

2014 MANPOWER SURVEY REPORT

TOURISM INDUSTRY

旅遊業

2014 年人力調查報告

HOTEL, CATERING AND TOURISM TRAINING BOARD

VOCATIONAL TRAINING COUNCIL

職業訓練局

酒店業、飲食業及旅遊業訓練委員會

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EXECUTIVE SUMMARY

Introduction

1. The purpose of the survey is to collect data on the existing manpower situation with an aim to projecting future manpower requirements and training needs of the tourism industry. The fieldwork took place from 28 August to 26 September 2014 with follow-up cases completed in December 2014.

2. The survey was based on the list of tourism companies maintained at the Central Register of the Census and Statistics Department (C & SD). It covered 409 companies selected by a stratified random sampling method from the frame of 2 351 companies updated as at August 2014, among which 93 were airline companies and 2 258 were travel agents and airline ticket agents. The sample selection plan is presented in Appendix 4. The survey covered 2 main branches of the tourism industry as follows:

<u>Branch</u>	<u>Sector</u>	<u>Size of Frame</u>	<u>Sample Size</u>
Branch 1:	Airline companies	93	93
Branch 2:	Travel agents and airline ticket agents	2 258	316
		<u>2 351 *</u>	<u>409</u>

* The estimated number of active companies amongst the 2 351 companies should be 2 216 (70 airlines and 2 146 travel agents and airline ticket agents). The estimated number of active companies is shown in Table 17. During fieldwork, the C & SD added one more establishment to the sampling frame and therefore the total number of samples became 409.

3. A total of 409 samples out of 2 351 establishments were selected to be surveyed. The analysis on the Result of Enumeration (Overall) is attached at Appendix 7. Out of 409 companies surveyed for this report, a total of 82 cases had either closed / temporarily ceased operations / not yet started, not engaged in the specified trade, no technical manpower, moved / address could not be located or untraceable, and non-contact. A total of 294 companies / agencies responded, and there were 13 refusal cases. The effective response rate was 96%.

Improvements made on Survey Questionnaire

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

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

Industry Outlook

5. The global economy has slowed in the last quarter of 2014 but is expected to grow slightly more strongly in 2015. According to economists, the recovery will continue, although it will be bumpy and it is expected that world GDP to grow by 2.6% in 2014 and 3% in 2015. Economic growth will be driven in particular by the U.S.A. and China. In Europe, economic recovery could gather pace in 2015, albeit at a low level.

World travel has faced many challenges in 2014. Violence, political unrest and health related issues had prompted some fears about travelling. Despite diverse threats and the uncertain world economy, the world travel industry achieved robust growth in 2014. Outbound travel grew by 4.5% in terms of trips while spending grew by 2% by trip on average and by 6% in terms of total global outbound travel turnover. Asia, South America and North America were the main growth drivers while Europe generated solid growth. The total number of trips abroad from China is estimated to have increased by 11 million to 109 million in 2014. China is the world's largest outbound market since 2012. Inbound tourism grew well with a 4.7% increase in international tourist arrivals by end of 2014 reaching 1.138 billion. The Americas, Asia and Europe all performing well as destinations. By region, the Americas (+7%) and Asia and the Pacific (+5%) registered the strongest growth, while Europe (+4%), the Middle East (+4%) and Africa (+2%) grew at a slightly more modest pace.

For 2015, the United Nations World Tourism Organization (UNWTO) forecasts international tourist arrivals to grow between 3% and 4%. By region, growth is expected to be stronger in Asia and the Pacific (+4% to +5%) and the Americas (+4% to +5%), followed by Europe (+3% to +4%). Arrivals are expected to increase by 3% to 5% in Africa and by 2% to 5% in the Middle East. (Sources: IPK International on behalf of ITB Berlin, ITB World Travel Trends Report 2014/2015, December 2014; Press Release, "Over 1.1 billion tourists travelled abroad in 2014", UNWTO, 27 January 2015.)

6. Results from the International Air Transport Association (IATA) 2014 end-year report indicated that for the worldwide airline industry, passenger departure volume has reached 3 306 million in 2014, up 5.5% comparing with 2013, and is expected to reach 3 530 million in 2015. Total worldwide employment by airlines was 2.41 million in 2014, which was increased by 2.8% over 2013, and is expected to reach 2.45 million in 2015, an increase of 1.5% over 2014. There is also confidence that air transport volumes will continue to expand over the next 12 months, despite rising concerns about the health of the global economy. (Sources: Economic Performance of the Airline Industry, 2014 End-year Report, IATA, 19 January 2015; Airline Business Confidence Index, January 2015 Survey, IATA Economics, IATA, 19 January 2015.)

7. Asia has been one of the powerhouses of the world outbound travel market in recent years. From 2009 to 2013, the number of Asian outbound trips grew by 53%, which was twice as much as the overall global growth of 22%. During this period, China has emerged as one of the global leaders in the outbound travel sector, together with Germany and the U.S.A. Japan has remained important although losing market share while South Korea, India and Taiwan have all grown. Due to the same language and ethnicity, travel among the Mainland and Hong Kong, Macao and Taiwan are the most robust in the Asia-Pacific. It is estimated that by 2020 outbound Mainland tourist numbers will reach 200 million, double the 100 million who left China in 2013 and tourist spending will triple. Hong Kong and Macau should continue to be the top international travel destinations but visitor numbers are estimated to decline from 62% to 45% of total outbound Chinese tourists as holidaymakers seek more exotic destinations. Based on current economic trends and healthy travel intentions, it is forecasted that for Asian outbound travel in 2015 there will be further growth of 8%. This would see the region growing twice as fast as global outbound travel once again. (Sources: IPK International on behalf of ITB Berlin, ITB World Travel Trends Report 2014/2015, December 2014; “Chinese travellers to neighbouring countries surge”, Xinhua News, 3 December 2014; “Outbound Chinese tourists to double by 2020 propelling global growth in travel related sectors”, Credit Lyonnais Securities Asia (CLSA), 20 January 2014.)

8. Global economic performance was less than spectacular in 2014 despite the steady performance of the Mainland's economy and signs of recovery in the U.S.A. As a result, Hong Kong's economy grew by only 2.3% last year, the third consecutive year with a growth rate lower than the annual average of 3.9% over the past decade. Private consumption expenditure maintained moderate growth. The underlying inflation rate in 2014 was 3.5%, lower than the 4% in 2013. The unemployment rate averaged at a low level of 3.2% for the year as a whole, sustaining a state of full employment. It is noted that the Occupy protests affected tourism, hotel, catering, retail and transport industries, etc. to varying degrees. Nevertheless, in 2014, visitors to Hong Kong exceeded 60 million (60 838 836), an increase of 12% over last year. Total spending went up by 9% to more than \$359 billion.

The year 2015 will be a challenging year and will be hinged to the developments in the macro environment. The global economy as a whole is likely to stay on a slow-growing path in the post-financial tsunami period. Amid a stronger US dollar, it will continue to put a drag on Hong Kong's trade performance. The headline inflation rate for 2015 as a whole is forecasted to be 3.5% with an underlying inflation rate at 3%. The labour market will hold largely stable. But if the domestic sector continues to be trapped in a slow-growing path, the pace of job creation by enterprises will be affected. To offset the impact on economic confidence, the HKSAR Government will implement an array of support measures targeting affected industries, including the tourism and related industries, and

launch a new round of efforts to promote Hong Kong. (Sources: The 2015-16 Budget, Budget Speech and related press releases, The HKSAR Government, 25 February 2015; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)

9. Out of the total arrivals to Hong Kong in 2014, 45.6% or 27.77 million belonged to overnight visitors, 8.2% more than in 2013. Same day visitors accounted for 54.4% of total arrivals, an increase of 15.5%. Visitors from the Mainland China reached over 47 million, representing a growth rate of 16%. Among them, same day visitors from China (+19.1%) grew more significantly than overnight visitors from China (+11.6%). The increases are attributed to Individual Visit Scheme (IVS). Short-haul and long-haul visitors at around 9 million and 4.6 million respectively were similar to 2013, in which South Korea visitors grew to more than 1.2 million (+15.5%), visitors from new markets went up 4%, with India being the greatest increase (+18.7%). Arrivals of other Asian visitors rose in the first three quarters in 2014 but the increase was countered by a fall in the last quarter due to the Occupy protests. South Korea ranked Hong Kong's third biggest tourism market after the Mainland and Taiwan. According to the data by the HKTB, in 2013 the number of visitor arrivals from South Korea (1.08 million) also exceeded that from Japan (1.06 million). A sluggish economic outlook in Europe continued to affect long-haul arrivals which stayed at the 2013 level. (Sources: Visitor Arrivals Statistics - Dec 2014, HKTB, January 2015; "Hong Kong arrivals jump 12pc despite Occupy uncertainty", South China Morning Post (SCMP), 19 January 2015.)

10. In 2014, 78% of total visitors to Hong Kong were from the Mainland China representing an increase of 16%. Visitors on multiple-entry visas increased by 22.2% whereas arrivals under the IVS recorded a 14.1% increase. Voices from the public have been heard that the reliance on Mainland visitors would not be healthy for the tourism industry. In 2015-16, the HKTB will invest resources on 20 key markets which generate over 96% of all visitor arrivals to Hong Kong. 47% of the HKTB's total marketing budget will be invested in Hong Kong's key visitor source market to drive overnight arrivals of which 76% will be allocated to the international markets, with increased investment in the short-haul markets as compared to last year. The targeted short-haul markets with high growth potential include Taiwan, North Asia (South Korea mainly) and Southeast Asia such as Indonesia, the Philippines and Singapore. The remaining 24% will be invested in the Mainland market, with the majority focused at the non-Guangdong areas for overnight visitors. 1% of the marketing budget will be invested in the Guangdong Province mainly for promoting cruise tourism. As for the long-haul markets, due to uncertain economic conditions, the HKTB will exercise prudence in its approach to these markets and will work with tourism authorities in the Pearl River Delta region to promote multi-destination products featuring Hong Kong. The HKTB has planned to invest more resources for the new markets in India which performed relatively well in 2014. (Sources: Visitor Arrival Statistics – Dec 2014, HKTB, January 2015; "Multi – Entry visitors increased 22% last year", Hong Kong Economic Times, 25 February 2015; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)

11. Tourism continues to be one of our economy's pillar industries which makes up 5% of GDP and employs 270 000* people. (* Figure according to the Four Key Industries provided by the C & SD which included employment of (A) Inbound tourism covering retail

trade, accommodation services, food & beverage services, cross-boundary passenger transport services and others; and (B) Outbound tourism covering travel agency, reservation services and related activities, and cross-boundary passenger transport services). The HKSAR Government has been putting efforts in enriching tourism-related developments and developing infrastructure for injecting fresh experiences for tourists. The Government will continue to give full support to the Airport Authority (AA) to implement the three-runway system project at the Hong Kong International Airport for accommodating the increasing air traffic and for maintaining competitiveness within the region. The project aims to strengthen our position as an international and regional transportation hub.

Other major tourism and infrastructure projects being implemented and under planning include the Aberdeen Tourism Project, Development Projects of Ocean Park's Tai Shue Wan and the Kai Tak Cruise Terminal (KTCT), Lei Yue Mun Waterfront Enhancement Project and the Hong Kong Disneyland, plus the Hong Kong – Zhuhai – Macao Bridge (HZMB) and other cross-boundary infrastructural facilities. Discussions on the latest tourism development on the Lantau Island, identifying suitable locations for alfresco dining, introduction of the Food Trucks and possible revitalization of food stalls focusing on local delicacies etc, are in progress or in the pipeline. These are considered to have good potentials for developing Hong Kong into a tourist-friendly and multi-purpose destination which will appeal to tourists from varied origins with different expectations and needs. (Sources: Policy Address 2015, The HKSAR Government, 24 January 2015; The 2015-16 Budget, Budget Speech, The HKSAR Government, 25 February 2015; "Hong Kong's airport retains top Asian slot for international passenger traffic Chek Lap Kok comes in third globally, behind Dubai and Heathrow", SCMP, 2 January 2015"; Press Statement, Commissioner for Tourism attends Cruise Shipping Miami Conference, Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, 13 March 2014.)

12. According to the HKTB Statistics on Meetings, Incentives, Conventions and Exhibitions (MICE) Arrivals in 2014, the percentage of overnight visitor arrivals (1.8 million) was increased by 11.1% on a year-on-year basis. In 2013/14, the HKTB's Meetings and Exhibitions Hong Kong (MEHK) office actively strengthened the MICE business and has consolidated ties with established associations of three of Hong Kong's key MICE markets, namely the USA, Europe and Mainland China. Readers of CEI Asia Pacific magazine also chose Hong Kong as the "Best City for Business Events" in 2013 (formerly known as "Best City for MICE Event"). The city is a mecca for MICE planners with a host of conferences and events slated for 2015 and 2016.

Appropriate measures to facilitate the future development of the MICE industry will be considered including constructing a new convention centre above the Exhibition Station of the Shatin to Central Link upon the latter's completion in around 2020. Aligning with the Government's plan to develop Lantau into a transportation and tourism hub and leveraging large-scale infrastructural projects like the HZMB and the Tuen Mun-Chek Lap Kok Link, HKTB's MEHK continues to promote Lantau Island as a MICE hub to event organisers. In 2015-16, the HKTB will continue to uphold Hong Kong's image as the World's Meeting Place and will strategically strive to attract international MICE events and high-spending visitors. (Sources: Shaping the Future, MICE Business, Hong Kong Tourism Board Annual Report 2013/14; Secretary for Commerce and Economic Development's speech at 24th annual dinner for Hong Kong Exhibition and Convention Industry Association, Tourism Commission, 30 May 2014; Pacific World Destination Index December 2014 http://www.pacificworld.com/newsletter/pdf/PW_destinationindex_dec14.pdf; 2015 Policy Address, The HKSAR Government, 14 January 2015; Overnight Visitor Arrivals by Major

Markets 2014 (Jan – Dec), HKTB, February 2015; The 2015 Global Meeting and events Forecasts, American Express Meeting and Events, February 2015.)

13. With Asia's cruise tourism grows at the steadfast rate of 8-9% each year and riding on the establishment of the KTCT in June 2013, it is fortuitous for both cruise travellers and for Hong Kong's tourism industry.

Other than advancing Hong Kong – Taiwan co-operation further by launching the Asia Cruise Fund (ACF), in 2015/16 the HKTB will continue to invite more ports in the region to join the ACF to further promote regional cruise tourism with Hong Kong being part of the cruise itineraries. To expand the source markets for cruise passengers, the HKTB will carry out promotions in various source markets (such as Southern China, Taiwan and India). (Sources: Shaping the Future, Cruise Experience, Hong Kong Tourism Board Annual Report 2013/14; Updates on the Kai Tak Cruise Terminal for the Meeting of the Legco Panel on Economic Development held on 27 October 2014, Tourism Commission, December 2014; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)

14. According to the Hong Kong Polytechnic University's annual tourist satisfaction index in 2013, tourists have become increasingly more satisfied with Hong Kong over time since the index started in 2009. At 75.96, the satisfaction index for all visitors was up 0.89 points on 2012 to the highest ever recorded in the study, which began in 2009.

The index of tourism service quality for 2013 was 77.30, which is 1.93 points higher than the index score for 2012. It is a weighted average of the indices of the six tourism service quality. Among those, attractions received the highest score of 81.37, followed by transportation, immigration, hotels, retail shops and the restaurants received the lowest score of 73.91. (Sources: "Visitors happy – whatever locals think of them", SCMP, 30 July 2014; The 2013 Hong Kong Polytechnic University Tourist Satisfaction Index: An Overview, School of Hotel and Tourism, The Hong Kong Polytechnic University, March 2014; Press Release, "Poly U Released Report on 2013 Tourist Satisfaction and Tourism Service Quality Indices", School of Hotel and Tourism, The Hong Kong Polytechnic University, 29 July 2014.)

15. Furthermore, Hong Kong has received numerous international recognitions in recent years. Hong Kong has made it back to a list of the world's top travel destinations and is chosen as one of the top 25 travelers' choices of destinations by Tripadvisor. Delectable dim-sums, floating islands, a one-of-a-kind Skyline, traditional Chinese architecture as well as the outskirts are some of the unique features which are favoured by the tourists and made Hong Kong ranked 23rd in 2015. On the top 25 Asian destinations, Hong Kong was ranked 6th, Beijing 10th, Shanghai 17th and Singapore 18th. (Sources: "Hong Kong ranks 23 in the Top 25 Destinations in the World" A06, Hong Kong Daily News, 26 March 2015; "Hong Kong bags spot on top travel list" P07, Hong Kong Standard, 26 March 2015.) Hong Kong was also voted Asia's second-most attractive holiday destination in 2014, up from number 5 in 2013. Hong Kong has been selected the "Best Business City in Northeast Asia and the World", the "Best City for Business Events" in 2013, awards for categories including best airline, airport, hotels and swept a travel survey of a travel magazine which has been conducting the poll for the 10th year with winning titles for the best airline, airport, hotels and the best city for business. (Sources: Secretary for Commerce and Economic Development's speech at 24th annual dinner for Hong Kong Exhibition and Convention Industry Association, Tourism Commission, 30 May, 2014; "Hong Kong flies high as best in the business for travel",

SCMP, 21 August 2014.) However, as competition for tourist arrivals is keen within the region and globally, Hong Kong should not be complacent with her strengths, advantages and achievements so far, but should continue to sharpen her competitiveness in order to maintain a positive image of a desired tourist destination in the eyes of the worldwide travellers. One of the essential factors is that the tourism industry must be supported by a continuous supply of quality manpower that caters to the needs and demands of international tourists who will compare their experiences in Hong Kong with other tourist destinations.

16. Destinations from around the world spare no efforts in capturing first timers and repeated tourists, competitors within the region are stepping up their tourism investments and marketing efforts, Hong Kong will be facing keener competition. The HKSAR Government is well aware of the benefits that the tourism industry could bring into the economy and therefore has been strategically planning the tourism policy and investing appropriately in the tourism infrastructure and development projects. (Source: Major Tourism Project, Tourism Commission, 22 November 2014.) Major business and tourism related agreements and projects being implemented and those under planning included:

- i) The tourism authority of the Mainland China acknowledges the importance of the role that tourism plays on the overall development of the society and will continue to strengthen this lucrative industry on all fronts. As the tourism platform is pivotal to the constructive exchange and positive development of both the motherland and Hong Kong, Mainland China has pledged her staunch support to the collaborative enhancement of promotional activities, multi-destination itineraries, and further cooperation to boost tourism development within the Pearl River Delta region.

Overall speaking, the Mainland has opened up 153 services trade sub-sectors to the Hong Kong services industry, accounting for 95.6% of all services trade sub-sectors in Guangdong. Hong Kong's tourism and exhibition sectors have boomed in the past decade, thanks in no small measure to Hong Kong Closer Economic Partnership Arrangement (CEPA) measures. The surge in inbound Mainland tourists, many of whom are business tourists and trade fair visitors and exhibitors, can be attributed to the Individual Traveller Scheme and CEPA provisions, which open up the Mainland's outbound tourism and exhibition market. As at 31 January 2015, there are around 300 suppliers who applied for the Certificate of CEPA in the sectors of convention and exhibition services, tourism and travel related services and air transport services. CEPA provides enhanced access to Hong Kong service suppliers (HKSS) in the provision of air transport sales agency services, and they are allowed to set up wholly owned, equity and contractual joint-venture units to provide air transport sales agency services on the Mainland for domestic and international routes (including Hong Kong, Macau and Taiwan).

Hong Kong and the Mainland signed a wine customs agreement supplement in mid-September 2014 which facilitates clearance procedures for registered wine exporters. The supplement can help enhance flexibility in wine trading and strengthen Hong Kong's role as a wine trading and distribution hub in Asia. (Sources: Press Release, "Agreement between the Mainland and Hong Kong on Achieving Basic Liberalization of Trade in Services in Guangdong (signed on 18

December 2014)", Trade and Industry Department, The HKSAR Government, 18 December 2014; CEPA Supplement X and Hong Kong's Transportation and Tourism Service Sectors, Hong Kong Trade Development Council (HKTDC), 8 January 2014; Cumulative Number of Certificates of Hong Kong Service Supplier Issued - CEPA, Trade and Industry Department, The HKSAR Government, 31 January 2015; Third Quarter Economic Report, Economic Analysis Division, Economic Analysis and Business Facilitation Unit, Financial Secretary's Office, The HKSAR Government, November 2014; Li Jinzao meets Chairman of Hong Kong Tourism Board Peter Lam Kin-Ngok, Chinese National Tourism Administration (CNTA), 20 January 2015.)

- ii) The Mega Events Fund (MEF) aims to promote tourism, raise the profile of Hong Kong internationally and promote Hong Kong as an events capital of Asia. The Finance Committee of the Legislative Council approved the allocation of \$150 million to the MEF to extend its operation for five years till end March 2017. These mega events will also create business opportunities for merchants in different districts by diverting visitor traffic. Among others, in 2015-16, the HKTB will continue to organise numerous mega events, including the first-ever Hong Kong Cyclothon, and the Hong Kong Wine & Dine Festival. The HKTB will continue to promote events staged by other organisations, particularly sports, arts, cultural and design events, to cater for the interests of different markets and visitor segments. (Sources: Mega Event Fund, Tourism Commission, The HKSAR Government, 5 December 2014; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)
- iii) To cope with the rapid visitor growth, the HKSAR Government has been making proactive efforts to catch up on the supply of hotel rooms. Since the implementation of the "hotel only" scheme in 2008, the Government has sold 6 hotel sites and a mixed use site. These sites can provide a total of around 3 800 hotel rooms. The Government is carrying out infrastructure work at the runway and south apron of the former airport to tie in with the hotel development in the "hotel belt" adjacent to the KTCT. Hong Kong Disneyland's third hotel broke ground on 5 January 2015 and is scheduled to open its doors to tourists by early 2017. The 750-room hotel will bring the total room supply at the resort to 1,750 rooms and create 600 to 700 full-time equivalent positions after it commences operation. The new hotel would help the city meet its target of supplying 84,000 hotel rooms in the next two years. (Sources: 2015 Policy Address, The HKSAR Government, 14 January 2015; "Government approved 8 hotel lands", Hong Kong Economic Times, 26 November 2014; "Building work starts on Hong Kong Disneyland's third hotel", SCMP, 6 January 2015.)
- iv) The Government is committed to developing Hong Kong into a leading regional cruise hub by enhancing both the hardware and software

developments in Hong Kong. Given the attractions of Hong Kong, the vast number of potential cruise passengers in the neighbouring region and collaborative initiatives with the neighbouring ports, the number of large cruise ship berthing in Hong Kong will continue to rise in the future. For the KTCT, the projected total number of ship calls in 2015 nearly doubles that of 2014. To expand the source markets for cruise passengers, the HKTB will carry out promotions in various long and short haul markets as well as Southern China. (Sources: “80% of 83M Asian cruise passenger will choose Hong Kong”, Wen Wei Po, 21 November 2014; Updates on the Kai Tak Cruise Terminal for the Meeting of the Legco Panel on Economic Development held on 27 October 2014, Tourism Commission, December 2014.)

- v) With an aim to meet surging growth in passengers and air cargo movements, in March 2015 the HKSAR Government has given green light for building the third runway for the airport. The project will begin in 2016 and is expected to be completed by 2023. (Source: “Hong Kong airport gets green light for \$24 billion third runway”, <http://www.news.com.au>, 18 March 2015.) It can be expected that more job vacancies in the airline industry will be available and fly-cruise itineraries will increase as well. Professional training in tourism, airline and cruise business should be further increased to meet industry needs.
- vi) With a view to further enhancing the Ocean Park's overall appeal and the tourist-receiving capacity, the Tai Shue Wan area will be developed into a new integrated theme zone with the main focus on an all-weather indoor cum outdoor waterpark which is expected to be completed in the second half of 2017. Two hotels will be built within the Park, of which the construction of the Ocean Hotel is expected to be completed in 2017. (Sources: Hong Kong – The Facts, The HKSAR Government, October 2014; Press Release, “Ocean Park Gives Away 10,000 tickets to Hong Kong Citizens in Celebrations of its 38th Birthday and the Recording-breaking Attendance in Calendar Year 2014”, Ocean Park Hong Kong, 6 January 2015.)
- vii) Regarding Hong Kong Disneyland, a new themed area based on Marvel’s Iron Man franchise will be launched by late 2016, and a new hotel with a theme dedicated to the spirit of exploration with 750 rooms will be in operation by early 2017. With the expansion of the new hotel, room availability would be increased so that more tourists can stay on property and enjoy the full Disney experience. The Government has also commenced discussion on the Phase 2 development of the Hong Kong Disneyland Resort with the Walt Disney Company. This phase will cover an estimated area of 60 hectares, similar to that of Phase 1, with attractions, hotel development and retail facilities. (Sources: “Building work starts on Hong Kong Disneyland's third hotel”, SCMP, 6 January 2015; The 2015 Policy Address, The HKSAR Government, 14 January 2015.)

- viii) Enhancement projects are implemented to give a facelift to the existing popular tourist areas. Completed projects include enhancement of the Sai Kung waterfront, Lei Yue Mun, the Central and Western District, Visitor Signage Improvement Scheme, the Stanley Waterfront and the Peak improvement projects, the Tsim Sha Tsui Promenade beautification project etc. Improvement works at the Aberdeen promenade and Ap Lei Chau promenade have been completed while that at the Ap Lei Chau Main Street is in progress and is expected to be completed in the first quarter of 2015. (Source: Hong Kong – The Facts, The HKSAR Government, October 2014.)
- ix) Upon the anticipated completion of the HZMB and the Hong Kong section of the Guangzhou-Shenzhen-Hong Kong XRL Project, and coupled with the favourable cruise and visa policies among the Mainland and nearby tourist partners, these will facilitate movements of Mainland travellers to Hong Kong and overseas visitors to the Mainland via Hong Kong. Furthermore, these policies and initiatives facilitate the development of multi-destination itineraries featuring Hong Kong. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)
- x) Quality gourmet and service complement the travelling experience. Hong Kong is positioned as a dining hub blending Chinese and international cuisines. With an aim to nurture more quality manpower in international cuisines, the Vocational Training Council (VTC) established the International Culinary Institute (ICI) and admitted its first intake in 2014/15 academic year with construction of the ICI complex expected for completion in 2016. The ICI aims to develop professional talent for the catering, wine and hospitality sectors which will support Hong Kong's growing reputation as one of the world's top cities for dining. (Source: Groundbreaking of VTC International Culinary Institute Asia's World Culinary School to nurture talents, www.vtc.edu.hk, 25 February 2014.)
- xi) Other than hardware development, the HKTB will promote events staged by other organisations featuring sports, arts, cultural and design events so as to cater for the interests of different markets and visitors. The HKTB will continue to launch the "New Tour Product Development Scheme" which aims at encouraging local travel agencies, tour operators and receiving agents to develop new themed tour products through subsidies. Themes for 2015-16 include wine and dine, green tourism, arts and culture, heritage, local living culture. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)
- xii) The HKSAR Government announced three years ago that it would establish the Travel Industry Authority (TIA) for regulating travel agents, tourist guides and tour escorts in the future. The Government is

continuing with the drafting of the legislation for the establishment of the TIA and implementation of a new regulatory framework for the tourism sector with a view to securing the passage of the bill by the end of the current term of the LegCo. (Source: The 2015 Policy Address - Policy Agenda, The HKSAR Government, January 2015.)

17. The outbound and inbound industries may be said to have gone off in their own direction this year whereas the levy for outbound tour groups for the first three quarters in 2014, slightly decreased by 0.5% year on year, inbound visitors steadily rose between January and August and registered a 12.3% increase. (Source: “Chairman’s report and Executive Director’s report of annual report 2013/14”, The Travel Industry Council (TIC), 31 October 2014.)

18. According to the report by the TIC, in comparing to 2013, the outbound group package fee dropped 4% on budget products and 11% on luxury products during the festive seasons, Christmas and New Year period. Some even dropped 20% if low cost carriers were chosen. The outbound levy amount dropped 1.8% for the first 10 months of 2014. (Sources: “Christmas package tour drops from \$66k to \$28k”, Ta Kung Po, 21 November 2014; Latest Tourism Statistics, The TIC, 14 January 2015.)

Implications on Manpower

19. The labour market conditions continued to remain stable during 2014 and the adjusted unemployment rate edged up to 3.3% across-the-board. According to the latest labour force statistics released by the C & SD, the seasonally adjusted unemployment rate stood at 3.3% in November 2014 - January 2015. The underemployment rate was 1.6% in the period. Total employment in November 2014 - January 2015 increased by around 4 600 from 3 797 200 in October - December 2014 to 3 801 800 in November 2014 - January 2015. Over the same period, the labour force also increased by around 2 800 from 3 919 400 to 3 922 200. The labour market remained largely stable in November 2014 - January 2015, with the seasonally adjusted unemployment rate staying at the low level of 3.3% for the seventh consecutive period. Both total employment and labour force grew modestly over a year earlier. (Source: Press Release, “Unemployment and underemployment statistics for November 2014 – January 2015”, C & SD, The HKSAR Government, 17 February, 2015.)

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

- i) Tourism and related businesses like those in the hotel, retail and catering industries have provided Hong Kong with a large number of job opportunities. Tourism, making up 5% of GDP and employing 270 000 people, has been driving the growth of many industries. An additional funding of HK\$80 million has been set aside in the 2015-16 Budget for the HKTb to step up its marketing work in order to uphold Hong Kong’s image as the most preferred travel destination in the world. With combined efforts of the Government, public and private sectors, the

number of visitors to Hong Kong is expected to exceed 64.7million in 2015 (+6.4% against 2014). More job opportunities are expected be created in the tourism industry. (Sources: Press Release, “Hong Kong Tourism Board welcomes The Budget’s Proposed Additional Funding”, HKTb, 25 February 2015; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015; The 2015-16 Budget, Budget Speech, The HKSAR Government, 25 February 2015.)

- ii) According to the Hotel Supply Situation Report as at December 2014 published by the HKTb, Hong Kong has around 244 hotels with 72 721 rooms. There will be around 74 895 rooms in 2015. Between 2015 to 2019, around 43 new hotels with some 8 513 additional rooms are to be completed. The average occupancy rate and room rate ended up at 90% and HK\$1,473 in 2014 (Sources: Hotel Supply Situation – as at Dec 2014, HKTb, March 2015; Hotel Room Occupancy Report - Jan 2015, HKTb, February 2015.), with difference of +1.1% and -1% respectively in comparing with the same figures indicated in our last Manpower Survey Report conducted in 2012. When comparing with the 2013 figure, the average hotel room rate of 2014 increased by 1.8%. These new hotel developments reflect the positive projection of potential visitors who may travel to Hong Kong in future years and indicate a possible surge in manpower requirements in the years to come.
- iii) The total cruise passenger throughput (excluding local residents) of Hong Kong is 792 299 in 2014, which has been up by 14.3%. The number of Mainland tourists was increased by 4.4% after the KTCT opened in June 2013. Over the past few years government authorities of the Mainland announced various measures to support the development of cruise tourism in Hong Kong. Efforts have been made by the HKSAR Government to further cement co-operation and to enhance the momentum in driving cruise tourism in the region and with a view to attracting more ship calls to Hong Kong. For the KTCT, the projected total number of ship calls in 2015 nearly doubles that of 2014. (Sources: Press Release, “Commissioner for Tourism attends Cruise Shipping Miami Conference”, Tourism Commission, 13 March 2014; Updates on the Kai Tak Cruise Terminal [LC Paper No. CB(4)234/14-15(01)] for the Meeting of the Legislative Council Panel on Economic Development held on 27 October 2014, Tourism Commission, Commerce and Economic Development Bureau, December 2014; Cruise Passenger Statistics Jan – Dec 2014, HKTb, January 2015.) With the increasing interest in cruise tourism and further expansion of cruise tourism facilities in Hong Kong, more openings in the cruise related tourism sector will be in place of which of which trained quality staff are required for serving the expanding tourism infrastructure. Training on topics on cruise travellers behaviour, cruise products knowledge, cruise vacation planning and reservation, and the tour guide skills for cruise visitors can be included in the programme.

- iv) MEHK of the HKTBA has signed a three-year agreement until May 2017 with a global leader in the meetings industry - International Association of Professional Congress Organisers (IAPCO). The strategic partnership with IAPCO means an increase in MICE visitor arrivals from long-haul markets can be expected. (Source: <http://www.mehongkong.com/eng/news/IAPCO.html#ixzz3T9NWawpb>)
- v) Hong Kong is the world's leading wine auction centre. Co-operation agreements were signed with 13 major wine-producing countries and regions. Wine-industry partners and its professionals fortify Hong Kong's reputation as Asia's wine-and-dine capital. Furthermore, the wine customs supplement signed between Hong Kong and the Mainland enhances flexibility in wine trading and reinforces Hong Kong's position as the gateway to the Mainland. (Sources: Press Release, Speech by Acting Financial Secretary at opening ceremony of 2014 Hong Kong Wine & Dine Festival, 30 October 2014; "Gregory So visits wine fair", news.gov.hk, 6 November 2014; "HK wine gateway to Mainland", Speech by the Financial Secretary of the HKSAR Government, news.gov.hk, The HKSAR Government, 6 November 2014.) Other than trained staff at all job levels for wine knowledge, wine and food pairing, wine storage, manpower for professional operation and management of large scale international wine industry related events and exhibitions will be required for displaying the strengths of Hong Kong as a regional wine hub and a host of mega events.
- vi) A trade practitioner organisation brought up requests because of repeated assaults on tourist guides by visitors some time in 2014. The TIC followed it up immediately by taking a series of actions. The Immigration Department announced that visitors might be denied entry to Hong Kong in future should they break the law in the city. The TIC also issued a statement strongly condemning any acts of violence. (Source: "Chairman's report of annual report 2013/14", The TIC, 31 October 2014). Fostering a positive image of the industry with efficient and effective support for its practitioners will assist in recruiting and retaining trade practitioners.
- vii) The Government has devoted substantial resources to improving the quality of manpower to further diversify the economy and steer our development towards high value-added activities. HK\$960 million for a pilot programme allowing 1 000 students per cohort to pursue designated self-financing undergraduate programmes that reflect Hong Kong's manpower needs. In the 2015/16 academic year, the initiative will cover 13 programmes which includes the tourism and hospitality sectors. (Sources: The 2015-16 Budget, Budget Speech and related press releases, HKSAR Government, 25 February 2015.) To tie in with Hong Kong's manpower needs in nurturing homegrown culinary talents, the new flagship project of the HKSAR Government and the VTC, the ICI as aforementioned has been offering professional international culinary training in phases starting in 2014. These government initiatives

indicated that qualified trained talents are required for upholding the lucrative industry.

