



Outstanding Quality Tourism Services Merchant Service Staff Award 2015















# **Contents**

| 1 | Introduction                              | P.1     |
|---|-------------------------------------------|---------|
|   | About the Award                           | P.2-6   |
|   | Objectives                                |         |
|   | Award Structure                           |         |
|   | ◆ Eligibility                             |         |
|   | Judging Arrangement                       | P.7-11  |
|   | Judging Criteria                          |         |
|   | Judging Process and Procedures            |         |
|   | Language Medium                           |         |
|   | The Panel Judges                          |         |
|   | Key Benefits                              | P.12    |
|   | Award Prizes                              |         |
|   | Award Presentation Ceremony               |         |
|   | Advertising Opportunities                 |         |
|   | Application Details                       | P.13-16 |
|   | Participation Fee and Required Documents  |         |
|   | Submission Method                         |         |
|   | Award Timetable                           |         |
|   | • Enquiries                               |         |
|   | Terms and Conditions                      |         |
|   | About the Quality Tourism Services Scheme | P.17    |
|   | Application & Nomination Form             | P.18-24 |

# Introduction

Since 1999, the Quality Tourism Services (QTS) Scheme has contributed to elevating the service standards of Hong Kong's retail and dining sectors. The first Quality Tourism Services (QTS) Merchant Awards was organised by the Hong Kong Tourism Board (HKTB) in 2011 to honour longstanding QTS-accredited merchants for their support, as well as those who have demonstrated exceptional performance. In 2013, HKTB extended the QTS Awards to QTS-accredited merchants' frontline staff and launched the Outstanding QTS Merchant Service Staff Award (the Award).

The **Outstanding QTS Merchant Service Staff Award** will be organised again in 2015 to recognise QTS-accredited merchants' service staff who have contributed towards service excellence in their industry. The Award is currently open for application and nomination. Please take this opportunity to nominate outstanding candidates who have demonstrated excellence in merchant services for their fine work.







# **About the Award**

Frontline sales and service staff are the face of the tourism industry, and represent Hong Kong's warm welcome to visitors in the region. The **Outstanding QTS Merchant Service Staff Award** recognises the vital role of QTS-accredited merchants' frontline staff in supporting local tourism, and is dedicated to honouring their efforts.

# **Objectives**

- To recognise outstanding performers and promote a culture of service excellence among QTS-accredited merchants and their staff
- To promote outstanding customer service provided by QTS-accredited merchants' staff to the public
- To provide additional incentive for merchants and their staff to achieve excellent customer service
- To reinforce the professional status and value proposition of the QTS Scheme to merchants in related trades







# **Award Structure**

There are three awards open for application. Each award is divided into 12 key sector categories, spanning four restaurant sectors, seven retail and services sectors and one visitor accommodation sector.

Gold, Silver and Bronze Awards will be honoured to the candidates with the top three highest scores in each sector category of each award type.

# **Award Type**

- Individual Award Frontline Sales / Service Staff
- Individual Award Supervisory Staff
- Team Award

# **Sector Category**

| Restaurant Sector | Restaurant Sector                                                                           |                                                                                                    |                                                                                                          |  |  |
|-------------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--|--|
| ■ Asian Cuisine   | <ul><li>Indian</li><li>Korean</li><li>Singaporean</li><li>Vietnamese</li></ul>              | <ul><li>Indonesian</li><li>Malaysian</li><li>Southeast Asian</li><li>Other Asian Cuisine</li></ul> | <ul><li>Japanese</li><li>Nepalese</li><li>Thai</li></ul>                                                 |  |  |
| ■ Chinese Cuisine | <ul><li>Cantonese</li><li>Hangzhou</li><li>Sichuan</li><li>Vegetarian</li></ul>             | <ul><li>Chiu Chow</li><li>Peking</li><li>Taiwanese</li><li>Yunnan</li></ul>                        | <ul><li>Hakka</li><li>Shanghainese</li><li>Traditional Hong Kong</li><li>Other Chinese Cuisine</li></ul> |  |  |
| ■ Western Cuisine | <ul><li>American</li><li>Italian</li><li>Portuguese</li><li>Other Western Cuisine</li></ul> | <ul><li>Continental</li><li>Mediterranean</li><li>Spanish</li></ul>                                | <ul><li>French</li><li>Mexican</li><li>Turkish</li></ul>                                                 |  |  |
| ■ Other Cuisine   | <ul><li>Bars &amp; Pubs</li><li>Fast Food / Take Away</li></ul>                             | <ul><li>Comic / Theme Restaurants</li><li>International Cuisine</li></ul>                          | <ul><li>Desserts</li><li>Others</li></ul>                                                                |  |  |

