time of survey by branch by principal job**  
**表 9.3 按門類及主要職位劃分的全職空缺人數**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	Airline Companies 航空公司 (Branch 門類 1)	Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、 票務代理及 旅行團組團商) (Branch 門類 2)	Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)
<b>Managerial / Professional Level 經理／專業人員級</b>				
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理；資訊科技經理；資訊科技項目經理； 資訊保安專責經理	0	2	0
106	Financial Controller ; Accountant 財務總監；會計師	0	6	0
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	1	0	0
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理；數碼營銷經理	4	13	0
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理；業務發展經理	3	0	0
115	Airport Manager ; Traffic Manager ; Crew Control Manager / Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理；交通事務經理；機組人員運作經理；客戶關係經理	1	0	0
<b>Sub-Total 小計</b>		<b>9</b>	<b>21</b>	<b>0</b>
<b>Supervisory / Technical Level 督導／技術員級</b>				
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任；數碼營銷主任	0	6	5
202	Accounting Supervisor ; Accounting Officer (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) 會計部主管；會計部主任 (如：應付帳／應收帳／存貨／核數／信用部／會計部／出納等)	1	1	0
203	Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor / Crew Operations Supervisor ; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管；交通事務主管；機組人員運作主管；高級機艙事務長； 機艙事務長；客戶關係主管	56	0	0
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員；資訊保安主任	0	2	0
205	Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管；業務主任；旅遊部主管；旅遊部主任	0	0	11
208	Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	2	0	0
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管；團體營業聯絡主任； 助理營業經理；營業部助理主管	4	3	0
211	Business Analyst ; Data Analyst 商業分析員；資料分析員	1	2	0
212	Meeting, Incentives, Conventions and Exhibitions Supervisor ; Meeting, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管；會議、展覽及獎勵旅遊主任	0	0	1
<b>Sub-Total 小計</b>		<b>64</b>	<b>14</b>	<b>17</b>

Job Code 職務編號	Job Title 職稱	Airline Companies 航空公司 (Branch 門類 1)	Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、 票務代理及 旅行團組團商) (Branch 門類 2)	Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)
Clerical / Operative Level 文員／操作工級				
301	Accounting Clerk ; General Cashier 會計部文員；出納員	2	7	3
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	0	44	0
304	Reservations Agent 訂位代理	5	6	0
305	Sales Representative 營業代表	12	24	4
307	Cabin Attendant ; Crew 機艙服務員	53	0	0
308	Cargo Officer (Passenger Service) 貨物裝卸主任（旅客服務）	4	0	0
309	Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	11	0	0
310	Information Counter Officer ; Customer Services Officer 詢問處主任；客戶服務部主任	5	0	0
315	Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	0	32	0
316	Visa Clerk 簽證部文員	0	2	0
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	0	4	0
319	Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	0	130	0
320	Travel Consultant 旅遊顧問	0	185	0
322	Meeting, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	0	0	6
326	Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理；數碼營銷助理	0	5	0
327	Product Development Executive 產品發展員	0	4	0
Sub-Total 小計		92	443	13
Secretarial / Others Level 秘書／其他職級				
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員	0	0	3
402	Office Assistant ; Messenger 辦公室助理員；信差	0	1	0
Sub-Total 小計		0	1	3
Total 總數		165	479	33

Note:

Breakdown by principal job is not recommended for Branch 4 (Activities of Amusement parks and theme parks / museum / attractions) because some prominent companies returned manpower information by job level only.

註：

由於門類4（遊樂園及主題樂園／博物館／景點的活動）部分主要公司僅按職級提供人力資料，所以不建議分拆職位展示。

**Table 9.4 Number of Part-time Vacancies at time of survey by branch by principal job**  
**表 9.4 按門類及主要職位劃分的兼職空缺人數**

Job Code 職務編號	Job Title 職稱	Airline Companies 航空公司 (Branch 門類 1)	Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、 票務代理及 旅行團組團商) (Branch 門類 2)	Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類 3)
<b>Supervisory/ Technical Level 督導／技術員級</b>				
299	Others (Supervisory / Technical Level) 其他 (督導／技術員級)	0	12	0
<b>Sub-Total 小計</b>		<b>0</b>	<b>12</b>	<b>0</b>
<b>Clerical / Operative Level 文員／操作工級</b>				
301	Accounting Clerk ; General Cashier 會計部文員；出納員	0	2	0
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	0	1	0
<b>Sub-Total 小計</b>		<b>0</b>	<b>3</b>	<b>0</b>
<b>Total 總數</b>		<b>0</b>	<b>15</b>	<b>0</b>

Note:

Breakdown by principal job is not recommended for Branch 4 (Activities of Amusement parks and theme parks / museum / attractions) because some prominent companies returned manpower information by job level only.

註：

由於門類4（遊樂園及主題樂園／博物館／景點的活動）部分主要公司僅按職級提供人力資料，所以不建議分拆職位展示。

**Table 9.5 Number of Trainees / Apprentices at time of survey by branch by principal job**  
**表 9.5 按門類及主要職位劃分的實習生／學徒人數**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	Airline Companies 航空公司 (Branch 門類 1)	Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、 票務代理及 旅行團組團商) (Branch 門類 2)	Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)
<b>Managerial / Professional Level 經理／專業人員級</b>				
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理；業務發展經理	0	4	0
<b>Sub-Total 小計</b>		<b>0</b>	<b>4</b>	<b>0</b>
<b>Supervisory / Technical Level 督導／技術員級</b>				
301	Accounting Clerk ; General Cashier 會計部文員；出納員	0	12	0
305	Sales Representative 營業代表	1	0	0
309	Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	2	0	0
315	Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	0	4	0
320	Travel Consultant 旅遊顧問	0	2	0
321	Cruise Consultant 郵輪顧問	0	4	0
326	Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理；數碼營銷助理	0	4	0
<b>Sub-Total 小計</b>		<b>3</b>	<b>26</b>	<b>0</b>
<b>Total 總數</b>		<b>3</b>	<b>30</b>	<b>0</b>

Note:

Breakdown by principal job is not recommended for Branch 4 (Activities of Amusement parks and theme parks / museum / attractions) because some prominent companies returned manpower information by job level only.

註：

由於門類4（遊樂園及主題樂園／博物館／景點的活動）部分主要公司僅按職級提供人力資料，所以不建議分拆職位展示。

**Table 9.6 Percentage distribution of Average Monthly Remuneration Package of Full-time Employees by principal job (Airline companies)**  
**表 9.6 按每月平均收入幅度劃分的全職僱員分布 (航空公司)**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	\$15,000 or below 或以下	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 - \$50,000	\$50,001 - \$60,000	\$60,001 or above 或以上	Total number of full-time employees 全職僱員 人數
Managerial / Professional Level 經理／專業人員級									
101	Administration Manager ; Office Manager 行政經理；寫字樓經理	0.0%	0.0%	0.0%	35.3%	29.4%	35.3%	0.0%	19
102	Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監；人力資源部總監	0.0%	0.0%	0.0%	18.2%	9.1%	72.7%	0.0%	21
103	Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	9
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理；資訊科技經理； 資訊科技項目經理；資訊保安專責經理	0.0%	0.0%	0.0%	0.0%	20.0%	80.0%	0.0%	482
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	0.0%	0.0%	0.0%	0.0%	36.4%	59.1%	4.5%	95
106	Financial Controller ; Accountant 財務總監；會計師	0.0%	0.0%	0.0%	17.4%	26.1%	56.5%	0.0%	153
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	0.0%	0.0%	0.0%	18.0%	30.0%	44.0%	8.0%	60
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理； 數碼營銷經理	0.0%	0.0%	0.0%	20.0%	15.0%	60.0%	5.0%	97
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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	0.0%	0.0%	0.0%	41.7%	8.3%	50.0%	0.0%	121
110	Reservations Manager 訂位部經理	0.0%	0.0%	0.0%	0.0%	25.0%	75.0%	0.0%	100
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/ Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理； 業務發展經理	0.0%	0.0%	0.0%	24.0%	48.0%	28.0%	0.0%	161
112	Ticketing Manager 票務部經理	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	4
115	Airport Manager ; Traffic Manager ; Crew Control Manager /Crew Operations Manager ; In-flight Services Manager ; Customer Relations Manager 機場經理；交通事務經理；機組人員運作經理； 客戶關係經理	0.0%	0.0%	0.0%	36.8%	47.4%	10.5%	5.3%	26
116	Flight Dispatch Manager 航班簽派經理	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	4
199	Others (Managerial / Professional Level) 其他（經理／專業人員級）	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	2 346
<b>Sub-Total 小計</b>		<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>3.6%</b>	<b>93.8%</b>	<b>0.4%</b>	<b>3 698</b>

