

2008 MANPOWER SURVEY REPORT

TOURISM INDUSTRY

旅遊業

2008 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 14 July to 13 August 2008 with follow-up cases completed in mid December 2008.

2. The survey was based on the list of tourism companies maintained at the Central Register of the Census and Statistics Department. It covered 406 companies selected by a stratified random sampling method from the frame of 1 911 companies updated as at the first quarter of 2008, among which 68 were airline companies and 1 843 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	68	68
Branch 2:	Travel agents and airline ticket agents	1 843	339
		----- 1 911 * =====	----- 407 =====

* The estimated number of active companies amongst the 1 911 companies should be 1 651 (54 airlines and 1 597 travel agents and airline ticket agents). The estimated number of active companies is shown in Table 16.

3. A total of 406 samples out of 1 911 establishments were initially selected to be surveyed. Owing to technical adjustments, one new case for branch 2 was added and a total of 407 establishments were included in the survey. The analysis on the Result of Enumeration (Overall) is attached at Appendix 7. Out of 407 companies surveyed for this report, a total of 65 cases had either closed/door-locked/temporarily ceased operations, not yet started operation, not engaged in the specified trade, no technical manpower, moved, registered office / address could not be located or untraceable, and non-contact. A total of 332 companies/agencies responded, and there were 10 refusal cases. The effective response rate was 97%.

Improvements made on Survey Questionnaire

4. In view of the Cruise and the Meeting, Incentives, Conventions and Exhibitions (MICE) industries are of growing importance in Hong Kong, it is noted that the Tourism Commission has been putting efforts in promoting these emerging sectors. It is also anticipated that there will be an increasing demand for trained and qualified staff for these sectors. In this connection, the Working Party on 2008 Tourism Industry Manpower Survey under the Training Board proposed that the manpower supply, demand and training needs for these sectors should be addressed in the 2008 manpower survey.

5. It was also 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.

6. In order to capture the manpower situation and training needs for the MICE and cruise industries, a list of travel agencies / companies engaging in the MICE and Cruise businesses were provided by the Working Party to the Census and Statistics Department for their sampling.

Recent Economic Impacts

7. The global financial tsunami that originated in the subprime mortgage market in U.S. has escalated into a full blown crisis in the global financial markets, dealing a severe blow to an already much weakened global economy since September 2008. As a small open economy and an international financial centre, the Hong Kong economy is being adversely affected, particularly starting in the first quarter of 2009.

8. 73 countries and places have officially reported that more than 25 000 people have been infected by the swine flu pandemic (H1N1), including 139 deaths (Source: World Health Organization, 8th June 2009). The World Health Organization (WHO) has issued the top level six pandemic alert on 11th June 2009. The outbreak of swine flu pandemic (H1N1) will further threaten to deter people from traveling. Following the Asia's first swine flu case reported in Hong Kong on 1st May 2009, the hotel bookings for July and August had dropped 20 percent when compared with last year (Source: The Standard, 22 May 2009).

9. The findings of the survey reflected the manpower situation of the tourism industry at the time of the survey. The fieldwork of this survey was done during July and August 2008. With these lagging indicators in the consolidated figures and comments, they may not reflect the latest market situation and the contagious effects caused by the financial tsunami. This might have an effect on the tourism industry manpower demand. The manpower data and forecast in the report should therefore be read with the phenomenon in mind.

Business Outlook

10. Tourism is a pillar industry in Hong Kong's economy. The performance of inbound tourism in 2007 was impressive. Visitor arrivals increased by 11.6% over 2006 and reached a record-breaking 28 million. Inbound tourism expenditure also increased by 15.7%, amounting to \$140 billion. According to United Nations World Tourism Organization, Hong Kong is among Asia Pacific's most popular destinations for tourists (Sources: Speech by Commissioner for Tourism: "2008 Hong Kong Tourism Overview", 28 February 2008).

11. The Hong Kong Tourism Board (HKTB) announced that the provisional total arrivals in 2008 had reached 29.5 million, representing an increase of 4.7% compared with 2007. In 2008, Mainland China maintained positive growth and continued to be the leading source market. The total number has reached 16.6 million, contributing around 55% of the total arrivals (Source: Press Release: Release of Provisional Visitor Arrivals for Hong Kong in 2008, HKTB, 6 January 2009).

12. To further develop the Hong Kong tourism industry, the HKSAR Government has been making tremendous efforts in the three priority areas which include developing of tourism infrastructure; growing on high yield market segments; and addressing bottleneck issues facing by the travel trade.

- i) Hong Kong will continue to work with the private sector to invest over \$11 billion for tourism infrastructure development over the next five years, including the redevelopment of Ocean Park, the new cruise terminal, the atrium link extension of the Hong Kong Convention and Exhibition Centre, as well as enhancing the existing tourism facilities in various districts (Source: Speech by Commissioner for Tourism: 2008 Hong Kong Tourism Overview, 28 February 2008).
- ii) To capture the increasing popularity of cruise travel, the HKSAR Government is putting high priority in the development of a world class cruise terminal at Kai Tak. The first berth will commence operation in 2013. The HKSAR Government announced in February 2008 the allocation of a total of \$150 million over the next five years to enhance Hong Kong's appeal as an international convention and exhibition capital.
- iii) The HKSAR government is working on further relaxation of the visa policy to stimulate the growth of visitors from emerging markets, like Russia. On hotel supply, from now until 2010, there will be an increase of some 10 000 hotel rooms. To promote the hotel development, Hong Kong will include 10 suitable sites in the 2008/09 Application List solely for hotel use (Source: Speech by Commissioner for Tourism: 2008 Hong Kong Tourism Overview, 28 February 2008).

13. With the evolving macro-environment, more trained manpower will be needed for the whole economy in general and for the tourism industry in particular. The implications on the overall manpower needs will be reviewed in the next section.

Implications on Manpower

14. According to the latest labour force statistics released on 17 February 2009, the seasonally adjusted unemployment rate increased markedly from 4.1% in October - December 2008 to 4.6% in November 2008 - January 2009 (Press Release: Unemployment and underemployment statistics for November 2008 - January 2009, Census and Statistics Department, 17 February 2009). The increase in unemployment rate was almost across-the-board as the impact of the global financial tsunami became more apparent.

15. It is believed that the local unemployment rate will rise further in the first half of 2009. It takes time for employers to regain their confidence and begin to recruit staff again. However, in the meantime, the HKSAR Government and Central Government have introduced a series of measures to ensure the stability of financial institution and market to bolster public confidence. It is believed that Hong Kong economy will begin to recover at the middle of the year. (The Standard, 30 January, 2009).

16. The quality of Hong Kong's workforce has been improving in terms of educational attainment and skills. The government will also push ahead major infrastructure projects, creating jobs and bringing benefit to the economy. These facilities will enhance the production capacity and efficiency of the Hong Kong economy and further our integration with the Mainland, thereby bringing significant benefits to the community over the longer run.

- i) With the launch of the Closer Economic Partnership Agreement (CEPA) II in 2005 and subsequent supplements, Hong Kong is likely to continue to shift towards higher value-added services and knowledge-based economy (Source: Hong Kong Market Outlook, HVS Global Hospitality Services, December 2008). Additional business opportunities will be created and the business flow between the Mainland and Hong Kong will be intensified.
- ii) In 2007, Hong Kong has hosted a number of corporate events including corporate meetings and incentive movements attended by 859 743 overseas visitors which showed a 10.3% increase over the previous year (Source: Statistic on Corporate Events 2007, Hong Kong Tourism Board, April 2008). As such, manpower demand in particular the major volume of part time labour to serve the MICE and related supporting businesses is therefore expected to increase in coming years.
- iii) The HKSAR Government has decided to finance the development of the new cruise terminal at Kai Tak in order to ensure that the first berth will enter into operation in mid 2013. The project will create more jobs in the cruise and related tourism industries of which trained quality staff is required for servicing the expanded tourism infrastructure.

- iv) There are a number of tourism projects being planned or being carried out on ongoing basis. These projects include the pilot scheme to promote green tourism in northeast New Territories, enhancement of footbridges in Tsim Sha Tsui East, Aberdeen tourism project, development of a piazza in Tsim Sha Tsui and Lei Yue Mun waterfront enhancement project (Source: Hong Kong-The Facts-Tourism, Tourism Commission, 15 January 2009). In this connection, qualified trained staff with both hard and soft skills including professional technical skills, knowledge of the culture and ethnic backgrounds of varied tourists, the appropriate service attitude, and proficiency in languages and even dialects will be required.
- v) Spa resorts continue to develop throughout South East Asia. It is envisaged that with the development of the spa resorts markets in Hong Kong, newly trained service staff specializing in this area will be in demand in future years.
- vi) Besides inbound tourism, domestic outbound tourism plays an important role in the employment of Hong Kong's tourism industry as a significant amount of manpower is required for servicing this huge sector of the industry. The expenditure of local residents made trips out of Hong Kong by joining outbound package groups reached HK\$10.4 billion in 2008 as per the Travel Industry Council of Hong Kong (Source: Oriental Daily News, 15 January 2009).
- vii) The global financial tsunami has affected Macau to a large extent since September 2008; some international hotel projects have been suspended. Some hotel construction workers and hotel operational staff from Hong Kong have been made redundant. It appears at this stage that the competitions for talents between Hong Kong and Macau have been eased out.
- viii) The HKSAR Government continues to enhance Hong Kong's accessibility. Nationals from some 170 countries can visit Hong Kong visa-free for periods ranging from seven to 180 days. With the rapid development of Mainland China, and due to its geographical proximity to Hong Kong, it is anticipated that strong manpower needs will be required to leverage on the growth of the tourism industry in Hong Kong in the future years.
- ix) There will be 67 new hotel projects with additional hotel room supply of over 11 958 by the year 2012. (Source: Hotel Supply Situation- as at September 2008, HKTB, October 2008). These new hotel developments reflect a positive projection of potential visitors who may travel to Hong Kong in future years and indicate a surge in manpower requirements in the years to come.
- x) In 2009, Hong Kong is being promoted and packed with mega events, tentatively called the 'Year of World Food and Wine' by the HKTB. This special promotion will have a positive impact on the tourism industry. A surge in qualified trained service staff specializing in wine, Asian and Japanese cuisines and bar-tendering will be required to complement these tourism development efforts.

17. The future of the tourism and hospitality industry would depend significantly on the availability of qualified staff to deliver the service quality that has earned Hong Kong a world reputation of a great destination. The vocational training for entry level employees would be crucial to the future success of the industry. The Training Board believes the increased provisions for further upgrading of training facilities and capacity would be essential.

Highlights of Survey Findings

18. The survey reveals that in July / August 2008, a total of 33 329 persons were employed in the tourism industry, of which 2 380 (7.14%) were in the managerial and professional category, 4 944 (14.83%) supervisory and technical category, 8 318 (24.96%) clerical, 16 820 (50.47%) operative category, 867 (2.60%) secretarial and others category.

19. The field work of the 2008 manpower survey completed in August 2008, just before the break of the worldwide financial crisis triggered by the US sub-prime mortgage problems. The crisis later caused major global economies into recession. At present, it seems that there are no indications when the current downturn will end. However, based on the past experience and the measures taken by the HKSAR Government, the Training Board has a cautious yet optimistic view that the tourism industry will then start to pick up business later the year.

20. 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 and operative levels would continue to be significant in the future. It is noticed that the managerial/professional positions only account for 7.14% of the tourism workforce whereas the clerical and operative level employees account for 75.43% of the total workforce.

Manpower Projection in the Tourism Industry for 2009 – 2013

21. 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 2009 – 2013. 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 from 1992 to 2008 (please refer to Appendix 9 for details). The projections on the future manpower demand for 2009 to 2013 are presented in Table 3.17 in Section III of this survey report.

Projected Additional Training Requirements

22. Based on the Labour Market Analysis approach of manpower growth and having regard to the wastage rates of employees which are estimated at 3% for Managerial/Supervisory level staff, and 5% for staff at Clerical/Operative and Secretarial/Other levels, the Training Board has projected the additional training requirements of the industry for 2009 to 2013 as presented in Table 22 below:

Table 22: Projected Additional Training Requirements for 2009 – 2013

Annual Average Manpower Demand for 2009-2013					
Job Level	No. of Employees 2008	Growth	Replacement for Wastage	Total	± 10% Range
<u>Assuming wastage rate = 3%</u>					
Managerial and Professional	2 380	18	73	91	82-100
Supervisory and Technical	4 944	37	151	188	170-207
<u>Assuming wastage rate = 5%</u>					
Clerical	8 318	63	424	487	438-535
Operative	16 820	126	857	983	885-1 082
Secretarial & other levels	867	7	44	51	45-56
TOTAL	33 329	251	1 549	1 800	1 620-1 980

Recommendations

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

- (i) During an economic downturn, companies usually look for opportunities to streamline operations and freeze hiring. However, the Training Board is of the opinion that it is during these difficult times that the provision of multi skills quality vocational training is essential to cope with the future manpower demands of the Industry. The Training Board recommends employers to maintain enough and well equipped manpower ready for the economy recovery.
- (ii) The Training Board is of the view that the existing 33 329 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.

- (iii) The Training Board supports the Skills Upgrading Scheme (SUS) for the hotel industry and tourism industry. Both employers and employees should make use of the Continuing Education Fund and various government funded SUS for further skills enhancement.
- (iv) The Training Board encourages employers to provide in-house training and/or sponsor their employees for life-long learning and continuous professional development to upgrade their knowledge and skills. It is also noted that majority of the travel agents operate on a small-scale basis with less than 10 staff, and training resources for these operators are limited. The Training Board recommends the Government to provide training resources for this segment of the industry.
- (v) The Training Board acknowledges the changing of the tourism products and customer demands in particular the need for the spa, cruise and MICE markets. The HKSAR Government and course providers should expand their current courses to meet the future market needs.
- (vi) With the challenging future of the tourism industry, the demand for well-trained staff will continue to increase, in particular in 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 manpower demand. The Government should channel more resources for providing training of staff to acquire sound knowledge and quality service standards.
- (vii) The impact of the global financial tsunami is escalating and with the World Health Organization raised the top level six pandemic alert. The tourism industry has been anticipating a drawback. During this time of conservation, the Training Board opines that employers would require multi-tasked employees to sustain their business through this hard period. With the continuing high competitive market environment, employers have demand of manpower with multi-skills. Course providers should focus on strengthening their existing programmes and providing simulated real-life training to develop multi-tasked potential workforce for the industry.
- (viii) The Training Board is of the opinion that there is an urgent need to upgrade the standard of English and Putonghua. Providing more opportunities for education and training in the tourism industry in the areas of hotel services, travel agent and food and beverage services would further raise the service standards and staff quality.
- (ix) The Training Board will continue to support the conferences and experience-sharing seminars for 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 14 July to 13 August 2008, with follow up cases completed in mid December 2008 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 2009 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 and professional, supervisory and technical, clerical, operative and other supporting levels.

Time of Survey

1.4 The fieldwork took place from 14 July to 13 August 2008 with follow-up cases completed in mid December 2008. 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 organizations would be published.

Scope of the Survey

1.8 The survey was based on the list of tourism companies maintained at the Central Register of the Census and Statistics Department. It covered 406 companies selected by a stratified random sampling method from the frame of 1 911 companies updated as at the first quarter of 2008, among which 68 were airline companies and 1 843 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	68	68
Branch 2:	Travel agents and airline ticket agents	1 843	338
		-----	-----
		1 911 #	406
		=====	====

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 1 911 companies should be 1 651 (54 airlines and 1 597 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 2008;
- (iii) the number of existing vacancies;
- (iv) the number of employees under training in 2008; the projected training requirements from 2009 to 2011;
- (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 406 samples out of 1 911 establishments were initially selected to be surveyed. Owing to technical adjustments, one new case for branch 2 was added and a total of 407 establishments were included in the survey. The analysis on the Result of Enumeration (Overall) is attached at Appendix 7. Out of 407 companies surveyed for this report, a total of 65 cases had either closed/door-locked/temporarily ceased operations, not yet started operation, not engaged in the specified trade, no technical manpower, moved, registered office / address could not be located or untraceable, and non-contact. A total of 332 companies/agencies responded, and there were 10 refusal cases. The effective response rate was 97%.

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

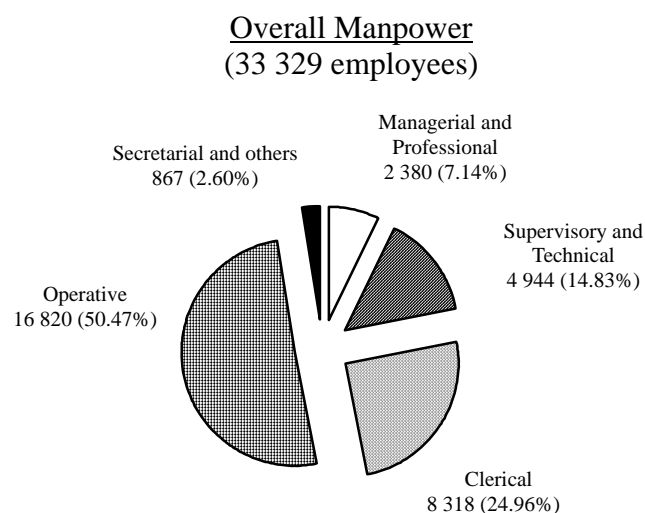
Number of Persons Employed

2.1 The survey reveals that in July / August 2008, a total of 33 329 persons were employed in the tourism industry as compared to 32 912 in 2006, representing an increase of 417 (1.27 %). 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 and Professional	2 380	7.14
Supervisory and Technical	4 944	14.83
Clerical	8 318	24.96
Operative	16 820	50.47
Secretarial and Others	867	2.60
Total	33 329	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 and Professional	879	1 501	2 380	7.14
Supervisory and Technical	1 575	3 369	4 944	14.83
Clerical	1 060	7 258	8 318	24.96
Operative	11 224	5 596	16 820	50.47
Secretarial and Others	140	727	867	2.60
Total	14 878	18 451	33 329	100.00
	(45%)	(55%)		

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

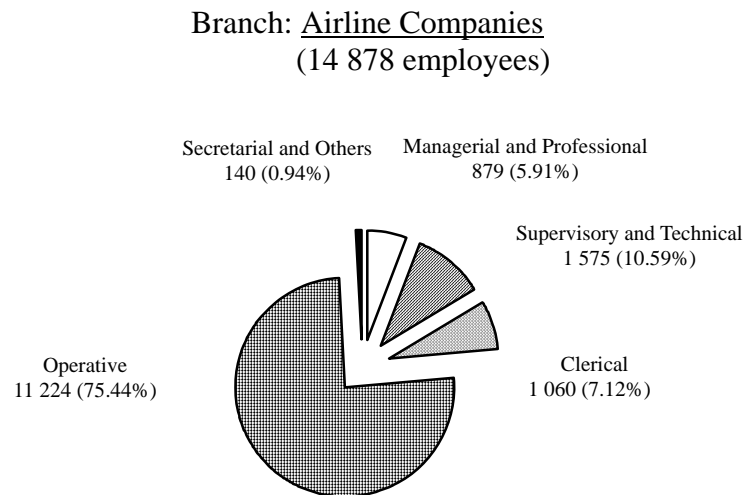
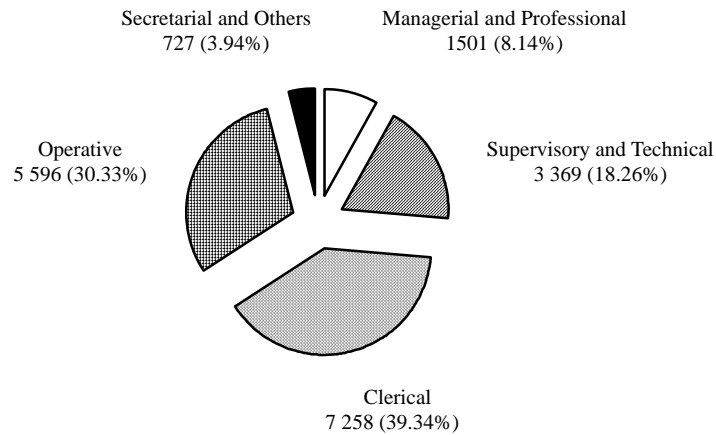


Figure 2.2 (b): Distribution of Employees by Job Level

Branch: Travel Agents and Airline Ticket Agents
(18 451 employees)



Number of Existing Vacancies

2.3 At the time of the survey, employers reported 752 vacancies, representing 2.26% of the existing 33 329 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 and Professional	2	10	12 (1.60)
Supervisory and Technical	1	50	51 (6.78)
Clerical	7	178	185 (24.60)
Operative	124	378	502 (66.76)
Secretarial and Others	-	2	2 (0.27)
Total	134	618	752 (100)

()* Percentage of the total number of vacancies

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

Distribution of Existing Vacancies by Job Level

2.4 Of the 752 vacancies, 12 were at managerial and professional level, 51 at the supervisory and technical level, 185 at the clerical level, 502 at the operative level and 2 at the secretarial and 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

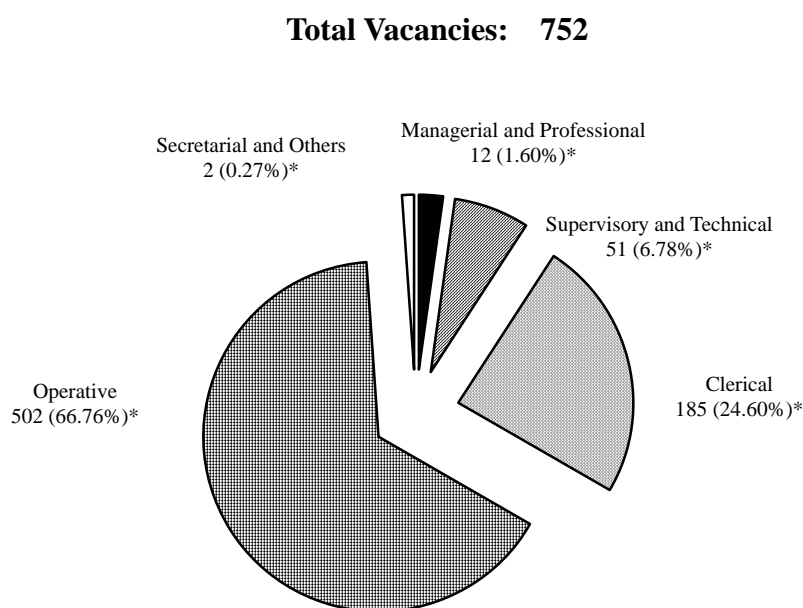
<u>Job Level</u>	<u>Number of Employees</u>	<u>Number of Vacancies</u>	<u>Percentage of Employees at the same Job Level *</u>
Managerial and Professional	2 380	12 (1.60%)	0.50%
Supervisory and Technical	4 944	51 (6.78%)	1.03%
Clerical	8 318	185 (24.60%)	2.22%
Operative	16 820	502 (66.76%)	2.98%
Secretarial and Others	867	2 (0.27%)	0.23%
Total	33 329	752 (100%)	2.26%**