### **Retail / Services Sector** ■ AV, Computer & Telecom Products Handbags, Shoes & ■ Clothing & Clothing & Accessories Custom Tailors Accessories **Leather Goods** ■ Cosmetics, Personal Care Products & Stores ■ Department Stores & Home Decorations **■** Foodstuffs Chinese Health Tonic Dried Seafood Foodstuffs Food Jewellery & Watches ■ Other Specialty Antiques, Arts & Crafts • General Merchandise & Money Changers & Stores Miscellaneous Goods **Money Transfer Services** Optical Goods Others Musical Instruments

### **Visitor Accommodation**

**■** Licensed Guest Houses

# Eligibility

The Award is open for application to frontline staff at current QTS-accredited merchants in the retail, dining and visitor accommodation sectors.

### Individual Award – Frontline Sales / Service Staff

- Nominees may be full-time or part-time staff
- Full-time staff have to have been employed for at least six months by the participating company
- Part-time staff have to have been employed for at least 12 months by the participating company, working an average of 17.5 hours per week
- Staff who supervise other employees are not eligible for nomination in the Frontline Sales / Service level
- Three members of staff may be nominated per each QTS-accredited merchant outlet, and each QTS-accredited merchant can nominate up to 20 staff for the award in its sector category

### Individual Award – Supervisory Staff

- Nominees must be full-time staff and have at least one year of supervisory experience
- Nominees have to have been employed for at least six months by the participating company
- The scope of supervision should not be more than one outlet
- One member of staff may be nominated per each QTS-accredited merchant outlet, and each QTS-accredited merchant can nominate up to 20 staff for the award in its sector category

#### Team Award

- Nominated team must consist of one to two supervisory staff and three to four frontline sales / service staff from the same outlet during the award assessment period
- For frontline sales / service staff, the requirements of Individual Frontline Sales / Service Staff Award apply
- For supervisory staff, the requirements of Individual Supervisory Staff Award apply
- One team may be nominated per each QTS-accredited merchant outlet, and each QTS-accredited merchant can nominate up to 10 teams for the award in its sector category
- Nominees of Individual Awards on frontline sales / service and supervisory levels can be nominated for the Team Award concurrently
- Team membership requirements:
  - Stability: Teams should maintain a certain degree of stability over the entire award assessment period.
     This criterion is specified in Table 1 below
  - Replacement: A team can replace any member(s) who have left the team during the assessment period once. Specifically, four-member teams can nominate one new member; five- and six-member teams can nominate up to two new members. The Award organiser should be informed of such membership changes in writing within two weeks after the new member(s) join(s) the team
  - Teams that fail to follow these two criteria will be disqualified

Table 1: Team Membership Requirements

| Initial Team Size<br>(Date of Application) | Number of Retained Team Members during Assessment Period | Replacement: Number<br>of New Members<br>Nominated during<br>Assessment Period |
|--------------------------------------------|----------------------------------------------------------|--------------------------------------------------------------------------------|
| Four                                       | Three (with at least one supervisor)                     | One                                                                            |
| Five                                       | Three (with at least one supervisor)                     | Two                                                                            |
| Six                                        | Four (with at least one supervisor)                      | Two                                                                            |

# **Judging Arrangement**

### **Judging Criteria**

#### Individual Award – Frontline Sales / Service Staff

#### ■ Commitment to Tourism Services Concept (40%)

- Staff is familiar with the concept of providing quality service to tourists
- Staff serves as an ambassador to recognise and introduce the service of the merchant and the appeal of the community to tourists
- Staff is able to meet tourists' unique needs and expectations consistently

#### Attitude & Dedication (15%)

- Staff is warm, patient and enthusiastic with a consistently positive attitude when interacting with customers
- Staff is honest, candid and passionate about serving customers

#### ■ Personal Presentation (15%)

- Staff maintains a neat and tidy personal appearance
- Staff responds to customers' enquiries in a polite manner

### ■ Serving Skills (15%)

- Staff shows excellent product knowledge and serves customers professionally and promptly
- Staff possesses good communication skills to solicit customers' requirements through effective listening and probing techniques