Job Code 職務編號	Job Title 職稱	\$15,000 or below 或以下	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 - \$50,000	\$50,001 - \$60,000	\$60,001 or above 或以上	Total number of full-time employees 全職僱員 人數
Supervisory/ Technical Level 督導／技術員級									
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任； 數碼營銷主任	0.0%	0.0%	21.7%	43.5%	34.8%	0.0%	0.0%	70
202	Accounting Supervisor ; Accounting Officer (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) 會計部主管；會計部主任 (如：應付帳／應收帳／存貨／核數／信用部／ 會計部／出納等)	0.0%	0.0%	24.4%	58.5%	17.1%	0.0%	0.0%	269
203	Airport Supervisor ; Traffic Supervisor ; Crew Control Supervisor / Crew Operations Supervisor ; Senior Purser ; Purser ; Customer Relations Supervisor 機場主管；交通事務主管；機組人員運作主管； 高級機艙事務長；機艙事務長；客戶關係主管	0.0%	0.0%	34.2%	43.4%	22.4%	0.0%	0.0%	1 736
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員； 資訊保安主任	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	405
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任	0.0%	0.0%	0.0%	63.6%	36.4%	0.0%	0.0%	174
207	Planning Supervisor 策劃主管	0.0%	0.0%	44.4%	55.6%	0.0%	0.0%	0.0%	10
208	Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	0.0%	0.0%	33.3%	57.1%	9.5%	0.0%	0.0%	114
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管； 團體營業聯絡主任；助理營業經理； 營業部助理主管	0.0%	0.0%	36.1%	52.8%	11.1%	0.0%	0.0%	51
210	Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	0.0%	0.0%	36.4%	45.5%	18.2%	0.0%	0.0%	22
211	Business Analyst ; Data Analyst 商業分析員；資料分析員	0.0%	0.0%	77.8%	22.2%	0.0%	0.0%	0.0%	123
299	Others (Supervisory / Technical Level) 其他 (督導／技術員級)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1 591
Sub-Total 小計		0.0%	0.0%	30.0%	51.0%	19.0%	0.0%	0.0%	4 565
Clerical / Operative Level 文員／操作工級									

Job Code 職務編號	Job Title 職稱	\$15,000 or below 或以下	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 - \$50,000	\$50,001 - \$60,000	\$60,001 or above 或以上	Total number of full-time employees 全職僱員 人數
301	Accounting Clerk ; General Cashier 會計部文員；出納員	5.6%	46.7%	45.6%	2.2%	0.0%	0.0%	0.0%	151
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	0.0%	79.8%	16.0%	4.3%	0.0%	0.0%	0.0%	397
304	Reservations Agent 訂位代理	0.0%	26.2%	73.8%	0.0%	0.0%	0.0%	0.0%	271
305	Sales Representative 營業代表	0.0%	48.4%	28.2%	23.4%	0.0%	0.0%	0.0%	149
307	Cabin Attendant ; Crew 機艙服務員	0.0%	81.7%	15.0%	0.0%	3.3%	0.0%	0.0%	8 396
308	Cargo Officer (Passenger Service) 貨物裝卸主任（旅客服務）	0.0%	14.3%	85.7%	0.0%	0.0%	0.0%	0.0%	1 162
309	Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	0.0%	64.0%	36.0%	0.0%	0.0%	0.0%	0.0%	297
310	Information Counter Officer ; Customer Services Officer 詢問處主任；客戶服務部主任	0.0%	18.8%	62.5%	18.8%	0.0%	0.0%	0.0%	43
311	Flight Dispatch Officer 航班簽派員	0.0%	63.8%	23.4%	12.8%	0.0%	0.0%	0.0%	57
313	Airport Officer ; Crew Control Officer / Crew Operations Officer 機場主任；機組人員運作主任	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	4
314	Traffic Officer 交通事務主任	0.0%	9.1%	90.9%	0.0%	0.0%	0.0%	0.0%	11
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	27
324	Airline Reservation and/or Ticketing Clerk 航空公司訂位及；或票務部文員	0.0%	32.3%	61.3%	6.5%	0.0%	0.0%	0.0%	82
326	Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理；數碼營銷助理	0.0%	63.0%	25.9%	11.1%	0.0%	0.0%	0.0%	33
399	Others (Clerical / Operative Level) 其他（文員／操作工級）	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	299
<b>Sub-Total 小計</b>		<b>0.6%</b>	<b>55.8%</b>	<b>36.6%</b>	<b>6.5%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>11 379</b>
<b>Secretarial / Others Level 秘書／其他職級</b>									
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員	20.0%	56.0%	24.0%	0.0%	0.0%	0.0%	0.0%	26
402	Office Assistant ; Messenger 辦公室助理員；信差	25.0%	75.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6
499	Others (Secretarial / Others) 其他（秘書／其他員工）	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	1
<b>Sub-Total 小計</b>		<b>20.0%</b>	<b>56.7%</b>	<b>23.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>33</b>
<b>Total 總數</b>		<b>0.4%</b>	<b>16.4%</b>	<b>13.0%</b>	<b>7.4%</b>	<b>3.9%</b>	<b>58.7%</b>	<b>0.2%</b>	<b>19 675</b>

**Table 9.7 Percentage distribution of Average Monthly Remuneration Package of Full-time Employees by principal job (Travel Agent (incl. Travel Agents, Ticketing Agents and Tour operators))**  
**表 9.7 按每月平均收入幅度劃分的全職僱員分布 (旅行社(包括旅行社、票務代理及旅行團組團商))**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	\$15,000 or below 或以下	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 - \$50,000	\$50,001 - \$60,000	\$60,001 or above 或以上	Total number of full-time employees 全職僱員 人數
Managerial / Professional Level 經理／專業人員級									
101	Administration Manager ; Office Manager 行政經理；寫字樓經理	0.0%	0.0%	2.2%	82.8%	4.3%	6.5%	4.3%	109
102	Director of Personnel and Training ; Director of Human Resources 人事及訓練部總監；人力資源部總監	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	7
103	Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理	0.0%	0.0%	0.0%	77.8%	22.2%	0.0%	0.0%	10
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理；資訊科技經理； 資訊科技項目經理；資訊保安專責經理	0.0%	0.0%	0.0%	81.3%	16.7%	2.1%	0.0%	49
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	0.0%	0.0%	4.1%	78.6%	5.1%	6.1%	6.1%	373
106	Financial Controller ; Accountant 財務總監；會計師	0.0%	0.0%	0.0%	61.8%	23.5%	14.7%	0.0%	62
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	0.0%	0.0%	0.0%	44.3%	50.0%	5.7%	0.0%	476
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理； 數碼營銷經理	0.0%	0.0%	0.0%	78.6%	11.2%	10.2%	0.0%	104
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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	0.0%	0.0%	0.0%	78.6%	11.9%	9.5%	0.0%	71
110	Reservations Manager 訂位部經理	0.0%	0.0%	10.9%	83.6%	3.6%	1.8%	0.0%	57
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/ Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理； 業務發展經理	2.6%	0.0%	0.0%	71.7%	20.5%	5.2%	0.0%	495
112	Ticketing Manager 票務部經理	0.0%	0.0%	0.0%	92.5%	7.5%	0.0%	0.0%	107
113	Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監； 會議、展覽及獎勵旅遊經理	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	1
117	Product Development Manager 產品發展經理	0.0%	13.3%	0.0%	46.7%	40.0%	0.0%	0.0%	15
<b>Sub-Total 小計</b>		<b>0.8%</b>	<b>0.1%</b>	<b>1.3%</b>	<b>70.6%</b>	<b>20.2%</b>	<b>5.5%</b>	<b>1.4%</b>	<b>1 936</b>