* Percentage of the number employed at the same job level

** Percentage of the total number of employees

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

Figure 2.4: Distribution of Existing Vacancies by Job Level



()* Percentage of total number of vacancies

Employers' Forecast of Manpower Demand in July / August 2009

2.5 Employers forecast that there would be a total of 34 289 employees by July/August 2009, representing an increase of 960 (2.88%) over the number employed in July/August 2008. 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 2008</u>	<u>Managerial and Professional</u>	<u>Supervisory and Technical</u>	<u>Clerical</u>	<u>Operative</u>	<u>Secretarial and Others</u>	<u>Forecasted Additional Employees</u>	<u>Employers' Forecast Total in 2009</u>
Airline Companies	14 878	+2	+1	+7	+126	-	+136	15 014
Travel Agents and Airline Ticket Agents	18 451	+14	+119	+260	+411	+20	+824	19 275
Total	33 329	+16	+120	+267	+537	+20	+960 (+2.88%)*	34 289

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

Table 2.5(b): Employers' Forecast of Manpower Demand in July/August 2009 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 2008</u>	<u>No. of Vacancies in Jul/Aug 2008</u>	<u>Total No. of Posts in Jul/Aug 2008</u>	<u>Employers' Forecast of Manpower in Jul/Aug 2009</u>	<u>No. of Posts in Jul/Aug 2009 Increase / Decrease (%)*</u>	<u>Employers' 12-month Forecast of Additional Employees Increase / Decrease (%)*</u>
Managerial and Professional	2 380 (7.14%)	12	2 392 (7.02%)	2 396 (6.99%)	+4 (+0.17%)	+16 (0.67%)
Supervisory and Technical	4 944 (14.83%)	51	4 995 (14.66%)	5 064 (14.77%)	+69 (+1.38%)	+120 (2.43%)
Clerical	8 318 (24.96%)	185	8 503 (24.95%)	8 585 (25.04%)	+82 (+0.96%)	+267 (3.21%)
Operative	16 820 (50.47%)	502	17 322 (50.83%)	17 357 (50.62%)	+35 (+0.20%)	+537 (3.19%)
Secretarial and Others	867 (2.60%)	2	869 (2.55%)	887 (2.59%)	+18 (+2.07%)	+20 (2.31%)
Total	33 329 (100%)	752	34 081 (100%)	34 289 (100%)	+208 (0.61%)**	+960 (+2.88%)***

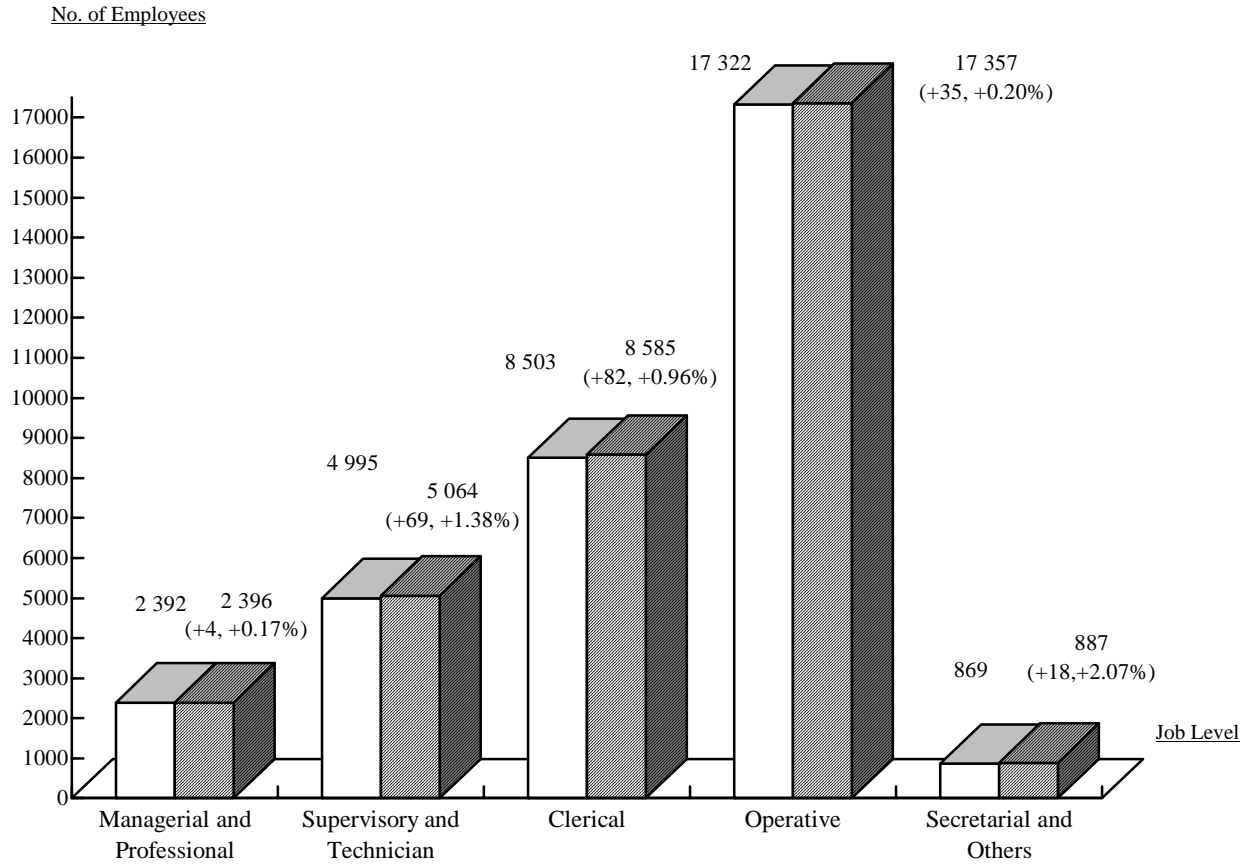
()* Percentage of total number of employees at the same job level

()** Percentage of total number of posts in July/August 2008

()*** Percentage of total number of employees in July/August 2008

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

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



Total number of posts in Jul/Aug 2008
 Employers' Forecast of Manpower in Jul/Aug 2009

Internal Promotion in the Past 12 Months by Job Level

2.6 The survey reveals that 286 employees (0.86% of the total number of employees) had been promoted from within the industry. Of the 286 employees, 90 (3.78%) were at the managerial and professional level and 196 (3.96%) at the supervisory and technical level. A summary of the promotion pattern is given in Table 2.6.

Table 2.6: Promotion Pattern of Tourism Industry by Job Level and by Sector

<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>	
2 380 Managerial/Professional	From Supervisory/Technical to Managerial/Professional	4	86	90 (3.78%)
4 944 Supervisory/Technical	From Clerical/Operative to Supervisory/Technical	15	181	196 (3.96%)
25 138 Clerical/Operative	From Others to Clerical/Operative	-	-	-
867 Secretarial/Others	Secretarial and Others	-	-	-
Total		19	267	286 (0.86%)**

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

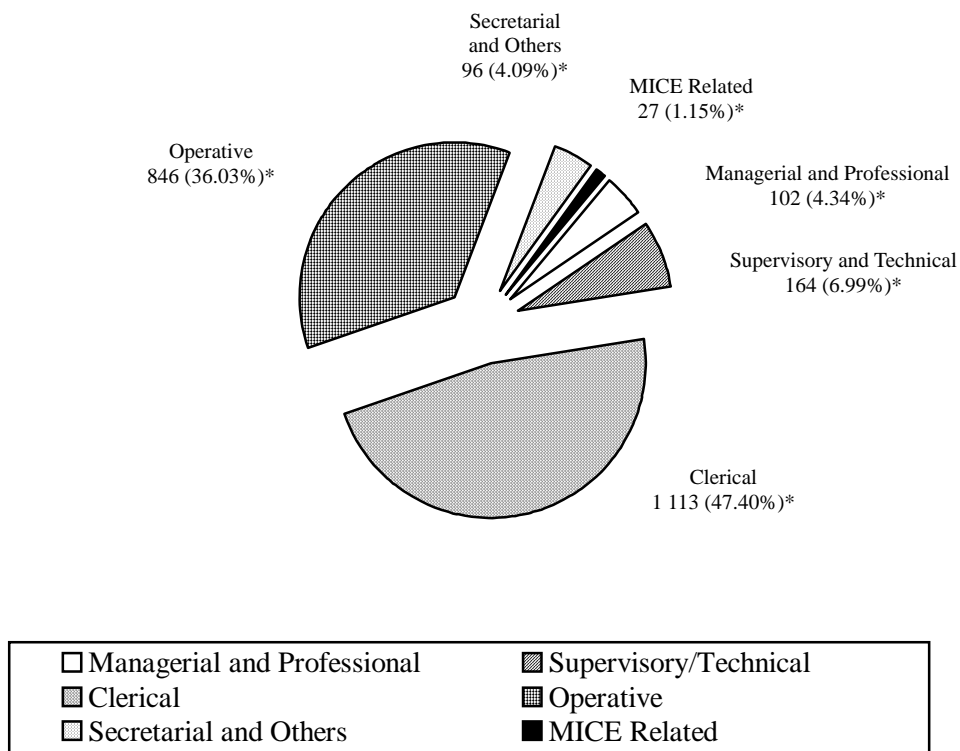
()** Percentage of the total number of employees in the industry

Staff Turnover in the Past 12 Months

2.7 Employers reported that 2 348 employees or 7.04% of the total number of employees in the industry had left in the past 12 months. The clerical level had the highest staff turnover: 1 113 employees or 47.40% 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: 2 348



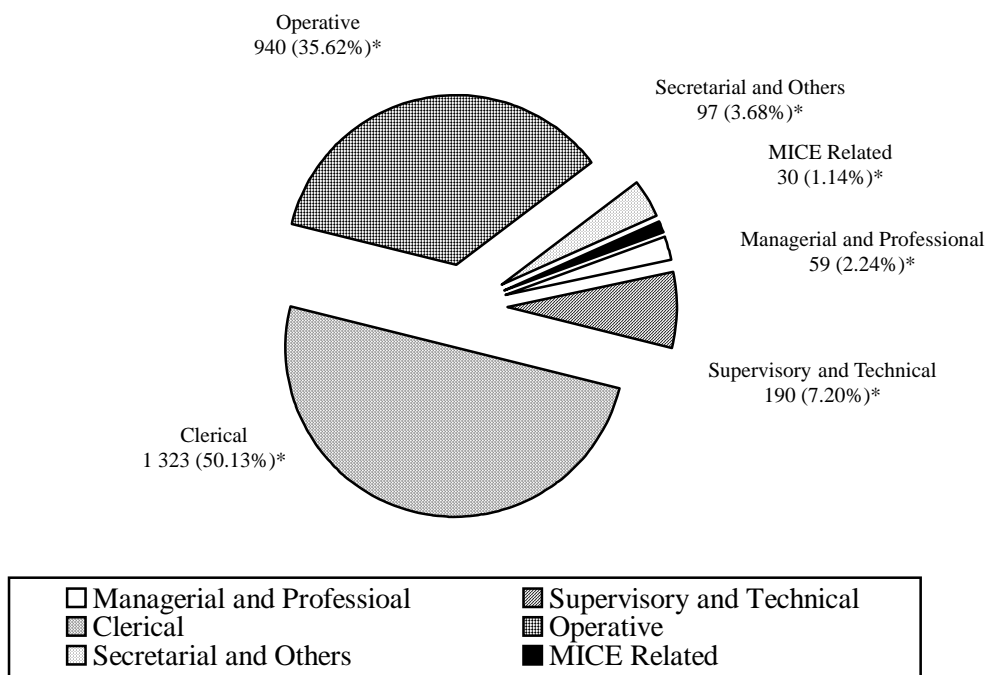
()* Percentage of total number of staff turnover

New Recruits in the Past 12 Months

2.8 Employers reported that they had recruited 2 639 new employees in the past 12 months. The largest number of recruits was found in the clerical level (1 323 or 50.13% 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 2 639 new employees, 526 were without tourism industry experience, representing 19.93% of the total number of new recruits and 276 were fresh graduates of hospitality programs, representing 10.46% 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 : 2 639

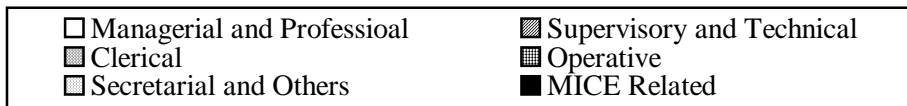
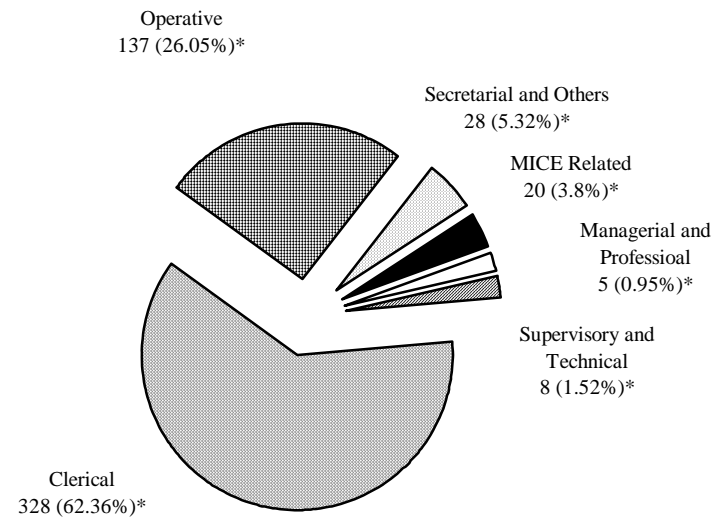


()* Percentage of total number of new recruits

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

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

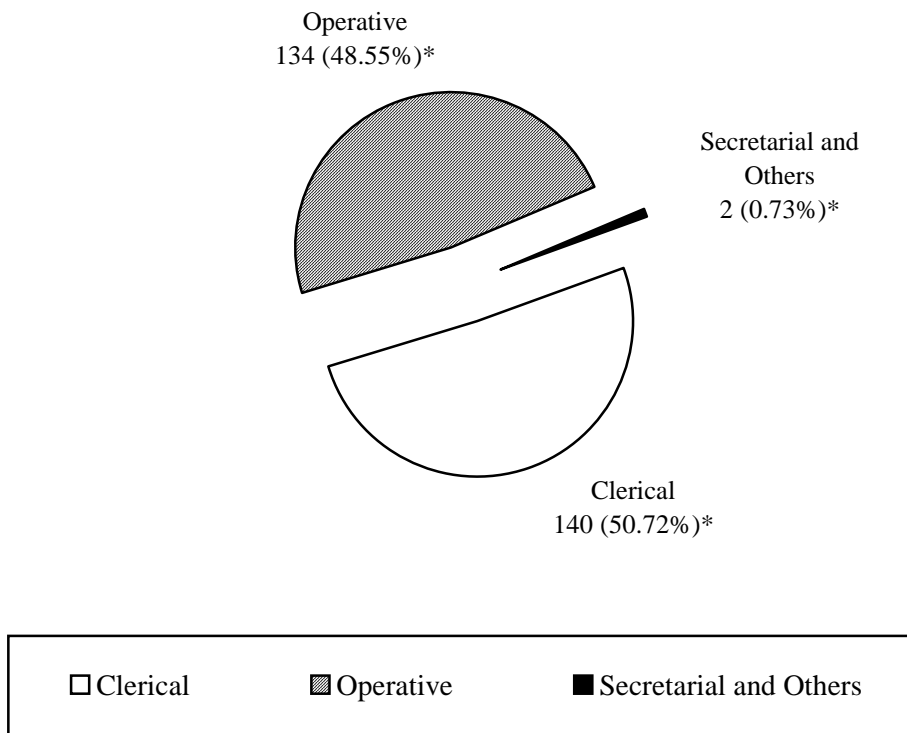
Total Number of Recruits Without Tourism Industry Experience : 526



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

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

Total Number of Recruits Who are Fresh Graduates of Tourism Programs : 276



()* 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

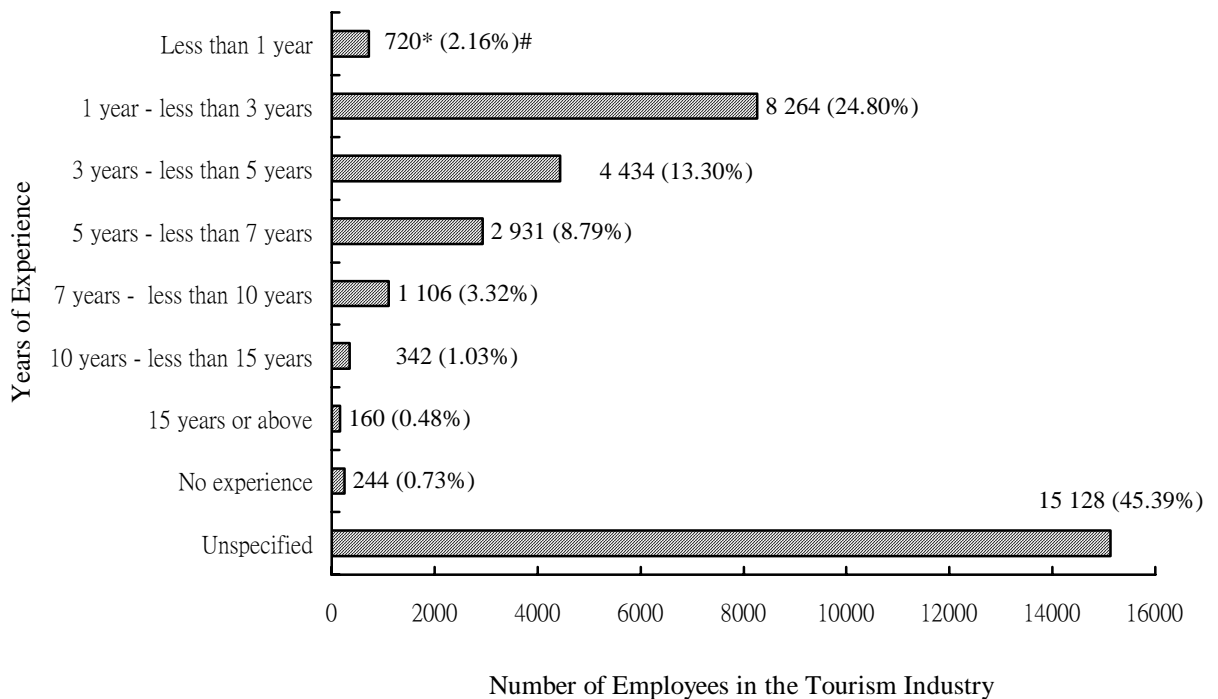
<u>Job Level</u>	<u>Type (No. of Employees)</u>	<u>% of the No. Employed at the Job Level</u>
Managerial and Professional	Degree (1 592)	66.89%
	Professional Diploma/Higher Diploma/Diploma or Equivalent (456)	19.16%
Supervisory and Technical	Secondary 5 - 7 (1 782)	36.04%
	Professional Diploma/Higher Diploma/Diploma or Equivalent (1 346)	27.22%
Clerical	Secondary 5 - 7 (5 278)	63.45%
	Certificate / Advanced Certificate or Equivalent (1 758)	21.13%
Operative	Secondary 5 - 7 (15 261)	90.73%
	Certificate / Advanced Certificate or Equivalent (742)	4.41%
Secretarial and Others	Secondary 3 - 4 (371)	42.79%
	Secondary 5 - 7 (306)	35.29%
Overall	Secondary 5 - 7 (22 645)	67.94%
	Certificate / Advanced Certificate or Equivalent (3 438)	10.32%

Relevant Experience

2.10 Employers reported that 24.80% of their employees possessed 1 year to less than 3 years of experience, 13.30% possessed 3 years to less than 5 years of experience and 2.16% 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: 33 329



* 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 and Professional	-	-	-	10	360	520	633	445	412	2 380
Supervisory and Technical	-	-	62	1 120	1 649	1 120	99	-	894	4 944
Clerical	20	878	2 826	3 167	178	-	-	-	1 249	8 318
Operative	416	277	1 330	10 896	2 368	11	-	-	1 522	16 820
Secretarial and Others	159	313	25	67	107	20	3	-	173	867
Total	595 (1.79)*	1 468 (4.40)*	4 243 (12.73)*	15 260 (45.79)*	4 662 (13.99)*	1 671 (5.01)*	735 (2.21)*	445 (1.33)*	4 250 (12.75)*	33 329 (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, \$15,001 to \$20,000 for supervisory and technical level, \$10,001 to \$15,000 for clerical and operative employees, and \$6,000 to \$8,000 for secretarial and 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 7 853 (23.56%) of the employees received no internal training, 5 325 (15.98%) received less than 5 days and 2 948 (8.85%) 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 2008

Man-days	Total / % of Total Number of Employees
Nil	7 853 / 23.56%
< 5 days	5 325 / 15.98%
5 Days to < 10 Days	2 948 / 8.85%
10 Days to < 15 Days	330 / 0.99%
15 Days to < 20 Days	113 / 0.34%
20 Days to < 1 Month	419 / 1.26%
1 Month or above	244 / 0.73%
Unspecified	16 097 / 48.30%
Total	33 329 / 100.00%

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

Priority Accorded to Mode of Training by Employers

2.14 From employers’ feedback, 22.52% ranked part-time day release courses as the most preferred mode of training whereby evening and seminar/workshop modes of training would be considered as second and third priorities respectively. Details of the priorities were shown in Tables 2.14 (a) – (b):

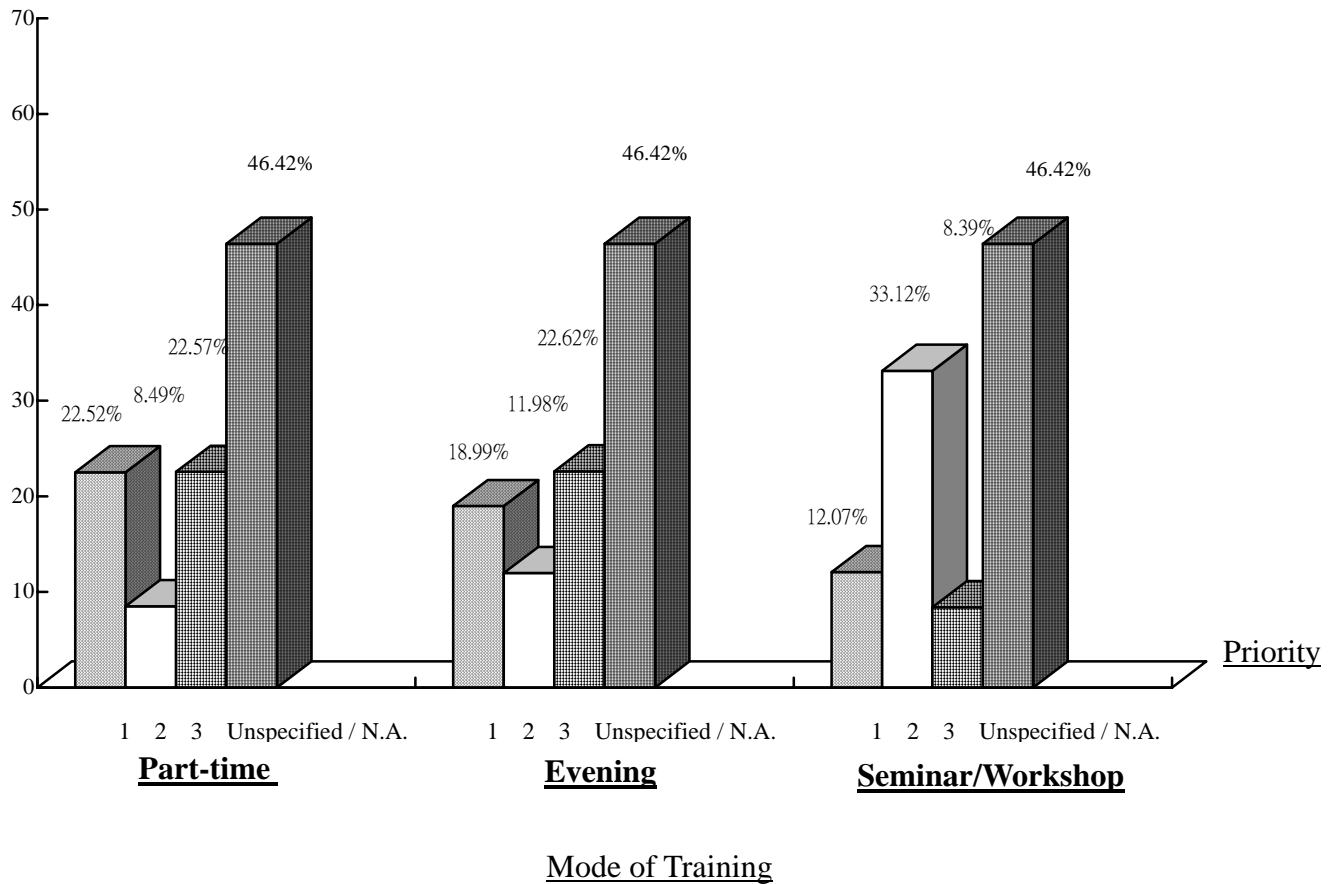
Table 2.14 (a): No. of Employees by Priority Accorded to Mode of Training

Mode of Training	Level of Priority Perceived	Total / % of Total Number of Employees
Part-time Day Release	1 st Priority	7 506 / 22.52%
	2 nd Priority	2 829 / 8.49%
	3 rd Priority	7 524 / 22.57%
	Unspecified/Not Applicable	15 470 / 46.42%
	Total	33 329 / 100.00%
Evening	1 st Priority	6 329 / 18.99%
	2 nd Priority	3 992 / 11.98%
	3 rd Priority	7 538 / 22.62%
	Unspecified/Not Applicable	15 470 / 46.42%
	Total	33 329 / 100.00%
Seminar/Workshop	1 st Priority	4 024 / 12.07%
	2 nd Priority	11 038 / 33.12%
	3 rd Priority	2 797 / 8.39%
	Unspecified/Not Applicable	15 470 / 46.42%
	Total	33 329 / 100.00%

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

Figure 2.14 (b): Mode of Training by Priority

Percentage of Total
Number of Employees



Highlights of the MICE and Cruise areas in the Survey

2.15 In view of the MICE and Cruise businesses are of growing importance in Hong Kong, it is anticipated that there will be an increasing demand for trained and qualified staff in these two areas. In this connection, the Working Party on 2008 Tourism Industry Manpower Survey under the Training Board proposed that the manpower supply, demand and training needs pertaining to the MICE and Cruise related positions in travel agents should be included in the 2008 manpower survey. In order to capture the manpower situation and training needs, a list of travel agencies / companies engaging in the MICE and/or Cruise businesses were provided by the Working Party to the Census and Statistics Department for their sampling. However, it should be noted that the proposed samples were limited to Travel Agents engaging in MICE and Cruise businesses only and the survey did not cover any MICE Operators and/or Cruise Operators direct due to resources constraints.

