

2010 MANPOWER SURVEY REPORT

TOURISM INDUSTRY

旅遊業

2010 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 19 July to 19 August 2010 with follow-up cases completed in mid December 2010.

2. The survey was based on the list of tourism companies maintained at the Central Register of the Census and Statistics Department. It covered 400 companies selected by a stratified random sampling method from the frame of 1 993 companies updated as at the first quarter of 2010, among which 78 were airline companies and 1 915 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	78	78
Branch 2:	Travel agents and airline ticket agents	1 915	322
		<u>1 993 *</u>	<u>400</u>

* The estimated number of active companies amongst the 1 993 companies should be 1 661 (56 airlines and 1 605 travel agents and airline ticket agents). The estimated number of active companies is shown in Table 16.

3. A total of 400 samples out of 1 993 establishments were selected to be surveyed. The analysis on the Result of Enumeration (Overall) is attached at Appendix 7. Out of 400 companies surveyed for this report, a total of 91 cases had either closed / merged / temporarily ceased operations, not engaged in the specified trade, no technical manpower, moved / address could not be located or untraceable, and non-contact. A total of 297 companies / agencies responded, and there were 12 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. 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. (Source: Census and Statistics Department, the HKSAR Government).

6. With the concerted efforts of the HKSAR Government, the industry and the public at large, Hong Kong's tourism experienced a strong rebound in 2010 after the severe blow dealt by the financial tsunami and human swine influenza in 2009. The total arrivals in 2010 reached 36.03 million, a 21.8%-increase compared to 2009. The growth was led by a number of factors, including steady growth of the world's economy, appreciation of most currencies against the Hong Kong dollar, as well as the expansion of the scope of the Individual Visit Scheme for Shenzhen residents by the Central Government. (Source: Hong Kong Tourism Board (HKTB) Press Release, “2010 Yearly Arrivals & Spending Hit New Heights”, 26 January 2011).

7. Other than promotion and marketing efforts contributed by the HKSAR Government in boosting tourist arrivals, over the past few years the HKSAR Government has also been investing heavily in developing and upgrading the tourism infrastructure and products to inject a fresh outlook for our tourists. With its new attraction, “Aqua City” opened in January 2011, Ocean Park's redevelopment is beginning to take shape. Hong Kong Disneyland's expansion project is making good progress and the first new themed area, “Toy Story Land”, will be opened by the end of 2011. The development of the new cruise terminal at Kai Tak is in full swing, and the Government will invite tenders from around the world for the contract of operating the terminal. The terminal building and the first berth are expected to start operation in mid-2013. (Source: The Budget 2011 – 12, the HKSAR Government).

8. For the healthy and sustainable development of the tourism sector, the Chief Executive announced in the Policy Address in October 2010 that the Government would review the operation and regulatory framework of the entire tourism sector, including the role, powers, responsibilities and operation of the Travel Industry Council of Hong Kong (TIC), as well as its working relationship with the Travel Agency Registry. (Source: The Written Reply By The Secretary For Commerce and Economic Development, Mrs Rita Lau To The Legislative Council, 23 February 2011).

Implications on Manpower

9. The labour market saw widespread and notable improvements during 2010. Total employment rose to an all-time high in late 2010. With improving labour demand, the seasonally adjusted unemployment rate came down progressively to 4% in the fourth quarter of 2010. With employers being more keen to recruit workers, vacancies surged across many sectors. As much of the slack in the labour market was worked off in 2010, labour wages and earnings across many sectors resumed increases during the year. (Source: 2010 Economic Background and 2011 Prospects; the HKSAR Government).

10. With the development of new tourism-related projects in Hong Kong and the development of the Mainland and the 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) The booming economy of the Mainland will provide positive impact on Hong Kong's tourism industries. The Mainland authority expanded the scope for non-Guangdong residents in Shenzhen to apply for endorsement under the Individual Visit Scheme (IVS) with effect from 15 December 2010, this will create new visitor source from the Mainland to Hong Kong and allow more non-Shenzhen residents greater convenience in travelling to Hong Kong. (Source: HKTB Press Release, "Hong Kong Tourism Board Welcomes Expansion Of Individual Visit Scheme For Non-Shenzhen Residents", 6 December 2010).
- ii) The Chairman of National Tourism Administration of China (CNTA) supported the Hong Kong-Guangdong co-operation in tourism development, the joint development of cruise tourism by the Mainland and Hong Kong, the development of multi-destination itineraries, and the greater use of information technology to enhance the quality of tourism services. (Source: Commerce and Economic Development Bureau, 2010 HK/Mainland Tourism Working Meeting Held in Hong Kong, 10 May 2010). He also mentioned that the inbound visitors between the Mainland and Hong Kong reached 1 million in 2010 and the gradual growth is expected. The support of Central Government on boosting Hong Kong tourism will remain unchanged. To maintain the sustainable growth on arrivals, the Central Government will consider extending the cities under Individual Visitor Scheme progressively. (Source: Tai Kung Po, "Hong Kong should have no worries on arrivals", 10 March 2011).

- iii) At the Opening of the annual session of the National People's Congress, the Mainland Government pledged support for Hong Kong to boost tourism and cross-border developments in infrastructure, resources and environmental protection in addition to continuous support to remain Hong Kong's status as an international financial, trade and shipping centre. Premier Wen Jiabao also said that the Mainland would make full use of the unique role Hong Kong play in China's overall development strategy and would base co-operation between the Mainland and Hong Kong and Macau more firmly on a set of mechanism, and support the deepening of intra-regional co-operation between Guangdong and Hong Kong and Macau for mutual benefit. (Source: South China Morning Post, "Five-Year Plan Devotes A Full Chapter to Hong Kong, Macau", 6 March 2011). A long-term planning and development on manpower in tourism is critical.
- iv) According to the Hotel Supply Situation Report as at December 2010 published by Hong Kong Tourism Board, Hong Kong has 175 hotels with 60 428 rooms. There will be 51 new hotels with some 9 700 additional rooms to be completed in 2011 to 2014. The average occupancy rate and room rate ended up at 87% and HK\$1,165 in 2010, up 9% and 13.9% respectively from a year earlier. (Source: Hotel Room Occupancy Report December 2010, HKTb, 26 January 2011). 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.
- v) Rated as one of the 'world's top ten food and wine events of the year' by ForbesTraveler.com, the four-day Hong Kong Wine and Dine Festival 2010 was expanded in scale and attracted over 110 000 attendees. Besides drawing visitors' participation in the event, in the long run it also helps project Hong Kong's image and brand as a wine and gourmet centre in Asia, thereby attracting more overseas and Mainland consumers to come to Hong Kong for a variety of fine wines and enhancing Hong Kong's appeal as a diverse travel destination. (Source: The Written Reply by the Secretary for Commerce and Economic Development to the Legislative Council, 15 December 2010). With the continuous development of wine industry, the wine-related training and education programmes in wine knowledge, such as wine tasting, food and wine pairing, will certainly create enhanced value of our local manpower to meet the diverse needs of the sophisticated tourists.
- vi) Michelin launched the third edition 'MICHELIN guide Hong Kong Macau 2011' on 2 December 2010. There are 257 establishments from Hong Kong were listed including thirteen new entries are rated with Michelin stars. The starred restaurants in Hong Kong increase from 22 in 2009 to 60 in 2011. Hong Kong now has 60 starred restaurants, compared to Paris' 63 and New York's 57. (Source: Press Release, "Selections Form Michelin Guide Hong Kong Macau 2011 Reflect Elevated Restaurant Quality", MICHELIN, 2 December 2010). In order to maintain the position of culinary capital of Asia, qualified trained staff

are required for maintaining a sustained development and improvement in international food and beverage plus culinary standards in Hong Kong.

- vii) The \$100 million Mega Events Fund (MEF) was established in May 2009 to implement the Financial Secretary's 2009 – 10 budget initiative to assist local non-profit-making organisations to host more attractive arts, cultural and sports events up to 31 March 2012, in order to further promote Hong Kong's position as the events capital of Asia. In the fourth round of applications, five selected projects will be held in 2011 and it is expected over 220 000 visitors and locals will participate. (Source: Tourism Commission; Press Release, "Mega Events Funds To Support Five Mega Events In The Fourth Round", 24 December 2010). The international visitor arrivals are expected to increase and more job vacancies will be created within the tourism industry.

- viii) In view of the great potential of the cruise industry in the Asia-Pacific region, the HKSAR Government is pressing ahead with the construction of the new cruise terminal at Kai Tak to ensure that the first berth will commence operation in mid-2013. The relevant works of the second berth are expected to be completed in 2015. There are 85 calls on Hong Kong by cruise vessels primarily on sightseeing itineraries to arrive Hong Kong in 2011. (Source: Development of Cruise Tourism; Commerce and Economic Development Bureau, 8 December 2010). The development of cruise tourism in Hong Kong will create more jobs in the cruise and related tourism industries of which trained quality staff is required for serving the expanding tourism infrastructure.

11. The Government will continue its transformation towards a high value-added, knowledge-based economy, riding on the further integration with the Mainland economy. The economy will strive to capture in the new opportunities arising from the implementation of the National 12th Five-Year Plan. The investment in infrastructure through embarking on the construction of large-scale projects and in its people through education and training is crucial for capacity expansion and hence sustainable development of the economy in the long run. (Source: 2010 Economic Background and 2011 Prospects; the HKSAR Government). The training and education needs on life-long learning, development and upgrading are obvious.

12. As travellers become more experienced and knowledgeable, industry practitioners have to turn themselves into professionals and to provide customers with professional service based on knowledge and add value to conventional travel service. Apart from that, they should also offer tailor-made and trendy service, which has to be customer-oriented and of high quality on top of providing more useful information. (Source: Annual Report 2009 – 10, Travel Industry Council of Hong Kong).

13. Unexpected incidents do happen inevitably and sometimes may lead to undesired consequences. The hostage tragedy happened in mid-2010 in the Philippines, the political unrest in the Middle East and North Africa in early 2011, and the recent earthquake and nuclear disaster in Japan are typical examples. Tourism training providers may consider to incorporate or strengthen training on crisis management, contingency planning etc to handle such situations.

14. The TIC submitted the report on the Review of the Operation and Regulation of the Mainland Inbound Group Tours to the HKSAR Government in October 2010, after several incidents concerning the service quality of tour guides in 2010. (Source: Press Release, “Government welcomes TIC task force proposal”, Commerce and Economic Development Bureau, 11 October 2010 and Annual Report 2009 – 10, Travel Industry Council of Hong Kong). To safeguard the long-term healthy development of tourism sector and the reputation of Hong Kong as a tourist destination, the tourism-related course providers should reinforce the business ethics and professionalism training and development so as to help equip tour guides with the appropriate mind set and customer service skills.

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

Highlights of Survey Findings

16. The survey reveals that in July / August 2010, a total of 33 458 persons were employed in the tourism industry, of which 2 714 (8.11%) were in the managerial / professional category, 5 442 (16.27%) supervisory / technical category, 24 445 (73.06%) clerical / operative category, 857 (2.56%) secretarial / others category.

17. 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 8.11% of the tourism workforce whereas the clerical / operative level employees account for 73.06% of the total workforce.

Manpower Projection in the Tourism Industry for 2011 – 2015

18. 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 2011 – 2015. 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 2011 to 2015 are presented in Table 3.37 in Section III of this survey report.

Projected Additional Training Requirements

19. Based on the Labour Market Analysis approach of manpower growth and having regard to the wastage rates of employees which are estimated at 1.1% for Managerial / Supervisory level staff, and 8.75% for staff at Clerical / Operative and Secretarial / Other levels, the Training Board has projected the additional training requirements of the industry for 2011 to 2015 as presented in Table 19 below:

Table 19: Projected Additional Training Requirements for 2011 – 2015

Annual Average Manpower Demand for 2011 – 2015					
Job Level	No. of Employees 2010	Growth	Replacement for Wastage	Total	± 10% Range
<u>Assuming wastage rate = 1.1%</u>					
Managerial / Professional	2 714	29	31	60	54 – 66
Supervisory / Technical	5 442	58	62	120	108 – 132
<u>Assuming wastage rate = 8.75%</u>					
Clerical / Operative	24 445	262	2 196	2 458	2 212 – 2 703
Secretarial / Others	857	9	77	86	77 – 95
TOTAL	33 458	358	2 366	2 724	2 451 – 2 996

Recommendations

20. The recommendations of the Training Board are as follows:-

- i) Tourism is an important pillar of Hong Kong's economy. The trade, employers and practitioners should provide quality services to tourists with professionalism. Even a few incidents of unscrupulous business practices that undermine the interest of tourists could tarnish the overall image of the tourism industry of Hong Kong. The Training Board recommends the trade, employers and practitioners to work together to sustain the long-term and healthy development of the tourism industry.
- ii) The Training Board is of the opinion that in facing keen competition with neighbouring regions, other than relying solely on additional and enhanced tourism facilities, or marketing and promotion efforts alone, we must strengthen our workforce with both hard and soft skills continuously to make Hong Kong stand out in the region. Technical skills and knowledge are comparatively easier to master, but it is the soft skills like analytical power, 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.

- iii) To cope with the changing training and education needs due to the structural shift of Hong Kong towards a higher value-added service 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. More education and training are required to enhance the knowledge on the social, cultural, demographic, geographical, economic, political aspects of the Mainland and emerging markets and the evolving changes of customer values, needs and behaviours. It is equally important to provide flexible entry and exit pathways for life-long learning, development and skills upgrading.
- iv) 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.
- v) The Training Board acknowledges the changing of the tourism products and customer demands, in particular the trends and developments on the cruise and MICE markets, green and heritage tourism, spa and wellness, wine and gourmet. The course providers should upgrade their current courses to meet the future market needs.
- vi) 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 accreditation prior to enrolment.

- vii) The Training Board is of the view that the existing 33 458 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.
- viii) The Training Board supports the Skills Upgrading Scheme (SUS) Plus for the tourism industry. Both employers and employees should make use of the Continuing Education Fund and various government-funded training programmes for further skills enhancement.
- ix) The Training Board is of the opinion that the practitioners should be encouraged to raise their language proficiency in English and Putonghua, including the languages of growing and emerging markets, such as Russian and Korean. 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 need of the sophisticated tourists from different markets.
- x) The Training Board will continue to support the conferences and experience-sharing seminars / workshops for the practitioners in the industry.

SECTION I

INTRODUCTION

The Training Board

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

The Manpower Survey

1.2 In pursuance of its terms of reference, the Training Board conducted the manpower survey of the tourism industry during the period from 19 July to 19 August 2010, with follow up cases completed in mid December 2010 to collect up-to-date manpower information on the principal jobs of the tourism industry. The survey was carried out with the assistance of the Census and Statistics Department. A Manpower Statistical Report was published in July 2011 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 19 July to 19 August 2010 with follow-up cases completed in mid December 2010. The findings of the survey reflect the manpower situation of the tourism industry at the time of the survey. However, the current uncertainty in global financial markets might have an effect on the tourism industry demand. The manpower data and forecast in the report should therefore be read with the phenomenon in mind.

Method of Survey

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

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

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

Scope of the Survey

1.8 The survey was based on the list of tourism companies maintained at the Central Register of the Census and Statistics Department. It covered 400 companies selected by a stratified random sampling method from the frame of 1 993 companies updated as at the first quarter of 2010, among which 78 were airline companies and 1 915 were travel agents and airline ticket agents. The sample selection plan is presented in Appendix 4. The survey covered 2 main branches of the tourism industry as follows:

<u>Branch</u>	<u>Sector</u>	<u>Size of Frame</u>	<u>Sample Sizes</u>
Branch 1:	Airline companies	78	78
Branch 2:	Travel agents and airline ticket agents	1 915	322
		<hr/>	<hr/>
		1 993 #	400
		<hr/>	<hr/>

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

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

The estimated number of active companies amongst the 1 993 companies should be 1 661 (56 airlines and 1 605 travel agents and airline ticket agents). The estimated number of active companies is shown in Table 16.

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

1.10 The following major information was collected from the survey:

- (i) the number of employees at the time of the survey;
- (ii) employers' 12-month forecast of the total number of employees in July / August 2010;
- (iii) the number of existing vacancies;
- (iv) the number of employees under training in 2010; the projected training requirements from 2011 to 2015;
- (v) the average monthly income of employees; and
- (vi) employers' views on the preferred education, training mode and average man-days spent on internal training for employees by job level.

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

Analysis of Responses to the Survey

1.12 A total of 400 samples out of 1 993 establishments were selected to be surveyed. The analysis on the Result of Enumeration (Overall) is attached at Appendix 7. Out of 400 companies surveyed for this report, a total of 91 cases had either closed / temporarily ceased operations, not engaged in the specified trade, no technical manpower, moved / address could not be located or untraceable, and non-contact. A total of 297 companies / agencies responded (including 51 samples of Branch 1 and 246 sample of Branch 2), and there were 12 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

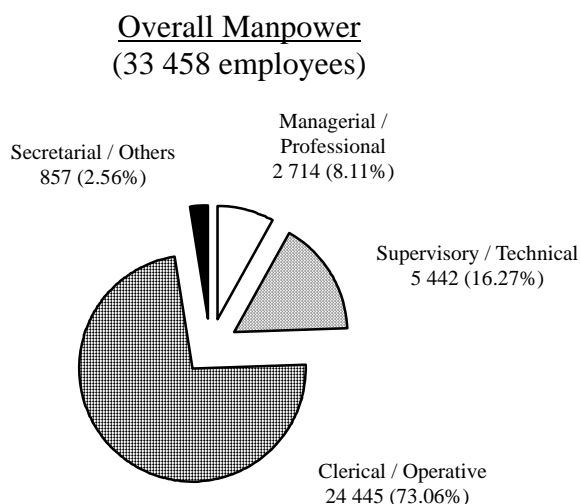
Number of Persons Employed

2.1 The survey reveals that in July / August 2010, a total of 33 458 persons were employed in the tourism industry as compared to 33 329 in 2008, representing an increase of 129 (0.39 %). Their distribution by job level is as follows:

Table 2.1 : Distribution of Employees by Job Level

<u>Job Level</u>	<u>Number of Employees</u>	<u>Percentage of Total Number Employed</u>
Managerial / Professional	2 714	8.11
Supervisory / Technical	5 442	16.27
Clerical / Operative	24 445	73.06
Secretarial / Others	857	2.56
Total	33 458	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	1 225	1 489	2 714	8.11
Supervisory / Technical	1 957	3 485	5 442	16.27
Clerical / Operative	12 213	12 232	24 445	73.06
Secretarial / Others	125	732	857	2.56
Total	15 520 (46%)	17 938 (54%)	33 458	100.00

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

Branch: Airline Companies
(15 520 employees)

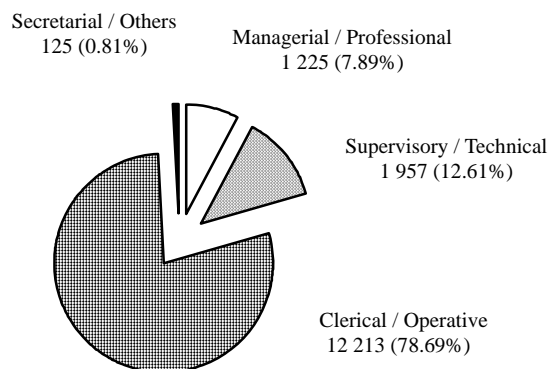
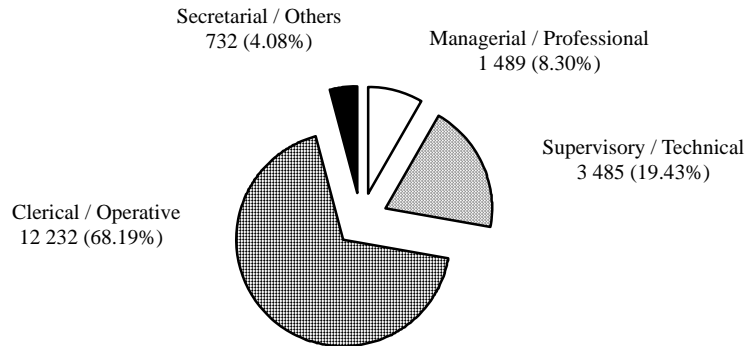


Figure 2.2 (b) : Distribution of Employees by Job Level

Branch: Travel Agents and Airline Ticket Agents
(17 938 employees)



Number of Existing Vacancies

2.3 At the time of the survey, employers reported 392 vacancies, representing 1.17% of the existing 33 458 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	4	-	4 (1.02)
Supervisory / Technical	3	4	7 (1.79)
Clerical / Operative	127	253	380 (96.94)
Secretarial / Others	1	-	1 (0.25)
Total	135	257	392 (100)

()* Percentage of the total number of vacancies

Distribution of Existing Vacancies by Job Level

2.4 Of the 392 vacancies, 4 were at managerial / professional level, 7 at the supervisory / technical level, 380 at the clerical / operative level and 1 at the secretarial / other levels. The number of vacancies by job level is shown in Table 2.4 and Figure 2.4:

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

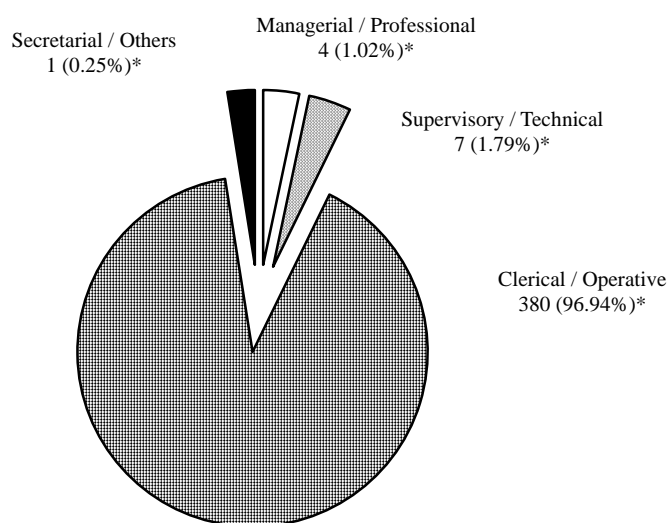
<u>Job Level</u>	<u>Number of Employees</u>	<u>Number of Vacancies</u>	<u>Percentage of Employees at the same Job Level *</u>
Managerial / Professional	2 714	4 (1.02%)	0.15%
Supervisory / Technical	5 442	7 (1.79%)	0.13%
Clerical / Operative	24 445	380 (96.94%)	1.55%
Secretarial / Others	857	1 (0.25%)	0.12%
Total	33 458	392 (100%)	1.17%**