21. Since the last manpower survey report, the Government released the “Report of the Policy Study on Standard Working Hours” in November 2012 for further public discussion on the subject of Standard Working Hours (SWH). To follow up the study, the Government has set up the Standard Working Hours Committee (SWHC) in April 2013. Subsequent reports from the SWHC indicated that about 728 000 workers work around 50 hours a week - five hours overtime - with 70 per cent not receiving extra pay. (Sources: Standard working hours no closer as labour groups demand legislation, SCMP, 24 January, 2015; Welcome Message of the Chairperson of the Standard Working Hours Committee, the Standard Working Hours Committee, February, 2015.) The TIC has prepared a submission in late 2014 which urged the Government to take account of the special nature of the industry and consider granting it exemptions when studying legislation on standard working hours, given the long and irregular working hours of tour escorts and tourist guides. (Source: The TIC Annual Report 2013/2014, The TIC, October 2014.)

22. Taking into account the latest data from the General Household Survey and the Labour Earnings Survey conducted by the C&SD, the Minimum Wage Commission (MWC) roughly estimated that in the first half of 2015 and at the time just before the Statutory Minimum Wage (SMW) rate is raised to the recommended level, there would be approximately 150 000 employees (accounting for about 5% of all employees) earning an hourly wage less than \$32.50. The Chief Executive in Council has adopted the recommendation of the MWC to raise the SMW rate from its prevailing level of \$30 per hour to \$32.50 per hour, an increase of \$2.50 or 8.3%. Subject to the approval of LegCo, the revised SMW rate will come into force on May 1, 2015. (Sources: Press Release, “Minimum Wage Commission's Chairperson meets the media”, Minimum Wage Commission, 15 January, 2015; Press Release, “Chief Executive in Council adopts recommendation on Statutory Minimum Wage”, Minimum Wage Commission, 14 January, 2015.)

23. Other than investing heavily in tourism facilities and marketing efforts in capturing increased numbers in varied tourist arrivals plus focusing on the high spending market, the sustainability of a healthy and prosperous tourism industry would depend significantly on the availability of a steady pool of professional industry personnel to deliver quality service that has earned Hong Kong a world reputation as “Asia’s World City”. As the world is getting smaller with widespread usage of social media platforms and electronic devices, swift transmission of any messages by coverage of electronic media and social networks is inevitable. The reputation that Hong Kong is still a desired tourist destination is vital to the survival and long term development of the tourism and related industries, as well as other sectors within the local economy. Notwithstanding that there was still growth in total arrivals in 2014, the HKSAR government and industry partners have taken strong efforts to strengthen Hong Kong’s image as a world-class travel destination. To capture new comers and draw repeated tourists, other than offering professional technical skills, the soft skills in extending care, empathy and assistance in the customer purchasing cycle to visitors who may have different cultures and backgrounds from us will sure cast a difference in their minds. The vocational education and training with emphasis on soft skills besides hard skills for entry level employees would be crucial to the future success of the tourism industry. Upgrading training and development for in-service personnel further refreshes and enhances the skills and knowledge acquired from their work. The Training Board believes the

increased provisions for the development and upgrading of our tourism workforce would be essential for forging the strong base of the tourism industry.

Highlights of Survey Findings

24. The survey reveals that in August / September 2014, a total of 38 619 persons were employed in the tourism industry, of which 3 661 (9.48%) were in the managerial / professional category, 5 858 (15.17%) supervisory / technical category, 28 257 (73.17%) clerical / operative category, 843 (2.18%) secretarial / others category.

25. The Training Board has examined the survey findings and is of the opinion that they generally reflect the manpower situation of the tourism industry at the time of the survey. The Training Board considers the demand for well-trained staff at the clerical / operative levels would continue to be significant in the future. It is noticed that the managerial / professional positions only account for 9.48% of the tourism workforce whereas the clerical / operative level employees account for 73.17% of the total workforce.

Manpower Projection in the Tourism Industry for 2015 – 2019

26. Other than basing the manpower projection on Employers' Forecast (EF), the Training Board has also adopted two other methods to project the future manpower requirements of the industry in 2015 – 2019. The Labour Market Analysis (LMA) approach projects manpower requirements for a specific industry based on key statistical data reflecting important changes in the local economy, demography and labour market (please refer to Appendix 8 for details). The Adaptive Filtering Method (AFM) is another statistical method that generates manpower projections based on the past and present manpower data (please refer to Appendix 9 for details). The projections on the future manpower demand for 2015 to 2019 are presented in Table 3.29 in Section III of this survey report.

Projected Additional Training Requirements

27. Based on the LMA approach of manpower growth and having regard to the wastage rates of employees which are estimated at 0.8% for Managerial / Supervisory level staff, and 1.2% for staff at Clerical / Operative and Secretarial / Other levels, the Training Board has projected the additional training requirements of the industry for 2015 to 2019 as presented in Table 27 below:

Table 27: Projected Training Requirement of the Tourism Industry for 2015 – 2019 (Based on Labour Market Analysis Approach)

Annual Average Manpower Demand for 2015 - 2019					
Job Level	No. of Employees 2014	Growth	Replacement for Wastage	Total	± 10% Range
<u>Annual wastage rate = 0.8%</u>					
Managerial and Professional	3 661	-157	26	-131	-144 – -118
Supervisory and Technical	5 858	65	48	113	102 – 124
<u>Annual wastage rate = 1.2%</u>					
Clerical and Operative	28 257	703	360	1 063	957 – 1 169
Secretarial and Other Levels	843	-96	7	-89	-98 – -80
TOTAL	38 619	515	441	956	860 – 1 052

Recommendations

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

- (i) In the face of keen competition regionally and globally for international tourists, the Training Board is of the view that the existing 38 619 strong in-service employees at all levels would need upgrading and updating training in order to stay ahead with evolving trends and developments of the industry. Whether for pleasure or for business purposes, nowadays travelers are provided with easily accessible travel related services and products which turn them into ‘learned travelers’ with every trip they made. As tourism contributes to GDP, employment and other social and cultural developments, regional neighbours have stepped up their marketing and investment strategies in attracting tourists. Hong Kong is keeping up with the pace with infrastructural developments of airport, bridge, railway and attractions etc in the coming years. Together with the large number of potential visitors from the Mainland and target source markets, the demand of tourism manpower in Hong Kong will maintain on the upside. Recently there have been concerns on the overall atmosphere of the society, dissenting views on the impact of anti-parallel goods traders activities as well as the capacity to receive more tourists, which at varying degrees will have impact on the tourist arrivals. Yet, public and private parties concerned are cooperating to overcome the issues strategically with the aim to rebuild Hong Kong’s positive image as a welcoming and preferred choice of destination for tourists and business arrivals. Furthermore, in view of our close ties with our motherland, the inbound tourism to Hong Kong is to a great extent linked to the growing and policy-driven Mainland Chinese market; therefore, a healthy and bright prospect for the development of tourism in Hong Kong is ahead of us. For the long term development of a strong pillar industry which contributes to the overall well-being of the Hong Kong economy, it is strategically sound that Hong Kong should maintain her competitiveness as a preferred tourist destination supported by a pool of quality industry manpower. The Training Board urges the Government to continue its support for industry manpower training and development by expanding and upgrading the training capacities and facilities of accredited education and training institutions according to industry needs.
- (ii) It is generally noted from the industry survey that establishments in the tourism industry sector would support their staff to undergo training with an increase of 11% in the number of employees planned for training in 2015 over 2014. The largest increase is for language skills training (+31%) with Putonghua being accorded higher priority than English. Trade skills training (+15%) ranks second in the overall increase of planned training activities. Employers ranked seminar/workshop as the most preferred mode of training, followed by part-time day release. The positive inclination for investing resources in employee training will

assist Hong Kong to groom and retain talents for sustaining its position as Asia's World City benefiting the tourism industry. The Training Board reminds training providers that language training should be work functional so that the course participants will become well-versed with languages and communications skills which are readily transferrable to the work place.

- (iii) The Training Board noticed that around 27% of the industry employees did not receive training in 2014; around 29% of the employees received training from less than 5 days to one month or above. Furthermore, the operative level staff makes up the majority of industry work force and therefore training for this category would appear to be most demanded in the coming few years. The Training Board encourages employers to provide in-house training and/or sponsor their employees for continuous professional development and life-long learning to upgrade their knowledge and skills. The industry indicated that 2182 new recruits were employed in the past twelve months of the survey, among whom 558 were without industry experience and/or training received, with the highest number at the operational level (98.2%). Also, amongst the new recruits, fresh graduates of tourism programmes accounted for 10.13%. Sponsorships in terms of funding and expertise support should be considered for establishments with limited resources. Other than supporting training by reimbursing or subsidizing training fees, flexible work arrangements should be considered for releasing staff to attend training courses/activities organized by reputable training providers as appropriate since industry personnel are occupied by tight working schedules that may affect their development opportunities. The Training Board opines that employers and employees alike should embark on continuous education and training in view of the fast-paced development of international tourism industry which will have impacts on the local industry.
- (iv) With the relatively higher manpower demand at the operative level but facing recruitment difficulties at the same time, the Training Board considers that new entrants from the society should be attracted to join the industry through collaborative efforts from the Government, industry and education/training institutions. The foreseeable retirement trend of managerial level employees indicates that a continuous supply of qualified successors will be in need. More attention should be paid in providing training and development for the middle level personnel in order to nurture the potential successors for promotion. Fresh blood from the manpower pool can be engaged in training and education programmes which they could earn a salary while equipping themselves with the knowledge and skills through training programmes jointly executed by the aforementioned tripartite operators.
- (v) With limited tourism capacity and amidst keen competition for tourists, Hong Kong has to distinguish herself from other rising Asian tourist destinations. As arrivals from different source countries can be expected, the Training Board is of the opinion that other than the need to

upgrade the standard of the aforementioned languages /dialects of target markets, providing education and training on the cultural, social, ethnical, political and economic aspects regarding tourists from expected origins would enhance cross-cultural understanding and enable better appreciation of the cultural and ethnic differences of varied arrivals. In order to fit into the people-oriented tourism industry more efficiently, apart from technical skills training, the Training Board indicates that emphasis should also be placed in soft skills training based on real life situations. The ability to analyze issues of familiar and unfamiliar contexts and applying creative but practical problem solving techniques, displaying a positive attitude supported by a proper mindset in managing demands and requests from people of different parts of the world are important attributes for enhancing customer service standard.

- (vi) The Training Board is aware of the growing elderly population in Hong Kong and elsewhere, and that the Government has plans for focusing business opportunities on the elderly with high spending power including leisure activities and tourism. Health and wellness, cycling, in-home meals, cooking lessons, guided food tours, art, cultural and heritage appreciation, religion etc. niche tourism are on the rise and these will serve as different points of interest for attracting repeated visits. Furthermore, as the Government and the industry are heavily developing MICE and cruise tourism, mega events, multi-destinations itineraries, as well as international cuisines, wine and related areas to diversify the economy as well as to complement the tourism industry, the Training Board is of the view that an increased supply of well-trained staff for supporting the existing and potential sub-sectors of the tourism industry will continue to be in demand in the coming years. The industry takes the view that tourism can no longer be viewed as a commercial activity that has no significant impact on the natural, man-made and social-cultural environments. Once a tourist destination has lost the unique character that makes it distinctive and attractive to tourists, the healthy development of the tourism industry will be undermined. Voices from the public concerning the expansion of tourism attractions and activities should be in harmony with the local community needs are constantly heard. Manpower resources for holistic tourism development policy in Hong Kong will be required for staying competitive and maintaining sustainability in the tourism arena. It is therefore recommended by the Training Board that the Government should closely monitor the needs of the trade and adjust the supply of training places as required for tourism development on a macro perspective. Training institutions should adhere to the development of the industry needs and respond with adequate and appropriate training and education programmes for supplying the industry with trained service personnel with an international vision and broader mind set. The Training Board supports increased provisions from the Government for accomplishing industry manpower development initiatives of reputable education and training institutions in the aforementioned areas.

- (vii) In 2014 online bookings continue to boom with a further 7% rise to a 66% share of all travel bookings worldwide. Sharp increase in bookings by smartphones has also been noticed. With the advent in online technology, the industry personnel are not unfamiliar with changes in the purchasing behavior and consumption patterns by customers of the tourism sector. Social media channels including social networks, blogs and forums are popular reference platforms for selecting travelling destinations, planning and managing trips around the world especially among the Millennials. Social media management has strong impact on different stages of a travel as well as for marketing, brand monitoring, customer service, response to complaints and crisis etc. Another possible trend is the rise of wearable devices such as smartwatches and Google Glass for travel planning and management. Traditional industry operators may need to respond with innovative products and individualized services upon the impact of web and mobile based technology. The Training Board indicates that knowledge and skills in acquiring the latest trends and developments of industry specific technology should be given relevant importance in designing training programmes. Industry training providers should consistently stay attuned to the beat of the industry technology and enhance the education and training programmes to meet the changes and emerging market needs. In order to expand the horizons on industry trends and developments, the Training Board encourages industry personnel to participate in trade shows, exhibitions, workshops, seminars and conferences organized by industry reputable organizations and training institutions.
- (viii) The Training Board is aware that there exists a gap between the expectations of the in-service industry practitioners and fresh graduates who join the industry. By offering more flexibility and training opportunities; developing autonomy in working and learning; cultivation of a positive and considerate attitude among employees; enhancing communication and supporting channels for resolving work-related issues; and by providing clear and practicable career development opportunities will instill a constructive working atmosphere and enable the new generations to work with confidence, enthusiasm and to have a clear path for their future career development. These in turn will encourage new recruits in joining the industry and assist in maintaining a steady supply of experienced manpower for the industry. In an industry environment that needs employees to be multi-skilled and be able to perform under minimal supervision, the Training Board advises industry supervisors and managers to constantly enhance their skills in optimizing staff performances and attitude with reputable training institutions for leading a workforce composed of different generations.
- (ix) The objectives of the Continuing Professional Development Scheme for Tourist Guides (the CPD Scheme) are to encourage tourist guides to constantly absorb new knowledge and upgrade themselves, and to systematically maintain and upgrade tourist guides' professional knowledge, skills and ethics. The Scheme includes areas on consolidation and updating of the knowledge on Hong Kong in order to

provide professional tour guide services; professional ethics, "Honest Travel", legal liability related to the work of tourist guides, etc.; and, self-selected courses which cover "upgrading of skills" or "personal development" related to the work of tourist guides. The Training Board recommends the course providers and training institutes to continue to offer a variety of training and upgrading courses conducive to the enhancement of the professional knowledge and refining of ethics for the continuous education and lifelong development for tourist guides.

- (x) The Training Board will continue to sponsor the Out-Center-Course Scheme for qualified industry personnel to expand their learning opportunities. Both employers and employees should make use of the Continuing Education Funds and various government funded skills upgrading schemes such as the Skills Upgrading Scheme Plus (SUS Plus) for further skills enhancement and lifelong development.
- (xi) The Training Board notices that there has been an increasing number of training providers in both the commercial and public sectors which offer a wide range of tourism-related courses at different levels. Whilst the Training Board acknowledges the upgrading needs of the tourism industry and agrees that it is vital for industry personnel to continue with acquiring knowledge and skills, it is all the more important that course participants should carefully choose training providers of good repute for attending programmes/workshops/seminars with quality assurance. The Training Board suggests that the Government, reputable training providers and the industry to join hands in providing informed choices of industry-supported vocational education and training institutions to potential course participants.
- (xii) The Training Board will continue to support the conferences and experience-sharing seminars and workshops for practitioners of the industry.

SECTION I

INTRODUCTION

The Training Board

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

The Manpower Survey

1.2 In pursuance of its terms of reference, the Training Board conducted the manpower survey of the tourism industry during the period from 28 August to 26 September 2014, with follow up cases completed in December 2014 to collect up-to-date manpower information on the principal jobs of the tourism industry. The survey was carried out with the assistance of the C & SD. A Manpower Statistical Report was published in May 2015 by the Training Board in which major manpower data were released.

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

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

Time of Survey

1.4 The fieldwork took place from 28 August to 26 September 2014 with follow-up cases completed in December 2014. The findings of the survey reflect the manpower situation of the tourism industry at the time of the survey. However, the current uncertainty in global financial markets might have an effect on the tourism industry demand. The manpower data and forecast in the report should therefore be read with the phenomenon in mind.

Method of Survey

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

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

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

Scope of the Survey

1.8 The survey was based on the list of tourism companies maintained at the Central Register of the C & SD. It covered 409 companies selected by a stratified random sampling method from the frame of 2 351 companies updated as at August 2014, among which 93 were airline companies and 2 258 were travel agents and airline ticket agents. The sample selection plan as at the first quarter of 2014 is presented in Appendix 4. The survey covered 2 main branches of the tourism industry as follows:

<u>Branch</u>	<u>Sector</u>	<u>Size of Frame</u>	<u>Sample Sizes</u>
Branch 1:	Airline companies	93	93
Branch 2:	Travel agents and airline ticket agents	2 258	316
		<u>2 351 #</u>	<u>409</u>

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

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

The estimated number of active companies amongst the 2 351 companies should be 2 216 (70 airlines and 2 146 travel agents and airline ticket agents). The estimated number of active companies is shown in Table 17. During fieldwork, the C & SD added one more establishment to the sampling frame and therefore the total number of the samples became 409.

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

1.10 The following major information was collected from the survey:

- (i) the number of employees at the time of the survey;
- (ii) employers' 12-month forecast of the total number of employees in August 2014;
- (iii) the number of existing vacancies;
- (iv) the number of employees under training in 2014; the projected training requirements from 2015 to 2019;
- (v) the average monthly income of employees; and
- (vi) employers' views on the preferred education, training mode and average man-days spent on internal training for employees by job level.

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

Analysis of Responses to the Survey

1.12 A total of 409 samples out of 2 351 establishments were selected to be surveyed. The analysis on the Result of Enumeration (Overall) is attached at Appendix 7. Out of 409 companies surveyed for this report, a total of 82 cases had either closed / temporarily ceased operations, merged / not yet started operation, not engaged in the specified trade, no technical manpower, moved / address could not be located or untraceable, and non-contact. A total of 294 companies / agencies responded (including 56 samples of Branch 1 and 238 sample of Branch 2), and there were 13 refusal cases. The effective response rate was 96%.

Manpower Assessment Procedure

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

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

Presentation of Findings

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

Definition of Terms

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

SECTION II

SUMMARY OF SURVEY FINDINGS

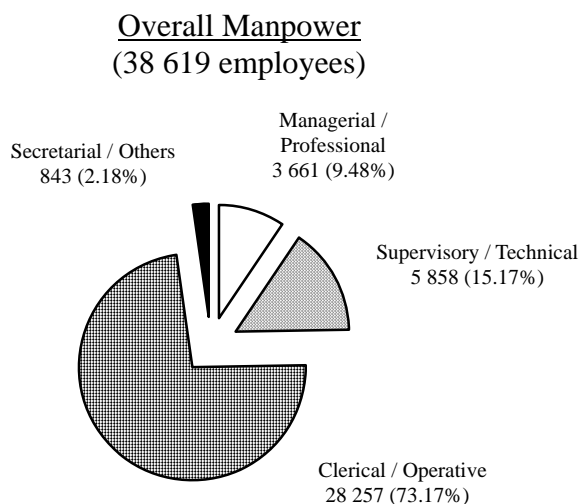
Number of Persons Employed

2.1 The survey reveals that in August 2014, a total of 38 619 persons were employed in the tourism industry as compared to 37 102 in 2012, representing an increase of 1 517 (4.09 %). Their number and distribution by job level are as follows:

Table 2.1 : Number of Employees by Job Level

<u>Job Level</u>	<u>Number of Employees</u>	<u>Percentage of Total Number Employed</u>
Managerial / Professional	3 661	9.48
Supervisory / Technical	5 858	15.17
Clerical / Operative	28 257	73.17
Secretarial / Others	843	2.18
Total	38 619	100.00

Figure 2.1 : Distribution of Employees by Job Level



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

Table 2.2 : Number of Employees by Branch by Job Level

<u>Job Level</u>	<u>Airline Companies</u>	<u>Travel Agents and Airline Ticket Agents</u>	<u>Total</u>	<u>% of Total No. Employed</u>
Managerial / Professional	1 399	2 262	3 661	9.48
Supervisory / Technical	2 349	3 509	5 858	15.17
Clerical / Operative	15 057	13 200	28 257	73.17
Secretarial / Others	112	731	843	2.18
Total	18 917 (48.98%)	19 702 (51.02%)	38 619	100.00

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

Branch: Airline Companies
(18 917 employees)

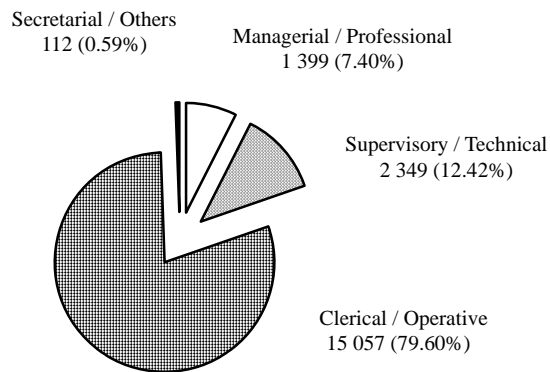
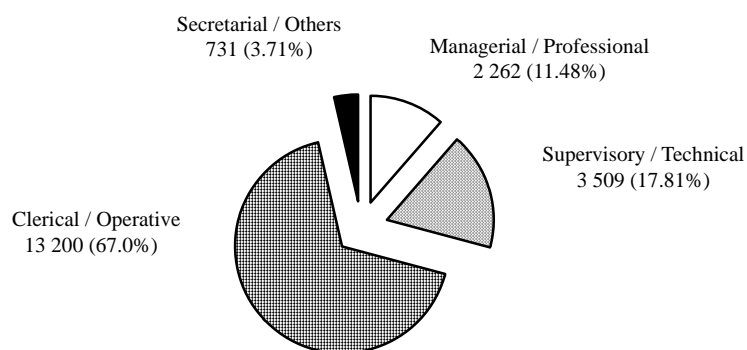


Figure 2.2 (b) : Distribution of Employees by Job Level

Branch: Travel Agents and Airline Ticket Agents
(19 702 employees)



Number of Existing Vacancies

2.3 At the time of the survey, employers reported 572 vacancies, representing 1.48% of the existing 38 619 employees. Details of the number of vacancies by job level are presented below:

Table 2.3 : Number of Existing Vacancies by Job Level

<u>Job Level</u>	<u>Airline Companies</u>	<u>Travel Agents and Airline Ticket Agents</u>	<u>Total (%)*</u>
Managerial / Professional	13	1	14 (2.45)
Supervisory / Technical	32	53	85 (14.86)
Clerical / Operative	62	409	471 (82.34)
Secretarial / Others	-	2	2 (0.35)
Total	107	465	572 (100)

()* Percentage of the total number of vacancies

Distribution of Existing Vacancies by Job Level

2.4 Of the 572 vacancies, 14 were at the managerial / professional level, 85 were at the supervisory / technical level, 471 at the clerical / operative level and 2 at the secretarial / other levels. The number of vacancies by job level is shown in Table 2.4 and Figure 2.4:

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

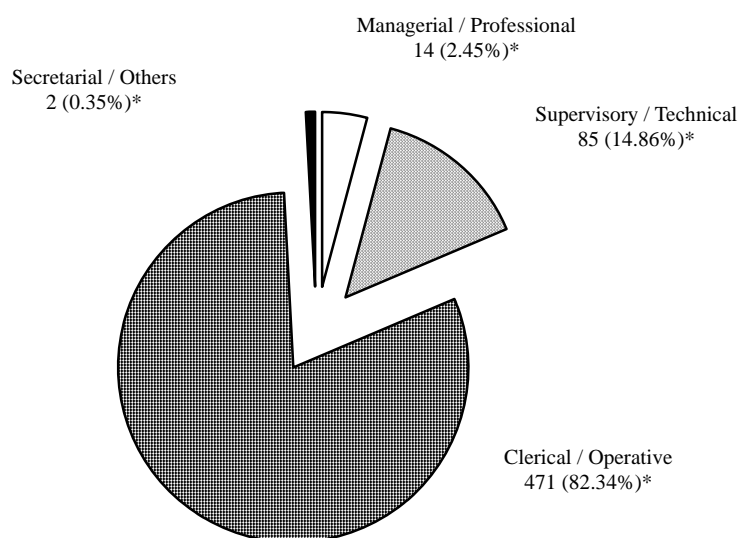
<u>Job Level</u>	<u>Number of Employees</u>	<u>Number of Vacancies</u>	<u>Percentage of Employees at the same Job Level *</u>
Managerial / Professional	3 661	14 (2.45%)	0.38%
Supervisory / Technical	5 858	85 (14.86%)	1.45%
Clerical / Operative	28 257	471 (82.34%)	1.67%
Secretarial / Others	843	2 (0.35%)	0.24%
Total	38 619	572 (100%)	1.48%**

* Percentage of the number employed at the same job level

** Percentage of the total number of employees

Figure 2.4 : Distribution of Existing Vacancies by Job Level

Total Vacancies: 572



()* Percentage of total number of vacancies

Employers' Forecast of Manpower Demand in August 2015

2.5 Employers forecast that there would be a total of 39 436 employees by August 2015, representing an increase of 817 (2.12%) over the number employed in August 2014. The Employers' 12-month forecast of additional employees and manpower demand by job level are presented in Tables 2.5(a)-(b) respectively:

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

<u>Branch</u>	<u>Total Number Employed in Aug 2014</u>	<u>Managerial / Professional</u>	<u>Supervisory / Technical</u>	<u>Clerical / Operative</u>	<u>Secretarial / Others</u>	<u>Forecasted Additional Employees</u>	<u>Employers' Forecast Total in Aug 2015</u>
Airline Companies	18 917	+25	+40	+212	-3	+274	19 191
Travel Agents and Airline Ticket Agents	19 702	+1	+55	+485	+2	+543	20 245
Total	38 619	+26	+95	+697	-1	+817 (+2.12%)*	39 436

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

Table 2.5 (b) : Employers' Forecast of Manpower Demand in August 2015 by Job Level

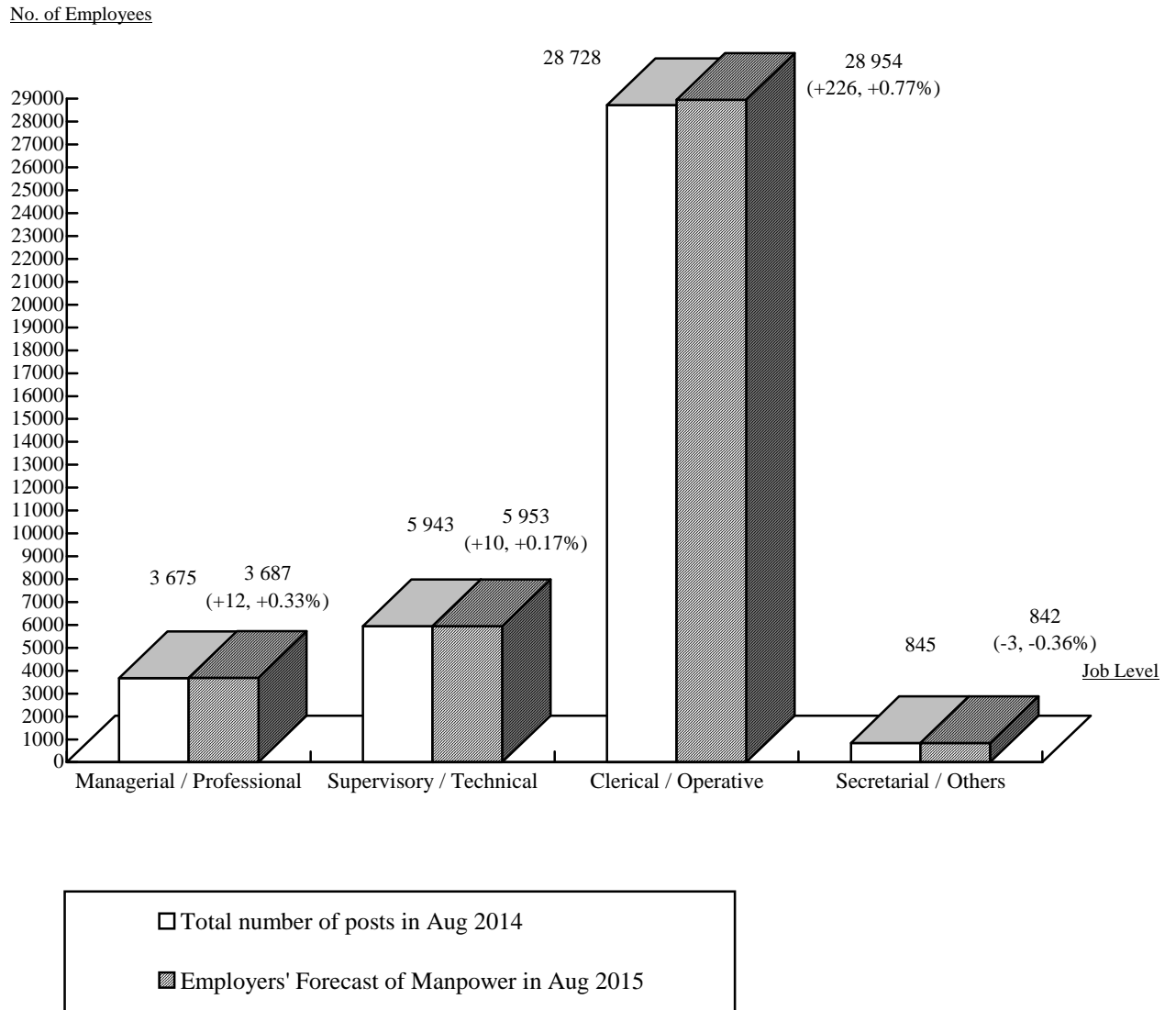
	(a)	(b)	(c)	(d)	(e)	(f)
			(a) + (b)		(d) – (c)	(d) – (a)
<u>Job Level</u>	<u>No. of Employees in Aug 2014</u>	<u>No. of Vacancies in Aug 2014</u>	<u>Total No. of Posts in Aug 2014</u>	<u>Employers' Forecast of Manpower in Aug 2015</u>	<u>No. of Posts in Aug 2015 Increase / Decrease (%)*</u>	<u>Employers' 12-month Forecast of Additional Employees Increase / Decrease (%)*</u>
Managerial / Professional	3 661 (9.48%)	14	3 675 (9.38%)	3 687 (9.35%)	+12 (+0.33%)	+26 (+0.71%)
Supervisory / Technical	5 858 (15.17%)	85	5 943 (15.16%)	5 953 (15.10%)	+10 (+0.17%)	+95 (+1.62%)
Clerical / Operative	28 257 (73.17%)	471	28 728 (73.30%)	28 954 (73.42%)	+226 (+0.77%)	+697 (+2.47%)
Secretarial / Others	843 (2.18%)	2	845 (2.16%)	842 (2.14%)	-3 (-0.36%)	-1 (-0.12%)
Total	38 619 (100%)	572	39 191 (100%)	39 436 (100%)	+245 (+0.63%) **	+817 (+2.12%)***

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

()** Percentage of total number of posts in August 2014

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

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



Internal Promotion in the Past 12 Months by Job Level

2.6 The survey reveals that 262 employees (0.68% of the total number of employees) had been promoted from within the industry. Of the 262 employees, 57 (1.56%) were at the managerial / professional level and 205 (3.50%) at the supervisory / technical level. A summary of the promotion pattern is given in Table 2.6.

Table 2.6 : Promotion Pattern by Job Level and by Branch

<u>Number Employed in Job Level</u>	<u>Promotion</u>	<u>Number of Promotion</u>		<u>Total (%)*</u>
		<u>Airline Companies</u>	<u>Travel Agents and Airline Ticket Agents</u>	
3 661 Managerial / Professional	From Supervisory / Technical to Managerial / Professional	40	17	57 (1.56%)
5 858 Supervisory / Technical	From Clerical / Operative to Supervisory / Technical	152	53	205 (3.50%)
28 257 Clerical / Operative	From Others to Clerical / Operative	-	-	-
843 Secretarial / Others	Secretarial / Others	-	-	-
Total <u>38 619</u>		<u>192</u>	<u>70</u>	<u>262</u> (0.68%)**

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

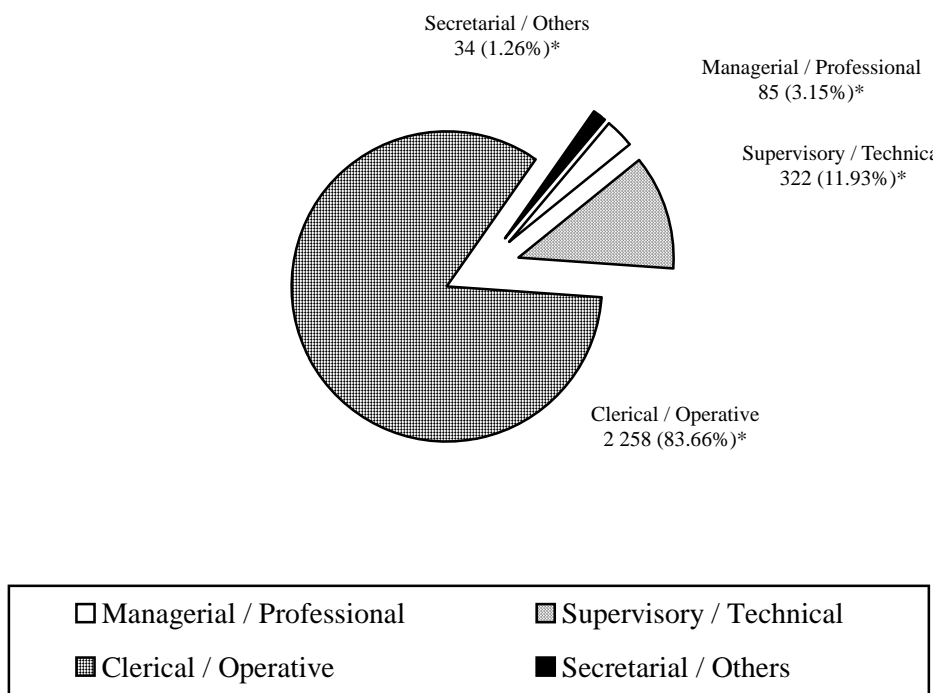
()** Percentage of the total number of employees in the industry

Staff Turnover in the Past 12 Months

2.7 Employers reported that 2 699 employees or 6.99% of the total number of employees in the industry had left in the past 12 months while another 47 employees will be retiring from their establishments in the coming 12 months. The clerical / operative level had the highest staff turnover: 2 258 employees or 83.66% of the total number left in the past 12 months. Figure 2.7 presents the distribution of staff turnover among major job levels. Table 4 and Table 5 of Appendix 6 present the numbers of employees who left their employment in the past 12 months and the number of employees who will be retiring from the establishment in the coming 12 months respectively.