2.16 From the survey results, it shows that there is an increasing demand for MICE Coordinator and Cruise Consultant in the near future. An addition of 40 MICE Coordinators and 4 Cruise Consultants (representing 25.64% and 13.79% respectively of the current number of employees for these two positions) will be required in the next 12 months by the employers, comparing to the overall forecast of number employed at 4.47% (Table 1 of Appendix 6: Number Employed and Forecast).

2.17 The report also indicates that out of 222 employees who were employed in the 'MICE Related' business, 133 of them (representing 59.91%) did not receive any internal training in the past 12 months. This may also indicate a need for training provided to these employees of the sampled Travel Agents.

Operating Trends of Tourism Operators on the Seasonal Fluctuation of Business

2.18 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 April, July and October were the high seasons for business and the months of May and June were the low seasons. Employers of outbound travel agency operators indicated that the months of July, August and December were the high seasons for business and the months of May and October 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)

2.19 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 2.19: Number of Tour Guides (Inbound) and Tour Escorts (Outbound) in July / August 2008

Inbound	<u>Total number employed by industry</u>	<u>(%)</u>
Outbound		
Inbound – Full-time	766	(23.82%)*
Inbound – Freelance/Part-time	2 450	(76.18%)*
Sub-total	3 216	(100%)*
Outbound – Full-time	2 126	(49.18%)*
Outbound – Freelance/Part-time	2 197	(50.82%)*
Sub-total	4 323	(100%)

() * Percentage of total number employed in July / August 2008

2.20 According to the Travel Industry Council of Hong Kong, there are 6 436 accredited tour guides and 19 146 certified tour escorts as at February 2009.

SECTION III

CONCLUSIONS

Industry Outlook

3.1 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 survey during July to August 2008. However, the financial tsunami since mid-September, 2008 and the outbreak of swine flu pandemic (H1N1) since early 2009 have swamped the global economy, resulting in a plunge in export orders that will lead to a difficult year 2009 and the coming years in Hong Kong. The economic path will largely depend on whether the US can break free from the credit squeeze and negative equity problems that are now gripping its economy. Being at the 'end of the food chain', the tourism industry is a sensitive indicator to economic activity. Although leisure travel can offset a temporary slowdown in commercial activity, the global recession is slowly getting reflected in tourism performance. Booking paces have shortened and some events have been cancelled.

3.2 Tourism is a pillar industry in Hong Kong's economy. The performance of inbound tourism in 2007 was impressive. Visitor arrivals increased by 11.6% over 2006 and reached a record-breaking 28 million. Inbound tourism expenditure also increased by 15.7%, amounting to \$140 billion. Most of the long haul and short haul markets such as the Americas, Europe, Australia, Southeast Asian markets have recorded steady growth. The Mainland was still the largest source market with arrivals increased by 13.9% to more than 15.4 million. According to United Nations World Tourism Organization, Hong Kong is among Asia Pacific's most popular destinations for tourists (Sources: Speech by Commissioner for Tourism: "2008 Hong Kong Tourism Overview", 28 February 2008).

3.3 The Hong Kong Tourism Board (HKTB) announced that the provisional total arrivals in 2008 had reached 29.5 million, representing an increase of 4.7% compared with 2007. In 2008, Mainland China maintained positive growth and continued to be the leading source market. The total number has reached 16.6 million, contributing around 55% of the total arrivals (Source: Press Release: Release of Provisional Visitor Arrivals for Hong Kong in 2008, HKTB, 6 January 2009).

3.4 To further develop the Hong Kong tourism industry, the HKSAR Government has been making tremendous efforts in the three priority areas which include developing of tourism infrastructure; growing on high yield market segments; and addressing bottleneck issues facing by the travel trade.

- i) Over the past few years, Hong Kong launched major tourism infrastructure projects such as Hong Kong Disneyland, the AsiaWorld-Expo, the Wetland Park and the Ngong Ping 360. Hong Kong will continue to work with the private sector to invest over \$11 billion for tourism infrastructure development over the next five years, including the redevelopment of Ocean Park, the new cruise terminal, the atrium link extension of the Hong Kong Convention and Exhibition Centre, as well as enhancing the existing tourism facilities in various districts. The redeveloped Ocean Park will double its attractions to 70 with 3 new hotels, which will come into operations in phases from now until 2013. The \$5.55 billion master plan will redevelop the park into a world-class marine-themed park. These will help enhance Hong Kong's position as the preferred destination for family visitors (Source: Speech by Commissioner for Tourism: 2008 Hong Kong Tourism Overview, 28 February 2008).
- ii) To capture the increasing popularity of cruise travel, the HKSAR Government is putting high priority in the development of a world class cruise terminal at Kai Tak. The first berth will commence operation in 2013. In addition to the family and cruise segments, another priority segment is the high value-added MICE sector. This sector will not only promote Hong Kong's brand in the international market, but also draw high yield visitors. With this in mind, the HKSAR Government announced in February 2008 the allocation of a total of \$150 million over the next five years to enhance Hong Kong's appeal as an international convention and exhibition capital.
- iii) The HKSAR government is working on further relaxation of the visa policy to stimulate the growth of visitors from emerging markets, like Russia. On hotel supply, from now until 2010, there will be an increase of some 10 000 hotel rooms. To promote the hotel development, Hong Kong will include 10 suitable sites in the 2008/09 Application List solely for hotel use. (Source: Speech by Commissioner for Tourism: 2008 Hong Kong Tourism Overview, 28 February 2008).

3.5 With the evolving macro-environment, more trained manpower will be needed for the whole economy in general and for the tourism industry in particular. The implications on the overall manpower needs will be reviewed in the next section.

Implications on Manpower

3.6 According to the latest labour force statistics released on 17 February 2009, the seasonally adjusted unemployment rate increased markedly from 4.1% in October - December 2008 to 4.6% in November 2008 - January 2009. Meanwhile, the underemployment rate also increased from 1.9% to 2.1% over the same period. The number of unemployed persons rose by around 16 400 to a total of 157 700. Over the same period, the number of underemployed persons increased by around 6 300, to a total of 76 100 (Press Release: Unemployment and underemployment statistics for November 2008 - January 2009, Census and Statistics Department, 17 February 2009). The increase in unemployment rate was almost across-the-board as the impact of the global financial tsunami became more apparent. Job losses were most serious in sectors such as decoration and maintenance, restaurants, the import and export trade, transport and manufacturing (The Standard, 18 February 2009).

3.7 It is believed that the local unemployment rate will rise further in the first half of 2009. It takes time for employers to regain their confidence and begin to recruit staff again. However, in the meantime, the HKSAR Government and Central Government have introduced a series of measures to ensure the stability of financial institution and market to bolster public confidence. It is optimistically believed that Hong Kong economy will begin to recover at the middle of the year. (The Standard, 30 January, 2009).

3.8 The quality of Hong Kong's workforce has been improving in terms of educational attainment and skills. Hong Kong will further enhance its status as an international financial centre and a regional hub for trade, logistics, tourism and business. The productivity growth achieved in the process will help the economy attain a 4.5% trend GDP growth over the next four years 2009-2012 (Source: 2007 Economic Background and 2008 Prospects, HKSAR Government, 28 February 2008). The government will also push ahead major infrastructure projects, creating jobs and bringing benefit to the economy. These facilities will enhance the production capacity and efficiency of the Hong Kong economy and further our integration with the Mainland, thereby bringing significant benefits to the community over the longer run.

- i) With the launch of the Closer Economic Partnership Agreement (CEPA) II in 2005 and subsequent supplements, coupled with a highly flexible labour market and the vitality and innovation of the local business sector, Hong Kong is likely to continue to shift towards higher value-added services and knowledge-based economy, with an anticipated GDP growth of approximately 4.6% per annum between 2009 and 2011, according to the Economist Intelligence Unit (Source: Hong Kong Market Outlook, HVS Global Hospitality Services, December 2008). Additional business opportunities will be created and the business flow between the Mainland and Hong Kong will be intensified.

- ii) By the end of September 2008, Hong Kong had 146 hotels, with 53 420 rooms. Total room supply increased by 1 839 rooms or 3.57 per cent than in December 2007 (Source: Hotel Supply Situation- as at September 2008, HKTB, 30 October 2008). The average occupancy rate ended up at 85% in 2008, down slightly from 86% a year earlier. The number of room nights has risen due to the increase in hotel room supply by some 7 626 rooms or 16% during the same period (Source: Hotel Room Occupancy Report – December 2008, HKTB, 22 January 2009). The Hotel Accommodation Tax was waived since July 2008, giving back \$470 million to the market every year. Increased manpower demand to serve the hotel business is therefore expected in coming years (Sources: Hong Kong-The Facts-Tourism, Tourism Commission website, retrieved on 15 January 2009).
- iii) Every year, there are more than 300 conventions and exhibitions in Hong Kong including some of the world’s largest trade fairs (Source: HKSAR Chief Executive’s welcome remarks at Meetings and Exhibitions Hong Kong Office launch reception in London, 20 November 08). In 2007, Hong Kong has hosted a number of corporate events including corporate meetings and incentive movements attended by 859 743 overseas visitors which showed a 10.3% increase over the previous year (Source: Statistic on Corporate Events 2007, Hong Kong Tourism Board, April 2008). With Hong Kong’s portfolio of new tourism attractions, it is envisaged that there will be greater opportunities for the further growth of the MICE market. This will bring in the number of visitors in this sector with a high spending power, and hence flourishing the business of the hotel, catering and related business. As such manpower demand in particular the major volume of part time labour to serve the MICE and related supporting businesses is therefore expected to increase in coming years.
- iv) In view of the visitors surveys done by the HKTB in 2007, over 90% respondents had a high satisfaction with Hong Kong; over 50% of Mainland visitors interested in cruise vacations and 90% of them interested in joining cruise vacations starting from Hong Kong (Source: Speech by the Commissioner for Tourism at ‘Seatrade All Asia Cruise Convention’ in Shanghai, 23 October 2008). The HKSAR Government has decided to finance the development of the new cruise terminal at Kai Tak in order to ensure that the first berth will enter into operation in mid 2013 (Source: Press statement: ‘Government to finance development of new cruise terminal’, Tourism Commission, 30 September 2008). The new cruise terminal will consist of 2 berths for the embarking of a total of 220 000 tones of cruise vessels with not less than 10 000 square metres ancillary commercial area. The project will create more jobs in the cruise and related tourism industries of which trained quality staff is required for servicing the expanded tourism infrastructure.

- v) There are a number of tourism projects being planned or being carried out on ongoing basis. These projects include the pilot scheme to promote green tourism in northeast New Territories, visitor signage improvement scheme, enhancement of footbridges in Tsim Sha Tsui East, Aberdeen tourism project, development of a piazza in Tsim Sha Tsui and Lei Yue Mun waterfront enhancement project. Promotion of tourism though is not simply about construction of new facilities. Looking ahead, a heritage hotel at the former Marine Police Headquarters Compound in Tsim Sha Tsui is expected to be completed during 2009. To better explore heritage tourism, the HKTB has enhanced its cultural Kaleidoscope experience programme with guided tours of Dr Sun Yat-sen Museum (Source: Hong Kong-The Facts-Tourism, Tourism Commission, 15 January 2009). The Government plans to modify and transform the two-story of 529 square metres townhouse in Kowloon Tong where the martial arts legend Bruce Lee once lived into a museum (Ming Pao Daily News, 7 January 2009). In this connection, qualified trained staff with both hard and soft skills including professional technical skills, knowledge of the culture and ethnic backgrounds of varied tourists, the appropriate service attitude, and proficiency in languages and even dialects will be required. As a result, professionally trained staff with knowledge and skills in these topics will be required to support the developments.
- vi) Spa resorts continue to develop throughout South East Asia. There is a discernible growth in demand and supply of spa facilities in Hong Kong. A competitive resort product is likely to increase the growth and range of visitors to Hong Kong. Local market usage of the resort is expected to be high as well (Source: Tourism Commission – Economic Development and Labour Bureau – The Government of the HKSAR, “Consultancy Study on the Development of New Tourism Infrastructure: Spa and Resort Facilities”, April 2006). It is envisaged that with the development of the spa resort markets in Hong Kong, newly trained service staff specializing in this area will be in demand in future years.
- vii) Besides inbound tourism, domestic outbound tourism plays an important role in the employment of Hong Kong’s tourism industry as a significant amount of manpower is required for servicing this huge sector of the industry. The expenditure of local residents made trips out of Hong Kong by joining outbound package groups reached HK\$10.4 billion in 2008 as per the Travel Industry Council of Hong Kong (Source: Oriental Daily News, 15 January 2009).

- viii) Macau surpassed Hong Kong in visitor numbers. The number of tourists visiting Macau hit an all time high of 30 million in 2008 despite the economic crisis and tight restrictions on mainland travellers (Source: The Standard, 15 January 2009). There are 57 hotels and 31 guest houses providing a total of 18 658 guestrooms in Macau. In the next 2 years, there will be an additional 4 000 hotel rooms available in Macau (Source: Press Release, Tourism diversification key development strategy for 2009 by Mr Joao Manuel Costa Antunes, Macau Government Tourist Office, 14 January 2009). Since September 2008, the global financial tsunami has affected Macau to a large extent; some international hotel projects have been suspended. Some hotel construction workers and even hotel operational staff from Hong Kong have been made redundant. It appears at this stage that the competitions for talents between Hong Kong and Macau has been eased out.
- ix) The government continues to enhance Hong Kong's accessibility. Nationals from some 170 countries can visit Hong Kong visa-free for periods ranging from seven to 180 days. As for Mainland visitors, the Individual Visit Scheme (IVS), introduced in July 2003, has been gradually extended and now covers 49 Mainland cities. As at June 2008, there were 30.1 million visitor arrivals from the Mainland under the IVS (Source: Hong Kong-The Facts-Tourism, Tourism Commission, 15 January 2009). With the rapid development of Mainland China, and due to its geographical proximity to Hong Kong, it is anticipated that strong manpower needs will be required to leverage on the growth of the tourism industry in Hong Kong in the future years.
- x) There will be 67 new hotel projects with additional hotel room supply of over 11 958 by the year 2012 (Source: Hotel Supply Situation- as at September 2008, HKTB, October 2008). These new hotel developments reflect a positive projection of potential visitors who may travel to Hong Kong in future years and indicate a surge in manpower requirements in the years to come.
- xi) In 2009, Hong Kong is being promoted and packed with mega events, tentatively called the 'Year of World Food and Wine' by the HKTB. Massive music and entertainment festivals, weeks of food and wine activities, in street-carnival settings will be taking place. With the promotion of the Michelin Guide in 2008, Hong Kong will be packaged as the global food paradise (Source: Ming Pao Daily News, 15 January 2009). Since wine and beer duty being abolished in 2008, this special promotion will have a major, positive impact on the tourism industry. A surge in qualified trained service staff specializing in wine, Asian and Japanese cuisines and bar-tendering will be required to complement these tourism development efforts.

Manpower Changes by Job Level

3.9 In July/August 2008, there were 33 329 employees in the tourism industry, representing an increase of 417 (+1.27%) over the 2006 figure. An analysis of the manpower changes by job level is given in the following tables:

Table 3.9 (a) : Number of Employees

<u>Job Level</u>	<u>2006</u>	<u>2008</u>	<u>Increase/Decrease</u>	
Managerial and Professional	2 339 (7.11%)	2 380 (7.14%)	+41	(+1.75%)*
Supervisory and Technical	4 881 (14.83%)	4 944 (14.83%)	+63	(+1.29%)*
Clerical	10 480 (31.84%)	8 318 (24.96%)	-2 162	(-20.63%)*
Operative	14 006 (42.56%)	16 820 (50.47%)	+2 814	(+20.09%)*
Secretarial and Others	1 206 (3.66%)	867 (2.60%)	-339	(-28.11%)*
Total	32 912 (100%)	33 329 (100%)	+417	(+1.27%)**

() * Percentage of number employed at the same job level in 2006

() ** Percentage of total number of employees in 2006

Figure 3.9 : Tourism Manpower Figures from 1985 – 2008 at Different Job Levels

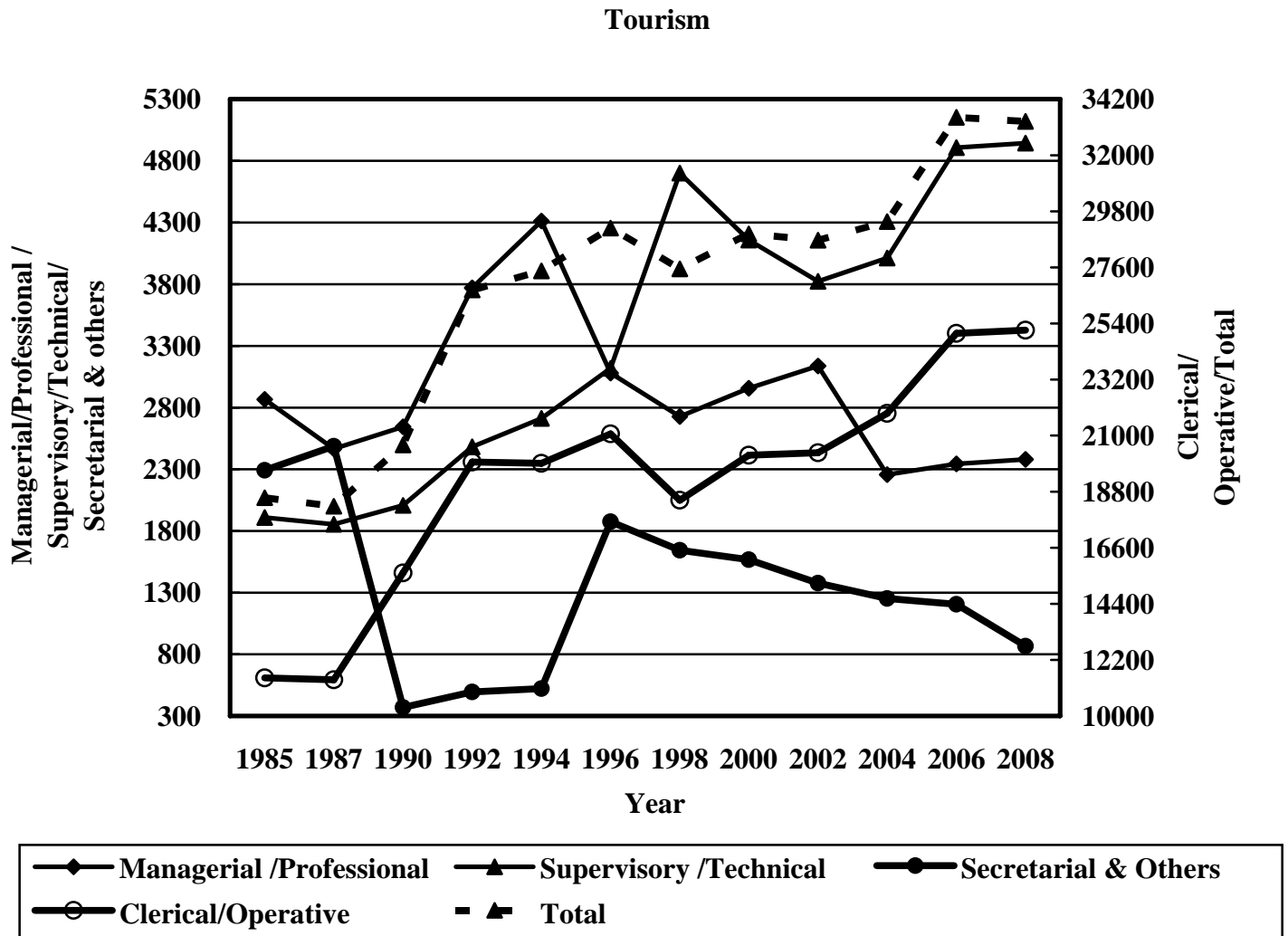


Figure 3.9 above provides the tourism manpower figures at different job levels from 1985 to 2008. A steadily upward trend of total manpower demand in the tourism industry was realized in recent years. However, the figures for 2006 to 2008 indicate that the increment was relatively flat in comparison with the last survey period of 2004 to 2006.