* 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: 392



()* Percentage of total number of vacancies

Employers' Forecast of Manpower Demand in July / August 2011

2.5 Employers forecast that there would be a total of 33 966 employees by July / August 2011, representing an increase of 508 (1.52%) over the number employed in July / August 2010. 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 2010</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 2011</u>
Airline Companies	15 520	+5	+3	+206	-2	+212	15 732
Travel Agents and Airline Ticket Agents	17 938	-	+4	+292	-	+296	18 234
Total	33 458	+5	+7	+498	-2	+508 (+1.52%)*	33 966

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

Table 2.5 (b) : Employers' Forecast of Manpower Demand in July / August 2011 by Job Level

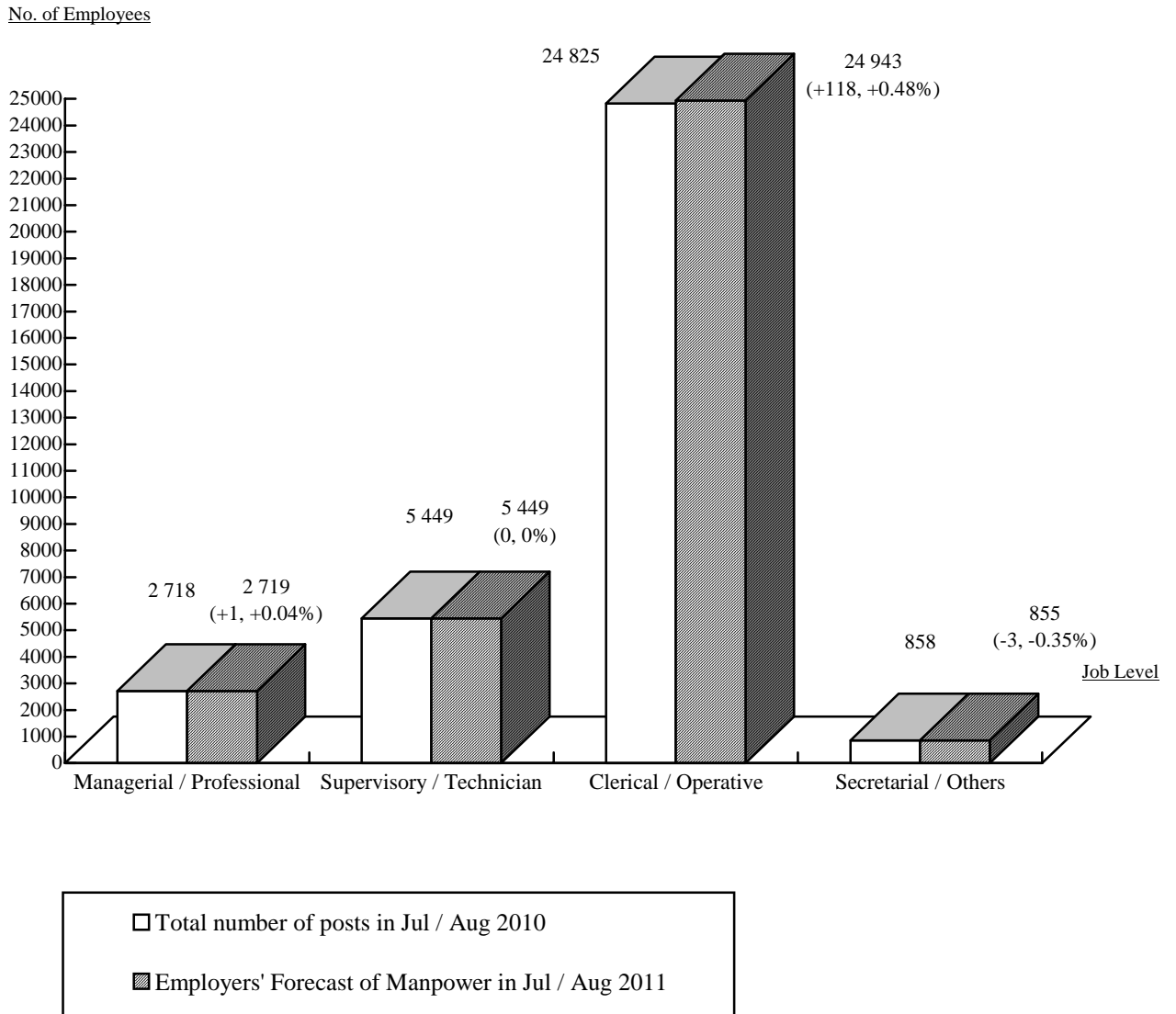
	(a)	(b)	(c)	(d)	(e)	(f)
			(a) + (b)		(d) – (c)	(d) – (a)
<u>Job Level</u>	<u>No. of Employees in Jul / Aug 2010</u>	<u>No. of Vacancies in Jul / Aug 2010</u>	<u>Total No. of Posts in Jul / Aug 2010</u>	<u>Employers' Forecast of Manpower in Jul / Aug 2011</u>	<u>No. of Posts in Jul / Aug 2011 Increase / Decrease (%)*</u>	<u>Employers' 12-month Forecast of Additional Employees Increase / Decrease (%)*</u>
Managerial / Professional	2 714 (8.11%)	4	2 718 (8.03%)	2 719 (8.00%)	+1 (+0.04%)	+5 (0.18%)
Supervisory / Technical	5 442 (16.27%)	7	5 449 (16.10%)	5 449 (16.04%)	0 (0%)	+7 (0.13%)
Clerical / Operative	24 445 (73.06%)	380	24 825 (73.34%)	24 943 (73.44%)	+118 (+0.48)	+498 (2.04%)
Secretarial / Others	857 (2.56%)	1	858 (2.53%)	855 (2.52%)	-3 (-0.35%)	-2 (-0.23%)
Total	33 458 (100%)	392	33 850 (100%)	33 966 (100%)	+116 (0.34%) **	+508 (+1.52%)***

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

()** Percentage of total number of posts in July / August 2010

()*** Percentage of total number of employees in July / August 2010

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 91 employees (0.27% of the total number of employees) had been promoted from within the industry. Of the 91 employees, 31 (1.14%) were at the managerial / professional level and 60 (1.10%) at the supervisory / technical level. A summary of the promotion pattern is given in Table 2.6.

Table 2.6 : Promotion Pattern by Job Level and by Branch

<u>Number Employed in Job Level</u>	<u>Promotion</u>	<u>Number of Promotion</u>		<u>Total (%)*</u>
		<u>Airline Companies</u>	<u>Travel Agents and Airline Ticket Agents</u>	
2 714 Managerial / Professional	From Supervisory / Technical to Managerial / Professional	3	28	31 (1.14%)
5 442 Supervisory / Technical	From Clerical / Operative to Supervisory / Technical	36	24	60 (1.10%)
24 445 Clerical / Operative	From Others to Clerical / Operative	-	-	-
857 Secretarial / Others	Secretarial / Others	-	-	-
Total		39	52	91 (0.27%)**

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

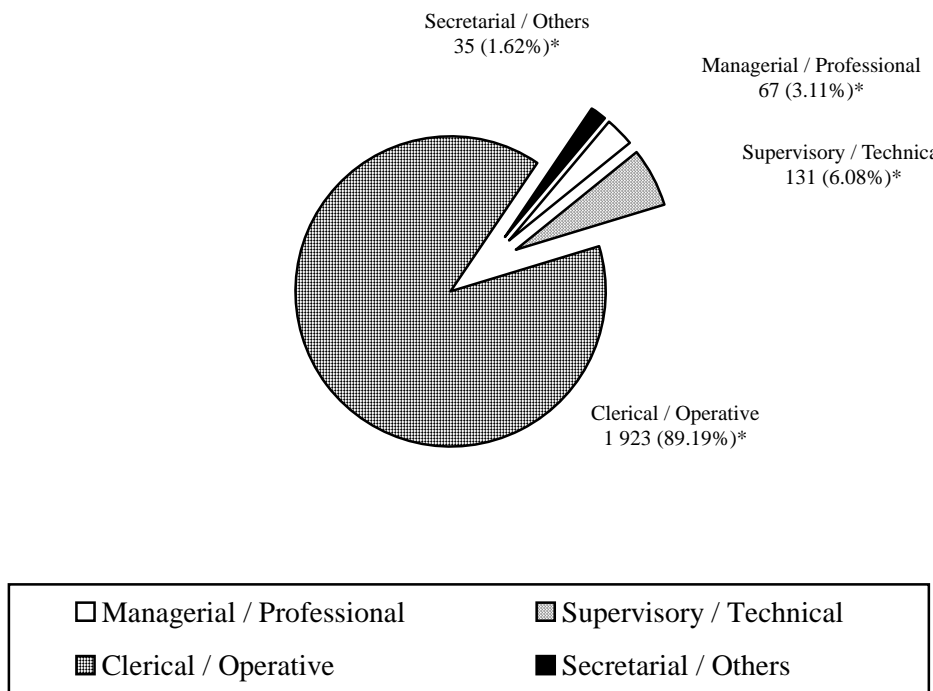
()** Percentage of the total number of employees in the industry

Staff Turnover in the Past 12 Months

2.7 Employers reported that 2 156 employees or 6.44% of the total number of employees in the industry had left in the past 12 months. The clerical / operative level had the highest staff turnover: 1 923 employees or 89.19% of the total number left in the past 12 months. Figure 2.7 presents the distribution of staff turnover among major job levels. Table 4 of Appendix 6 presents the numbers of employees who left their employment in the past 12 months.

Figure 2.7 : Distribution of Staff Turnover by Job Level

Total Number of Staff Turnover: 2 156



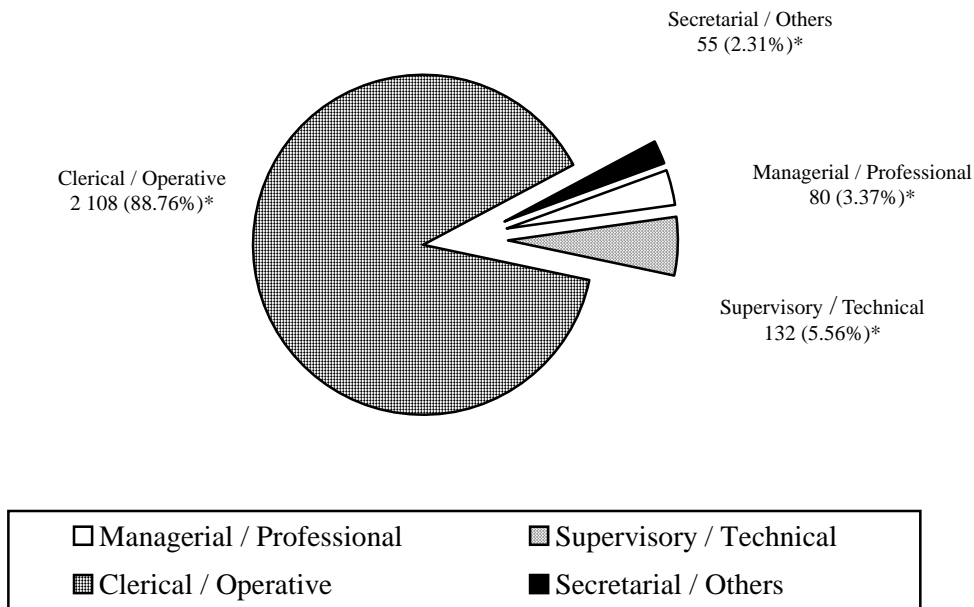
()* Percentage of total number of staff turnover

New Recruits in the Past 12 Months

2.8 Employers reported that they had recruited 2 375 new employees in the past 12 months. The largest number of recruits was found in the clerical / operative level (2 108 or 88.76% 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 2 375 new employees, 784 were without tourism industry experience, representing 33.01% of the total number of new recruits and 231 were fresh graduates of tourism programs, representing 9.73% 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 : 2 375

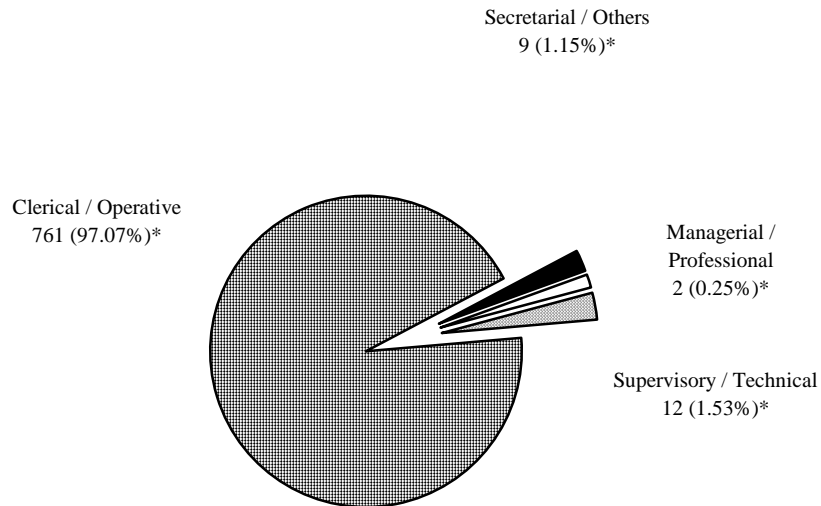


()* Percentage of total number of new recruits

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

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

Total Number of Recruits Without Tourism Industry Experience : 784

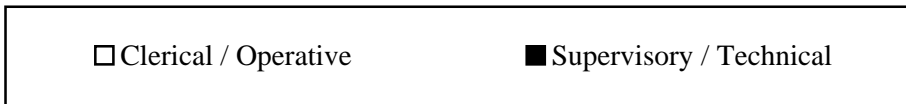
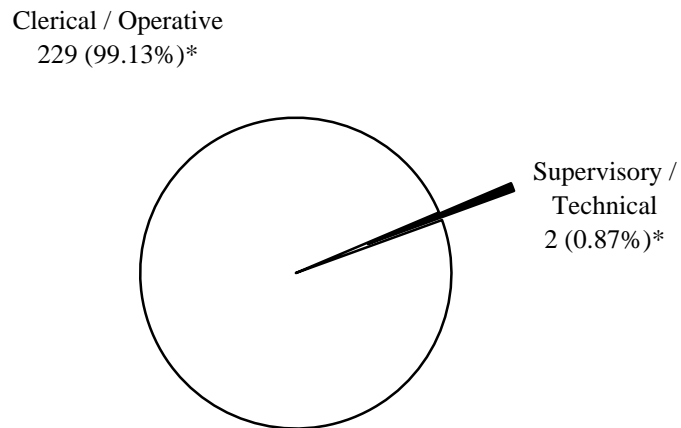


()* Percentage of total number of new recruits without tourism industry experience

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

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 : 231



()* 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	Degree or above (1 853) Higher Diploma / Associate Degree or equivalent (376)	68.28% 13.85%
Supervisory / Technical	Secondary 5 - 7 (1 721) Professional Diploma / Diploma or equivalent (947)	31.62% 17.40%
Clerical / Operative	Secondary 5 - 7 (19 268) Advanced Certificate / Certificate or equivalent (1 904)	78.82% 7.79%
Secretarial / Others	Secondary 5 - 7 (441) Secondary 3 - 4 (195)	51.46% 22.75%
Overall	Secondary 5 - 7 (21 475) Degree or above (2 805)	64.18% 8.38%

Relevant Experience

2.10 Employers reported that 23.83% of their employees possessed 1 year to less than 3 years of experience, 15.60% possessed 3 years to less than 6 years of experience and 6.77% possessed less than 1 year 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: 33 458



* 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>\$6,000 or below</u>	<u>\$6,001 to \$8,000</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	-	-	-	-	289	365	1 116	460	484	2 714
Supervisory / Technical	-	-	15	2 118	1 150	1 112	92	-	955	5 442
Clerical / Operative	23	1 829	3 877	14 027	808	7	-	-	3 874	24 445
Secretarial / Others	85	265	70	72	86	7	8	-	264	857
Total	108 (0.32)*	2 094 (6.26)*	3 962 (11.84)*	16 217 (48.47)*	2 333 (6.97)*	1 491 (4.46)*	1 216 (3.63)*	460 (1.38)*	5 577 (16.67)*	33 458 (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 from \$30,001 to HK\$40,000 for managerial / professional level, \$10,001 to \$15,000 for supervisory / technical and clerical / operative levels, and \$6,001 to \$8,000 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 6 680 (19.97%) of the employees received no internal training, 5 520 (16.50%) received less than 5 days and 4 310 (12.88%) 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 2010

Man-days	Total / % of Total Number of Employees
Nil	6 680 / 19.97%
< 5 days	5 520 / 16.50%
5 Days to < 10 Days	4 310 / 12.88%
10 Days to < 15 Days	1 051 / 3.14%
15 Days to < 20 Days	188 / 0.56%
20 Days to < 1 Month	37 / 0.11%
Unspecified	15 672 / 46.84%
Total	33 458 / 100.00%

Priority Accorded to Mode of Training by Employers

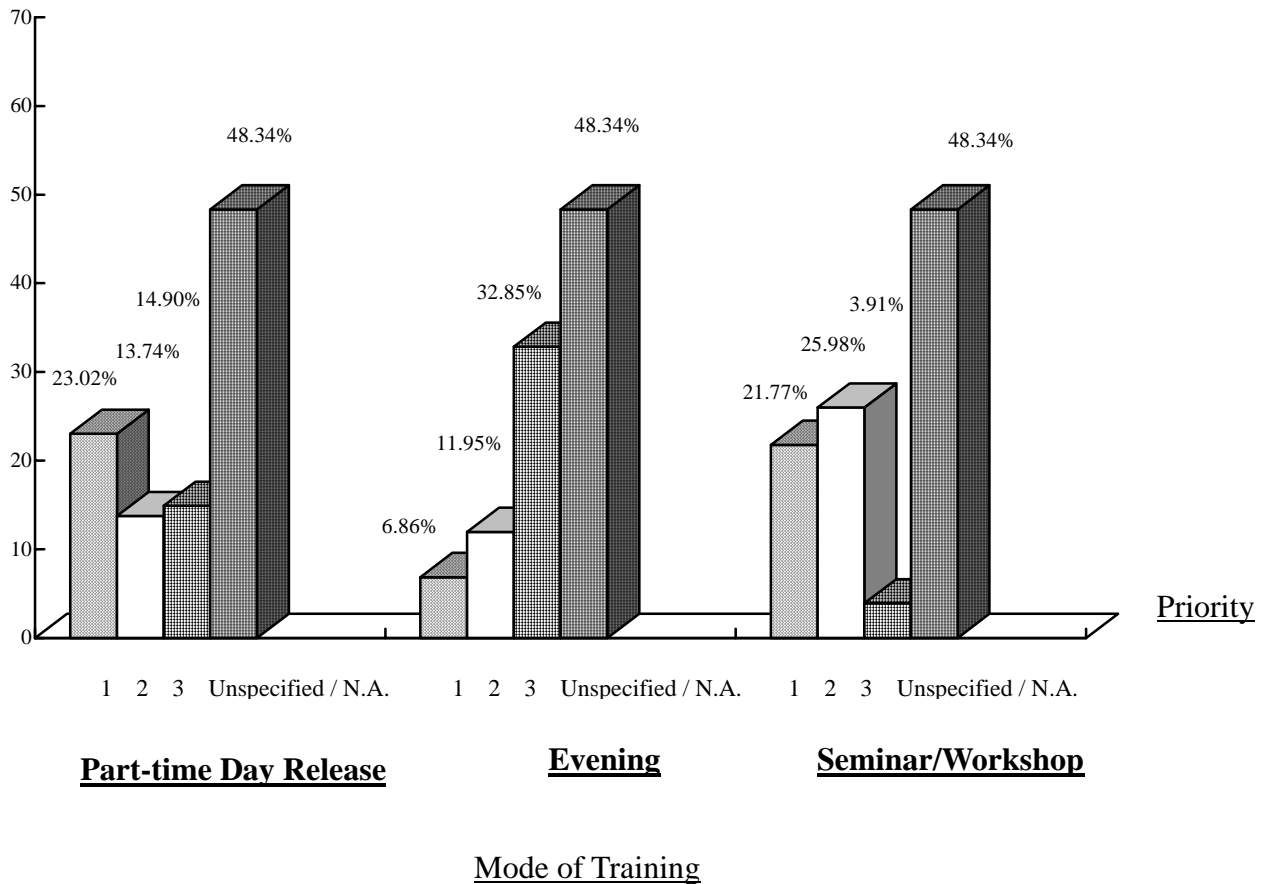
2.14 From employers' feedback, 23.02% ranked part-time day release courses as the most preferred mode of training whereby seminar / workshop and evening modes of training would be considered as second and third priorities respectively. Details of the priorities were shown in Tables 2.14 (a) – (b):

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

Mode of Training	Level of Priority Perceived	Total / % of Total Number of Employees
Part-time Day Release	1 st Priority	7 703 / 23.02%
	2 nd Priority	4 596 / 13.74%
	3 rd Priority	4 985 / 14.90%
	Unspecified / Not Applicable	16 174 / 48.34%
	Total	33 458 / 100.00%
Evening	1 st Priority	2 297 / 6.86%
	2 nd Priority	3 997 / 11.95%
	3 rd Priority	10 990 / 32.85%
	Unspecified / Not Applicable	16 174 / 48.34%
	Total	33 458 / 100.00%
Seminar / Workshop	1 st Priority	7 284 / 21.77%
	2 nd Priority	8 691 / 25.98%
	3 rd Priority	1 309 / 3.91%
	Unspecified / Not Applicable	16 174 / 48.34%
	Total	33 458 / 100.00%

Figure 2.14 (b) : Mode of Training by Priority

Percentage of Total
Number of Employees



Operating Trends of Tourism Operators on the Seasonal Fluctuation of Business

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

- a. since the travel and tourism business fluctuated seasonally, employers indicated that they would re-deploy the existing manpower who mainly participated in jobs other than tour escorts / tour guides to take up the duties of tour escorts / tour guides to meet the operational needs
- b. it was normal management practice that when no tour was assigned, tour escorts / tour guides would be required to take up the duties of counter sales and reservation staff, receptionist and other general clerical work.