Figure 2.7 : Distribution of Staff Turnover by Job Level

Total Number of Staff Turnover: 2 699



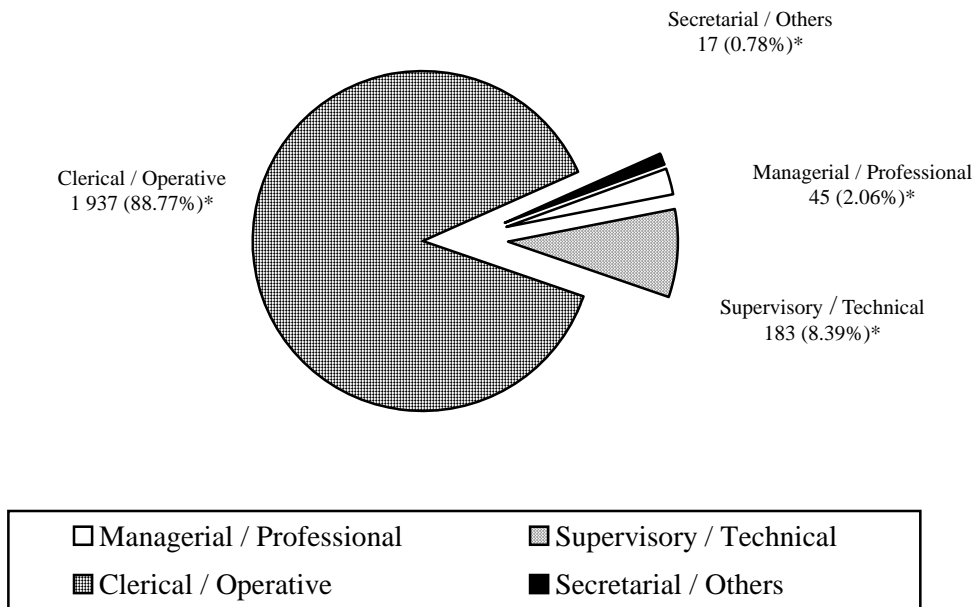
()* Percentage of total number of staff turnover

New Recruits in the Past 12 Months

2.8 Employers reported that they had recruited 2 182 new employees in the past 12 months. The largest number of recruits was found in the clerical / operative level (1 937 or 88.77% of the total number of new recruits). The distribution of the number of new recruits by job level is presented in Figure 2.8 (a). Out of the 2 182 new employees, 558 were without tourism industry experience, representing 25.57% of the total number of new recruits and 221 were fresh graduates of tourism programs, representing 10.13% of the total number of new recruits. (please refer to Figure 2.8 (b) – (c)).

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

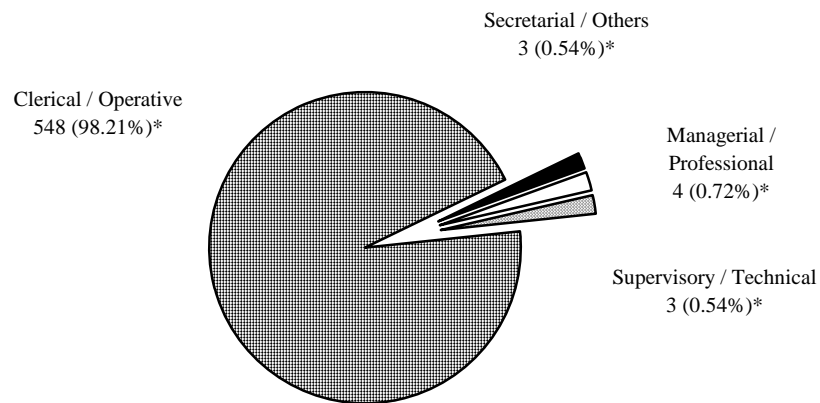
Total Number of Recruits : 2 182



()* Percentage of total number of new recruits

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

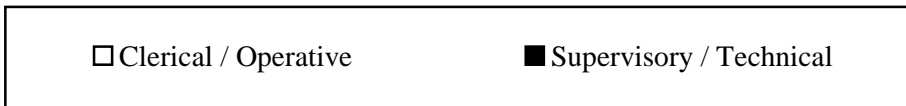
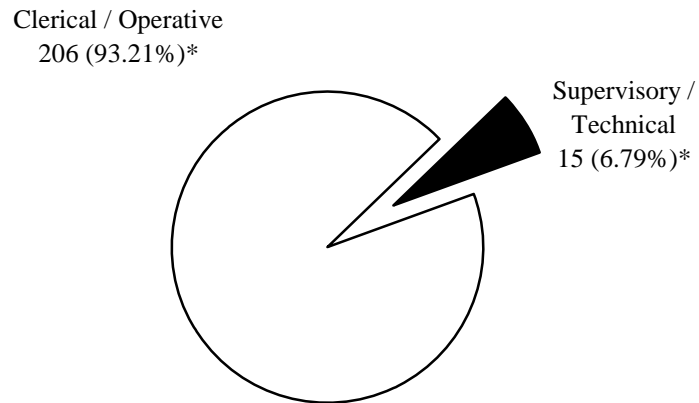
Total Number of Recruits Without Tourism Industry Experience: 558



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

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

Total Number of Recruits Who are Fresh Graduates of Tourism Programs : 221



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

Preferred Level of Education

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

Table 2.9 : The Two Most Preferred Qualifications of Employees

<u>Job Level</u>	<u>Type (No. of Employees)</u>	<u>% of the No. Employed at the Job Level</u>
Managerial / Professional	Bachelor Degree or above (2 101) Higher Diploma / Associate Degree or equivalent (557)	57.39% 15.21%
Supervisory / Technical	Secondary 5 - 7 (1 604) Advanced Certificate / Certificate or equivalent (1 418)	27.38% 24.21%
Clerical / Operative	Secondary 5 - 7 (23 939) Advanced Certificate / Certificate or equivalent (1 385)	84.72% 4.90%
Secretarial / Others	Secondary 5 - 7 (374) Secondary 3 - 4 (197)	44.37% 23.37%
Overall	Secondary 5 - 7 (26 106) Bachelor Degree or above (3 354)	67.60% 11.72%

Relevant Experience

2.10 Employers reported that 24.95% of their employees possessed 1 year to less than 3 years of experience, 12.50% possessed less than 1 year of experience and 8.78% possessed 3 years to less than 6 years of experience. The distribution of employees by average years of tourism industry experience before occupying the post are presented in Figure 2.10 below:

Figure 2.10: Years of Experience of Employees

Total Number of Employees: 38 619



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

Income Distribution of Employees by Monthly Income Range

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

Table 2.11: No. of Employees by Monthly Income Range

<u>Job Level</u>	<u>\$8,000 or below</u>	<u>\$8,001 to \$10,000</u>	<u>\$10,001 to \$15,000</u>	<u>\$15,001 to \$20,000</u>	<u>\$20,001 to \$30,000</u>	<u>\$30,001 to \$40,000</u>	<u>\$40,001 or above</u>	<u>Information not available/ Refusal</u>	<u>Total</u>
Managerial / Professional	-	-	65	408	642	557	1 459	530	3 661
Supervisory / Technical	-	19	684	2 198	1 196	735	37	989	5 858
Clerical / Operative	81	2 186	7 378	15 171	281	25	14	3 121	28 257
Secretarial / Others	84	333	68	40	90	2	-	226	843
Total	165 (0.43)*	2 538 (6.57)*	8 195 (21.22)*	17 817 (46.14)*	2 209 (5.72)*	1 319 (3.42)*	1 510 (3.91)*	4 866 (12.60)*	38 619 (100.00)

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

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

Employee Training

2.13 The analysis in Table 2.13 indicated that 10 366 (26.84%) of the employees received no internal training, 4 578 (11.85%) received less than 5 days and 2 641 (6.84%) received internal training of 5 days to less than 10 days.

Table 2.13 : No. of Employees by Average Man-days Spent on Internal Training in 2014

Man-days	Total / % of Total Number of Employees #
Nil	10 366 / 26.84%
< 5 days	4 578 / 11.85%
5 Days to < 10 Days	2 641 / 6.84%
10 Days to < 15 Days	567 / 1.47%
15 Days to < 20 Days	940 / 2.43%
20 Days to < 1 Month	1 232 / 3.19%
1 Month or above	1 207 / 3.13%
Unspecified / Refusal	17 088 / 44.25%
Total	38 619 / 100.00%

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

Priority Accorded to Mode of Training by Employers

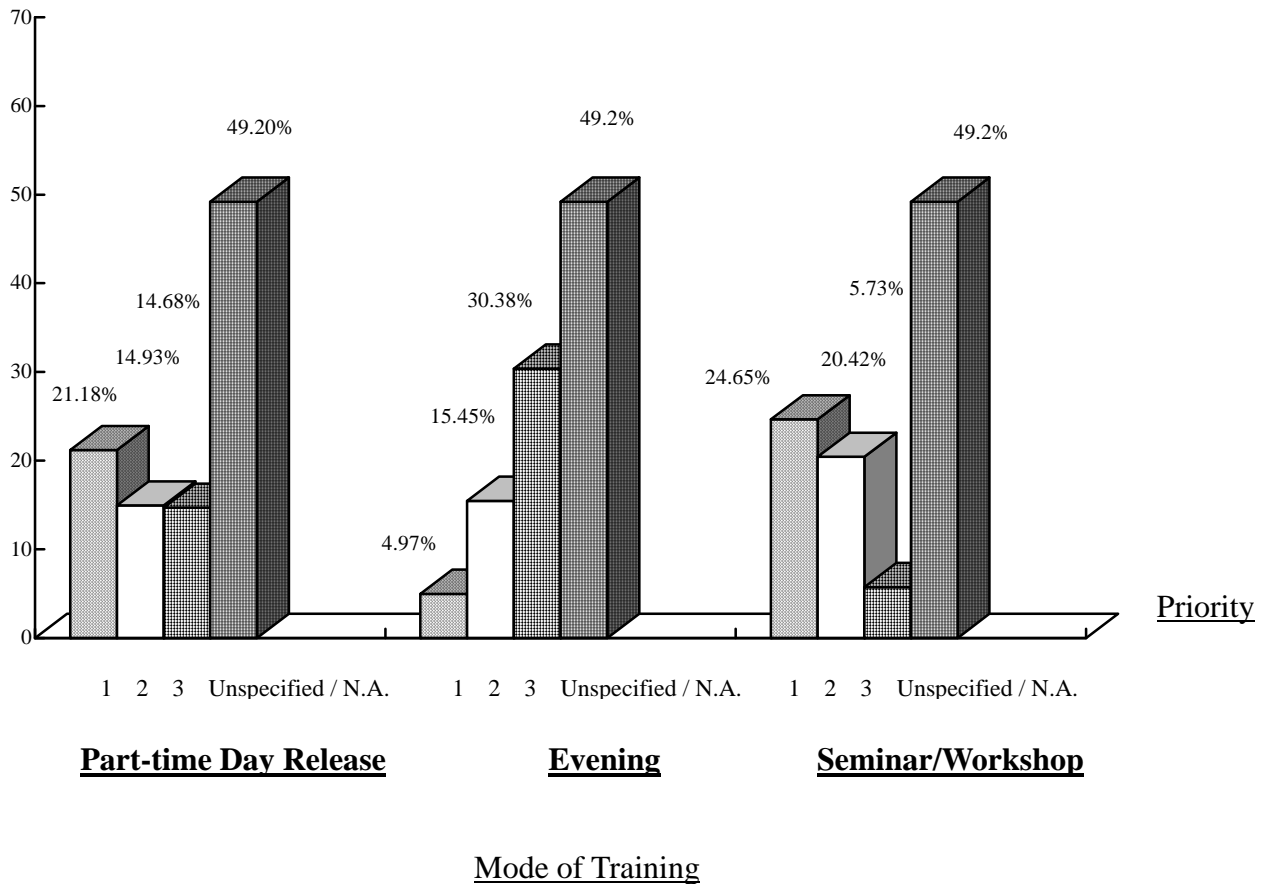
2.14 From employers' feedback, 24.65% ranked seminar / workshop as the most preferred mode of training whereby part-time day release and evening modes of training would be considered as second and third priorities respectively. Details of the priorities were shown in Table 2.14 (a) and figure 2.14 (b):

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

Mode of Training	Level of Priority Perceived	Total / % of Total Number of Employees
Part-time Day Release	1 st Priority	8 180 / 21.18%
	2 nd Priority	5 766 / 14.93%
	3 rd Priority	5 671 / 14.68%
	Unspecified / Not Applicable	19 002 / 49.20%
	Total	38 619 / 100.00%
Evening	1 st Priority	1 919 / 4.97%
	2 nd Priority	5 965 / 15.45%
	3 rd Priority	11 733 / 30.38%
	Unspecified / Not Applicable	19 002 / 49.20%
	Total	38 619 / 100.00%
Seminar / Workshop	1 st Priority	9 518 / 24.65%
	2 nd Priority	7 886 / 20.42%
	3 rd Priority	2 213 / 5.73%
	Unspecified / Not Applicable	19 002 / 49.20%
	Total	38 619 / 100.00%

Figure 2.14 (b) : Mode of Training by Priority

Percentage of Total
Number of Employees



Operating Trends of Tourism Operators on the Seasonal Fluctuation of Business

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

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

- b. it was normal management practice that when no tour was assigned, travel consultants, tour escorts / tourist guides would be required to take up the duties of counter sales and reservation staff, receptionist and other general clerical work.
- c. Employers of inbound travel agency operators indicated that the months of July, August and December were the high seasons for business and the months of May, June and September were the low seasons. Employers of outbound travel agency operators indicated that the months of July, August and December were the high seasons for business and the months of March, May and June were the low seasons. Details of high / low seasons for the companies by employment size are presented in Table 15 of Appendix 6.
- d. Operators of most medium to large scale establishments engaging in outbound tour business indicated that staff of all branches, except a few supervisory staff, must take up the duties of tour escorts whenever required.

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

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

Table 2.16: Number of Tourist Guides (Inbound) and Tour Escorts (Outbound) in August 2014

Inbound	Total number employed by industry	(%)
Outbound		
Inbound – Full-time	459	(13.54%)*
Inbound – Freelance / Part-time	2 931	(86.46%)*
Sub-total	3 390	(100%)*
Outbound – Full-time	1 825	(38.64%)*
Outbound – Freelance / Part-time	2 898	(61.36%)*
Sub-total	4 723	(100%)

() * Percentage of total number employed in August 2014

2.17 According to the TIC of Hong Kong, there are 6 775 accredited tourist guides and 19 158 accredited tour escorts as at February 2015.

SECTION III

CONCLUSIONS

Industry Outlook

3.1 The global economy has slowed in the last quarter of 2014 but is expected to grow slightly more strongly in 2015, providing a solid basis for international travel and tourism. According to economists, the recovery will continue, although it will be bumpy and it is expected that world GDP to grow by 2.6% in 2014 and 3% in 2015. Economic growth will be driven in particular by the U.S.A., where the economy is continuing to improve, and China, with a continued high growth rate of about 7%. In Europe, economic recovery could gather pace in 2015, albeit at a low level. The Eurozone is expected to grow about 1.1% in 2015, driven mostly by growth in Germany despite stagnation in France and Italy.

World travel has faced many challenges in 2014. Violence and political unrest had impacted on some tourist destinations, including Thailand, Kenya, and some Middle East countries. Most recently the Ebola virus outbreak in several West African countries has prompted some fears about travelling to the entire African continent. Despite diverse threats and the uncertain world economy, the world travel industry achieved robust growth in 2014. Outbound travel grew by 4.5% in terms of trips while spending grew by 2% by trip on average and by 6% in terms of total global outbound travel turnover. Asia, South America and North America were the main growth drivers while Europe generated solid growth. Inbound tourism grew well with a 4.7% increase in international tourist arrivals by end of 2014 reaching 1.138 billion. The Americas, Asia and Europe all performing well as destinations. By region, the Americas (+7%) and Asia and the Pacific (+5%) registered the strongest growth, while Europe (+4%), the Middle East (+4%) and Africa (+2%) grew at a slightly more modest pace. By subregion, North America (+8%) saw the best results, followed by North-East Asia, South Asia, Southern and Mediterranean Europe, Northern Europe and the Caribbean, all increasing by 7%. The total number of trips abroad from China is estimated to have increased by 11 million to 109 million in 2014. China is the world's largest outbound market since 2012.

For 2015, the UNWTO forecasts international tourist arrivals to grow between 3% and 4%. By region, growth is expected to be stronger in Asia and the Pacific (+4% to +5%) and the Americas (+4% to +5%), followed by Europe (+3% to +4%). Arrivals are expected to increase by 3% to 5% in Africa and by 2% to 5% in the Middle East. (Sources: IPK International on behalf of ITB Berlin, ITB World Travel Trends Report 2014/2015, December 2014; Press Release, "Over 1.1 billion tourists travelled abroad in 2014", UNWTO, 27 January 2015.)

3.2 Results from the IATA 2014 end-year report indicated that for the worldwide airline industry, passenger departure volume has reached 3 306 million in 2014, up 5.5% comparing with 2013, and is expected to reach 3 530 million in 2015. Total worldwide employment by airlines was 2.41 million in 2014, which was increased by 2.8% over 2013, and is expected to reach 2.45 million in 2015, an increase of 1.5% over 2014. Airline profit expectations for the year ahead have become more positive, consistent with improvements in recent performance, according to IATA's quarterly survey of airline CFOs and heads of cargo in January 2015. Financial performance started to improve in the second half of 2014 and the outlook remains positive which suggests there will be further growth in profitability. The survey indicates that falling input costs and growth in volumes are responsible for better recent financial performance as well as the positive outlook. There was a decline in input costs in Quarter 4 of 2014, largely due to a fall in crude oil prices over those months, and the trend was expected to continue during 2015. Both passenger and cargo volumes were reported to have expanded during Q4, which is consistent with latest air traffic statistics. There is also confidence that air transport volumes will continue to expand over the next 12 months, despite rising concerns about the health of the global economy. Airline employment activity is reported to have been stable in Q4 compared to a year ago, and no growth is expected for the year ahead. Passenger traffic increased during Q4 2014 compared to the year ago period. The rate of growth in the January 2015 survey remained stable compared to the October 2014 period. The lack of further improvement in the traffic growth rate is likely reflecting concerns about global economic performance. Latest data show that air transport continues to expand at a rate of 5-6%. Looking ahead, the demand backdrop suggests that growth in passenger volumes in the coming months will continue, but at a slightly slower pace than was indicated in the October survey which is consistent with uncertainty about global growth. (Sources: Economic Performance of the Airline Industry, 2014 End-year Report, IATA, 19 January 2015; Airline Business Confidence Index, January 2015 Survey, IATA Economics, IATA, 19 January 2015.)

3.3 Outbound travel worldwide has grown by a solid 4-5% every year since 2011. The number of nights increased by 3% and average spending per trip rose by 2%. Asia has been one of the powerhouses of the world outbound travel market in recent years. From 2009 to 2013, the number of Asian outbound trips grew by 53%, which was twice as much as the overall global growth of 22%. During this period, China has emerged as one of the global leaders in the outbound travel sector, together with Germany and the USA. Japan has remained important although losing market share while South Korea, India and Taiwan have all grown. Due to the same language and ethnicity, travel among the Mainland and Hong Kong, Macao and Taiwan are the most robust in the Asia-Pacific. It is estimated that by 2020 outbound Mainland tourist numbers will reach 200 million, double the 100 million who left China in 2013 and tourist spending will triple. Hong Kong and Macau should continue to be the top international travel destinations but visitor numbers are estimated to decline from 62% to 45% of total outbound Chinese tourists as holidaymakers seek more exotic destinations. Based on current economic trends and healthy travel intentions, it is forecasted that for Asian outbound travel in 2015 there will be further growth of 8%. This would see the region growing twice as fast as global outbound travel once again. (Sources: IPK International on behalf of ITB Berlin, ITB World Travel Trends Report 2014/2015, December 2014; "Chinese travellers to neighbouring countries surge", Xinhua News, 3 December 2014; "Outbound Chinese tourists to double by 2020 propelling global growth in travel related sectors", CLSA, 20 January 2014.)

3.4 Global economic performance was less than spectacular in 2014 despite the steady performance of the Mainland's economy and signs of recovery in the U.S.A. as the Eurozone is still hampered by her weak economy and Japan's relapse into recession. As a result, Hong Kong's economy grew by only 2.3% last year, the third consecutive year with a growth rate lower than the annual average of 3.9% over the past decade. Private consumption expenditure maintained moderate growth. The underlying inflation rate in 2014 was 3.5%, lower than the 4% in 2013. The unemployment rate averaged at a low level of 3.2% for the year as a whole, sustaining a state of full employment. It is noted that the Occupy protests affected tourism, hotel, catering, retail and transport industries, etc. to varying degrees. Nevertheless, in 2014, visitors to Hong Kong exceeded 60 million (60 838 836), an increase of 12% over last year. Total spending went up by 9% to more than \$359 billion.

The year 2015 will be a challenging year and will be hinged to the developments in the macro environment. An improving US economy and possible interest rate rises in the US will be countered by further easing measures in Europe and Japan. The stance of the new Greek government has added uncertainties to the market. The Mainland's economic growth was relatively stable but faced downward pressure this year. Lower oil prices would help Hong Kong but excessive oil price volatility could pose a real threat to the global economy and financial markets. The global economy as a whole is likely to stay on a slow-growing path in the post-financial tsunami period. Amid a stronger US dollar, it will continue to put a drag on Hong Kong's trade performance. The headline inflation rate for 2015 as a whole is forecasted to be 3.5% with an underlying inflation rate at 3%. The labour market will hold largely stable. But if the domestic sector continues to be trapped in a slow-growing path, the pace of job creation by enterprises will be affected. To offset the impact on economic confidence, the HKSAR Government will implement an array of support measures targeting affected industries, including the tourism and related industries, and launch a new round of efforts to promote Hong Kong. (Sources: The 2015-16 Budget, Budget Speech and related press releases, The HKSAR Government, 25 February 2015; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)

3.5 Out of the total arrivals to Hong Kong in 2014, 45.6% or 27.77 million belonged to overnight visitors, 8.2% more than in 2013. Same day visitors accounted for 54.4% of total arrivals, an increase of 15.5%. Visitors from the Mainland China reached over 47 million, representing a growth rate of 16%. Among them, same day visitors from China (+19.1%) grew more significantly than overnight visitors from China (+11.6%). The increases are attributed to IVS. Short-haul and long-haul visitors at around 9 million and 4.6 million respectively were similar to 2013, in which South Korea visitors grew to more than 1.2 million (+15.5%), visitors from new markets went up 4%, with India being the greatest increase (+18.7%). Arrivals of other Asian visitors rose in the first three quarters in 2014 but the increase was countered by a fall in the last quarter due to the Occupy protests. South Korea ranked Hong Kong's third biggest tourism market after the Mainland and Taiwan. According to the data by the HKTb, in 2013 the number of visitor arrivals from South Korea (1.08 million) also exceeded that from Japan (1.06 million). A sluggish economic outlook in Europe continued to affect long-haul arrivals which stayed at the 2013 level. (Sources: Visitor Arrivals Statistics - Dec 2014, HKTb, January 2015; "Hong Kong arrivals jump 12pc despite Occupy uncertainty", SCMP, 19 January 2015.)

3.6 In 2014, 78% of total visitors to Hong Kong were from the Mainland China representing an increase of 16%. Visitors on multiple-entry visas increased by 22.2% whereas arrivals under the IVS recorded a 14.1% increase. Voices from the public have been heard that the reliance on Mainland visitors would not be healthy for the tourism industry. In 2015-16, the HKTB will invest resources on 20 key markets which generate over 96% of all visitor arrivals to Hong Kong. 47% of the HKTB's total marketing budget will be invested in Hong Kong's key visitor source market to drive overnight arrivals of which 76% will be allocated to the international markets, with increased investment in the short-haul markets as compared to last year. The targeted short-haul markets with high growth potential include Taiwan, North Asia (South Korea mainly) and Southeast Asia such as Indonesia, the Philippines and Singapore. The remaining 24% will be invested in the Mainland market, with the majority focused at the non-Guangdong areas for overnight visitors. 1% of the marketing budget will be invested in the Guangdong Province mainly for promoting cruise tourism. As for the long-haul markets, due to uncertain economic conditions, the HKTB will exercise prudence in its approach to these markets and will work with tourism authorities in the Pearl River Delta region to promote multi-destination products featuring Hong Kong. Amongst the new markets which HKTB has actively been developing in recent years, (including Russia, India, the GCC markets, Vietnam and the Netherlands), the HKTB has planned to invest more resources for the new markets in India which performed relatively well in 2014. (Sources: Visitor Arrival Statistics – Dec 2014, HKTB, January 2015; “Multi – Entry visitors increased 22% last year”, Hong Kong Economic Times, 25 February 2015; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)

3.7 Tourism continues to be one of our economy's pillar industries. Tourism makes up 5% of GDP and employs 270 000* people. (* Figure according to the Four Key Industries provided by the C & SD which included employment of (A) Inbound tourism covering retail trade, accommodation services, food & beverage services, cross-boundary passenger transport services and others; and (B) Outbound tourism covering travel agency, reservation services and related activities, and cross-boundary passenger transport services.) In order to enhance the tourism portfolio, the HKSAR Government has been putting efforts in enriching tourism-related developments and developing infrastructure. Other than injecting fresh experiences for tourists, the new and enhanced tourism infrastructures and attractions further create jobs and encourage the sustainable development of the tourism and related industries. Large scale transportation infrastructures not only facilitate the movements of business travellers but facilitate the tourists in experiencing Hong Kong more efficiently thus benefiting local businesses as well.

Hong Kong has maintained its lead as Asia's busiest airport for international passenger traffic and also kept third place globally. The airport at Chek Lap Kok maintained third place overall with 61.8 million passengers visiting the airport and has added 10 million passengers in just four years - thanks to the rise of Asian middle classes and more traffic from Mainland China. The Government will continue to give full support to the AA to implement the three-runway system project at the Hong Kong International Airport for accommodating the increasing air traffic and for maintaining competitiveness within the region. The project aims to strengthen our position as an international and regional transportation hub.

Other major tourism and infrastructure projects being implemented and under planning include the Aberdeen Tourism Project, Development Projects of Ocean Park's Tai

Shue Wan and the KTCT, Lei Yue Mun Waterfront Enhancement Project and the Hong Kong Disneyland, plus the HZMB and other cross-boundary infrastructural facilities. Discussions on the latest tourism development on the Lantau Island, identifying suitable locations for alfresco dining, introduction of the Food Trucks and possible revitalization of food stalls focusing on local delicacies etc. are in progress or in the pipeline. These are considered to have good potentials for developing Hong Kong into a tourist-friendly and multi-purpose destination which will appeal to tourists from varied origins with different expectations and needs. (Sources: Policy Address 2015, The HKSAR Government, 24 January 2015; The 2015-16 Budget, Budget Speech, The HKSAR Government, 25 February 2015; “Hong Kong's airport retains top Asian slot for international passenger traffic Chek Lap Kok comes in third globally, behind Dubai and Heathrow”, SCMP, 2 January 2015”; Press Statement, Commissioner for Tourism attends Cruise Shipping Miami Conference, Tourism Commission, Commerce and Economic Development Bureau, The HKSAR Government, 13 March 2014.)

3.8 MICE visitors are of high spending power, and they brought promising economic and tourism benefits. With general business and industry recovery, the MICE business are rising in importance and visibility for many companies around the world. In 2013, the average per capita spending for overnight MICE visitors was close to HK\$10,000, over 20% higher than that of the general overnight visitor. According to the HKTB Statistics on MICE Arrivals in 2014, the percentage of overnight visitor arrivals (1.8 million) was increased by 11.1% on a year-on-year basis. Nearly half of the MICE visitors were from the Mainland China. In 2013/14, the HKTB's MEHK office actively strengthened the MICE business and has consolidated ties with some of the world's most established associations of three of Hong Kong's key MICE markets, namely the USA, Europe and Mainland China. Hong Kong is promoted as an ideal destination for MICE events to their huge networks of members. Readers of CEI Asia Pacific magazine also chose Hong Kong as the "Best City for Business Events" in 2013. Asia's world city continues to outperform the competition as the premier MICE destination in Asia, says a year-end report by Pacific World. The city is a mecca for MICE planners with a host of conferences and events slated for 2015 and 2016.

The Government has commissioned a consultancy study early in 2014 to assess the demand for convention and exhibition facilities in Hong Kong in the coming 15 years, taking into account the situation in Hong Kong and the global and regional developments of the convention and exhibition industries. Appropriate measures to facilitate the future development of the industry will be considered including constructing a new convention centre above the Exhibition Station of the Shatin to Central Link upon the latter's completion in around 2020. Aligning with the Government's plan to develop Lantau into a transportation and tourism hub and leveraging large-scale infrastructural projects like the HZMB and the Tuen Mun-Chek Lap Kok Link, the MEHK continues to promote Lantau Island as a MICE hub to event organisers. Infrastructure work at the runway and south apron of the former airport is being carried out to tie in with the hotel development in the "hotel belt" adjacent to the KTCT. Conference facilities are encouraged to be included in these hotels. Activity in 2015 is predicted to grow slightly, with a strong focus on meeting higher expectations and achieving more measurable results. In 2015-16, the HKTB will continue to uphold Hong Kong's image as the World's Meeting Place and will strategically strive to attract international MICE events and high-spending visitors. (Sources: Shaping the Future, MICE Business, Hong Kong Tourism Board Annual Report 2013/14; Secretary for Commerce and Economic Development's speech at 24th annual dinner for Hong Kong

Exhibition and Convention Industry Association, Tourism Commission, 30 May 2014; Pacific World Travel Destination Index December 2014 http://www.pacificworld.com/newsletter/pdf/PW_destinationindex_dec14.pdf; 2015 Policy Address, The HKSAR Government, 14 January 2015; Overnight Visitor Arrivals by Major Markets 2014 (Jan – Dec), HKTB, February 2015; The 2015 Global Meeting and events Forecasts, American Express Meeting and Events, February 2015.)

3.9 Asia's cruise tourism grows at the steadfast rate of 8-9% each year, according to the Cruise Lines International Association. With these factors in the background and riding on the establishment of the KTCT in June 2013, it was fortuitous for both cruise travellers and for Hong Kong's tourism industry.

The HKTB has pioneered co-operation among popular ports in Asia including signing an agreement with the Taiwan Tourism Bureau in 2013 to bring two homeport calls by Royal Caribbean International to Hong Kong. It then advanced Hong Kong-Taiwan co-operation further by launching the ACF, which offers eligible cruise lines subsidies for marketing and developing products featuring Hong Kong and Taiwan, at Cruise Shipping Miami in March 2014. More ports, including Hainan and the Philippines also joined the ACF in December 2014 and April 2015 respectively giving cruise lines greater confidence in investing in East Asia. On the consumer front, the HKTB intensified its promotion of Hong Kong as a worthwhile cruise destination by co-organising Cruise Holiday Expo in 2013, launching regional consumer-marketing campaigns, and giving cruise travel prominent exposure at the annual International Travel Expo in Hong Kong and consumer fairs overseas.

Now that there are more cruise packages featuring Hong Kong on offer, travellers can easily enjoy the city by cruise. In 2015-16, the HKTB will continue to invite more ports in the region to join the ACF to further promote regional cruise tourism with Hong Kong being part of the cruise itineraries. To expand the source markets for cruise passengers, the HKTB will carry out promotions in various source markets (such as Southern China, Taiwan and India). (Sources: Shaping the Future, Cruise Experience, Hong Kong Tourism Board Annual Report 2013/14; Updates on the Kai Tak Cruise Terminal for the Meeting of the Legco Panel on Economic Development held on 27 October 2014, Tourism Commission, December 2014; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)

3.10 According to the Hong Kong Polytechnic University's annual tourist satisfaction index in 2013, tourists have become increasingly more satisfied with Hong Kong over time since the index started in 2009. At 75.96, the satisfaction index for all visitors was up 0.89 points on 2012 to the highest ever recorded in the study, which began in 2009. Those from Australia, New Zealand and the Pacific enjoying their holidays most which scored the highest at 81.29. Tourists from Japan and South Korea were least satisfied and scored at 67.59. For Mainland tourists, the index increased 1.89 points year on year to 73.97. The Americas received, on average, the highest tourist satisfaction index of 79.60.

All service sectors have better excelled in service performance according to the increased satisfaction indices which illustrated improved service performance that exceeded the expectations of the tourists. The index of tourism service quality for 2013 was 77.30, which is 1.93 points higher than the index score for 2012. It is a weighted average of the indices of the six tourism service quality. Among those, attractions received the highest score of 81.37, followed by transportation, immigration, hotels, retail shops and the restaurants received the lowest score of 73.91. Tourists from the Americas had the highest

tourism service quality score of 82.81, followed by Australia, New Zealand and Pacific (82.28), Europe, Africa and Middle East (80.57), South and Southeast Asia (76.76), Mainland China (76.36), Taiwan and Macau (73.82) and Japan and Korea (68.86). (Sources: “Visitors happy – whatever locals think of them”, SCMP, 30 July 2014; The 2013 Hong Kong Polytechnic University Tourist Satisfaction Index: An Overview, School of Hotel and Tourism, The Hong Kong Polytechnic University, March 2014; Press Release, “Poly U Released Report on 2013 Tourist Satisfaction and Tourism Service Quality Indices”, School of Hotel and Tourism, The Hong Kong Polytechnic University, 29 July 2014.)

