

# 外遊領隊收入調查

## Survey on earnings of outbound tour escorts

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調查結果顯示了領隊收入未為人知的情況。

Survey results reveal a picture of tour escorts' earnings unknown before.

### 外遊領隊

**雖**然近年完全靠自己安排旅程或向旅行社購買機票連酒店套票的香港人日漸增加，但旅行團始終是不少度假人士的首選旅遊方式。以往旅行團差不多都有隨團出發的領隊，但因為越來越多香港人擁有豐富的旅遊經驗，於是近年來有些短途的旅行團就連領隊也省卻了。

領隊大致可分為全職和非全職兩類，**全職領隊在無須帶團時，往往還要從事產品銷售、客戶服務等工作，而非全職領隊則只需要帶團。在非全職領隊之中，有些領隊的主要收入來自帶團的工作，也有些另有正職，帶團的進賬並非主要收入來源。**一般來說，領隊的收入包含底薪、服務費、佣金等部份，其中服務費指旅行團服務費、小費之類，而佣金則指來自購物、自費活動或其他服務等的收入。

### 領隊收入調查

為求瞭解在職領隊收入的最新情況，議會於今年九月一日至三十日期間，向持有領隊證的一萬九千四百多名領隊做了一次收入調查。由於在他們之中有百分之八十六都向議會登記了電郵地址，所以這次調查從中隨機選出了百分之三十的領隊，然後以電郵邀請他們回答簡單的網上問卷。收回的問卷數目為四百五十六份，回覆率達百分之九點一。

領隊的收入每個月都可能不同，因此問卷要求領隊回答他們在一年內有關收入的問題，即由二零一四年七月一日起至二零一五年六月三十日止的收入。此外，這次調查的對象並不是另有正

### Outbound tour escorts

**D**espite an increasing number of Hongkongers having chosen to make arrangements for their trips all by themselves or buy air-plus-hotel packages from travel agents in recent years, package tours are still the first choice of travel mode for many holidaymakers. While almost all package tours used to have tour escorts accompanying the tour groups, some short-haul ones have no longer had any tour escorts in recent years as more and more Hongkongers have become seasoned travellers.

There are two kinds of tour escorts: full-time and non-full-time escorts. **While full-time tour escorts often need to take up such work as selling travel products and providing customer services when they have no tour groups to lead, non-full-time escorts only need to take care of tour groups. Among the non-full-time tour escorts, some earn their income mainly from tour escorting and some others have regular jobs apart from working as tour escorts, which merely is a source of subsidiary income for them.** The earnings of a tour escort generally consist of several components such as basic salary, service charges and commissions, with service charges referring to package tour service charges, tips, etc, and commissions meaning the income from taking tour groups to retail outlets, arranging self-pay activities and providing other services.

### Survey on tour escort earnings

In order to understand the latest income situation of working tour escorts, the TIC conducted a survey during 1-30 September this year on the earnings of over 19,400 holders of its Tour Escort Passes. Since 86% of them had registered their email addresses with the TIC, 30% of these escorts were randomly selected and then invited by email to take part in a simple online survey. The number of questionnaires returned was 456, with a response rate of 9.1%.

Since the earnings of tour escorts may vary from month to month, the survey asked the respondents to answer questions about their income during the period of one year, namely from 1 July 2014 to 30 June 2015. Also, since the targets of the survey are not those tour escorts who have other regular jobs, the respondents were asked whether their major source of income during the above period was

職的領隊，所以受訪者需要先回答在上述期間的主要收入是否來自帶團工作；不是的話就無須完成問卷。在收回的問卷中，主要收入來自帶團的領隊有一百二十六人，他們可能是全職領隊，也可能是非全職領隊。

## 調查結果

在完成問卷的受訪者之中，大部份領隊的年資只有四年或以下(百分之四十四點四)，其次是年資為五年至九年的領隊(百分之二十一點四)；年資最長的領隊佔百分之七點九，他們從事領隊工作的時間長達二十年至二十四年。

關於領隊最多帶團前往的目的地，問卷有一條問題按旅行團服務費的大致金額，把外遊團的目的地分為六個地區，要求受訪者選擇他們帶團前往最多的目的地，以兩個地區為限。結果顯示，最多領隊帶團的目的地是中國內地(百分之七十七點八)，其次是東南亞(百分之七十一點四)。少於百分之十的受訪者選擇了旅行團服務費較高的日本、印度等地(百分之七點九)，以及歐洲、北美洲等地(百分之七點一)。

## 每月收入及其組成

至於每月平均收入(包括底薪、服務費、佣金等)方面，百分之五十四的領隊表示月入為港幣一萬元或以下，百分之三十八點九則表示月入為港幣一萬零一元至二萬元，收入多於二萬零一元的領隊只佔極少數。一般認為，自從實施了法定最低工資後，全職領隊的每月收入多數都應該在港幣一萬零一元至二萬元之間；由此可以推知，月入少於港幣一萬元

from working as tour escorts; if their answers were “no”, they did not need to complete the questionnaire. Among the questionnaires returned, 126 respondents made their earnings mainly from working as tour escorts, who might work full-time or non-full-time.

## Results of the survey

For those respondents who completed the questionnaire, a large proportion of them had work experience as tour escorts for four years or less (44.4%), followed by those with five to nine years of experience (21.4%). The most experienced tour escorts (7.9%) had worked in the profession for 20 to 24 years.