Job Code 職務編號	Job Title 職稱	\$15,000 or below 或以下	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 - \$50,000	\$50,001 - \$60,000	\$60,001 or above 或以上	Total number of full-time employees 全職僱員 人數
Supervisory/ Technical Level 督導／技術員級									
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任；公共關係主任； 數碼營銷主任	0.0%	0.0%	63.2%	34.2%	2.6%	0.0%	0.0%	213
202	Accounting Supervisor ; Accounting Officer (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) 會計部主管；會計部主任 (如：應付帳／應收帳／存貨／核數／信用部／ 會計部／出納等)	0.0%	0.0%	74.3%	25.2%	0.5%	0.0%	0.0%	299
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員；程式分析員；程式編寫員； 資訊保安主任	0.0%	0.0%	97.8%	1.5%	0.7%	0.0%	0.0%	137
205	Operation Supervisor ; Operation Officer ; Tour Supervisor; Tour Officer 業務主管；業務主任；旅遊部主管； 旅遊部主任	0.0%	0.0%	74.3%	24.9%	0.8%	0.0%	0.0%	922
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任；訓練部主任；人力資源部主任	0.0%	0.0%	76.3%	18.4%	5.3%	0.0%	0.0%	43
207	Planning Supervisor 策劃主管	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	8
208	Reservations Supervisor ; Reservations Officer 訂位部主管；訂位部主任	0.0%	0.0%	80.4%	15.5%	4.1%	0.0%	0.0%	150
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管； 團體營業聯絡主任；助理營業經理； 營業部助理主管	0.0%	0.0%	85.4%	9.0%	5.6%	0.0%	0.0%	358
210	Ticketing Supervisor ; Ticketing Officer 票務部主管；票務部主任	0.0%	0.0%	87.6%	12.4%	0.0%	0.0%	0.0%	483
211	Business Analyst ; Data Analyst 商業分析員；資料分析員	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	24
212	Meeting, Incentives, Conventions and Exhibitions Supervisor ; Meeting, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管； 會議、展覽及獎勵旅遊主任	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	2
213	Product Development Supervisor 產品發展主任	0.0%	0.0%	85.7%	14.3%	0.0%	0.0%	0.0%	14
299	Others (Supervisory / Technical Level) 其他(督導／技術員級)	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	2
Sub-Total 小計		0.0%	0.0%	79.6%	18.6%	1.8%	0.0%	0.0%	2 655

Job Code 職務編號	Job Title 職稱	\$15,000 or below 或以下	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 - \$50,000	\$50,001 - \$60,000	\$60,001 or above 或以上	Total number of full-time employees 全職僱員 人數
Clerical / Operative Level 文員／操作工級									
301	Accounting Clerk ; General Cashier 會計部文員；出納員	0.8%	71.9%	26.9%	0.3%	0.0%	0.0%	0.0%	699
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	2.5%	69.9%	27.7%	0.0%	0.0%	0.0%	0.0%	648
304	Reservations Agent 訂位代理	1.8%	31.7%	66.5%	0.0%	0.0%	0.0%	0.0%	409
305	Sales Representative 營業代表	2.2%	64.5%	33.3%	0.0%	0.0%	0.0%	0.0%	530
315	Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	13.6%	60.1%	26.4%	0.0%	0.0%	0.0%	0.0%	1 878
316	Visa Clerk 簽證部文員	4.3%	95.7%	0.0%	0.0%	0.0%	0.0%	0.0%	57
317	Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	0.0%	62.5%	19.4%	0.0%	0.0%	18.2%	0.0%	294
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	3.0%	73.0%	4.0%	20.0%	0.0%	0.0%	0.0%	103
319	Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	0.0%	52.1%	47.9%	0.0%	0.0%	0.0%	0.0%	960
320	Travel Consultant 旅遊顧問	2.0%	28.9%	62.0%	7.1%	0.0%	0.0%	0.0%	2 002
321	Cruise Consultant 郵輪顧問	0.0%	83.3%	4.8%	11.9%	0.0%	0.0%	0.0%	42
322	Meeting, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	24
323	Coach Driver 旅遊車司機	29.4%	0.0%	70.6%	0.0%	0.0%	0.0%	0.0%	127
326	Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理；數碼營銷助理	0.0%	63.3%	24.5%	12.2%	0.0%	0.0%	0.0%	82
327	Product Development Executive 產品發展員	0.0%	87.5%	12.5%	0.0%	0.0%	0.0%	0.0%	16
Sub-Total 小計		4.3%	51.3%	41.0%	2.7%	0.0%	0.7%	0.0%	7 871
Secretarial / Others Level 秘書／其他職級									
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員	10.0%	90.0%	0.0%	0.0%	0.0%	0.0%	0.0%	107
402	Office Assistant ; Messenger 辦公室助理員；信差	43.8%	56.3%	0.0%	0.0%	0.0%	0.0%	0.0%	120
499	Others (Secretarial / Others) 其他 (秘書／其他員工)	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2
Sub-Total 小計		27.6%	72.4%	0.0%	0.0%	0.0%	0.0%	0.0%	229
Total 總數		3.4%	33.6%	42.5%	15.8%	3.3%	1.2%	0.2%	12 691

**Table 9.8 Percentage distribution of Average Monthly Remuneration Package of Full-time Employees by principal job (Meetings, Incentives, Conventions and Exhibition (MICE))**  
**表 9.8 按每月平均收入幅度劃分的全職僱員分布 (會議、獎勵、展覽)**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	\$15,000 or below 或以下	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 - \$50,000	\$50,001 - \$60,000	\$60,001 or above 或以上	Total number of full-time employees 全職僱員 人數
Managerial / Professional Level 經理／專業人員級									
101	Administration Manager ; Office Manager 行政經理；寫字樓經理	0.0%	0.0%	0.0%	78.6%	14.3%	7.1%	0.0%	14
103	Director of Public Relations ; Public Relations Manager 公共關係部總監；公共關係部經理	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2
104	Information Systems Manager ; Information Systems Service Manager ; IT Manager ; IT Project Manager ; Information Security Specialist 資訊系統經理；資訊系統服務經理；資訊科技經理； 資訊科技項目經理；資訊保安專責經理	0.0%	0.0%	16.7%	33.3%	0.0%	8.3%	41.7%	12
105	Executive Director ; General Manager ; Proprietor ; Partner ; Managing Director 執行董事；總經理；東主；合夥人；常務董事	0.0%	0.0%	0.0%	10.3%	2.6%	41.0%	46.2%	43
106	Financial Controller ; Accountant 財務總監；會計師	0.0%	0.0%	0.0%	80.0%	0.0%	20.0%	0.0%	5
107	Manager ; Operations Manager ; Area Manager 經理；業務經理；地區經理	0.0%	0.0%	12.9%	0.0%	9.7%	9.7%	67.7%	31
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理； 數碼營銷經理	0.0%	0.0%	5.6%	44.4%	25.0%	8.3%	16.7%	46
109	Personnel Manager ; Personnel and Training Manager ; Human Resources Manager ; Training Manager 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	0.0%	0.0%	0.0%	0.0%	71.4%	28.6%	0.0%	7
111	Sales Manager ; Business Manager ; Tour Manager ; Customer Services Manager/ Business Development Manager 營業經理；業務經理；客戶服務經理；旅遊部經理； 業務發展經理	0.0%	0.0%	0.0%	83.7%	9.3%	7.0%	0.0%	133
112	Ticketing Manager 票務部經理	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2
113	Meetings, Incentives, Conventions and Exhibitions related Director ; Meetings, Incentives, Conventions and Exhibitions related Manager 會議、展覽及獎勵旅遊總監； 會議、展覽及獎勵旅遊經理	0.0%	0.0%	0.0%	67.2%	32.8%	0.0%	0.0%	58
199	Others (Managerial / Professional Level) 其他（經理／專業人員級）	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16
<b>Sub-Total 小計</b>		<b>0.0%</b>	<b>0.0%</b>	<b>2.4%</b>	<b>56.2%</b>	<b>15.4%</b>	<b>10.9%</b>	<b>15.1%</b>	<b>369</b>