3.11 Hong Kong has received numerous international recognitions in recent years. Hong Kong has made it back to a list of the world’s top travel destinations and is chosen as one of the top 25 travelers’ choices of destinations by Tripadvisor. Delectable dim-sums, floating islands, a one-of-a-kind Skyline, traditional Chinese architecture as well as the outskirts are some of the unique features which are favoured by the tourists and made Hong Kong ranked 23rd in 2015. On the top 25 Asian destinations, Hong Kong was ranked 6th, Beijing 10th, Shanghai 17th and Singapore 18th. (Sources: “Hong Kong ranks 23 in the Top 25 Destinations in the World” A06, Hong Kong Daily News, 26 March 2015; “Hong Kong bags spot on top travel list” P07, Hong Kong Standard, 26 March 2015.) Hong Kong was also voted Asia’s second-most attractive holiday destination in 2014, up from number 5 in 2013. Hong Kong has been selected as the "Best Business City in Northeast Asia and the World" by the Business Traveller Asia Pacific magazine for five consecutive years since 2009. As mentioned earlier, Hong Kong was again chosen as the "Best City for Business Events" in 2013. The city wins awards for categories including best airline, airport, hotels and as a business centre. Hong Kong swept a travel survey of a travel magazine which has been conducting the poll for the 10th year with winning titles for the best airline, airport, hotels and the best city for business. The efficiency of a city’s airport and its airline have a decisive impact on the other traveller preferences, found the survey that asked frequent travellers to pick their favourite airlines, hotels, airports, spas and destinations over a three-month period. (Sources: Secretary for Commerce and Economic Development’s speech at 24th annual dinner for Hong Kong Exhibition and Convention Industry Association, Tourism Commission, 30 May, 2014; “Hong Kong flies high as best in the business for travel”, SCMP, 21 August 2014.) However, as competition for tourist arrivals is keen within the region and globally, Hong Kong should not be complacent with her strengths, advantages and achievements so far, but should continue to sharpen her competitiveness in order to maintain a positive image of a desired tourist destination in the eyes of the worldwide travellers. One of the essential factors is that the tourism industry must be supported by a continuous supply of quality manpower that caters to the needs and demands of international tourists who will compare their experiences in Hong Kong with other tourist destinations.

3.12 A lack of hotel space and distinct cultural icons post negative effects to tourism in Hong Kong. Destinations from around the world spare no efforts in capturing first timers and repeated tourists, competitors within the region are stepping up their tourism investments and marketing efforts, Hong Kong will be facing keener competition. Hong Kong must maintain her appeal as a premier destination within the region and ensure that the visitors have a memorable experience in Hong Kong so as to enhance the opportunities for repeated visits and for promoting Hong Kong through the word of mouth to their friends and relatives in their hometowns. The HKSAR Government is well aware of the benefits that the tourism industry could bring into the economy and therefore has been strategically

planning the tourism policy and investing appropriately in the tourism infrastructure and development projects. (Source: Major Tourism Project, Tourism Commission, 22 November 2014.) Major business and tourism related agreements and projects being implemented and those under planning included:

- i) The tourism authority of the Mainland China acknowledges the importance of the role that tourism plays on the overall development of the society and will continue to strengthen this lucrative industry on all fronts. As the tourism platform is pivotal to the constructive exchange and positive development of both the motherland and Hong Kong, Mainland China has pledged her staunch support to the collaborative enhancement of promotional activities, multi-destination itineraries, and further cooperation to boost tourism development within the Pearl River Delta region.

Overall speaking, the Mainland has opened up 153 services trade sub-sectors to the Hong Kong services industry, accounting for 95.6% of all services trade sub-sectors in Guangdong. Hong Kong's tourism and exhibition sectors have boomed in the past decade, thanks in no small measure to CEPA measures. The surge in inbound Mainland tourists, many of whom are business tourists and trade fair visitors and exhibitors, can be attributed to the Individual Traveller Scheme and CEPA provisions, which open up the Mainland's outbound tourism and exhibition market. As at 31 January 2015, there are around 300 suppliers who applied for the Certificate of CEPA in the sectors of convention and exhibition services, tourism and travel related services and air transport services. CEPA provides enhanced access to HKSS in the provision of air transport sales agency services, and they are allowed to set up wholly owned, equity and contractual joint-venture units to provide air transport sales agency services on the Mainland for domestic and international routes (including Hong Kong, Macau and Taiwan).

Hong Kong and the Mainland signed a wine customs agreement supplement in mid-September 2014. According to the supplement, registered wine exporters can use a web-based system for the submission of advance consignment information to facilitate clearance on arrival at designated Mainland ports. The supplement can help enhance flexibility in wine trading and strengthen Hong Kong's role as a wine trading and distribution hub in Asia. (Sources: Press Release, "Agreement between the Mainland and Hong Kong on Achieving Basic Liberalization of Trade in Services in Guangdong (signed on 18 December 2014)", Trade and Industry Department, The HKSAR Government, 18 December 2014; CEPA Supplement X and Hong Kong's Transportation and Tourism Service Sectors, HKTDC, 8 January 2014; Cumulative Number of Certificates of Hong Kong Service Supplier Issued - CEPA, Trade and Industry Department, The HKSAR Government, 31 January 2015; Third Quarter Economic Report, Economic Analysis Division, Economic Analysis and Business Facilitation Unit, Financial Secretary's Office, The HKSAR Government, November 2014; Li Jinzao meets Chairman of Hong Kong Tourism Board Peter Lam Kin-Ngok, CNTA, 20 January 2015.)

- ii) MEF aims to promote tourism, raise the profile of Hong Kong internationally and promote Hong Kong as an events capital of Asia. The Finance Committee of the Legislative Council approved the allocation of \$150 million to the MEF to extend its operation for five years till end March 2017. Each year, the HKTB stages a series of mega events to highlight Hong Kong's tourism strengths and promote the city's festive celebrations, international events, arts and cultural performances, and programmes organised by major attractions. These mega events not only enrich the visitor experience, but also shed the international spotlight on Hong Kong, as well as create business opportunities for merchants in different districts by diverting visitor traffic. Among others, in 2015-16, the HKTB will continue to organise numerous mega events, including the first-ever Hong Kong Cyclothon, and the Hong Kong Wine & Dine Festival. The HKTB will enhance existing events with new elements and to create synergy between various seasonal promotions and other tourism facilities. It will continue to promote events staged by other organisations, particularly sports, arts, cultural and design events, to cater for the interests of different markets and visitor segments. (Sources: Mega Event Fund, Tourism Commission, The HKSAR Government, 5 December 2014; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)

- iii) To cope with the rapid visitor growth, the HKSAR Government has been making proactive efforts to catch up on the supply of hotel rooms. Since the implementation of the "hotel only" scheme in 2008, the Government has sold 6 hotel sites and a mixed use site. These sites can provide a total of around 3 800 hotel rooms. The Government is carrying out infrastructure work at the runway and south apron of the former airport to tie in with the hotel development in the "hotel belt" adjacent to the KTCT. Hong Kong Disneyland's third hotel broke ground on 5 January 2015 and is scheduled to open its doors to tourists by early 2017. The 750-room hotel will bring the total room supply at the resort to 1,750 rooms and create 600 to 700 full-time equivalent positions after it commences operation. The new hotel would help the city meet its target of supplying 84,000 hotel rooms in the next two years. (Sources: 2015 Policy Address, The HKSAR Government, 14 January 2015; "Government approved 8 hotel lands", Hong Kong Economic Times, 26 November 2014; "Building work starts on Hong Kong Disneyland's third hotel", SCMP, 6 January 2015.)

- iv) The Government is committed to developing Hong Kong into a leading regional cruise hub by enhancing both the hardware and software developments in Hong Kong. According to a survey conducted by the HKTB to 3,500 residents in Hong Kong, Taiwan and 5 major cities in China, over 80% of the interviewees chose Hong Kong as preferred destination. Given the attractions of Hong Kong, the vast number of

potential cruise passengers in the neighbouring region and collaborative initiatives with the neighbouring ports, the number of large cruise ship berthing in Hong Kong will continue to rise in the future. For the KTCT, the projected total number of ship calls in 2015 nearly doubles that of 2014. Between June 2013 and September 2014, there were around 130 000 passengers' throughput via the KTCT. To expand the source markets for cruise passengers, the HKTB will carry out promotions in various long and short haul markets as well as Southern China. (Sources: "80% of 83M Asian cruise passenger will choose Hong Kong", Wen Wei Po, 21 November 2014; Updates on the Kai Tak Cruise Terminal for the Meeting of the Legco Panel on Economic Development held on 27 October 2014, Tourism Commission, December 2014.)

- v) Last year, the Hong Kong International Airport handled 63.4 million passengers and 4.4 million metric tons of cargo, both records; it expects to reach maximum capacity by 2023. With an aim to meet surging growth in passengers and air cargo movements, in March 2015 the HKSAR Government has given green light for building the third runway for the airport. The project will begin in 2016 and is expected to be completed by 2023. (Source: "Hong Kong airport gets green light for \$24 billion third runway", <http://www.news.com.au>, 18 March 2015.) It can be expected that more job vacancies in the airline industry will be available and fly-cruise itineraries will increase as well. Professional training in tourism, airline and cruise business should be further increased to meet industry needs.
- vi) The Ocean Park is now a world-class marine-themed park featuring more than 80 attractions. It sets a new record of calendar year attendance by receiving nearly 7.8 million guests from January to December 2014, with a 4% increase compared with 2013. With a view to further enhancing the Ocean Park's overall appeal and the tourist-receiving capacity, the Ocean Park Corporation will develop the Tai Shue Wan area into a new integrated theme zone with the main focus on an all-weather indoor cum outdoor waterpark which is expected to be completed in the second half of 2017. Besides, it has planned to build two hotels within the Park, of which the construction of the Ocean Hotel is expected to be completed in 2017. (Sources: Hong Kong – The Facts, The HKSAR Government, October 2014; Press Release, "Ocean Park Gives Away 10,000 tickets to Hong Kong Citizens in Celebrations of its 38th Birthday and the Recording-breaking Attendance in Calendar Year 2014", Ocean Park Hong Kong, 6 January 2015.)
- vii) Regarding Hong Kong Disneyland, a new themed area based on Marvel's Iron Man franchise will be launched by late 2016, and a new hotel with a theme dedicated to the spirit of exploration with 750 rooms will be in operation by early 2017. With the expansion of the new hotel, room availability would be increased so that more tourists can stay on property and enjoy the full Disney experience. The Government has also

commenced discussion on the Phase 2 development of the Hong Kong Disneyland Resort with the Walt Disney Company. This phase will cover an estimated area of 60 hectares, similar to that of Phase 1, with attractions, hotel development and retail facilities. (Sources: “Building work starts on Hong Kong Disneyland’s third hotel”, SCMP, 6 January 2015; The 2015 Policy Address, The HKSAR Government, 14 January 2015.)

- viii) Enhancement projects are implemented to give a facelift to the existing popular tourist areas. Completed projects include enhancement of the Sai Kung waterfront, Lei Yue Mun, the Central and Western District, Visitor Signage Improvement Scheme, the Stanley Waterfront and the Peak improvement projects, the Tsim Sha Tsui Promenade beautification project etc. Improvement works at the Aberdeen promenade and Ap Lei Chau promenade have been completed while that at the Ap Lei Chau Main Street is in progress and is expected to be completed in the first quarter of 2015. (Source: Hong Kong – The Facts, The HKSAR Government, October 2014.)
- ix) Upon the anticipated completion of the HZMB and the Hong Kong section of the Guangzhou-Shenzhen-Hong Kong XRL Project, the connectivity between Hong Kong and the Mainland will be further enhanced. Coupled with the favourable cruise and visa policies among the Mainland and nearby tourist partners, all these projects will facilitate movements of Mainland travellers to Hong Kong and overseas visitors to the Mainland via Hong Kong as well. Furthermore, these policies and initiatives facilitate the development of multi-destination itineraries featuring Hong Kong. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)
- x) Quality gourmet and service complement the travelling experience. Hong Kong is positioned as a dining hub blending Chinese and international cuisines. With an aim to nurture more quality manpower in international cuisines, the VTC established the ICI and admitted its first intake in 2014/15 academic year with construction of the ICI complex expected for completion in 2016. The ICI aims to develop professional talent for the catering, wine and hospitality sectors which will support Hong Kong’s growing reputation as one of the world’s top cities for dining. ICI offers a wide spectrum of training in international cuisines, including European, Mediterranean, Latin American, Asian, Middle Eastern and more. (Source: Groundbreaking of VTC International Culinary Institute Asia’s World Culinary School to nurture talents, www.vtc.edu.hk, 25 February 2014.)
- xi) Other than hardware development, the HKTB will promote events staged by other organisations featuring sports, arts, cultural and design events so as to cater for the interests of different markets and visitors. The HKTB

will continue to launch the “New Tour Product Development Scheme” which aims at encouraging local travel agencies, tour operators and receiving agents to develop new themed tour products through subsidies. Themes for 2015-16 include wine and dine, green tourism, arts and culture, heritage, local living culture. (Source: Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015.)

- xii) The HKSAR Government announced three years ago that it would establish the TIA. The TIA will be the sole body to regulate travel agents, tourist guides and tour escorts in the future. The Government is continuing with the drafting of the legislation for the establishment of the TIA and implementation of a new regulatory framework for the tourism sector with a view to securing the passage of the bill by the end of the current term of the LegCo. (Source: The 2015 Policy Address - Policy Agenda, The HKSAR Government, January 2015.)

3.13 The outbound and inbound industries may be said to have gone off in their own direction this year whereas the levy for outbound tour groups for the first three quarters in 2014, slightly decreased by 0.5% year on year, inbound visitors steadily rose between January and August and registered a 12.3% increase. (Source: “Chairman’s report and Executive Director’s report of annual report 2013/14”, The TIC, 31 October 2014.)

3.14 According to the report by the TIC, in comparing to 2013, the outbound group package fee dropped 4% on budget products and 11% on luxury products during the festive seasons, Christmas and New Year period. Some even dropped 20% if low cost carriers were chosen. The outbound levy amount dropped 1.8% for the first 10 months of 2014. (Sources: “Christmas package tour drops from \$66k to \$28k”, Ta Kung Po, 21 November 2014; Latest Tourism Statistics, The TIC, 14 January 2015.)

Implications on Manpower

3.15 The labour market conditions continued to remain stable during 2014 and the adjusted unemployment rate edged up to 3.3% across-the-board. According to the latest labour force statistics released by the C & SD, the seasonally adjusted unemployment rate stood at 3.3% in November 2014 - January 2015. The underemployment rate was 1.6% in the period. Total employment in November 2014 - January 2015 increased by around 4 600 from 3 797 200 in October - December 2014 to 3 801 800 in November 2014 - January 2015. Over the same period, the labour force also increased by around 2 800 from 3 919 400 to 3 922 200. The labour market remained largely stable in November 2014 - January 2015, with the seasonally adjusted unemployment rate staying at the low level of 3.3% for the seventh consecutive period. Both total employment and labour force grew modestly over a year earlier. (Source: Press Release, “Unemployment and underemployment statistics for November 2014 – January 2015”, C & SD, The HKSAR Government, 17 February, 2015.)

3.16 With the implementation of business and tourism-related agreements and projects in Hong Kong, and the development of Mainland China and our neighbouring areas,

more job opportunities are expected to be created in the near future and a steady increase in trained quality manpower requirement for the tourism industry is expected in the coming years:

- i) Tourism and related businesses like those in the hotel, retail and catering industries have provided Hong Kong with a large number of job opportunities. Tourism, making up 5% of GDP and employing 270 000* people, has been driving the growth of many industries. An additional funding of HK\$80 million has been set aside in the 2015-16 Budget for the HKTB to step up its marketing work in order to uphold Hong Kong's image as the most preferred travel destination in the world. With combined efforts of the Government, public and private sectors, the number of visitors to Hong Kong is expected to exceed 64.7million in 2015 (+6.4% against 2014). More job opportunities are expected be created in the tourism industry. (* Figure according to the Four Key Industries provided by the C & SD which included employment of (A) Inbound tourism covering retail trade, accommodation services, food & beverage services, cross-boundary passenger transport services and others; and (B) Outbound tourism covering travel agency, reservation services and related activities, and cross-boundary passenger transport services) (Sources: Press Release, "Hong Kong Tourism Board welcomes The Budget's Proposed Additional Funding", HKTB, 25 February 2015; Legislative Council Panel on Economic Development, Hong Kong Tourism Board Work Plan for 2015-16 [LC Paper No. CB(4)480/14-15(03)], Tourism Commission, Commerce and Economic Development Bureau, February 2015; The 2015-16 Budget, Budget Speech, The HKSAR Government, 25 February 2015.)
- ii) According to the Hotel Supply Situation Report as at December 2014 published by the HKTB, Hong Kong has around 244 hotels with 72 721 rooms. There will be around 74 895 rooms in 2015. Between 2015 to 2019, around 43 new hotels with some 8 513 additional rooms are to be completed. The average occupancy rate and room rate ended up at 90% and HK\$1,473 in 2014 (Sources: Hotel Supply Situation – as at Dec 2014, HKTB, March 2015; Hotel Room Occupancy Report - Jan 2015, HKTB, February 2015.), with difference of +1.1% and -1% respectively in comparing with the same figures indicated in our last Manpower Survey Report conducted in 2012. When comparing with the 2013 figure, the average hotel room rate of 2014 increased by 1.8%. These new hotel developments reflect the positive projection of potential visitors who may travel to Hong Kong in future years and indicate a possible surge in manpower requirements in the years to come.
- iii) The total cruise passenger throughput (excluding local residents) of Hong Kong is 792 299 in 2014, which has been up by 14.3%. The number of Mainland tourists was increased by 4.4% after the KTCT opened in June 2013. Over the past few years government authorities of the Mainland announced various measures to support the development of cruise tourism in Hong Kong. Efforts have been made by the HKSAR

Government to further cement co-operation and to enhance the momentum in driving cruise tourism in the region and with a view to attracting more ship calls to Hong Kong. For the KTCT, the projected total number of ship calls in 2015 nearly doubles that of 2014. (Sources: Press Release, “Commissioner for Tourism attends Cruise Shipping Miami Conference”, Tourism Commission, 13 March 2014; Updates on the Kai Tak Cruise Terminal [LC Paper No. CB(4)234/14-15(01)] for the Meeting of the Legislative Council Panel on Economic Development held on 27 October 2014, Tourism Commission, Commerce and Economic Development Bureau, December 2014; Cruise Passenger Statistics Jan – Dec 2014, HKTB, January 2015.) With the increasing interest in cruise tourism and further expansion of cruise tourism facilities in Hong Kong, more openings in the cruise related tourism sector will be in place of which of which trained quality staff are required for serving the expanding tourism infrastructure. Training on topics on cruise travellers behaviour, cruise products knowledge, cruise vacation planning and reservation, and the tour guide skills for cruise visitors can be included in the programme.

- iv) MEHK of the HKTB has signed a three-year agreement until May 2017 with a global leader in the meetings industry - IAPCO. The strategic partnership with IAPCO means an increase in MICE visitor arrivals from long-haul markets can be expected. (Source: <http://www.mehongkong.com/eng/news/IAPCO.html#ixzz3T9NWawpb>)
- v) Hong Kong is the world's leading wine auction centre. Co-operation agreements were signed with 13 major wine-producing countries and regions. Wine-industry partners and its professionals fortify Hong Kong's reputation as Asia's wine-and-dine capital. Furthermore, the wine customs supplement signed between Hong Kong and the Mainland enhances flexibility in wine trading and reinforces Hong Kong's position as the gateway to the Mainland. Indeed, wine re-exports to the Mainland exceeded US\$100 million last year. That was two and a half times more than the amount in 2008 - underlining once again Hong Kong's regional wine hub role. The Quality Assurance Agency of Hong Kong, which accredits cellars on their trustworthiness and reliability, has also rolled out a labelling scheme for wine coming from reliable sources like Hong Kong. The Government will encourage more international wine promotion events in the city and attract more overseas traders to set up sales platforms in Hong Kong to serve Asia. (Sources: Press Release, Speech by Acting Financial Secretary at opening ceremony of 2014 Hong Kong Wine & Dine Festival, 30 October 2014; “Gregory So visits wine fair”, news.gov.hk, 6 November 2014; “HK wine gateway to Mainland”, Speech by the Financial Secretary of the HKSAR Government, news.gov.hk, The HKSAR Government, 6 November 2014.) Other than trained staff at all job levels for wine knowledge, wine and food pairing, wine storage, manpower for professional operation and management of large scale international wine industry related events and exhibitions will

be required for displaying the strengths of Hong Kong as a regional wine hub and a host of mega events.

- vi) A trade practitioner organisation brought up requests because of repeated assaults on tourist guides by visitors some time in 2014. The TIC followed it up immediately by taking a series of actions. The Immigration Department announced that visitors might be denied entry to Hong Kong in future should they break the law in the city. The TIC also issued a statement strongly condemning any acts of violence. (Source: “Chairman’s report of annual report 2013/14”, The TIC, 31 October 2014.) Fostering a positive image of the industry with efficient and effective support for its practitioners will assist in recruiting and retaining trade practitioners.
- vii) The Government has devoted substantial resources to improving the quality of manpower to further diversify the economy and steer our development towards high value-added activities. HK\$960 million for a pilot programme allowing 1 000 students per cohort to pursue designated self-financing undergraduate programmes that reflect Hong Kong’s manpower needs. In the 2015/16 academic year, the initiative will cover 13 programmes which includes the tourism and hospitality sectors. (Sources: The 2015-16 Budget, Budget Speech and related press releases, HKSAR Government, 25 February 2015.) To tie in with Hong Kong’s manpower needs in nurturing homegrown culinary talents, the new flagship project of the HKSAR Government and the VTC, the ICI as aforementioned has been offering professional international culinary training in phases starting in 2014. These government initiatives indicated that qualified trained talents are required for upholding the lucrative industry.

3.17 Since the last manpower survey report, the Government released the “Report of the Policy Study on Standard Working Hours” in November 2012 for further public discussion on the subject of SWH. To follow up the study, the Government has set up the SWHC in April 2013. Subsequent reports from the SWHC indicated that about 728 000 workers work around 50 hours a week - five hours overtime - with 70 per cent not receiving extra pay. (Sources: Standard working hours no closer as labour groups demand legislation, SCMP, 24 January, 2015; Welcome Message of the Chairperson of the Standard Working Hours Committee, the Standard Working Hours Committee, February, 2015.) The TIC has prepared a submission in late 2014 which urged the Government to take account of the special nature of the industry and consider granting it exemptions when studying legislation on standard working hours, given the long and irregular working hours of tour escorts and tourist guides. (Source: The Travel Industry Council Annual Report 2013/2014, The TIC, October 2014.)

3.18 Taking into account the latest data from the General Household Survey and the Labour Earnings Survey conducted by the C&SD, the MWC roughly estimated that in the first half of 2015 and at the time just before the SMW rate is raised to the recommended level, there would be approximately 150 000 employees (accounting for about 5% of all employees) earning an hourly wage less than \$32.50. The Chief Executive in Council has

adopted the recommendation of the MWC to raise the SMW rate from its prevailing level of \$30 per hour to \$32.50 per hour, an increase of \$2.50 or 8.3%. Subject to the approval of LegCo, the revised SMW rate will come into force on May 1, 2015. (Sources: Press Release, “Minimum Wage Commission's Chairperson meets the media”, Minimum Wage Commission, 14 January, 2015; Press Release, “Chief Executive in Council adopts recommendation on Statutory Minimum Wage”, Minimum Wage Commission, 14 January, 2015.)

3.19 Other than investing heavily in tourism facilities and marketing efforts in capturing increased numbers in varied tourist arrivals plus focusing on the high spending market, the sustainability of a healthy and prosperous tourism industry would depend significantly on the availability of a steady pool of professional industry personnel to deliver quality service that has earned Hong Kong a world reputation as “Asia’s World City”. As the world is getting smaller with widespread usage of social media platforms and electronic devices, swift transmission of any messages by coverage of electronic media and social networks is inevitable. The reputation that Hong Kong is still a desired tourist destination is vital to the survival and long term development of the tourism and related industries, as well as other sectors within the local economy. Notwithstanding that there was still growth in total arrivals in 2014, the HKSAR government and industry partners have taken strong efforts to strengthen Hong Kong’s image as a world-class travel destination. To capture new comers and draw repeated tourists, other than offering professional technical skills, the soft skills in extending care, empathy and assistance in the customer purchasing cycle to visitors who may have different cultures and backgrounds from us will sure cast a difference in their minds. The vocational education and training with emphasis on soft skills besides hard skills for entry level employees would be crucial to the future success of the tourism industry. Upgrading training and development for in-service personnel further refreshes and enhances the skills and knowledge acquired from their work. The Training Board believes the increased provisions for the development and upgrading of our tourism workforce would be essential for forging the strong base of the tourism industry.

The Survey Findings

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

Manpower Changes by Job Level

3.21 In August 2014, there were 38 619 employees in the tourism industry, representing an increase of 1 517 (+4.09%) over the 2012 figure. An analysis of the manpower changes by job level is given in the following tables:

Table 3.21 (a) : Number of Employees

<u>Job Level</u>	<u>2012</u>	<u>2014</u>	<u>Increase / Decrease</u>	
Managerial / Professional	2 965 (7.99%)	3 661 (9.48%)	+696	(+23.47%)*
Supervisory / Technical	5 102 (13.75%)	5 858 (15.17%)	+756	(+14.82%)*
Clerical / Operative	28 316 (76.32%)	28 257 (73.17%)	-59	(-0.21%)*
Secretarial / Others	719 (1.94%)	843 (2.18%)	+124	(+17.25%)*
Total	37 102 (100%)	38 619 (100%)	+1 517	(+4.09%)**

() * Percentage of number employed at the same job level in 2012

() ** Percentage of total number of employees in 2012

Figure 3.21 : Tourism Manpower Figures from 1992 – 2014 at Different Job Levels

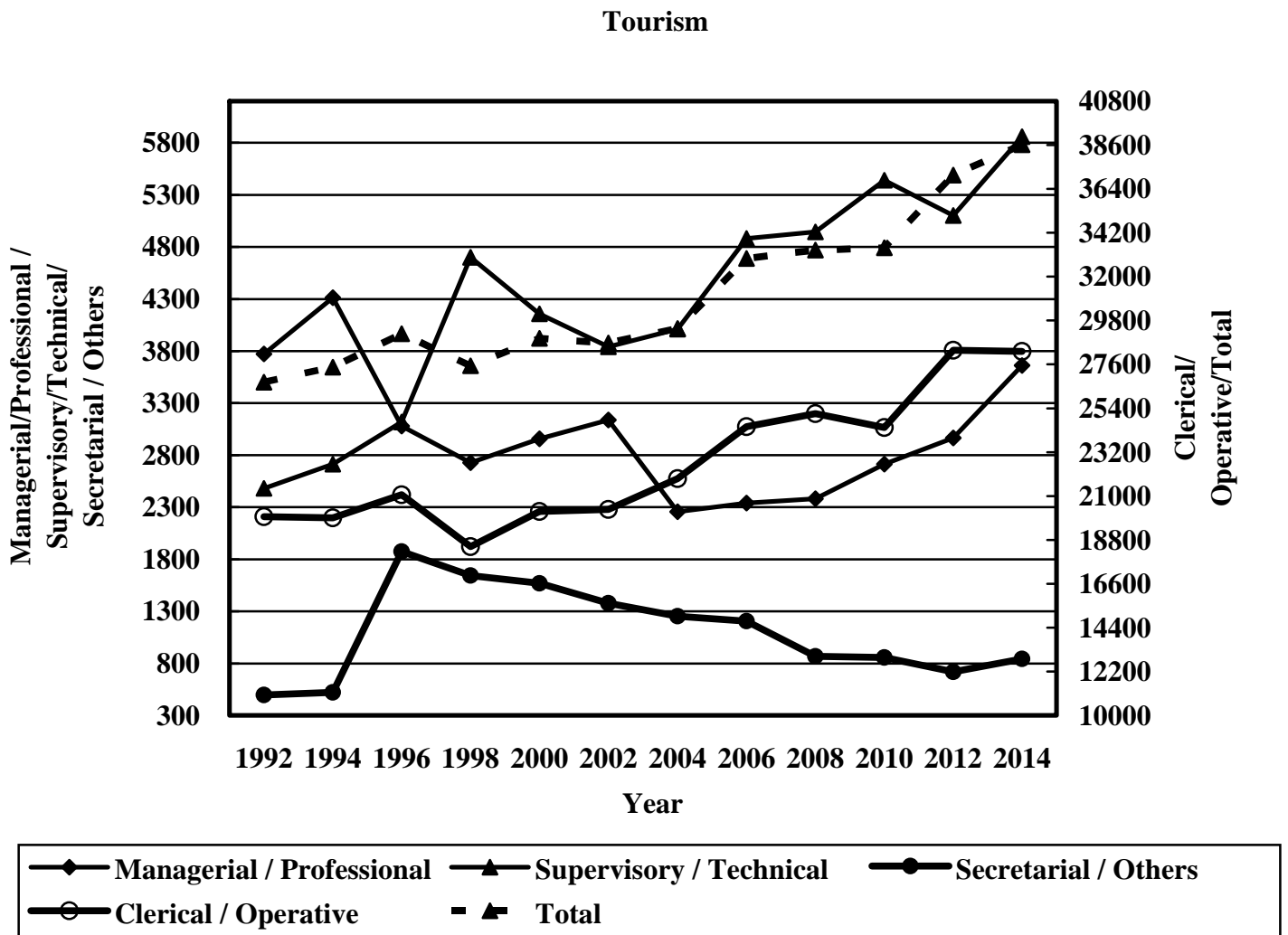


Figure 3.21 above provides the tourism manpower figures at different job levels from 1992 to 2014. A steadily upward trend of total manpower demand in the tourism industry was realized in recent years.

Table 3.21 (b) : Manpower Changes by Job Level by Branch in 2012 and 2014

<u>Job Level</u>	<u>Branch 1: Airline Companies</u>			<u>Branch 2: Travel Agents and Airline Ticket Agents</u>			<u>Total</u>		
	<u>2012</u>	<u>2014</u>	<u>Increase / Decrease (%)*</u>	<u>2012</u>	<u>2014</u>	<u>Increase / Decrease (%)*</u>	<u>2012</u>	<u>2014</u>	<u>Increase / Decrease (%)*</u>
Managerial / Professional	1 203	1 399	+196 (+16.29%)	1 762	2 262	+500 (+28.38%)	2 965	3 661	+696 (+23.47%)
Supervisory / Technical	1 843	2 349	+506 (+27.46%)	3 259	3 509	+250 (+7.67%)	5 102	5 858	+756 (+14.82%)
Clerical / Operative	14 521	15 057	+536 (+3.69%)	13 795	13 200	-595 (-4.31%)	28 316	28 257	-59 (-0.21%)
Secretarial / Others	128	112	-16 (-12.50%)	591	731	+140 (+23.69%)	719	843	+124 (+17.25%)
Total	<u>17 695</u>	<u>18 917</u>	<u>+1 222</u> (+6.91%)**	<u>19 407</u>	<u>19 702</u>	<u>+295</u> (+1.52%)**	<u>37 102</u>	<u>38 619</u>	<u>+1 517</u> (+4.09%)***

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

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

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

3.22 The survey shows an increase in number on the Managerial / Professional, Supervisory / Technical and clerical / operative levels in 2014. Such increase is more significant in the demands on Managerial / Professional staff by 23.47% (696 persons) in 2014 compared with 2012. Thanks to the buoyant tourism and related activities, labour demand remained robust. Job gains were notable especially in Managerial / Professional levels.

Vacancies

3.23 At the time of the survey, there were 572 reported vacancies as compared to 556 in 2012. The present vacancies attributed to 1.48% of the total workforce as compared to 1.50% in 2012. With the tight labour market, manpower shortage was increasingly apparent in some sectors and occupations. The largest number of vacancies (409) was found in clerical / operative level jobs in travel agents and airline ticket agents. The Training Board is of the opinion that most employers would be cautious in filling the vacancies under a volatile business environment. They might not fill the vacancies substantively but chose to employ part-time or temporary employees and continue to exercise multi-tasking in the existing operation to increase cost efficiency.

Promotion Pattern

3.24 Based on the number employed at the same job level, the survey indicated that 1.56% of managerial / professional positions and 3.5% of supervisory / technical positions were filled by internal promotions. It appears that Airline Companies, Travel Agents and Airline Ticket Agents are willing to offer reasonable promotion opportunities to their employees. The Training Board considers that employers should provide more training to their employees to prepare them for career advancement.

Preferred Mode of Training

3.25 From employers' feedback, 24.65% ranked seminars / workshops as the most preferred mode of training whereas part-time day release and evening modes of training would be considered as second and third priorities respectively.

3.26 The pre-employment and upgrading courses of the VTC provide a stable source of trained personnel to the industry.

Preferred Qualifications of Employees

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

Employers' Manpower Forecast for August 2015

3.28 Employers' forecast of the 12-month manpower growth indicated a positive growth rate of 2.12%.

Table 3.28 : Additional Manpower by Job Level in 2015

<u>Job Level</u>	<u>Employers' Forecast of Manpower Growth in August 2015</u>	
Managerial / Professional	+26	(0.71%)*
Supervisory / Technical	+95	(+1.62%)*
Clerical / Operative	+697	(+2.47%)*
Secretarial / Others	-1	(-0.12%)*
Total	+817	(+2.12%)**

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

()** Percentage of total number employed in industry

Manpower Projection for 2015 – 2019

3.29 Other than basing the manpower projection on EF, the Training Board has also adopted two other methods to project the future manpower requirements of the industry in 2015 – 2019. The LMA approach projects manpower requirements for a specific industry based on key statistical data reflecting important changes in the local economy, demography and labour market (please refer to Appendix 8 for details). The AFM is another statistical method that generates manpower projections based on the past and present survey data from 1992 to 2014 (please refer to Appendix 9 for details). The projections on the future manpower demand for 2015 to 2019 are presented in Table 3.29:

Table 3.29 : Manpower Projection in the Tourism Industry

Year	Actual Manpower	Projected Manpower (LMA Approach)	Projected Manpower (AFM Approach)	Employer's Forecast (EF)
2012 <i>actual</i>	37 102			
2014 <i>actual</i>	38 619			
2015 <i>forecast</i>		39 313 (1.8%*)	39 309 (1.8%*)	39 436 (2.1%)*
2016 <i>forecast</i>		40 028 (1.8%**)	39 893 (1.5%**)	
2017 <i>forecast</i>		40 599 (1.4%**)	40 391 (1.2%**)	
2018 <i>forecast</i>		41 092 (1.2%**)	40 815 (1.0%**)	
2019 <i>forecast</i>		41 511 (1.0%**)	41 174 (0.9%**)	
* as percentage change vs actual manpower in 2014				
** as percentage change vs the projected manpower in previous year				
LMA - Labour Market Analysis Approach				
AFM - Adaptive Filtering Method				
EF - Employers' Forecast (at the date of survey)				

The projection by LMA approach was conducted while the latest economic situation including the impact of the financial tsunami has been taken into consideration. The Training Board opined that it is more appropriate to adopt the LMA method to project the manpower forecast in the next few years. By using the LMA approach for the manpower projection, the manpower forecast will remain quite stable over the coming five years (2015 – 2019).