Table 3.9 (b) : Manpower Changes by Job Level by Branch in 2006 and 2008

Job Level	Branch 1: <u>Airline Companies</u>			Branch 2: <u>Travel Agents and Airline Ticket Agents</u>			Total		
	<u>2006</u>	<u>2008</u>	<u>Increase/Decrease (%)*</u>	<u>2006</u>	<u>2008</u>	<u>Increase/Decrease (%)*</u>	<u>2006</u>	<u>2008</u>	<u>Increase/Decrease (%)*</u>
Managerial and Professional	847	879	+32 (+3.78%)	1 492	1 501	+9 (+0.60%)	2 339	2 380	+41 (+1.75%)
Supervisory and Technical	1 711	1 575	-136 (-7.95%)	3 170	3 369	+199 (+6.28%)	4 881	4 944	+63 (+1.29%)
Clerical	1 248	1 060	-188 (-15.06%)	9 232	7 258	-1 974 (-21.38%)	10 480	8 318	-2 162 (-20.63%)
Operative	10 141	11 224	+1 083 (+10.68%)	3 865	5 596	+1 731 (+44.79%)	14 006	16 820	+2 814 (+20.09%)
Secretarial and Others	182	140	-42 (-23.08%)	1 024	727	-297 (-29.00%)	1 206	867	-339 (-28.11%)
Total	<u>14 129</u>	<u>14 878</u>	<u>+749</u> (+5.30%)**	<u>18 783</u>	<u>18 451</u>	<u>-332</u> (-1.77%)**	<u>32 912</u>	<u>33 329</u>	<u>+417</u> (+1.27%)**

- ()* 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

3.10 The demand for well-trained staff at the operative levels would be significant in the future. The increase in the number of Operative positions by 20.09% (2 814 persons) and decreases of 20.63% (2 162 persons) and 28.11% (339 persons) in the number of Clerical and Secretarial & Others positions respectively may imply that generally employees need to be multi-skilled and able to perform different tasks at different periods in the business cycle. The Training Board is of the view that increased provisions for further expansion and upgrading of training facilities and capacity must be sought to cope with the surging manpower demand.

Vacancies

3.11 At the time of the survey, there were 752 reported vacancies as compared to 576 in 2006. The present vacancies attributed to 2.26% of the total workforce as compared to 1.75% in 2006. The largest number of vacancies (502) was found in 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

3.12 Based on the number employed at the same job level, the survey indicated that 3.78% of managerial and professional positions and 3.96% of supervisory and 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

3.13 From employers' feedback, 22.52% ranked part-time day release courses as the most preferred mode of training whereby evening and seminar/workshop modes of training would be considered as second and third priorities respectively.

3.14 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

3.15 The survey indicated that employers generally preferred Degree and Professional Diploma/Higher Diploma holders for managerial/professional level positions, Secondary 5-7 for supervisory/technical and clerical/operative level positions. Secondary 3 - 4 and Secondary 5 - 7 for secretarial and other levels. 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 2009

3.16 Employers' forecast of the 12-month manpower growth indicated a positive growth rate of 2.88%.

Table 3.16: Additional Manpower by Job Level in 2009

<u>Job Level</u>	<u>Employers' Forecast of Manpower Growth in July/August 2009</u>	
Managerial and Professional	+16	(0.67%)*
Supervisory and Technical	+120	(2.43%)*
Clerical	+267	(3.21%)*
Operative	+537	(3.19%)*
Secretarial and Others	+20	(2.31%)*
Total	+960	(2.88%)**

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

()** Percentage of total number employed in industry

Manpower Projection for 2009 – 2013

3.17 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 2009 – 2013. 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 2008 (please refer to Appendix 9 for details). The projections on the future manpower demand for 2009 to 2013 are presented in Table 3.17:

Table 3.17: Manpower Projection in the Tourism Industry

Year	Actual Manpower	Projected Manpower (LMA Approach)	Projected Manpower (AFM Approach)	Employer's Forecast (EF)
2006 <i>actual</i>	32 912			
2008 <i>actual</i>	33 329			
2009 <i>forecast</i>		34 138 (2.4%*)	33 478 (0.4%*)	34 289 (2.9%)*
2010 <i>forecast</i>		34 339 (0.6%**)	33 586 (0.3%**)	
2011 <i>forecast</i>		34 479 (0.4%**)	33 642 (0.2%**)	
2012 <i>forecast</i>		34 521 (0.1%**)	33 704 (0.2%**)	
2013 <i>forecast</i>		34 583 (0.2%**)	33 755 (0.2%**)	
* as percentage change vs actual manpower in 2008				
** 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 (2009-2013).

Wastage

3.18 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 3% for the managerial/professional and supervisory/technical job levels and 5% 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

3.19 The Labour Market Analysis Approach Projection of training requirements of the tourism industry for 2009 to 2013 are shown in Table 3.19.

**Table 3.19: Training Requirement Forecasts of the Tourism Industry for 2009 – 2013
(Based on Labour Market Analysis Approach)
(Based on 3%/5% wastage rates at different job levels)**

Annual Average Manpower Demand for 2009-2013					
Job Level	No. of Employees 2008	Growth	Replacement for Wastage	Total	± 10% Range
<u>Assuming wastage rate = 3%</u>					
Managerial and Professional	2 380	18	73	91	82-100
Supervisory and Technical	4 944	37	151	188	170-207
<u>Assuming wastage rate = 5%</u>					
Clerical	8 318	63	424	487	438-535
Operative	16 820	126	857	983	885-1 082
Secretarial & other levels	867	7	44	51	45-56
TOTAL	33 329	251	1 549	1 800	1 620-1 980

Remarks: Data were collected before November 2008, when the impact of the Global Financial Tsunami was not as serious as it is now. Also with the World Health Organization (WHO) raising the H1N1 Flu Outbreak alert to top level six may have further impact on the manpower needs.

3.20 The Training Board estimated the annual average training requirements for 2009 – 2013 to be 1 800. The wastage rates of 3% for managerial/professional and supervisory/technical levels and 5% for clerical, operative and 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/tourist guides should not be overlooked.

3.21 According to employers' feedback, the most required generic skills training for their staff are in Putonghua and English Languages, and then followed by Service Attitude/Customer Service Skills. The most required technical skills training are in Ticketing and Reservation System, and then training in Travel Insurance Knowledge. As for managerial skills, employers considered that the most required training are in Supervisory Techniques/Leadership Skills, and followed by Sales and Marketing Strategy Planning, Implementation and Evaluation. The number of employees who had been provided with relevant training is shown in Table 19 of Appendix 6.

SECTION IV

RECOMMENDATIONS

Recommended Training Requirements

4.1 Based on the findings in paragraph 3.20 of Section III, the Training Board recommends the following training requirements for the tourism industry in 2009 to 2013 as presented in Table 4.1 below:

Table 4.1: Recommended Training Requirements for the Tourism Industry in 2009 to 2013 (Based on Labour Manpower Analysis Approach Projection)

Job Level	2009 - 2013	± 10% Range
Managerial and Professional	91	82 – 100
Supervisory and Technical	188	170 – 207
Clerical	487	438 – 535
Operative	983	885 – 1 082
Secretarial and Others	51	45 – 56
Total:	1 800	1 620 – 1 980

Remarks: Data were collected before November 2008, when the impact of the Global Financial Tsunami was not as serious as it is now. Also with the World Health Organization (WHO) raising the H1N1 Flu Outbreak alert to top level six may have further impact on the training requirements.

Recommended Training Routes for Staff at Managerial and Professional Levels

4.2 Managers and professional level staff are members of the management team involved in policy making of a company who are 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 holders as trainees.

Recommended Training Routes for Staff at Technical and Supervisory Levels

4.3 A technical staff 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. The technical staff and supervisors play an important role at the middle management level.

4.4 The technical staff and supervisors can be trained either through part-time or full-time technical/supervisory courses in vocational institutions followed by on-the-job training.

Recommended Training for Staff at Operative and Clerical Levels

4.5 Operative and clerical level workers normally engage in repetitive work which requires a specific range of skills. Operative training should be well-planned and made attractive and interesting by both employers and training institutions. Practical skills and language training for new recruits should be provided. Refresher/upgrading training 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 proper training.

Technical Education and Training Institutions

4.6 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 other training institutions. These include, amongst 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, Hong Kong Institute of Vocational Education (Chai Wan and Haking Wong Campuses) and the Hospitality Industry Training and Development Centre of the Vocational Training Council.

4.7 A list of the relevant full-time tourism courses offered by the Vocational Training Council in 2009/10 is presented in Tables 4.7 (a) and (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 organized by the Vocational Training Council help employers learn new technologies and train up their staff.

4.8 It should be noted that there has been an increasing number of tourism course providers in both the commercial and public sectors offering a wide range of courses at different levels. The Training Board acknowledges the changing needs of the tourism industry, and agrees that it is vital for in-service employees to embark on life-long learning. It is equally important that employers recognize such needs and support their employees to attend upgrading courses/training programmes/workshops/seminars for the acquisition of new knowledge and skills with reputable training institutes. The Training Board is also concerned with the quality of tourism courses being offered to the general public, and recommends the establishment of a central governing body to monitor the quality of the courses.

Table 4.7 (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>	
Higher Diploma in Travel and Tourism	3 years
Higher Diploma in Tourism Management	2 years
Higher Diploma in e-Tourism	4 years
Higher Diploma in “MICE” Planning and Technology	2 years
Diploma in Travel and Tourism	2 years

Table 4.7 (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>	
Certificate in Tour Guide and Service Culture	4 months
Certificate in Basic Ticketing and Travel Agency Operations	4 months

Skills Upgrading Scheme and Out-Centre Training Courses

4.9 The Training Board supports the Skills Upgrading Scheme (SUS) for the tourism industry. Courses under the tourism SUS include ‘In-service Tour Guide Training’, ‘Local Heritage, Historical and Cultural Tourism Training’, ‘Nature Appreciation Foundation’, Job-related language and customer service enhancement training. Both employers and employees should make use of the Continuing Education Fund and various government-funded skills upgrading schemes for further skills enhancement. 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, Korean and Thai. 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.

Recommendations

4.10 The recommendations of the Training Board are as follows:-

- (i) During an economic downturn, companies usually look for opportunities to streamline operations and freeze hiring. However, the Training Board is of the opinion that it is during these difficult times that the provision of multi skills quality vocational training is essential to cope with the future manpower demands of the Industry. The Training Board recommends employers to maintain enough and well equipped manpower ready for the economy recovery.
- (ii) The Training Board is of the view that the existing 33 329 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.
- (iii) The Training Board supports the Skills Upgrading Scheme (SUS) for the hotel industry and tourism industry. Both employers and employees should make use of the Continuing Education Fund and various government funded SUS for further skills enhancement.
- (iv) The Training Board encourages employers to provide in-house training and/or sponsor their employees for life-long learning and continuous professional development to upgrade their knowledge and skills. It is also noted that majority of the travel agents operate on a small-scale basis with less than 10 staff, and training resources for these operators are limited. The Training Board recommends the Government to provide training resources for this segment of the industry.
- (v) The Training Board acknowledges the changing of the tourism products and customer demands in particular the need for the spa, cruise and MICE markets. The HKSAR Government and course providers should expand their current courses to meet the future market needs.
- (vi) With the challenging future of the tourism industry, the demand for well-trained staff will continue to increase, in particular in 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 manpower demand. The Government should channel more resources for providing training of staff to acquire sound knowledge and quality service standards.

- (vii) The impact of the global financial tsunami is escalating and with the World Health Organization raised the top level six pandemic alert. The tourism industry has been anticipating a drawback. During this time of conservation, the Training Board opines that employers would require multi-tasked employees to sustain their business through this hard period. With the continuing high competitive market environment, employers have demand of manpower with multi-skills. Course providers should focus on strengthening their existing programmes and providing simulated real-life training to develop multi-tasked potential workforce for the industry.
- (viii) The Training Board is of the opinion that there is an urgent need to upgrade the standard of English and Putonghua. Providing more opportunities for education and training in the tourism industry in the areas of hotel services, travel agent and food and beverage services would further raise the service standards and staff quality.
- (ix) The Training Board will continue to support the conferences and experience-sharing seminars for practitioners in the industry.

Future Surveys

4.11 The Training Board further recommends that future surveys of the tourism industry should continue to be conducted every two years so that its manpower and training needs can be regularly assessed and be in line with the ever-changing business and market environment. Manpower projection could be regularly updated to reflect the contemporary economic situation in the future if required using updated economic indicators available from the Census and Statistics Department. The Training Board also recommends that in designing and conducting future surveys, the seasonal fluctuation in manpower needs and the re-deployment of staff in travel agents should continue to be taken into account.

MEMBERSHIP OF THE HOTEL, CATERING AND TOURISM TRAINING BOARD**(appointed from 1 April 2007 and up to 31 March 2009)****Chairman:**

Mr. Larry Tchou Ming-kong (Nominated by a Major International Hotel Chain)

Vice-Chairman:

Mr. Michael Li Hon-shing, B.B.S., J.P. (Nominated by the Federation of Hong Kong Hotel Owners Ltd.)

Members:

Dr. John Ap	(Nominated by a Local Education/Training Institution)
Mrs. Alice Chan Cheung Lok-ye	(Nominated by the Travel Industry Council of Hong Kong)
Mr. Keven Chan Tin-yau	(Nominated by a Small and Medium Hotel)
Mr. Romain Chan Wai-shing	(Nominated by a Local Based Hotel Chain)
Ms. Sylvia Chung Wai-man	(Nominated by the Hong Kong Hotels Association)
Mr. Hardy Kam Shun-yuen	(Nominated by the Federation of Hong Kong Restaurant Owners Ltd.)
Ms. Lau Shau-Chun (up to 31.3.08)	(Ad Personam)
Mr. Andrew Leung Chi-kwan	(Ad Personam)
Mr. Klaus Mager (up to 31.3.08)	} (Ad Personam)
Mr. David Leon Vermeulen (11.6.08 to 1.7.08)	
Mr. Paul Chandler (from 9.10.08 onwards)	
Mr. Mok Ming-tak (up to 31.3.08)	} (Nominated by a Major Restaurant Chain)
Mr. Wilson Wu Wai-tsuen (from 1.4.08 onwards)	
Mr. Rudolf Muller	(Nominated by the Hong Kong Chefs Association)
Mr. Michael Tao	(Nominated by a Local Club Catering Outlet)
Mr. Dennis Wu Kwok-kwong (up to 4.2.08)	} (Nominated by the Hong Kong Tourism Board)
Ms. Flora Li (9.10.08 to 9.11.08)	
Mr. Howard Young, S.B.S., J.P.	(Nominated by the Board of Airline Representatives)
Miss Eva Leung Lai-yin	(Representative of the Commissioner for Labour)
Dr. K.K. Lo	(Representing the Executive Director of the Vocational Training Council)
Vacant	(Ad Personam)

Training Board Advisers (from 13.11.07 onwards):

Mr. Felix M. Bieger	Adviser of the Peninsula Hotels
Mr. Rudolf Greiner	Not Applicable
Mr. James LU Shien-hwai	Executive Director of Hong Kong Hotels Association
Mr. Graeme J. Reading	Chairman of Café Deco Group

In Attendance:

Mr. Patrick Kwok (from 10.11.08 onwards)	(Representative of the Hong Kong Tourism Board)
Mr. Lawrence Wong	(Representative of the Hospitality Industry Training and Development Centre)
Ms. Catherine Poon	(Representative of the Hong Kong Institute of Vocational Education (Chai Wan))

Secretary:

Ms. Claudia Au (up to 25.6.08)	} (Vocational Training Council)
Ms. Christa Koch-Kessler (from 26.6.08 onwards)	

Hotel, Catering and Tourism Training Board

Membership List of the Working Party on
2008 Tourism Industry Manpower Survey

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Ms. Christa Koch-Kessler
(from 26.6.08 onwards) Vocational Training Council

**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 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 the IVE and 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 elements.
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 on matters pertaining to the development and promotion of vocational education and training in the industry, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments.
11. To organize 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 the 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.

2008 Manpower Survey of the Tourism Industry

Distribution of Survey Samples

Sample Selection Plan

(Based on Data as at 1st quarter 2008
provided by Census and Statistics Department)

Branch	Industry	Employment Size	Stratum Code	Size of Frame	Sampling Fraction	Sample Size*
1	Airline Companies (HSIC 7171)	1 - 9	1	18	1.00	18
		10 - 49	2	30	1.00	30
		50 - 99	3	9	1.00	9
		100 - 199	4	3	1.00	3
		200 - 499	5	3	1.00	3
		500 - 999	6	3	1.00	3
		1000 & over	7	2	1.00	2
		Sub-total			68	
2	Travel Agents and Airline Ticket Agents (HSIC 7181)	1 - 9	1	1 516	0.10	152
		10 - 49	2	282	0.50	141
		50 - 99	3	23	1.00	23
		100 - 199	4	10	1.00	10
		200 - 499	5	7	1.00	7
		500 - 999	6	5	1.00	5
		1000 & over	7	0	1.00	0
		Sub-total			1 843	
Total				1 911 **		406

* At Company Level

** The estimated number of active companies amongst the 1 911 companies should be 1 651 (54 airlines and 1 597 travel agents and airline ticket agents). The estimated number of active companies is shown in Table 20

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



Our Reference : (33) in HO/1/2 (2008) (T)

7 July 2008

Dear Sir/Madam,

2008 Manpower Survey of the Tourism Industry

On behalf of the Vocational Training Council, I am writing to solicit your kind cooperation in the 2008 Manpower Survey to be conducted by the Hotel, Catering and Tourism Training Board. The Training Board is a statutory body appointed by the Government to be 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 14 July 2008 to 13 August 2008. 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.

I wish to assure you that the information collected will be handled in strict 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 8534.

Thank you for your valuable support.

Yours faithfully,

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

(Larry Tchou Ming-kong)
Chairman

Hotel, Catering and Tourism Training Board

THE 2008 MANPOWER SURVEY OF THE TOURISM INDUSTRY
 旅遊業二〇〇八年人力調查
QUESTIONNAIRE
 調查表

(PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE)
 (填表前, 請參閱附註)

For Official Use Only: 此欄毋須填寫									
Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire	Business	
1	3 3	_ _ _ _ _ _ _	_ _ _ _ _ _ _	_ _	_ _	_ _	_ _ _ _ _ _ _	_ _	
1	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 - 2008 Manpower Survey of the Tourism Industry
旅遊業二〇〇八年人力調查

Part I
第一部份

(A) Jobs 職務		(B) Monthly Income 每月 收入	(C) Number of Employees at Date of Survey (Excluding Trainees / Apprentices) 現有僱員人數 (受訓者除外)	(D) Number of Vacancies at Date of Survey 調查期間 空缺額	(E) Forecast of Number Employed 12 Months from Now 預計十二個月後 僱員人數	(F) No. of Trainees/ Apprentices at Date of Survey 調查期間 受訓者人數	(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. 「每月收入」包括底薪、逾時工作津貼、生 活津貼、膳食津貼、房屋津貼、旅行津貼、 佣金及花紅。 <u>Average Monthly Income</u> <u>平均每月收入</u> \$6,000 or below 或以下 \$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 或以上 <u>Column "G" / (G)欄</u> <u>Education</u> <u>教育程度</u> University Degree or above 大學學位或以上 Associate Degree or equivalent 副學士學位或同等學歷 Professional Dip./Higher Dip./ Dip. or equivalent 專業文憑/高級文憑/ 文憑或同等學歷 Certificate/Advanced Certificate or equivalent 証書/高級証書或同等學歷 Secondary 5 - 7 中學五年級至七年級 Secondary 3 - 4 中學三年級至四年級 Others 其他 <u>Column "H" / (H)欄</u> <u>(For Operative Staff Only)</u> <u>(只適用於操作工)</u> <u>Average Age Range</u> <u>平均年齡</u> 18 or below 或以下 18 - 25 26 - 30 31 - 35 36 - 40 41 - 49 50 or above 或以上	Code 編號
Title 職稱	Rec. Type 紀錄 類型	Code 編號	Code 編號	13 - 16	17 - 19	20 - 23	24 - 26	27	28	
1	2									
2	2									
3	2									
4	2									
5	2									
6	2									
7	2									
8	2									
9	2									
10	2									
11	2									
12	2									
13	2									
14	2									
15	2									
16	2									
17	2									
18	2									
19	2									
20	2									
21	2									
22	2									
23	2									
24	2									
25	2									
26	2									
27	2									
28	2									
29	2									
30	2									
31	2									
32	2									
33	2									
34	2									
35	2									
36	2									
37	2									
38	2									
39	2									
40	2									

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

Part II 第二部分

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此欄毋須填寫

Q.1 Internal Promotion.