Job Code 職務編號	Job Title 職稱	\$15,000 or below 或以下	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 - \$50,000	\$50,001 - \$60,000	\$60,001 or above 或以上	Total number of full-time employees 全職僱員 人數
Supervisory/ Technical Level 督導／技術員級									
201	Marketing Officer ; Marketing Executive ; Public Relations Officer ; Digital Marketing Officer 市場拓展部主任 ; 公共關係主任 ; 數碼營銷主任	0.0%	0.0%	23.7%	11.8%	10.8%	26.9%	26.9%	95
202	Accounting Supervisor ; Accounting Officer (e.g. accounts payable/ receivable/ inventory/ audit/ credit/ accounting/ paymaster/ cashier/ general cashier) 會計部主管 ; 會計部主任 (如 : 應付帳／應收帳／存貨／核數／信用部／ 會計部／出納等)	0.0%	0.0%	7.4%	81.5%	11.1%	0.0%	0.0%	27
204	Systems Analyst ; Analyst Programmer ; Programmer ; Information Security Officer 系統分析員 ; 程式編寫員 ; 資訊保安主任	0.0%	0.0%	0.0%	43.6%	56.4%	0.0%	0.0%	39
205	Operation Supervisor ; Operation Officer ; Tour Supervisor; Tour Officer 業務主管; 業務主任 ; 旅遊部主管 ; 旅遊部主任	0.0%	0.0%	18.5%	81.5%	0.0%	0.0%	0.0%	204
206	Personnel Officer ; Training Officer ; Human Resources Officer 人事部主任 ; 訓練部主任 ; 人力資源部主任	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	81
207	Planning Supervisor 策劃主管	0.0%	0.0%	58.1%	41.9%	0.0%	0.0%	0.0%	111
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任 ; 營業部主任 ; 營業部主管 ; 團體營業聯絡主任 ; 助理營業經理 ; 營業部助理主管	0.0%	0.0%	14.8%	85.2%	0.0%	0.0%	0.0%	92
210	Ticketing Supervisor ; Ticketing Officer 票務部主管 ; 票務部主任	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	8
211	Business Analyst ; Data Analyst 商業分析員 ; 資料分析員	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	2
212	Meeting, Incentives, Conventions and Exhibitions Supervisor ; Meeting, Incentives, Conventions and Exhibitions Officer 會議、展覽及獎勵旅遊主管 ; 會議、展覽及獎勵旅遊主任	0.0%	0.0%	79.0%	5.5%	15.5%	0.0%	0.0%	411
299	Others (Supervisory / Technical Level) 其他 (督導／技術員級)	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	80
<b>Sub-Total 小計</b>		<b>0.0%</b>	<b>0.0%</b>	<b>44.4%</b>	<b>41.0%</b>	<b>9.6%</b>	<b>2.5%</b>	<b>2.5%</b>	<b>1 150</b>

Job Code 職務編號	Job Title 職稱	\$15,000 or below 或以下	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 - \$50,000	\$50,001 - \$60,000	\$60,001 or above 或以上	Total number of full-time employees 全職僱員 人數
Clerical / Operative Level 文員／操作工級									
301	Accounting Clerk ; General Cashier 會計部文員；出納員	7.9%	74.0%	18.1%	0.0%	0.0%	0.0%	0.0%	129
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	0.0%	15.6%	84.4%	0.0%	0.0%	0.0%	0.0%	253
304	Reservations Agent 訂位代理	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	72
305	Sales Representative 營業代表	0.0%	0.0%	32.6%	67.4%	0.0%	0.0%	0.0%	46
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	50
322	Meeting, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	2.3%	17.9%	52.4%	27.4%	0.0%	0.0%	0.0%	546
326	Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理；數碼營銷助理	0.0%	54.1%	0.0%	45.9%	0.0%	0.0%	0.0%	135
Sub-Total 小計		1.8%	31.0%	47.1%	20.0%	0.0%	0.0%	0.0%	1 231
Secretarial / Others Level 秘書／其他職級									
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員	0.0%	62.5%	37.5%	0.0%	0.0%	0.0%	0.0%	36
402	Office Assistant ; Messenger 辦公室助理員；信差	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12
Sub-Total 小計		0.0%	72.7%	27.3%	0.0%	0.0%	0.0%	0.0%	48
Total 總數		0.9%	15.6%	40.0%	32.6%	5.7%	2.4%	2.9%	2 798

**Table 9.9 Percentage distribution of Average Hourly Wage of Part-time Employees  
表 9.9 按每平均時薪幅度劃分的兼職僱員分布 (航空公司)**  
by principal job (Airline companies)

**Appendix 9  
附錄9**

Job Code 職務編號	Job Title 職稱	\$40 - \$50	\$51 - \$65	\$66 - \$100	\$101 or above 或以上	Total number of part-time employees 兼職僱員人數
Clerical / Operative Level 文員／操作工級						
304	Reservations Agent 訂位代理	0.0%	0.0%	100.0%	0.0%	2
305	Sales Representative 營業代表	0.0%	100.0%	0.0%	0.0%	5
309	Ground Hostess ; Ground Crew ; Ground Services Staff 地勤服務員；行李過磅處人員	0.0%	0.0%	100.0%	0.0%	9
Sub-Total 小計		0.0%	31.3%	68.8%	0.0%	16
Total 總數		0.0%	31.3%	68.8%	0.0%	16

**Table 9.10 Percentage distribution of Average Hourly Wage of Part-time Employees by principal job (Travel Agent (incl. Travel Agents, Ticketing Agents and Tour operators))**  
**表 9.10 按每平均時薪幅度劃分的兼職僱員分布 (旅行社(包括旅行社、票務代理及旅行團組團商))**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	\$40 - \$50	\$51 - \$65	\$66 - \$100	\$101 or above 或以上	Total number of part-time employees 兼職僱員人數
<b>Managerial / Professional Level 經理／專業人員級</b>						
108	Marketing Manager ; Director of Sales ; Convention Manager ; Event Manager ; Digital Marketing Manager 市場拓展部經理；營業總監；會議經理；項目經理； 數碼營銷經理	0.0%	0.0%	0.0%	100.0%	2
<b>Sub-Total 小計</b>		<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>2</b>
<b>Supervisory / Technical Level 督導／技術員級</b>						
209	Account Executive ; Sales Executive ; Sales Supervisor ; Sales Officer ; Group Sales Co-ordinator ; Assistant Sales Manager ; Assistant Sales Supervisor 客戶主任；營業部主任；營業部主管； 團體營業聯絡主任；助理營業經理； 營業部助理主管	0.0%	33.3%	66.7%	0.0%	12
299	Others (Supervisory / Technical Level) 其他 (督導／技術員級)	0.0%	0.0%	100.0%	0.0%	24
<b>Sub-Total 小計</b>		<b>0.0%</b>	<b>11.1%</b>	<b>88.9%</b>	<b>0.0%</b>	<b>36</b>
<b>Clerical / Operative Level 文員／操作工級</b>						
301	Accounting Clerk ; General Cashier 會計部文員；出納員	44.8%	27.6%	27.6%	0.0%	29
303	General Office Clerk ; Personnel Clerk ; Training Clerk ; Sales Clerk ; Control Clerk ; Human Resources Clerk 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	12.5%	4.2%	83.3%	0.0%	96
304	Reservations Agent 訂位代理	0.0%	0.0%	100.0%	0.0%	54
305	Sales Representative 營業代表	0.0%	0.0%	100.0%	0.0%	12
315	Travel Agency Clerk ; Reservation and/or Ticketing Clerk 旅行社文員；訂位及／或票務部文員	1.0%	13.4%	85.6%	0.0%	97
316	Visa Clerk 簽證部文員	0.0%	0.0%	100.0%	0.0%	4
317	Sightseeing Guide ; Tourist Guide (Inbound) 觀光導遊；導遊（入境旅遊）	0.0%	0.0%	0.0%	100.0%	10
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員；電腦操作員；用戶支援員	0.0%	100.0%	0.0%	0.0%	12
319	Tour Escort ; Escort Guide (Outbound) 領隊；領隊兼導遊（出境旅遊）	0.0%	52.6%	47.4%	0.0%	380
320	Travel Consultant 旅遊顧問	0.0%	0.0%	100.0%	0.0%	366
321	Cruise Consultant 郵輪顧問	0.0%	0.0%	100.0%	0.0%	23

