

Overview of the Tourism Industry

While the tourism industry was still trying to recover from the impacts of social incidents arisen locally in June 2019, the industry's plight was further aggravated by the pandemic COVID-19 which started unexpectedly in December 2019. The local tourism industry has to face unprecedented catastrophic challenges with operators experiencing zero business volume.

Relief measures have been extended by the Government in phases to keep the industry afloat and to sustain employment. It is generally expected that when the pandemic has ceased and normalities have resumed, global travelling will gradually pick up. In facing rapidly changing global scenes and industry landscape, manpower structure and development strategies will need to respond timely and flexibly to align with evolving market needs.

Employees*

42 111



Trainees / Apprentices

49



Distribution of Employees by Job Level

Managerial / Professional Level
3 928 (9.3%)

Supervisory / Technical Level
6 448 (15.3%)

Clerical / Operative Level
30 992 (73.6%)

Secretarial / Others Level
743 (1.8%)

Distribution of Employees by Branch

Airline Companies
21 397 (50.8%)

Travel Agents and Airline Ticket Agents
19 087 (45.3%)

Sizeable Meetings, Incentives, Conventions and Exhibitions (MICE) Companies#
1 627 (3.9%)

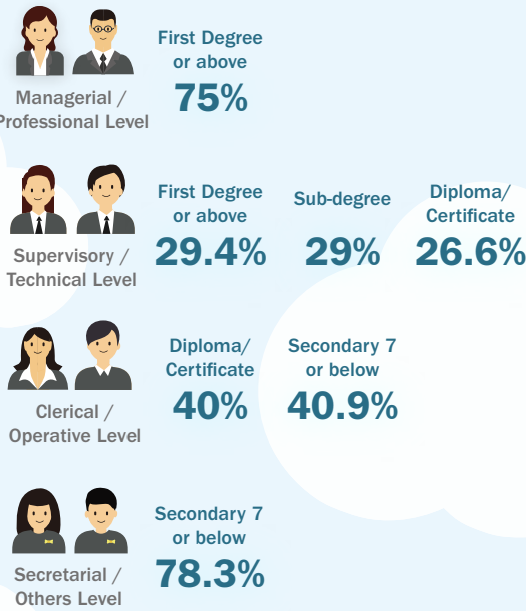
Manpower Growth 2016 vs 2019#



Top 3 Prominent Vacancies

- 1 Cabin Attendant ; Crew
- 2 Tour Escort ; Escort Guide (Outbound)
- 3 Travel Agency Clerk ; Reservation and/or Ticketing Clerk

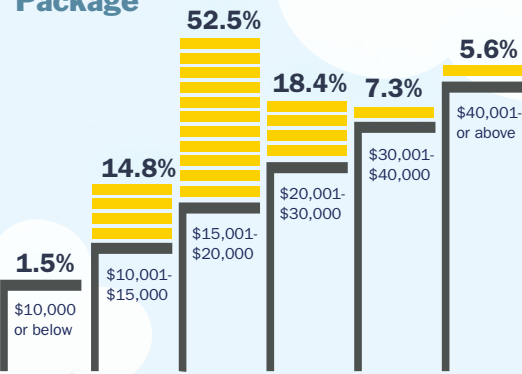
Preferred Education Level



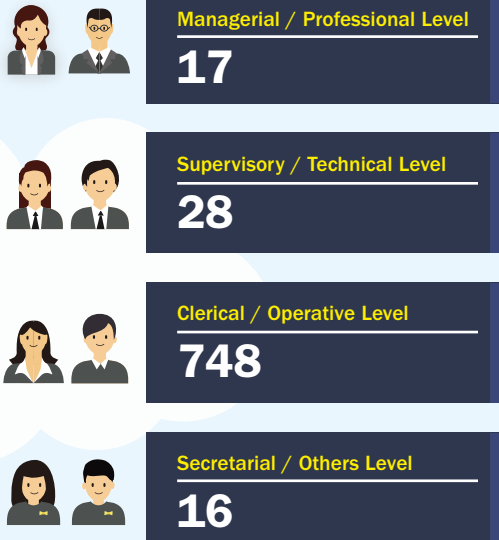
Vacancies



Average Monthly Remuneration Package



Forecasted Additional Annual Manpower Requirement for 2020 - 2023*# + 809



Airline Companies



Employees

21 397



Vacancies

218



Top Training Provided to Employees in the past 12 months

Managerial / Professional Level

- Sales and Marketing Strategic Planning, Implementation and Evaluation
- Supervisory Techniques, Leadership Skills