- c. Employers of inbound travel agency operators indicated that the months of July, August and December were the high seasons for business and the months of March and November were the low seasons. Employers of outbound travel agency operators indicated that the months of July, August and December were the high seasons for business and the months of January and March were the low seasons. Details of high / low seasons for the companies by employment size are presented in Table 14 of Appendix 6.
- d. Operators of most medium to large scale establishments engaging in outbound tour business indicated that staff of all branches, except a few supervisory staff, must take up the duties of tour escorts whenever required.

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

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

Table 2.16: Number of Tour Guides (Inbound) and Tour Escorts (Outbound) in July / August 2010

Inbound / Outbound	Total number employed by industry	(%)
Inbound – Full-time	695	(28.75%)*
Inbound – Freelance / Part-time	1 722	(71.25%)*
Sub-total	2 417	(100%)*
Outbound – Full-time	1 863	(49.91%)*
Outbound – Freelance / Part-time	1 870	(50.09%)*
Sub-total	3 733	(100%)

() * Percentage of total number employed in July / August 2010

2.17 According to the Travel Industry Council of Hong Kong, there are 6 198 accredited tour guides and 19 416 accredited tour escorts as at March 2011.

SECTION III

CONCLUSIONS

Industry Outlook

3.1 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. (Source: Census and Statistics Department, the HKSAR Government).

3.2 Boosted by improved economic conditions worldwide, international tourism has recovered faster than expected from the impacts of the global financial crisis and economic recession of late 2008 and 2009. Asia was the first region to recover and the strongest growing region in 2010. International tourist arrivals into Asia reached a new record at 204 million last year, up from 181 million in 2009. (Source: UNWTO Advance Release, "World Tourism Barometer", 17 Jan 2011).

3.3 Results from the International Air Transport Association (IATA)'s quarterly survey conducted in January 2011 indicate that strong business conditions continued through the end of 2010. For 2011, the outlook remains positive although the loosening of the demand-supply conditions and upward fuel cost pressures may mean that the momentum for further boosts to profitability is slowing. However, confidence in travel and cargo demand remains strong with 77% of the respondents are expecting increasing passenger volumes and 60% expecting increasing cargo volumes. In view of the expanding air travel markets and flight capacities, employment intention for the next twelve months of the said survey is on the rise, where 54% of the respondents indicated propensity to increase employment. (Source: IATA Economic Briefing, Airline Business Confidence Index, January 2011 Survey, IATA).

3.4 Asian outbound travel showed strong growth of 15% over the first eight months in 2010 and is expected to end the year showing a 14% rise on 2009. The booming outbound Asian markets in 2010 are China, South Korea and Malaysia which are all increasing at more than 20%. (Source: The ITB World Travel Trends Report 2010 / 2011).

3.5 According to IMF, world GDP would increase by 4.4% whereas developing economies in Asia are forecast to expand strongly further by 8.4% in 2011. China and India will remain the two major growth engines with economic growth in 2011 being forecast at 9.6% and 8.4% respectively. (Source: 2010 Economic Background and 2011 Prospects; the HKSAR Government).

3.6 The Hong Kong economy staged a broad-based expansion in 2010, having successfully overcome the severe challenges from the global recession of 2009. Both the external and domestic sectors fared strongly in the year. For 2010 as a whole, the economy grew robustly by 6.8% more than offsetting the 2.7 contraction in 2009. (Source: 2010 Economic Background and 2011 Prospects; the HKSAR Government).

3.7 With the concerted efforts of the HKSAR Government, the industry and the public at large, Hong Kong's tourism experienced a strong rebound in 2010 after the severe blow dealt by the financial tsunami and human swine influenza in 2009. The total arrivals in 2010 reached 36.03 million, a 21.8%-increase compared to 2009. The growth was led by a number of factors, including steady growth of the world's economy, appreciation of most currencies against the Hong Kong dollar, as well as the expansion of the scope of the Individual Visit Scheme for Shenzhen residents by the Central Government. (Source: Hong Kong Tourism Board (HKTB) Press Release, "2010 Yearly Arrivals & Spending Hit New Heights", 26 January 2011).

3.8 Mainland China continued to be the primary driver of growth in arrivals to Hong Kong in 2010, with arrivals climbing up by 26.3% year-on-year to 22.68 million, and accounting for 63% of total arrivals. Across the strait in Taiwan, yearly arrivals grew by 7.7% to over 2.16 million, despite continued expansion of cross-strait direct flights. For North Asia, the strong appreciation of the Japanese YEN and the Korean WON during the year brought forth a 21.1%-rise in arrivals from the region. (Source: HKTB Press Release, "2010 Yearly Arrivals & Spending Hit New Heights", 26 January 2011).

3.9 In South and Southeast Asia, the emerging market of India proved to be the best performer, with arrivals up by 44.8% to 530 000. Other markets in the region, such as Singapore, Malaysia, Indonesia and Thailand, all recorded double-digit growth compared to 2009. (Source: HKTB Press Release, "2010 Yearly Arrivals & Spending Hit New Heights", 26 January 2011).

3.10 The arrivals from Russia in 2010 was double that of 2009. The rapid development of the country's economy and the rise of the middle class have both bolstered outbound tourism, whereas increased direct flights and visa-free arrangements between Hong Kong and Russia also contributed to the phenomenal growth rate. Meanwhile, the Middle East enjoyed a 20.7%-increase in its arrivals, which exceeded 210 000 in 2010. (Source: HKTB Press Release, "2010 Yearly Arrivals & Spending Hit New Heights", 26 January 2011).

3.11 The long-haul regions showed steadfast growth in 2010, with arrivals up by 10.5% to 4.69 million, surpassing the level in 2008 before the financial crisis broke out. As a result of the economic recovery, business arrivals returned, while vacation arrivals also increased, leading to the overall upward trend of long-haul arrivals. (Source: HKTB Press Release, "2010 Yearly Arrivals & Spending Hit New Heights", 26 January 2011).

3.12 According to the latest figures provided by HKTB, total tourism expenditure associated to inbound tourism for 2010 reached a historic high of HK\$209.98 billion, an upward leap of 32.78% compared to 2009. Per capita spending among overnight visitors increased by 16.6% from HK\$5,770 to HK\$6,728, while that of same-day, in-town visitors rose by 2.7% to HK\$1,846, as compared to HK\$1,798 in 2009. (Source: HKTB Press Release, “2010 Total Tourism Spending Reaches All-time High of Over HK\$200 Billion”, 3 April 2011).

3.13 Over the past years, the HKSAR Government has been investing heavily in the tourism infrastructure and the Government will continue to allocate resources for the building of tourism hardware and software. (Source: The Budget 2011 – 12, the HKSAR Government). Major tourism projects being implemented and under planning included:

- i) Redevelopment of Ocean Park – the park is implementing its redevelopment plans in phases by 2012 into a world-class marine-themed park featuring more than 70 attractions. “Aqua City” opened in January 2011 and other new attractions will be introduced in each phase.
- ii) Aberdeen Tourism Project – aims at bringing out the unique features of ‘traditional fishing harbour’ and the local culture of Aberdeen and, by reinforcing the elements of diversified tourism, to enhance Aberdeen’s attractiveness to both international visitors and local residents.
- iii) Development of a Piazza in Tsim Sha Tsui – the objective is to create a new public open space at the existing public transport interchange adjacent to the Star Ferry Pier with enriched features for use by both the locals and tourists. The Tsim Sha Tsui Clock Tower, which is one of the top ten attractions in Hong Kong, will be an important icon feature of the Piazza. Coupled with the world famous Victoria Harbour view, the Piazza will have tremendous potential to become another key tourist attraction.
- iv) Kai Tak Cruise Terminal – aims at developing Hong Kong into a premier regional cruise hub, the site formation work began in December 2009. The new cruise terminal will have two alongside berths with no air draft limit. The first berth of the terminal is expected to commence operation in mid-2013 and will be capable of berthing the world’s largest cruise vessel. The second berth will be available in 2015 to berth medium-sized vessels.
- v) Disneyland expansion project – the expansion will enlarge the existing theme park by 23%, adding more than 30 new attractions, entertainment and interactive experiences, bringing the total number to over 100. “Toy Story Land” will be opened by the end of 2011. Other attractions will be completed in phases by 2013.

3.14 Leveraging Hong Kong's ecological richness and diversity, the HKTB is promoting green tourism in Northeast New Territories and outlying islands having regard to the principles of nature conservation and sustainable development. Tying in with the first anniversary of Hong Kong Geopark, HKTB organised "Great Outdoors Hong Kong" to promote the green tourism highlighting the unique landform and landscape of the Geopark together with the longest hiking trail in Hong Kong, MacLehose Trail. (Source: HKTB Press Release, "Great Outdoors Hong Kong!" Launched – Hong Kong Tourism Board Takes Visitors on Hiking Tours 5 Weeks in a Row, 7 November 2010).

3.15 'Festive Hong Kong 2010' is the annual marketing theme of the HKTB in 2010 – 11, which is designed for encouraging visitors to come experience the unique culture, as well as the colourful fusion of Chinese and Western festivities that can only be found in Hong Kong. Throughout the year, the HKTB organised a series of mega events, promoted along with the traditional festivals and cultural celebrations, as well as major events launched by third parties. It elevates Hong Kong's image as the Events Capital of Asia, and creates greater business opportunities for the tourism, retail, dining and service sectors of the city.

3.16 The MICE overnight visitor arrivals in 2010 made a leap of 22.8% year-on-year to 1 429 941. HKTB expects the growth momentum for overnight MICE arrivals will sustain into 2011, with the total number reaching 1.6 million, 12% more than in 2010. (Source: HKTB Press Release: "Hong Kong Sees Over 20%-Growth in 2010 MICE Arrivals", 27 February, 2011).

3.17 Information technology has radically altered the way on service delivery in the tourism sectors. There are currently more than 1.5 billion people around the globe with access to the internet. With this forecast to increase by around 50% by 2015, operators need to embrace the world online and ensure they deliver their service and brand through multiple channels. The transparency of social media opens new channels of customisation, communication and promotion; it also offers unparalleled opportunities for customer feedback, which representing both threats and opportunities for the industry. (Source: Deloitte, "Hospitality 2015", June 2010).

3.18 The explosive growth of hotel / spa development within Asia is expected especially within the two fastest-growing world economies, China and India. These markets and others are developing at a breakneck pace, unleashing extraordinary new class mobility and massive opportunities for hotel / spa development. Asia-Pacific has the largest number of spas and hotels under development of any region in the world, and by 2015, China will have 1 million outbound travellers, many seeking a luxury lifestyle that includes a westernized spa experience. In addition, hotel/spa developers look to please both tourists seeking authentic ambiance and indigenous treatments and local spa-goers looking for western-style spa-going. (Source: SpaFinder, "SpaFinder's 2011 Spa Trends Report", 16 November 2010).

3.19 The Chief Executive stated in the Policy Address in October 2010 that the Government would review the operation and regulatory framework of the entire tourism sector, with a view to promoting the healthy development of the tourism industry. (Source: Policy Address 2010 – 11, the HKSAR Government). After several incidents involving Mainland visitors who were forced to shop, the task force set by the Travel Industry Council of Hong Kong recommended ten regulatory measures in October 2010 aimed at reviewing the receiving arrangement for Mainland inbound tour groups, with a special focus on the question of zero / negative reception fee and regulation of tour guides. These measures have been implemented on 1 February 2011. (Source: Travel Industry Council of Hong Kong, “Report on mainland tours submitted to Government”, 11 October 2010).

Implications on Manpower

3.20 The labour market saw widespread and notable improvements during 2010. Total employment rose to an all-time high in late 2010. With improving labour demand, the seasonally adjusted unemployment rate came down progressively to 4% in the fourth quarter of 2010. With employers being more keen to recruit workers, vacancies surged across many sectors. As much of the slack in the labour market was worked off in 2010, labour wages and earnings across many sectors resumed increases during the year. (Source: 2010 Economic Background and 2011 Prospects; the HKSAR Government).

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

- i) The booming economy of the Mainland China will provide positive impact on Hong Kong’s tourism industries. The Mainland authority expanded the scope for non-Guangdong residents in Shenzhen to apply for endorsement under the Individual Visit Scheme (IVS) with effect from 15 December 2010, this will create new visitor source from the Mainland to Hong Kong and allow more non-Shenzhen residents greater convenience in travelling to Hong Kong. Since the beginning of 2010, Mainland visitor arrivals have been seeing considerable growth to surpass 20 million in the first eleven months, representing a 27%-increase year-on-year. According to data provided by the Shenzhen authority, an additional four million non-Shenzhen residents will be eligible for the expanded scheme. It is believed the new measure will encourage them to pay consumption visits to Hong Kong, and drive further growth of Mainland arrivals, especially those making same-day visits. (Source: HKTB Press Release, “Hong Kong Tourism Board Welcomes Expansion Of Individual Visit Scheme For Non-Shenzhen Residents”, 6 December 2010).

- ii) Since the launch of year-round multiple-entry visa arrangements for Shenzhen residents to visit Hong Kong in last April, over 4.77 million Shenzhen-residents have taken advantage of these arrangements to travel to Hong Kong as at end-October 2010. This measure has been contributing to the increase of total Mainland arrivals this year. (Source: HKTb Press Release, “Hong Kong Tourism Board Welcomes Expansion Of Individual Visit Scheme For Non-Shenzhen Residents”, 6 December 2010).
- iii) The Chairman of National Tourism Administration of China (CNTA) supported the Hong Kong-Guangdong co-operation in tourism development, the joint development of cruise tourism by the Mainland China and Hong Kong, the development of multi-destination itineraries, and the greater use of information technology to enhance the quality of tourism services. (Source: Commerce and Economic Development Bureau, 2010 HK / Mainland Tourism Working Meeting Held in Hong Kong, 10 May 2010). He also mentioned that the inbound visitors between Mainland and Hong Kong reached 10 billion in 2010 and the gradual growth is expected. The support of Central Government on boosting Hong Kong tourism will remain unchanged. To maintain the sustainable growth on arrivals, the Central Government will consider extending the cities under Individual Visitor Scheme progressively. (Source: Tai Kung Po, “Hong Kong should have no worries on arrivals”, 10 March 2011).
- iv) At the Opening of the annual session of the National People’s Congress, the Mainland Government pledged support for Hong Kong to boost tourism and cross-border developments in infrastructure, resources and environmental protection in addition to continuous support to remain Hong Kong’s status as an international financial, trade and shipping centre. Premier Wen Jiabao also said that the Mainland would make full use of the unique role Hong Kong play in China’s overall development strategy and would base co-operation between the Mainland and Hong Kong and Macau more firmly on a set of mechanism, and support the deepening of intra-regional co-operation between Guangdong and Hong Kong and Macau for mutual benefit. (Source: South China Morning Post, “ Five-Year Plan Devotes A Full Chapter to Hong Kong, Macau”, 6 March 2011). A long-term planning and development on manpower in tourism is critical.

- v) According to the Hotel Supply Situation Report as at December 2010 published by Hong Kong Tourism Board, Hong Kong has 175 hotels with 60 428 rooms. There will be 51 new hotels with some 9 700 additional rooms to be completed in 2011 to 2014. The average occupancy rate and room rate ended up at 87% and HK\$1,165 in 2010, up 9% and 13.9% respectively from a year earlier. (Source: Hotel Room Occupancy Report December 2010, HKTB, 26 January 2011). 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.

- vi) Rated as one of the ‘world’s top ten food and wine events of the year’ by ForbesTraveler.com, the four-day Hong Kong Wine and Dine Festival 2010 was expanded in scale and attracted over 110 000 attendees. Besides drawing visitors’ participation in the event, in the long run it also helps project Hong Kong’s image and brand as a wine and gourmet centre in Asia, thereby attracting more overseas and Mainland consumers to come to Hong Kong for a variety of fine wines and enhancing Hong Kong’s appeal as a diverse travel destination. (Source: The Written Reply by the Secretary for Commerce and Economic Development to the Legislative Council, 15 December 2010). With the continuous development of wine industry, the wine-related training and education programmes in wine knowledge, such as wine tasting, food and wine pairing, will certainly create enhanced value of our local manpower to meet the diverse needs of the sophisticated tourists.

- vii) Michelin launched the third edition ‘MICHELIN guide Hong Kong Macau 2011’ on 2 December 2010. There are 257 establishments from Hong Kong were listed including thirteen new entries are rated with Michelin stars. The starred restaurants in Hong Kong increase from 22 in 2009 to 60 in 2011. Hong Kong now has 60 starred restaurants, compared to Paris' 63 and New York's 57. (Source: MICHELIN Press Release, “Selections Form Michelin Guide Hong Kong Macau 2011 Reflect Elevated Restaurant Quality”, 2 December 2010). In order to maintain the position of culinary capital of Asia, qualified trained staff are required for maintaining a sustained development and improvement in international food and beverage plus culinary standards in Hong Kong.

- viii) The \$100 million Mega Events Fund (MEF) was established in May 2009 to implement the Financial Secretary’s 2009 – 10 budget initiative to assist local non-profit-making organisations to host more attractive arts, cultural and sports events up to 31 March 2012, in order to further promote Hong Kong’s position as the events capital of Asia. In the fourth round of applications, five selected projects will be held in 2011 and it is expected over 220 000 visitors and locals will participate. (Source: Tourism Commission; Press Release, “Mega Events Funds To Support Five Mega Events In The Fourth Round”, 24 December 2010). The international visitor arrivals are expected to increase and more job vacancies will be created within the tourism industry.

- ix) In view of the great potential of the cruise industry in the Asia-Pacific region, the HKSAR Government is pressing ahead with the construction of the new cruise terminal at Kai Tak to ensure that the first berth will commence operation in mid-2013. The relevant works of the second berth are expected to be completed in 2015. In 2010, HKTB has conducted promotion jointly with relevant cruise companies and tourism industry in a number of the Mainland provinces and cities, such as Guangdong, Shanghai, Hangzhou, Nanjing and Beijing etc. There are 85 calls on Hong Kong by cruise vessels primarily on sightseeing itineraries to arrive Hong Kong in 2011. (Source: Development of Cruise Tourism; Commerce and Economic Development Bureau, 8 December 2010). The introduction of cruise tourism in Hong Kong will create more jobs in the cruise and related tourism industries of which trained quality staff is required for serving the expanding tourism infrastructure.

3.22 The Government will continue its transformation towards a high value-added, knowledge-based economy, riding on the further integration with the Mainland economy. The economy will strive to capture in the new opportunities arising from the implementation of the National 12th Five-Year Plan. The investment in infrastructure through embarking on the construction of large-scale projects and in its people through education and training is crucial for capacity expansion and hence sustainable development of the economy in the long run. (Source: 2010 Economic Background and 2011 Prospects; the HKSAR Government). The training and education needs on life-long learning, development and upgrading are obvious.

3.23 As travellers become more experienced and knowledgeable, industry practitioners have to turn themselves into professionals and to provide customers with professional service based on knowledge and add value to conventional travel service. Apart from that, they should also offer tailor-made and trendy service, which has to be customer-oriented and of high quality on top of providing more useful information. (Source: Annual Report 2009 – 10, Travel Industry Council of Hong Kong).

3.24 Unexpected incidents do happen inevitably and sometimes may lead to undesired consequences. The hostage tragedy happened in mid-2010 in the Philippines, the political unrest in the Middle East and North Africa in early 2011, and the recent earthquake and nuclear disaster in Japan are typical examples. Tourism training providers may consider to incorporate or strengthen training on crisis management, contingency planning etc to handle such situations.

3.25 The Travel Industry Council of Hong Kong (TIC) submitted the report on the Review of the Operation and Regulation of Mainland Inbound Group Tours to the HKSAR Government in October 2010. Among the recommendations made by the Task Force to improve the quality of tourism, the highlights included setting up a demerit mechanism for TIC members and tour guides that provide reception services for mainland tours; and requiring receiving agents to sign a designated service agreement with their tour guide so as to ensure the latter will be paid for their work. It was also suggested that to ensure tour guides focus their attention on the same Mainland tour and provide superb reception services, Mainland tours will have to be received by the same tour guide throughout the journey. (Source: Press Release, “Government welcomes TIC task force proposal”, Commerce and Economic Development Bureau, 11, October 2010 and Annual Report 2009 – 10, Travel Industry Council of Hong Kong). To safeguard the long-term healthy development of tourism sector and the reputation of Hong Kong as a tourist destination, the tourism-related course providers should reinforce the business ethics and professionalism training and development so as to help equip tour guides with the appropriate mind set and customer service skills.

3.26 With the implementation of New Senior Secondary Education Curriculum and new 4-year university system, more senior secondary graduates may consider further education over immediate employment. This may affect the labour supply as the industry is growing and expanding. The demand on employees at the entrant operational level is keen. The employers should expect the senior secondary graduates to be more mature, better educated and may have higher expectations.

3.27 To enable Hong Kong to maintain its competitiveness and embrace the opportunities brought by our economic integration with the Mainland China, the HKSAR Government injected \$500 million into the Language Fund to further upgrade our bi-literate and trilingual proficiency. Regarding language proficiency in the workplace, the new resources are used to encourage employees to raise their standards of English and Putonghua. Such measures may include providing vocational language courses tailored to the needs of the industries, encouraging the development and use of self-learning platforms on the Internet, and organising public education activities. (Source: The Budget 2010 – 11, the HKSAR Government).