Wastage

3.30 The annual training requirement is based on LMA Approach of manpower growth and the wastage rate. Wastage rate refers to those leaving the tourism industry because of change of jobs to other sectors, retirement, emigration and other causes. After consultation with the industry, the Training Board considered that the annual wastage rates of 0.8% for the managerial / professional and supervisory / technical job levels and 1.2% for the clerical / operative / secretarial and others job levels would be appropriate for the tourism industry.

Projection on Training Requirements Based on Labour Market Analysis Approach

3.31 The LMA Approach Projection of training requirements of the tourism industry for 2015 to 2019 are shown in Table 3.31.

**Table 3.31 : Training Requirement Forecasts of the Tourism Industry for 2015 – 2019
(Based on Labour Market Analysis Approach)
(Based on 0.8% / 1.2% wastage rates at different job levels)**

Annual Average Manpower Demand for 2015-2019					
Job Level	No. of Employees 2014	Growth	Replacement for Wastage	Total	± 10% Range
<u>Annual wastage rate = 0.8%</u>					
Managerial and Professional	3 661	-157	26	-131	-144 – -118
Supervisory and Technical	5 858	65	48	113	102 – 124
<u>Annual wastage rate = 1.2%</u>					
Clerical and Operative	28 257	703	360	1 063	957 – 1 169
Secretarial and Other Levels	843	-96	7	-89	-98 – -80
TOTAL	38 619	515	441	956	860 – 1 052

3.32 The Training Board estimated the annual average training requirements for 2015 – 2019 to be 956. The wastage rates of 0.8% for managerial / professional and supervisory / technical levels and 1.2% for clerical / operative / secretarial and other levels employees have been adopted. As indicated in Table 3.31, a net increase of 3.76%, 1 063 manpower demand for Clerical and Operative level while there is a net loss of -131 and -89 in terms of manpower number in Managerial / Professional and Secretarial and Other levels respectively. The Training Board opined that skill upgrading and related programmes should be introduced in order to shift the surplus manpower from Secretarial and Other levels to Clerical and Operative level.

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

SECTION IV

RECOMMENDATIONS

Recommended Additional Training Requirements

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

4.2 The Training Board is of the opinion that the industry appears to be growing at a steady pace; despite that there are local and global challenges, including but not limited to the trading environment as manifested by an abrupt deterioration of the Euro debt situation since mid-2012, recession of the eurozone economy, persistent tepidness in the U.S. economic recovery, as well as the slowdown of the Mainland and other Asian economies, etc. With strong U.S. dollar and the depreciation in currencies of South Korea, Japan and Europe, tourists have more choices for choosing destinations for work or pleasure purposes. With high speed social and communication platforms, Hong Kong tourism is facing keen competition with neighbouring regions in various aspects such as quality of service, social stability and favourable attitude of the tourist destination in the eyes of the tourists. Other than relying solely on additional and enhanced tourism facilities, or marketing and promotion efforts alone, we must strengthen our workforce with both hard and soft skills continuously to make Hong Kong stand out in the region. Technical skills and knowledge are comparatively more easier to master, it is the soft skills like analytical, problem solving, work ethics, customer care etc that local training providers should pay attention to when tailoring and delivering training courses for manpower training. For the tourism industry to be sustainable and to contribute to the overall economy of Hong Kong, we aim at repeated business so that this important economic pillar will stand strong and firm in the long run.

Recommended Training Requirements

4.3 The Training Board recommends the following training requirements for the tourism industry in 2015-2019 as presented in Table 4.3 below:

Table 4.3 : Recommended Training Requirements for the Tourism Industry in 2015-2019 (Based on Labour Manpower Analysis Approach Projection)

Job Level	2015 – 2019	± 10% Range
Managerial / Professional	-131	-144 – -118
Supervisory / Technical	113	102 – 124
Clerical / Operative	1 063	957 – 1 169
Secretarial / Others	-89	-98 – -80
Total:	956	860 – 1 052

Recommended Training Routes for Managerial and Professional Levels

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

Recommended Training Routes for Technician and Supervisory Levels

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

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

Recommended Training Routes for Operative and Clerical Levels

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

Technical Education and Training Institutions

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

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

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

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

4.12 A list of the relevant full-time and part-time courses offered by the members of VTC in 2015 is presented in Tables 4.13(a)-(b). Graduates from these courses are well received by the industry as they possess hands-on experience and could readily contribute to the industry. Employers are encouraged to recruit graduates of these training courses. In addition, seminars and workshops organised by the VTC help employers learn new technologies and train up their staff.

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

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

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

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

<u>Programme Title</u>	<u>Duration</u>
<u>Full-time Programmes</u>	
Diploma in Tour Service and Travel Agency Operations (QF Level 3)	1 year
Certificate in Air Ticketing and Tour Escorting Service (QF Level 3)	4 months
Certificate in Travel Consultancy Service (QF Level 3)	4 months

Training for Employee

4.14 The Training Board is of the view that the existing 38 619 strong in-service employees will need upgrading and updated training to remain competitive and efficient to cope with the forecasted increasing customer and business demand.

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

Skills Upgrading Scheme and Out-Centre Training Courses

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

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

<u>No.</u>	<u>Course Name</u>	<u>Training Hours</u>
1	Module Certificate in Practical English for Operational Staff of Travel Agents	22
2	Module Certificate in Understanding and Promoting Tourist Attractions in Hong Kong and Neighboring Regions	6
3	Module Certificate in Tourist Guide Training	63
4	Module Certificate in Introduction to Cruise Travel	12
5	Module Certificate in Practical Skills in Cruise Travel	12
6	Module Certificate in Customer Services in Tourism Industry (Effective Communication)	12
7	Module Certificate in Customer Services in Tourism Industry (Management of Emotional Intelligence)	12
8	Module Certificate in Customer Services in Tourism Industry (Handling of Complaints)	12
9	Module Certificate in Customer Services in Tourism Industry (Management of Emergencies)	12
10	Module Certificate in Cultural Tour (History and Culture)	12
11	Module Certificate in Cultural Tour (Archaeological and Built Heritage)	12
12	Module Certificate in Cultural Tour (Religious Traditions)	12
13	Module Certificate in Eco-Tour (Theory of Nature Appreciation)	12
14	Module Certificate in Eco-Tour (Geopark – Volcanic Rock Landscape)	12
15	Module Certificate in Eco-Tour (Geopark – Sedimentary Rock Landscape)	12
16	Module Certificate in Eco-Tour (Country Parks)	12
17	Module Certificate in Eco-Tour (Marine Parks)	12

<u>No.</u>	<u>Course Name</u>	<u>Training Hours</u>
18	Module Certificate in Eco-Tour (Wetland Parks)	12
19.	Foundation Certificate in Ticketing (Tourism)	45
20.	Foundation Certificate in Ticketing (Airlines)	45
21.	Foundation Certificate in Ticketing Airport Passenger Services	39

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

Training Conferences / Seminars

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

Future Surveys

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

MEMBERSHIP OF THE HOTEL, CATERING AND TOURISM TRAINING BOARD
(appointed from 1 April 2013 and up to 31 March 2015)

Chairman:

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

Vice-Chairman:

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

Members:

Mr Urs Viktor BESMER (Nominated by the Hong Kong Chefs Association)

Ms Darlene BRADY (up to 31.3.14) }
 Ms Cecilia HO (since 1.4.14) } (Nominated by a major theme park or a major attraction)

Mr Kenneth FAN Tin-foo (up to 20.4.14) }
 Mr Wallace LI Chin-hung (since 1.8.14) } (Nominated by the Club Managers' Association of Hong Kong)

Mr Mark HEYWOOD (up to 31.7.14) }
 Mr Victor CHAN (since 18.9.14 in attendance) } (Nominated by the Hong Kong Hotels Association)

Mr Kevin KAM (Nominated by a catering association)

Mr Lawrence KOO Kin-yip (Nominated by a catering association)

Ms Rebecca KWAN (Nominated by a small and medium hotel)

Mr Patrick KWOK Chi-kit (up to 8.5.13) }
 Mr Jeffrey LEE Fung-shek }
 (since 1.8.13 and up to 15.10.13) } (Nominated by the Hong Kong Tourism Board)

Mr James TUNG Pui-chuen (since 1.4.14)

Ms Lavinia LAU (Nominated by the Board of Airline Representatives)

Ms Rita LEE Shuk-fong (up to 8.5.13) }
 Mr. Josiah CHAN Tin-yan }
 (since 1.8.13 and up to 31.10.13) } (Nominated by a travel agent)

Mr Stephen CHAN Choy-wing (since 1.4.14)

Mr Paul LEUNG Yiu-lam (Nominated by the Travel Industry Council of Hong Kong)

Prof. Bob MCKERCHER (Nominated by a local education/training institution)

Mr Anthony PANG (Nominated by a travel agent)

Mr Cramond WONG Yiu-cheung (Nominated by the Meetings, Incentives, Conventions and Exhibitions (MICE) Industry)

Mr Wilson WU Wai-tsuen (Nominated by a major restaurant chain)

Mr Joseph YUNG (Nominated by a local based hotel chain)

Mr Vincent FUNG (up to 9.5.13) (Representing the Commissioner for Tourism)

Ms. Emily MO (since 10.5.13)

Ms Nancy TANG (Representing the Commissioner for Labour)

Miss Annie HO (up to 1.12.13) }
 Ms Winnie NGAN (since 1.3.14) } (Representing the Executive Director of the Vocational Training Council)

Advisors:

Mr Felix M BIEGER

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

In Attendance:

Mr Lawrence WONG (up to 24.8.13)
Ms Winnie NGAN
(since 2.10.13 and up to 28.2.14)
Mr Stanley CHUI (since 1.3.14)



(Representing the Hospitality Industry Training and Development
Centre / Chinese Culinary Institute / International Culinary Institute
/ VTC)

Ms Winnie NGAN (up to 1.10.13)

(Representing the Hong Kong Institute of Vocational Education /
VTC)

Dr Joanna CHEUNG

(Representing the Hong Kong Institute of Vocational Education /
VTC)

Secretary:

Ms Claudia AU

(Vocational Training Council)

Hotel, Catering and Tourism Training Board

Membership List of the Working Party on
2014 Tourism Industry Manpower Survey

Convenor

Mr. CHAN Josiah(up to 31.10.2013)	}	Hong Thai Travel Service Limited
Mr. CHAN Stephen Choy-wing (since 22.10.2013)		

Members

Ms. LAU Lavina	Board of Airline Representatives
Mr. LEUNG Yiu-lam Paul	Holiday World Tours Limited
Ms. LUK Yuen-pik Anthea	Vigor Tours
Professor MCKERCHER Bob	The HK Polytechnic University
Mr. PANG Anthony	Farrington American Express Travel Services Limited
Mr. TUNG Pui-chuen James	Hong Kong Tourism Board
Ms. MO Emily	Tourism Commission
Mr. WONG Siu-hung Stephen	Hong Kong Institute of Vocational Education/VTC
Mr. POON Peter	Hospitality Industry Training and Development Centre/VTC

Secretary

Ms. AU Claudia	Vocational Training Council
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**Terms of Reference of the
Hotel, Catering and Tourism Training Board**

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

2014 Manpower Survey of the Tourism Industry

Distribution of Survey Samples

Sample Selection Plan

(Based on Data as at 1st quarter 2014
provided by Census and Statistics Department)

Branch	Industry	Employment Size	Stratum Code	Size of Frame	Sampling Fraction	Sample Size
1	Airline Companies (HSIC: 510100, 510900, 510201, 510202)	1 - 9	1	34	1.00	34
		10 - 49	2	36	1.00	36
		50 - 99	3	12	1.00	12
		100 - 199	4	2	1.00	2
		200 - 499	5	5	1.00	5
		500 - 999	6	-	1.00	-
		1000 & above	7	3	1.00	3
		Sub-total			92	
2	Travel Agents and Airline Ticket Agents (HSIC: 791000, 799000)	1 - 9	1	1929	0.08	154
		10 - 49	2	279	0.40	112
		50 - 99	3	27	1.00	27
		100 - 199	4	10	1.00	10
		200 - 499	5	10	1.00	10
		500 - 999	6	3	1.00	3
		1000 & above	7	-	1.00	-
		Sub-total			2258	
Total				2350		408

Vocational Training Council 職業訓練局

Headquarters Division 2 總辦事處二科
6/F, 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong
香港新界青衣島青衣路 20A 號 6 樓
www.vtc.edu.hk

Telephone No. 電話 3907 6820
Our Reference 本局檔號 (26) in HO/1/2 (2014) (T)

Facsimile No. 傳真 2574 3759
Your Reference 來函檔號



21st August 2014

Dear Sir/Madam,

2014 Manpower Survey of the Tourism Industry

On behalf of the Vocational Training Council, I am writing to solicit your kind cooperation in the 2014 Manpower Survey of the Tourism Industry to be conducted by the Hotel, Catering and Tourism Training Board. The Training Board is a statutory body appointed by the Government responsible for matters pertaining to manpower training in the tourism industry.

The purpose of the survey is to assess the latest manpower situation and training needs so as to enable the Training Board to formulate appropriate training plans for the Hong Kong tourism industry. The survey will be conducted from 28th August to 26th September 2014. A reference day is given as 15th August 2014. Your support in supplying the information would be much appreciated.

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

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

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

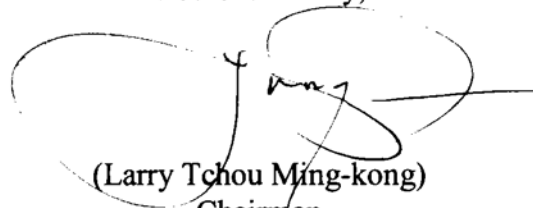
The findings of the survey together with the training measures recommended by the Hotel, Catering and Tourism Training Board will be presented in a report published by the Training Board.

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

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

Thank you for your valuable support.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Larry Tchou Ming-kong', written over a faint circular stamp or watermark.

(Larry Tchou Ming-kong)
Chairman

Hotel, Catering and Tourism Training Board

Headquarters Division 2 總辦事處二科
6/F, 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong
香港新界青衣島青衣路 20A 號 6 樓
www.vtc.edu.hk

Telephone No. 電話 3907 6820
Our Reference 本局檔號 (26) in HO/1/2 (2014) (T)

Facsimile No. 傳真 2574 3759
Your Reference 來函檔號



執事先生/女士：

旅遊業二〇一四年人力調查

職業訓練局屬下酒店業、飲食業及旅遊業訓練委員會將進行旅遊業二〇一四年人力調查，本人謹代表職訓局懇請惠予合作，提供協助。本委員會是政府委任的法定組織，負責旅遊業的人力訓練事宜。

為評估本港旅遊業最新的人力情況及訓練需要，以便制訂合適的訓練計劃，本委員會將於二〇一四年八月二十八日至九月二十六日期間進行人力調查，調查參考日期定為二〇一四年八月十五日。

現隨函附上中英文對照文件，以供參閱填寫：

1. 調查表；
2. 調查表附註；及
3. 主要職務工作說明。

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

是次調查結果及有關訓練計劃建議，將載於本訓練委員會日後出版的報告。

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

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

承蒙協助，先此致謝。



酒店業、飲食業及旅遊業
訓練委員會主席
朱民康

二〇一四年八月二十一日

THE 2014 MANPOWER SURVEY OF THE TOURISM INDUSTRY

旅遊業二〇一四年人力調查

QUESTIONNAIRE

調查表

(PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE)

(填表前, 請參閱附註)

For Official Use Only:								
此欄毋須填寫								
Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire	Business
<input style="width: 20px; height: 20px;" type="text"/> 1	<input style="width: 20px; height: 20px;" type="text"/> 4 <input style="width: 20px; height: 20px;" type="text"/> 3	<input style="width: 40px; height: 20px;" type="text"/> 4 5 6 7 8 9	<input style="width: 40px; height: 20px;" type="text"/> 10 11 12 13 14 15	<input style="width: 20px; height: 20px;" type="text"/> 16 17	<input style="width: 20px; height: 20px;" type="text"/> 18 19	<input style="width: 20px; height: 20px;" type="text"/> 20 21 22	<input style="width: 40px; height: 20px;" type="text"/> 23 24 25 26 27	<input style="width: 20px; height: 20px;" type="text"/> 28

NAME OF COMPANY: _____
公司名稱

ADDRESS: _____
地址

Total Number of Employees: _____
僱員總數

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

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO.: _____ - _____
電話

FAX NO.: _____
圖文傳真

E-mail : _____
電郵

Questionnaire - 2014 Manpower Survey of the Tourism Industry
旅遊業二〇一四年人力調查

Part I
第一部份

(A) Jobs 職務			(B) Average Monthly Income Code as at 15.8.2014 (Employee's basic monthly salary + Average Monthly Supplementary Benefits) 在2014年8月15日之平均每月收入編號 (底薪 + 平均每月其他津貼收入)	(C) Number of Employees as at 15.8.2014 (Excluding Trainees / Apprentices) 在2014年8月15日之僱員人數 (實習生/學徒除外)	(D) Number of Vacancies as at 15.8.2014 在2014年8月15日之空缺額	(E) Forecast Number of Employees in 12 Months' Time 預計十二個月後之僱員人數	(F) No. of Trainees/Apprentices as at 15.8.2014 在2014年8月15日之實習生/學徒人數	(G) Preferred Education of Employees 僱員宜有教育程度	(H) Average Age Range as at 15.8.2014 (for operative staff only) 在2014年8月15日之僱員平均年齡 (只適用於操作工)	Column "B" / (B)欄 Please enter in this column the appropriate code number showing the average monthly income range for the employee(s). The monthly income should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. 請填寫僱員平均每月收入幅度的編號。「每月收入」包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。		
Title 職稱	Rec. Type 紀錄類型	Code 編號	8 - 10	11 - 12	13 - 16	17 - 19	20 - 23	24 - 26	27	28	Average Monthly Income 平均月薪收入	Code 編號
	2										\$8,000 or below 或以下	01
	2										\$8,001 - \$10,000	02
	2										\$10,001 - \$15,000	03
	2										\$15,001 - \$20,000	04
	2										\$20,001 - \$30,000	05
	2										\$30,001 - \$40,000	06
	2										\$40,001 or above 或以上	07
	2										Column "G" / (G)欄	
	2										Education 教育程度	Code 編號
	2										Bachelor Degree or above 學士學位或以上	1
	2										Higher Diploma/Associate Degree or equivalent 高級文憑/副學士或同等學歷	2
	2										Professional Diploma/ Diploma or equivalent 專業文憑/ 文憑或同等學歷	3
	2										Advanced Certificate/Certificate or equivalent 高級證書/證書或同等學歷	4
	2										Secondary 5 to 7 / Hong Kong Diploma of Secondary Education or equivalent 中五至中七/香港中學文憑或同等學歷	5
	2										Secondary 3 - 4 中三至中四	6
	2										Others 其他	7
	2										Column "H" / (H)欄 (For Operative Staff Only) (只適用於操作工)	
	2										Average Age Range 平均年齡	Code 編號
	2										17 or below 或以下	1
	2										18 - 25	2
	2										26 - 30	3
	2										31 - 35	4
	2										36 - 40	5
	2										41 - 49	6
	2										50 or above 或以上	7
	2											
	2											
	2											
	2											
	2											
	2											
	2											
	2											
	2											
	2											
	2											
	2											

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

Part II 第二部分

For Official Use Only
此欄毋須填寫

Q. 1 Internal Promotion

Est. No. _____

ER No. _____

內部晉升

Please fill in the Number of Internal Promotion in the Past 12 Months (16.8.2013 to 15.8.2014).

請填寫過去十二個月內(16.8.2013 至 15.8.2014)內部晉升的人數。

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

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

8

11

14

Q. 2 Number of New Recruits in the Past 12 Months (16.8.2013 to 15.8.2014).

過去十二個月內(16.8.2013 至 15.8.2014)新招聘的僱員人數。

Managerial/Professional Level
經理/專業人員級

Supervisory/Technical Level
督導/技術員級

Clerical/Operative Level
文員/操作工級

Secretarial/Others Level
秘書/其他職級

15

19

23

27

31

Q. 3 Number of New Recruits Without Tourism Industry Experience and / or No Tourism Training in the Past 12 Months (16.8.2013 to 15.8.2014).

過去十二個月內(16.8.2013 至 15.8.2014)新招聘無旅遊業經驗及/或無接受旅遊業培訓的僱員人數。

Managerial/Professional Level
經理/專業人員級

Supervisory/Technical Level
督導/技術員級

Clerical/Operative Level
文員/操作工級

Secretarial/Others Level
秘書/其他職級

32

36

40

44

48

Q. 4 Number of New Recruits Who are Fresh Graduates of Tourism Programs in the Past 12 Months (16.8.2013 to 15.8.2014).

過去十二個月內(16.8.2013 至 15.8.2014)新招聘的應屆旅遊業培訓課程畢業生人數。

Supervisory/Technical Level
督導/技術員級

Clerical/Operative Level
文員/操作工級

Secretarial/Others Level
秘書/其他職級

49

52

55

58

Q. 5 Did Your Establishment Encounter Any Difficulties in Recruitment of Employees at Various Job Levels in the Past 12 Months (16.8.2013 to 15.8.2014)?

貴機構在過去十二個月內(16.8.2013 至 15.8.2014)在招聘僱員方面有否遇到困難?

Yes (Please go to Q6)
59 有 (請答第 6 題)

No (Please go to Q7)
60 沒有 (請答第 7 題)

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

62

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

遇到招聘困難的原因。(每職級可選一項或以上。)

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

Q. 7 The Total Number of Employees Who Had Left Your Establishment in the Past 12 Months (16.8.2013 to 15.8.2014).

過去十二個月內(16.8.2013 至 15.8.2014)離職的僱員人數。

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

Q. 8 The Expected Number of Employees Who will be Retiring from your Establishment in the coming 12 Months (15.8.2014 to 14.8.2015).

貴機構預計在未來十二個月內(15.8.2014 至 14.8.2015)退休的僱員人數。

Managerial/ Professional Level 經理/ 專業人員級	Supervisory/ Technical Level 督導/ 技術員級	Clerical/ Operative Level 文員/ 操作工級	Secretarial/ Others Level 秘書/ 其他職級	
<input type="text" value="104"/>	<input type="text" value="108"/>	<input type="text" value="112"/>	<input type="text" value="116"/>	<input type="text" value="120"/>

Q. 9 Preferred Years of Tourism Industry Experience Before Occupying the Post (Please tick "✓").

僱員擔任現職前宜有從事旅遊業工作的年數(請"✓")。

	No experience 無經驗	Less than 1 year 1年以下	1 year - less than 3 years 1年至3年以下	3 years - less than 6 years 3年至6年以下	6 years - less than 10 years 6年至10年以下	10 years or above 10年或以上	
Managerial/Professional Level 經理/專業人員級	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="127"/>
Supervisory/Technical Level 督導/技術員級	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="134"/>
Clerical/Operative Level 文員/操作工級	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="141"/>
Secretarial/Others Level 秘書/其他職級	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="148"/>

Q. 10 Average Man-day Spent on Internal Training in the Past 12 Months (16.8.2013 to 15.8.2014) (Please tick "✓").

過去十二個月內(16.8.2013 至 15.8.2014)用於內部培訓的每人平均訓練日數(請"✓")。

	Nil 無	Less than 5 days 5日以下	5 days - less than 10 days 5日至 10日以下	10 days - less than 15 days 10日至 15日以下	15 days - less than 20 days 15日至 20日以下	20 days - less than 1 month 20日至 一個月以下	1 month or above 一個月 或以上	
Managerial/Professional Level 經理/專業人員級	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="156"/>
Supervisory/Technical Level 督導/技術員級	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="164"/>
Clerical/Operative Level 文員/操作工級	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="172"/>
Secretarial/Others Level 秘書/其他職級	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="180"/>

Q. 11 Priority Accorded to Mode of Training for Employees (Priority 1, 2, 3. 1 is very suitable).

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

	Part-time Day Release 日間調訓班	Evening 夜間班	Seminar/Workshop 研討會/研習班
Managerial/Professional Level 經理/專業人員級	<input type="text" value="181"/>	<input type="text" value="182"/>	<input type="text" value="183"/>
Supervisory/Technical Level 督導/技術員級	<input type="text" value="184"/>	<input type="text" value="185"/>	<input type="text" value="186"/>
Clerical/Operative Level 文員/操作工級	<input type="text" value="187"/>	<input type="text" value="188"/>	<input type="text" value="189"/>
Secretarial/Others Level 秘書/其他職級	<input type="text" value="190"/>	<input type="text" value="191"/>	<input type="text" value="192"/>

Q.12 Preferred Competency

僱員宜有技能

Please Fill in the Number of Persons Who Had Been Provided With the Following Training in the Past 12 Months (16.8.2013 to 15.8.2014).
請填上過去十二個月內(16.8.2013 至 15.8.2014)獲提供以下培訓的人數。

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

	Managerial/ Professional Level 經理／專業人員級	Supervisory/ Technical Level 督導／技術員級	Clerical/ Operative Level 文員／操作工級	Secretarial/ Others Level 秘書／其他職級	
A. Managerial Skills 管理技巧					
101 Business and Financial Strategy Planning, Implementation and Evaluation 業務及財務策略計劃、推行及檢討	193	196	199	202	
102 Human Resources Management 人力資源管理	205	208	211	214	
103 Sales and Marketing Strategy Planning, Implementation and Evaluation 行銷及市場策略計劃、推行及檢討	217	220	223	226	
104 Supervisory Techniques, Leadership Skills 督導管理、領導技巧	229	232	235	238	
105 Risk Management 風險管理	241	244	247	250	
106 Others (please specify) _____ 其他(請說明)	253	256	259	262	
B. Professional Skills 專業技能					
201 Airline and Airport Operations 航空公司及機場營運	265	268	271	274	
202 Airline Catering 航空膳食	277	280	283	286	
203 Ticketing and Reservation System 票務及預訂系統	289	292	295	298	
204 Travel Insurance Knowledge 旅遊保險知識	301	304	307	310	
205 Others (please specify) _____ 其他(請說明)	313	316	319	322	
C. Generic Skills 通用技巧					
301 Service Attitude/Customer Service 服務態度／顧客服務	325	328	331	334	
302 Communication 溝通	337	340	343	346	
303 Problem Solving 解決疑難	349	352	355	358	
304 Others (please specify) _____ 其他(請說明)	361	364	367	370	
D. Languages 語言					
401 Putonghua 普通話	373	376	379	382	
402 English 英語	385	388	391	394	
403 Others (please specify) _____ 其他(請說明)	397	400	403	406	
For Official Use Only 此欄毋須填寫	409	412	415	418	421

Q. 13 The Expected Overall Changes in the Number of Persons in the Training Plan of Your Establishment for the Coming 12 Months (15.8.2014 to 14.8.2015).

For Official Use Only
此欄毋須填寫

貴機構預計在未來十二個月內(15.8.2014 至 14.8.2015)的訓練計劃之人數變動。

Skill Sets 技能類別	Managerial/ Professional Level 經理/ 專業人員級		Supervisory/ Technical Level 督導/ 技術員級		Clerical Operative Level 文員/ 操作工級		Secretarial/ Others Level 秘書/ 其他職級	
	(+/-)	Persons 人數	(+/-)	Persons 人數	(+/-)	Persons 人數	(+/-)	Persons 人數
(I) Managerial Skills 管理技巧		422		426		430		434
(II) Professional Skills 專業技能		438		442		446		450
(III) Generic Skills 通用技巧		454		458		462		466
(IV) Languages 語言		470		474		478		482
								486

問卷完 (End of questionnaire)

The 2014 Manpower Survey of the Tourism Industry
旅遊業二〇一四年人力調查

Explanatory Notes
附註

Part I
第一部份

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

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

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

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

3. Column 'B' – Average Monthly Income Code

(B) 欄 — 平均每月收入編號

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

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

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

4. Column 'C' - Number of Employees (Excluding Trainees/Apprentices) as at 15.8.2014

(C) 欄 — 在 2014 年 8 月 15 日之僱員人數(實習生/學徒除外)

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

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

5. Column 'D' - Number of Vacancies as at 15.8.2014

(D) 欄 — 在 2014 年 8 月 15 日之空缺額

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

「現有空缺額」指在調查期間該職位仍懸空，需立刻填補而現正積極招聘人員填補。

6. Column 'E' - Forecast Number of Employees in 12 Months' Time

(E) 欄 — 預計十二個月後之僱員人數

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

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

7. Column 'F' – No. of Trainees/Apprentices as at 15.8.2014

(F) 欄 — 在 2014 年 8 月 15 日之實習生／學徒人數

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

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

8. Column 'G' - Preferred Education of Employees

(G) 欄 — 僱員宜有教育程度

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

請按下列編號將僱主認為僱員宜有教育程度填入 (G) 欄內。

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

9. Column 'H' – Staff's Average Age Range as at 15.8.2014 (for operative staff only)
(H) 欄 — 在 2014 年 8 月 15 日受僱僱員之平均年齡 (只適用於操作工)

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

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

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

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

*備註： 若從事同類工作的有關僱員超過一名，請以下列算式取其加權平均數值：

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

Part II
第二部份

1. Internal Promotion
內部晉升

An internal promotion is the promotion of an employee to a higher level job by virtue of his performance or abilities. Please fill in the number of internal promotion from “Supervisory / Technical Level to Managerial / Professional Level”, and from “Clerical / Operative Level to Supervisory / Technical Level” in the past 12 months (16.8.2013 to 15.8.2014) in the respective columns.

內部晉升是指僱員因工作表現良好或具所需才能而獲提升至較高職位。請於所屬欄內填寫過去十二個月內 (16.8.2013 至 15.8.2014) 機構內部由督導／技術員級晉升為經理／專業人員級，以及由文員／操作工晉升至督導／技術員級的人數。

2. Number of New Recruits in the Past 12 Months (16.8.2013 to 15.8.2014)
過去十二個月內 (16.8.2013 至 15.8.2014) 新招聘的僱員人數

The number of new recruits in the past 12 months (16.8.2013 to 15.8.2014) refers to the number of employees you hired in the past 12 months (16.8.2013 to 15.8.2014).

請在本部份回答在過去十二個月內 (16.8.2013 至 15.8.2014) 貴機構新招聘的僱員人數。

3. Number of New Recruits Without Tourism Industry Experience and/or No Tourism Training in the Past 12 Months (16.8.2013 to 15.8.2014)
過去十二個月內 (16.8.2013 至 15.8.2014) 新招聘無旅遊業經驗及／或無接受旅遊業培訓的僱員人數

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

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

4. Number of New Recruits who are Fresh Graduates of Tourism Programs in the Past 12 Months (16.8.2013 to 15.8.2014)
過去十二個月內 (16.8.2013 至 15.8.2014) 新招聘的應屆旅遊業培訓課程畢業生人數

‘New Recruits who are Fresh Graduates of Tourism Programs in the Past 12 Months (16.8.2013 to 15.8.2014)’ refers to the employees joining your establishment who are fresh graduates of Tourism programs.

過去十二個月內 (16.8.2013 至 15.8.2014) 「新招聘的應屆旅遊業培訓課程畢業生」指加入貴機構之應屆旅遊業培訓課程畢業生。

5. Whether Encounter Any Difficulties in Recruitment of Employees at Various Job Levels in the Past 12 Months (16.8.2013 to 15.8.2014)

在過去十二個月內 (16.8.2013 至 15.8.2014) 在招聘僱員方面有否遇到困難

Please state whether your establishment encountered any difficulties in recruiting employees at various job levels in the past 12 months (16.8.2013 to 15.8.2014). If yes, please go to question 6; if not or no recruitment/nor tried to recruit, please go to question 7.

請填報在過去十二個月內 (16.8.2013 至 15.8.2014) 貴機構在招聘各級僱員有否遇到困難。如有，請回答第六題；如沒有遇到困難，或未有／未有嘗試招聘，請回答第七題。

6. Possible Reasons for Encountering Recruitment Difficulties

遇到招聘困難的原因

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

請選擇遇到招聘困難的原因，每職級可選一項或以上。

7. The Total Number of Employees Who Had Left your Establishment in the Past 12 Months (16.8.2013 to 15.8.2014)

過去十二個月內 (16.8.2013 至 15.8.2014) 離職的僱員人數

Please fill in the number of different levels of employees who left employment with your establishment in the past 12 months (16.8.2013 to 15.8.2014).

請填報過去十二個月內 (16.8.2013 至 15.8.2014) 貴機構離職的各級僱員人數。

8. The Expected Number of Employees Who will be Retiring from the Establishment in the Coming 12 Months (15.8.2014 to 14.8.2015)

貴機構預計在未來 12 個月內 (15.8.2014 至 14.8.2015) 退休的僱員人數

Please provide the estimated number of different levels of employees who will be retiring in coming 12 months (15.8.2014 to 14.8.2015).

請提供預計未來十二個月內 (15.8.2014 至 14.8.2015) 貴機構退休的各級僱員人數。

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

僱員擔任現職前宜有從事旅遊業工作的年數

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

請按照僱主欲各職級僱員擔任現職前，其宜有從事旅遊業工作的年數。

10. Average Man-day Spent on Internal Training in the Past 12 Months (16.8.2013 to 15.8.2014)

過去十二個月內 (16.8.2013 至 15.8.2014) 用於內部訓練的平均日數

Please enter the average number of man-day spent on formal organized on-the-job or in-house training and attachment programme for the number of employee(s) who had received such training in the past 12 months (16.8.2013 to 15.8.2014).