Job Code 職務編號	Job Title 職稱	\$40 - \$50	\$51 - \$65	\$66 - \$100	\$101 or above 或以上	Total number of part-time employees 兼職僱員人數
323	Coach Driver 旅遊車司機	0.0%	0.0%	0.0%	100.0%	39
326	Marketing/Public Relations Assistant ; Digital Marketing Assistant 市場拓展 / 公共關係助理；數碼營銷助理	50.0%	50.0%	0.0%	0.0%	2
399	Others (Clerical / Operative Level) 其他 (文員／操作工級)	0.0%	0.0%	0.0%	100.0%	6
<b>Sub-Total 小計</b>		<b>2.4%</b>	<b>21.1%</b>	<b>71.7%</b>	<b>4.9%</b>	<b>1 130</b>
Secretarial / Others Level 秘書／其他職級						
401	Executive Secretary ; Secretary ; Typist 行政秘書；秘書；打字員	0.0%	0.0%	100.0%	0.0%	1
402	Office Assistant ; Messenger 辦公室助理員；信差	0.0%	0.0%	100.0%	0.0%	4
<b>Sub-Total 小計</b>		<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>5</b>
<b>Total 總數</b>		<b>2.3%</b>	<b>20.6%</b>	<b>72.2%</b>	<b>4.9%</b>	<b>1 173</b>

**Table 9.11 Percentage distribution of Average Hourly Wage of Part-time Employees by principal job (Meetings, Incentives, Conventions and Exhibition (MICE))**  
**表 9.11 按每平均時薪幅度劃分的兼職僱員分布 (會議、獎勵、展覽)**

**Appendix 9**  
**附錄9**

Job Code 職務編號	Job Title 職稱	\$40 - \$50	\$51 - \$65	\$66 - \$100	\$101 or above 或以上	Total number of part-time employees 兼職僱員人數
Supervisory / Technical Level 督導／技術員級						
205	Operation Supervisor ; Operation Officer ; Tour Supervisor ; Tour Officer 業務主管 ; 業務主任 ; 旅遊部主管 ; 旅遊部主任	0.0%	0.0%	100.0%	0.0%	63
299	Others (Supervisory / Technical Level) 其他 (督導／技術員級)	0.0%	0.0%	100.0%	0.0%	2
Supervisory / Technical Level 督導／技術員級		<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>65</b>
Clerical / Operative Level 文員／操作工級						
318	Systems Support Operator ; Computer Operator ; User Support Officer 系統支援操作員 ; 電腦操作員 ; 用戶支援員	0.0%	0.0%	100.0%	0.0%	2
322	Meeting, Incentives, Conventions and Exhibitions Coordinator 會議、展覽及獎勵旅遊統籌員	0.0%	0.0%	100.0%	0.0%	2
<b>Sub-Total 小計</b>		<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>4</b>
<b>Total 總數</b>		<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>69</b>

**Table 9.12**  
**表 9.12**

**Preferred level of education of employees by branch by job level**  
**按職級劃分的僱員宜有的教育程度**

**Appendix 9**  
**附錄9**

**Overall 整體**

Job Level 職級	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/Certificate 文憑／證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Total number of full-time employees 全職僱員人數
Managerial/Professional 經理／專業人員	0.3%	88.5%	7.9%	2.9%	0.4%	0.0%	6 755
Supervisory/ Technical 督導／技術員	0.0%	24.2%	10.7%	64.0%	1.1%	0.0%	9 435
Clerical/Operative 文員／操作工	0.0%	0.1%	4.2%	27.3%	68.3%	0.0%	26 559
Secretarial/Others 秘書／其他員工	0.0%	1.6%	3.0%	34.1%	52.7%	8.6%	370

**Airline Companies 航空公司 (Branch 門類1)**

Job Level 職級	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/Certificate 文憑／證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Total number of full-time employees 全職僱員人數
Managerial/Professional 經理／專業人員	0.1%	99.8%	0.1%	0.0%	0.0%	0.0%	3 698
Supervisory/ Technical 督導／技術員	0.0%	3.1%	3.7%	93.2%	0.0%	0.0%	4 565
Clerical/Operative 文員／操作工	0.0%	0.2%	4.2%	5.7%	89.9%	0.0%	11 379
Secretarial/Others 秘書／其他員工	0.0%	0.0%	3.0%	66.7%	30.3%	0.0%	33

**Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社 (包括旅行社、票務代理及旅行團組團商) (Branch 門類 2)**

Job Level 職級	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/Certificate 文憑／證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Total number of full-time employees 全職僱員人數
Managerial/Professional 經理／專業人員	0.0%	66.4%	22.2%	10.2%	1.2%	0.0%	1 936
Supervisory/ Technical 督導／技術員	0.0%	19.1%	22.0%	54.8%	4.1%	0.0%	2 655
Clerical/Operative 文員／操作工	0.0%	0.0%	5.1%	70.8%	24.1%	0.0%	7 871
Secretarial/Others 秘書／其他員工	0.0%	0.0%	0.0%	30.1%	55.9%	14.0%	229

**Meetings, Incentives, Conventions and Exhibitions (MICE)會議、獎勵及展覽 (Branch 門類3)**

Job Level 職級	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/ Certificate 文憑／證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Total number of full-time employees 全職僱員人數
Managerial/Professional 經理／專業人員	0.0%	73.2%	26.8%	0.0%	0.0%	0.0%	369
Supervisory/ Technical 督導／技術員	0.0%	59.7%	15.7%	24.6%	0.0%	0.0%	1 150
Clerical/Operative 文員／操作工	0.0%	0.0%	4.1%	79.0%	16.8%	0.0%	1 231
Secretarial/Others 秘書／其他員工	0.0%	12.5%	0.0%	50.0%	37.5%	0.0%	48

**Activities of Amusement parks and theme parks / museum / attractions 遊樂園及主題樂園／博物館／景點的活動 (Branch 門類4)**

Job Level 職級	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/ Certificate 文憑／證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Total number of full-time employees 全職僱員人數
Managerial/Professional 經理／專業人員	2.3%	97.6%	0.1%	0.0%	0.0%	0.0%	752
Supervisory/ Technical 督導／技術員	0.0%	88.4%	7.3%	4.3%	0.0%	0.0%	1 065
Clerical/Operative 文員／操作工	0.0%	0.0%	3.3%	1.1%	95.6%	0.0%	6 078
Secretarial/Others 秘書／其他員工	0.0%	0.0%	16.7%	18.3%	65.0%	0.0%	60