The Survey Findings

3.28 The Training Board has examined the survey findings and is of the opinion that the industry appears to be growing positively; despite that there are local and global challenges, including but not limited to slow economic recovery, high fuel costs, increased air capacities and routes, direct flight arrangements between the Mainland and Taiwan, and natural disaster and political unrest in certain areas of the world etc. With developed communication platform, Hong Kong tourism is facing keen competition with neighbouring regions. Other than relying solely on additional and enhanced tourism facilities, or marketing and promotion efforts alone, we must strengthen our workforce with both hard and soft skills continuously to make Hong Kong stand out in the region. Technical skills and knowledge are comparatively more easier to master, it is the soft skills like analytical, problem solving, work ethics, customer care etc that local training providers should pay attention to when tailoring and delivering training courses for manpower training. For the tourism industry to be sustainable and to contribute to the overall economy of Hong Kong, we aim at repeated business so that this important economic pillar will stand strong and firm in the long run.

Manpower Changes by Job Level

3.29 In July / August 2010, there were 33 458 employees in the tourism industry, representing an increase of 129 (+0.39%) over the 2008 figure. An analysis of the manpower changes by job level is given in the following tables:

Table 3.29 (a) : Number of Employees

<u>Job Level</u>	<u>2008</u>	<u>2010</u>	<u>Increase / Decrease</u>	
Managerial / Professional	2 380 (7.14%)	2 714 (8.11%)	+334	(+14.03%)*
Supervisory / Technical	4 944 (14.83%)	5 442 (16.27%)	+498	(+10.07%)*
Clerical / Operative	25 138 (75.43%)	24 445 (73.06%)	-693	(-2.76%)*
Secretarial / Others	867 (2.60%)	857 (2.56%)	-10	(-1.15%)*
Total	33 329 (100%)	33 458 (100%)	+129	(+0.39%)**

() * Percentage of number employed at the same job level in 2008

() ** Percentage of total number of employees in 2008

Figure 3.29 : Tourism Manpower Figures from 1987 – 2010 at Different Job Levels

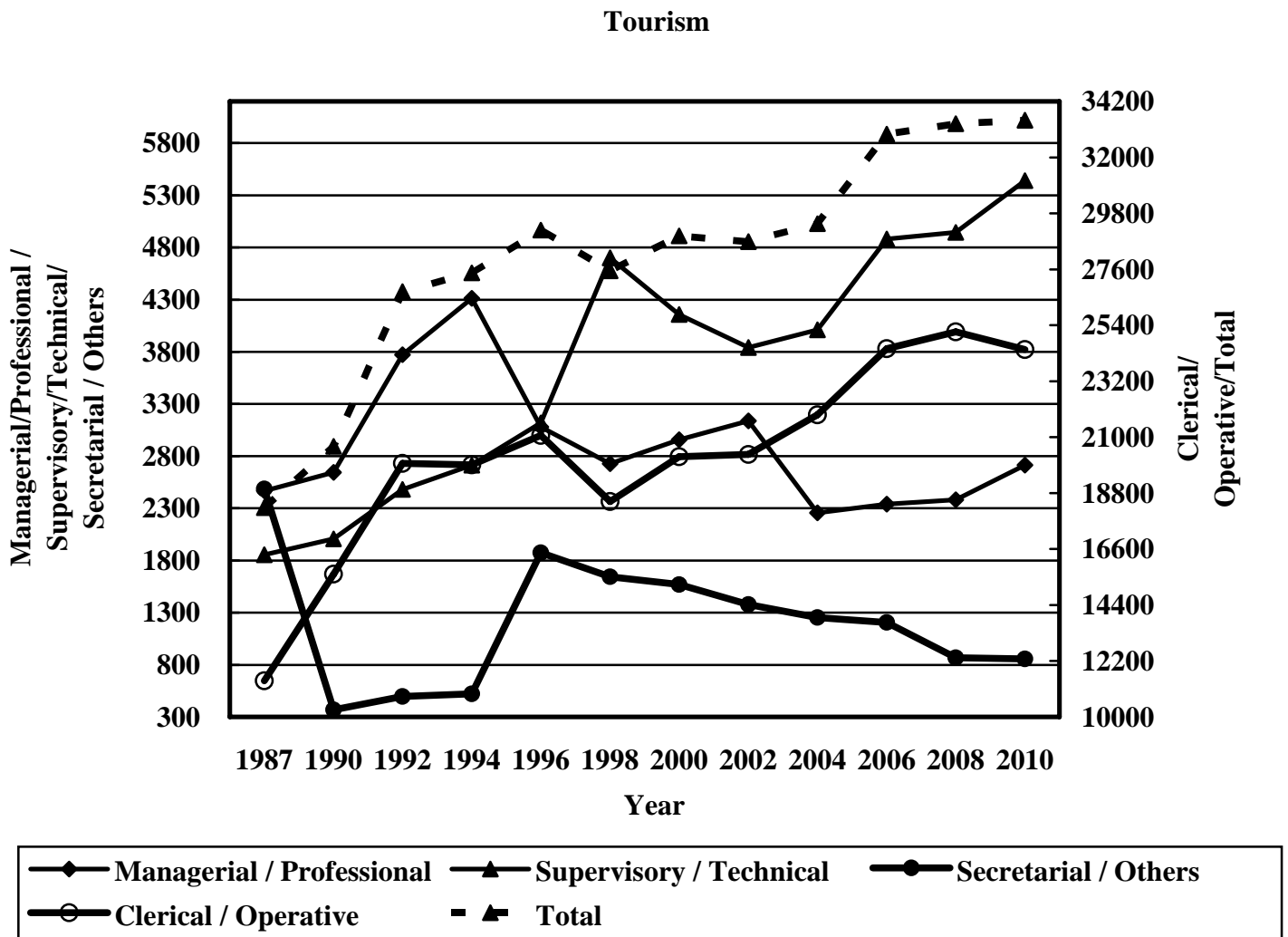


Figure 3.29 above provides the tourism manpower figures at different job levels from 1987 to 2010. A steadily upward trend of total manpower demand in the tourism industry was realized in recent years. However, the figures for 2008 to 2010 indicate that the increment was relatively flat in comparison with the last survey period of 2006 to 2008.

Table 3.29 (b) : Manpower Changes by Job Level by Branch in 2008 and 2010

<u>Job Level</u>	<u>Branch 1: Airline Companies</u>			<u>Branch 2: Travel Agents and Airline Ticket Agents</u>			<u>Total</u>		
	<u>2008</u>	<u>2010</u>	<u>Increase / Decrease (%)*</u>	<u>2008</u>	<u>2010</u>	<u>Increase / Decrease (%)*</u>	<u>2008</u>	<u>2010</u>	<u>Increase / Decrease (%)*</u>
Managerial / Professional	879	1 225	+346 (+39.36%)	1 501	1 489	-12 (-0.8%)	2 380	2 714	+334 (+14.03%)
Supervisory / Technical	1 575	1 957	+382 (+24.25%)	3 369	3 485	+116 (+3.4%)	4 944	5 442	+498 (+10.07%)
Clerical / Operative	12 284	12 213	-71 (-0.58%)	12 854	12 232	-622 (-4.8%)	25 138	24 445	-693 (-2.76%)
Secretarial / Others	140	125	-15 (-10.71%)	727	732	+5 (+0.7%)	867	857	-10 (-1.15%)
Total	<u>14 878</u>	<u>15 520</u>	<u>+642</u> (+4.14%)**	<u>18 451</u>	<u>17 938</u>	<u>-513</u> (-2.8%)**	<u>33 329</u>	<u>33 458</u>	<u>+129</u> (+0.39%)***

()* 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

3.30 The survey shows an increase in number on the Managerial / Professional and Supervisory / Technical levels in 2010. Such increase is more significant in Airlines sector of which records an increase of 39.36% (346 persons) and 24.25% (382 persons) respectively due to the improved economic and business conditions. However, the demands on clerical and operative staff decrease by 2.76% (693 persons) in 2010 compared with 2008. It may imply that the employers are still very cautious on manpower arrangements and the needs on multi-skilled staff that able to perform different tasks at different period in the business cycle are still obvious.

Vacancies

3.31 At the time of the survey, there were 392 reported vacancies as compared to 752 in 2008. The present vacancies attributed to 1.17% of the total workforce as compared to 2.26% in 2008. The largest number of vacancies (380) 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

3.32 Based on the number employed at the same job level, the survey indicated that 1.14% of managerial / professional positions and 1.10% 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

3.33 From employers' feedback, 23.02% ranked part-time day release courses as the most preferred mode of training whereby seminar / workshop and evening modes of training would be considered as second and third priorities respectively.

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

Preferred Qualifications of Employees

3.35 The survey indicated that employers generally preferred Degree and Higher Diploma / Associate Degree holders for managerial / professional level positions, Secondary 5 – 7 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 July / August 2011

3.36 Employers' forecast of the 12-month manpower growth indicated a positive growth rate of 1.52%.

Table 3.36 : Additional Manpower by Job Level in 2011

<u>Job Level</u>	<u>Employers' Forecast of Manpower Growth in July / August 2011</u>	
Managerial / Professional	+5	(+0.18%)*
Supervisory / Technical	+7	(+0.13%)*
Clerical / Operative	+498	(+2.04%)*
Secretarial / Others	-2	(-0.23%)*
Total	+508	(+1.52%)**

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

()** Percentage of total number employed in industry

Manpower Projection for 2011 – 2015

3.37 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 2011 – 2015. The Labour Market Analysis (LMA) approach projects manpower requirements for a specific industry based on key statistical data reflecting important changes in the local economy, demography and labour market (please refer to Appendix 8 for details). The Adaptive Filtering Method (AFM) is another statistical method that generates manpower projections based on the past and present survey data from 1992 to 2010 (please refer to Appendix 9 for details). The projections on the future manpower demand for 2011 to 2015 are presented in Table 3.37:

Table 3.37 : Manpower Projection in the Tourism Industry

Year	Actual Manpower	Projected Manpower (LMA Approach)	Projected Manpower (AFM Approach)	Employer's Forecast (EF)
2008 <i>actual</i>	33 329			
2010 <i>actual</i>	33 458			
2011 <i>forecast</i>		34 770 (3.9%*)	33 521 (0.2%*)	33 966 (1.5%*)
2012 <i>forecast</i>		35 012 (0.7%**)	33 577 (0.2%**)	
2013 <i>forecast</i>		35 096 (0.2%**)	33 626 (0.1%**)	
2014 <i>forecast</i>		35 176 (0.2%**)	33 670 (0.1%**)	
2015 <i>forecast</i>		35 253 (0.2%**)	33 709 (0.1%**)	
* as percentage change vs actual manpower in 2010				
** 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 (2011 – 2015).

Wastage

3.38 The annual training requirement is based on Labour Market Analysis Approach of manpower growth and the wastage rate. Wastage rate refers to those leaving the tourism industry because of change of jobs to other sectors, retirement, emigration and other causes. After consultation with the industry, the Training Board considered that the annual wastage rates of 1.10% for the managerial / professional and supervisory / technical job levels and 8.75% 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

3.39 The Labour Market Analysis Approach Projection of training requirements of the tourism industry for 2011 to 2015 are shown in Table 3.39.

**Table 3.39 : Training Requirement Forecasts of the Tourism Industry for 2011 – 2015
(Based on Labour Market Analysis Approach)
(Based on 1.10% / 8.75% wastage rates at different job levels)**

Annual Average Manpower Demand for 2011 – 2015					
Job Level	No. of Employees 2010	Growth	Replacement for Wastage	Total	± 10% Range
<u>Assuming wastage rate = 1.10%</u>					
Managerial / Professional	2 714	29	31	60	54 – 66
Supervisory / Technical	5 442	58	62	120	108 – 132
<u>Assuming wastage rate = 8.75%</u>					
Clerical / Operative	24 445	262	2 196	2 458	2 212 – 2 703
Secretarial / Others	857	9	77	86	77 – 95
TOTAL	33 458	358	2 366	2 724	2 451 – 2 996

3.40 The Training Board estimated the annual average training requirements for 2011 – 2015 to be 1 800. The wastage rates of 1.10% for managerial / professional and supervisory / technical levels and 8.75% for clerical / operative / secretarial and other levels employees have been adopted. The Training Board opined that although it was difficult to quantify the number of freelance workers in the industry, the training requirements of freelance tour escorts / tour guides should not be overlooked.

3.41 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 Travel Insurance Knowledge, and then Ticketing and Reservation System. As for generic skills, employers considered that the most required training are in Service Attitude / Customer Service, and followed by Communication. The number of employees who had been provided with relevant training is shown in Table 19 of Appendix 6.

SECTION IV

RECOMMENDATIONS

Recommended Additional Training Requirements

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

4.2 The Training Board is of the opinion that that the industry appears to be growing positively; despite that there are local and global challenges, including but not limited to slow economic recovery, high fuel costs, increased air capacities and routes, direct flight arrangements between the Mainland and Taiwan, and natural disaster and political unrest in certain areas of the world etc. With developed communication platform, Hong Kong tourism is facing keen competition with neighbouring regions. Other than relying solely on additional and enhanced tourism facilities, or marketing and promotion efforts alone, we must strengthen our workforce with both hard and soft skills continuously to make Hong Kong stand out in the region. Technical skills and knowledge are comparatively more easier to master, it is the soft skills like analytical, problem solving, work ethics, customer care etc that local training providers should pay attention to when tailoring and delivering training courses for manpower training. For the tourism industry to be sustainable and to contribute to the overall economy of Hong Kong, we aim at repeated business so that this important economic pillar will stand strong and firm in the long run.

Recommended Training Requirements

4.3 The Training Board recommends the following training requirements for the tourism industry in 2011 to 2015 as presented in Table 4.3 below:

**Table 4.3 : Recommended Training Requirements
for the Tourism Industry in 2011 to 2015
(Based on Labour Manpower Analysis Approach Projection)**

Job Level	2011 – 2015	± 10% Range
Managerial / Professional	60	54 – 66
Supervisory / Technical	120	108 – 132
Clerical / Operative	2 458	2 212 – 2 703
Secretarial / Others	86	77 – 95
Total:	2 724	2 451 – 2 996

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 organisation. For jobs at this level, the Training Board recommends that employers recruit degree and higher diploma / associate degree holders to enrich their management knowledge and skills.

Recommended Training Routes for Technician and Supervisory Levels

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

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

Recommended Training Routes for Operative and Clerical Levels

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

Technical Education and Training Institutions

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

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

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

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

4.12 A list of the relevant full-time and part-time courses offered by the members of Vocational Training Council in 2011 is presented in Tables 4.13(a)-(b). Graduates from these courses are well received by the industry as they possess hands-on experience and could readily contribute to the industry. Employers are encouraged to recruit graduates of these training courses. In addition, seminars and workshops organised by the Vocational Training Council help employers learn new technologies and train up their staff.

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

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

<u>Course Title</u>	<u>Duration</u>
<u>Full-time Courses</u>	
Diploma in Travel and Tourism	2 years
Higher Diploma in Travel and Tourism	3 years
Higher Diploma in Tourism Management	2 years
Higher Diploma in “MICE” Planning and Management	2 years
Higher Diploma in Tourism Studies *	4 years

* In Academic Year 2011/12, there will be entry at Level 2 only

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

<u>Course Title</u>	<u>Duration</u>
<u>Full-time Courses</u>	
Advanced certificate in Tour Guide and Service Culture	4 months
Certificate in Tour Guide and Service Culture	4 months
Certificate in Basic Ticketing and Travel Agency Operations	4 months

Training for Employee

4.14 The Training Board is of the view that the existing 33 458 strong in-service employees will need upgrading and updated training to remain competitive and efficient to cope with the forecasted increasing customer and business demand.

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

Skills Upgrading Scheme and Out-Centre Training Courses

4.16 The Training Board supports the Skills Upgrading Scheme (SUS) Plus 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 Course for the Tourism Industry

<u>No.</u>	<u>Course Name</u>	<u>Training Hours</u>
1	Nature Appreciation Foundation Course	37
2	Local Heritage, Historical and Cultural Tourism	25
3	In-service Tour Guide Training Course (II)	63
4	Practical English for Operational Staff of Travel Agency	22
5	Practical Putonghua for Tour Guides and Tour Escorts	22
6	Practical Putonghua for Operational Staff of Travel Agency	22
7	Customer Services and Effective Communication Skills for Travel Agency	21
8	Analysis of Inbound Tourist Complaint Cases	6
9	Analysis of Inbound Tourist Emergency Cases	6
10	Understanding and Promoting Tourist Attractions in Hong Kong and Neighboring Regions	6
11	Enhancing Emotional Intelligence	6
12	Introduction to Cruise Travel	9
13	Practical Skills in Servicing Cruise Travellers	24
14	Training in Geotourism (Rocks and Topography) Interpretation	30
15	Religious Knowledge in Tourism	9
16	Elementary Conversational English for Tour Guides and Tour Escorts	18
17	Practical English for Tour Guides	18
18	Practical English for Tour Escorts	18

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 2009 and up to 31 March 2011)

Chairman:

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

Vice-Chairman:

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

Members:

Mr Ananda ARAWWAWELA (up to 22.12.10)	(Nominated by the Hong Kong Hotels Association)
Mrs Alice CHAN Cheung Lok-ye (up to 31.3.10)	} (Nominated by the Travel Industry Council of Hong Kong)
Mr Paul Leung (since 1.4.10)	
Mr Keven CHAN Tin-yau	
Mr Romain CHAN Wai-shing	(Nominated by a local based hotel chain)
Mr Paul CHANDLER	(Nominated by a major theme park or a major attraction)
Mr CHEONG Peng-vong (since 27.8.09)	(Nominated by a catering association)
Dr Vincent HEUNG	(Nominated by a local education/training institution)
Mr Hardy KAM Shun-yuen	(Nominated by a catering association)
Mr Patrick KWOK	(Nominated by the Hong Kong Tourism Board)
Mr David LAU (since 27.08.09)	(Nominated by a travel agent)
Mr Rudolf MULLER	(Nominated by the Hong Kong Chefs Association)
Mr Michael TAO	(Nominated by the Club Managers' Association of Hong Kong)
Mr James TONG	(Nominated by the Board of Airline Representatives)
Mr Jason WONG Chun-tat (since 27.8.09)	(Nominated by a travel agent)
Mr Cramond WONG (since 27.8.09)	(Nominated by the Meetings, Incentives, Conventions and Exhibitions (MICE) Industry)
Mr Wilson WU Wai-tsuen	(Nominated by a major restaurant chain)
Mr Vincent FUNG (since 27.8.09)	(Representing the Commissioner for Tourism)
Miss Eva LEUNG Lai-yin (up to 28.6.09)	} (Representing the Commissioner for Labour)
Ms Nancy TANG (since 29.6.09)	
Miss Annie HO	(Representing the Executive Director of the Vocational Training Council)

Advisors:

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

In Attendance:

Mr Lawrence WONG	(Representing the Hospitality Industry Training and Development Centre/VTC)
Ms Winnie NGAN (since 1.12.09)	(Representing the Hong Kong Institute of Vocational Education/VTC)
Dr Joanna CHEUNG (since 9.11.10)	(Representing the Hong Kong Institute of Vocational Education/VTC)
Ms Catherine POON (up to 30.11.09)	(Representing the Hong Kong Institute of Vocational Education/VTC)

Secretary:

Ms Christa KOCH-KESSLER (up to 14.7.09)	} (Hospitality Industry Training and Development Centre/VTC)
Ms Claudia AU (since 15.7.09)	

Hotel, Catering and Tourism Training Board

Membership List of the Working Party on
2010 Tourism Industry Manpower Survey

Convenor

Mr Jason WONG Chun-tat Hong Thai Travel Services Ltd

Members

Mr Ananda ARAWWAWELA Hong Kong Hotels Association
(up to 22.12.10)

Mr Rudolf MULLER Hong Kong Disneyland Resort

Ms Rebecca WONG HOTB Advisor

Ir Bosco MAK Vocational Training Council

Ms Gigi HO Vocational Training Council

Mr Peter POON Hospitality Industry Training and Development Centre/VTC

Ms WONG Kin-ping Hospitality Industry Training and Development Centre/VTC

Dr Joanna CHEUNG Hong Kong Institute of Vocational Education/VTC

Secretary

Ms Claudia AU Hospitality Industry Training and Development Centre/VTC

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

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

2010 Manpower Survey of the Tourism Industry

Distribution of Survey Samples

Sample Selection Plan

(Based on Data as at 1st quarter 2010
provided by Census and Statistics Department)

Branch	Industry	Employment Size	Stratum Code	Size of Frame	Sampling Fraction	Sample Size
1	Airline Companies (HSIC 2.0: 510100, 510900, 510201, 510202)	1 - 9	1	25	1.00	25
		10 - 49	2	32	1.00	32
		50 - 99	3	9	1.00	9
		100 - 199	4	3	1.00	3
		200 - 499	5	7	1.00	7
		1000 & above	7	2	1.00	2
		Sub-total			78	
2	Travel Agents and Airline Ticket Agents (HSIC 2.0 : 791000, 799000)	1 - 9	1	1602	0.09	144
		10 - 49	2	270	0.50	135
		50 - 99	3	20	1.00	20
		100 - 199	4	13	1.00	13
		200 - 499	5	6	1.00	6
		500 - 999	6	4	1.00	4
		Sub-total			1915	
Total				1993		400

145 POKFULAM ROAD, 1/F
POKFULAM TRAINING CENTRE COMPLEX
POKFULAM, HONG KONG
香港薄扶林道 145 號 1 樓
Tel No. 電話： (852) 2538 2247
Fax No. 傳真： (852) 2538 2251



Our Reference : (16) in HO/1/2 (2010) (T)

9 July 2010

Dear Sir/Madam,

2010 Manpower Survey of the Tourism Industry

On behalf of the Vocational Training Council, I am writing to solicit your kind cooperation in the 2010 Manpower Survey 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 hospitality 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 19 July to 19 August 2010. 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 queries you may have, and collect the completed questionnaire.