按其內部訓練的平均日數，請填寫於在過去十二個月內 (16.8.2013 至 15.8.2014)，曾經接受正式有系統的在職訓練或內部訓練的僱員人數。

Total No. of Man-Days Spent 總訓練日數

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

11. Priority Accorded to Mode of Training Courses for Employees

僱主認為僱員宜有訓練方式之優先次序

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

請按優先次序，填寫貴機構認為適合僱員的訓練方式。

(1：十分適合至 3：未盡適合)

12. Preferred Competency

僱員宜有技能

Please provide the number of different levels of employees who had been provided training as listed in the past 12 months (16.8.2013 to 15.8.2014).

請提供過去十二個月內 (16.8.2013 至 15.8.2014) 獲提供所列培訓課程的各級僱員人數。

13. The Expected Overall Changes in the Number of Persons in the Training Plan of Your Establishment for the Coming 12 Months (15.8.2014 to 14.8.2015)

貴機構預計在未來十二個月內 (15.8.2014 至 14.8.2015) 的訓練計劃之人數變動

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

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

2014 Manpower Survey of the
Tourism Industry

Job Descriptions for Airline Jobs
in the Tourism Industry

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

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

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

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

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

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

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

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

旅遊業二〇一四年人力調查

航空界別主要職務的工作說明

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

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

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

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

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

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

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

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

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

2014 Manpower Survey of the Tourism Industry

Job Code List for Airline Jobs
in the Tourism Industry

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

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

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

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

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

旅遊業二〇一四年人力調查
航空界別的職務編號表

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

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

編號文員／操作工級

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

編號秘書／其他職級

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

Headquarters Division 2 總辦事處二科
6/F, 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong
香港新界青衣島青衣路 20A 號 6 樓
www.vtc.edu.hk

Telephone No. 電話 3907 6820
Our Reference 本局檔號 (26) in HO/1/2 (2014) (T)

Facsimile No. 傳真 2574 3759
Your Reference 來函檔號



21st August 2014

Dear Sir/Madam,

2014 Manpower Survey of the Tourism Industry

On behalf of the Vocational Training Council, I am writing to solicit your kind cooperation in the 2014 Manpower Survey of the Tourism Industry to be conducted by the Hotel, Catering and Tourism Training Board. The Training Board is a statutory body appointed by the Government responsible for matters pertaining to manpower training in the tourism industry.

The purpose of the survey is to assess the latest manpower situation and training needs so as to enable the Training Board to formulate appropriate training plans for the Hong Kong tourism industry. The survey will be conducted from 28th August to 26th September 2014. A reference day is given as 15th August 2014. Your support in supplying the information would be much appreciated.

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

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

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

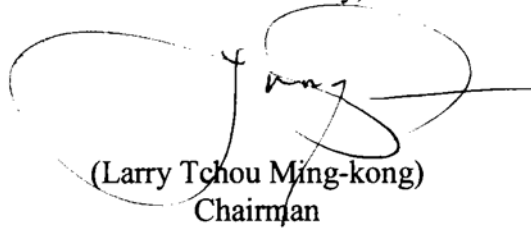
The findings of the survey together with the training measures recommended by the Hotel, Catering and Tourism Training Board will be presented in a report published by the Training Board.

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

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

Thank you for your valuable support.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Larry Tchou Ming-kong', is written over a large, faint circular watermark or stamp.

(Larry Tchou Ming-kong)
Chairman

Hotel, Catering and Tourism Training Board

Headquarters Division 2 總辦事處二科
6/F, 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong
香港新界青衣島青衣路 20A 號 6 樓
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Facsimile No. 傳真 2574 3759
Your Reference 來函檔號



執事先生/女士：

旅遊業二〇一四年人力調查

職業訓練局屬下酒店業、飲食業及旅遊業訓練委員會將進行旅遊業二〇一四年人力調查，本人謹代表職訓局懇請惠予合作，提供協助。本委員會是政府委任的法定組織，負責旅遊業的人力訓練事宜。

為評估本港旅遊業最新的人力情況及訓練需要，以便制訂合適的訓練計劃，本委員會將於二〇一四年八月二十八日至九月二十六日期間進行人力調查，調查參考日期定為二〇一四年八月十五日。

現隨函附上中英文對照文件，以供參閱填寫：

1. 調查表；
2. 調查表附註；及
3. 主要職務工作說明。

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

是次調查結果及有關訓練計劃建議，將載於本訓練委員會日後出版的報告。

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

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

承蒙協助，先此致謝。



酒店業、飲食業及旅遊業
訓練委員會主席
朱民康

二〇一四年八月二十一日

THE 2014 MANPOWER SURVEY OF THE TOURISM INDUSTRY

旅遊業二〇一四年人力調查

QUESTIONNAIRE

調查表

(PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE)

(填表前, 請參閱附註)

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

NAME OF COMPANY: _____
公司名稱

ADDRESS: _____
地址

Total Number of Employees: _____
僱員總數

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

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO.: _____ - _____
電話

FAX NO.: _____
圖文傳真

E-mail : _____
電郵

Questionnaire - 2014 Manpower Survey of the Tourism Industry
 旅遊業二〇一四年人力調查

Part I
第一部份

(A) Jobs 職務			(B) Average Monthly Income Code as at 15.8.2014 (Employee's basic monthly salary + Average Monthly Supplementary Benefits) 在2014年8月15日之平均每月收入編號 (底薪 + 平均每月其他津貼收入)	(C) Number of Employees as at 15.8.2014 (Excluding Trainees / Apprentices) 在2014年8月15日之僱員人數 (實習生/學徒除外)	(D) Number of Vacancies as at 15.8.2014 在2014年8月15日之空缺額	(E) Forecast Number of Employees in 12 Months' Time 預計十二個月後之僱員人數	(F) No. of Trainees/ Apprentices as at 15.8.2014 在2014年8月15日之實習生/學徒人數	(G) Preferred Education of Employees 僱員宜有教育程度	(H) Average Age Range as at 15.8.2014 (for operative staff only) 在2014年8月15日之僱員平均年齡 (只適用於操作工)	Column "B" / (B)欄 Please enter in this column the appropriate code number showing the average monthly income range for the employee(s). The monthly income should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. 請填寫僱員平均每月收入幅度的編號。「每月收入」包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。		
Title 職稱	Rec. Type 紀錄類型	Code 編號	8 - 10	11 - 12	13 - 16	17 - 19	20 - 23	24 - 26	27	28	Average Monthly Income 平均月薪收入	Code 編號
	2										\$8,000 or below 或以下	01
	2										\$8,001 - \$10,000	02
	2										\$10,001 - \$15,000	03
	2										\$15,001 - \$20,000	04
	2										\$20,001 - \$30,000	05
	2										\$30,001 - \$40,000	06
	2										\$40,001 or above 或以上	07
	2										Column "G" / (G)欄	
	2										Education 教育程度	Code 編號
	2										Bachelor Degree or above 學士學位或以上	1
	2										Higher Diploma/Associate Degree or equivalent 高級文憑/副學士或同等學歷	2
	2										Professional Diploma/ Diploma or equivalent 專業文憑/ 文憑或同等學歷	3
	2										Advanced Certificate/Certificate or equivalent 高級證書/證書或同等學歷	4
	2										Secondary 5 to 7 / Hong Kong Diploma of Secondary Education or equivalent 中五至中七/香港中學文憑或同等學歷	5
	2										Secondary 3 - 4 中三至中四	6
	2										Others 其他	7
	2										Column "H" / (H)欄 (For Operative Staff Only) (只適用於操作工)	
	2										Average Age Range 平均年齡	Code 編號
	2										17 or below 或以下	1
	2										18 - 25	2
	2										26 - 30	3
	2										31 - 35	4
	2										36 - 40	5
	2										41 - 49	6
	2										50 or above 或以上	7

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

Q. 1 Internal Promotion

內部晉升

Please fill in the Number of Internal Promotion in the Past 12 Months (16.8.2013 to 15.8.2014).

請填寫過去十二個月內(16.8.2013 至 15.8.2014)，內部晉升的人數。

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

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

8

11

14

Est. No. _____

ER No. _____

Q. 2 Number of New Recruits in the Past 12 Months (16.8.2013 to 15.8.2014).

過去十二個月內(16.8.2013 至 15.8.2014)新招聘的僱員人數。

Managerial/
Professional Level
經理/
專業人員級

Supervisory/
Technical Level
督導/
技術員級

Clerical/
Operative Level
文員/
操作工級

Secretarial/
Others Level
秘書/
其他職級

15

19

23

27

31

Q. 3 Number of New Recruits Without Tourism Industry Experience and / or No Tourism Training in the Past 12 Months (16.8.2013 to 15.8.2014).

過去十二個月內(16.8.2013 至 15.8.2014)新招聘無旅遊業經驗及/或無接受旅遊業培訓的僱員人數。

Managerial/
Professional Level
經理/
專業人員級

Supervisory/
Technical Level
督導/
技術員級

Clerical/
Operative Level
文員/
操作工級

Secretarial/
Others Level
秘書/
其他職級

32

36

40

44

48

Q. 4 Number of New Recruits Who are Fresh Graduates of Tourism Programs in the Past 12 Months (16.8.2013 to 15.8.2014).

過去十二個月內(16.8.2013 至 15.8.2014)新招聘的應屆旅遊業培訓課程畢業生人數。

Supervisory/
Technical Level
督導/
技術員級

Clerical/
Operative Level
文員/
操作工級

Secretarial/
Others Level
秘書/
其他職級

49

52

55

58

Q. 5 Did Your Establishment Encounter Any Difficulties in Recruitment of Employees at Various Job Levels in the Past 12 Months (16.8.2013 to 15.8.2014)?

貴機構在過去十二個月內(16.8.2013 至 15.8.2014)在招聘僱員方面有否遇到困難?

Yes (Please go to Q6)
59 有 (請答第 6 題)

No (Please go to Q7)
60 沒有 (請答第 7 題)

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

62

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

遇到招聘困難的原因。(每職級可選一項或以上。)

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

Q. 7 The Total Number of Employees Who Had Left Your Establishment in the Past 12 Months (16.8.2013 to 15.8.2014).

過去十二個月內(16.8.2013 至 15.8.2014)離職的僱員人數。

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

Q. 8 The Expected Number of Employees Who will be Retiring from your Establishment in the coming 12 Months (15.8.2014 to 14.8.2015).

貴機構預計在未來十二個月內(15.8.2014 至 14.8.2015)退休的僱員人數。

Managerial/ Professional Level 經理/ 專業人員級	Supervisory/ Technical Level 督導/ 技術員級	Clerical/ Operative Level 文員/ 操作工級	Secretarial/ Others Level 秘書/ 其他職級	
<input type="text" value="104"/>	<input type="text" value="108"/>	<input type="text" value="112"/>	<input type="text" value="116"/>	<input type="text" value="120"/>

Q. 9 Preferred Years of Tourism Industry Experience Before Occupying the Post (Please tick "✓").

僱員擔任現職前宜有從事旅遊業工作的年數(請"✓")。

	No experience 無經驗	Less than 1 year 1年以下	1 year - less than 3 years 1年至3年以下	3 years - less than 6 years 3年至6年以下	6 years - less than 10 years 6年至10年以下	10 years or above 10年或以上	
Managerial/Professional Level 經理/專業人員級	<input type="text" value="121"/>	<input type="text" value="122"/>	<input type="text" value="123"/>	<input type="text" value="124"/>	<input type="text" value="125"/>	<input type="text" value="126"/>	<input type="text" value="127"/>
Supervisory/Technical Level 督導/技術員級	<input type="text" value="128"/>	<input type="text" value="129"/>	<input type="text" value="130"/>	<input type="text" value="131"/>	<input type="text" value="132"/>	<input type="text" value="133"/>	<input type="text" value="134"/>
Clerical/Operative Level 文員/操作工級	<input type="text" value="135"/>	<input type="text" value="136"/>	<input type="text" value="137"/>	<input type="text" value="138"/>	<input type="text" value="139"/>	<input type="text" value="140"/>	<input type="text" value="141"/>
Secretarial/Others Level 秘書/其他職級	<input type="text" value="142"/>	<input type="text" value="143"/>	<input type="text" value="144"/>	<input type="text" value="145"/>	<input type="text" value="146"/>	<input type="text" value="147"/>	<input type="text" value="148"/>

Q. 10 Average Man-day Spent on Internal Training in the Past 12 Months (16.8.2013 to 15.8.2014) (Please tick "✓").

過去十二個月內(16.8.2013 至 15.8.2014)用於內部培訓的每人平均訓練日數(請"✓")。

	Nil 無	Less than 5 days 5日以下	5 days - less than 10 days 5日至 10日以下	10 days - less than 15 days 10日至 15日以下	15 days - less than 20 days 15日至 20日以下	20 days - less than 1 month 20日至 一個月以下	1 month or above 一個月 或以上	
Managerial/Professional Level 經理/專業人員級	<input type="text" value="149"/>	<input type="text" value="150"/>	<input type="text" value="151"/>	<input type="text" value="152"/>	<input type="text" value="153"/>	<input type="text" value="154"/>	<input type="text" value="155"/>	<input type="text" value="156"/>
Supervisory/Technical Level 督導/技術員級	<input type="text" value="157"/>	<input type="text" value="158"/>	<input type="text" value="159"/>	<input type="text" value="160"/>	<input type="text" value="161"/>	<input type="text" value="162"/>	<input type="text" value="163"/>	<input type="text" value="164"/>
Clerical/Operative Level 文員/操作工級	<input type="text" value="165"/>	<input type="text" value="166"/>	<input type="text" value="167"/>	<input type="text" value="168"/>	<input type="text" value="169"/>	<input type="text" value="170"/>	<input type="text" value="171"/>	<input type="text" value="172"/>
Secretarial/Others Level 秘書/其他職級	<input type="text" value="173"/>	<input type="text" value="174"/>	<input type="text" value="175"/>	<input type="text" value="176"/>	<input type="text" value="177"/>	<input type="text" value="178"/>	<input type="text" value="179"/>	<input type="text" value="180"/>

Q. 11 Priority Accorded to Mode of Training for Employees (Priority 1, 2, 3. 1 is very suitable).

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

	Part-time Day Release 日間調訓班	Evening 夜間班	Seminar/Workshop 研討會/研習班
Managerial/Professional Level 經理/專業人員級	<input type="text" value="181"/>	<input type="text" value="182"/>	<input type="text" value="183"/>
Supervisory/Technical Level 督導/技術員級	<input type="text" value="184"/>	<input type="text" value="185"/>	<input type="text" value="186"/>
Clerical/Operative Level 文員/操作工級	<input type="text" value="187"/>	<input type="text" value="188"/>	<input type="text" value="189"/>
Secretarial/Others Level 秘書/其他職級	<input type="text" value="190"/>	<input type="text" value="191"/>	<input type="text" value="192"/>

Q.12 Preferred Competency

僱員宜有技能

Please Fill in the Number of Persons Who Had Been Provided With the Following Training in the Past 12 Months (16.8.2013 to 15.8.2014).
請填上過去十二個月內(16.8.2013 至 15.8.2014)獲提供以下培訓的人數。

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

	Managerial/ Professional Level 經理／專業人員級	Supervisory/ Technical Level 督導／技術員級	Clerical/ Operative Level 文員／操作工級	Secretarial/ Others Level 秘書／其他職級
A. Managerial Skills				
管理技巧				
101 Business and Financial Strategy Planning, Implementation and Evaluation 業務及財務策略計劃、推行及檢討	193	196	199	202
102 Human Resources Management 人力資源管理	205	208	211	214
103 Sales and Marketing Strategy Planning, Implementation and Evaluation 行銷及市場策略計劃、推行及檢討	217	220	223	226
104 Supervisory Techniques, Leadership Skills 督導管理、領導技巧	229	232	235	238
105 Risk Management 風險管理	241	244	247	250
106 Others (please specify) _____ 其他(請說明)	253	256	259	262
B. Professional Skills				
專業技能				
201 Tour-guiding 導遊	265	268	271	274
202 Tour-escorting 領隊	277	280	283	286
203 Convention and Exhibition Management 會議及展覽管理	289	292	295	298
204 Travel Consultant 旅遊顧問	301	304	307	310
205 Ticketing and Reservation System 票務及預訂系統	313	316	319	322
206 Travel Insurance Knowledge 旅遊保險知識	325	328	331	334
207 Cruise Consultant 郵輪顧問	337	340	343	346
208 Others (please specify) _____ 其他(請說明)	349	352	355	358
C. Generic Skills				
通用技巧				
301 Service Attitude/Customer Service 服務態度／顧客服務	361	364	367	370
302 Communication 溝通	373	376	379	382
303 Problem Solving 解決疑難	385	388	391	394
304 Others (please specify) _____ 其他(請說明)	397	400	403	406
D. Languages				
語言				
401 Putonghua 普通話	409	412	415	418
402 English 英語	421	424	427	430
403 Others (please specify) _____ 其他(請說明)	433	436	439	442
For Official Use Only 此欄毋須填寫	445	448	451	454
				457

Q. 13 The Expected Overall Changes in the Number of Persons in the Training Plan of Your Establishment for the Coming 12 Months (15.8.2014 to 14.8.2015).

貴機構預計在未來十二個月內(15.8.2014 至 14.8.2015)的訓練計劃之人數變動。

Skill Sets 技能類別	Managerial/ Professional Level 經理/ 專業人員級		Supervisory/ Technical Level 督導/ 技術員級		Clerical Operative Level 文員/ 操作工級		Secretarial/ Others Level 秘書/ 其他職級		
	(+/-)	Persons 人數	(+/-)	Persons 人數	(+/-)	Persons 人數	(+/-)	Persons 人數	
(I) Managerial Skills 管理技巧		458		462		466		470	
(II) Professional Skills 專業技能		474		478		482		486	
(III) Generic Skills 通用技巧		490		494		498		502	
(IV) Languages 語言		506		510		514		518	522

Q. 14 No. of Tourist Guides/Tour Escorts in the Past 12 Months (16.8.2013 to 15.8.2014).

過去十二個月內(16.8.2013 至 15.8.2014)導遊/領隊的僱員人數。

	<u>Inbound (Tourist Guides)</u> 入境旅遊(導遊)	<u>Outbound (Tour Escorts)</u> 出境旅遊(領隊)	
Number of in-house full-time tourist guides/tour escorts as at 15.8.2014 2014年8月15日在機構內全職導遊/領隊人數	523	527	531 532
Number of freelance/part-time tourist guides/tour escorts in the months with the most business 最旺的月份特約/兼職導遊/領隊人數	533	537	541 542

Q. 15 Months of High Season in the Past 12 Months (16.8.2013 to 15.8.2014).

過去十二個月(16.8.2013 至 15.8.2014)旺季的月份。

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

	Aug 8月	Sep 9月	Oct 10月	Nov 11月	Dec 12月	Jan 1月	Feb 2月	Mar 3月	Apr 4月	May 5月	Jun 6月	Jul 7月	
Inbound (入境旅遊)	543	544	545	546	547	548	549	550	551	552	553	554	555
Outbound (出境旅遊)	556	557	558	559	560	561	562	563	564	565	566	567	568

問卷完 (End of questionnaire)

The 2014 Manpower Survey of the Tourism Industry
旅遊業二〇一四年人力調查

Explanatory Notes
附註

Part I
第一部份

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

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

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

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

3. Column 'B' – Average Monthly Income Code

(B) 欄 — 平均每月收入編號

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

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

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

4. Column 'C' - Number of Employees (Excluding Trainees/Apprentices) as at 15.8.2014

(C) 欄 — 在 2014 年 8 月 15 日之僱員人數(實習生/學徒除外)

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

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

5. Column 'D' - Number of Vacancies as at 15.8.2014

(D) 欄 — 在 2014 年 8 月 15 日之空缺額

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

「現有空缺額」指在調查期間該職位仍懸空，需立刻填補而現正積極招聘人員填補。

6. Column 'E' - Forecast Number of Employees in 12 Months' Time

(E) 欄 — 預計十二個月後之僱員人數

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

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

7. Column 'F' – No. of Trainees/Apprentices as at 15.8.2014

(F) 欄 — 在 2014 年 8 月 15 日之實習生／學徒人數

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

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

8. Column 'G' - Preferred Education of Employees

(G) 欄 — 僱員宜有教育程度

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

請按下列編號將僱主認為僱員宜有教育程度填入 (G) 欄內。

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

9. Column 'H' – Staff's Average Age Range as at 15.8.2014 (for operative staff only)
(H) 欄 — 在 2014 年 8 月 15 日受僱僱員之平均年齡 (只適用於操作工)

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

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

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

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

*備註： 若從事同類工作的有關僱員超過一名，請以下列算式取其加權平均數值：

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

Part II
第二部份

1. Internal Promotion
內部晉升

An internal promotion is the promotion of an employee to a higher level job by virtue of his performance or abilities. Please fill in the number of internal promotion from “Supervisory / Technical Level to Managerial / Professional Level”, and from “Clerical / Operative Level to Supervisory / Technical Level” in the past 12 months (16.8.2013 to 15.8.2014) in the respective columns.

內部晉升是指僱員因工作表現良好或具所需才能而獲提升至較高職位。請於所屬欄內填寫過去十二個月內 (16.8.2013 至 15.8.2014) 機構內部由督導／技術員級晉升為經理／專業人員級，以及由文員／操作工晉升至督導／技術員級的人數。

2. Number of New Recruits in the Past 12 Months (16.8.2013 to 15.8.2014)
過去十二個月內 (16.8.2013 至 15.8.2014) 新招聘的僱員人數

The number of new recruits in the past 12 months (16.8.2013 to 15.8.2014) refers to the number of employees you hired in the past 12 months (16.8.2013 to 15.8.2014).

請在本部份回答在過去十二個月內 (16.8.2013 至 15.8.2014) 貴機構新招聘的僱員人數。

3. Number of New Recruits Without Tourism Industry Experience and/or No Tourism Training in the Past 12 Months (16.8.2013 to 15.8.2014)
過去十二個月內 (16.8.2013 至 15.8.2014) 新招聘無旅遊業經驗及／或無接受旅遊業培訓的僱員人數

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

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

4. Number of New Recruits who are Fresh Graduates of Tourism Programs in the Past 12 Months (16.8.2013 to 15.8.2014)
過去十二個月內 (16.8.2013 至 15.8.2014) 新招聘的應屆旅遊業培訓課程畢業生人數

‘New Recruits who are Fresh Graduates of Tourism Programs in the Past 12 Months (16.8.2013 to 15.8.2014)’ refers to the employees joining your establishment who are fresh graduates of Tourism programs.

過去十二個月內 (16.8.2013 至 15.8.2014) 「新招聘的應屆旅遊業培訓課程畢業生」指加入貴機構之應屆旅遊業培訓課程畢業生。

5. Whether Encounter Any Difficulties in Recruitment of Employees at Various Job Levels in the Past 12 Months (16.8.2013 to 15.8.2014)

在過去十二個月內 (16.8.2013 至 15.8.2014) 在招聘僱員方面有否遇到困難

Please state whether your establishment encountered any difficulties in recruiting employees at various job levels in the past 12 months (16.8.2013 to 15.8.2014). If yes, please go to question 6; if not or no recruitment/nor tried to recruit, please go to question 7.

請填報在過去十二個月內 (16.8.2013 至 15.8.2014) 貴機構在招聘各級僱員有否遇到困難。如有，請回答第六題；如沒有遇到困難，或未有／未有嘗試招聘，請回答第七題。

6. Possible Reasons for Encountering Recruitment Difficulties

遇到招聘困難的原因

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

請選擇遇到招聘困難的原因，每職級可選一項或以上。

7. The Total Number of Employees Who Had Left your Establishment in the Past 12 Months (16.8.2013 to 15.8.2014)

過去十二個月內 (16.8.2013 至 15.8.2014) 離職的僱員人數

Please fill in the number of different levels of employees who left employment with your establishment in the past 12 months (16.8.2013 to 15.8.2014).

請填報過去十二個月內 (16.8.2013 至 15.8.2014) 貴機構離職的各級僱員人數。

8. The Expected Number of Employees Who will be Retiring from the Establishment in the Coming 12 Months (15.8.2014 to 14.8.2015)

貴機構預計在未來 12 個月內 (15.8.2014 至 14.8.2015) 退休的僱員人數

Please provide the estimated number of different levels of employees who will be retiring in coming 12 months (15.8.2014 to 14.8.2015).

請提供預計未來十二個月內 (15.8.2014 至 14.8.2015) 貴機構退休的各級僱員人數。

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

僱員擔任現職前宜有從事旅遊業工作的年數

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

請按照僱主欲各職級僱員擔任現職前，其宜有從事旅遊業工作的年數。

10. Average Man-day Spent on Internal Training in the Past 12 Months (16.8.2013 to 15.8.2014)

過去十二個月內 (16.8.2013 至 15.8.2014) 用於內部訓練的平均日數

Please enter the average number of man-day spent on formal organized on-the-job or in-house training and attachment programme for the number of employee(s) who had received such training in the past 12 months (16.8.2013 to 15.8.2014).

按其內部訓練的平均日數，請填寫於在過去十二個月內 (16.8.2013 至 15.8.2014)，曾經接受正式有系統的在職訓練或內部訓練的僱員人數。

Total No. of Man-Days Spent 總訓練日數

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

11. Priority Accorded to Mode of Training Courses for Employees

僱主認為僱員宜有訓練方式之優先次序

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

請按優先次序，填寫貴機構認為適合僱員的訓練方式。

(1：十分適合至 3：未盡適合)

12. Preferred Competency

僱員宜有技能

Please provide the number of different levels of employees who had been provided training as listed in the past 12 months (16.8.2013 to 15.8.2014).

請提供過去十二個月內 (16.8.2013 至 15.8.2014) 獲提供所列培訓課程的各級僱員人數。

13. The Expected Overall Changes in the Number of Persons in the Training Plan of Your Establishment for the Coming 12 Months (15.8.2014 to 14.8.2015)

貴機構預計在未來十二個月內 (15.8.2014 至 14.8.2015) 的訓練計劃之人數變動

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

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

14. Number of Tourist Guides/Tour Escorts in the Past 12 Months (16.8.2013 to 15.8.2014)
過去十二個月內 (16.8.2013 至 15.8.2014) 導遊／領隊的僱員人數

Please fill in the number of in-house full-time inbound and outbound tourist guides/tour escorts as at 15.8.2014. Please also enter the number of inbound and outbound freelance/part-time tourist guides/tour escorts in the past 12 months (16.8.2013 to 15.8.2014) with the most business.

請提供 2014 年 8 月 15 日在機構全職入境及出境旅遊導遊／領隊的人數，並提供過去 12 個月內 (16.8.2013 至 15.8.2014) 最旺月份入境及出境旅遊特約／兼職導遊／領隊人數。

15. Months of High Season in the Past 12 Months (16.8.2013 to 15.8.2014)
過去十二個月內(16.8.2013 至 15.8.2014)旺季的月份

Please put a tick in the appropriate box for the months of high season for inbound and outbound in your establishment in the past 12 months (16.8.2013 to 15.8.2014).

請填報貴機構過去十二個月內 (16.8.2013 至 15.8.2014) 入境及出境旅遊旺季的月份，並在適當空格內加上“✓”號。

2014 Manpower Survey of the
Tourism Industry

Job Descriptions for Travel Agent Jobs
in the Tourism Industry

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

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

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

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

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

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

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

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

旅遊業二〇一四年人力調查

旅行社界別主要職務的工作說明

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

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

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

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

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

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

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

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

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

2014 Manpower Survey on the Tourism Industry

Job Code List for Travel Agent Jobs
in the Tourism Industry

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

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

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

Job Code

Clerical / Operative Level (continued)

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

Job Code

Secretarial / Others Level

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

旅遊業二〇一四年人力調查
旅行社界別的職務編號表

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

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

編號

文員／操作工級

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

編號

秘書／其他職級

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

APPENDIX 6
STATISTICAL
TABLES
(TABLES 1 – 20)

附錄 6
統計表
(表 1 – 20)

TOURISM INDUSTRY : OVERALL

TABLE 1 : NUMBER EMPLOYED AND FORECAST

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL		
Administration Manager/Office Manager	81	83
Director of Personnel and Training/ Director of Human Resources	11	10
Director of Public Relations/ Public Relations Manager	18	18
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	184	186
Executive Director/General Manager/ Proprietor/Partner/Managing Director	551	555
Financial Controller/Accountant	181	181
Manager/Operations Manager/Area Manager	632	637
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	200	208
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	101	102
Reservations Manager	113	113

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL (Continued)		
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	516	521
Ticketing Manager	251	251
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	47	47
Others	775	775
Sub-total	3661	3687
SUPERVISORY / TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	432	459
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	544	550
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	878	892
EDP Supervisor/Officer/ System Analyst	200	202
Operation Supervisor/Officer/ Tour Supervisor/Officer	1012	1014

Job Title	Number Employed	12 Month Forecast of Number Employed
SUPERVISORY / TECHNICAL LEVEL (Continued)		
Personnel/Training Officer	155	156
Planning Supervisor/Officer	25	29
Reservations Supervisor/Officer	265	278
Sales Supervisor/Officer	414	421
Ticketing Supervisor/Officer	969	984
Analyst	62	63
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	70	70
Others	832	835
Sub-total	5858	5953
CLERICAL / OPERATIVE LEVEL		
Accounting Clerk/General Cashier	1166	1194
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	952	975
Reservations Agent	468	481
Sales Representative/Marketing Executive	963	989
Statistical Clerk/Operation Clerk	1	1
Cabin Attendant/Crew	11838	11991
Cargo Officer (Passenger Service)	106	109
Ground Hostess/Ground Crew/ Ground Services Staff	1662	1691

Job Title	Number Employed	12 Month Forecast of Number Employed
CLERICAL / OPERATIVE LEVEL (Continued)		
Information Counter Staff/ Customer Services Staff	84	90
Operations Officer/Flight Dispatching Officer	60	65
Planning Officer	12	13
Traffic Officer	29	29
Travel Agency Clerk/Reservation and/or Ticketing Clerk	5416	5648
Visa Clerk	240	240
Sightseeing Guide/Tourist Guide (Inbound)	459	469
Systems Support Operator/ EDP Operator/Computer Operator	175	178
Tour Escort/Escort Guide (Outbound)	1825	1874
Travel Consultant	1900	1999
Cruise Consultant	42	44
Meetings, Incentives, Conventions and Exhibitions Coordinator	109	111
Coach Driver	156	165
Airline Reservation and/or Ticketing Clerk	80	82
Others	514	516
Sub-total	28257	28954
SECRETARIAL / OTHERS LEVERL		
Executive Secretary/Secretary/Typist	182	182

Job Title	Number Employed	12 Month Forecast of Number Employed
SECRETARIAL / OTHERS LEVERL (Continued)		
Office Assistant/Messenger	510	510
Others	151	150
Sub-total	843	842
GRAND TOTAL	38619	39436

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 1.1 : NUMBER EMPLOYED AND FORECAST

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL		
Administration Manager/Office Manager	21	23
Director of Personnel and Training/ Director of Human Resources	7	6
Director of Public Relations/ Public Relations Manager	4	4
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	144	146
Executive Director/General Manager/ Proprietor/Partner/Managing Director	105	109
Financial Controller/Accountant	69	69
Manager/Operations Manager/Area Manager	55	60
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	68	75
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	49	50
Reservations Manager	39	39

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL (Continued)		
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	110	115
Ticketing Manager	3	3
Others	725	725
Sub-total	1399	1424
SUPERVISORY / TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	81	85
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	188	194
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	872	886
EDP Supervisor/Officer/ System Analyst	148	148
Personnel/Training Officer	69	69
Planning Supervisor/Officer	15	19
Reservations Supervisor/Officer	78	78
Sales Supervisor/Officer	64	70

Job Title	Number Employed	12 Month Forecast of Number Employed
SUPERVISORY / TECHNICAL LEVEL (Continued)		
Ticketing Supervisor/Officer	30	32
Analyst	51	52
Others	753	756
Sub-total	2349	2389
CLERICAL / OPERATIVE LEVEL		
Accounting Clerk/General Cashier	122	122
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	211	211
Reservations Agent	337	348
Sales Representative/Marketing Executive	117	119
Statistical Clerk/Operation Clerk	1	1
Cabin Attendant/Crew	11838	11991
Cargo Officer (Passenger Service)	106	109
Ground Hostess/Ground Crew/ Ground Services Staff	1656	1685
Information Counter Staff/ Customer Services Staff	84	90
Operations Officer/Flight Dispatching Officer	60	65
Planning Officer	12	13
Traffic Officer	29	29
Systems Support Operator/ EDP Operator/Computer Operator	28	28

Job Title	Number Employed	12 Month Forecast of Number Employed
CLERICAL / OPERATIVE LEVEL (Continued)		
Airline Reservation and/or Ticketing Clerk	80	82
Others	376	376
Sub-total	15057	15269
SECRETARIAL / OTHERS LEVEL		
Executive Secretary/Secretary/Typist	94	93
Office Assistant/Messenger	5	4
Others	13	12
Sub-total	112	109
GRAND TOTAL	18917	19191

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 1.2 : NUMBER EMPLOYED AND FORECAST

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL		
Administration Manager/Office Manager	60	60
Director of Personnel and Training/ Director of Human Resources	4	4
Director of Public Relations/ Public Relations Manager	14	14
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	40	40
Executive Director/General Manager/ Proprietor/Partner/Managing Director	446	446
Financial Controller/Accountant	112	112
Manager/Operations Manager/Area Manager	577	577
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	132	133
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	52	52
Reservations Manager	74	74

Job Title	Number Employed	12 Month Forecast of Number Employed
MANAGERIAL / PROFESSIONAL LEVEL (Continued)		
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	406	406
Ticketing Manager	248	248
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	47	47
Others	50	50
Sub-total	2262	2263
SUPERVISORY / TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	351	374
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	356	356
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	6	6
EDP Supervisor/Officer/ System Analyst	52	54
Operation Supervisor/Officer/ Tour Supervisor/Officer	1012	1014