### ■ Cooperation & Teamwork (15%)

- Staff is willing to provide assistance to other colleagues who are in need
- Staff exhibits appreciation for and motivation to creating an encouraging working environment

### Individual Award – Supervisory Staff

#### ■ Commitment to Tourism Services Concept (40%)

- Staff is familiar with the concept of providing quality service to tourists
- Staff serves as an ambassador to recognise and introduce the service of the merchant and the appeal of the community to tourists
- Staff is able to meet tourists' unique needs and expectations consistently

#### Attitude & Dedication (15%)

- Staff is warm, patient and enthusiastic with a consistently positive attitude when interacting with customers
- Staff is honest, candid and passionate about serving customers

#### Personal Presentation (15%)

- Staff maintains a neat and tidy personal appearance
- Staff responds to customers' enquiries in a polite manner

#### Serving Skills (15%)

- Staff shows excellent product knowledge and serves customers professionally and promptly
- Staff possesses good communication skills to solicit customers' requirements through effective listening and probing techniques

#### ■ Cooperation & Teamwork (15%)

- Staff leads the team to deliver quality service to customers
- Staff provides timely, precise and direct coaching to subordinates
- Staff oversees the team's operation and is able to provide guidance to other colleagues who are in need proactively
- Staff exhibits appreciation for and motivation to creating an encouraging working environment

#### Team Award

#### ■ Commitment to Tourism Services Concept (40%)

- The Team is familiar with the concept of providing quality service to tourists
- The Team serves as ambassadors to recognise and introduce the service of the merchant and the appeal of the community to tourists
- The Team is able to meet tourists' unique needs and expectations consistently

#### ■ Attitude & Dedication (15%)

- The Team is warm, patient and enthusiastic with a consistently positive attitude when interacting with customers
- The Team is honest, candid and passionate about serving customers

#### ■ Personal Presentation (15%)

- The Team maintains a neat and tidy personal appearance
- The Team responds to customers' enquiries in a polite manner

### ■ Serving Skills (15%)

- The Team shows excellent product knowledge and serves customers professionally and promptly
- The Team possesses good communication skills to solicit customers' requirements through effective listening and probing techniques

### ■ Cooperation & Teamwork (15%)

- The Team delivers quality service to customers
- The Team possesses clear division of labour and demonstrates strong teamwork to operate the outlet smoothly
- Staff are willing to provide assistance to other colleagues who are in need
- Supervisor is able to oversee the team's operation and provide guidance to subordinates clearly
- The Team exhibits appreciation for and motivation to creating an encouraging working environment

# **Judging Process and Procedures**

# Individual Awards – Frontline Sales / Service Staff and Supervisory Staff

The selection of the Outstanding QTS Merchant Service Staff Individual Awards for Frontline Sales / Service Staff and Supervisory Staff will be based on a three-level screening process, starting with a broad screening, individual interview and a final shortlisted interview. The final interview determines the three winners in each category.

| Judging Process                              | Judging Procedures                                                                                                                                                                                                                                                                                                                        | Candidates               |
|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| Level I Assessment<br>(10% of Final Score)   | <ul> <li>Screening Test</li> <li>Candidates will be invited to attend a written screening test.</li> <li>The top 10 semi-finalists of each category will be selected for Level II Assessment – Interview.</li> <li>Results will be notified to individual participating companies.</li> </ul>                                             | All candidates           |
| Level II Assessment<br>(30% of Final Score)  | <ul> <li>Interview</li> <li>Shortlisted candidates will be invited to a face-to-face interview.</li> <li>The top five finalists of each category will be selected for Level III Assessment – Judging Panel Interview.</li> <li>Results will be notified to individual participating companies.</li> </ul>                                 | Top 10<br>semi-finalists |
| Level III Assessment<br>(60% of Final Score) | <ul> <li>Judging Panel Interview</li> <li>The shortlisted finalists will enter the Judging Panel Interview.</li> <li>Candidates with the top three highest scores in each category will be selected to be the Gold, Silver and Bronze Award winners.</li> <li>Results will be announced to individual participating companies.</li> </ul> | Top five finalists       |

### **Team Award**

The selection of the Outstanding QTS Merchant Service Staff Team Award will be based on a three-level screening process, starting with a broad screening based on videotaped and written self-introductions, mystery shoppers' assessment and a final shortlisted interview. The final interview determines the three winning teams in each sector category.