Est. No. _____

ER No. _____

內部晉升。

Please fill in the no. 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。

From Supervisory and Technical to Managerial and Professional
由督導及技術員級晉升為經理及專業人員級

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

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 and Professional
經理及專業人員級

Supervisory and Technical
督導及技術員級

Clerical
文員級

Operative
操作工級

Secretarial and Others
秘書及其他職級

MICE Related
與MICE相關僱員

15

19

23

27

31

35

39

Q.3 Number of New Recruits Without Tourism Industry Experience in the Past 12 months

過去十二個月內新招聘無旅遊業經驗的僱員人數

Managerial and Professional
經理及專業人員級

Supervisory and Technical
督導及技術員級

Clerical
文員級

Operative
操作工級

Secretarial and Others
秘書及其他職級

MICE Related
與MICE相關僱員

40

44

48

52

56

60

64

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

過去十二個月新招聘的應屆旅遊業培訓課程畢業生人數。

Supervisory and Technical
督導及技術員級

Clerical
文員級

Operative
操作工級

Secretarial and Others
秘書及其他職級

65

68

71

74

77

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)
78 有 (請答第 6 題)

No (Please go to Q7)
79 沒有 (請答第 7 題)

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

81

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 and Professional 經理及專業人員級	Supervisory and Technical 督導及技術員級	Clerical /Operative 文員級/操作工級	
(a) Lack of candidates with relevant experience 缺乏具相關經驗求職者	<input type="checkbox"/> 82	<input type="checkbox"/> 83	<input type="checkbox"/> 84	
(b) Unsatisfactory terms of employment 聘用條件欠佳	<input type="checkbox"/> 85	<input type="checkbox"/> 86	<input type="checkbox"/> 87	
(c) Unsatisfactory working environment 工作環境欠佳	<input type="checkbox"/> 88	<input type="checkbox"/> 89	<input type="checkbox"/> 90	
(d) Limited career prospects 晉升機會有限	<input type="checkbox"/> 91	<input type="checkbox"/> 92	<input type="checkbox"/> 93	
(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"/> 94	<input type="checkbox"/> 95	<input type="checkbox"/> 96	
(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"/> 97	<input type="checkbox"/> 98	<input type="checkbox"/> 99	
(g) Others (please specify) 其他 (請說明)	<input type="checkbox"/> 100	<input type="checkbox"/> 101	<input type="checkbox"/> 102	

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 and Professional 經理及專業人員級	Supervisory and Technical 督導及技術員級	Clerical 文員級	Operative 操作工級	Secretarial and Other Levels 秘書及其他職級	MICE Related 與MICE相關僱員	
<input type="text" value="106"/>	<input type="text" value="110"/>	<input type="text" value="114"/>	<input type="text" value="118"/>	<input type="text" value="122"/>	<input type="text" value="126"/>	<input type="text" value="130"/>

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 5 years 3年至5年以下	5 years - less than 7 years 5年至7年以下	7 years - less than 10 years 7年至10年以下	10 years - less than 15 years 10年至15年以下	15 years or above 15年或以上	
Managerial and Professional 經理及專業人員級	<input type="checkbox"/> 131	<input type="checkbox"/> 132	<input type="checkbox"/> 133	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="text" value="139"/>
Supervisory and Technical 督導及技術員級	<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="checkbox"/> 147	<input type="text" value="148"/>
Clerical / Operative 文員級/操作工級	<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="checkbox"/> 155	<input type="checkbox"/> 156	<input type="text" value="157"/>
Secretarial and Others 秘書級及其他職級	<input type="checkbox"/> 158	<input type="checkbox"/> 159	<input type="checkbox"/> 160	<input type="checkbox"/> 161	<input type="checkbox"/> 162	<input type="checkbox"/> 163	<input type="checkbox"/> 164	<input type="checkbox"/> 165	<input type="text" value="166"/>
MICE Related 與MICE相關僱員	<input type="checkbox"/> 167	<input type="checkbox"/> 168	<input type="checkbox"/> 169	<input type="checkbox"/> 170	<input type="checkbox"/> 171	<input type="checkbox"/> 172	<input type="checkbox"/> 173	<input type="checkbox"/> 174	<input type="text" value="175"/>

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 and Professional 經理及專業人員級	<input type="checkbox"/> 176	<input type="checkbox"/> 177	<input type="checkbox"/> 178	<input type="checkbox"/> 179	<input type="checkbox"/> 180	<input type="checkbox"/> 181	<input type="checkbox"/> 182	<input type="text" value="183"/>
Supervisory and Technical 督導及技術員級	<input type="checkbox"/> 184	<input type="checkbox"/> 185	<input type="checkbox"/> 186	<input type="checkbox"/> 187	<input type="checkbox"/> 188	<input type="checkbox"/> 189	<input type="checkbox"/> 190	<input type="text" value="191"/>
Clerical / Operative 文員級/操作工級	<input type="checkbox"/> 192	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195	<input type="checkbox"/> 196	<input type="checkbox"/> 197	<input type="checkbox"/> 198	<input type="text" value="199"/>
Secretarial and Others 秘書級及其他職級	<input type="checkbox"/> 200	<input type="checkbox"/> 201	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204	<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="text" value="207"/>
MICE Related 與MICE相關僱員	<input type="checkbox"/> 208	<input type="checkbox"/> 209	<input type="checkbox"/> 210	<input type="checkbox"/> 211	<input type="checkbox"/> 212	<input type="checkbox"/> 213	<input type="checkbox"/> 214	<input type="text" value="215"/>

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 and Professional 經理及專業人員級	<input type="text" value="216"/>	<input type="text" value="217"/>	<input type="text" value="218"/>
Supervisory and Technical 督導及技術員級	<input type="text" value="219"/>	<input type="text" value="220"/>	<input type="text" value="221"/>
Clerical / Operative 文員級/操作工級	<input type="text" value="222"/>	<input type="text" value="223"/>	<input type="text" value="224"/>
Secretarial and Others 秘書級及其他職級	<input type="text" value="225"/>	<input type="text" value="226"/>	<input type="text" value="227"/>
MICE Related 與MICE相關僱員	<input type="text" value="228"/>	<input type="text" value="229"/>	<input type="text" value="230"/>

Q.11 Preferred Competency
僱員宜有技能

Please fill in the number of persons who would require training as listed below in the past 12 months:
請填上過去12個月需要培訓的人數。

	Number of training places required 需要培訓的人數				
	Managerial and Professional 經理及專業人員級	Supervisory and Technical 督導及技術員級	Clerical 文員級	Operative 操作工級	MICE Related 與MICE相關僱員
A. <u>Managerial Skills</u> 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	231	234	237	240	243
102 Human Resources Management 人力資源管理	246	249	252	255	258
103 Sales and Marketing Strategy Planning, Implementation and Evaluation 行銷及市場策略計劃、推行及檢討	261	264	267	270	273
104 Supervisory Techniques, Leadership Skills 督導管理、領導技巧	276	279	282	285	288
105 Risk Management 風險管理	291	294	297	300	303
106 Others (please specify) _____ 其他 (請描述)	306	309	312	315	318
B. <u>Trade Skills</u> 行業技能					
201 Tour-guiding 導遊	321	324	327	330	333
202 Tour-escorting 領隊	336	339	342	345	348
203 Convention and Exhibition Management 會議及展覽管理	351	354	357	360	363
204 Travel Consultant 旅遊顧問	366	369	372	375	378
205 Ticketing and Reservation System 票務及預訂系統	381	384	387	390	393
206 Travel Insurance Knowledge 旅遊保險知識	396	399	402	405	408
207 Cruise Consultant 郵輪顧問	411	414	417	420	423
208 Others (please specify) _____ 其他 (請描述)	426	429	432	435	438
C. <u>Generic Skills</u> 通用技巧					
301 Service Attitude, Customer Service 服務態度、顧客服務	441	444	447	450	453
302 Communication 溝通	456	459	462	465	468
303 Crisis Management 危機處理	471	474	477	480	483
D. <u>Language</u> 語言					
401 Putonghua 普通話	486	489	492	495	498
402 English 英語	501	504	507	510	513
403 Others (please specify) _____ 其他 (請描述)	516	519	522	525	528

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 and Professional 經理及專業人員級		Supervisory and Technical 督導及技術員級		Clerical / Operative 文員級/ 操作工級		Secretarial and Other Levels 秘書及其他職級		MICE Related 與MICE相關僱員		
	(+/-)	(%)	(+/-)	(%)	(+/-)	(%)	(+/-)	(%)	(+/-)	(%)	
(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"/>	<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"/>	<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"/>	<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"/>	<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"/>	
	612	616	
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"/>
	620	624	628

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)

	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	Aug 8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"/>
	630	631	632	633	634	635	636	637	638	639	640	641	642
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"/>
	643	644	645	646	647	648	649	650	651	652	653	654	655

問卷完 (End of questionnaire)

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此欄毋須填寫

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
656	659	662	665	668	671

The 2008 Manpower Survey of the Tourism Industry
旅遊業二零零八年人力調查

Explanatory Notes

附註

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.

請填寫僱員平均每月收入幅度的編號。「每月收入」包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。

<u>Average Monthly Income</u> 平均每月收入	<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(受訓者除外)

'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 but exclude those working in branch offices of the organization. This definition also applies to 'employee(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，但不包括在各分公司工作的僱員。調查表他處出現的「僱員」一詞，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 — 預測十二個月後僱員人數

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 — 調查期間受訓者人數

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人數，包括正在接受各種形式訓練的受訓者，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
University Degree or above 大學學位或以上	1
Associate Degree or equivalent 副學士學位或同等學歷	2
Professional Diploma/Higher Diploma/Diploma or equivalent 專業文憑／高級文憑／文憑或同等學歷	3
Higher 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	18 or below 或以下
2	18 – 25
3	26 – 30
4	31 – 35
5	36 – 40
6	41 – 49
7	50 or above 或以上

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 and Technical to Managerial and Professional”, and from “Craft/Operative to Supervisory and 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機構內部由督導及技術員級晉升為經理及專業人員級，以及由技工／操作工晉升至督導及技術員級的人數。

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貴公司新招聘的僱員人數。

3. Number of New Recruits Without Tourism Industry Experience in the Past 12 Months
過去十二個月內新招聘無旅遊業經驗的僱員人數

Please provide the total number of new employees joining your establishment without previous tourism industry experience, such as fresh non-tourism programs school leavers or persons not experienced in tourism industry related jobs.

請提供在加入貴機構前並無旅遊業經驗的僱員，例如非旅遊業培訓課程應屆畢業生或無旅遊業工作經驗的人士。

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 12, if not or no recruitment/nor tried to recruit, end of questionnaire.

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，請回答第十二題，如沒有困難，或未有／未有嘗試招聘，問卷完畢。

6. 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

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貴機構離職的各級的僱員人數。

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。

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 個月機構內全職入境及出境旅遊領隊／導遊人數，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 個月入境及出境旅遊旺季的月份，並在適當空格內加上“✓”號。

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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 AND 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 AND 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 AND 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 and Professional Level)	
SUPERVISORY AND 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.
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.

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

Code	Job Title	Job Description
CLERICAL 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.
309	Others (Clerical Level)	
OPERATIVE LEVEL		
401	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.

Code	Job Title	Job Description
OPERATIVE LEVEL (Continued)		
402	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.
403	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.
404	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.
405	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.
406	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.
408	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.
409	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.

Code	Job Title	Job Description
OPERATIVE LEVEL (Continued)		
415	Others (Operative Level)	
SECRETARIAL AND OTHER LEVELS		
501	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.
502	Office Assistant/ Messenger	Handles odd jobs and despatches errands for the general office.
503	Others (Secretarial and Other Levels)	

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Job Code List for Airline Jobs
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<u>Job Code</u>	<u>Managerial and 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 and Professional Level)

<u>Job Code</u>	<u>Supervisory and 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 and Technical Level)

<u>Job Code</u>	<u>Clerical 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
309	Others (Clerical Level)

Job Code

Operative Level

401	Cabin Attendant/Crew
402	Cargo Officer (Passenger Service)
403	Ground Hostess/Ground Crew/Ground Services Staff
404	Information Counter Staff/Customer Services Staff
405	Operations Officer/Flight Dispatching Officer
406	Planning Officer
408	Systems Support Operator/EDP Operator/Computer Operator
409	Traffic Officer
415	Others (Operative Level)

Job Code

Secretarial and Other Levels

501	Executive Secretary/Secretary/Typist
502	Office Assistant/Messenger
503	Others (Secretarial and Other Levels)

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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 AND 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 AND 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 AND 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 and Professional Level)	
SUPERVISORY AND 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 AND 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 AND 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 and Technical Level)	
CLERICAL 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.
307	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 LEVEL (Continued)		
308	Visa Clerk	Performs general duties and assists clients in arranging the required visas and travel documents for tour groups.
309	Others (Clerical)	
OPERATIVE LEVEL		
407	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.
408	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.
410	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.
411	Travel Consultant	Provides information on tours available, details of the destination, budget, travel documents required etc so that customers can make their best choice.
412	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.
413	Meeting, Incentives, Conventions and Exhibitions Coordinator	Acts as a facilitator to coordinate all Meeting, Incentives, Conventions and Exhibitions arrangements.
414	Coach Driver	To drive a coach in delivering the tourists to the scenic spots according to the planned itineraries; to ensure the safety of the tourist and their luggages.

Code	Job Title	Job Description
OPERATIVE LEVEL (Continued)		
415	Others (Operative)	
SECRETARIAL AND OTHER LEVELS		
501	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.
502	Office Assistant/ Messenger	Handles odd jobs and despatches errands for the general office.
503	Others (Secretarial and Other Levels)	

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Job Code List for Travel Agent Jobs
in the Tourism Industry

<u>Job Code</u>	<u>Managerial and 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 and Professional Level)

<u>Job Code</u>	<u>Supervisory and 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 and Technical Level)

<u>Job Code</u>	<u>Clerical 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
307	Travel Agency Clerk/Reservation and/or Ticketing Clerk
308	Visa Clerk
309	Others (Clerical Level)

<u>Job Code</u>	<u>Operative Level</u>
407	Sightseeing Guide / Tour Guide (Inbound)
408	Systems Support Operator/EDP Operator/Computer Operator
410	Tour Escort / Escort Guide (Outbound)
411	Travel Consultant
412	Cruise Consultant
413	Meetings, Incentives, Conventions and Exhibitions Coordinator
414	Coach Driver
415	Others (Operative Level)

<u>Job Code</u>	<u>Secretarial and Other Levels</u>
501	Executive Secretary/Secretary/Typist
502	Office Assistant/Messenger
503	Others (Secretarial and Other Levels)

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 AND PROFESSIONAL LEVEL		
Administration Manager/Office Manager	71	71
Director of Personnel and Training/ Director of Human Resources	7	7
Director of Public Relations/ Public Relations Manager	9	9
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	124	124
Executive Director/General Manager/ Proprietor/Partner/Managing Director	314	314
Financial Controller/Accountant	158	161
Manager/Operations Manager/ Area Manager	299	304
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	154	155
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	74	74
Reservation Manager	88	88
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	519	524
Ticketing Manager	191	193

Job Title	Number Employed	12-Month Forecast of Number Employed
MANAGERIAL AND PROFESSIONAL LEVEL (Continued)		
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	14	14
Others	358	358
Sub-total	2380	2396
SUPERVISORY AND TECHNICAL LEVEL		
Account Executive/Sales Executive/Marketing Officer/Group Sales Co-ordinator/Assistant Sales Manager	463	465
Accounts Supervisors(eg.accounts payable/receivable/inventory/audit/credit/paymaster/cashier)	464	468
Airport Manager/Traffic Manager/Crew Manager/Customer Relations Manager	420	420
EDP Supervisor/Officer/System Analyst	238	241
Operation Supervisor/Tour Supervisor	1119	1165
Personnel/Training Officer	141	141
Planning Supervisor/Officer	7	7
Reservations Supervisor/Officer	285	307
Sales Supervisor/Officer	327	332
Ticketing Supervisor/Officer	844	880
Analyst	55	55
Meeting, Incentives, Conventions and Exhibitions Supervisor/Officer	52	54
Others	529	529
Sub-total	4944	5064

Job Title	Number Employed	12-Month Forecast of Number Employed
CLERICAL LEVEL		
Accounting Clerk/General Cashier	1151	1158
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	742	755
Reservations Agent	694	705
Sales Representative/Marketing Executive	713	744
Statistical Clerk/Operation Clerk	71	71
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4778	4981
Visa Clerk	120	122
Others	49	49
Sub-total	8318	8585
OPERATIVE LEVEL		
Cabin Attendant/Crew	9184	9234
Cargo Officer (Passenger Service)	83	83
Ground Hostess/Ground Crew/ Ground Services Staff	1523	1599
Information Counter Staff/ Customer Services Staff	29	29
Operations Officer/ Flight Dispatching Officer	62	62
Planning Officer	6	6
Sightseeing Guide/Tour Guide (Inbound)	766	776
Systems Support Operator/EDP Operator/ Computer Operator	156	158
Traffic Officer	37	37

Job Title	Number Employed	12-Month Forecast of Number Employed
OPERATIVE LEVEL (Continued)		
Tour Escort/Escort Guide (Outbound)	2126	2384
Travel Consulant	2010	2107
Cruise Consulant	29	33
Meeting, Incentives, Conventions and Exhibitions Coordinator	156	196
Coach Driver	377	377
Others	276	276
Sub-total	16820	17357
SECRETARIAL AND OTHER LEVELS		
Executive Secretary/Secretary/Typist	218	218
Office Assistant/Messenger	583	603
Others	66	66
Sub-total	867	887
GRAND TOTAL	33329	34289

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 1.1 : NUMBER EMPLOYED AND FORECAST

Job Title	Number Employed	12-Month Forecast of Number Employed
MANAGERIAL AND PROFESSIONAL LEVEL		
Administration Manager/Office Manager	20	20
Director of Personnel and Training/ Director of Human Resources	4	4
Director of Public Relations/ Public Relations Manager	5	5
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	101	101
Executive Director/General Manager/ Proprietor/Partner/Managing Director	78	78
Financial Controller/Accountant	62	62
Manager/Operations Manager/ Area Manager	37	37
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	41	41
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	54	54
Reservation Manager	44	44
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	85	87

Job Title	Number Employed	12-Month Forecast of Number Employed
MANAGERIAL AND PROFESSIONAL LEVEL (Continued)		
Ticketing Manager	8	8
Others	340	340
Sub-total	879	881
SUPERVISORY AND TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	72	72
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	167	168
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	413	413
EDP Supervisor/Officer/System Analyst	173	173
Operation Supervisor/Tour Supervisor	29	29
Personnel/Training Officer	68	68
Planning Supervisor/Officer	2	2
Reservations Supervisor/Officer	67	67
Sales Supervisor/Officer	43	43
Ticketing Supervisor/Officer	26	26
Analyst	53	53
Others	462	462
Sub-total	1575	1576
CLERICAL LEVEL		
Accounting Clerk/General Cashier	159	159

Job Title	Number Employed	12-Month Forecast of Number Employed
CLERICAL LEVEL (Continued)		
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	251	251
Reservations Agent	423	427
Sales Representative/Marketing Executive	153	156
Statistical Clerk/Operation Clerk	30	30
Travel Agency Clerk/Reservation and/or Ticketing Clerk	44	44
Sub-total	1060	1067
OPERATIVE LEVEL		
Cabin Attendant/Crew	9184	9234
Cargo Officer (Passenger Service)	83	83
Ground Hostess/Ground Crew/ Ground Services Staff	1523	1599
Information Counter Staff/ Customer Services Staff	29	29
Operations Officer/Flight Dispatching Officer	62	62
Planning Officer	6	6
Systems Support Operator/EDP Operator/ Computer Operator	63	63
Traffic Officer	37	37
Coach Driver	6	6
Others	231	231
Sub-total	11224	11350
SECRETARIAL AND OTHER LEVELS		
Executive Secretary/Secretary/Typist	118	118

Job Title	Number Employed	12-Month Forecast of Number Employed
SECRETARIAL AND OTHER LEVELS (Continued)		
Office Assistant/Messenger	12	12
Others	10	10
Sub-total	140	140
GRAND TOTAL	14878	15014

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 AND PROFESSIONAL LEVEL		
Administration Manager/Office Manager	51	51
Director of Personnel and Training/ Director of Human Resources	3	3
Director of Public Relations/ Public Relations Manager	4	4
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	23	23
Executive Director/General Manager/Proprietor/Partner/ Managing Director	236	236
Financial Controller/Accountant	96	99
Manager/Operations Manager/ Area Manager	262	267
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	113	114
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	20	20
Reservation Manager	44	44

Job Title	Number Employed	12-Month Forecast of Number Employed
MANAGERIAL AND PROFESSIONAL LEVEL (Continued)		
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	434	437
Ticketing Manager	183	185
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	14	14
Others	18	18
Sub-total	1501	1515
SUPERVISORY AND TECHNICAL LEVEL		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	391	393
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	297	300
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	7	7
EDP Supervisor/Officer/System Analyst	65	68
Operation Supervisor/Tour Supervisor	1090	1136
Personnel/Training Officer	73	73
Planning Supervisor/Officer	5	5
Reservations Supervisor/Officer	218	240
Sales Supervisor/Officer	284	289
Ticketing Supervisor/Officer	818	854
Analyst	2	2

Job Title	Number Employed	12-Month Forecast of Number Employed
SUPERVISORY AND TECHNICAL LEVEL (Continued)		
Meeting, Incentives, Conventions and Exhibitions Supervisor/Officer	52	54
Others	67	67
Sub-total	3369	3488
CLERICAL LEVEL		
Accounting Clerk/General Cashier	992	999
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	491	504
Reservations Agent	271	278
Sales Representative/Marketing Executive	560	588
Statistical Clerk/Operation Clerk	41	41
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4734	4937
Visa Clerk	120	122
Others	49	49
Sub-total	7258	7518
OPERATIVE LEVEL		
Sightseeing Guide/Tour Guide (Inbound)	766	776
Systems Support Operator/EDP Operator/ Computer Operator	93	95
Tour Escort/Escort Guide (Outbound)	2126	2384
Travel Consulant	2010	2107
Cruise Consulant	29	33
Meeting, Incentives, Conventions and Exhibitions Coordinator	156	196

Job Title	Number Employed	12-Month Forecast of Number Employed
OPERATIVE LEVEL (Continued)		
Coach Driver	371	371
Others	45	45
Sub-total	5596	6007
SECRETARIAL AND OTHER LEVELS		
Executive Secretary/Secretary/Typist	100	100
Office Assistant/Messenger	571	591
Others	56	56
Sub-total	727	747
GRAND TOTAL	18451	19275

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 AND PROFESSIONAL			
Administration Manager/Office Manager	71	-	-
Director of Personnel and Training/ Director of Human Resources	7	-	-
Director of Public Relations/ Public Relations Manager	9	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	124	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	314	-	-
Financial Controller/Accountant	158	3	-
Manager/Operations Manager/Area Manager	299	5	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	154	-	-
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	74	-	-
Reservation Manager	88	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	519	4	-
Ticketing Manager	191	-	-
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	14	-	-
Others	358	-	-
Sub-total	2380	12	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
SUPERVISORY AND TECHNICAL LEVEL			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	463	2	-
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	464	3	-
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	420	-	-
EDP Supervisor/Officer/System Analyst	238	2	-
Operation Supervisor/Tour Supervisor	1119	32	-
Personnel/Training Officer	141	-	-
Planning Supervisor/Officer	7	-	-
Reservations Supervisor/Officer	285	6	-
Sales Supervisor/Officer	327	-	-
Ticketing Supervisor/Officer	844	4	32
Analyst	55	-	-
Meeting, Incentives, Conventions and Exhibitions Supervisor/Officer	52	2	-
Others	529	-	-
Sub-total	4944	51	32
CLERICAL LEVEL			
Accounting Clerk/General Cashier	1151	9	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	742	7	1
Reservations Agent	694	7	-
Sales Representative/Marketing Executive	713	31	-
Statistical Clerk/Operation Clerk	71	-	-
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4778	131	32
Visa Clerk	120	-	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
CLERICAL LEVEL (Continued)			
Others	49	-	-
Sub-total	8318	185	33
OPERATIVE LEVEL			
Cabin Attendant/Crew	9184	50	30
Cargo Officer (Passenger Service)	83	-	-
Ground Hostess/Ground Crew/ Ground Services Staff	1523	74	24
Information Counter Staff/ Customer Services Staff	29	-	-
Operations Officer/Flight Dispatching Officer	62	-	-
Planning Officer	6	-	-
Sightseeing Guide/Tour Guide (Inbound)	766	12	-
Systems Support Operator/ EDP Operator/Computer Operator	156	2	-
Traffic Officer	37	-	-
Tour Escort/Escort Guide (Outbound)	2126	238	-
Travel Consulant	2010	82	1
Cruise Consulant	29	4	-
Meeting, Incentives, Conventions and Exhibitions Coordinator	156	40	-
Coach Driver	377	-	-
Others	276	-	-
Sub-total	16820	502	55
SECRETARIAL AND OTHER LEVELS			
Executive Secretary/Secretary/Typist	218	-	-
Office Assistant/Messenger	583	2	8
Others	66	-	-
Sub-total	867	2	8
GRAND TOTAL	33329	752	128

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 AND PROFESSIONAL			
Administration Manager/Office Manager	20	-	-
Director of Personnel and Training/ Director of Human Resources	4	-	-
Director of Public Relations/ Public Relations Manager	5	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	101	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	78	-	-
Financial Controller/Accountant	62	-	-
Manager/Operations Manager/Area Manager	37	-	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	41	-	-
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	54	-	-
Reservation Manager	44	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	85	2	-
Ticketing Manager	8	-	-
Others	340	-	-
Sub-total	879	2	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
SUPERVISORY AND TECHNICAL LEVEL			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	72	-	-
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	167	1	-
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	413	-	-
EDP Supervisor/Officer/System Analyst	173	-	-
Operation Supervisor/Tour Supervisor	29	-	-
Personnel/Training Officer	68	-	-
Planning Supervisor/Officer	2	-	-
Reservations Supervisor/Officer	67	-	-
Sales Supervisor/Officer	43	-	-
Ticketing Supervisor/Officer	26	-	-
Analyst	53	-	-
Others	462	-	-
Sub-total	1575	1	-
CLERICAL LEVEL			
Accounting Clerk/General Cashier	159	-	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	251	-	-
Reservations Agent	423	4	-
Sales Representative/Marketing Executive	153	3	-
Statistical Clerk/Operation Clerk	30	-	-
Travel Agency Clerk/Reservation and/or Ticketing Clerk	44	-	-
Sub-total	1060	7	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/ Apprentices at Date of Survey
OPERATIVE LEVEL			
Cabin Attendant/Crew	9184	50	30
Cargo Officer (Passenger Service)	83	-	-
Ground Hostess/Ground Crew/ Ground Services Staff	1523	74	24
Information Counter Staff/ Customer Services Staff	29	-	-
Operations Officer/Flight Dispatching Officer	62	-	-
Planning Officer	6	-	-
Systems Support Operator/ EDP Operator/Computer Operator	63	-	-
Traffic Officer	37	-	-
Coach Driver	6	-	-
Others	231	-	-
Sub-total	11224	124	54
SECRETARIAL AND OTHER LEVELS			
Executive Secretary/Secretary/Typist	118	-	-
Office Assistant/Messenger	12	-	-
Others	10	-	-
Sub-total	140	-	-
GRAND TOTAL	14878	134	54