**Table 9.13**  
**表 9.13**

**Preferred years of experience of employees by branch by job level**  
**按職級劃分的僱員宜有的年資**

**Appendix 9**  
**附錄9**

**Overall 整體**

Job Level 職級	10 years or more 十年或以上	6 years to less than 10 years 六年至十年以下	3 years to less than 6 years 三年至六年以下	1 year to less than 3 years 一年至三年以下	Less than 1 year 一年以下	No experience 沒有經驗	Total number of full-time employees 全職僱員人數
Managerial/Professional 經理／專業人員	7.7%	91.3%	0.7%	0.2%	0.0%	0.2%	6 755
Supervisory/ Technical 督導／技術員	0.2%	8.3%	90.6%	0.3%	0.5%	0.0%	9 435
Clerical/Operative 文員／操作工	0.1%	0.6%	8.8%	82.2%	6.0%	2.2%	26 559
Secretarial/Others 秘書／其他員工	0.0%	0.0%	5.9%	21.1%	44.1%	28.9%	370

**Airline Companies 航空公司 (Branch 門類1)**

Job Level 職級	10 years or more 十年或以上	6 years to less than 10 years 六年至十年以下	3 years to less than 6 years 三年至六年以下	1 year to less than 3 years 一年至三年以下	Less than 1 year 一年以下	No experience 沒有經驗	Total number of full-time employees 全職僱員人數
Managerial/Professional 經理／專業人員	1.4%	98.4%	0.2%	0.0%	0.0%	0.0%	3 698
Supervisory/ Technical 督導／技術員	0.2%	1.6%	98.0%	0.3%	0.0%	0.0%	4 565
Clerical/Operative 文員／操作工	0.0%	0.0%	1.3%	97.5%	1.3%	0.0%	11 379
Secretarial/Others 秘書／其他員工	0.0%	0.0%	30.3%	15.2%	39.4%	15.2%	33

**Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators) 旅行社（包括旅行社、票務代理及旅行團組團商） (Branch 門類 2)**

Job Level 職級	10 years or more 十年或以上	6 years to less than 10 years 六年至十年以下	3 years to less than 6 years 三年至六年以下	1 year to less than 3 years 一年至三年以下	Less than 1 year 一年以下	No experience 沒有經驗	Total number of full-time employees 全職僱員人數
Managerial/Professional 經理／專業人員	13.6%	85.1%	0.0%	0.6%	0.0%	0.6%	1 936
Supervisory/ Technical 督導／技術員	0.5%	15.2%	84.3%	0.0%	0.0%	0.0%	2 655
Clerical/Operative 文員／操作工	0.5%	2.0%	26.7%	53.7%	15.8%	1.3%	7 871
Secretarial/Others 秘書／其他員工	0.0%	0.0%	2.6%	23.6%	50.7%	23.1%	229

**Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)**

Job Level 職級	10 years or more 十年或以上	6 years to less than 10 years 六年至十年以下	3 years to less than 6 years 三年至六年以下	1 year to less than 3 years 一年至三年以下	Less than 1 year 一年以下	No experience 沒有經驗	Total number of full-time employees 全職僱員人數
Managerial/Professional 經理／專業人員	23.0%	72.6%	4.3%	0.0%	0.0%	0.0%	369
Supervisory/ Technical 督導／技術員	0.0%	6.7%	87.4%	1.6%	4.3%	0.0%	1 150
Clerical/Operative 文員／操作工	0.0%	0.0%	5.7%	46.8%	8.4%	39.2%	1 231
Secretarial/Others 秘書／其他員工	0.0%	0.0%	12.5%	8.3%	41.7%	37.5%	48

**Activities of Amusement parks and theme parks / museum / attractions 遊樂園及主題樂園／博物館／景點的活動 (Branch 門類4)**

Job Level 職級	10 years or more 十年或以上	6 years to less than 10 years 六年至十年以下	3 years to less than 6 years 三年至六年以下	1 year to less than 3 years 一年至三年以下	Less than 1 year 一年以下	No experience 沒有經驗	Total number of full-time employees 全職僱員人數
Managerial/Professional 經理／專業人員	15.6%	81.8%	2.7%	0.0%	0.0%	0.0%	752
Supervisory/ Technical 督導／技術員	0.0%	21.6%	78.4%	0.0%	0.0%	0.0%	1 065
Clerical/Operative 文員／操作工	0.0%	0.0%	0.4%	97.7%	1.7%	0.1%	6 078
Secretarial/Others 秘書／其他員工	0.0%	0.0%	0.0%	25.0%	23.3%	51.7%	60

**Table 9.14 Percentage distribution and Ranking of Future Training Areas Required for Full-time Employees by job level by branch**  
**表 9.14 按職級劃分的全職僱員在未來所需要之培訓範疇的分布及排名**

**Appendix 9**  
**附錄9**

**Airline Companies 航空公司 (Branch 門類1)**

<b>Training 培訓</b>	<b>Percentage 百分比</b>				<b>Ranking 排名</b>			
	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／ 技術員	Clerical/ Operative 文員／ 操作工	Secretarial/ Others 秘書／ 其他員工	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／ 技術員	Clerical/ Operative 文員／ 操作工	Secretarial/ Others 秘書／ 其他員工
<b>A. Managerial Skills</b> <b>管理技巧</b>								
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	34.4%	14.5%	0.0%	0.0%	6	12	24	14
(ii) Human Resources Management 人力資源管理	56.3%	27.3%	0.0%	0.0%	1	6	24	14
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	35.9%	32.7%	0.0%	0.0%	5	2	24	14
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	53.1%	30.9%	0.0%	0.0%	2	4	24	14
(v) Organization 組織能力	50.0%	21.8%	0.0%	0.0%	3	7	24	14
(vi) Risk Management 風險管理	48.4%	32.7%	3.3%	12.5%	4	2	19	7
(vii) Environment, Social, Governance (ESG) 環境保護、社會責任以及公司治理	15.6%	1.8%	1.7%	0.0%	7	21	22	14
(viii) Others 其他	0.0%	0.0%	0.0%	0.0%	22	24	24	14
<b>B. Professional Skills</b> <b>專業技能</b>								
(i) Venue Operations 場地營運	3.1%	7.3%	16.7%	6.3%	19	17	8	9
(ii) Catering Service 餐飲服務	0.0%	0.0%	3.3%	0.0%	22	24	19	14
(iii) Ticketing and Reservation System 票務及預訂系統	4.7%	29.1%	23.3%	6.3%	14	5	7	9
(iv) Travel Insurance 旅遊保險	0.0%	9.1%	13.3%	0.0%	22	16	9	14
(v) Information Technology 資訊科技	3.1%	3.6%	11.7%	0.0%	19	19	11	14
(vi) Laws, rules and regulations 法律、法規和條例	4.7%	3.6%	1.7%	0.0%	14	19	22	14
(vii) First-aid 急救	0.0%	5.5%	5.0%	0.0%	22	18	16	14
(viii) Tour-escorting and Tour-guiding 領隊及導遊	0.0%	0.0%	5.0%	0.0%	22	24	16	14
(ix) Convention and Exhibition Management 會議及展覽管理	0.0%	0.0%	8.3%	0.0%	22	24	15	14
(x) Travel/Cruise Consultancy 旅遊/郵輪顧問	0.0%	0.0%	5.0%	0.0%	22	24	16	14
(xi) Travel Health 旅遊健康	0.0%	0.0%	3.3%	0.0%	22	24	19	14
(xii) Others 其他	0.0%	0.0%	0.0%	0.0%	22	24	24	14