Job Title	Number Employed	12 Month Forecast of Number Employed
SUPERVISORY / TECHNICAL LEVEL (Continued)		
Personnel/Training Officer	86	87
Planning Supervisor/Officer	10	10
Reservations Supervisor/Officer	187	200
Sales Supervisor/Officer	350	351
Ticketing Supervisor/Officer	939	952
Analyst	11	11
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	70	70
Others	79	79
Sub-total	3509	3564
CLERICAL / OPERATIVE LEVEL		
Accounting Clerk/General Cashier	1044	1072
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	741	764
Reservations Agent	131	133
Sales Representative/Marketing Executive	846	870
Ground Hostess/Ground Crew/ Ground Services Staff	6	6
Travel Agency Clerk/Reservation and/or Ticketing Clerk	5416	5648
Visa Clerk	240	240
Sightseeing Guide/Tourist Guide (Inbound)	459	469

Job Title	Number Employed	12 Month Forecast of Number Employed
CLERICAL / OPERATIVE LEVEL (Continued)		
Systems Support Operator/ EDP Operator/Computer Operator	147	150
Tour Escort/Escort Guide (Outbound)	1825	1874
Travel Consultant	1900	1999
Cruise Consultant	42	44
Meetings, Incentives, Conventions and Exhibitions Coordinator	109	111
Coach Driver	156	165
Others	138	140
Sub-total	13200	13685
SECRETARIAL / OTHERS LEVEL		
Executive Secretary/Secretary/Typist	88	89
Office Assistant/Messenger	505	506
Others	138	138
Sub-total	731	733
GRAND TOTAL	19702	20245

TOURISM INDUSTRY : OVERALL

TABLE 2 : NUMBER OF EMPLOYEES, VACANCIES AND TRAINEES

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
MANAGERIAL / PROFESSIONAL LEVEL			
Administration Manager/Office Manager	81	-	-
Director of Personnel and Training/ Director of Human Resources	11	-	-
Director of Public Relations/ Public Relations Manager	18	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	184	1	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	551	1	-
Financial Controller/Accountant	181	-	-
Manager/Operations Manager/Area Manager	632	3	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	200	6	-
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	101	-	-
Reservations Manager	113	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	516	3	-
Ticketing Manager	251	-	-
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	47	-	-
Others	775	-	-
Sub-total	3661	14	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
SUPERVISORY / TECHNICAL LEVEL			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	432	28	-
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	544	3	2
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	878	11	-
EDP Supervisor/Officer/ System Analyst	200	2	-
Operation Supervisor/Officer/ Tour Supervisor/Officer	1012	-	-
Personnel/Training Officer	155	1	-
Planning Supervisor/Officer	25	5	-
Reservations Supervisor/Officer	265	13	-
Sales Supervisor/Officer	414	6	3
Ticketing Supervisor/Officer	969	16	-
Analyst	62	-	-
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	70	-	-
Others	832	-	-
Sub-total	5858	85	5
CLERICAL / OPERATIVE LEVEL			
Accounting Clerk/General Cashier	1166	28	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	952	18	-
Reservations Agent	468	14	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
CLERICAL / OPERATIVE LEVEL (Continued)			
Sales Representative/Marketing Executive	963	26	-
Statistical Clerk/Operation Clerk	1	-	-
Cabin Attendant/Crew	11838	21	-
Cargo Officer (Passenger Service)	106	-	-
Ground Hostess/Ground Crew/ Ground Services Staff	1662	16	13
Information Counter Staff/ Customer Services Staff	84	6	-
Operations Officer/Flight Dispatching Officer	60	3	-
Planning Officer	12	-	1
Traffic Officer	29	-	-
Travel Agency Clerk/Reservation and/or Ticketing Clerk	5416	228	12
Visa Clerk	240	-	-
Sightseeing Guide/Tourist Guide (Inbound)	459	10	-
Systems Support Operator/ EDP Operator/Computer Operator	175	3	-
Tour Escort/Escort Guide (Outbound)	1825	38	-
Travel Consulant	1900	42	31
Cruise Consulant	42	2	-
Meetings, Incentives, Conventions and Exhibitions Coordinator	109	2	-
Coach Driver	156	9	-
Airline Reservation and/or Ticketing Clerk	80	2	-
Others	514	3	-
Sub-total	28257	471	57
SECRETARIAL / OTHERS LEVEL			
Executive Secretary/Secretary/Typist	182	1	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
SECRETARIAL / OTHERS LEVEL (Continued)			
Office Assistant/Messenger	510	1	-
Others	151	-	-
Sub-total	843	2	-
GRAND TOTAL	38619	572	62

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 2.1 : NUMBER OF EMPLOYEES, VACANCIES AND TRAINEES

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
MANAGERIAL / PROFESSIONAL LEVEL			
Administration Manager/Office Manager	21	-	-
Director of Personnel and Training/ Director of Human Resources	7	-	-
Director of Public Relations/ Public Relations Manager	4	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	144	1	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	105	1	-
Financial Controller/Accountant	69	-	-
Manager/Operations Manager/Area Manager	55	3	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	68	5	-
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	49	-	-
Reservations Manager	39	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	110	3	-
Ticketing Manager	3	-	-
Others	725	-	-
Sub-total	1399	13	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
SUPERVISORY / TECHNICAL LEVEL			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	81	4	-
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	188	3	2
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	872	11	-
EDP Supervisor/Officer/ System Analyst	148	-	-
Personnel/Training Officer	69	-	-
Planning Supervisor/Officer	15	5	-
Reservations Supervisor/Officer	78	-	-
Sales Supervisor/Officer	64	6	2
Ticketing Supervisor/Officer	30	3	-
Analyst	51	-	-
Others	753	-	-
Sub-total	2349	32	4
CLERICAL / OPERATIVE LEVEL			
Accounting Clerk/General Cashier	122	-	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	211	-	-
Reservations Agent	337	12	-
Sales Representative/Marketing Executive	117	2	-
Statistical Clerk/Operation Clerk	1	-	-
Cabin Attendant/Crew	11838	21	-
Cargo Officer (Passenger Service)	106	-	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
CLERICAL / OPERATIVE LEVEL (Continued)			
Ground Hostess/Ground Crew/ Ground Services Staff	1656	16	13
Information Counter Staff/ Customer Services Staff	84	6	-
Operations Officer/Flight Dispatching Officer	60	3	-
Planning Officer	12	-	1
Traffic Officer	29	-	-
Systems Support Operator/ EDP Operator/Computer Operator	28	-	-
Airline Reservation and/or Ticketing Clerk	80	2	-
Others	376	-	-
Sub-total	15057	62	14
SECRETARIAL / OTHERS LEVEL			
Executive Secretary/Secretary/Typist	94	-	-
Office Assistant/Messenger	5	-	-
Others	13	-	-
Sub-total	112	-	-
GRAND TOTAL	18917	107	18

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 2.2 : NUMBER OF EMPLOYEES, VACANCIES AND TRAINEES

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
MANAGERIAL / PROFESSIONAL LEVEL			
Administration Manager/Office Manager	60	-	-
Director of Personnel and Training/ Director of Human Resources	4	-	-
Director of Public Relations/ Public Relations Manager	14	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	40	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	446	-	-
Financial Controller/Accountant	112	-	-
Manager/Operations Manager/Area Manager	577	-	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	132	1	-
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	52	-	-
Reservations Manager	74	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	406	-	-
Ticketing Manager	248	-	-
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	47	-	-
Others	50	-	-
Sub-total	2262	1	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
SUPERVISORY / TECHNICAL LEVEL			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	351	24	-
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	356	-	-
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	6	-	-
EDP Supervisor/Officer/ System Analyst	52	2	-
Operation Supervisor/Officer/ Tour Supervisor/Officer	1012	-	-
Personnel/Training Officer	86	1	-
Planning Supervisor/Officer	10	-	-
Reservations Supervisor/Officer	187	13	-
Sales Supervisor/Officer	350	-	1
Ticketing Supervisor/Officer	939	13	-
Analyst	11	-	-
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	70	-	-
Others	79	-	-
Sub-total	3509	53	1
CLERICAL / OPERATIVE LEVEL			
Accounting Clerk/General Cashier	1044	28	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	741	18	-
Reservations Agent	131	2	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
CLERICAL / OPERATIVE LEVEL (Continued)			
Sales Representative/Marketing Executive	846	24	-
Ground Hostess/Ground Crew/ Ground Services Staff	6	-	-
Travel Agency Clerk/Reservation and/or Ticketing Clerk	5416	228	12
Visa Clerk	240	-	-
Sightseeing Guide/Tourist Guide (Inbound)	459	10	-
Systems Support Operator/ EDP Operator/Computer Operator	147	3	-
Tour Escort/Escort Guide (Outbound)	1825	38	-
Travel Consulant	1900	42	31
Cruise Consulant	42	2	-
Meetings, Incentives, Conventions and Exhibitions Coordinator	109	2	-
Coach Driver	156	9	-
Others	138	3	-
Sub-total	13200	409	43
SECRETARIAL / OTHERS LEVEL			
Executive Secretary/Secretary/Typist	88	1	-
Office Assistant/Messenger	505	1	-
Others	138	-	-
Sub-total	731	2	-
GRAND TOTAL	19702	465	44

TOURISM INDUSTRY

TABLE 3 : NUMBER OF INTERNAL PROMOTION

Branch	From Supervisory/Technical to Managerial/Professional	From Clerical/Operative to Supervisory/Technical
Airline Companies	40	152
Travel Agents and Airline Ticket Agents	17	53
Total	57	205

TOURISM INDUSTRY

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

Branch	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	42	82	298	6	428
Travel Agents and Airline Ticket Agents	43	240	1960	28	2271
Total	85	322	2258	34	2699

TOURISM INDUSTRY

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

Branch	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	8	4	14	-	26
Travel Agents and Airline Ticket Agents	3	13	5	-	21
Total	11	17	19	-	47

TOURISM INDUSTRY

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

Branch	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	10	73	325	1	409
Travel Agents and Airline Ticket Agents	35	110	1612	16	1773
Total	45	183	1937	17	2182

TOURISM INDUSTRY

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

Branch	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	-	3	119	-	122
Travel Agents and Airline Ticket Agents	4	-	429	3	436
Total	4	3	548	3	558

TOURISM INDUSTRY

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

Branch	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	15	101	-	116
Travel Agents and Airline Ticket Agents	-	105	-	105
Total	15	206	-	221

TOURISM INDUSTRY : OVERALL

TABLE 9 : NUMBER OF EMPLOYEES BY AVERAGE AGE RANGE

Job Title	Average Age Range (for operative staff only)							Unspecified/ Refusal	Total
	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above			
Cabin Attendant/Crew	835	231	108	10	50	-	10604	11838	
Cargo Officer (Passenger Service)	-	33	2	2	2	-	67	106	
Ground Hostess/Ground Crew/ Ground Services Staff	268	22	29	256	-	-	1087	1662	
Information Counter Staff/ Customer Services Staff	-	11	7	-	-	-	66	84	
Operations Officer/Flight Dispatching Officer	2	17	19	3	-	-	19	60	
Planning Officer	-	2	6	-	4	-	-	12	
Traffic Officer	-	8	6	-	-	-	15	29	
Sightseeing Guide/Tour Guide (Inbound)	-	99	119	114	36	25	66	459	
Systems Support Operator/ EDP Operator/Computer Operator	5	26	54	14	-	-	76	175	
Tour Escort/Escort Guide (Outbound)	10	100	271	130	464	13	837	1825	

Job Title	Average Age Range (for operative staff only)							Unspecified/ Refusal	Total
	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above			
Travel Consultant	75	361	769	231	37	-	427	1900	
Cruise Consultant	-	6	6	-	-	-	30	42	
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	46	40	4	-	-	19	109	
Coach Driver	-	39	8	11	55	18	25	156	
Total	1195	1001	1444	775	648	56	13338	18457	

TOURISM INDUSTRY
SECTOR : AIRLINE COMPANIES

TABLE 9.1 : NUMBER OF EMPLOYEES BY AVERAGE AGE RANGE

Job Title	Average Age Range (for operative staff only)							Unspecified/ Refusal	Total
	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above			
Cabin Attendant/Crew	835	231	108	10	50	-	10604	11838	
Cargo Officer (Passenger Service)	-	33	2	2	2	-	67	106	
Ground Hostess/Ground Crew/ Ground Services Staff	268	16	29	256	-	-	1087	1656	
Information Counter Staff/ Customer Services Staff	-	11	7	-	-	-	66	84	
Operations Officer/Flight Dispatching Officer	2	17	19	3	-	-	19	60	
Planning Officer	-	2	6	-	4	-	-	12	
Traffic Officer	-	8	6	-	-	-	15	29	
Systems Support Operator/ EDP Operator/Computer Operator	-	4	-	-	-	-	24	28	
Total	1105	322	177	271	56	-	11882	13813	

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 9.2 : NUMBER OF EMPLOYEES BY AVERAGE AGE RANGE

Job Title	Average Age Range (for operative staff only)							Total
	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above	Unspecified/ Refusal	
Ground Hostess/Ground Crew/ Ground Services Staff	-	6	-	-	-	-	-	6
Sightseeing Guide/Tour Guide (Inbound)	-	99	119	114	36	25	66	459
Systems Support Operator/ EDP Operator/Computer Operator	5	22	54	14	-	-	52	147
Tour Escort/Escort Guide (Outbound)	10	100	271	130	464	13	837	1825
Travel Consultant	75	361	769	231	37	-	427	1900
Cruise Consultant	-	6	6	-	-	-	30	42
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	46	40	4	-	-	19	109
Coach Driver	-	39	8	11	55	18	25	156
Total	90	679	1267	504	592	56	1456	4644

TOURISM INDUSTRY : OVERALL

TABLE 10 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
MANAGERIAL / PROFESSIONAL LEVEL																		
Administration Manager/Office Manager	31	33	3	3	3	3	19	20	7	8	-	-	-	-	13	14	76	81
Director of Personnel and Training/ Director of Human Resources	7	10	-	-	-	-	-	-	1	1	-	-	-	-	-	-	8	11
Director of Public Relations/ Public Relations Manager	8	14	-	-	-	-	-	-	-	-	-	-	-	-	3	4	11	18
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	23	173	6	8	1	1	-	-	-	-	-	-	-	-	1	2	31	184
Executive Director/General Manager/ Proprietor/Partner/Managing Director	145	262	41	59	53	59	79	89	26	41	26	26	-	-	13	15	383	551
Financial Controller/Accountant	63	119	15	23	9	9	5	5	3	5	-	-	-	-	16	20	111	181
Manager/Operations Manager/Area Manager	149	193	86	209	74	120	39	45	38	48	-	-	-	-	9	17	395	632
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	58	149	9	12	9	11	5	5	7	16	-	-	-	-	5	7	93	200
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	43	82	6	6	1	1	3	3	1	2	-	-	-	-	2	7	56	101
Reservations Manager	35	63	14	18	9	13	8	8	-	-	-	-	-	-	9	11	75	113
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	68	163	66	164	40	68	37	54	34	50	-	-	-	-	10	17	255	516
Ticketing Manager	53	85	14	52	39	47	19	32	16	17	-	-	-	-	6	18	147	251
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	11	29	2	2	1	2	13	13	-	-	-	-	-	-	1	1	28	47

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
MANAGERIAL / PROFESSIONAL LEVEL (Continued)																		
Others	14	726	1	1	3	7	-	-	1	1	-	-	-	-	3	40	22	775
Sub-total	708	2101	263	557	242	341	227	274	134	189	26	26	-	-	91	173	1691	3661
SUPERVISORY / TECHNICAL LEVEL																		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	20	61	8	32	37	88	18	107	64	104	-	-	-	-	11	40	158	432
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	63	104	35	49	51	107	31	142	62	104	-	-	-	-	22	38	264	544
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	19	62	9	23	8	30	4	465	4	280	-	-	-	-	7	18	51	878
EDP Supervisor/Officer/ System Analyst	8	160	1	5	14	25	2	6	2	3	-	-	-	-	1	1	28	200
Operation Supervisor/Officer/ Tour Supervisor/Officer	33	82	40	92	28	151	82	318	237	340	-	-	-	-	11	29	431	1012
Personnel/Training Officer	16	76	8	21	13	14	4	6	22	23	-	-	-	-	9	15	72	155
Planning Supervisor/Officer	1	10	-	-	3	15	-	-	-	-	-	-	-	-	-	-	4	25
Reservations Supervisor/Officer	27	55	4	9	28	31	30	89	29	46	-	-	-	-	21	35	139	265
Sales Supervisor/Officer	35	43	5	16	33	67	31	63	103	189	-	-	-	-	13	36	220	414
Ticketing Supervisor/Officer	72	113	48	50	53	111	61	196	323	463	-	-	-	-	27	36	584	969
Analyst	5	42	3	6	3	3	3	9	-	-	-	-	-	-	1	2	15	62
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	2	11	1	1	4	9	3	5	20	39	-	-	-	-	2	5	32	70
Others	20	43	2	6	4	707	3	12	13	13	-	-	-	-	6	51	48	832
Sub-total	321	862	164	310	279	1358	272	1418	879	1604	-	-	-	-	131	306	2046	5858

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
CLERICAL / OPERATIVE LEVEL																		
Accounting Clerk/General Cashier	26	58	13	13	37	78	121	242	437	695	2	6	-	-	20	74	656	1166
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	5	5	4	5	24	76	3	10	238	759	16	32	-	-	20	65	310	952
Reservations Agent	3	9	2	5	9	86	6	36	32	286	-	-	-	-	4	46	56	468
Sales Representative/Marketing Executive	35	82	2	7	43	91	5	16	221	696	2	10	-	-	11	61	319	963
Statistical Clerk/Operation Clerk	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1	1
Cabin Attendant/Crew	1	1	1	5	1	102	2	39	8	11525	-	-	-	-	3	166	16	11838
Cargo Officer (Passenger Service)	-	-	-	-	3	35	-	-	3	71	-	-	-	-	-	-	6	106
Ground Hostess/Ground Crew/ Ground Services Staff	1	2	1	14	2	11	5	434	7	1196	-	-	-	-	1	5	17	1662
Information Counter Staff/ Customer Services Staff	2	8	-	-	2	3	3	4	2	4	1	1	-	-	6	64	16	84
Operations Officer/Flight Dispatching Officer	2	3	1	2	4	16	2	17	3	18	-	-	-	-	2	4	14	60
Planning Officer	-	-	-	-	-	-	2	6	1	6	-	-	-	-	-	-	3	12
Traffic Officer	-	-	1	2	1	1	1	2	2	9	-	-	-	-	5	15	10	29
Travel Agency Clerk/Reservation and/or Ticketing Clerk	22	87	-	-	59	172	72	243	1315	4551	2	68	-	-	29	295	1499	5416
Visa Clerk	-	-	-	-	1	2	26	65	85	173	-	-	-	-	-	-	112	240
Sightseeing Guide/Tourist Guide (Inbound)	-	-	-	-	18	24	8	94	78	298	-	-	-	-	25	43	129	459
Systems Support Operator/ EDP Operator/Computer Operator	11	40	1	3	16	35	1	20	19	62	-	-	-	-	9	15	57	175
Tour Escort/Escort Guide (Outbound)	-	-	-	-	13	13	1	24	126	1616	-	-	-	-	15	172	155	1825
Travel Consultant	14	54	39	78	15	131	16	65	156	1408	2	4	-	-	20	160	262	1900
Cruise Consultant	-	-	-	-	1	3	-	-	7	39	-	-	-	-	-	-	8	42

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
CLERICAL / OPERATIVE LEVEL (Continued)																		
Meetings, Incentives, Conventions and Exhibitions Coordinator	3	14	1	7	2	19	1	5	22	64	-	-	-	-	-	-	29	109
Coach Driver	-	-	-	-	-	-	-	-	13	64	16	69	1	1	3	22	33	156
Airline Reservation and/or Ticketing Clerk	1	1	2	3	2	7	2	10	5	37	-	-	-	-	2	22	14	80
Others	-	-	-	-	4	30	2	53	44	361	-	-	-	-	6	70	56	514
Sub-total	126	364	68	144	257	935	279	1385	2825	23939	41	190	1	1	181	1299	3778	28257
SECRETARIAL / OTHERS LEVEL																		
Executive Secretary/Secretary/Typist	11	25	3	3	9	12	6	27	31	107	-	-	-	-	7	8	67	182
Office Assistant/Messenger	-	-	13	13	-	-	-	-	138	225	85	191	20	30	8	51	264	510
Others	1	2	-	-	1	1	-	-	34	42	3	6	3	3	5	97	47	151
Sub-total	12	27	16	16	10	13	6	27	203	374	88	197	23	33	20	156	378	843
GRAND TOTAL	1167	3354	511	1027	788	2647	784	3104	4041	26106	155	413	24	34	423	1934	7893	38619

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 10.1 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total		
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	
MANAGERIAL / PROFESSIONAL LEVEL																			
Administration Manager/Office Manager	10	12	1	1	1	1	-	-	-	-	-	-	-	-	-	7	7	19	21
Director of Personnel and Training/ Director of Human Resources	5	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	7
Director of Public Relations/ Public Relations Manager	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	3	4
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	7	144	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	144
Executive Director/General Manager/ Proprietor/Partner/Managing Director	20	102	-	-	1	1	-	-	-	-	-	-	-	-	-	2	2	23	105
Financial Controller/Accountant	25	63	-	-	-	-	-	-	-	-	-	-	-	-	-	6	6	31	69
Manager/Operations Manager/Area Manager	29	43	3	5	1	1	-	-	-	-	-	-	-	-	-	4	6	37	55
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	11	65	-	-	-	-	-	-	-	-	-	-	-	-	-	3	3	14	68
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	12	46	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	15	49
Reservations Manager	7	31	1	2	1	1	-	-	-	-	-	-	-	-	-	4	5	13	39
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	23	73	6	26	1	3	-	-	-	-	-	-	-	-	-	7	8	37	110
Ticketing Manager	2	2	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	3	3

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total		
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	
MANAGERIAL / PROFESSIONAL LEVEL (Continued)																			
Others	12	718	1	1	2	6	-	-	-	-	-	-	-	-	-	-	15	725	
Sub-total	164	1308	15	38	8	14	-	-	-	-	-	-	-	-	-	35	39	222	1399
SUPERVISORY / TECHNICAL LEVEL																			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	10	23	4	12	5	17	2	17	1	1	-	-	-	-	8	11	30	81	
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	17	42	5	9	6	41	1	81	1	1	-	-	-	-	6	14	36	188	
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	19	62	9	23	8	30	4	465	3	274	-	-	-	-	7	18	50	872	
EDP Supervisor/Officer/ System Analyst	3	144	-	-	2	3	-	-	-	-	-	-	-	-	1	1	6	148	
Personnel/Training Officer	7	63	-	-	3	4	-	-	-	-	-	-	-	-	2	2	12	69	
Planning Supervisor/Officer	-	-	-	-	3	15	-	-	-	-	-	-	-	-	-	-	3	15	
Reservations Supervisor/Officer	7	9	3	7	2	3	3	46	4	5	-	-	-	-	5	8	24	78	
Sales Supervisor/Officer	6	10	3	11	3	25	2	10	1	4	-	-	-	-	2	4	17	64	
Ticketing Supervisor/Officer	2	3	5	7	5	8	2	4	3	5	-	-	-	-	3	3	20	30	
Analyst	3	39	2	5	2	2	1	5	-	-	-	-	-	-	-	-	8	51	
Others	6	29	1	1	3	706	3	12	-	-	-	-	-	-	3	5	16	753	
Sub-total	80	424	32	75	42	854	18	640	13	290	-	-	-	-	37	66	222	2349	
CLERICAL / OPERATIVE LEVEL																			
Accounting Clerk/General Cashier	3	4	-	-	5	21	10	59	8	19	-	-	-	-	6	19	32	122	

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
CLERICAL / OPERATIVE LEVEL (Continued)																		
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	1	2	3	5	1	6	5	176	1	1	-	-	6	21	17	211
Reservations Agent	3	9	2	5	6	69	4	26	7	182	-	-	-	-	4	46	26	337
Sales Representative/Marketing Executive	6	11	2	7	6	15	3	12	8	33	-	-	-	-	7	39	32	117
Statistical Clerk/Operation Clerk	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1	1
Cabin Attendant/Crew	1	1	1	5	1	102	2	39	8	11525	-	-	-	-	3	166	16	11838
Cargo Officer (Passenger Service)	-	-	-	-	3	35	-	-	3	71	-	-	-	-	-	-	6	106
Ground Hostess/Ground Crew/ Ground Services Staff	1	2	1	14	1	5	5	434	7	1196	-	-	-	-	1	5	16	1656
Information Counter Staff/ Customer Services Staff	2	8	-	-	2	3	3	4	2	4	1	1	-	-	6	64	16	84
Operations Officer/Flight Dispatching Officer	2	3	1	2	4	16	2	17	3	18	-	-	-	-	2	4	14	60
Planning Officer	-	-	-	-	-	-	2	6	1	6	-	-	-	-	-	-	3	12
Traffic Officer	-	-	1	2	1	1	1	2	2	9	-	-	-	-	5	15	10	29
Systems Support Operator/ EDP Operator/Computer Operator	-	-	-	-	1	3	1	20	1	1	-	-	-	-	2	4	5	28
Airline Reservation and/or Ticketing Clerk	1	1	2	3	2	7	2	10	5	37	-	-	-	-	2	22	14	80
Others	-	-	-	-	3	20	2	53	5	297	-	-	-	-	3	6	13	376
Sub-total	19	39	11	40	38	302	38	688	66	13575	2	2	-	-	47	411	221	15057
SECRETARIAL / OTHERS LEVEL																		
Executive Secretary/Secretary/Typist	5	8	1	1	4	5	2	2	6	75	-	-	-	-	3	3	21	94
Office Assistant/Messenger	-	-	-	-	-	-	-	-	4	4	1	1	-	-	-	-	5	5
Others	1	2	-	-	1	1	-	-	3	6	1	4	-	-	-	-	6	13
Sub-total	6	10	1	1	5	6	2	2	13	85	2	5	-	-	3	3	32	112
GRAND TOTAL	269	1781	59	154	93	1176	58	1330	92	13950	4	7	-	-	122	519	697	18917

TOURISM INDUSTRY : OVERALL

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 10.2 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
MANAGERIAL / PROFESSIONAL LEVEL																		
Administration Manager/Office Manager	21	21	2	2	2	2	19	20	7	8	-	-	-	-	6	7	57	60
Director of Personnel and Training/ Director of Human Resources	2	3	-	-	-	-	-	-	1	1	-	-	-	-	-	-	3	4
Director of Public Relations/ Public Relations Manager	7	12	-	-	-	-	-	-	-	-	-	-	-	-	1	2	8	14
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	16	29	6	8	1	1	-	-	-	-	-	-	-	-	1	2	24	40
Executive Director/General Manager/ Proprietor/Partner/Managing Director	125	160	41	59	52	58	79	89	26	41	26	26	-	-	11	13	360	446
Financial Controller/Accountant	38	56	15	23	9	9	5	5	3	5	-	-	-	-	10	14	80	112
Manager/Operations Manager/Area Manager	120	150	83	204	73	119	39	45	38	48	-	-	-	-	5	11	358	577
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	47	84	9	12	9	11	5	5	7	16	-	-	-	-	2	4	79	132
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	31	36	3	3	1	1	3	3	1	2	-	-	-	-	2	7	41	52
Reservations Manager	28	32	13	16	8	12	8	8	-	-	-	-	-	-	5	6	62	74
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	45	90	60	138	39	65	37	54	34	50	-	-	-	-	3	9	218	406
Ticketing Manager	51	83	14	52	38	46	19	32	16	17	-	-	-	-	6	18	144	248

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
MANAGERIAL / PROFESSIONAL LEVEL (Continued)																		
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	11	29	2	2	1	2	13	13	-	-	-	-	-	-	1	1	28	47
Others	2	8	-	-	1	1	-	-	1	1	-	-	-	-	3	40	7	50
Sub-total	544	793	248	519	234	327	227	274	134	189	26	26	-	-	56	134	1469	2262
SUPERVISORY / TECHNICAL LEVEL																		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	10	38	4	20	32	71	16	90	63	103	-	-	-	-	3	29	128	351
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	46	62	30	40	45	66	30	61	61	103	-	-	-	-	16	24	228	356
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	-	-	-	-	-	-	-	-	1	6	-	-	-	-	-	-	1	6
EDP Supervisor/Officer/ System Analyst	5	16	1	5	12	22	2	6	2	3	-	-	-	-	-	-	22	52
Operation Supervisor/Officer/ Tour Supervisor/Officer	33	82	40	92	28	151	82	318	237	340	-	-	-	-	11	29	431	1012
Personnel/Training Officer	9	13	8	21	10	10	4	6	22	23	-	-	-	-	7	13	60	86
Planning Supervisor/Officer	1	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	10
Reservations Supervisor/Officer	20	46	1	2	26	28	27	43	25	41	-	-	-	-	16	27	115	187
Sales Supervisor/Officer	29	33	2	5	30	42	29	53	102	185	-	-	-	-	11	32	203	350
Ticketing Supervisor/Officer	70	110	43	43	48	103	59	192	320	458	-	-	-	-	24	33	564	939
Analyst	2	3	1	1	1	1	2	4	-	-	-	-	-	-	1	2	7	11

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
SUPERVISORY / TECHNICAL LEVEL (Continued)																		
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	2	11	1	1	4	9	3	5	20	39	-	-	-	-	2	5	32	70
Others	14	14	1	5	1	1	-	-	13	13	-	-	-	-	3	46	32	79
Sub-total	241	438	132	235	237	504	254	778	866	1314	-	-	-	-	94	240	1824	3509
CLERICAL / OPERATIVE LEVEL																		
Accounting Clerk/General Cashier	23	54	13	13	32	57	111	183	429	676	2	6	-	-	14	55	624	1044
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	5	5	3	3	21	71	2	4	233	583	15	31	-	-	14	44	293	741
Reservations Agent	-	-	-	-	3	17	2	10	25	104	-	-	-	-	-	-	30	131
Sales Representative/Marketing Executive	29	71	-	-	37	76	2	4	213	663	2	10	-	-	4	22	287	846
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	-	-	1	6	-	-	-	-	-	-	-	-	-	-	1	6
Travel Agency Clerk/Reservation and/or Ticketing Clerk	22	87	-	-	59	172	72	243	1315	4551	2	68	-	-	29	295	1499	5416
Visa Clerk	-	-	-	-	1	2	26	65	85	173	-	-	-	-	-	-	112	240
Sightseeing Guide/Tourist Guide (Inbound)	-	-	-	-	18	24	8	94	78	298	-	-	-	-	25	43	129	459
Systems Support Operator/ EDP Operator/Computer Operator	11	40	1	3	15	32	-	-	18	61	-	-	-	-	7	11	52	147
Tour Escort/Escort Guide (Outbound)	-	-	-	-	13	13	1	24	126	1616	-	-	-	-	15	172	155	1825
Travel Consultant	14	54	39	78	15	131	16	65	156	1408	2	-	-	-	20	160	262	1900
Cruise Consultant	-	-	-	-	1	3	-	-	7	39	-	-	-	-	-	-	8	42
Meetings, Incentives, Conventions and Exhibitions Coordinator	3	14	1	7	2	19	1	5	22	64	-	-	-	-	-	-	29	109
Coach Driver	-	-	-	-	-	-	-	-	13	64	16	69	1	1	3	22	33	156

Job Title	Bachelor Degree or above		Higher Diploma/ Associate Degree or equivalent		Professional Diploma/ Diploma or equivalent		Advanced Certificate/ Certificate or equivalent		Secondary 5 - 7		Secondary 3 - 4		Others		Unspecified/Refusal		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
CLERICAL / OPERATIVE LEVEL (Continued)																		
Others	-	-	-	-	1	10	-	-	39	64	-	-	-	-	3	64	43	138
Sub-total	107	325	57	104	219	633	241	697	2759	10364	39	188	1	1	134	888	3557	13200
SECRETARIAL / OTHERS LEVEL																		
Executive Secretary/Secretary/Typist	6	17	2	2	5	7	4	25	25	32	-	-	-	-	4	5	46	88
Office Assistant/Messenger	-	-	13	13	-	-	-	-	134	221	84	190	20	30	8	51	259	505
Others	-	-	-	-	-	-	-	-	31	36	2	2	3	3	5	97	41	138
Sub-total	6	17	15	15	5	7	4	25	190	289	86	192	23	33	17	153	346	731
GRAND TOTAL	898	1573	452	873	695	1471	726	1774	3949	12156	151	406	24	34	301	1415	7196	19702

TOURISM INDUSTRY

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

Branch	Job Level	No experience	Less than 1 year	1 year - less than 3 years	3 years - less than 6 years	6 years - less than 10 years	10 years or above	Unspecified / Refusal	Total
Airline Companies	Managerial/Professional	-	-	11	163	165	54	1006	1399
	Supervisory/Technical	-	-	469	191	101	21	1567	2349
	Clerical/Operative	75	1722	564	24	4	10	12658	15057
	Secretarial/Others	1	13	13	-	11	-	74	112
	Total	76	1735	1057	378	281	85	15305	18917
Travel Agents and Airline Ticket Agents	Managerial/Professional	4	-	77	550	918	557	156	2262
	Supervisory/Technical	2	126	780	1544	651	159	247	3509
	Clerical/Operative	1081	2745	7585	732	161	91	805	13200
	Secretarial/Others	170	222	138	185	8	-	8	731
	Total	1257	3093	8580	3011	1738	807	1216	19702
All Branch	Managerial/Professional	4	-	88	713	1083	611	1162	3661
	Supervisory/Technical	2	126	1249	1735	752	180	1814	5858
	Clerical/Operative	1156	4467	8149	756	165	101	13463	28257
	Secretarial/Others	171	235	151	185	19	-	82	843
	Total	1333	4828	9637	3389	2019	892	16521	38619

TOURISM INDUSTRY : OVERALL

TABLE 12 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL									
Administration Manager/Office Manager	-	-	-	2	24	12	14	29	81
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	1	3	7	-	11
Director of Public Relations/ Public Relations Manager	-	-	-	-	3	1	8	6	18
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	19	9	149	7	184
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	26	96	88	26	203	112	551
Financial Controller/Accountant	-	-	-	1	28	37	79	36	181
Manager/Operations Manager/Area Manager	-	-	13	155	157	144	63	100	632

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL (Continued)									
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	4	45	75	42	34	200
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	-	10	37	43	11	101
Reservations Manager	-	-	-	10	15	33	41	14	113
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	26	125	107	110	83	65	516
Ticketing Manager	-	-	-	6	138	47	2	58	251
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	-	8	3	10	10	16	47
Others	-	-	-	1	4	13	715	42	775
Sub-total	-	-	65	408	642	557	1459	530	3661