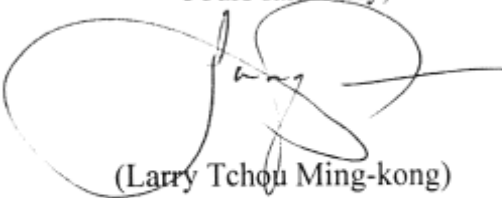
The findings of the survey together with the training measures recommended by the Hotel, Catering and Tourism Training Board will be presented in a report published by the Training Board.

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

I wish to assure you that the information collected will be handled in strictest confidence and will be published only in the form of statistical summaries without reference to individual companies. Should you have any queries regarding the survey, please contact the Manpower Statistics Section of the Census and Statistics Department at 2116 8375.

Thank you for your valuable support.

Yours faithfully,

A handwritten signature in black ink, consisting of several large, overlapping loops and a long horizontal stroke extending to the right.

(Larry Tchou Ming-kong)

Chairman

Hotel, Catering and Tourism Training Board

THE 2010 MANPOWER SURVEY OF THE TOURISM INDUSTRY
旅遊業二〇一〇年人力調查
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 1	3 3 2 3	_ _ _ _ _ _ _ 4 5 6 7 8 9	_ _ _ _ _ _ _ 10 11 12 13 14 15	_ _ 16 17	_ _ 18 19	_ _ 20 21 22	_ _ _ _ _ _ _ 23 24 25 26 27	_ _ 28

NAME OF COMPANY: _____
公司名稱

ADDRESS: _____
地址

Total Number of Employees: _____
僱員總數

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

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO.: _____ - _____
電話

FAX NO.: _____
圖文傳真

E-mail : _____
電郵

Questionnaire - 2010 Manpower Survey of the Tourism Industry
旅遊業二〇一〇年人力調查

Part I
第一部份

(A) Jobs 職務		(B) Monthly Income 月薪	(C) Number of Employees at Date of Survey (Excluding Trainees / Apprentices) 現有僱員人數 (實習生/學徒除外)	(D) Number of Vacancies at Date of Survey 調查期間 空缺額	(E) Forecast of Number Employed 12 Months from Now 預計未來 十二個月後的 僱員人數	(F) No. of Trainees/ Apprentices at Date of Survey 調查期間 實習生/ 學徒人數	(G) Preferred Education of Employees 僱員宜有 教育程度	(H) Average Age Range (for operative staff only) 僱員平均 年齡 (只 適用於操作 工)	Column "B" / (B)欄 The "Monthly Income" should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. 「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。 Average Monthly Income 平均月薪	Code 編號
Title 職稱	Rec. Type 紀錄 類型	Code 編號	Code 編號	Code 編號	Code 編號	Code 編號	Code 編號	Code 編號	Code 編號	
	8 - 10	11 - 12	13 - 16	17 - 19	20 - 23	24 - 26	27	28		
	2								\$6,000 or below 或以下	1
	2								\$6,001 - \$8,000	2
	2								\$8,001 - \$10,000	3
	2								\$10,001 - \$15,000	4
	2								\$15,001 - \$20,000	5
	2								\$20,001 - \$30,000	6
	2								\$30,001 - \$40,000	7
	2								\$40,001 or above 或以上	8
	2								Column "G" / (G)欄	
	2								Education 教育程度	Code 編號
	2								Degree or above 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 - 7 中學五年級至七年級	5
	2								Secondary 3 - 4 中學三年級至四年級	6
	2								Others 其他	7
	2								Column "H" / (H)欄	
	2								(For Operative Staff Only) (只適用於操作工)	
	2								Average Age Range 平均年齡	Code 編號
	2								below 18 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。

Part II 第二部分

For Official Use Only
此欄毋須填寫

Q. 1 Internal Promotion

內部晉升

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

請填寫過去十二個月內，內部晉升的人數。

Est. No. _____

ER No. _____

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

From Clerical/Operative to
Supervisory/Technical
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.

過去十二個月內新招聘的僱員人數。

Managerial/
Professional
經理／
專業人員級

Supervisory/
Technical
督導／
技術員級

Clerical/
Operative
文員／
操作工級

Secretarial/
Others
秘書／其他職級

15

19

23

27

31

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

過去十二個月內新招聘無旅遊業經驗及／或無接受旅遊業培訓的僱員人數。

Managerial/
Professional
經理／
專業人員級

Supervisory/
Technical
督導／
技術員級

Clerical/
Operative
文員／
操作工級

Secretarial/
Others
秘書／其他職級

32

36

40

44

48

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

過去十二個月內新招聘的應屆旅遊業培訓課程畢業生人數。

Supervisory/
Technical
督導／
技術員級

Clerical/
Operative
文員／
操作工級

Secretarial/
Others
秘書／
其他職級

49

52

55

58

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

貴機構在過去十二個月內在招聘僱員方面有沒有困難？

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 經理／專業人員級	Supervisory/Technical 督導／技術員級	Clerical/Operative 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 Mainland/Macao/Other Cities 源自內地／澳門／其他城市之人手競爭	<input type="checkbox"/> 78	<input type="checkbox"/> 79	<input type="checkbox"/> 80	
(g) Others (please specify) _____ 其他（請說明）	<input type="checkbox"/> 81	<input type="checkbox"/> 82	<input type="checkbox"/> 83	

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

過去十二個月內離職的僱員人數。

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

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

僱員擔任現職前宜有從事旅遊業工作的年數 (請"✓")。

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

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

過去十二個月內用於內部每人平均訓練日數 (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 經理/專業人員級	<input type="checkbox"/> 132	<input type="checkbox"/> 133	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="text" value="139"/>
Supervisory/Technical 督導/技術員級	<input type="checkbox"/> 140	<input type="checkbox"/> 141	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144	<input type="checkbox"/> 145	<input type="checkbox"/> 146	<input type="text" value="147"/>
Clerical/Operative 文員/操作工級	<input type="checkbox"/> 148	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151	<input type="checkbox"/> 152	<input type="checkbox"/> 153	<input type="checkbox"/> 154	<input type="text" value="155"/>
Secretarial/Others 秘書/其他職級	<input type="checkbox"/> 156	<input type="checkbox"/> 157	<input type="checkbox"/> 158	<input type="checkbox"/> 159	<input type="checkbox"/> 160	<input type="checkbox"/> 161	<input type="checkbox"/> 162	<input type="text" value="163"/>

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

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

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

Q.11 Preferred Competency**僱員宜有技能**

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

請填上過去12個月內獲提供培訓的人數。

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

Q. 12 The Expected Overall Percentage Changes in the Training Plan of Your Establishment for the Coming 12 Months.
貴機構預計在未來十二個月內的訓練計劃之百分比改動。

Skills Sets 技能類別	Managerial/ Professional 經理/ 專業人員級		Supervisory/ Technical 督導/ 技術員級		Clerical/Operative 文員/ 操作工級		Secretarial/ Others 秘書/其他職級		
	(+/-)	(%)	(+/-)	(%)	(+/-)	(%)	(+/-)	(%)	
(I) Managerial Skills 管理技巧	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(II) Trade Skills 行業技能	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(III) Generic Skills 通用技巧	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(IV) Languages 語言	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

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

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

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

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

	Aug 8月	Sep 9月	Oct 10月	Nov 11月	Dec 12月	Jan 1月	Feb 2月	Mar 3月	Apr 4月	May 5月	Jun 6月	Jul 7月	
Inbound (入境旅遊)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Outbound (出境旅遊)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

問卷完 (End of questionnaire)

For Official Use Only
此欄毋須填寫

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
539	542	545	548	551

The 2010 Manpower Survey of the Tourism Industry
旅遊業二〇一〇年人力調查

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 firm. 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公司所採用者。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 organization. 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 firm 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，填寫貴公司的人員數目及調查表 (B) 至 (H) 欄所需的資料。

3. Column 'B' - Total Monthly Income Range

(B) 欄 — 每月總收入幅度

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

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

<u>Average Monthly Income</u> 平均月薪	<u>Code</u> 編號
\$6,000 or below \$6,000 或以下	1
\$6,001 - \$8,000	2
\$8,001 - \$10,000	3
\$10,001 - \$15,000	4
\$15,001 - \$20,000	5
\$20,001 - \$30,000	6
\$30,001 - \$40,000	7
\$40,001 or above \$40,001 或以上	8

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

(C) 欄 — 現有僱員人數(實習生/學徒除外)

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

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

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

(D) 欄 — 調查期間空缺額

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

「現有空缺額」指在調查期間該職位仍懸空，需立刻填補而現正積極招聘人員填補。

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

(E) 欄 — 預測未來十二個月後的僱員人數

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

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

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

(F) 欄 — 調查期間實習生／學徒人數

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

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

8. Column 'G' - Preferred Education of Employees

(G) 欄 — 僱員宜有教育程度

Please enter in this column the appropriate code number showing the highest 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最高教育程度填入 (G) 欄內。

<u>Education</u> 教育程度	<u>Code</u> 編號
Degree or above 學位或以上	1
Higher Diploma / Associate Degree or equivalent 高級文憑／副學士或同等學歷	2
Professional Diploma/Diploma or equivalent 專業文憑／文憑或同等學歷	3
Advanced Certificate/Certificate or equivalent 高級證書／證書或同等學歷	4
Secondary 5 - 7 中學五年級至七年級	5
Secondary 3 - 4 中學三年級至四年級	6
Others 其他	7

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

(H) 欄 — 受僱僱員之平均年齡 (只適用於操作工)

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

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

Part II
第二部份

1. Internal Promotion

內部晉升

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

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

2. Number of New Recruits in the Past 12 Months

過去十二個月內新招聘的僱員人數

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

請在本部份回答在過去十二個月內貴公司新招聘的僱員人數。

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

過去十二個月內新招聘無旅遊業經驗及／或無接受旅遊業培訓的僱員人數

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

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

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

過去十二個月內新招聘的應屆旅遊業培訓課程畢業生人數

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

「新招聘旅遊業培訓課程畢業生」指加入貴機構之應屆旅遊業培訓課程畢業生。

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

在過去十二個月內在招聘僱員方面有否困難

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

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

6. Possible Reasons for Encountering Recruitment Difficulties

遇到招聘困難的原因

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

請選擇遇到招聘困難的原因，每職級可選一項或以上。

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

過去十二個月內離職的僱員人數

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

請填報過去十二個月內貴機構離職的各級僱員人數。

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

僱員擔任現職前宜有從事旅遊業工作的年數

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

請按照僱主欲各職級僱員擔任現職前，其宜有從事旅遊業工作的年數。

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

過去十二個月內用於內部訓練的平均日數

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

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

Total No. of Man-Days Spent 總訓練日數

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

10. Priority Accorded to Mode of Training Courses for Employees

僱主認為僱員宜有訓練方式之優先次序

Please enter the modes of training most suitable to your employees by order of priority

(1: Very Suitable to 3: Least Suitable).

請按優先次序，填寫貴公司認為適合僱員的訓練方式。

(1：十分適合至 3：未盡適合)

11. Preferred Competencies

僱員宜有技能

Please provide the number of different levels of employees who would require training as listed in the past 12 months.

請提供過去十二個月內需要所列培訓課程的各級僱員人數。

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

貴機構預計在未來十二個月內的訓練計劃之百分比改動

Please input '+' or '-' to indicate whether there will be an increase/decrease in providing the skills sets training for employees at different job levels, and also input the relevant percentage 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，以及提供有關之百分比數字。

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

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

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

請提供過去 12 個月內機構全職入境及出境旅遊領隊／導遊的人數，並提供最旺月份入境及出境旅遊特約／兼職導遊／領隊人數。

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

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

請填報貴機構過去 12 個月內入境及出境旅遊旺季的月份，並在適當空格內加上“✓”號。

2010 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.

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

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

Code	Job Title	Job Description
SUPERVISORY / TECHNICAL LEVEL (Continued)		
203	Airport Manager/Officer Traffic Manager/Officer Crew Manager/Officer Customer Relations Manager/Officer	Supervises and co-ordinates all traffic activities at the airport and key areas in the station; deputizes for customer service manager in his absence and informs him when emergency procedure is required; handles passengers complaints; keeps destination ports informed of flight movements and passenger/cargo loads; liaises with reservations and sales departments.
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.

Code	Job Title	Job Description
SUPERVISORY / TECHNICAL LEVEL (Continued)		
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)	
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.

Code	Job Title	Job Description
CLERICAL / OPERATIVE LEVEL (Continued)		
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.
309	Ground Hostess/ Ground Crew/ Ground Services Staff	Guides and assists passengers to board the aircraft or escorts disembarking passengers to the immigration counter; makes arrangements to passenger coaches for airport and aircraft transfers; checks passenger load and bag number of each flight; completes flight reports; makes necessary boarding, paging or delay announcements. Collects and checks travel documents and tickets from boarding passengers; calculates and accepts charges arising from excess baggage; implements any changes in the check-in procedure as instructed by supervisor; obtains and issues seat numbers; issues boarding passes; collects airport tax.
310	Information Counter Staff/ Customer Services Staff	Provides information on air fares, flight arrivals and departures; helps passengers make advance bookings; channels customers’ queries or complaints to the right departments.
311	Operations Officer/ Flight Dispatching Officer	Makes out flight plans; briefs aircraft captains for their journey; deals with fuel requirement, take-off and landing weight restrictions; works with air traffic control personnel.
312	Planning Officer	Assists assistant manager-airline planning in his duties; assists in preparation of budgets; schedules co-ordination and clearance of slots in all ports; liaises with engineering, operations and sales.

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

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

<u>Job Code</u>	<u>Clerical / Operative Level</u>
301	Accounting Clerk/General Cashier/Bookkeeper
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

Job Code

Clerical / Operative Level (continued)

311	Operations Officer/Flight Dispatching Officer
312	Planning Officer
314	Traffic Officer
318	Systems Support Operator/EDP Operator/Computer Operator
324	Others (Clerical / Operative Level)

Job Code

Secretarial / Others Level

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

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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.

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

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

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

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

Code	Job Title	Job Description
CLERICAL / OPERATIVE LEVEL (Continued)		
316	Visa Clerk	Performs general duties and assists clients in arranging the required visas and travel documents for tour groups.
317	Sightseeing Guide/ Tour Guide (Inbound)	Accompanies groups of tourists and others on sightseeing tours within a city, or to places of general interest; assists in interpreting and purchasing.
318	Systems Support Operator/ EDP Operator/ Computer Operator	Operates and controls data processing equipment; enters prepared source data into data entry machine; records data on card, magnetic tape and disk, despatches computer print-outs to users.
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 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.
324	Others (Clerical / Operative)	

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

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

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

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

Job Code

Clerical / Operative Level (continued)

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

Job Code

Secretarial / Others Level

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

APPENDIX 6
STATISTICAL
TABLES
(TABLES 1 – 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	87	87
Director of Personnel and Training/ Director of Human Resources	11	11
Director of Public Relations/ Public Relations Manager	7	8
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	139	139
Executive Director/General Manager/ Proprietor/Partner/Managing Director	259	259
Financial Controller/Accountant	162	162
Manager/Operations Manager/Area Manager	402	402
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	163	164
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	77	77
Reservation Manager	73	73

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	473	475
Ticketing Manager	150	151
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	15	15
Others	696	696
Sub-total	2714	2719
SUPERVISORY / TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	554	557
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	408	411
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	443	443
EDP Supervisor/System Analyst	233	233
Operation Supervisor/Tour Supervisor	1077	1077
Personnel/Training Officer	140	140
Planning Supervisor	1	1
Reservations Supervisor	328	328
Sales Supervisor	288	289

Job Title	Number Employed	12 Month Forecast of Number Employed
SUPERVISORY / TECHNICAL LEVEL (Continued)		
Ticketing Supervisor	964	964
Analyst	43	43
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	82	82
Others	881	881
Sub-total	5442	5449
CLERICAL / OPERATIVE LEVEL		
Accounting Clerk/General Cashier/ Bookkeeper	1110	1115
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	820	844
Reservations Agent	608	613
Sales Representative/Marketing Executive	724	793
Statistical Clerk/Operation Clerk	66	66
Cabin Attendant/Crew	9250	9387
Cargo Officer (Passenger Service)	87	80
Ground Hostess/Ground Crew/ Ground Services Staff	1264	1331
Information Counter Staff/ Customer Services Staff	39	39
Operations Officer/ Flight Dispatching Officer	77	77

Job Title	Number Employed	12 Month Forecast of Number Employed
CLERICAL / OPERATIVE LEVEL (Continued)		
Planning Officer	4	4
Traffic Officer	30	30
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4783	4853
Visa Clerk	153	153
Sightseeing Guide/Tour Guide (Inbound)	695	699
Tour Escort/Escort Guide (Outbound)	1863	1943
Systems Support Operator/EDP Operator/Computer Operator	107	109
Travel Consultant	1940	1982
Cruise Consultant	30	30
Meetings, Incentives, Conventions and Exhibitions Coordinator	101	101
Coach Driver	279	279
Others	415	415
Sub-total	24445	24943
SECRETARIAL / OTHERS LEVEL		
Executive Secretary/Secretary/Typist	207	208
Office Assistant/Messenger	596	596
Others	54	51
Sub-total	857	855
GRAND TOTAL	33458	33966

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	19	19
Director of Personnel and Training/ Director of Human Resources	5	5
Director of Public Relations/ Public Relations Manager	2	3
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	120	120
Executive Director/General Manager/ Proprietor/Partner/Managing Director	76	76
Financial Controller/Accountant	65	65
Manager/Operations Manager/Area Manager	44	44
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	41	42
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	49	49
Reservation Manager	42	42

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	85	87
Ticketing Manager	5	6
Others	672	672
Sub-total	1225	1230
SUPERVISORY / TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	94	94
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	159	162
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	437	437
EDP Supervisor/System Analyst	182	182
Operation Supervisor/Tour Supervisor	13	13
Personnel/Training Officer	71	71
Reservations Supervisor	80	80
Sales Supervisor	41	41
Ticketing Supervisor	31	31
Analyst	40	40

Job Title	Number Employed	12 Month Forecast of Number Employed
SUPERVISORY / TECHNICAL LEVEL (Continued)		
Others	809	809
Sub-total	1957	1960
CLERICAL / OPERATIVE LEVEL		
Accounting Clerk/General Cashier/ Bookkeeper	143	145
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	285	285
Reservations Agent	402	405
Sales Representative/Marketing Executive	178	181
Statistical Clerk/Operation Clerk	25	25
Cabin Attendant/Crew	9250	9387
Cargo Officer (Passenger Service)	87	80
Ground Hostess/Ground Crew/ Ground Services Staff	1264	1331
Information Counter Staff/ Customer Services Staff	39	39
Operations Officer/ Flight Dispatching Officer	77	77
Planning Officer	4	4
Traffic Officer	30	30
Travel Agency Clerk/Reservation and/or Ticketing Clerk	50	51

Job Title	Number Employed	12 Month Forecast of Number Employed
CLERICAL / OPERATIVE LEVEL (Continued)		
Systems Support Operator/EDP Operator/Computer Operator	54	54
Coach Driver	1	1
Others	324	324
Sub-total	12213	12419
SECRETARIAL / OTHERS LEVEL		
Executive Secretary/Secretary/Typist	104	105
Office Assistant/Messenger	11	11
Others	10	7
Sub-total	125	123
GRAND TOTAL	15520	15732

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	68	68
Director of Personnel and Training/ Director of Human Resources	6	6
Director of Public Relations/ Public Relations Manager	5	5
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	19	19
Executive Director/General Manager/ Proprietor/Partner/Managing Director	183	183
Financial Controller/Accountant	97	97
Manager/Operations Manager/Area Manager	358	358
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	122	122
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	28	28
Reservation Manager	31	31

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	388	388
Ticketing Manager	145	145
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	15	15
Others	24	24
Sub-total	1489	1489
SUPERVISORY / TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	460	463
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	249	249
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	6	6
EDP Supervisor/System Analyst	51	51
Operation Supervisor/Tour Supervisor	1064	1064
Personnel/Training Officer	69	69
Planning Supervisor	1	1
Reservations Supervisor	248	248
Sales Supervisor	247	248

Job Title	Number Employed	12 Month Forecast of Number Employed
SUPERVISORY / TECHNICAL LEVEL (Continued)		
Ticketing Supervisor	933	933
Analyst	3	3
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	82	82
Others	72	72
Sub-total	3485	3489
CLERICAL / OPERATIVE LEVEL		
Accounting Clerk/General Cashier/ Bookkeeper	967	970
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	535	559
Reservations Agent	206	208
Sales Representative/Marketing Executive	546	612
Statistical Clerk/Operation Clerk	41	41
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4733	4802
Visa Clerk	153	153
Sightseeing Guide/Tour Guide (Inbound)	695	699
Tour Escort/Escort Guide (Outbound)	1863	1943
Systems Support Operator/EDP Operator/ Computer Operator	53	55
Travel Consultant	1940	1982

Job Title	Number Employed	12 Month Forecast of Number Employed
CLERICAL / OPERATIVE LEVEL (Continued)		
Cruise Consultant	30	30
Meetings, Incentives, Conventions and Exhibitions Coordinator	101	101
Coach Driver	278	278
Others	91	91
Sub-total	12232	12524
SECRETARIAL / OTHERS LEVEL		
Executive Secretary/Secretary/Typist	103	103
Office Assistant/Messenger	585	585
Others	44	44
Sub-total	732	732
GRAND TOTAL	17938	18234

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	87	-	-
Director of Personnel and Training/ Director of Human Resources	11	-	-
Director of Public Relations/ Public Relations Manager	7	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	139	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	259	-	-
Financial Controller/Accountant	162	-	-
Manager/Operations Manager/Area Manager	402	-	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	163	1	-
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	77	-	-
Reservation Manager	73	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	473	2	-
Ticketing Manager	150	1	-
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	15	-	-
Others	696	-	-
Sub-total	2714	4	-