To learn about which destinations most of the tour groups escorted by the respondents travelled to, the questionnaire asked them to select up to two regions (from a total of six regions, divided roughly according to the package tour service charge for each region) which consisted of the largest numbers of destinations their tour groups headed for. The result shows that **the destination most of the package tours escorted by the respondents headed for was mainland China (77.8%), followed by Southeast Asia (71.4%), and less than 10% of the respondents selected Japan, India, etc (7.9%) and Europe, North America, etc (7.1%), whose package tour service charges are relatively higher.**

## Monthly income and its components

As for the respondents' average monthly earnings (including basic salary, service charges, commissions, etc), 54% of them indicated that they earned HK\$10,000 or less, 38.9% earned between HK\$10,001 and HK\$20,000, and those who earned more than HK\$20,001 were very few. As it is generally believed that the monthly earnings of most full-time tour escorts should range from HK\$10,001 to HK\$20,000 after the minimum wage legislation has taken effect, the result may imply that most of those respondents who earned less than HK\$10,000 might not be full-time tour escorts.

**The average earnings per tour were less than HK\$5,000 for 63.5% of the respondents, between HK\$5,001 and HK\$10,000 for 19.8% of them, and between HK\$10,001 and HK\$20,000 for 11.9% of them** (see Table 1).

Since the survey sought to find out the proportion of service charges (including package tour service charges, tips, etc) in relation to the average earnings the respondents made from each package tour they escorted, they were asked to select the percentage ranges accounted for by service charges in relation to the average earnings per tour. The result reveals that **whereas the largest number**

表一：領隊的每團平均收入

Table 1: Average earnings per tour of tour escorts

每團平均收入(港元) Average earnings per tour (HK\$)	受訪者人數(百分比) No. of respondents (%)
< 5,000	80 (63.5)
5,001 - 10,000	25 (19.8)
10,001 - 20,000	15 (11.9)
20,001 - 30,000	4 (3.2)
30,001 - 40,000	1 (0.8)
> 40,001	1 (0.8)

的受訪者很可能多數都不是全職領隊。

百分之六十三點五的領隊表示，每團平均收入為港幣五千元或以下；收入為港幣五千零一元至一萬元的領隊有百分之十九點八，收入為港幣一萬零一元至二萬元的領隊則有百分之十一點九（見表一）。

這次調查希望找出服務費（即旅行團服務費、小費之類的收入）佔領隊每團平均收入的比例，因此要求受訪者指出服務費佔他們每團平均收入的百分比是多少。結果顯示，雖然服務費佔每團收入的百分之二十或以下的領隊人數最多（佔整體的百分之二十三），但佔其他百分比的人數也不少，而且相差不大（見表二）。

關於服務費佔領隊收入的比例是多少的問題，大家一直都認為比例應該在百分之六十以上。但上述結果卻顯示，服務費佔領隊收入的比例實際上要低得多，原因可能是近年旅行團的自費活動越來越多，而領隊安排自費活動多數都會有進賬，加上領隊為旅行團安排購物或提供其他服務等還會有佣金，所以出現了這種情況。

## 領隊的未來

由今年六月起，旅行社可以自行決定外遊團服務費的金額，有些領隊擔心收入可能會因而減少。可是，由這次調查的結果看來，領隊的收入原來早已有了不同的組成部份，服務費不過是其中之一而已。這個組成部份所佔收入的比例因領隊而異，情況應該和領隊的年資、旅行社的安排、旅行團是長途還是短途、團隊種類等因素都有關係。

領隊今後的收入如何，視乎市場對他們的需求而定，而市場對他們的需求如何，又視乎市場將來的發展而定。無論如何，對於有隨團領隊的旅行團來說，領隊的高下始終是服務的關鍵所在，而旅行社要保證服務的素質，就不得不保證領隊的素質，並且使他們相信自己的工作有相當不錯的前途。✎

of the respondents (23% of the total) indicated that service charges made up of less than 20% of their earnings per tour, those indicating different proportions of service charges in relation to their earnings per tour were fewer in number, but not by much (see Table 2).

As far as the proportion of service charges in relation to the earnings made by tour escorts is concerned, it has been commonly believed that it should exceed 60%. The above result, however, reveals that service charges actually made up of a much smaller proportion of the earnings of tour escorts. This may be attributable to a rising number of self-pay activities on the itineraries of package tours in recent years, most of which bring in earnings for tour escorts, and an increasing amount of commissions earned by tour escorts from taking the tour groups to shop or providing other services for them.

表二：服務費佔每團平均收入的比例  
Table 2: Proportion of service charges in relation to average earnings per tour

服務費所佔比例 Proportion of service charges	受訪者人數(百分比) No. of respondents (%)
< 20%	29 (23.0)
21% - 40%	19 (15.1)
41% - 60%	24 (19.0)
61% - 80%	26 (20.6)
81% - 100%	28 (22.2)

## The future of tour escorts

Since June this year, travel agents have been allowed to decide on their own the amounts of package tour service charges for their outbound tours, which, some tour escorts have feared, may result in the decline of their earnings. Nevertheless, **judging from the results of the survey, it seems that the earnings of tour escorts have already comprised different components, with service charges just one of them.** The proportion of service charges in relation to total earnings varies among tour escorts, which is related to such factors as their work experience, the arrangements of their travel agents, whether the package tours are long-haul or short-haul, and the types of the tours they escort.

The future earnings of tour escorts depend on the market's demand for them, which in turn depends on the future development of the market. Having said that, for package tours accompanied by tour escorts, they play a critical role in delivering quality service for the tour groups. And if travel agents want to ensure quality service for their tours, they have to ensure the quality of their tour escorts and make them believe that their jobs have good prospects. ✎