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL									
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	-	6	72	97	122	30	1	104	432
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	-	-	75	205	149	17	1	97	544
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	-	-	-	292	72	472	21	21	878
EDP Supervisor/Officer/ System Analyst	-	-	1	24	23	144	-	8	200
Operation Supervisor/Officer/ Tour Supervisor/Officer	-	13	245	286	244	-	13	211	1012
Personnel/Training Officer	-	-	17	24	20	57	-	37	155
Planning Supervisor/Officer	-	-	-	-	25	-	-	-	25

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL (Continued)									
Reservations Supervisor/Officer	-	-	13	61	123	4	-	64	265
Sales Supervisor/Officer	-	-	136	98	92	2	-	86	414
Ticketing Supervisor/Officer	-	-	101	370	218	1	-	279	969
Analyst	-	-	-	41	17	-	1	3	62
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	11	6	27	-	-	26	70
Others	-	-	13	694	64	8	-	53	832
Sub-total	-	19	684	2198	1196	735	37	989	5858
CLERICAL / OPERATIVE LEVEL									
Accounting Clerk/General Cashier	3	93	562	261	14	2	-	231	1166
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	13	332	217	212	3	-	-	175	952
Reservations Agent	-	8	97	276	5	-	-	82	468
Sales Representative/Marketing Executive	26	119	393	188	30	7	13	187	963
Statistical Clerk/Operation Clerk	-	-	-	-	1	-	-	-	1

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
CLERICAL / OPERATIVE LEVEL (Continued)									
Cabin Attendant/Crew	-	-	835	10767	55	14	1	166	11838
Cargo Officer (Passenger Service)	-	-	-	100	6	-	-	-	106
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	284	1346	24	-	-	8	1662
Information Counter Staff/ Customer Services Staff	-	1	1	10	6	2	-	64	84
Operations Officer/Flight Dispatching Officer	-	-	5	42	7	-	-	6	60
Planning Officer	-	-	2	10	-	-	-	-	12
Traffic Officer	-	-	4	4	6	-	-	15	29
Travel Agency Clerk/Reservation and/or Ticketing Clerk	26	1048	2439	792	29	-	-	1082	5416
Visa Clerk	13	47	98	54	-	-	-	28	240
Sightseeing Guide/Tourist Guide (Inbound)	-	38	79	142	13	-	-	187	459
Systems Support Operator/ EDP Operator/Computer Operator	-	7	81	56	8	-	-	23	175

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
CLERICAL / OPERATIVE LEVEL (Continued)									
Tour Escort/Escort Guide (Outbound)	-	-	1539	19	-	-	-	267	1825
Travel Consulant	-	443	546	424	23	-	-	464	1900
Cruise Consulant	-	12	27	-	-	-	-	3	42
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	-	52	45	4	-	-	8	109
Coach Driver	-	-	51	76	-	-	-	29	156
Airline Reservation and/or Ticketing Clerk	-	1	41	9	6	-	-	23	80
Others	-	37	25	338	41	-	-	73	514
Sub-total	81	2186	7378	15171	281	25	14	3121	28257
SECRETARIAL / OTHERS LEVEL									
Executive Secretary/Secretary/Typist	-	11	34	27	88	2	-	20	182
Office Assistant/Messenger	81	309	8	11	-	-	-	101	510
Others	3	13	26	2	2	-	-	105	151
Sub-total	84	333	68	40	90	2	-	226	843
GRAND TOTAL	165	2538	8195	17817	2209	1319	1510	4866	38619

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 12.1 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/ Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL									
Administration Manager/Office Manager	-	-	-	-	1	7	5	8	21
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	-	-	7	-	7
Director of Public Relations/ Public Relations Manager	-	-	-	-	-	-	2	2	4
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	4	1	139	-	144
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	-	-	5	97	3	105
Financial Controller/Accountant	-	-	-	-	1	8	53	7	69
Manager/Operations Manager/Area Manager	-	-	-	2	17	8	17	11	55

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL (Continued)									
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	-	1	36	27	4	68
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	-	1	9	39	-	49
Reservations Manager	-	-	-	-	-	4	30	5	39
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	-	-	7	29	63	11	110
Ticketing Manager	-	-	-	-	2	1	-	-	3
Others	-	-	-	-	4	10	710	1	725
Sub-total	-	-	-	2	38	118	1189	52	1399
SUPERVISORY / TECHNICAL LEVEL									
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	-	-	1	4	31	30	1	14	81

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL (Continued)									
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	-	-	35	86	31	17	1	18	188
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	-	-	-	286	72	472	21	21	872
EDP Supervisor/Officer/ System Analyst	-	-	-	-	5	142	-	1	148
Personnel/Training Officer	-	-	-	2	10	55	-	2	69
Planning Supervisor/Officer	-	-	-	-	15	-	-	-	15
Reservations Supervisor/Officer	-	-	-	3	61	4	-	10	78
Sales Supervisor/Officer	-	-	-	4	53	2	-	5	64
Ticketing Supervisor/Officer	-	-	-	14	12	1	-	3	30
Analyst	-	-	-	37	13	-	1	-	51

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL (Continued)									
Others	-	-	-	694	45	8	-	6	753
Sub-total	-	-	36	1130	348	731	24	80	2349
CLERICAL / OPERATIVE LEVEL									
Accounting Clerk/General Cashier	-	3	14	72	14	-	-	19	122
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	1	12	174	3	-	-	21	211
Reservations Agent	-	8	19	252	5	-	-	53	337
Sales Representative/Marketing Executive	-	2	8	31	30	4	-	42	117
Statistical Clerk/Operation Clerk	-	-	-	-	1	-	-	-	1
Cabin Attendant/Crew	-	-	835	10767	55	14	1	166	11838
Cargo Officer (Passenger Service)	-	-	-	100	6	-	-	-	106
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	284	1340	24	-	-	8	1656
Information Counter Staff/ Customer Services Staff	-	1	1	10	6	2	-	64	84

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
CLERICAL / OPERATIVE LEVEL (Continued)									
Operations Officer/Flight Dispatching Officer	-	-	5	42	7	-	-	6	60
Planning Officer	-	-	2	10	-	-	-	-	12
Traffic Officer	-	-	4	4	6	-	-	15	29
Systems Support Operator/ EDP Operator/Computer Operator	-	-	-	24	-	-	-	4	28
Airline Reservation and/or Ticketing Clerk	-	1	41	9	6	-	-	23	80
Others	-	-	2	327	41	-	-	6	376
Sub-total	-	16	1227	13162	204	20	1	427	15057
SECRETARIAL / OTHERS LEVEL									
Executive Secretary/Secretary/Typist	-	-	1	9	77	2	-	5	94
Office Assistant/Messenger	-	2	2	1	-	-	-	-	5
Others	-	-	9	2	2	-	-	-	13
Sub-total	-	2	12	12	79	2	-	5	112
GRAND TOTAL	-	18	1275	14306	669	871	1214	564	18917

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 12.2 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL									
Administration Manager/Office Manager	-	-	-	2	23	5	9	21	60
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	1	3	-	-	4
Director of Public Relations/ Public Relations Manager	-	-	-	-	3	1	6	4	14
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	15	8	10	7	40
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	26	96	88	21	106	109	446
Financial Controller/Accountant	-	-	-	1	27	29	26	29	112
Manager/Operations Manager/Area Manager	-	-	13	153	140	136	46	89	577

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
MANAGERIAL / PROFESSIONAL LEVEL (Continued)									
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	4	44	39	15	30	132
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	-	9	28	4	11	52
Reservations Manager	-	-	-	10	15	29	11	9	74
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	26	125	100	81	20	54	406
Ticketing Manager	-	-	-	6	136	46	2	58	248
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	-	8	3	10	10	16	47
Others	-	-	-	1	-	3	5	41	50
Sub-total	-	-	65	406	604	439	270	478	2262

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL									
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager/ Assistant Sales Supervisor	-	6	71	93	91	-	-	90	351
Accounts Supervisors/Officer (eg. accounts payable/receivable/inventory/ audit/credit/accounting/paymaster/cashier/ general cashier)	-	-	40	119	118	-	-	79	356
Airport Manager/Officer/ Traffic Manager/Officer/ Crew Manager/Officer/ Senior Purser/Purser/ Customer Relations Manager/officer	-	-	-	6	-	-	-	-	6
EDP Supervisor/Officer/ System Analyst	-	-	1	24	18	2	-	7	52
Operation Supervisor/Officer/ Tour Supervisor/Officer	-	13	245	286	244	-	13	211	1012
Personnel/Training Officer	-	-	17	22	10	2	-	35	86
Planning Supervisor/Officer	-	-	-	-	10	-	-	-	10

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
SUPERVISORY / TECHNICAL LEVEL (Continued)									
Reservations Supervisor/Officer	-	-	13	58	62	-	-	54	187
Sales Supervisor/Officer	-	-	136	94	39	-	-	81	350
Ticketing Supervisor/Officer	-	-	101	356	206	-	-	276	939
Analyst	-	-	-	4	4	-	-	3	11
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	11	6	27	-	-	26	70
Others	-	-	13	-	19	-	-	47	79
Sub-total	-	19	648	1068	848	4	13	909	3509
CLERICAL / OPERATIVE LEVEL									
Accounting Clerk/General Cashier	3	90	548	189	-	2	-	212	1044
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	13	331	205	38	-	-	-	154	741
Reservations Agent	-	-	78	24	-	-	-	29	131
Sales Representative/Marketing Executive	26	117	385	157	-	3	13	145	846

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
CLERICAL / OPERATIVE LEVEL (Continued)									
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	-	6	-	-	-	-	6
Travel Agency Clerk/Reservation and/or Ticketing Clerk	26	1048	2439	792	29	-	-	1082	5416
Visa Clerk	13	47	98	54	-	-	-	28	240
Sightseeing Guide/Tourist Guide (Inbound)	-	38	79	142	13	-	-	187	459
Systems Support Operator/ EDP Operator/Computer Operator	-	7	81	32	8	-	-	19	147
Tour Escort/Escort Guide (Outbound)	-	-	1539	19	-	-	-	267	1825
Travel Consulant	-	443	546	424	23	-	-	464	1900
Cruise Consulant	-	12	27	-	-	-	-	3	42
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	-	52	45	4	-	-	8	109
Coach Driver	-	-	51	76	-	-	-	29	156

Job Title	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available/Refusal	Total
CLERICAL / OPERATIVE LEVEL (Continued)									
Others	-	37	23	11	-	-	-	67	138
Sub-total	81	2170	6151	2009	77	5	13	2694	13200
SECRETARIAL / OTHERS LEVEL									
Executive Secretary/Secretary/Typist	-	11	33	18	11	-	-	15	88
Office Assistant/Messenger	81	307	6	10	-	-	-	101	505
Others	3	13	17	-	-	-	-	105	138
Sub-total	84	331	56	28	11	-	-	221	731
GRAND TOTAL	165	2520	6920	3511	1540	448	296	4302	19702

TOURISM INDUSTRY

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

Branch	Job Level	Nil	Less than 5 days	5 days - less than 10 days	10 days - less than 15 days	15 days - less than 20 days	20 days - less than 1 month	1 month or above	Unspecified/Refusal	Total
Airline Companies	Managerial/Professional	123	116	42	101	4	-	-	1013	1399
	Supervisory/Technical	138	195	59	-	358	6	-	1593	2349
	Clerical/Operative	157	594	359	4	21	-	1154	12768	15057
	Secretarial/Others	35	1	-	-	-	-	-	76	112
	Total	453	906	460	105	383	6	1154	15450	18917
Travel Agents and Airline Ticket Agents	Managerial/Professional	1421	364	80	189	-	26	-	182	2262
	Supervisory/Technical	1950	756	85	58	330	17	-	313	3509
	Clerical/Operative	6076	2506	2010	215	69	1183	53	1088	13200
	Secretarial/Others	466	46	6	-	158	-	-	55	731
	Total	9913	3672	2181	462	557	1226	53	1638	19702
All Branch	Managerial/Professional	1544	480	122	290	4	26	-	1195	3661
	Supervisory/Technical	2088	951	144	58	688	23	-	1906	5858
	Clerical/Operative	6233	3100	2369	219	90	1183	1207	13856	28257
	Secretarial/Others	501	47	6	-	158	-	-	131	843
	Total	10366	4578	2641	567	940	1232	1207	17088	38619

TOURISM INDUSTRY

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

Branch	Job Level	Priority 1	Priority 2	Priority 3	Refusal	Total
Airline Companies	Managerial/Professional	134	142	113	1010	1399
	Supervisory/Technical	292	446	23	1588	2349
	Clerical/Operative	1916	318	73	12750	15057
	Secretarial/Others	29	6	1	76	112
	Total	2371	912	210	15424	18917
Travel Agents and Airline Ticket Agents	Managerial/Professional	426	609	854	373	2262
	Supervisory/Technical	690	1227	1037	555	3509
	Clerical/Operative	4421	2774	3458	2547	13200
	Secretarial/Others	272	244	112	103	731
	Total	5809	4854	5461	3578	19702
All Branch	Managerial/Professional	560	751	967	1383	3661
	Supervisory/Technical	982	1673	1060	2143	5858
	Clerical/Operative	6337	3092	3531	15297	28257
	Secretarial/Others	301	250	113	179	843
	Total	8180	5766	5671	19002	38619

TOURISM INDUSTRY

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

Branch	Job Level	Priority 1	Priority 2	Priority 3	Refusal	Total
Airline Companies	Managerial/Professional	5	126	258	1010	1399
	Supervisory/Technical	5	31	725	1588	2349
	Clerical/Operative	1	93	2213	12750	15057
	Secretarial/Others	1	2	33	76	112
	Total	12	252	3229	15424	18917
Travel Agents and Airline Ticket Agents	Managerial/Professional	163	846	880	373	2262
	Supervisory/Technical	249	946	1759	555	3509
	Clerical/Operative	1467	3760	5426	2547	13200
	Secretarial/Others	28	161	439	103	731
	Total	1907	5713	8504	3578	19702
All Branch	Managerial/Professional	168	972	1138	1383	3661
	Supervisory/Technical	254	977	2484	2143	5858
	Clerical/Operative	1468	3853	7639	15297	28257
	Secretarial/Others	29	163	472	179	843
	Total	1919	5965	11733	19002	38619

TOURISM INDUSTRY

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

Branch	Job Level	Priority 1	Priority 2	Priority 3	Refusal	Total
Airline Companies	Managerial/Professional	250	121	18	1010	1399
	Supervisory/Technical	464	284	13	1588	2349
	Clerical/Operative	390	1896	21	12750	15057
	Secretarial/Others	6	28	2	76	112
	Total	1110	2329	54	15424	18917
Travel Agents and Airline Ticket Agents	Managerial/Professional	1300	434	155	373	2262
	Supervisory/Technical	2015	781	158	555	3509
	Clerical/Operative	4765	4119	1769	2547	13200
	Secretarial/Others	328	223	77	103	731
	Total	8408	5557	2159	3578	19702
All Branch	Managerial/Professional	1550	555	173	1383	3661
	Supervisory/Technical	2479	1065	171	2143	5858
	Clerical/Operative	5155	6015	1790	15297	28257
	Secretarial/Others	334	251	79	179	843
	Total	9518	7886	2213	19002	38619

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 15 : NUMBER OF COMPANIES BY MONTHS OF HIGH SEASON

Stratum Employment Size	January		February		March		April		May		June		July		August		September		October		November		December		Unspecified/ Refusal		Total		
	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	
1 - 9	Inbound	143	27.5	130	28	169	42	169	28	65	25	78	23	299	34	312	36	104	24	195	42	182	44	286	34	1168	63	3300	40
	Outbound	377	72.5	336	72	233	58	427	72	195	75	259	77	571	66	558	64	336	76	272	58	233	56	558	66	676	37	5031	60
	Total	520	100	466	100	402	100	596	100	260	100	337	100	870	100	870	100	440	100	467	100	415	100	844	100	1844	100	8331	100
10 - 49	Inbound	45	37.5	18	33	23	43	39	25	27	51	15	29	62	40	83	46	18	17	45	34	9	11	86	35	205	63	675	39
	Outbound	75	62.5	36	67	31	57	115	75	26	49	37	71	94	60	97	54	91	83	88	66	75	89	161	65	122	37	1048	61
	Total	120	100	54	100	54	100	154	100	53	100	52	100	156	100	180	100	109	100	133	100	84	100	247	100	327	100	1723	100
50 - 99	Inbound	3	23	-	-	1	25	2	17	5	50	6	40	4	27	3	21	3	30	2	40	2	50	5	31	12	71	48	35
	Outbound	10	77	3	100	3	75	10	83	5	50	9	60	11	73	11	79	7	70	3	60	2	50	11	69	5	29	90	65
	Total	13	100	3	100	4	100	12	100	10	100	15	100	15	100	14	100	10	100	5	100	4	100	16	100	17	100	138	100
100 - 199	Inbound	1	25	1	20	-	-	1	20	1	100	1	33	3	33	3	30	1	100	1	100	-	-	2	25	6	67	21	37.5
	Outbound	3	75	4	80	-	-	4	80	-	-	2	67	6	67	7	70	-	-	-	-	-	-	6	75	3	33	35	62.5
	Total	4	100	5	100	-	-	5	100	1	100	3	100	9	100	10	100	1	100	1	100	-	-	8	100	9	100	56	100
200 - 499	Inbound	1	20	1	17	-	-	-	-	1	100	-	-	1	17	1	14	-	-	2	100	-	-	1	14	8	67	16	31
	Outbound	4	80	5	83	3	100	2	100	-	-	-	-	5	83	6	86	-	-	-	-	1	100	6	86	4	33	36	69
	Total	5	100	6	100	3	100	2	100	1	100	-	-	6	100	7	100	-	-	2	100	1	100	7	100	12	100	52	100
500 - 999	Inbound	-	-	2	50	-	-	-	-	-	-	-	-	2	50	2	50	-	-	2	100	-	-	-	-	1	50	9	45
	Outbound	2	100	2	50	-	-	-	-	-	-	-	-	2	50	2	50	-	-	-	-	-	-	2	100	1	50	11	55
	Total	2	100	4	100	-	-	-	-	-	-	-	-	4	100	4	100	-	-	2	100	-	-	2	100	2	100	20	100
Overall	Inbound	193	29	152	28	193	42	211	27	99	30	100	25	371	35	404	37	126	23	247	40	193	38	380	34	1400	63	4069	39
	Outbound	471	71	386	72	270	58	558	73	226	70	307	75	689	65	681	63	434	78	363	60	311	62	744	66	811	37	6251	61
	Total	664	100	538	100	463	100	769	100	325	100	407	100	1060	100	1085	100	560	100	610	100	504	100	1124	100	2211	100	10320	100

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 16 : NUMBER OF TOURIST GUIDES / TOUR ESCORTS IN THE PAST 12 MONTHS

Stratum Employment Size	Inbound		Outbound	
	Number of in-house full-time tourist guides/ tour escorts at date of survey	Number of freelance/ part-time tourist guides/ tour escorts in the months with the most business	Number of in-house full-time tourist guides/ tour escorts at date of survey	Number of freelance/ part-time tourist guides/ tour escorts in the months with the most business
1 - 9	52	2028	91	791
10 - 49	292	772	245	529
50 - 99	36	114	202	127
100 - 199	73	17	59	-
200 - 499	-	-	702	570
500 - 999	6	-	526	881
Total	459	2931	1825	2898

TOURISM INDUSTRY

TABLE 17 : ESTIMATED NUMBER OF ESTABLISHMENTS

Branch	Stratum Employment Size	No. of Firms
Airline Companies	1 - 9	24
	10 - 49	25
	50 - 99	11
	100 - 199	3
	200 - 499	4
	1000 and over	3
	Total	70
Travel Agents and Airline Ticket Agents	1 - 9	1740
	10 - 49	359
	50 - 99	22
	100 - 199	12
	200 - 499	10
	500 - 999	3
	Total	2146
All Branch	1 - 9	1764
	10 - 49	384
	50 - 99	33
	100 - 199	15
	200 - 499	14
	500 - 999	3
	1000 and over	3
	Total	2216

TOURISM INDUSTRY

TABLE 18 : REASONS FOR ENCOUNTERING RECRUITMENT DIFFICULTIES

Branch	Reasons	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Total
Airline Companies	Lack of candidates with relevant experience	2	2	2	6
	Unsatisfactory terms of employment	-	-	2	2
	Unsatisfactory working environment	-	-	-	-
	Limited career prospects	-	-	1	1
	Insufficient trained/qualified manpower in the related disciplines	-	-	2	2
	Competition for manpower from the Mainland/Macao/Other Cities	-	2	-	2
	Others	-	-	-	-
	Unspecified/Refusal	10	10	11	31
	Total	12	14	18	44
Travel Agents and Airline Ticket Agents	Lack of candidates with relevant experience	2	37	155	194
	Unsatisfactory terms of employment	1	31	76	108
	Unsatisfactory working environment	-	13	8	21
	Limited career prospects	1	29	7	37
	Insufficient trained/qualified manpower in the related disciplines	-	13	21	34
	Competition for manpower from the Mainland/Macao/Other Cities	-	-	15	15
	Others	-	17	29	46
	Unspecified/Refusal	4	17	30	51
	Total	8	157	341	506
All Branch	Lack of candidates with relevant experience	4	39	157	200
	Unsatisfactory terms of employment	1	31	78	110
	Unsatisfactory working environment	-	13	8	21
	Limited career prospects	1	29	8	38
	Insufficient trained/qualified manpower in the related disciplines	-	13	23	36
	Competition for manpower from the Mainland/Macao/Other Cities	-	2	15	17
	Others	-	17	29	46
	Unspecified/Refusal	14	27	41	82
	Total	20	171	359	550

TOURISM INDUSTRY

TABLE 19 : WHETHER ENCOUNTER ANY DIFFICULTIES IN RECRUITMENT OF EMPLOYEES AT VARIOUS JOB LEVELS IN THE PAST 12 MONTHS

Branch	Yes	No	No recruitment nor tried to recruit	Unspecified / Refusal	Total
Airline Companies	8	23	28	11	70
Travel Agents and Airline Ticket Agents	230	336	1534	46	2146
Total	238	359	1562	57	2216

TOURISM INDUSTRY : OVERALL

**TABLE 20 : PERCENTAGE CHANGES IN THE TRAINING PLAN BY NUMBER OF EMPLOYEES
FOR THE PAST AND COMING 12 MONTHS**

Type of Training	Job Level Period	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
	Managerial Skills	Past 12 Months	476	258	584	-
Next 12 Months		532	282	584	-	1398
% Change		11.76%	9.30%	0.00%	-	6.07%
Professional Skills	Past 12 Months	417	1054	5225	61	6757
	Next 12 Months	497	1284	5909	98	7788
	% Change	19.18%	21.82%	13.09%	60.66%	15.26%
Generic Skills	Past 12 Months	184	803	4478	17	5482
	Next 12 Months	184	843	4696	17	5740
	% Change	0.00%	4.98%	4.87%	0.00%	4.71%
Language	Past 12 Months	26	115	435	-	576
	Next 12 Months	39	155	561	-	755
	% Change	50.00%	34.78%	28.97%	-	31.08%
Total	Past 12 Months	1103	2230	10722	78	14133
	Next 12 Months	1252	2564	11750	115	15681
	% Change	13.51%	14.98%	9.59%	47.44%	10.95%

TOURISM INDUSTRY
SECTOR : AIRLINE COMPANIES

TABLE 20.1 : PERCENTAGE CHANGES IN THE TRAINING PLAN BY NUMBER OF EMPLOYEES
FOR THE PAST AND COMING 12 MONTHS

Type of Training	Job Level	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
	Period					
Managerial Skills	Past 12 Months	124	116	139	-	379
	Next 12 Months	135	140	139	-	414
	% Change	8.87%	20.69%	0.00%	-	9.23%
Professional Skills	Past 12 Months	90	184	1051	-	1325
	Next 12 Months	83	202	1136	-	1421
	% Change	-7.78%	9.78%	8.09%	-	7.25%
Generic Skills	Past 12 Months	75	451	2430	-	2956
	Next 12 Months	75	478	2526	-	3079
	% Change	0.00%	5.99%	3.95%	-	4.16%
Language	Past 12 Months	-	1	5	-	6
	Next 12 Months	-	2	66	-	68
	% Change	-	100.00%	1220.00%	-	1033.33%
Total	Past 12 Months	289	751	3625	-	4666
	Next 12 Months	293	820	3867	-	4982
	% Change	1.38%	9.19%	6.68%	-	6.77%

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

**TABLE 20.2 : PERCENTAGE CHANGES IN THE TRAINING PLAN BY NUMBER OF EMPLOYEES
FOR THE PAST AND COMING 12 MONTHS**

Type of Training	Job Level	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
	Period					
Managerial Skills	Past 12 Months	352	142	445	-	939
	Next 12 Months	397	142	445	-	984
	% Change	12.78%	0.00%	0.00%	-	4.79%
Professional Skills	Past 12 Months	327	870	4174	61	5432
	Next 12 Months	414	1082	4773	98	6367
	% Change	26.61%	24.37%	14.35%	60.66%	17.21%
Generic Skills	Past 12 Months	109	352	2048	17	2526
	Next 12 Months	109	365	2170	17	2661
	% Change	0.00%	3.69%	5.96%	0.00%	5.34%
Language	Past 12 Months	26	114	430	-	570
	Next 12 Months	39	153	495	-	687
	% Change	50.00%	34.21%	15.12%	-	20.53%
Total	Past 12 Months	814	1478	7097	78	9467
	Next 12 Months	959	1742	7883	115	10699
	% Change	17.81%	17.86%	11.08%	47.44%	13.01%

2014 Manpower Survey of the
Tourism Industry

Analysis of Result of Enumeration (Overall)

Branch Results	1	2	Total
Closed	1	3	4
Moved, address cannot be located/untraceable	0	9	9
Non-contact	2	24	26
Not engaged in specific trade	3	4	7
No Technical Manpower	13	1	14
Not Yet Start operation	1	2	3
Partial Response	9	11	20
Refusal	3	10	13
Registered office/Corresponding address	2	3	5
Response	56	238	294
Temporary Ceased	3	11	14
TOTAL	93	316	409

Branch 1 Airline Companies

Branch 2 Travel Agents and Airline Ticket Agents

Manpower Projection for the Tourism Industry 2015-2019

Using the Labour Market Analysis (LMA) Approach

The LMA approach

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

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

Manpower Projection in the Tourism Industry

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

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

4. At the 'Diagnostic' step, Principal Component Analysis (PCA) has been used to group these determinants into Principal Components (PCs). From the recursive tests, it can be shown that these PCs can explain most of the variability (95%) of the variance (total information) in the manpower requirements in the past years. Therefore, they can be safely used to project the manpower requirements in the near future. At the 'Prognostic' step, Principal Component Regression (PCR) technique is then applied to build the statistical model. The model indicates that there is a strong positive correlation between manpower and the PCs. The adjusted R-square worked out to be 0.971 indicates that 97% of the variation of the manpower requirements can be explained by the PCs at 95% confidence level.

Summary of Manpower Projection by Different Methods

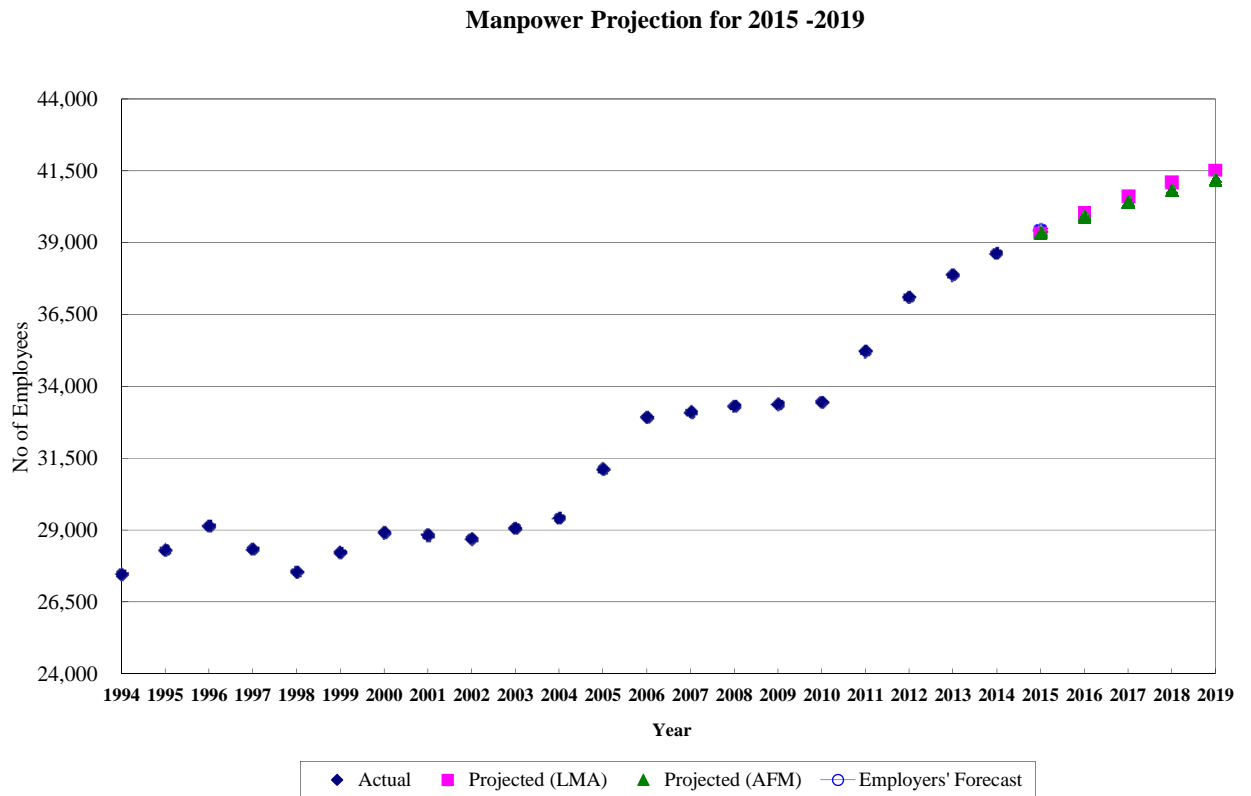
5 The manpower demand for Tourism Industry in 2015-2019 can be projected using 3 different methods, namely Labour Market Analysis (LMA), Adaptive Filtering Method (AFM) and Employers' Forecast (EF). A summary table is provided as below.

Table 1: Summary of Manpower Projection

Year	Actual Manpower	Projected Manpower (LMA Approach)	Projected Manpower (AFM Approach)	Employer's Forecast (EF)
2012 <i>actual</i>	37 102			
2014 <i>actual</i>	38 619			
2015 <i>forecast</i>		39 313 (1.8%*)	39 309 (1.8%*)	39 436 (2.1%*)
2016 <i>forecast</i>		40 028 (1.8%**)	39 893 (1.5%**)	
2017 <i>forecast</i>		40 599 (1.4%**)	40 391 (1.2%**)	
2018 <i>forecast</i>		41 092 (1.2%**)	40 815 (1.0%**)	
2019 <i>forecast</i>		41 511 (1.0%**)	41 174 (0.9%**)	
* as percentage change vs actual manpower in 2014				
** as percentage change vs the projected manpower in previous year				
LMA - Labour Market Analysis Approach				
AFM - Adaptive Filtering Method				
EF – Employers' Forecast (at the date of survey)				

6. Figure 1 below summarizes the manpower projection using 3 different methods. LMA illustrates an upward trend in 2015 followed by slight and steady manpower moderate growth for the years ahead, whereas AFM indicates moderate growth in the coming 5 years. The LMA approach has the advantages of objectivity and allows interim updates when economic indicators become available, while AFM is based on historical patterns in manpower series to extrapolate the future and assumes *ceteris paribus*¹. Finally, the employers' forecast which is based on personal guess and industry experience of the respondents also shows a slightly upward trend in 2015.

Figure 1: Summary of Manpower Projection



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

**An Adaptive Filtering Method
for Manpower Projection**

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

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

Weighted Exponential Smoothing

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

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

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

and $0 \leq A \leq 1.0$

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

The ratio of the weighted average

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

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

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

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

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

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

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

for $n > 1$

for all Y

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

From equation (2)

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

and from equation (3)

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

Then

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

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

Adaptive Filtering

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

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

is a minimum or

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

is a minimum.

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

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

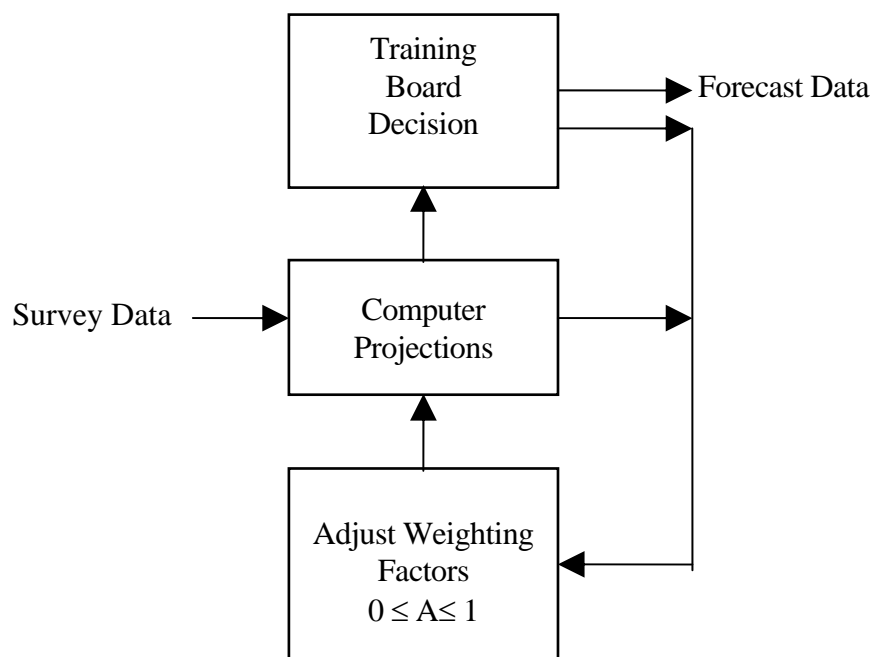


Figure A

Advantage

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