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	554	3	-
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	408	3	-
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	443	-	-
EDP Supervisor/System Analyst	233	-	-
Operation Supervisor/Tour Supervisor	1077	-	-
Personnel/Training Officer	140	-	-
Planning Supervisor	1	-	-
Reservations Supervisor	328	-	-
Sales Supervisor	288	1	-
Ticketing Supervisor	964	-	-
Analyst	43	-	-
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	82	-	-
Others	881	-	-
Sub-total	5442	7	-
CLERICAL / OPERATIVE LEVEL			
Accounting Clerk/General Cashier/ Bookkeeper	1110	5	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	820	4	20
Reservations Agent	608	5	-
Sales Representative/Marketing Executive	724	69	-
Statistical Clerk/Operation Clerk	66	-	-
Cabin Attendant/Crew	9250	70	102
Cargo Officer (Passenger Service)	87	-	-

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	1264	48	20
Information Counter Staff/ Customer Services Staff	39	-	-
Operations Officer/ Flight Dispatching Officer	77	-	-
Planning Officer	4	-	-
Traffic Officer	30	-	-
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4783	55	12
Visa Clerk	153	-	-
Sightseeing Guide/Tour Guide (Inbound)	695	8	-
Tour Escort/Escort Guide (Outbound)	1863	72	-
Systems Support Operator/EDP Operator/ Computer Operator	107	2	-
Travel Consultant	1940	42	24
Cruise Consultant	30	-	-
Meetings, Incentives, Conventions and Exhibitions Coordinator	101	-	-
Coach Driver	279	-	-
Others	415	-	-
Sub-total	24445	380	178
SECRETARIAL / OTHERS LEVEL			
Executive Secretary/Secretary/Typist	207	1	-
Office Assistant/Messenger	596	-	-
Others	54	-	-
Sub-total	857	1	-
GRAND TOTAL	33458	392	178

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	19	-	-
Director of Personnel and Training/ Director of Human Resources	5	-	-
Director of Public Relations/ Public Relations Manager	2	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	120	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	76	-	-
Financial Controller/Accountant	65	-	-
Manager/Operations Manager/Area Manager	44	-	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	41	1	-
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	49	-	-
Reservation Manager	42	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	85	2	-
Ticketing Manager	5	1	-
Others	672	-	-
Sub-total	1225	4	-

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	94	-	-
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	159	3	-
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	437	-	-
EDP Supervisor/System Analyst	182	-	-
Operation Supervisor/Tour Supervisor	13	-	-
Personnel/Training Officer	71	-	-
Reservations Supervisor	80	-	-
Sales Supervisor	41	-	-
Ticketing Supervisor	31	-	-
Analyst	40	-	-
Others	809	-	-
Sub-total	1957	3	-
CLERICAL / OPERATIVE LEVEL			
Accounting Clerk/General Cashier/ Bookkeeper	143	2	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	285	-	-
Reservations Agent	402	3	-
Sales Representative/Marketing Executive	178	3	-
Statistical Clerk/Operation Clerk	25	-	-
Cabin Attendant/Crew	9250	70	102
Cargo Officer (Passenger Service)	87	-	-

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	1264	48	20
Information Counter Staff/ Customer Services Staff	39	-	-
Operations Officer/ Flight Dispatching Officer	77	-	-
Planning Officer	4	-	-
Traffic Officer	30	-	-
Travel Agency Clerk/Reservation and/or Ticketing Clerk	50	1	-
Systems Support Operator/EDP Operator/ Computer Operator	54	-	-
Coach Driver	1	-	-
Others	324	-	-
Sub-total	12213	127	122
SECRETARIAL / OTHERS LEVEL			
Executive Secretary/Secretary/Typist	104	1	-
Office Assistant/Messenger	11	-	-
Others	10	-	-
Sub-total	125	1	-
GRAND TOTAL	15520	135	122

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	68	-	-
Director of Personnel and Training/ Director of Human Resources	6	-	-
Director of Public Relations/ Public Relations Manager	5	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	19	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	183	-	-
Financial Controller/Accountant	97	-	-
Manager/Operations Manager/Area Manager	358	-	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	122	-	-
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	28	-	-
Reservation Manager	31	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	388	-	-
Ticketing Manager	145	-	-
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	15	-	-
Others	24	-	-
Sub-total	1489	-	-

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	460	3	-
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	249	-	-
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	6	-	-
EDP Supervisor/System Analyst	51	-	-
Operation Supervisor/Tour Supervisor	1064	-	-
Personnel/Training Officer	69	-	-
Planning Supervisor	1	-	-
Reservations Supervisor	248	-	-
Sales Supervisor	247	1	-
Ticketing Supervisor	933	-	-
Analyst	3	-	-
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	82	-	-
Others	72	-	-
Sub-total	3485	4	-
CLERICAL / OPERATIVE LEVEL			
Accounting Clerk/General Cashier/ Bookkeeper	967	3	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	535	4	20
Reservations Agent	206	2	-
Sales Representative/Marketing Executive	546	66	-
Statistical Clerk/Operation Clerk	41	-	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
CLERICAL / OPERATIVE LEVEL (Continued)			
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4733	54	12
Visa Clerk	153	-	-
Sightseeing Guide/Tour Guide (Inbound)	695	8	-
Tour Escort/Escort Guide (Outbound)	1863	72	-
Systems Support Operator/EDP Operator/Computer Operator	53	2	-
Travel Consultant	1940	42	24
Cruise Consultant	30	-	-
Meetings, Incentives, Conventions and Exhibitions Coordinator	101	-	-
Coach Driver	278	-	-
Others	91	-	-
Sub-total	12232	253	56
SECRETARIAL / OTHERS LEVEL			
Executive Secretary/Secretary/Typist	103	-	-
Office Assistant/Messenger	585	-	-
Others	44	-	-
Sub-total	732	-	-
GRAND TOTAL	17938	257	56

TOURISM INDUSTRY

TABLE 3 : NUMBER OF INTERNAL PROMOTION

Branch	From Supervisory/Technical to Managerial/Professional	From Clerical/Operative to Supervisory/Technical
Airline Companies	3	36
Travel Agents and Airline Ticket Agents	28	24
Total	31	60

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	14	23	461	-	498
Travel Agents and Airline Ticket Agents	53	108	1462	35	1658
Total	67	131	1923	35	2156

TOURISM INDUSTRY

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

Branch	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	12	23	556	-	591
Travel Agents and Airline Ticket Agents	68	109	1552	55	1784
Total	80	132	2108	55	2375

TOURISM INDUSTRY

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

Branch	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	1	-	314	-	315
Travel Agents and Airline Ticket Agents	1	12	447	9	469
Total	2	12	761	9	784

TOURISM INDUSTRY

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

Branch	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Airline Companies	-	96	-	96
Travel Agents and Airline Ticket Agents	2	133	-	135
Total	2	229	-	231

TOURISM INDUSTRY : OVERALL

TABLE 8 : 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	
Cabin Attendant/Crew	-	1795	-	-	-	-	7455	9250
Cargo Officer (Passenger Service)	-	20	3	3	2	-	59	87
Ground Hostess/Ground Crew/ Ground Services Staff	-	112	81	21	-	-	1050	1264
Information Counter Staff/ Customer Services Staff	2	16	10	6	-	-	5	39
Operations Officer/ Flight Dispatching Officer	-	20	15	-	5	-	37	77
Planning Officer	-	-	4	-	-	-	-	4
Traffic Officer	-	11	9	6	2	-	2	30
Sightseeing Guide/Tour Guide (Inbound)	-	-	194	281	82	33	105	695
Tour Escort/Escort Guide (Outbound)	-	186	816	263	11	11	576	1863
Systems Support Operator/EDP Operator/ Computer Operator	10	19	4	-	7	-	67	107

Job Title	Average Age Range (for operative staff only)							
	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above	Unspecified	Total
Travel Consultant	-	593	331	144	156	11	705	1940
Cruise Consultant	-	2	7	16	-	-	5	30
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	1	33	10	6	-	51	101
Coach Driver	-	36	-	11	156	16	60	279
Total	12	2811	1507	761	427	71	10177	15766

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 8.1 : 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	
Cabin Attendant/Crew	-	1795	-	-		-	7455	9250
Cargo Officer (Passenger Service)	-	20	3	3	2	-	59	87
Ground Hostess/Ground Crew/ Ground Services Staff	-	112	81	21	-	-	1050	1264
Information Counter Staff/ Customer Services Staff	2	16	10	6	-	-	5	39
Operations Officer/ Flight Dispatching Officer	-	20	15	-	5	-	37	77
Planning Officer	-	-	4	-	-	-	-	4
Traffic Officer	-	11	9	6	2	-	2	30
Systems Support Operator/EDP Operator/ Computer Operator	10	4	-	-	-	-	40	54
Coach Driver	-	-	-	-	-	-	1	1
Total	12	1978	122	36	9	-	8649	10806

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 8.2 : NUMBER OF EMPLOYEES BY AVERAGE AGE RANGE

Job Title	Average Age Range (for operative staff only)							Total
	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above	Unspecified	
Sightseeing Guide/Tour Guide (Inbound)	-	-	194	281	82	33	105	695
Tour Escort/Escort Guide (Outbound)	-	186	816	263	11	11	576	1863
Systems Support Operator/EDP Operator/ Computer Operator	-	15	4	-	7	-	27	53
Travel Consultant	-	593	331	144	156	11	705	1940
Cruise Consultant	-	2	7	16	-	-	5	30
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	1	33	10	6	-	51	101
Coach Driver	-	36	-	11	156	16	59	278
Total	-	833	1385	725	418	71	1528	4960

TOURISM INDUSTRY : OVERALL

TABLE 9 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	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		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	44	47	17	20	5	7	-	-	4	4	-	-	-	-	9	9	79	87
Director of Personnel and Training/ Director of Human Resources	6	10	-	-	-	-	-	-	-	-	-	-	-	-	1	1	7	11
Director of Public Relations/ Public Relations Manager	5	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	7
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	13	129	1	1	1	1	-	-	-	-	-	-	-	-	3	8	18	139
Executive Director/General Manager/ Proprietor/Partner/Managing Director	94	186	27	41	2	4	2	6	-	-	-	-	-	-	12	22	137	259
Financial Controller/Accountant	67	131	5	11	-	-	-	-	4	4	-	-	-	-	13	16	89	162
Manager/Operations Manager/Area Manager	94	157	57	103	5	49	7	17	7	18	-	-	-	-	17	58	187	402
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	41	98	36	37	3	3	2	2	1	2	-	-	-	-	10	21	93	163
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	25	69	1	2	-	-	2	4	-	-	-	-	-	-	2	2	30	77
Reservation Manager	19	22	7	10	3	28	-	-	-	-	-	-	-	-	7	13	36	73
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	59	243	71	104	9	43	-	-	7	16	-	-	-	-	14	67	160	473
Ticketing Manager	39	61	37	42	8	25	1	1	-	-	-	-	-	-	13	21	98	150
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	5	5	2	5	1	2	-	-	1	1	-	-	-	-	2	2	11	15

Job Title	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		Total		
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	
MANAGERIAL / PROFESSIONAL LEVEL (Continued)																			
Others	6	688	-	-	1	2	-	-	-	-	-	-	-	-	-	4	6	11	696
Sub-total	517	1853	261	376	38	164	14	30	24	45	-	-	-	-	107	246	961	2714	
SUPERVISORY / TECHNICAL LEVEL																			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	69	166	42	80	42	102	60	81	13	64	-	-	-	-	10	61	236	554	
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	37	62	39	80	40	61	41	46	17	115	-	-	-	-	18	44	192	408	
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	18	67	8	26	7	49	3	18	2	281	-	-	-	-	2	2	40	443	
EDP Supervisor/System Analyst	5	186	6	8	4	12	2	3	-	-	-	-	-	-	4	24	21	233	
Operation Supervisor/Tour Supervisor	49	75	69	293	153	224	72	136	55	191	-	-	-	-	13	158	411	1077	
Personnel/Training Officer	13	66	12	21	15	27	2	2	2	2	-	-	-	-	7	22	51	140	
Planning Supervisor	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	
Reservations Supervisor	39	50	24	45	58	82	31	53	42	68	-	-	-	-	13	30	207	328	
Sales Supervisor	8	18	22	119	45	85	8	15	3	12	-	-	-	-	32	39	118	288	
Ticketing Supervisor	39	52	82	128	196	241	256	316	173	188	-	-	-	-	23	39	769	964	
Analyst	6	42	-	-	1	1	-	-	-	-	-	-	-	-	-	-	7	43	
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	4	6	5	17	35	50	2	8	-	-	-	-	-	-	1	1	47	82	
Others	2	24	1	2	5	12	6	25	2	800	-	-	-	-	5	18	21	881	
Sub-total	289	814	310	819	602	947	483	703	309	1721	-	-	-	-	128	438	2121	5442	
CLERICAL / OPERATIVE LEVEL																			
Accounting Clerk/General Cashier/ Bookkeeper	15	63	2	13	23	79	104	196	323	614	-	-	-	-	38	145	505	1110	

Job Title	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		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	7	-	-	8	24	23	71	83	610	-	-	-	-	11	108	126	820
Reservations Agent	1	23	3	9	8	104	9	48	60	353	-	-	-	-	8	71	89	608
Sales Representative/Marketing Executive	14	28	2	2	54	96	47	165	101	381	-	-	-	-	10	52	228	724
Statistical Clerk/Operation Clerk	-	-	-	-	1	5	2	11	1	9	-	-	-	-	3	41	7	66
Cabin Attendant/Crew	-	-	-	-	2	302	-	-	7	8948	-	-	-	-	-	-	9	9250
Cargo Officer (Passenger Service)	-	-	1	1	-	-	7	13	2	73	-	-	-	-	-	-	10	87
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	-	-	5	17	7	263	8	976	-	-	-	-	1	8	21	1264
Information Counter Staff/ Customer Services Staff	2	4	1	5	2	5	2	5	4	19	-	-	-	-	1	1	12	39
Operations Officer/ Flight Dispatching Officer	-	-	1	2	2	4	5	16	4	55	-	-	-	-	-	-	12	77
Planning Officer	-	-	-	-	1	4	-	-	-	-	-	-	-	-	-	-	1	4
Traffic Officer	-	-	-	-	3	11	3	7	3	12	-	-	-	-	-	-	9	30
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	1	1	55	147	119	519	1124	3804	-	-	-	-	44	312	1343	4783
Visa Clerk	-	-	-	-	-	-	1	1	52	146	-	-	-	-	3	6	56	153
Sightseeing Guide/Tour Guide (Inbound)	-	-	-	-	27	110	59	181	68	288	11	33	-	-	6	83	171	695
Tour Escort/Escort Guide (Outbound)	-	-	-	-	2	90	31	115	98	1288	-	-	-	-	3	370	134	1863
Systems Support Operator/EDP Operator/ Computer Operator	2	11	1	3	6	16	6	9	5	46	-	-	-	-	5	22	25	107
Travel Consultant	-	-	-	-	29	75	11	175	84	1136	-	-	-	-	11	554	135	1940
Cruise Consultant	-	-	1	2	1	1	2	16	2	7	-	-	-	-	2	4	8	30

Job Title	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		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	-	-	-	-	2	14	5	16	6	37	-	-	-	-	6	34	19	101
Coach Driver	-	-	-	-	-	-	3	41	17	103	3	43	2	8	11	84	36	279
Others	-	-	-	-	2	5	7	36	8	363	-	-	-	-	3	11	20	415
Sub-total	35	136	13	38	233	1109	453	1904	2060	19268	14	76	2	8	166	1906	2976	24445
SECRETARIAL / OTHERS LEVEL																		
Executive Secretary/Secretary/Typist	2	2	5	8	21	34	27	32	23	105	-	-	-	-	14	26	92	207
Office Assistant/Messenger	-	-	-	-	3	7	3	5	179	313	92	184	11	11	18	76	306	596
Others	-	-	-	-	1	11	2	3	4	23	2	11	-	-	5	6	14	54
Sub-total	2	2	5	8	25	52	32	40	206	441	94	195	11	11	37	108	412	857
GRAND TOTAL	843	2805	589	1241	898	2272	982	2677	2599	21475	108	271	13	19	438	2698	6470	33458

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 9.1 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	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		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	15	15	1	1	1	3	-	-	-	-	-	-	-	-	-	-	-	17	19
Director of Personnel and Training/ Director of Human Resources	3	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	5
Director of Public Relations/ Public Relations Manager	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	4	119	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	5	120
Executive Director/General Manager/ Proprietor/Partner/Managing Director	18	75	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1	19	76
Financial Controller/Accountant	21	62	-	-	-	-	-	-	-	-	-	-	-	-	2	3	2	23	65
Manager/Operations Manager/Area Manager	31	41	-	-	-	-	-	-	-	-	-	-	-	-	3	3	3	34	44
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	15	38	-	-	2	2	-	-	-	-	-	-	-	-	1	1	1	18	41
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	11	49	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	49
Reservation Manager	11	12	-	-	2	27	-	-	-	-	-	-	-	-	3	3	3	16	42
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	23	78	-	-	2	5	-	-	-	-	-	-	-	-	2	2	2	27	85
Ticketing Manager	6	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	5
Others	3	670	-	-	-	-	-	-	-	-	-	-	-	-	2	2	2	5	672
Sub-total	162	1171	1	1	8	38	-	-	-	-	-	-	-	-	14	15	14	185	1225

Job Title	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		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
SUPERVISORY / TECHNICAL LEVEL																		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	15	40	1	1	9	34	1	1	1	13	-	-	-	-	1	5	28	94
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	16	30	7	13	9	14	-	-	1	99	-	-	-	-	3	3	36	159
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	18	67	7	20	7	49	3	18	2	281	-	-	-	-	2	2	39	437
EDP Supervisor/System Analyst	1	179	-	-	1	3	-	-	-	-	-	-	-	-	-	-	2	182
Operation Supervisor/Tour Supervisor	1	2	1	1	-	-	1	10	-	-	-	-	-	-	-	-	3	13
Personnel/Training Officer	5	55	1	1	6	15	-	-	-	-	-	-	-	-	-	-	12	71
Reservations Supervisor	9	14	5	7	7	27	1	4	1	25	-	-	-	-	2	3	25	80
Sales Supervisor	5	7	3	9	7	16	1	1	2	7	-	-	-	-	1	1	19	41
Ticketing Supervisor	3	6	3	3	7	15	2	2	1	5	-	-	-	-	-	-	16	31
Analyst	4	39	-	-	1	1	-	-	-	-	-	-	-	-	-	-	5	40
Others	1	11	-	-	1	2	2	2	1	792	-	-	-	-	1	2	6	809
Sub-total	78	450	28	55	55	176	11	38	9	1222	-	-	-	-	10	16	191	1957
CLERICAL / OPERATIVE LEVEL																		
Accounting Clerk/General Cashier/ Bookkeeper	2	44	1	2	8	27	9	23	11	42	-	-	-	-	3	5	34	143
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	1	7	-	-	2	3	2	10	11	264	-	-	-	-	1	1	17	285
Reservations Agent	1	23	3	9	8	104	9	48	12	208	-	-	-	-	3	10	36	402
Sales Representative/Marketing Executive	2	14	2	2	10	28	8	26	11	101	-	-	-	-	2	7	35	178
Statistical Clerk/Operation Clerk	-	-	-	-	1	5	2	11	1	9	-	-	-	-	-	-	4	25
Cabin Attendant/Crew	-	-	-	-	2	302	-	-	7	8948	-	-	-	-	-	-	9	9250

Job Title	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		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)																		
Cargo Officer (Passenger Service)	-	-	1	1	-	-	7	13	2	73	-	-	-	-	-	-	10	87
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	-	-	5	17	7	263	8	976	-	-	-	-	1	8	21	1264
Information Counter Staff/ Customer Services Staff	2	4	1	5	2	5	2	5	4	19	-	-	-	-	1	1	12	39
Operations Officer/ Flight Dispatching Officer	-	-	1	2	2	4	5	16	4	55	-	-	-	-	-	-	12	77
Planning Officer	-	-	-	-	1	4	-	-	-	-	-	-	-	-	-	-	1	4
Traffic Officer	-	-	-	-	3	11	3	7	3	12	-	-	-	-	-	-	9	30
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	1	1	1	3	4	27	5	19	-	-	-	-	-	-	11	50
Systems Support Operator/ EDP Operator/Computer Operator	1	10	-	-	-	-	-	-	3	44	-	-	-	-	-	-	4	54
Coach Driver	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1	1
Others	-	-	-	-	-	-	4	15	2	304	-	-	-	-	1	5	7	324
Sub-total	9	102	10	22	45	513	62	464	85	11075	-	-	-	-	12	37	223	12213
SECRETARIAL / OTHERS LEVEL																		
Executive Secretary/Secretary/Typist	1	1	2	2	9	15	7	8	3	76	-	-	-	-	2	2	24	104
Office Assistant/Messenger	-	-	-	-	-	-	1	1	8	9	-	-	-	-	1	1	10	11
Others	-	-	-	-	-	-	-	-	1	5	1	5	-	-	-	-	2	10
Sub-total	1	1	2	2	9	15	8	9	12	90	1	5	-	-	3	3	36	125
GRAND TOTAL	250	1724	41	80	117	742	81	511	106	12387	1	5	-	-	39	71	635	15520