<b>C. Generic Skills</b> <b>通用技巧</b>								
(i) Service Attitude/Customer Service 服務態度／顧客服務	4.7%	34.5%	56.7%	43.8%	14	1	1	2
(ii) Collaboration 協作	6.3%	16.4%	13.3%	50.0%	12	11	9	1
(iii) Communication/Presentation 溝通／演講	6.3%	18.2%	33.3%	6.3%	12	9	5	9
(iv) Critical Thinking 批判性思考	7.8%	10.9%	11.7%	6.3%	11	15	11	9
(v) Problem Solving 解決疑難	10.9%	21.8%	41.7%	25.0%	8	7	2	5
(vi) Resilience 面對困難時的心理協調和適應能力	9.4%	12.7%	28.3%	43.8%	10	14	6	2
(vii) Self-management 自我管理	4.7%	14.5%	38.3%	37.5%	14	12	3	4
(viii) Crisis Handling 危機處理	10.9%	18.2%	35.0%	18.8%	8	9	4	6
(ix) Others 其他	0.0%	0.0%	0.0%	0.0%	22	24	24	14
<b>D. Language</b> <b>語言</b>								
(i) Putonghua 普通話	1.6%	1.8%	10.0%	6.3%	21	21	13	9
(ii) English 英語	4.7%	1.8%	10.0%	12.5%	14	21	13	7
(iii) Others 其他	0.0%	0.0%	0.0%	0.0%	22	24	24	14
No training requirement 沒有培訓需要	4.7%	0.0%	6.7%	0.0%				
<b>Number of companies with such level of full-time employees</b> <b>具有此職級全職僱員的公司數目</b>	<b>80</b>	<b>71</b>	<b>77</b>	<b>26</b>				

Note:

Percentages are calculated on the basis of total number of companies with such level of full-time employees

註：

百分比是以具有此職級全職僱員的公司數目為基準計算。

**Travel Agent (incl. Travel Agents, Ticketing Agents and Tour Operators)**  
**旅行社（包括旅行社、票務代理及旅行團組團商）(Branch 門類 2)**

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／ 技術員	Clerical/ Operative 文員／ 操作工	Secretarial/ Others 秘書／ 其他員工	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／ 技術員	Clerical/ Operative 文員／ 操作工	Secretarial/ Others 秘書／ 其他員工
<b>A. Managerial Skills</b> <b>管理技巧</b>								
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	40.8%	17.2%	0.7%	0.0%	1	5	25	14
(ii) Human Resources Management 人力資源管理	27.0%	2.0%	0.0%	0.0%	5	26	27	14
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	33.9%	11.4%	0.7%	0.0%	3	13	25	14
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	27.5%	11.8%	0.0%	0.0%	4	11	27	14
(v) Organization 組織能力	19.0%	18.5%	0.9%	0.0%	7	3	23	14
(vi) Risk Management 風險管理	34.1%	16.3%	0.9%	0.0%	2	6	23	14
(vii) Environment, Social, Governance (ESG) 環境保護、社會責任以及公司治理	4.5%	2.9%	0.0%	0.0%	17	24	27	14
(viii) Others 其他	0.0%	0.0%	0.0%	0.0%	30	30	27	14
<b>B. Professional Skills</b> <b>專業技能</b>								
(i) Venue Operations 場地營運	7.0%	5.8%	9.8%	0.0%	12	16	17	14
(ii) Catering Service 餐飲服務	0.3%	3.9%	20.1%	0.0%	28	21	6	14
(iii) Ticketing and Reservation System 票務及預訂系統	19.7%	28.6%	58.4%	0.0%	6	1	1	14
(iv) Travel Insurance 旅遊保險	9.2%	15.5%	40.5%	0.0%	10	8	4	14
(v) Information Technology 資訊科技	1.7%	2.3%	12.4%	0.7%	21	25	13	12
(vi) Laws, rules and regulations 法律、法規和條例	12.6%	18.9%	13.4%	2.0%	8	2	10	11
(vii) First-aid 急救	0.6%	3.3%	10.0%	0.7%	27	23	16	12
(viii) Tour-escorting and Tour-guiding 領隊及導遊	1.1%	5.4%	12.6%	0.0%	26	18	12	14
(ix) Convention and Exhibition Management 會議及展覽管理	3.6%	1.0%	4.7%	0.0%	19	27	19	14
(x) Travel/Cruise Consultancy 旅遊/郵輪顧問	1.3%	9.3%	45.8%	0.0%	22	14	3	14
(xi) Travel Health 旅遊健康	1.3%	4.4%	11.7%	0.0%	22	20	14	14
(xii) Others 其他	0.3%	0.2%	0.0%	0.0%	28	29	27	14

<b>C. Generic Skills</b> <b>通用技巧</b>								
(i) Service Attitude/Customer Service 服務態度／顧客服務	2.5%	15.0%	55.8%	34.7%	20	9	2	3
(ii) Collaboration 協作	1.3%	1.0%	4.0%	6.0%	22	27	20	8
(iii) Communication/Presentation 溝通／演講	5.2%	7.6%	7.8%	4.7%	14	15	18	9
(iv) Critical Thinking 批判性思考	8.7%	5.1%	3.2%	4.0%	11	19	21	10
(v) Problem Solving 解決疑難	11.6%	18.2%	32.7%	43.3%	9	4	5	1
(vi) Resilience 面對困難時的心理協調和適應能力	5.1%	11.6%	15.6%	22.7%	15	12	8	7
(vii) Self-management 自我管理	1.3%	12.1%	10.2%	30.0%	22	10	15	5
(viii) Crisis Handling 危機處理	4.8%	15.8%	14.6%	42.0%	16	7	9	2
(ix) Others 其他	0.0%	0.0%	0.0%	0.0%	30	30	27	14
<b>D. Language</b> <b>語言</b>								
(i) Putonghua 普通話	4.2%	3.6%	12.8%	26.7%	18	22	11	6
(ii) English 英語	6.6%	5.5%	18.6%	30.7%	13	17	7	4
(iii) Others 其他	0.0%	0.0%	2.3%	0.0%	30	30	22	14
No training requirement 沒有培訓需要	3.2%	0.0%	0.3%	2.0%				
<b>Number of companies with such level of full-time employees</b> <b>具有此職級全職僱員的公司數目</b>	<b>798</b>	<b>897</b>	<b>1 610</b>	<b>151</b>				

Note:

Percentages are calculated on the basis of total number of companies with such level of full-time employees

註：

百分比是以具有此職級全職僱員的公司數目為基準計算。

## Meetings, Incentives, Conventions and Exhibitions (MICE) 會議、獎勵及展覽 (Branch 門類3)

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／ 技術員	Clerical/ Operative 文員／ 操作工	Secretarial/ Others 秘書／ 其他員工	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／ 技術員	Clerical/ Operative 文員／ 操作工	Secretarial/ Others 秘書／ 其他員工
<b>A. Managerial Skills</b> <b>管理技巧</b>								
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	27.2%	20.3%	0.0%	0.0%	3	9	18	9
(ii) Human Resources Management 人力資源管理	14.6%	1.6%	0.0%	0.0%	4	16	18	9
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	76.8%	8.9%	0.0%	0.0%	2	11	18	9
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	9.9%	21.6%	0.0%	0.0%	6	7	18	9
(v) Organization 組織能力	11.3%	29.4%	0.0%	0.0%	5	6	18	9
(vi) Risk Management 風險管理	9.9%	41.9%	0.0%	0.0%	6	2	18	9
(vii) Environment, Social, Governance (ESG) 環境保護、社會責任以及公司治理	4.0%	1.6%	0.0%	0.0%	13	16	18	9
(viii) Others 其他	0.0%	0.0%	0.0%	0.0%	24	24	18	9
<b>B. Professional Skills</b> <b>專業技能</b>								
(i) Venue Operations 場地營運	6.0%	36.7%	2.6%	0.0%	8	3	8	9
(ii) Catering Service 餐飲服務	0.7%	0.3%	0.0%	0.0%	20	22	18	9
(iii) Ticketing and Reservation System 票務及預訂系統	0.0%	1.0%	41.7%	0.0%	24	19	1	9
(iv) Travel Insurance 旅遊保險	0.0%	0.0%	0.0%	0.0%	24	24	18	9
(v) Information Technology 資訊科技	2.6%	1.0%	0.9%	0.0%	15	19	15	9
(vi) Laws, rules and regulations 法律、法規和條例	0.7%	7.0%	0.6%	0.0%	20	14	16	9
(vii) First-aid 急救	0.7%	0.3%	0.2%	7.7%	20	22	17	6
(viii) Tour-escorting and Tour-guiding 領隊及導遊	0.0%	0.0%	0.0%	0.0%	24	24	18	9
(ix) Convention and Exhibition Management 會議及展覽管理	79.5%	46.4%	25.9%	15.4%	1	1	3	5
(x) Travel/Cruise Consultancy 旅遊/郵輪顧問	0.0%	0.0%	41.7%	0.0%	24	24	1	9
(xi) Travel Health 旅遊健康	0.0%	0.0%	0.0%	0.0%	24	24	18	9
(xii) Others 其他	0.0%	0.0%	0.0%	0.0%	24	24	18	9