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 AND PROFESSIONAL			
Administration Manager/Office Manager	51	-	-
Director of Personnel and Training Director of Human Resources	3	-	-
Director of Public Relations/ Public Relations Manager	4	-	-
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	23	-	-
Executive Director/General Manager/ Proprietor/Partner/Managing Director	236	-	-
Financial Controller/Accountant	96	3	-
Manager/Operations Manager/Area Manager	262	5	-
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	113	-	-
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	20	-	-
Reservation Manager	44	-	-
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	434	2	-
Ticketing Manager	183	-	-
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	14	-	-
Others	18	-	-
Sub-total	1501	10	-

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
SUPERVISORY AND TECHNICAL LEVEL			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	391	2	-
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	297	2	-
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	7	-	-
EDP Supervisor/Officer/System Analyst	65	2	-
Operation Supervisor/Tour Supervisor	1090	32	-
Personnel/Training Officer	73	-	-
Planning Supervisor/Officer	5	-	-
Reservations Supervisor/Officer	218	6	-
Sales Supervisor/Officer	284	-	-
Ticketing Supervisor/Officer	818	4	32
Analyst	2	-	-
Meeting, Incentives, Conventions and Exhibitions Supervisor/Officer	52	2	-
Others	67	-	-
Sub-total	3369	50	32
CLERICAL LEVEL			
Accounting Clerk/General Cashier	992	9	-
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	491	7	1
Reservations Agent	271	3	-
Sales Representative/Marketing Executive	560	28	-
Statistical Clerk/Operation Clerk	41	-	-
Travel Agency Clerk/Reservation and/or Ticketing Clerk	4734	131	32

Job Title	Number of Employees	Number of Vacancies at Date of Survey	Number of Trainees/Apprentices at Date of Survey
CLERICAL LEVEL (Continued)			
Visa Clerk	120	-	-
Others	49	-	-
Sub-total	7258	178	33
OPERATIVE LEVEL			
Sightseeing Guide/Tour Guide (Inbound)	766	12	-
Systems Support Operator/EDP Operator/Computer Operator	93	2	-
Tour Escort/Escort Guide (Outbound)	2126	238	-
Travel Consulant	2010	82	1
Cruise Consulant	29	4	-
Meeting, Incentives, Conventions and Exhibitions Coordinator	156	40	-
Coach Driver	371	-	-
Others	45	-	-
Sub-total	5596	378	1
SECRETARIAL AND OTHER LEVELS			
Executive Secretary/Secretary/Typist	100	-	-
Office Assistant/Messenger	571	2	8
Others	56	-	-
Sub-total	727	2	8
GRAND TOTAL	18451	618	74

TOURISM INDUSTRY

TABLE 3 : NUMBER OF INTERNAL PROMOTION

Branch	From Supervisor and Technical to Managerial and Professional	From Clerical/Operative to Supervisor and Technical
1. Airline Companies	4	15
2. Travel Agents and Airline Ticket Agents	86	181
Total	90	196

TOURISM INDUSTRY

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

Branch	Managerial and Professional	Supervisory and Technical	Clerical	Operative	Secretarial and Other Levels	MICE Related	Total
1. Airline Companies	12	19	54	163	7	-	255
2. Travel Agents and Airline Ticket Agents	90	145	1059	683	89	27	2093
Total	102	164	1113	846	96	27	2348

TOURISM INDUSTRY

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

Branch	Managerial and Professional	Supervisory and Technical	Clerical	Operative	Secretarial and Others	MICE Related	Total
1. Airline Companies	8	17	43	150	-	-	218
2. Travel Agents and Airline Ticket Agents	51	173	1280	790	97	30	2421
Total	59	190	1323	940	97	30	2639

TOURISM INDUSTRY

TABLE 6 : NUMBER OF NEW RECRUITS WITHOUT TOURISM INDUSTRY EXPERIENCE IN THE PAST 12 MONTHS

Branch	Managerial and Professional	Supervisory and Technical	Clerical	Operative	Secretarial and Others	MICE Related	Total
1. Airline Companies	-	-	10	67	-	-	77
2. Travel Agents and Airline Ticket Agents	5	8	318	70	28	20	449
Total	5	8	328	137	28	20	526

TOURISM INDUSTRY

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

Branch	Supervisory and Technical	Clerical	Operative	Secretarial and Others	Total
1. Airline Companies	-	4	10	-	14
2. Travel Agents and Airline Ticket Agents	-	136	124	2	262
Total	-	140	134	2	276

TOURISM INDUSTRY : OVERALL

TABLE 8 : NUMBER OF EMPLOYEES BY AVERAGE AGE RANGE

Job Title	Average Age Range (for operative staff only)								
	Not Applicable	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above	Unspecified	Total
Cabin Attendant/Crew	-	-	1281	67	-	108	-	7728	9184
Cargo Officer (Passenger Service)	-	-	-	4	5	7	-	67	83
Ground Hostess/Ground Crew/Ground Services Staff	-	-	132	362	18	5	-	1006	1523
Information Counter Staff/Customer Services Staff	-	-	7	13	2	-	-	7	29
Operations Officer/Flight Dispatching Officer	-	-	3	6	10	4	-	39	62
Planning Officer	-	-	-	6	-	-	-	-	6
Sightseeing Guide/Tour Guide (Inbound)	-	14	42	366	264	50	10	20	766
Systems Support Operator/EDP Operator/Computer Operator	-	5	41	20	14	-	-	76	156
Traffic Officer	6	-	3	6	12	9	-	1	37
Tour Escort/Escort Guide (Outbound)	-	204	842	599	46	-	20	415	2126
Travel Consulnt	-	491	661	330	43	50	-	435	2010
Cruise Consulnt	-	-	10	18	-	-	-	1	29

Job Title	Average Age Range (for operative staff only)								
	Not Applicable	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above	Unspecified	Total
Meeting, Incentives, Conventions and Exhibitions Coordinator	-	43	36	44	20	-	-	13	156
Coach Driver	-	-	-	54	87	205	3	28	377
Others	-	-	6	26	24	1	1	218	276
Total	6	757	3064	1921	545	439	34	10054	16820

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
	Not Applicable	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above	Unspecified	
Cabin Attendant/Crew	-	-	1281	67	-	108	-	7728	9184
Cargo Officer (Passenger Service)	-	-	-	4	5	7	-	67	83
Ground Hostess/Ground Crew/Ground Services Staff	-	-	132	362	18	5	-	1006	1523
Information Counter Staff/Customer Services Staff	-	-	7	13	2	-	-	7	29
Operations Officer/Flight Dispatching Officer	-	-	3	6	10	4	-	39	62
Planning Officer	-	-	-	6	-	-	-	-	6
Systems Support Operator/EDP Operator/Computer Operator	-	-	-	10	-	-	-	53	63
Traffic Officer	6	-	3	6	12	9	-	1	37
Coach Driver	-	-	-	-	-	-	1	5	6
Others	-	-	-	-	16	1	-	214	231
Total	6	-	1426	474	63	134	1	9120	11224

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
	Not Applicable	18 - 25	26 - 30	31 - 35	36 - 40	41 - 49	50 or above	Unspecified	
Sightseeing Guide/Tour Guide (Inbound)	-	14	42	366	264	50	10	20	766
Systems Support Operator/EDP Operator/Computer Operator	-	5	41	10	14	-	-	23	93
Tour Escort/Escort Guide (Outbound)	-	204	842	599	46	-	20	415	2126
Travel Consulant	-	491	661	330	43	50	-	435	2010
Cruise Consulant	-	-	10	18	-	-	-	1	29
Meeting, Incentives, Conventions and Exhibitions Coordinator	-	43	36	44	20	-	-	13	156
Coach Driver	-	-	-	54	87	205	2	23	371
Others	-	-	6	26	8	-	1	4	45
Total	-	757	1638	1447	482	305	33	934	5596

TOURISM INDUSTRY : OVERALL
TABLE 9 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 AND PROFESSIONAL LEVEL																		
Administration Manager/Office Manager	42	47	5	5	9	10	5	5	2	2	-	-	-	-	2	2	65	71
Director of Personnel and Training/ Director of Human Resources	4	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	7
Director of Public Relations/ Public Relations Manager	6	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	9
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	16	121	-	-	1	1	1	1	-	-	-	-	-	-	1	1	19	124
Executive Director/General Manager/ Proprietor/Partner/Managing Director	117	226	2	2	35	45	13	27	2	4	-	-	-	-	8	10	177	314
Financial Controller/Accountant	63	123	10	10	17	17	1	1	-	-	-	-	-	-	5	7	96	158
Manager/Operations Manager/Area Manager	76	177	7	13	44	62	10	24	2	2	-	-	-	-	5	21	144	299
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	48	118	4	7	11	13	2	10	-	-	-	-	-	-	2	6	67	154
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	17	63	-	-	1	2	-	-	-	-	-	-	-	-	4	9	22	74
Reservation Manager	25	35	7	7	17	43	-	-	-	-	-	-	-	-	3	3	52	88
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	89	238	2	3	68	163	35	49	2	10	-	-	-	-	5	56	201	519
Ticketing Manager	23	64	6	6	55	99	7	18	-	-	-	-	-	-	4	4	95	191

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 AND PROFESSIONAL LEVEL (Continued)																		
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	4	8	5	5	1	1	-	-	-	-	-	-	-	-	-	-	10	14
Others	8	356	-	-	-	-	1	2	-	-	-	-	-	-	-	-	9	358
Sub-total	538	1592	48	58	259	456	75	137	8	18	-	-	-	-	39	119	967	2380
SUPERVISORY AND TECHNICAL LEVEL																		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	36	59	1	8	49	114	34	139	25	86	-	-	-	-	8	57	153	463
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	56	75	10	20	68	138	27	34	49	181	-	-	-	-	11	16	221	464
Airport Manager/Traffic Manager/ Crew Manager/ Customer Relations Manager	26	132	2	11	8	38	2	8	1	230	-	-	-	-	1	1	40	420
EDP Supervisor/Officer/System Analyst	6	179	1	1	9	41	7	9	1	4	-	-	-	-	4	4	28	238
Operation Supervisor/Tour Supervisor	66	83	3	4	121	499	46	109	209	402	-	-	-	-	8	22	453	1119
Personnel/Training Officer	8	51	7	11	13	46	8	9	6	9	-	-	-	-	5	15	47	141
Planning Supervisor/Officer	-	-	-	-	1	2	3	5	-	-	-	-	-	-	-	-	4	7
Reservations Supervisor/Officer	20	25	5	9	47	82	25	67	43	92	-	-	-	-	8	10	148	285
Sales Supervisor/Officer	12	27	4	12	32	126	44	72	38	68	-	-	-	-	4	22	134	327
Ticketing Supervisor/Officer	46	54	3	3	177	219	176	256	234	292	-	-	-	-	6	20	642	844
Analyst	4	54	-	-	1	1	-	-	-	-	-	-	-	-	-	-	5	55
Meeting, Incentives, Conventions and Exhibitions Supervisor/Officer	12	14	-	-	15	27	1	1	5	7	-	-	-	-	1	3	34	52
Others	2	2	3	63	4	13	10	40	3	411	-	-	-	-	-	-	22	529
Sub-total	294	755	39	142	545	1346	383	749	614	1782	-	-	-	-	56	170	1931	4944

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 LEVEL																		
Accounting Clerk/General Cashier	-	-	-	-	35	92	176	356	354	654	-	-	-	-	15	49	580	1151
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	-	-	23	28	18	60	106	495	-	-	-	-	5	159	152	742
Reservations Agent	-	-	1	1	27	107	48	154	95	392	-	-	-	-	3	40	174	694
Sales Representative/Marketing Executive	-	-	20	80	73	209	26	102	88	268	-	-	-	-	6	54	213	713
Statistical Clerk/Operation Clerk	-	-	-	-	2	4	5	55	3	12	-	-	-	-	-	-	10	71
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	-	-	82	277	309	994	826	3338	-	-	-	-	14	169	1231	4778
Visa Clerk	-	-	-	-	-	-	25	37	37	83	-	-	-	-	-	-	62	120
Others	-	-	-	-	1	13	-	-	7	36	-	-	-	-	-	-	8	49
Sub-total	-	-	21	81	243	730	607	1758	1516	5278	-	-	-	-	43	471	2430	8318
OPERATIVE LEVEL																		
Cabin Attendant/Crew	-	-	-	-	1	5	1	12	9	9167	-	-	-	-	-	-	11	9184
Cargo Officer (Passenger Service)	-	-	-	-	1	2	4	8	5	73	-	-	-	-	-	-	10	83
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	-	-	-	-	9	78	10	1445	-	-	-	-	-	-	19	1523
Information Counter Staff/ Customer Services Staff	-	-	-	-	2	6	5	15	1	5	-	-	-	-	1	3	9	29
Operations Officer/Flight Dispatching Officer	-	-	-	-	3	8	6	16	3	38	-	-	-	-	-	-	12	62
Planning Officer	-	-	-	-	2	6	-	-	-	-	-	-	-	-	-	-	2	6
Sightseeing Guide/Tour Guide (Inbound)	-	-	-	-	9	18	34	179	121	559	-	-	-	-	2	10	166	766
Systems Support Operator/EDP Operator/ Computer Operator	1	8	-	-	17	28	9	40	13	67	-	-	-	-	2	13	42	156
Traffic Officer	-	-	-	-	4	16	5	19	1	2	-	-	-	-	-	-	10	37
Tour Escort/Escort Guide (Outbound)	-	-	2	8	20	30	22	38	106	2030	-	-	-	-	10	20	160	2126

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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
OPERATIVE LEVEL (Continued)																		
Travel Consultant	-	-	-	-	49	227	52	310	111	1327	-	-	-	-	5	146	217	2010
Cruise Consultant	-	-	-	-	1	1	-	-	6	28	-	-	-	-	-	-	7	29
Meeting, Incentives, Conventions and Exhibitions Coordinator	-	-	4	12	21	56	3	13	24	73	-	-	-	-	1	2	53	156
Coach Driver	-	-	-	-	-	-	-	-	24	192	15	185	-	-	-	-	39	377
Others	-	-	-	-	1	5	2	14	14	255	2	2	-	-	-	-	19	276
Sub-total	1	8	6	20	131	408	152	742	448	15261	17	187	-	-	21	194	776	16820
SECRETARIAL AND OTHER LEVELS																		
Executive Secretary/Secretary/Typist	4	10	2	2	39	53	19	48	19	99	-	-	-	-	4	6	87	218
Office Assistant/Messenger	2	2	-	-	-	-	2	2	88	183	124	367	4	10	11	19	231	583
Others	-	-	-	-	1	11	2	2	20	24	3	4	2	13	3	12	31	66
Sub-total	6	12	2	2	40	64	23	52	127	306	127	371	6	23	18	37	349	867
GRAND TOTAL	839	2367	116	303	1218	3004	1240	3438	2713	22645	144	558	6	23	177	991	6453	33329

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 9.1 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 AND PROFESSIONAL LEVEL																			
Administration Manager/Office Manager	14	16	1	1	1	2	-	-	-	-	-	-	-	-	-	1	1	17	20
Director of Personnel and Training/ Director of Human Resources	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	4
Director of Public Relations/ Public Relations Manager	3	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	5
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	3	99	-	-	1	1	-	-	-	-	-	-	-	-	-	1	1	5	101
Executive Director/General Manager/ Proprietor/Partner/Managing Director	18	75	1	1	1	1	-	-	-	-	-	-	-	-	-	1	1	21	78
Financial Controller/Accountant	22	61	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	23	62
Manager/Operations Manager/Area Manager	25	32	2	5	-	-	-	-	-	-	-	-	-	-	-	-	-	27	37
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	14	39	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1	16	41
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	8	47	-	-	-	-	-	-	-	-	-	-	-	-	-	2	7	10	54
Reservation Manager	13	13	1	1	3	29	-	-	-	-	-	-	-	-	-	1	1	18	44
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	25	42	1	1	2	39	-	-	-	-	-	-	-	-	-	2	3	30	85
Ticketing Manager	6	6	-	-	1	1	-	-	-	-	-	-	-	-	-	1	1	8	8

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 AND PROFESSIONAL LEVEL (Continued)																			
Others	3	338	-	-	-	-	1	2	-	-	-	-	-	-	-	-	4	340	
Sub-total	156	777	7	10	9	73	1	2	-	-	-	-	-	-	-	11	17	184	879
SUPERVISORY AND TECHNICAL LEVEL																			
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	14	25	1	8	5	20	1	2	1	13	-	-	-	-	1	4	23	72	
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	18	26	5	15	8	12	-	-	1	111	-	-	-	-	2	3	34	167	
Airport Manager/Traffic Manager/ Crew Manager/ Customer Relations Manager	25	131	2	11	7	32	2	8	1	230	-	-	-	-	1	1	38	413	
EDP Supervisor/Officer/System Analyst	1	172	1	1	-	-	-	-	-	-	-	-	-	-	-	-	2	173	
Operation Supervisor/Tour Supervisor	2	5	2	3	3	11	-	-	1	10	-	-	-	-	-	-	8	29	
Personnel/Training Officer	3	42	2	5	5	9	-	-	1	1	-	-	-	-	2	11	13	68	
Planning Supervisor/Officer	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	1	2	
Reservations Supervisor/Officer	5	5	3	7	11	21	2	6	1	25	-	-	-	-	2	3	24	67	
Sales Supervisor/Officer	6	9	4	12	7	12	1	1	1	6	-	-	-	-	2	3	21	43	
Ticketing Supervisor/Officer	2	4	2	2	7	11	3	3	1	4	-	-	-	-	1	2	16	26	
Analyst	2	52	-	-	1	1	-	-	-	-	-	-	-	-	-	-	3	53	
Others	-	-	2	62	-	-	2	2	1	398	-	-	-	-	-	-	5	462	
Sub-total	78	471	24	126	55	131	11	22	9	798	-	-	-	-	11	27	188	1575	
CLERICAL LEVEL																			
Accounting Clerk/General Cashier	-	-	-	-	13	54	13	41	7	52	-	-	-	-	2	12	35	159	
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	-	-	3	8	4	10	11	89	-	-	-	-	2	144	20	251	

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 LEVEL (Continued)																		
Reservations Agent	-	-	1	1	6	58	15	102	13	232	-	-	-	-	2	30	37	423
Sales Representative/Marketing Executive	-	-	-	-	19	42	9	58	5	39	-	-	-	-	2	14	35	153
Statistical Clerk/Operation Clerk	-	-	-	-	2	4	3	15	2	11	-	-	-	-	-	-	7	30
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	-	-	3	8	5	14	5	22	-	-	-	-	-	-	13	44
Sub-total	-	-	1	1	46	174	49	240	43	445	-	-	-	-	8	200	147	1060
OPERATIVE LEVEL																		
Cabin Attendant/Crew	-	-	-	-	1	5	1	12	9	9167	-	-	-	-	-	-	11	9184
Cargo Officer (Passenger Service)	-	-	-	-	1	2	4	8	5	73	-	-	-	-	-	-	10	83
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	-	-	-	-	9	78	10	1445	-	-	-	-	-	-	19	1523
Information Counter Staff/ Customer Services Staff	-	-	-	-	2	6	5	15	1	5	-	-	-	-	1	3	9	29
Operations Officer/Flight Dispatching Officer	-	-	-	-	3	8	6	16	3	38	-	-	-	-	-	-	12	62
Planning Officer	-	-	-	-	2	6	-	-	-	-	-	-	-	-	-	-	2	6
Systems Support Operator/EDP Operator/ Computer Operator	-	-	-	-	-	-	3	13	1	40	-	-	-	-	1	10	5	63
Traffic Officer	-	-	-	-	4	16	5	19	1	2	-	-	-	-	-	-	10	37
Coach Driver	-	-	-	-	-	-	-	-	2	6	-	-	-	-	-	-	2	6
Others	-	-	-	-	-	-	2	14	2	216	1	1	-	-	-	-	5	231
Sub-total	-	-	-	-	13	43	35	175	34	10992	1	1	-	-	2	13	85	11224
SECRETARIAL AND OTHER LEVELS																		
Executive Secretary/Secretary/Typist	3	5	2	2	10	15	7	11	5	82	-	-	-	-	1	3	28	118
Office Assistant/Messenger	-	-	-	-	-	-	-	-	9	10	1	2	-	-	-	-	10	12
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	10	2	10

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 AND OTHER LEVELS (Continued)																		
Sub-total	3	5	2	2	10	15	7	11	14	92	1	2	-	-	3	13	40	140
GRAND TOTAL	237	1253	34	139	133	436	103	450	100	12327	2	3	-	-	35	270	644	14878

TOURISM INDUSTRY
SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS
TABLE 9.2 : PREFERRED EDUCATION OF EMPLOYEES

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 AND PROFESSIONAL LEVEL																		
Administration Manager/Office Manager	28	31	4	4	8	8	5	5	2	2	-	-	-	-	1	1	48	51
Director of Personnel and Training/ Director of Human Resources	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	3
Director of Public Relations/ Public Relations Manager	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	4
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	13	22	-	-	-	-	1	1	-	-	-	-	-	-	-	-	14	23
Executive Director/General Manager/ Proprietor/Partner/Managing Director	99	151	1	1	34	44	13	27	2	4	-	-	-	-	7	9	156	236
Financial Controller/Accountant	41	62	10	10	17	17	1	1	-	-	-	-	-	-	4	6	73	96
Manager/Operations Manager/Area Manager	51	145	5	8	44	62	10	24	2	2	-	-	-	-	5	21	117	262
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	34	79	3	6	11	13	2	10	-	-	-	-	-	-	1	5	51	113
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	9	16	-	-	1	2	-	-	-	-	-	-	-	-	2	2	12	20
Reservation Manager	12	22	6	6	14	14	-	-	-	-	-	-	-	-	2	2	34	44
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	64	196	1	2	66	124	35	49	2	10	-	-	-	-	3	53	171	434
Ticketing Manager	17	58	6	6	54	98	7	18	-	-	-	-	-	-	3	3	87	183