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 9.2 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	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		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	29	32	16	19	4	4	-	-	4	4	-	-	-	-	9	9	62	68
Director of Personnel and Training/ Director of Human Resources	3	5	-	-	-	-	-	-	-	-	-	-	-	-	1	1	4	6
Director of Public Relations/ Public Relations Manager	4	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	5
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	9	10	1	1	-	-	-	-	-	-	-	-	-	-	3	8	13	19
Executive Director/General Manager/ Proprietor/Partner/Managing Director	76	111	27	41	2	4	2	6	-	-	-	-	-	-	11	21	118	183
Financial Controller/Accountant	46	69	5	11	-	-	-	-	4	4	-	-	-	-	11	13	66	97
Manager/Operations Manager/Area Manager	63	116	57	103	5	49	7	17	7	18	-	-	-	-	14	55	153	358
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	26	60	36	37	1	1	2	2	1	2	-	-	-	-	9	20	75	122
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	14	20	1	2	-	-	2	4	-	-	-	-	-	-	2	2	19	28
Reservation Manager	8	10	7	10	1	1	-	-	-	-	-	-	-	-	4	10	20	31
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	36	165	71	104	7	38	-	-	7	16	-	-	-	-	12	65	133	388
Ticketing Manager	33	56	37	42	8	25	1	1	-	-	-	-	-	-	13	21	92	145

Job Title	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		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	5	5	2	5	1	2	-	-	1	1	-	-	-	-	2	2	11	15
Others	3	18	-	-	1	2	-	-	-	-	-	-	-	-	2	4	6	24
Sub-total	355	682	260	375	30	126	14	30	24	45	-	-	-	-	93	231	776	1489
SUPERVISORY / TECHNICAL LEVEL																		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	54	126	41	79	33	68	59	80	12	51	-	-	-	-	9	56	208	460
Accounting Supervisor/Officer (eg. accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	21	32	32	67	31	47	41	46	16	16	-	-	-	-	15	41	156	249
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	1	6	-	-	-	-	-	-	-	-	-	-	-	-	1	6
EDP Supervisor/System Analyst	4	7	6	8	3	9	2	3	-	-	-	-	-	-	4	24	19	51
Operation Supervisor/Tour Supervisor	48	73	68	292	153	224	71	126	55	191	-	-	-	-	13	158	408	1064
Personnel/Training Officer	8	11	11	20	9	12	2	2	2	2	-	-	-	-	7	22	39	69
Planning Supervisor	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1
Reservations Supervisor	30	36	19	38	51	55	30	49	41	43	-	-	-	-	11	27	182	248
Sales Supervisor	3	11	19	110	38	69	7	14	1	5	-	-	-	-	31	38	99	247
Ticketing Supervisor	36	46	79	125	189	226	254	314	172	183	-	-	-	-	23	39	753	933
Analyst	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	4	6	5	17	35	50	2	8	-	-	-	-	-	-	1	1	47	82
Others	1	13	1	2	4	10	4	23	1	8	-	-	-	-	4	16	15	72
Sub-total	211	364	282	764	547	771	472	665	300	499	-	-	-	-	118	422	1930	3485

Job Title	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		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/ Bookkeeper	13	19	1	11	15	52	95	173	312	572	-	-	-	-	35	140	471	967
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	-	-	6	21	21	61	72	346	-	-	-	-	10	107	109	535
Reservations Agent	-	-	-	-	-	-	-	-	48	145	-	-	-	-	5	61	53	206
Sales Representative/Marketing Executive	12	14	-	-	44	68	39	139	90	280	-	-	-	-	8	45	193	546
Statistical Clerk/Operation Clerk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	41	3	41
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	-	-	54	144	115	492	1119	3785	-	-	-	-	44	312	1332	4733
Visa Clerk	-	-	-	-	-	-	1	1	52	146	-	-	-	-	3	6	56	153
Sightseeing Guide/Tour Guide (Inbound)	-	-	-	-	27	110	59	181	68	288	11	33	-	-	6	83	171	695
Tour Escort/Escort Guide (Outbound)	-	-	-	-	2	90	31	115	98	1288	-	-	-	-	3	370	134	1863
Systems Support Operator/EDP Operator/ Computer Operator	1	1	1	3	6	16	6	9	2	2	-	-	-	-	5	22	21	53
Travel Consultant	-	-	-	-	29	75	11	175	84	1136	-	-	-	-	11	554	135	1940
Cruise Consultant	-	-	1	2	1	1	2	16	2	7	-	-	-	-	2	4	8	30
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	-	-	-	2	14	5	16	6	37	-	-	-	-	6	34	19	101
Coach Driver	-	-	-	-	-	-	3	41	16	102	3	43	2	8	11	84	35	278
Others	-	-	-	-	2	5	3	21	6	59	-	-	-	-	2	6	13	91
Sub-total	26	34	3	16	188	596	391	1440	1975	8193	14	76	2	8	154	1869	2753	12232
SECRETARIAL / OTHERS LEVEL																		
Executive Secretary/Secretary/Typist	1	1	3	6	12	19	20	24	20	29	-	-	-	-	12	24	68	103
Office Assistant/Messenger	-	-	-	-	3	7	2	4	171	304	92	184	11	11	17	75	296	585

Job Title	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		Total	
	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees	No. of Firms	No. of Employees
SECRETARIAL / OTHERS LEVEL (Continued)																		
Others	-	-	-	-	1	11	2	3	3	18	1	6	-	-	5	6	12	44
Sub-total	1	1	3	6	16	37	24	31	194	351	93	190	11	11	34	105	376	732
GRAND TOTAL	593	1081	548	1161	781	1530	901	2166	2493	9088	107	266	13	19	399	2627	5835	17938

TOURISM INDUSTRY

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

Branch	Job Level	No experience	Less than 1 year	1 year - less than 3 years	3 years - less than 6 years	6 years - less than 10 years	10 years or above	Unspecified / Refusal	Total
Airline Companies	Managerial/Professional	-	-	-	44	81	57	1043	1225
	Supervisory/Technical	-	-	105	205	135	-	1512	1957
	Clerical/Operative	4	443	1592	140	-	-	10034	12213
	Secretarial/Others	7	7	19	13	-	-	79	125
	Total	11	450	1716	402	216	57	12668	15520
Travel Agents and Airline Ticket Agents	Managerial/Professional	-	-	-	110	512	660	207	1489
	Supervisory/Technical	-	11	328	1641	1074	24	407	3485
	Clerical/Operative	195	1473	5706	3052	112	-	1694	12232
	Secretarial/Others	98	330	222	14	-	-	68	732
	Total	293	1814	6256	4817	1698	684	2376	17938
All Branch	Managerial/Professional	-	-	-	154	593	717	1250	2714
	Supervisory/Technical	-	11	433	1846	1209	24	1919	5442
	Clerical/Operative	199	1916	7298	3192	112	-	11728	24445
	Secretarial/Others	105	337	241	27	-	-	147	857
	Total	304	2264	7972	5219	1914	741	15044	33458

TOURISM INDUSTRY : OVERALL

TABLE 11 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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	-	-	-	-	19	21	28	3	16	87
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	-	1	2	7	1	11
Director of Public Relations/ Public Relations Manager	-	-	-	-	2	-	1	4	-	7
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	1	4	7	119	8	139
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	-	29	55	24	100	51	259
Financial Controller/Accountant	-	-	-	-	10	32	28	67	25	162
Manager/Operations Manager/Area Manager	-	-	-	-	62	105	92	36	107	402
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	-	13	16	78	16	40	163

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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)										
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	-	6	6	9	48	8	77
Reservation Manager	-	-	-	-	6	3	36	7	21	73
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	-	-	98	83	98	35	159	473
Ticketing Manager	-	-	-	-	40	35	37	5	33	150
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	-	-	3	1	4	-	7	15
Others	-	-	-	-	-	3	672	13	8	696
Sub-total	-	-	-	-	289	365	1116	460	484	2714
SUPERVISORY / TECHNICAL LEVEL										
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	-	-	2	120	173	89	16	-	154	554

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available / Refusal	Total
SUPERVISORY / TECHNICAL LEVEL (Continued)										
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	-	-	2	88	198	47	3	-	70	408
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	-	6	30	340	43	-	24	443
EDP Supervisor/System Analyst	-	-	-	6	17	186	-	-	24	233
Operation Supervisor/Tour Supervisor	-	-	-	491	163	136	22	-	265	1077
Personnel/Training Officer	-	-	-	23	23	64	-	-	30	140
Planning Supervisor	-	-	-	1	-	-	-	-	-	1
Reservations Supervisor	-	-	-	78	109	74	5	-	62	328
Sales Supervisor	-	-	-	93	77	50	3	-	65	288
Ticketing Supervisor	-	-	11	354	283	82	-	-	234	964
Analyst	-	-	-	37	3	3	-	-	-	43
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	-	9	49	15	-	-	9	82

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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	-	-	-	812	25	26	-	-	18	881
Sub-total	-	-	15	2118	1150	1112	92	-	955	5442
CLERICAL / OPERATIVE LEVEL										
Accounting Clerk/General Cashier/ Bookkeeper	-	62	348	344	28	-	-	-	328	1110
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	69	448	155	-	-	-	-	148	820
Reservations Agent	-	27	99	307	61	4	-	-	110	608
Sales Representative/Marketing Executive	-	77	119	292	29	-	-	-	207	724
Statistical Clerk/Operation Clerk	-	9	10	-	1	-	-	-	46	66
Cabin Attendant/Crew	-	-	-	8802	398	-	-	-	50	9250
Cargo Officer (Passenger Service)	-	-	-	80	3	-	-	-	4	87
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	-	1022	163	-	-	-	79	1264
Information Counter Staff/ Customer Services Staff	-	5	-	12	15	-	-	-	7	39

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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	-	-	-	64	7	2	-	-	4	77
Planning Officer	-	-	4	-	-	-	-	-	-	4
Traffic Officer	-	-	4	19	2	-	-	-	5	30
Travel Agency Clerk/Reservation and/or Ticketing Clerk	23	649	1527	991	84	-	-	-	1509	4783
Visa Clerk	-	57	22	10	-	-	-	-	64	153
Sightseeing Guide/Tour Guide (Inbound)	-	91	244	195	-	-	-	-	165	695
Tour Escort/Escort Guide (Outbound)	-	344	521	591	-	-	-	-	407	1863
Systems Support Operator/EDP Operator/ Computer Operator	-	-	2	80	1	-	-	-	24	107
Travel Consultant	-	393	390	620	16	-	-	-	521	1940
Cruise Consultant	-	-	3	22	-	1	-	-	4	30
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	3	19	24	-	-	-	-	55	101
Coach Driver	-	2	94	60	-	-	-	-	123	279

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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	-	41	23	337	-	-	-	-	14	415
Sub-total	23	1829	3877	14027	808	7	-	-	3874	24445
SECRETARIAL / OTHERS LEVEL										
Executive Secretary/Secretary/Typist	-	6	19	31	86	7	8	-	50	207
Office Assistant/Messenger	85	252	39	12	-	-	-	-	208	596
Others	-	7	12	29	-	-	-	-	6	54
Sub-total	85	265	70	72	86	7	8	-	264	857
GRAND TOTAL	108	2094	3962	16217	2333	1491	1216	460	5577	33458

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 11.1 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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	2	11	3	1	19
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	-	-	2	3	-	5
Director of Public Relations/ Public Relations Manager	-	-	-	-	-	-	-	2	-	2
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	-	-	3	117	-	120
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	-	-	-	6	59	11	76
Financial Controller/Accountant	-	-	-	-	1	2	9	45	8	65
Manager/Operations Manager/Area Manager	-	-	-	-	1	4	15	12	12	44

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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	-	-	-	-	-	3	34	-	4	41
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	-	-	-	6	41	2	49
Reservation Manager	-	-	-	-	-	1	34	3	4	42
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	-	-	-	6	66	6	7	85
Ticketing Manager	-	-	-	-	-	-	3	-	2	5
Others	-	-	-	-	-	-	668	-	4	672
Sub-total	-	-	-	-	4	18	857	291	55	1225
SUPERVISORY / TECHNICAL LEVEL										
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	-	-	-	7	28	32	16	-	11	94

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$40,000	\$40,001 or above	Not available / Refusal	Total
SUPERVISORY / TECHNICAL LEVEL (Continued)										
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	-	-	-	1	118	26	1	-	13	159
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	-	-	30	340	43	-	24	437
EDP Supervisor/System Analyst	-	-	-	-	-	182	-	-	-	182
Operation Supervisor/Tour Supervisor	-	-	-	-	-	10	-	-	3	13
Personnel/Training Officer	-	-	-	1	12	58	-	-	-	71
Reservations Supervisor	-	-	-	-	18	51	5	-	6	80
Sales Supervisor	-	-	-	1	17	13	3	-	7	41
Ticketing Supervisor	-	-	-	-	17	11	-	-	3	31
Analyst	-	-	-	36	3	1	-	-	-	40
Others	-	-	-	792	-	15	-	-	2	809
Sub-total	-	-	-	838	243	739	68	-	69	1957

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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										
Accounting Clerk/General Cashier/ Bookkeeper	-	-	11	90	16	-	-	-	26	143
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	2	247	33	-	-	-	-	3	285
Reservations Agent	-	9	30	258	61	4	-	-	40	402
Sales Representative/Marketing Executive	-	9	4	117	21	-	-	-	27	178
Statistical Clerk/Operation Clerk	-	9	10	-	1	-	-	-	5	25
Cabin Attendant/Crew	-	-	-	8802	398	-	-	-	50	9250
Cargo Officer (Passenger Service)	-	-	-	80	3	-	-	-	4	87
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	-	1022	163	-	-	-	79	1264
Information Counter Staff/ Customer Services Staff	-	5	-	12	15	-	-	-	7	39
Operations Officer/ Flight Dispatching Officer	-	-	-	64	7	2	-	-	4	77
Planning Officer	-	-	4	-	-	-	-	-	-	4

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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)										
Traffic Officer	-	-	4	19	2	-	-	-	5	30
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	-	29	11	-	-	-	10	50
Systems Support Operator/EDP Operator/ Computer Operator	-	-	-	54	-	-	-	-	-	54
Coach Driver	-	-	-	-	-	-	-	-	1	1
Others	-	-	-	316	-	-	-	-	8	324
Sub-total	-	34	310	10896	698	6	-	-	269	12213
SECRETARIAL / OTHERS LEVEL										
Executive Secretary/Secretary/Typist	-	-	1	9	76	6	2	-	10	104
Office Assistant/Messenger	-	3	3	-	-	-	-	-	5	11
Others	-	-	-	10	-	-	-	-	-	10
Sub-total	-	3	4	19	76	6	2	-	15	125
GRAND TOTAL	-	37	314	11753	1021	769	927	291	408	15520

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 11.2 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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	-	-	-	-	17	19	17	-	15	68
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	-	1	-	4	1	6
Director of Public Relations/ Public Relations Manager	-	-	-	-	2	-	1	2	-	5
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	1	4	4	2	8	19
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	-	29	55	18	41	40	183
Financial Controller/Accountant	-	-	-	-	9	30	19	22	17	97
Manager/Operations Manager/Area Manager	-	-	-	-	61	101	77	24	95	358

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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	-	-	-	-	13	13	44	16	36	122
Personnel Manager/ Personnel and Training Manager/ Human Resources Manager/Training Manager	-	-	-	-	6	6	3	7	6	28
Reservation Manager	-	-	-	-	6	2	2	4	17	31
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	-	-	98	77	32	29	152	388
Ticketing Manager	-	-	-	-	40	35	34	5	31	145
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	-	-	3	1	4	-	7	15
Others	-	-	-	-	-	3	4	13	4	24
Sub-total	-	-	-	-	285	347	259	169	429	1489

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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	-	-	2	113	145	57	-	-	143	460
Accounting Supervisor/Officer (eg.accounts payable/ receivable/inventory/ audit/credit/accounting/paymaster/ cashier/ general cashier)	-	-	2	87	80	21	2	-	57	249
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	-	6	-	-	-	-	-	6
EDP Supervisor/System Analyst	-	-	-	6	17	4	-	-	24	51
Operation Supervisor/Tour Supervisor	-	-	-	491	163	126	22	-	262	1064
Personnel/Training Officer	-	-	-	22	11	6	-	-	30	69
Planning Supervisor	-	-	-	1	-	-	-	-	-	1
Reservations Supervisor	-	-	-	78	91	23	-	-	56	248
Sales Supervisor	-	-	-	92	60	37	-	-	58	247
Ticketing Supervisor	-	-	11	354	266	71	-	-	231	933
Analyst	-	-	-	1	-	2	-	-	-	3

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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)										
Meetings, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	-	9	49	15	-	-	9	82
Others	-	-	-	20	25	11	-	-	16	72
Sub-total	-	-	15	1280	907	373	24	-	886	3485
CLERICAL / OPERATIVE LEVEL										
Accounting Clerk/General Cashier/Bookkeeper	-	62	337	254	12	-	-	-	302	967
General Office Clerk/Personnel Clerk/Training Clerk/Sales Clerk/Control Clerk	-	67	201	122	-	-	-	-	145	535
Reservations Agent	-	18	69	49	-	-	-	-	70	206
Sales Representative/Marketing Executive	-	68	115	175	8	-	-	-	180	546
Statistical Clerk/Operation Clerk	-	-	-	-	-	-	-	-	41	41
Travel Agency Clerk/Reservation and/or Ticketing Clerk	23	649	1527	962	73	-	-	-	1499	4733
Visa Clerk	-	57	22	10	-	-	-	-	64	153
Sightseeing Guide/Tour Guide (Inbound)	-	91	244	195	-	-	-	-	165	695

Job Code	\$6,000 or below	\$6,001 - \$8,000	\$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)	-	344	521	591	-	-	-	-	407	1863
Systems Support Operator/EDP Operator/Computer Operator	-	-	2	26	1	-	-	-	24	53
Travel Consultant	-	393	390	620	16	-	-	-	521	1940
Cruise Consultant	-	-	3	22	-	1	-	-	4	30
Meetings, Incentives, Conventions and Exhibitions Coordinator	-	3	19	24	-	-	-	-	55	101
Coach Driver	-	2	94	60	-	-	-	-	122	278
Others	-	41	23	21	-	-	-	-	6	91
Sub-total	23	1795	3567	3131	110	1	-	-	3605	12232
SECRETARIAL / OTHERS LEVEL										
Executive Secretary/Secretary/Typist	-	6	18	22	10	1	6	-	40	103
Office Assistant/Messenger	85	249	36	12	-	-	-	-	203	585
Others	-	7	12	19	-	-	-	-	6	44
Sub-total	85	262	66	53	10	1	6	-	249	732
GRAND TOTAL	108	2057	3648	4464	1312	722	289	169	5169	17938

TOURISM INDUSTRY

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

Branch	Job Level	Nil	Less than 5 days	5 days - less than 10 days	10 days - less than 15 days	15 days - less than 20 days	20 days - less than 1 month	Unspecified / Refusal	Total
Airline Companies	Managerial/Professional	75	51	28	19	15	4	1033	1225
	Supervisory/Technical	167	126	63	65	23	-	1513	1957
	Clerical/Operative	387	361	1298	66	72	-	10029	12213
	Secretarial/Others	41	5	1	-	-	-	78	125
	Total	670	543	1390	150	110	4	12653	15520
Travel Agents and Airline Ticket Agents	Managerial/Professional	610	378	216	59	-	-	226	1489
	Supervisory/Technical	1278	1061	612	26	-	11	497	3485
	Clerical/Operative	3581	3446	2077	812	78	22	2216	12232
	Secretarial/Others	541	92	15	4	-	-	80	732
	Total	6010	4977	2920	901	78	33	3019	17938
All Branch	Managerial/Professional	685	429	244	78	15	4	1259	2714
	Supervisory/Technical	1445	1187	675	91	23	11	2010	5442
	Clerical/Operative	3968	3807	3375	878	150	22	12245	24445
	Secretarial/Others	582	97	16	4	-	-	158	857
	Total	6680	5520	4310	1051	188	37	15672	33458

TOURISM INDUSTRY

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

Branch	Job Level	Priority 1	Priority 2	Priority 3	Refusal	Total
Airline Companies	Managerial/Professional	125	41	19	1040	1225
	Supervisory/Technical	376	48	20	1513	1957
	Clerical/Operative	1953	199	24	10037	12213
	Secretarial/Others	39	5	2	79	125
	Total	2493	293	65	12669	15520
Travel Agents and Airline Ticket Agents	Managerial/Professional	321	571	360	237	1489
	Supervisory/Technical	840	1068	988	589	3485
	Clerical/Operative	3837	2472	3349	2574	12232
	Secretarial/Others	212	192	223	105	732
	Total	5210	4303	4920	3505	17938
All Branch	Managerial/Professional	446	612	379	1277	2714
	Supervisory/Technical	1216	1116	1008	2102	5442
	Clerical/Operative	5790	2671	3373	12611	24445
	Secretarial/Others	251	197	225	184	857
	Total	7703	4596	4985	16174	33458

TOURISM INDUSTRY

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

Branch	Job Level	Priority 1	Priority 2	Priority 3	Refusal	Total
Airline Companies	Managerial/Professional	2	27	156	1040	1225
	Supervisory/Technical	12	34	398	1513	1957
	Clerical/Operative	130	54	1992	10037	12213
	Secretarial/Others	2	-	44	79	125
	Total	146	115	2590	12669	15520
Travel Agents and Airline Ticket Agents	Managerial/Professional	124	278	850	237	1489
	Supervisory/Technical	288	820	1788	589	3485
	Clerical/Operative	1576	2668	5414	2574	12232
	Secretarial/Others	163	116	348	105	732
	Total	2151	3882	8400	3505	17938
All Branch	Managerial/Professional	126	305	1006	1277	2714
	Supervisory/Technical	300	854	2186	2102	5442
	Clerical/Operative	1706	2722	7406	12611	24445
	Secretarial/Others	165	116	392	184	857
	Total	2297	3997	10990	16174	33458

TOURISM INDUSTRY

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

Branch	Job Level	Priority 1	Priority 2	Priority 3	Refusal	Total
Airline Companies	Managerial/Professional	58	117	10	1040	1225
	Supervisory/Technical	56	362	26	1513	1957
	Clerical/Operative	93	1923	160	10037	12213
	Secretarial/Others	5	41	-	79	125
	Total	212	2443	196	12669	15520
Travel Agents and Airline Ticket Agents	Managerial/Professional	807	403	42	237	1489
	Supervisory/Technical	1768	1008	120	589	3485
	Clerical/Operative	4245	4518	895	2574	12232
	Secretarial/Others	252	319	56	105	732
	Total	7072	6248	1113	3505	17938
All Branch	Managerial/Professional	865	520	52	1277	2714
	Supervisory/Technical	1824	1370	146	2102	5442
	Clerical/Operative	4338	6441	1055	12611	24445
	Secretarial/Others	257	360	56	184	857
	Total	7284	8691	1309	16174	33458