| Judging Process                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Judging Procedures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Candidates               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| Self-introduction  Each Team will be required to submit a self-introduction upon application in the format of (1) a two-page written report (in Chinese or English), and (2) a five-minute video.  The aim of the self-introduction is to demonstrate the team's spirit and performance based on the judging criteria.  The top 10 semi-finalists of each category will be selected for Level II assessment — Mystery Shoppers.  Results will be notified to individual participating companies. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | All teams                |
| Level II Assessment<br>(30% of Final Score)                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <ul> <li>Mystery Shoppers</li> <li>Teams that enter Level II Assessment should provide a staff roster that covers the Level II Assessment period.</li> <li>A total of two mystery shopping assessments will be conducted with each shortlisted team in its outlet during a designated period.</li> <li>All participating team members of the shortlisted team must be onduty for mystery assessment.</li> <li>The top five semi-finalists of each category will be selected for Level III assessment – Judging Panel Interview.</li> <li>Results will be notified to individual participating companies.</li> </ul> | Top 10<br>semi-finalists |
| Level III Assessment (60% of Final Score)  Judging Panel Interview  Shortlisted finalists will enter the Judging Panel Interview.  The top three teams with highest scores in each sector category will be awarded as Gold, Silver and Bronze Award winners.  Results will be announced to individual participating companies.                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Top five finalists       |

# Language Medium

All interviews will be conducted primarily in Cantonese.

### The Panel Judges

The judging panel for the Outstanding QTS Merchant Service Staff Award comprises experienced members of the tourism services sector, whose expertise spans the breadth of the award's categories.

#### The panel includes:



Professor Andrew Chan, SBS, JP Director, EMBA Programme, The Chinese University of Hong Kong



Ms Caroline Mak
Chairman,
Hong Kong Retail Management Association



The Hon Tommy Cheung, SBS, JP

Legislative Councillor,
Catering Functional Constituency,
Hong Kong Special Administrative Region



Mr Michael Wu, MH, JP

Chairman,
Travel Industry Council of Hong Kong



Mrs Selina Chow, GBS, OBE, JP Honorary Adviser, Quality Tourism Services Association Governing Council



The Hon Yiu Si-wing

Legislative Councillor,
Tourism Functional Constituency,
Hong Kong Special Administrative Region



Mr Winston Chow

Quality Tourism Services Committee Member



Mr Philip Yung, JP

Commissioner for Tourism, Tourism Commission,
Commerce & Economic Development Bureau,
The Government of the
Hong Kong Special Administrative Region



Mrs Agnes Mak Tang Pik-yee, MH, JP Executive Director, Hong Kong Productivity Council

# **Key Benefits**

In order to promote the efforts of QTS-accredited merchants and their staff in furthering customer service excellence, the Outstanding QTS Merchant Service Staff Award offers numerous promotional benefits. It also fosters appreciation for QTS-accredited merchants' frontline staff while honouring them for their exemplary work.

### **Award Prizes**

The top three candidates with the highest scores in each award type will receive the following prizes in recognition of their efforts:

| Award Type                                            | Gold                                      | Silver                                    | Bronze                                    |
|-------------------------------------------------------|-------------------------------------------|-------------------------------------------|-------------------------------------------|
| Individual Award –<br>Frontline Sales / Service Staff | HK\$10,000<br>spending credit +<br>trophy | HK\$5,000<br>spending credit +<br>trophy  | HK\$3,000<br>spending credit +<br>trophy  |
| Individual Award —<br>Supervisory Staff               | HK\$10,000<br>spending credit +<br>trophy | HK\$5,000<br>spending credit +<br>trophy  | HK\$3,000<br>spending credit +<br>trophy  |
| Team Award                                            | HK\$25,000<br>spending credit +<br>trophy | HK\$20,000<br>spending credit +<br>trophy | HK\$15,000<br>spending credit +<br>trophy |

The top 10 semi-finalists in each sector category of each award type will receive a certificate of merit for the Award. All participants will receive a certificate of participation for the Award.

### **Award Presentation Ceremony**

The Award Ceremony will be held at the QTSA Annual Dinner cum QTS Awards Ceremony in May 2015. All Gold, Silver and Bronze winners will be invited to the ceremony and to go on stage to receive their certificates and trophies.