Supervisory / Technical Level

- Supervisory Techniques, Leadership Skills
- Airline and Airport Operations

Clerical / Operative Level

- Service Attitude / Customer Service

Travel Agents and Airline Ticket Agents

Employees

19 087



Vacancies

346



Top Training Provided to Employees in the past 12 months

Managerial / Professional Level

- Sales and Marketing Strategic Planning, Implementation and Evaluation

Supervisory / Technical Level

- Travel Consultancy

Clerical / Operative Level

- Ticketing and Reservation System



* Refers to Full-time Employees unless specified.

8 selected sizeable MICE companies including major MICE venue organisations and MICE coordinating companies with employment size over 100 employees.

* Readers are alerted to interpret the forecasted manpower data with caution due to global and local economic uncertainties.

Excluding MICE companies as those were firstly included in the current survey covering only the sizeable establishments.

2019

Manpower Survey of Tourism Industry

Key Findings at a Glance



OPPORTUNITIES • ACTION • SUCCESS

良機 • 實幹 • 成功

Sizeable MICE Companies

Employees

1 627



Vacancies

32



Top Training Provided to Employees in the past 12 months

Managerial / Professional Level



- Business and Financial Strategic Planning, Implementation and Evaluation
- Risk Management

Supervisory / Technical Level



- Supervisory Techniques, Leadership Skills

Clerical / Operative Level



- Service Attitude / Customer Service



Recommendations for Manpower Training of the Tourism Industry*

1. Employers

- Support training during the slow period
- Employ push-and-pull factors to encourage employees self-upgrading
- Retain quality employees with competitive remuneration packages, flexible working arrangements and entrepreneurship opportunities
- Optimise employee experience by cultivating a caring and open-minded culture
- Maximise school students' exposure through experiential visits
- Identify potential employees through collaborative projects with education partners



2. Employees

- Adopt continuous self-upgrading mentality and attend industry activities and training
- Leverage industry technologies with creativity and innovation
- Strengthen soft skills, leadership and supervisory techniques
- Share real-life experiences through community activities
- Customise coaching and mentoring schemes for retention of new entrants



* In view of the unprecedented changes experienced by the industry, readers are alerted to consider the recommendations in accordance with the 'new normal' of the industry setting.

3. Training Providers

Industry Trainers:

- Enhance training on emerging industry needs including digital competencies and global knowledge
- Organise management training programmes with learning and networking opportunities for nurturing cultural assimilation
- Provide creative and flexible training initiatives and arrangements

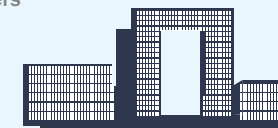
Vocational Educators:

- Inspire potential students of the distinguished learning environment and industry exposure opportunities
- Extend outreach to the industry personnel for timely update of training curriculum and activities according to industry trends
- Streamline students' classroom learning and workplace training with real-time online workplace assessment
- Enhance students' industry professionalism and global exposure to support international arrivals
- Tailor in-service training to address the emerging industry trends and developments



4. Government

- Continue to stabilise industry operations and safeguarding employment by offering relief measures
- Drive overseas arrivals and promote local consumption with industry partners
- Promote accessible tourism to facilitate arrivals
- Enhance accessibility and infrastructure to attract overseas MICE business
- Inject additional resources to facilitate smart-learning initiatives
- Subsidise classroom learning with workplace training and online assessment
- Assist retirees or start-ups to work-from-home with technological support and relevant training
- Increase transport subsidies for working at distant tourism-related establishments
- Uplift industry image with cross-sector campaigns to attract new entrants
- Liaise with employers to consider extending the retirement age and to re-engage capable retirees
- Formulate policies for recruiting, retaining and upskilling of manpower source such as new immigrants and housewives



The full version of the Manpower Survey Report of Tourism Industry, 2019 can be downloaded from:
https://www.vtc.edu.hk/html/en/about/manpower_survey.html
 (or scan the QR code).