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 14 : NUMBER OF COMPANIES BY MONTHS OF HIGH SEASON

Stratum Employment Size	January		February		March		April		May		June		July		August		September		October		November		December		Unspecified/ Refusal		Total		
	No. of Companies	% of Companies	No. of Companies	% of Companies	No. of Companies	% of Companies	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	89	27	150	30	68	22	253	34	196	41	161	33	447	38	355	36	147	36	235	46	103	25	279	32	662	69	3145	38
	Outbound	240	73	348	70	241	78	499	66	279	59	321	67	742	62	623	64	257	64	279	54	316	75	596	68	294	31	5035	62
	Total	329	100	498	100	309	100	752	100	475	100	482	100	1189	100	978	100	404	100	514	100	419	100	875	100	956	100	8180	100
10 - 49	Inbound	38	39	63	45	27	33	43	41	43	45	40	41	89	47	92	51	33	40	35	45	22	32	62	45	92	51	679	44
	Outbound	60	61	77	55	55	67	61	59	53	55	57	59	99	53	90	49	50	60	43	55	47	68	76	55	88	49	856	56
	Total	98	100	140	100	82	100	104	100	96	100	97	100	188	100	182	100	83	100	78	100	69	100	138	100	180	100	1535	100
50 - 99	Inbound	5	50	3	33	3	50	9	50	7	54	5	50	10	53	10	53	7	70	7	64	3	43	11	65	7	44	87	53
	Outbound	5	50	6	67	3	50	9	50	6	46	5	50	9	47	9	47	3	30	4	36	4	57	6	35	9	56	78	47
	Total	10	100	9	100	6	100	18	100	13	100	10	100	19	100	19	100	10	100	11	100	7	100	17	100	16	100	165	100
100 - 199	Inbound	1	17	3	25	1	13	2	15	4	40	2	29	2	17	2	17	2	29	4	40	2	25	2	17	11	73	38	29
	Outbound	5	83	9	75	7	87	11	85	6	60	5	71	10	83	10	83	5	71	6	60	6	75	10	83	4	27	94	71
	Total	6	100	12	100	8	100	13	100	10	100	7	100	12	100	12	100	7	100	10	100	8	100	12	100	15	100	132	100
200 - 499	Inbound	1	20	1	25	1	50	1	25	1	50	1	33	1	25	1	25	1	33	1	50	1	50	1	20	4	80	16	36
	Outbound	4	80	3	75	1	50	3	75	1	50	2	67	3	75	3	75	2	67	1	50	1	50	4	80	1	20	29	64
	Total	5	100	4	100	2	100	4	100	2	100	3	100	4	100	4	100	3	100	2	100	2	100	5	100	5	100	45	100
500 - 999	Inbound	-	-	1	33	-	-	-	-	1	50	-	-	-	-	-	-	-	-	1	50	-	-	-	-	3	60	6	29
	Outbound	-	-	2	67	-	-	2	100	1	50	1	100	2	100	2	100	-	-	1	50	-	-	2	100	2	40	15	71
	Total	-	-	3	100	-	-	2	100	2	100	1	100	2	100	2	100	-	-	2	100	-	-	2	100	5	100	21	100
1000 and over	Inbound	-	-	1	50	-	-	-	-	1	100	-	-	1	50	1	50	-	-	1	100	-	-	1	50	-	-	6	55
	Outbound	-	-	1	50	-	-	1	100	-	-	-	-	1	50	1	50	-	-	-	-	-	-	1	50	-	-	5	45
	Total	-	-	2	100	-	-	1	100	1	100	-	-	2	100	2	100	-	-	1	100	-	-	2	100	-	-	11	100
Overall	Inbound	134	30	222	33	100	25	308	34	253	42	209	35	550	39	461	38	190	37	284	46	131	26	356	34	779	66	3977	39
	Outbound	314	70	446	67	307	75	586	66	346	58	391	65	866	61	738	62	317	63	334	54	374	74	695	66	398	34	6112	61
	Total	448	100	668	100	407	100	894	100	599	100	600	100	1416	100	1199	100	507	100	618	100	505	100	1051	100	1177	100	10089	100

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

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

Stratum Employment Size	Inbound		Outbound	
	Number of in-house full-time tourist guides/ tour escorts at date of survey	Number of freelance/ part-time tour guides/ tour escorts in the months with the most business	Number of in-house full-time tourist guides/ tour escorts at date of survey	Number of freelance/ part-time tour guides/ tour escorts in the months with the most business
1 - 9	278	1126	182	828
10 - 49	235	530	120	70
50 - 99	129	17	61	108
100 - 199	39	49	182	94
200 - 499	-	-	122	23
500 - 999	-	-	1002	747
1000 and over	14	-	194	-
Overall	695	1722	1863	1870

TOURISM INDUSTRY

TABLE 16 : ESTIMATED NUMBER OF ESTABLISHMENTS

Branch	Stratum Employment Size	No. of Firms
Airline Companies	1 - 9	14
	10 - 49	23
	50 - 99	7
	100 - 199	5
	200 - 499	5
	1000 and over	2
	Total	56
Travel Agents and Airline Ticket Agents	1 - 9	1335
	10 - 49	224
	50 - 99	20
	100 - 199	16
	200 - 499	5
	500 - 999	4
	1000 and over	1
	Total	1605
All Branch	1 - 9	1349
	10 - 49	247
	50 - 99	27
	100 - 199	21
	200 - 499	10
	500 - 999	4
	1000 and over	3
	Total	1661

TOURISM INDUSTRY

TABLE 17: REASONS FOR ENCOUNTERING RECRUITMENT DIFFICULTIES

Branch	Reasons	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Total
Airline Companies	Lack of candidates with relevant experience	1	1	3	5
	Unsatisfactory terms of employment	-	-	-	-
	Unsatisfactory working environment	-	-	-	-
	Limited career prospects	-	1	1	2
	Insufficient trained/qualified manpower in the related disciplines	-	-	1	1
	Competition for manpower from Mainland/Macao/ Other Cities	-	-	-	-
	Others	-	-	-	-
	Unspecified/Refusal	2	2	2	6
	Total	3	4	7	14
Travel Agents and Airline Ticket Agents	Lack of candidates with relevant experience	2	8	35	45
	Unsatisfactory terms of employment	-	2	21	23
	Unsatisfactory working environment	-	-	1	1
	Limited career prospects	-	1	13	14
	Insufficient trained/qualified manpower in the related disciplines	-	1	54	55
	Competition for manpower from Mainland/Macao/ Other Cities	-	-	-	-
	Others	-	-	4	4
	Unspecified/Refusal	21	34	34	89
	Total	23	46	162	231
All Branch	Lack of candidates with relevant experience	3	9	38	50
	Unsatisfactory terms of employment	-	2	21	23
	Unsatisfactory working environment	-	-	1	1
	Limited career prospects	-	2	14	16
	Insufficient trained/qualified manpower in the related disciplines	-	1	55	56
	Competition for manpower from Mainland/Macao/ Other Cities	-	-	-	-
	Others	-	-	4	4
	Unspecified/Refusal	23	36	36	95
	Total	26	50	169	245

TOURISM INDUSTRY

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

Branch	Yes	No	No recruitment nor tried to recruit	Unspecified / Refusal	Total
Airline Companies	4	26	24	2	56
Travel Agents and Airline Ticket Agents	96	267	1208	34	1605
Total	100	293	1232	36	1661

TOURISM INDUSTRY : OVERALL

TABLE 19 : TOTAL NUMBER OF EMPLOYEES AT DIFFERENT JOB LEVELS WHO HAD BEEN PROVIDED WITH THE FOLLOWING TRAINING IN THE PAST 12 MONTHS

Skills Sets	Preferred Competency	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Managerial Skills	Business and Financial Strategy Planning, Implementation and Evaluation	178	67	5	-	250
	Human Resources Management	48	57	5	-	110
	Sales and Marketing Strategy Planning, Implementation and Evaluation	192	154	80	-	426
	Supervisory Techniques, Leadership Skills	376	499	5	-	880
	Risk Management	96	34	16	-	146
	Others	-	5	10	-	15
	Sub-total	890	816	121	-	1827
Professional Skills	Tour-guiding	2	42	596	-	640
	Tour-escorting	-	30	902	-	932
	Convention and Exhibition Management	17	38	42	-	97
	Travel Consultant	20	102	1130	-	1252
	Ticketing and Reservation System	62	398	1733	-	2193
	Travel Insurance Knowledge	68	362	1808	-	2238
	Cruise Consultant	71	43	473	-	587
	Others	2	2	5	-	9
	Sub-total	242	1017	6689	-	7948
Generic Skills	Service Attitude/Customer Service	26	423	2872	22	3343
	Communication	89	375	1326	10	1800
	Problem Solving	92	352	862	31	1337
	Others	4	5	88	2	99
	Sub-total	211	1155	5148	65	6579
Language	Putonghua	27	108	1090	22	1247
	English	6	74	966	8	1054
	Others	1	-	8	-	9
	Sub-total	34	182	2064	30	2310
GRAND TOTAL		1377	3170	14022	95	18664

TOURISM INDUSTRY
SECTOR : AIRLINE COMPANIES

TABLE 19.1 : TOTAL NUMBER OF EMPLOYEES AT DIFFERENT JOB LEVELS WHO HAD BEEN PROVIDED WITH THE FOLLOWING TRAINING IN THE PAST 12 MONTHS

Skills Sets	Preferred Competency	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Managerial Skills	Business and Financial Strategy Planning, Implementation and Evaluation	46	13	5	-	64
	Human Resources Management	20	11	5	-	36
	Sales and Marketing Strategy Planning, Implementation and Evaluation	64	22	5	-	91
	Supervisory Techniques, Leadership Skills	86	62	5	-	153
	Risk Management	62	12	5	-	79
	Others	-	5	10	-	15
	Sub-total		278	125	35	-
Professional Skills	Tour-guiding	-	-	-	-	-
	Tour-escorting	-	-	-	-	-
	Convention and Exhibition Management	-	-	-	-	-
	Travel Consultant	-	-	-	-	-
	Ticketing and Reservation System	9	32	151	-	192
	Travel Insurance Knowledge	-	-	18	-	18
	Cruise Consultant	-	-	-	-	-
	Others	-	-	-	-	-
Sub-total		9	32	169	-	210
Generic Skills	Service Attitude/Customer Service	10	41	1304	1	1356
	Communication	8	35	855	2	900
	Problem Solving	2	77	666	5	750
	Others	2	3	3	-	8
	Sub-total	22	156	2828	8	3014
Language	Putonghua	6	26	105	1	138
	English	6	12	68	1	87
	Others	-	-	4	-	4
	Sub-total	12	38	177	2	229
GRAND TOTAL		321	351	3209	10	3891

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 19.2 : TOTAL NUMBER OF EMPLOYEES AT DIFFERENT JOB LEVELS WHO HAD BEEN PROVIDED WITH THE FOLLOWING TRAINING IN THE PAST 12 MONTHS

Skills Sets	Preferred Competency	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
Managerial Skills	Business and Financial Strategy Planning, Implementation and Evaluation	132	54	-	-	186
	Human Resources Management	28	46	-	-	74
	Sales and Marketing Strategy Planning, Implementation and Evaluation	128	132	75	-	335
	Supervisory Techniques, Leadership Skills	290	437	-	-	727
	Risk Management	34	22	11	-	67
	Others	-	-	-	-	-
	Sub-total	612	691	86	-	1389
Professional Skills	Tour-guiding	2	42	596	-	640
	Tour-escorting	-	30	902	-	932
	Convention and Exhibition Management	17	38	42	-	97
	Travel Consultant	20	102	1130	-	1252
	Ticketing and Reservation System	53	366	1582	-	2001
	Travel Insurance Knowledge	68	362	1790	-	2220
	Cruise Consultant	71	43	473	-	587
	Others	2	2	5	-	9
Sub-total	233	985	6520	-	7738	
Generic Skills	Service Attitude/Customer Service	16	382	1568	21	1987
	Communication	81	340	471	8	900
	Problem Solving	90	275	196	26	587
	Others	2	2	85	2	91
	Sub-total	189	999	2320	57	3565
Language	Putonghua	21	82	985	21	1109
	English	-	62	898	7	967
	Others	1	-	4	-	5
	Sub-total	22	144	1887	28	2081
GRAND TOTAL		1056	2819	10813	85	14773

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	Managerial / Professional	Supervisory / Technical	Clerical / Operative	Secretarial / Others	Total
	Period					
Managerial Skills	Past 12 Months	890	816	121	-	1827
	Next 12 Months	905	830	121	-	1856
	% Change	1.69%	1.72%	0.00%	-	1.59%
Trade Skills	Past 12 Months	242	1017	6689	-	7948
	Next 12 Months	242	1026	6806	-	8074
	% Change	0.00%	0.88%	1.75%	-	1.59%
Generic Skills	Past 12 Months	211	1155	5148	65	6579
	Next 12 Months	216	1153	5193	65	6627
	% Change	2.37%	-0.17%	0.87%	0.00%	0.73%
Language	Past 12 Months	34	182	2064	30	2310
	Next 12 Months	34	186	2064	30	2314
	% Change	0.00%	2.20%	0.00%	0.00%	0.17%
Total	Past 12 Months	1377	3170	14022	95	18664
	Next 12 Months	1397	3195	14184	95	18871
	% Change	1.45%	0.79%	1.16%	0.00%	1.11%

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	278	125	35	-	438
	Next 12 Months	278	127	35	-	440
	% Change	0.00%	1.60%	0.00%	-	0.46%
Trade Skills	Past 12 Months	9	32	169	-	210
	Next 12 Months	9	37	174	-	220
	% Change	0.00%	15.63%	2.96%	-	4.76%
Generic Skills	Past 12 Months	22	156	2828	8	3014
	Next 12 Months	27	161	2833	8	3029
	% Change	22.73%	3.21%	0.18%	0.00%	0.50%
Language	Past 12 Months	12	38	177	2	229
	Next 12 Months	12	38	177	2	229
	% Change	0.00%	0.00%	0.00%	0.00%	0.00%
Total	Past 12 Months	321	351	3209	10	3891
	Next 12 Months	326	363	3219	10	3918
	% Change	1.56%	3.42%	0.31%	0.00%	0.69%

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	612	691	86	-	1389
	Next 12 Months	627	703	86	-	1416
	% Change	2.45%	1.74%	0.00%	-	1.94%
Trade Skills	Past 12 Months	233	985	6520	-	7738
	Next 12 Months	233	989	6632	-	7854
	% Change	0.00%	0.41%	1.72%	-	1.50%
Generic Skills	Past 12 Months	189	999	2320	57	3565
	Next 12 Months	189	992	2360	57	3598
	% Change	0.00%	-0.70%	1.72%	0.00%	0.93%
Language	Past 12 Months	22	144	1887	28	2081
	Next 12 Months	22	148	1887	28	2085
	% Change	0.00%	2.78%	0.00%	0.00%	0.19%
Total	Past 12 Months	1056	2819	10813	85	14773
	Next 12 Months	1071	2832	10965	85	14953
	% Change	1.42%	0.46%	1.41%	0.00%	1.22%

2010 Manpower Survey of the
Tourism Industry

Analysis of Result of Enumeration (Overall)

Branch Results	1	2	Total
Closed	0	1	1
Merged	1	0	1
Moved, address cannot be located/untraceable	3	17	20
Non-contact	2	18	20
Not engaged in specific trade	0	17	17
No Technical Manpower	14	2	16
Partial Response	6	17	23
Refusal	4	8	12
Registered office/Corresponding address	1	3	4
Response	44	229	273
Temporary Ceased	3	10	13
TOTAL	78	322	400

Branch 1 Airline Companies

Branch 2 Travel Agents and Airline Ticket Agents

Manpower Projection for the Tourism Industry 2011 – 2015

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 in 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 (98%) 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 0.945 indicates that 94.5% of the variation of the manpower requirements can be explained by the PCs at 95% confidence level.

Summary of Manpower Projection by Different Methods

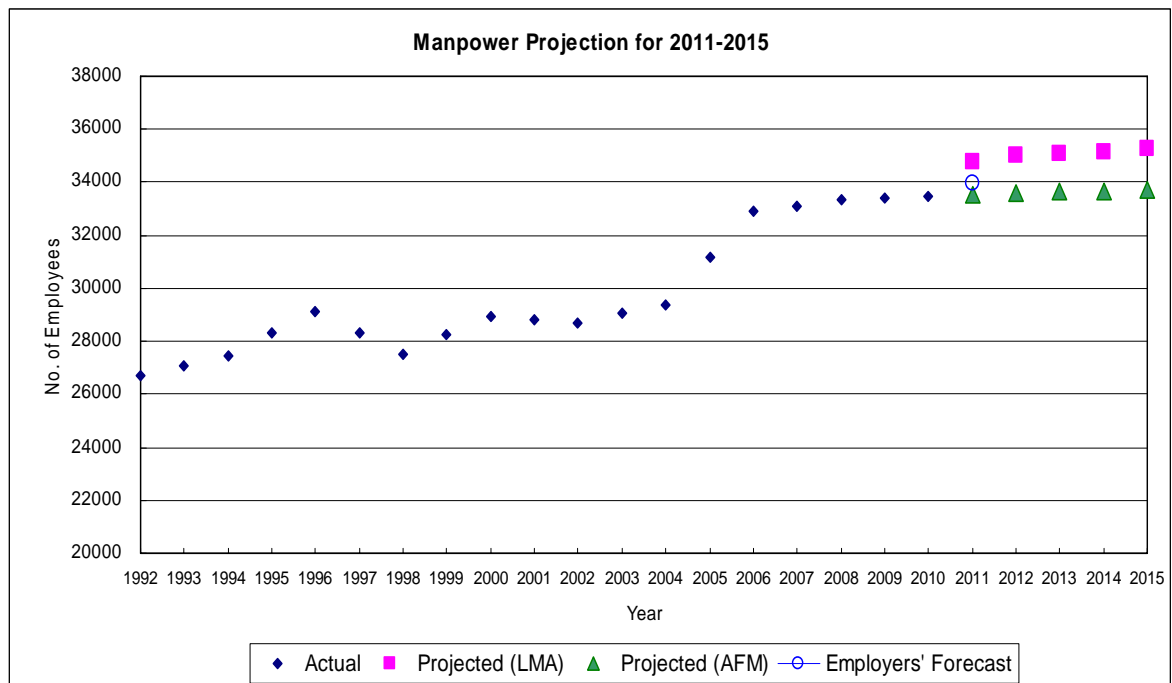
5 The manpower demand for Tourism Industry in 2011 – 2015 can be projected using 3 different methods, namely Labour Market Analysis (LMA), Adaptive Filtering Method (AFM) and Employers' Forecast (EF). A summary table is provided as below.

Table 1: Summary of Manpower Projection

Year	Actual Manpower	Projected Manpower (LMA Approach)	Projected Manpower (AFM Approach)	Employer's Forecast (EF)
2008 <i>actual</i>	33 329			
2010 <i>actual</i>	33 458			
2011 <i>forecast</i>		34 770 (3.9%*)	33 521 (0.2%*)	33 966 (1.5%*)
2012 <i>forecast</i>		35 012 (0.7%**)	33 577 (0.2%**)	
2013 <i>forecast</i>		35 096 (0.2%**)	33 626 (0.1%**)	
2014 <i>forecast</i>		35 176 (0.2%**)	33 670 (0.1%**)	
2015 <i>forecast</i>		35 253 (0.2%**)	33 709 (0.1%**)	
* as percentage change vs actual manpower in 2010				
** 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 2011 followed by moderate growth for the years ahead, whereas AFM indicates slight and steady manpower 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 2011.

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.

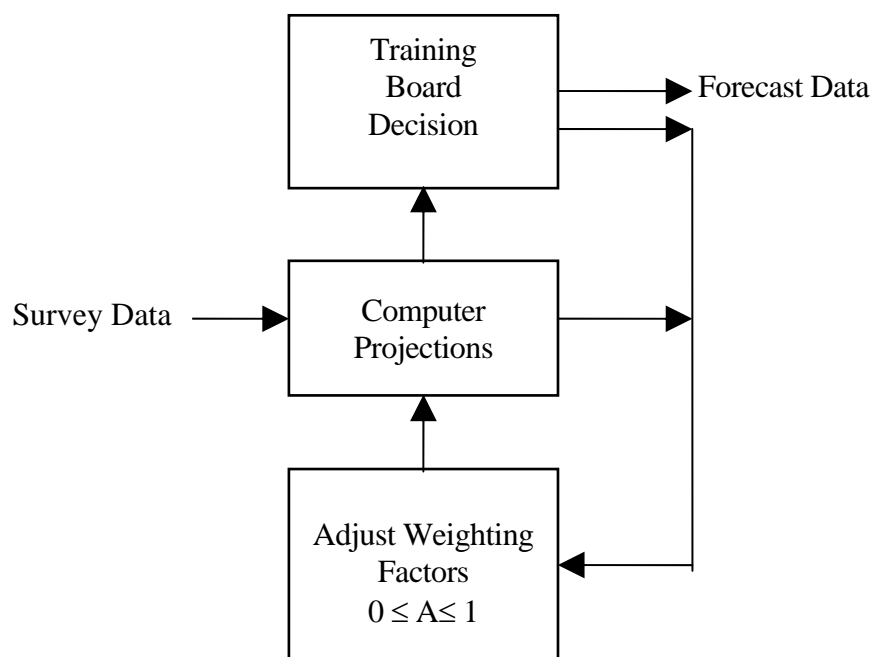


Figure A

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.