<b>C. Generic Skills</b> <b>通用技巧</b>								
(i) Service Attitude/Customer Service 服務態度／顧客服務	5.3%	2.9%	3.7%	0.0%	10	15	7	9
(ii) Collaboration 協作	2.0%	8.3%	2.2%	0.0%	18	12	11	9
(iii) Communication/Presentation 溝通／演講	4.0%	8.1%	2.4%	7.7%	13	13	9	6
(iv) Critical Thinking 批判性思考	4.6%	1.6%	2.2%	7.7%	11	16	11	6
(v) Problem Solving 解決疑難	2.6%	33.6%	13.2%	30.8%	15	5	6	3
(vi) Resilience 面對困難時的心理協調和適應能力	2.6%	20.6%	2.4%	30.8%	15	8	9	3
(vii) Self-management 自我管理	4.6%	1.0%	18.1%	46.2%	11	19	5	1
(viii) Crisis Handling 危機處理	6.0%	35.2%	18.4%	38.5%	8	4	4	2
(ix) Others 其他	0.0%	0.0%	0.0%	0.0%	24	24	18	9
<b>D. Language</b> <b>語言</b>								
(i) Putonghua 普通話	0.7%	0.0%	1.7%	0.0%	20	24	14	9
(ii) English 英語	2.0%	13.8%	2.2%	0.0%	18	10	11	9
(iii) Others 其他	0.0%	0.0%	0.0%	0.0%	24	24	18	9
No training requirement 沒有培訓需要	6.6%	2.3%	2.2%	38.5%				
<b>Number of companies with such level of full-time employees</b> <b>具有此職級全職僱員的公司數目</b>	<b>152</b>	<b>385</b>	<b>464</b>	<b>14</b>				

Note:

Percentages are calculated on the basis of total number of companies with such level of full-time employees

註：

百分比是以具有此職級全職僱員的公司數目為基準計算。

Activities of amusement parks and theme parks / museum / attractions 遊樂園及主題樂園／博物館／景點的活動 (Branch 門類4)

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／ 技術員	Clerical/ Operative 文員／ 操作工	Secretarial/ Others 秘書／ 其他員工	Managerial/ Professional 經理／ 專業人員	Supervisory/ Technical 督導／ 技術員	Clerical/ Operative 文員／ 操作工	Secretarial/ Others 秘書／ 其他員工
<b>A. Managerial Skills</b> <b>管理技巧</b>								
(i) Business and Financial Strategic Planning, Implementation and Evaluation 業務及財務策略規劃、推行及檢討	33.3%	7.7%	0.0%	0.0%	5	19	19	14
(ii) Human Resources Management 人力資源管理	58.3%	23.1%	0.0%	0.0%	1	9	19	14
(iii) Sales and Marketing Strategic Planning, Implementation and Evaluation 銷售及市場策略規劃、推行及檢討	41.7%	23.1%	0.0%	0.0%	4	9	19	14
(iv) Supervisory Techniques, Leadership Skills 督導管理、領導技巧	50.0%	38.5%	0.0%	0.0%	2	4	19	14
(v) Organization 組織能力	50.0%	30.8%	0.0%	0.0%	2	6	19	14
(vi) Risk Management 風險管理	25.0%	15.4%	0.0%	0.0%	6	11	19	14
(vii) Environment, Social, Governance (ESG) 環境保護、社會責任以及公司治理	25.0%	7.7%	0.0%	0.0%	6	19	19	14
(viii) Others 其他	0.0%	0.0%	0.0%	0.0%	23	28	19	14
<b>B. Professional Skills</b> <b>專業技能</b>								
(i) Venue Operations 場地營運	25.0%	61.5%	55.0%	12.5%	6	1	4	8
(ii) Catering Service 餐飲服務	0.0%	7.7%	10.0%	0.0%	23	19	13	14
(iii) Ticketing and Reservation System 票務及預訂系統	8.3%	46.2%	35.0%	0.0%	17	2	6	14
(iv) Travel Insurance 旅遊保險	0.0%	15.4%	0.0%	0.0%	23	11	19	14
(v) Information Technology 資訊科技	8.3%	7.7%	5.0%	12.5%	17	19	15	8
(vi) Laws, rules and regulations 法律、法規和條例	8.3%	15.4%	5.0%	0.0%	17	11	15	14
(vii) First-aid 急救	0.0%	7.7%	10.0%	12.5%	23	19	13	8
(viii) Tour-escorting and Tour-guiding 領隊及導遊	0.0%	15.4%	5.0%	0.0%	23	11	15	14
(ix) Convention and Exhibition Management 會議及展覽管理	25.0%	30.8%	30.0%	0.0%	6	6	9	14
(x) Travel/Cruise Consultancy 旅遊/郵輪顧問	0.0%	15.4%	0.0%	0.0%	23	11	19	14
(xi) Travel Health 旅遊健康	0.0%	0.0%	0.0%	0.0%	23	28	19	14
(xii) Others 其他	0.0%	0.0%	0.0%	0.0%	23	28	19	14

<b>C. Generic Skills</b> <b>通用技巧</b>								
(i) Service Attitude/Customer Service 服務態度／顧客服務	8.3%	7.7%	65.0%	50.0%	17	19	1	1
(ii) Collaboration 協作	16.7%	15.4%	30.0%	25.0%	12	11	9	5
(iii) Communication/Presentation 溝通／演講	16.7%	38.5%	60.0%	25.0%	12	4	2	5
(iv) Critical Thinking 批判性思考	16.7%	7.7%	5.0%	12.5%	12	19	15	8
(v) Problem Solving 解決疑難	25.0%	46.2%	60.0%	37.5%	6	2	2	3
(vi) Resilience 面對困難時的心理協調和適應能力	25.0%	15.4%	15.0%	50.0%	6	11	12	1
(vii) Self-management 自我管理	16.7%	15.4%	25.0%	37.5%	12	11	11	3
(viii) Crisis Handling 危機處理	16.7%	30.8%	40.0%	25.0%	12	6	5	5
(ix) Others 其他	0.0%	0.0%	0.0%	0.0%	23	28	19	14
<b>D. Language</b> <b>語言</b>								
(i) Putonghua 普通話	8.3%	7.7%	35.0%	12.5%	17	19	6	8
(ii) English 英語	8.3%	7.7%	35.0%	12.5%	17	19	6	8
(iii) Others 其他	0.0%	0.0%	0.0%	0.0%	23	28	19	14
No training requirement 沒有培訓需要	0.0%	0.0%	0.0%	25.0%				
Number of companies with such level of full-time employees 具有此職級全職僱員的公司數目	14	15	22	10				

**Note:**

Percentages are calculated on the basis of total number of companies with such level of full-time employees

註：

百分比是以具有此職級全職僱員的公司數目為基準計算。