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 AND PROFESSIONAL LEVEL (Continued)																		
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	4	8	5	5	1	1	-	-	-	-	-	-	-	-	-	-	10	14
Others	5	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	18
Sub-total	382	815	41	48	250	383	74	135	8	18	-	-	-	-	28	102	783	1501
SUPERVISORY AND TECHNICAL LEVEL																		
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	22	34	-	-	44	94	33	137	24	73	-	-	-	-	7	53	130	391
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	38	49	5	5	60	126	27	34	48	70	-	-	-	-	9	13	187	297
Airport Manager/Traffic Manager/ Crew Manager/ Customer Relations Manager	1	1	-	-	1	6	-	-	-	-	-	-	-	-	-	-	2	7
EDP Supervisor/Officer/System Analyst	5	7	-	-	9	41	7	9	1	4	-	-	-	-	4	4	26	65
Operation Supervisor/Tour Supervisor	64	78	1	1	118	488	46	109	208	392	-	-	-	-	8	22	445	1090
Personnel/Training Officer	5	9	5	6	8	37	8	9	5	8	-	-	-	-	3	4	34	73
Planning Supervisor/Officer	-	-	-	-	-	-	3	5	-	-	-	-	-	-	-	-	3	5
Reservations Supervisor/Officer	15	20	2	2	36	61	23	61	42	67	-	-	-	-	6	7	124	218
Sales Supervisor/Officer	6	18	-	-	25	114	43	71	37	62	-	-	-	-	2	19	113	284
Ticketing Supervisor/Officer	44	50	1	1	170	208	173	253	233	288	-	-	-	-	5	18	626	818
Analyst	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2
Meeting, Incentives, Conventions and Exhibitions Supervisor/Officer	12	14	-	-	15	27	1	1	5	7	-	-	-	-	1	3	34	52
Others	2	2	1	1	4	13	8	38	2	13	-	-	-	-	-	-	17	67
Sub-total	216	284	15	16	490	1215	372	727	605	984	-	-	-	-	45	143	1743	3369

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 LEVEL																		
Accounting Clerk/General Cashier	-	-	-	-	22	38	163	315	347	602	-	-	-	-	13	37	545	992
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	-	-	-	20	20	14	50	95	406	-	-	-	-	3	15	132	491
Reservations Agent	-	-	-	-	21	49	33	52	82	160	-	-	-	-	1	10	137	271
Sales Representative/Marketing Executive	-	-	20	80	54	167	17	44	83	229	-	-	-	-	4	40	178	560
Statistical Clerk/Operation Clerk	-	-	-	-	-	-	2	40	1	1	-	-	-	-	-	-	3	41
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	-	-	79	269	304	980	821	3316	-	-	-	-	14	169	1218	4734
Visa Clerk	-	-	-	-	-	-	25	37	37	83	-	-	-	-	-	-	62	120
Others	-	-	-	-	1	13	-	-	7	36	-	-	-	-	-	-	8	49
Sub-total	-	-	20	80	197	556	558	1518	1473	4833	-	-	-	-	35	271	2283	7258
OPERATIVE LEVEL																		
Sightseeing Guide/Tour Guide (Inbound)	-	-	-	-	9	18	34	179	121	559	-	-	-	-	2	10	166	766
Systems Support Operator/EDP Operator/ Computer Operator	1	8	-	-	17	28	6	27	12	27	-	-	-	-	1	3	37	93
Tour Escort/Escort Guide (Outbound)	-	-	2	8	20	30	22	38	106	2030	-	-	-	-	10	20	160	2126
Travel Consultant	-	-	-	-	49	227	52	310	111	1327	-	-	-	-	5	146	217	2010
Cruise Consultant	-	-	-	-	1	1	-	-	6	28	-	-	-	-	-	-	7	29
Meeting, Incentives, Conventions and Exhibitions Coordinator	-	-	4	12	21	56	3	13	24	73	-	-	-	-	1	2	53	156
Coach Driver	-	-	-	-	-	-	-	-	22	186	15	185	-	-	-	-	37	371
Others	-	-	-	-	1	5	-	-	12	39	1	1	-	-	-	-	14	45
Sub-total	1	8	6	20	118	365	117	567	414	4269	16	186	-	-	19	181	691	5596
SECRETARIAL AND OTHER LEVELS																		
Executive Secretary/Secretary/Typist	1	5	-	-	29	38	12	37	14	17	-	-	-	-	3	3	59	100

Job Title	University Degrees or above		Associate Degree or equivalent		Professional Dip./ Higher Dip./Dip. or equivalent		Certificate/ Advanced 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 AND OTHER LEVELS (Continued)																		
Office Assistant/Messenger	2	2	-	-	-	-	2	2	79	173	123	365	4	10	11	19	221	571
Others	-	-	-	-	1	11	2	2	20	24	3	4	2	13	1	2	29	56
Sub-total	3	7	-	-	30	49	16	41	113	214	126	369	6	23	15	24	309	727
GRAND TOTAL	602	1114	82	164	1085	2568	1137	2988	2613	10318	142	555	6	23	142	721	5809	18451

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 5 year	5 years - less than 7 years	7 years - less than 10 years	10 years - less than 15 years	15 years or above	Refusal	Total
1. Airline Companies	Managerial and Professional	-	-	16	34	36	58	45	3	687	879
	Supervisory and Technical	-	-	70	86	85	202	5	8	1119	1575
	Clerical / Operative	-	50	1013	435	146	31	-	24	10585	12284
	Secretarial and Others	-	7	16	8	19	1	-	2	87	140
	MICE Related	-	-	-	-	-	-	-	-	-	-
	Total		-	57	1115	563	286	292	50	37	12478
2. Travel Agents and Airline Ticket Agents	Managerial and Professional	-	-	12	184	406	386	144	109	246	1487
	Supervisory and Technical	-	-	320	717	1431	262	124	14	449	3317
	Clerical / Operative	168	519	6460	2860	747	132	22	-	1790	12698
	Secretarial and Others	76	144	239	59	31	16	2	-	160	727
	MICE Related	-	-	118	51	30	18	-	-	5	222
	Total		244	663	7149	3871	2645	814	292	123	2650
All Branch	Managerial and Professional	-	-	28	218	442	444	189	112	933	2366
	Supervisory and Technical	-	-	390	803	1516	464	129	22	1568	4892
	Clerical / Operative	168	569	7473	3295	893	163	22	24	12375	24982
	Secretarial and Others	76	151	255	67	50	17	2	2	247	867
	MICE Related	-	-	118	51	30	18	-	-	5	222
	Total		244	720	8264	4434	2931	1106	342	160	15128

TOURISM INDUSTRY : OVERALL

TABLE 11 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Title	\$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 AND PROFESSIONAL LEVEL										
Administration Manager/Office Manager	-	-	-	-	14	24	11	8	14	71
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	-	1	-	6	-	7
Director of Public Relations/ Public Relations Manager	-	-	-	-	-	2	2	5	-	9
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	-	7	5	102	10	124
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	-	18	98	33	118	47	314
Financial Controller/Accountant	-	-	-	10	19	37	14	58	20	158
Manager/Operations Manager/Area Manager	-	-	-	-	47	69	80	24	79	299
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	-	19	41	30	24	40	154
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	-	-	-	-	3	2	8	49	12	74

Job Title	\$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 AND PROFESSIONAL LEVEL (Continued)										
Reservation Manager	-	-	-	-	13	19	32	6	18	88
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	-	-	137	142	69	33	138	519
Ticketing Manager	-	-	-	-	83	73	9	1	25	191
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	-	-	7	3	-	1	3	14
Others	-	-	-	-	-	2	340	10	6	358
Sub-total	-	-	-	10	360	520	633	445	412	2380
SUPERVISORY AND TECHNICAL LEVEL										
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	-	-	6	81	172	75	2	-	127	463
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	-	-	17	64	219	87	-	-	77	464
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	-	2	43	271	90	-	14	420
EDP Supervisor/Officer/System Analyst	-	-	-	10	21	175	-	-	32	238

Job Title	\$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 AND TECHNICAL LEVEL (Continued)										
Operation Supervisor/Tour Supervisor	-	-	27	319	232	219	-	-	322	1119
Personnel/Training Officer	-	-	-	18	32	52	-	-	39	141
Planning Supervisor/Officer	-	-	-	2	2	-	-	-	3	7
Reservations Supervisor/Officer	-	-	-	96	104	23	4	-	58	285
Sales Supervisor/Officer	-	-	9	78	77	51	2	-	110	327
Ticketing Supervisor/Officer	-	-	3	355	320	83	-	-	83	844
Analyst	-	-	-	54	-	-	1	-	-	55
Meeting, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	-	7	18	16	-	-	11	52
Others	-	-	-	34	409	68	-	-	18	529
Sub-total	-	-	62	1120	1649	1120	99	-	894	4944
CLERICAL LEVEL										
Accounting Clerk/General Cashier	-	66	454	398	31	-	-	-	202	1151
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	74	435	115	8	-	-	-	110	742
Reservations Agent	-	34	167	342	68	-	-	-	83	694
Sales Representative/Marketing Executive	-	66	90	404	35	-	-	-	118	713
Statistical Clerk/Operation Clerk	-	10	5	4	-	-	-	-	52	71

Job Title	\$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 LEVEL (Continued)										
Travel Agency Clerk/Reservation and/or Ticketing Clerk	20	620	1606	1833	34	-	-	-	665	4778
Visa Clerk	-	6	54	54	2	-	-	-	4	120
Others	-	2	15	17	-	-	-	-	15	49
Sub-total	20	878	2826	3167	178	-	-	-	1249	8318
OPERATIVE LEVEL										
Cabin Attendant/Crew	-	-	-	7266	1906	-	-	-	12	9184
Cargo Officer (Passenger Service)	-	-	-	69	13	-	-	-	1	83
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	-	1429	74	-	-	-	20	1523
Information Counter Staff/ Customer Services Staff	-	5	-	16	1	-	-	-	7	29
Operations Officer/Flight Dispatching Officer	-	-	-	49	8	4	-	-	1	62
Planning Officer	-	-	-	6	-	-	-	-	-	6
Sightseeing Guide/Tour Guide (Inbound)	-	-	359	275	80	-	-	-	52	766
Systems Support Operator/EDP Operator/ Computer Operator	-	6	12	84	20	-	-	-	34	156
Traffic Officer	-	-	-	17	11	6	-	-	3	37
Tour Escort/Escort Guide (Outbound)	415	215	433	465	12	-	-	-	586	2126

Job Title	\$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
OPERATIVE LEVEL (Continued)										
Travel Consulant	-	42	296	687	237	-	-	-	748	2010
Cruise Consulant	-	-	6	18	-	1	-	-	4	29
Meeting, Incentives, Conventions and Exhibitions Coordinator	-	-	44	101	6	-	-	-	5	156
Coach Driver	-	3	152	177	-	-	-	-	45	377
Others	1	6	28	237	-	-	-	-	4	276
Sub-total	416	277	1330	10896	2368	11	-	-	1522	16820
SECRETARIAL AND OTHER LEVELS										
Executive Secretary/Secretary/Typist	-	3	8	44	105	20	3	-	35	218
Office Assistant/Messenger	159	295	14	4	2	-	-	-	109	583
Others	-	15	3	19	-	-	-	-	29	66
Sub-total	159	313	25	67	107	20	3	-	173	867
GRAND TOTAL	595	1468	4243	15260	4662	1671	735	445	4250	33329

TOURISM INDUSTRY

SECTOR : AIRLINE COMPANIES

TABLE 11.1 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Title	\$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 AND PROFESSIONAL LEVEL										
Administration Manager/Office Manager	-	-	-	-	2	8	6	2	2	20
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	-	1	-	3	-	4
Director of Public Relations/ Public Relations Manager	-	-	-	-	-	-	2	3	-	5
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	-	1	-	99	1	101
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	-	2	2	8	62	4	78
Financial Controller/Accountant	-	-	-	-	-	7	8	44	3	62
Manager/Operations Manager/Area Manager	-	-	-	-	-	12	15	8	2	37
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	-	-	8	30	2	1	41

Job Title	\$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 AND PROFESSIONAL LEVEL (Continued)										
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	-	-	-	-	-	-	5	48	1	54
Reservation Manager	-	-	-	-	1	5	32	3	3	44
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	-	-	2	12	52	12	7	85
Ticketing Manager	-	-	-	-	-	5	1	1	1	8
Others	-	-	-	-	-	-	338	-	2	340
Sub-total	-	-	-	-	7	61	497	287	27	879
SUPERVISORY AND TECHNICAL LEVEL										
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	-	-	-	9	13	39	2	-	9	72
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	-	-	-	4	129	26	-	-	8	167
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	-	2	42	271	90	-	8	413

Job Title	\$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 AND TECHNICAL LEVEL (Continued)										
EDP Supervisor/Officer/System Analyst	-	-	-	-	-	173	-	-	-	173
Operation Supervisor/Tour Supervisor	-	-	-	11	5	10	-	-	3	29
Personnel/Training Officer	-	-	-	3	15	45	-	-	5	68
Planning Supervisor/Officer	-	-	-	-	2	-	-	-	-	2
Reservations Supervisor/Officer	-	-	-	5	37	15	4	-	6	67
Sales Supervisor/Officer	-	-	-	4	19	14	2	-	4	43
Ticketing Supervisor/Officer	-	-	-	1	13	9	-	-	3	26
Analyst	-	-	-	52	-	-	1	-	-	53
Others	-	-	-	-	398	64	-	-	-	462
Sub-total	-	-	-	91	673	666	99	-	46	1575
CLERICAL LEVEL										
Accounting Clerk/General Cashier	-	2	36	68	27	-	-	-	26	159
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	2	189	40	8	-	-	-	12	251
Reservations Agent	-	10	2	292	68	-	-	-	51	423
Sales Representative/Marketing Executive	-	10	9	85	23	-	-	-	26	153
Statistical Clerk/Operation Clerk	-	10	5	4	-	-	-	-	11	30
Travel Agency Clerk/Reservation and/or Ticketing Clerk	-	-	-	30	12	-	-	-	2	44
Sub-total	-	34	241	519	138	-	-	-	128	1060

Job Title	\$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
OPERATIVE LEVEL										
Cabin Attendant/Crew	-	-	-	7266	1906	-	-	-	12	9184
Cargo Officer (Passenger Service)	-	-	-	69	13	-	-	-	1	83
Ground Hostess/Ground Crew/ Ground Services Staff	-	-	-	1429	74	-	-	-	20	1523
Information Counter Staff/ Customer Services Staff	-	5	-	16	1	-	-	-	7	29
Operations Officer/Flight Dispatching Officer	-	-	-	49	8	4	-	-	1	62
Planning Officer	-	-	-	6	-	-	-	-	-	6
Systems Support Operator/EDP Operator/ Computer Operator	-	-	-	53	-	-	-	-	10	63
Traffic Officer	-	-	-	17	11	6	-	-	3	37
Coach Driver	-	-	-	6	-	-	-	-	-	6
Others	-	-	-	231	-	-	-	-	-	231
Sub-total	-	5	-	9142	2013	10	-	-	54	11224
SECRETARIAL AND OTHER LEVELS										
Executive Secretary/Secretary/Typist	-	-	-	12	90	10	3	-	3	118
Office Assistant/Messenger	-	5	2	2	-	-	-	-	3	12
Others	-	-	-	-	-	-	-	-	10	10
Sub-total	-	5	2	14	90	10	3	-	16	140
GRAND TOTAL	-	44	243	9766	2921	747	599	287	271	14878

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 11.2 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE

Job Title	\$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 AND PROFESSIONAL LEVEL										
Administration Manager/Office Manager	-	-	-	-	12	16	5	6	12	51
Director of Personnel and Training/ Director of Human Resources	-	-	-	-	-	-	-	3	-	3
Director of Public Relations/ Public Relations Manager	-	-	-	-	-	2	-	2	-	4
EDP Manager/Computer Systems Manager/ Information Systems Service Manager	-	-	-	-	-	6	5	3	9	23
Executive Director/General Manager/ Proprietor/Partner/Managing Director	-	-	-	-	16	96	25	56	43	236
Financial Controller/Accountant	-	-	-	10	19	30	6	14	17	96
Manager/Operations Manager/Area Manager	-	-	-	-	47	57	65	16	77	262
Marketing Manager/Director of Sales/ Convention Manager/Event Manager	-	-	-	-	19	33	-	22	39	113

Job Title	\$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 AND PROFESSIONAL LEVEL (Continued)										
Personnel Manager/Personnel and Training Manager/Human Resources Manager/ Training Manager	-	-	-	-	3	2	3	1	11	20
Reservation Manager	-	-	-	-	12	14	-	3	15	44
Sales Manager/Business Manager/ Tour Manager/Customer Services Manager/ Business Development Manager	-	-	-	-	135	130	17	21	131	434
Ticketing Manager	-	-	-	-	83	68	8	-	24	183
Meetings, Incentives, Conventions and Exhibitions related Director/Manager	-	-	-	-	7	3	-	1	3	14
Others	-	-	-	-	-	2	2	10	4	18
Sub-total	-	-	-	10	353	459	136	158	385	1501
SUPERVISORY AND TECHNICAL LEVEL										
Account Executive/Sales Executive/ Marketing Officer/Group Sales Co-ordinator/ Assistant Sales Manager	-	-	6	72	159	36	-	-	118	391
Accounts Supervisors(eg.accounts payable/ receivable/inventory/audit/credit/paymaster/ cashier)	-	-	17	60	90	61	-	-	69	297

Job Title	\$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 AND TECHNICAL LEVEL (Continued)										
Airport Manager/Traffic Manager/ Crew Manager/Customer Relations Manager	-	-	-	-	1	-	-	-	6	7
EDP Supervisor/Officer/System Analyst	-	-	-	10	21	2	-	-	32	65
Operation Supervisor/Tour Supervisor	-	-	27	308	227	209	-	-	319	1090
Personnel/Training Officer	-	-	-	15	17	7	-	-	34	73
Planning Supervisor/Officer	-	-	-	2	-	-	-	-	3	5
Reservations Supervisor/Officer	-	-	-	91	67	8	-	-	52	218
Sales Supervisor/Officer	-	-	9	74	58	37	-	-	106	284
Ticketing Supervisor/Officer	-	-	3	354	307	74	-	-	80	818
Analyst	-	-	-	2	-	-	-	-	-	2
Meeting, Incentives, Conventions and Exhibitions Supervisor/Officer	-	-	-	7	18	16	-	-	11	52
Others	-	-	-	34	11	4	-	-	18	67
Sub-total	-	-	62	1029	976	454	-	-	848	3369
CLERICAL LEVEL										
Accounting Clerk/General Cashier	-	64	418	330	4	-	-	-	176	992
General Office Clerk/Personnel Clerk/ Training Clerk/Sales Clerk/Control Clerk	-	72	246	75	-	-	-	-	98	491
Reservations Agent	-	24	165	50	-	-	-	-	32	271

Job Title	\$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 LEVEL (Continued)										
Sales Representative/Marketing Executive	-	56	81	319	12	-	-	-	92	560
Statistical Clerk/Operation Clerk	-	-	-	-	-	-	-	-	41	41
Travel Agency Clerk/Reservation and/or Ticketing Clerk	20	620	1606	1803	22	-	-	-	663	4734
Visa Clerk	-	6	54	54	2	-	-	-	4	120
Others	-	2	15	17	-	-	-	-	15	49
Sub-total	20	844	2585	2648	40	-	-	-	1121	7258
OPERATIVE LEVEL										
Sightseeing Guide/Tour Guide (Inbound)	-	-	359	275	80	-	-	-	52	766
Systems Support Operator/EDP Operator/Computer Operator	-	6	12	31	20	-	-	-	24	93
Tour Escort/Escort Guide (Outbound)	415	215	433	465	12	-	-	-	586	2126
Travel Consulant	-	42	296	687	237	-	-	-	748	2010
Cruise Consulant	-	-	6	18	-	1	-	-	4	29
Meeting, Incentives, Conventions and Exhibitions Coordinator	-	-	44	101	6	-	-	-	5	156
Coach Driver	-	3	152	171	-	-	-	-	45	371
Others	1	6	28	6	-	-	-	-	4	45
Sub-total	416	272	1330	1754	355	1	-	-	1468	5596

Job Title	\$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
SECRETARIAL AND OTHER LEVELS										
Executive Secretary/Secretary/Typist	-	3	8	32	15	10	-	-	32	100
Office Assistant/Messenger	159	290	12	2	2	-	-	-	106	571
Others	-	15	3	19	-	-	-	-	19	56
Sub-total	159	308	23	53	17	10	-	-	157	727
GRAND TOTAL	595	1424	4000	5494	1741	924	136	158	3979	18451

TOURISM INDUSTRY

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

Branch	Job Level	Nil	Less than 5 days	5 days - less than 10 days	10 days - less than 15 days	15 days - less than 20 days	20 days - less than 1 month	1 month or above	Refusal	Total
1. Airline Companies	Managerial and Professional	84	81	10	11	-	6	-	687	879
	Supervisory and Technical	91	278	21	35	31	-	-	1119	1575
	Clerical / Operative	266	305	583	77	52	301	115	10585	12284
	Secretarial and Others	50	2	1	-	-	-	-	87	140
	MICE Related	-	-	-	-	-	-	-	-	-
	Total	491	666	615	123	83	307	115	12478	14878
2. Travel Agents and Airline Ticket Agents	Managerial and Professional	750	316	94	-	18	7	-	302	1487
	Supervisory and Technical	1614	798	158	34	6	10	6	691	3317
	Clerical / Operative	4361	3457	2042	169	6	95	123	2445	12698
	Secretarial and Others	504	26	31	4	-	-	-	162	727
	MICE Related	133	62	8	-	-	-	-	19	222
	Total	7362	4659	2333	207	30	112	129	3619	18451
All Branch	Managerial and Professional	834	397	104	11	18	13	-	989	2366
	Supervisory and Technical	1705	1076	179	69	37	10	6	1810	4892
	Clerical / Operative	4627	3762	2625	246	58	396	238	13030	24982
	Secretarial and Others	554	28	32	4	-	-	-	249	867
	MICE Related	133	62	8	-	-	-	-	19	222
	Total	7853	5325	2948	330	113	419	244	16097	33329

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
1. Airline Companies	Managerial and Professional	76	90	23	690	879
	Supervisory and Technical	321	75	52	1127	1575
	Clerical / Operative	1137	354	184	10609	12284
	Secretarial and Others	35	9	7	89	140
	MICE Related	-	-	-	-	-
	Total		1569	528	266	12515
2. Travel Agents and Airline Ticket Agents	Managerial and Professional	392	186	647	262	1487
	Supervisory and Technical	1202	371	1251	493	3317
	Clerical / Operative	4020	1633	5020	2025	12698
	Secretarial and Others	252	101	204	170	727
	MICE Related	71	10	136	5	222
	Total		5937	2301	7258	2955
All Branch	Managerial and Professional	468	276	670	952	2366
	Supervisory and Technical	1523	446	1303	1620	4892
	Clerical / Operative	5157	1987	5204	12634	24982
	Secretarial and Others	287	110	211	259	867
	MICE Related	71	10	136	5	222
	Total		7506	2829	7524	15470

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
1. Airline Companies	Managerial and Professional	36	20	133	690	879
	Supervisory and Technical	36	62	350	1127	1575
	Clerical / Operative	261	152	1262	10609	12284
	Secretarial and Others	7	1	43	89	140
	MICE Related	-	-	-	-	-
	Total		340	235	1788	12515
2. Travel Agents and Airline Ticket Agents	Managerial and Professional	304	401	520	262	1487
	Supervisory and Technical	878	723	1223	493	3317
	Clerical / Operative	4488	2446	3739	2025	12698
	Secretarial and Others	218	140	199	170	727
	MICE Related	101	47	69	5	222
	Total		5989	3757	5750	2955
All Branch	Managerial and Professional	340	421	653	952	2366
	Supervisory and Technical	914	785	1573	1620	4892
	Clerical / Operative	4749	2598	5001	12634	24982
	Secretarial and Others	225	141	242	259	867
	MICE Related	101	47	69	5	222
	Total		6329	3992	7538	15470

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
1. Airline Companies	Managerial and Professional	77	79	33	690	879
	Supervisory and Technical	91	311	46	1127	1575
	Clerical / Operative	277	1169	229	10609	12284
	Secretarial and Others	9	41	1	89	140
	MICE Related	-	-	-	-	-
	Total		454	1600	309	12515
2. Travel Agents and Airline Ticket Agents	Managerial and Professional	529	638	58	262	1487
	Supervisory and Technical	744	1730	350	493	3317
	Clerical / Operative	2165	6594	1914	2025	12698
	Secretarial and Others	87	316	154	170	727
	MICE Related	45	160	12	5	222
	Total		3570	9438	2488	2955
All Branch	Managerial and Professional	606	717	91	952	2366
	Supervisory and Technical	835	2041	396	1620	4892
	Clerical / Operative	2442	7763	2143	12634	24982
	Secretarial and Others	96	357	155	259	867
	MICE Related	45	160	12	5	222
	Total		4024	11038	2797	15470

TOURISM INDUSTRY

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	161	29	153	27	155	30	245	39	161	39	139	29	245	29	239	30	203	38	251	46	185	32	197	26	11	50	2345	32
	Outbound	402	71	412	73	362	70	385	61	250	61	345	71	607	71	558	70	332	62	289	54	387	68	567	74	11	50	4907	68
	Total	563	100	565	100	517	100	630	100	411	100	484	100	852	100	797	100	535	100	540	100	572	100	764	100	22	100	7252	100
10 - 49	Inbound	26	25	26	22	28	37	34	40	14	42	16	28	28	21	26	19	38	51	62	70	41	38	46	28	12	50	397	33
	Outbound	78	75	94	78	48	63	50	60	19	58	42	72	107	79	110	81	37	49	27	30	68	62	116	72	12	50	808	67
	Total	104	100	120	100	76	100	84	100	33	100	58	100	135	100	136	100	75	100	89	100	109	100	162	100	24	100	1205	100
50 - 99	Inbound	1	20	3	25	-	-	1	13	1	20	2	22	2	22	2	20	2	50	4	50	1	20	4	36	-	-	23	26
	Outbound	4	80	9	75	3	100	7	88	4	80	7	78	7	78	8	80	2	50	4	50	4	80	7	64	-	-	66	74
	Total	5	100	12	100	3	100	8	100	5	100	9	100	9	100	10	100	4	100	8	100	5	100	11	100	-	-	89	100
100 - 199	Inbound	-	-	1	17	-	-	-	-	1	100	-	-	2	29	2	33	-	-	3	50	2	100	2	22	2	50	15	28
	Outbound	4	100	5	83	3	100	-	-	-	-	2	100	5	71	4	67	3	100	3	50	-	-	7	78	2	50	38	72
	Total	4	100	6	100	3	100	-	-	1	100	2	100	7	100	6	100	3	100	6	100	2	100	9	100	4	100	53	100
200 - 499	Inbound	-	-	2	29	-	-	1	25	-	-	-	-	2	40	2	40	-	-	-	-	-	-	2	29	2	50	11	31
	Outbound	3	100	5	71	-	-	3	75	-	-	-	-	3	60	3	60	1	100	-	-	-	-	5	71	2	50	25	69
	Total	3	100	7	100	-	-	4	100	-	-	-	-	5	100	5	100	1	100	-	-	-	-	7	100	4	100	36	100
500 - 999	Inbound	2	33	1	25	-	-	-	-	-	-	-	-	1	33	1	33	-	-	2	100	-	-	-	-	-	-	7	26
	Outbound	4	67	3	75	-	-	4	100	-	-	1	100	2	67	2	67	-	-	-	-	-	-	4	100	-	-	20	74
	Total	6	100	4	100	-	-	4	100	-	-	1	100	3	100	3	100	-	-	2	100	-	-	4	100	-	-	27	100
Overall	Inbound	190	28	186	26	183	31	281	38	177	39	157	28	280	28	272	28	243	39	322	50	229	33	251	26	27	50	2798	32
	Outbound	495	72	528	74	416	69	449	62	273	61	397	72	731	72	685	72	375	61	323	50	459	67	706	74	27	50	5864	68
	Total	685	100	714	100	599	100	730	100	450	100	554	100	1011	100	957	100	618	100	645	100	688	100	957	100	54	100	8662	100

TOURISM INDUSTRY

SECTOR : TRAVEL AGENTS AND AIRLINE TICKET AGENTS

TABLE 15 : NUMBER OF TOUR 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	328	1358	236	1090
10 - 49	209	968	194	160
50 - 99	131	71	136	145
100 - 199	46	13	194	405
200 - 499	30	15	365	70
500 - 999	22	25	1001	327
Overall	766	2450	2126	2197

TOURISM INDUSTRY

TABLE 16 : ESTIMATED NUMBER OF ESTABLISHMENTS

Branch	Stratum Employment Size	No. of Firms
1. Airline Companies	1 - 9	11
	10 - 49	23
	50 - 99	10
	100 - 199	3
	200 - 499	4
	500 - 999	1
	1000 and over	2
	Total	54
2. Travel Agents and Airline Ticket Agents	1 - 9	1285
	10 - 49	263
	50 - 99	23
	100 - 199	14
	200 - 499	8
	500 - 999	4
	Total	1597
All Branch	1 - 9	1296
	10 - 49	286
	50 - 99	33
	100 - 199	17
	200 - 499	12
	500 - 999	5
	1000 and over	2
	Total	1651

TOURISM INDUSTRY

TABLE 17 : REASONS FOR ENCOUNTERING RECRUITMENT DIFFICULTIES

Branch	Reasons	Managerial and Professional	Supervisory and Technical	Clerical / Operative	Total
1. Airline Companies	Lack of candidates with relevant experience	1	1	5	7
	Unsatisfactory terms of employment	-	-	2	2
	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	10	10	10	30
	Total	11	12	19	42
2. Travel Agents and Airline Ticket Agents	Lack of candidates with relevant experience	2	29	144	175
	Unsatisfactory terms of employment	1	5	41	47
	Unsatisfactory working environment	1	3	60	64
	Limited career prospects	-	2	3	5
	Insufficient trained/qualified manpower in the related disciplines	3	2	64	69
	Competition for manpower from Mainland/ Macao/ Other Cities	-	-	2	2
	Others	-	-	28	28
	Unspecified/Refusal	36	36	36	108
	Total	43	77	378	498
All Branch	Lack of candidates with relevant experience	3	30	149	182
	Unsatisfactory terms of employment	1	5	43	49
	Unsatisfactory working environment	1	3	60	64
	Limited career prospects	-	3	4	7
	Insufficient trained/qualified manpower in the related disciplines	3	2	65	70
	Competition for manpower from Mainland/ Macao/ Other Cities	-	-	2	2
	Others	-	-	28	28
	Unspecified/Refusal	46	46	46	138
	Total	54	89	397	540

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	Total
1. Airline Companies	5	22	17	44
2. Travel Agents and Airline Ticket Agents	239	341	980	1560
Total	244	363	997	1604

TOURISM INDUSTRY : OVERALL

TABLE 19 : TOTAL NUMBER OF EMPLOYEES AT DIFFERENT JOB LEVELS WHO HAD BEEN PROVIDED WITH RELEVANT TRAINING

Skills Sets	Preferred Competency	Managerial and Professional	Supervisory and Technical	Clerical	Operative	MICE Related	Total
Managerial Skills	Business and Financial Strategy Planning, Implementation and Evaluation	91	31	7	-	-	129
	Human Resources Management	66	49	4	-	-	119
	Sales and Marketing Strategy Planning, Implementation and Evaluation	124	95	-	-	20	239
	Supervisory Techniques, Leadership Skills	204	333	76	-	5	618
	Risk Management	44	48	-	-	20	112
	Sub-total	529	556	87	-	45	1217
Trade Skills	Others	-	2	4	3	-	9
	Tour-guiding	-	2	-	530	-	532
	Tour-escorting	-	2	-	438	-	440
	Convention and Exhibition Management	4	4	5	4	37	54
	Travel Consultant	8	31	85	538	30	692
	Ticketing and Reservation System	50	258	1564	242	20	2134
	Travel Insurance Knowledge	24	132	452	450	42	1100
	Cruise Consultant	-	26	20	16	20	82
Sub-total	86	457	2130	2221	149	5043	
Generic Skills	Service Attitude, Customer Service	55	153	717	1514	24	2463
	Communication	45	124	407	775	28	1379
	Crisis Management	53	80	178	362	20	693
	Sub-total	153	357	1302	2651	72	4535
Language	Others	-	2	6	4	-	12
	Putonghua	57	167	378	566	36	1204
	English	19	172	248	263	37	739
	Sub-total	76	341	632	833	73	1955
GRAND TOTAL		844	1711	4151	5705	339	12750

TOURISM INDUSTRY
SECTOR : AIRLINE COMPANIES

TABLE 19.1 : TOTAL NUMBER OF EMPLOYEES AT DIFFERENT JOB LEVELS WHO HAD BEEN PROVIDED WITH RELEVANT TRAINING

Skills Sets	Preferred Competency	Managerial and Professional	Supervisory and Technical	Clerical	Operative	MICE Related	Total
Managerial Skills	Business and Financial Strategy Planning, Implementation and Evaluation	25	4	4	-	-	33
	Human Resources Management	6	24	-	-	-	30
	Sales and Marketing Strategy Planning, Implementation and Evaluation	7	25	-	-	-	32
	Supervisory Techniques, Leadership Skills	23	39	6	-	-	68
	Risk Management	12	18	-	-	-	30
	Sub-total		73	110	10	-	-
Trade Skills	Others	-	-	-	3	-	3
	Tour-guiding	-	-	-	-	-	-
	Tour-escorting	-	-	-	-	-	-
	Convention and Exhibition Management	-	-	-	-	-	-
	Travel Consultant	-	2	6	18	-	26
	Ticketing and Reservation System	13	39	141	39	-	232
	Travel Insurance Knowledge	-	-	-	-	-	-
	Cruise Consultant	-	-	-	-	-	-
	Sub-total		13	41	147	60	-
Generic Skills	Service Attitude, Customer Service	14	28	35	394	-	471
	Communication	6	35	59	53	-	153
	Crisis Management	12	7	-	48	-	67
	Sub-total	32	70	94	495	-	691
Language	Others	-	2	-	-	-	2
	Putonghua	16	29	40	48	-	133
	English	15	31	24	48	-	118
	Sub-total	31	62	64	96	-	253
GRAND TOTAL		149	283	315	651	-	1398

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 RELEVANT TRAINING

Skills Sets	Preferred Competency	Managerial and Professional	Supervisory and Technical	Clerical	Operative	MICE Related	Total
Managerial Skills	Business and Financial Strategy Planning, Implementation and Evaluation	66	27	3	-	-	96
	Human Resources Management	60	25	4	-	-	89
	Sales and Marketing Strategy Planning, Implementation and Evaluation	117	70	-	-	20	207
	Supervisory Techniques, Leadership Skills	181	294	70	-	5	550
	Risk Management	32	30	-	-	20	82
	Sub-total	456	446	77	-	45	1024
Trade Skills	Others	-	2	4	-	-	6
	Tour-guiding	-	2	-	530	-	532
	Tour-escorting	-	2	-	438	-	440
	Convention and Exhibition Management	4	4	5	4	37	54
	Travel Consultant	8	29	79	520	30	666
	Ticketing and Reservation System	37	219	1423	203	20	1902
	Travel Insurance Knowledge	24	132	452	450	42	1100
	Cruise Consultant	-	26	20	16	20	82
Sub-total	73	416	1983	2161	149	4782	
Generic Skills	Service Attitude, Customer Service	41	125	682	1120	24	1992
	Communication	39	89	348	722	28	1226
	Crisis Management	41	73	178	314	20	626
	Sub-total	121	287	1208	2156	72	3844
Language	Others	-	-	6	4	-	10
	Putonghua	41	138	338	518	36	1071
	English	4	141	224	215	37	621
	Sub-total	45	279	568	737	73	1702
GRAND TOTAL		695	1428	3836	5054	339	11352

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 and Professional	Supervisory and Technical	Clerical	Operative	MICE related	Total
	Period						
Managerial Skills	Past 12 Months	529	556	87	-	45	1217
	Next 12 Months	530	592	157	-	45	1324
	% Change	0.19%	6.47%	80.46%	-	0.00%	8.79%
Trade Skills	Past 12 Months	86	457	2130	2221	149	5043
	Next 12 Months	82	400	1985	2215	148	4830
	% Change	-4.65%	-12.47%	-6.81%	-0.27%	-0.67%	-4.22%
Generic Skills	Past 12 Months	153	357	1302	2651	72	4535
	Next 12 Months	154	363	1387	2657	72	4633
	% Change	0.65%	1.68%	6.53%	0.23%	0.00%	2.16%
Language	Past 12 Months	76	341	632	833	73	1955
	Next 12 Months	76	321	617	813	73	1900
	% Change	0.00%	-5.87%	-2.37%	-2.40%	0.00%	-2.81%
Total	Past 12 Months	844	1711	4151	5705	339	12750
	Next 12 Months	842	1676	4146	5685	338	12687
	% Change	-0.24%	-2.05%	-0.12%	-0.35%	-0.29%	-0.49%

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 and Professional	Supervisory and Technical	Clerical	Operative	MICE related	Total
	Period						
Managerial Skills	Past 12 Months	73	110	10	-	-	193
	Next 12 Months	74	111	10	-	-	195
	% Change	1.37%	0.91%	0.00%	-	-	1.04%
Trade Skills	Past 12 Months	13	41	147	60	-	261
	Next 12 Months	13	43	154	60	-	270
	% Change	0.00%	4.88%	4.76%	0.00%	-	3.45%
Generic Skills	Past 12 Months	32	70	94	495	-	691
	Next 12 Months	33	71	98	497	-	699
	% Change	3.13%	1.43%	4.26%	0.40%	-	1.16%
Language	Past 12 Months	31	62	64	96	-	253
	Next 12 Months	31	63	66	96	-	256
	% Change	0.00%	1.61%	3.13%	0.00%	-	1.19%
Total	Past 12 Months	149	283	315	651	-	1398
	Next 12 Months	151	288	328	653	-	1420
	% Change	1.34%	1.77%	4.13%	0.31%	-	1.57%

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 and Professional	Supervisory and Technical	Clerical	Operative	MICE related	Total
	Period						
Managerial Skills	Past 12 Months	456	446	77	-	45	1024
	Next 12 Months	456	481	147	-	45	1129
	% Change	0.00%	7.85%	90.91%	-	0.00%	10.25%
Trade Skills	Past 12 Months	73	416	1983	2161	149	4782
	Next 12 Months	69	357	1831	2155	148	4560
	% Change	-5.48%	-14.18%	-7.67%	-0.28%	-0.67%	-4.64%
Generic Skills	Past 12 Months	121	287	1208	2156	72	3844
	Next 12 Months	121	292	1289	2160	72	3934
	% Change	0.00%	1.74%	6.71%	0.19%	0.00%	2.34%
Language	Past 12 Months	45	279	568	737	73	1702
	Next 12 Months	45	258	551	717	73	1644
	% Change	0.00%	-7.53%	-2.99%	-2.71%	0.00%	-3.41%
Total	Past 12 Months	695	1428	3836	5054	339	11352
	Next 12 Months	691	1388	3818	5032	338	11267
	% Change	-0.58%	-2.80%	-0.47%	-0.44%	-0.29%	-0.75%

2008 Manpower Survey of the
Tourism Industry

Analysis of Result of Enumeration (Overall)

Results \ Branch	1	2	Total
Closed	0	2	2
Door-locked	0	1	1
Merged	0	0	0
Moved, address cannot be located/untraceable	0	11	11
Non-contact	6	12	18
Not engaged in specific trade	8	9	17
No Technical Manpower	3	1	4
Not yet start operation	1	3	4
Partial Response	9	14	23
Refusal	0	10	10
Registered office/Corresponding address	1	1	2
Response	39	270	309
Temporary Ceased	1	5	6
TOTAL	68	339	407

Branch 1 Airline Companies

Branch 2 Travel Agents and Airline Ticket Agents

Manpower Projection for the Tourism Industry 2009 / 2013

Using the Labour Market Analysis (LMA) Approach

The LMA approach

1. 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 successfully applied to the Tourism Industry. 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 the nine 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, some determinants can be found. To minimize Types I & II and other errors, these determinants are statistically tested for correlation (mutual dependence among determinants), multi-collinearity (interdependence among many determinants), and orthogonality (independence among determinants) 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, 7 determinants have been found from the 51 economic indicators. The manpower requirements in the Tourism industry can thus be explained by these seven determinants:

- 1) Composite consumer price index [*CCPI*],
- 2) Inward and outward movement of aircraft [*AIRCRA*],
- 3) Number of visitor arrival [*VA*],
- 4) Private consumption expenditure [*PCE*],
- 5) Restaurant receipts in volume index [*RESVA*],
- 6) Retail sales in volume index [*RSVOL*],
- 7) Total expenditure in 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 recursive tests and regression analysis, it is found that the PCs can explain most of the variability (76%) of the variance (total information) in the manpower requirements in the past 20 years; therefore, they can safely be 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 R-square worked out to be 0.8531 indicates that 85% of the variation of the manpower requirements can be explained by the PCs at the 5% level of significance.

Summary of Manpower Projection by Using Different Methods

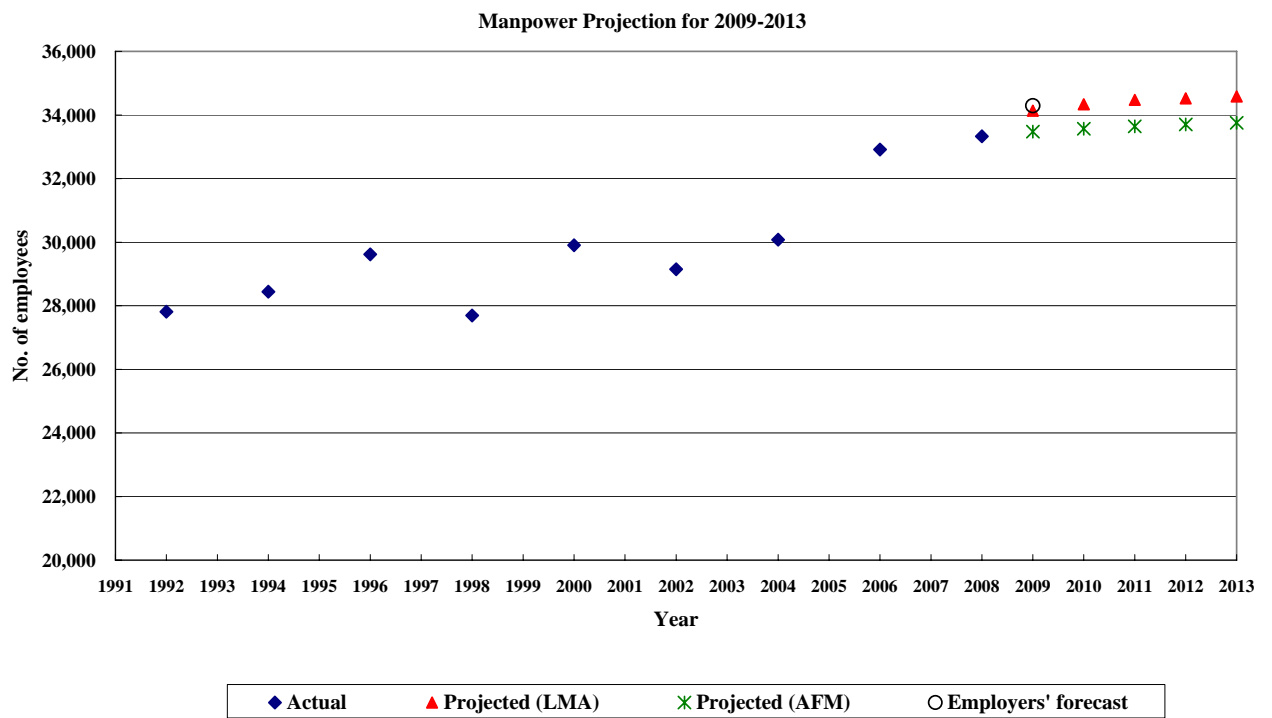
5 By adopting also statistical modelling and taking into consideration market intelligence, the manpower projection of the Tourism Industry for 2009-2013 is worked out in Table 1.

Table 1: Summary of Manpower Projection

Year	Actual Manpower	Projected Manpower (LMA Approach)	Projected Manpower (AFM Approach)	Employer's Forecast (EF)
2006 <i>actual</i>	32,912			
2008 <i>actual</i>	33,329			
2009 <i>forecast</i>		34,138 (2.4%*)	33,478 (0.4%*)	34,289 (2.9%)*
2010 <i>forecast</i>		34,339 (0.6%**)	33,586 (0.3%**)	
2011 <i>forecast</i>		34,479 (0.4%**)	33,642 (0.2%**)	
2012 <i>forecast</i>		34,521 (0.1%**)	33,704 (0.2%**)	
2013 <i>forecast</i>		34,583 (0.2%**)	33,755 (0.2%**)	
* as percentage change vs actual manpower in 2008				
** 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 in below summarizes the manpower projections using 3 different methods. The first one, based on the LMA approach, shows a slightly upward manpower trend. This approach has the advantages of objectivity and possibility of regular updating when quarterly / monthly statistical data become available. The second one, Adaptive Filtering Method (AFM), indicates stable manpower growth. The Method is based entirely on historical patterns in manpower series to extrapolate the future and assumes *ceteris paribus*¹. Finally, the employers' forecast also shows a stable manpower growth in 2009. Such forecast based on educated guess depends necessarily on the personal experience of the respondents and may often be rather subjective.

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.

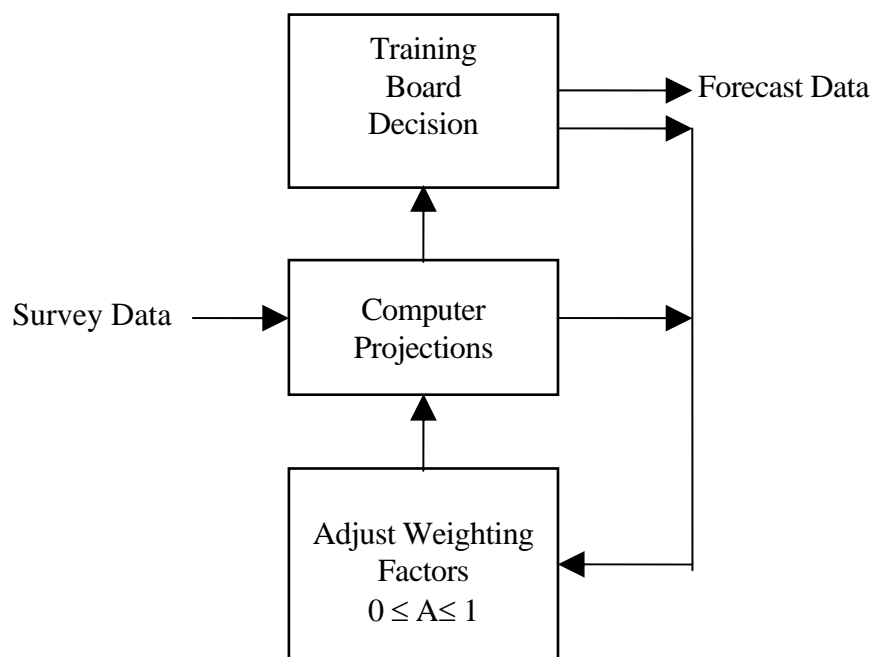


Figure A

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.