## **Advertising Opportunities**

HKTB will use information provided by participating companies for publicity, marketing and promotional purposes relating to the Award. These include promotional efforts in traditional print and online media, as well as the HKTB website.

#### **Advertisements**

Advertisements will be published in print or other effective media deemed appropriate by HKTB to announce the semi-finalists, finalists and their respective companies upon completing the Level I selection process.

### Website

Announcements will be published on DiscoverHongKong.com or other effective media deemed appropriate by HKTB to promote the award winners and their respective companies.

# **Application Details**

Applications will be conducted in three phases. Candidates are required to submit the following before the deadline.

# **Participation Fee and Required Documents**

# Individual Awards - Frontline Sales / Service Staff and Supervisory Staff

| Phase    | Participation Fee<br>(per person) | Required Documents                                                                                                                                                                                                                                                                   | Deadline          |
|----------|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Phase 1  | HK\$580                           | <ul><li>Application Form</li></ul>                                                                                                                                                                                                                                                   | 30 September 2014 |
| Phase 2* | HK\$2,800                         | <ul> <li>Passport sized photos of candidates with the following requirements:</li> <li>Company uniform must be worn</li> <li>Photos in the size of         <ul> <li>40mm(W) x 50mm(H); or</li> <li>JPEG image in resolution of</li> <li>1200px(W) x 1600px(H)</li> </ul> </li> </ul> | 18 November 2014  |
| Phase 3* | HK\$7,800                         |                                                                                                                                                                                                                                                                                      | 9 January 2015    |

### **Team Award**

| Phase    | Participation Fee<br>(per team) | Required Documents                                                                                                                                                                                            | Deadline          |
|----------|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Phase 1  | HK\$1,800                       | <ul> <li>Application Form</li> <li>Time schedule for mystery shopper arrangement</li> </ul>                                                                                                                   | 30 September 2014 |
| Phase 2* | HK\$5,800                       | <ul> <li>Photos of candidates with the following requirements:</li> <li>Company uniform must be worn</li> <li>Photos in 3R size; or         JPEG image in resolution of 1200px(W) x 1600px(H)     </li> </ul> | 27 November 2014  |
| Phase 3* | HK\$18,800                      |                                                                                                                                                                                                               | 28 February 2015  |

# **Submission Method**

By post to:

Outstanding QTS Merchant Service Staff Award 2015

School of Hotel and Tourism Management, The Chinese University of Hong Kong, Shatin, Hong Kong

A crossed cheque payable to the "Hong Kong Tourism Board" with company name and contact details stated clearly on the back should be mailed to the above address.

<sup>\*</sup> Only candidates selected for Level II / Level III Assessment will be required to pay the Phase 2 / Phase 3 participation fee respectively.

# Award Timetable

# Individual Awards – Frontline Sales / Service Staff and Supervisory Staff

| Application Deadline    |                                                               | 30 September 2014                       |
|-------------------------|---------------------------------------------------------------|-----------------------------------------|
| Level I                 | <ul><li>Screening Test</li><li>Results Announcement</li></ul> | 27-28 October 2014<br>11 November 2014  |
| Level II                | <ul><li>Interview</li><li>Results Announcement</li></ul>      | 24-27 November 2014<br>15 December 2014 |
| Level III               | Judging Panel Interview                                       | 26-28 January 2015                      |
| Notification to Winners |                                                               | February 2015                           |
| Award Ceremony          |                                                               | May 2015                                |

### **Team Award**

| Application Deadline    |                                                                                | 30 September 2014                                           |
|-------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------|
| Level I                 | <ul><li>Submission of Self-introduction</li><li>Results Announcement</li></ul> | 31 October 2014<br>17 November 2014                         |
| Level II                | <ul><li>Mystery Shoppers' Assessment</li><li>Results Announcement</li></ul>    | 15 December 2014 to early February 2015<br>20 February 2015 |
| Level III               | Judging Panel Interview                                                        | 16-18 March 2015                                            |
| Notification to Winners |                                                                                | April 2015                                                  |
| Award Ceremony          |                                                                                | May 2015                                                    |

# Enquiries

Ms Dawn Ma / Ms Michelle Pun 3943 4401 ag qtsenquiry@baf.cuhk.edu.hk

### **Terms and Conditions**

- 1. Candidates must be the frontline staff employed by the QTS-accredited merchants.
- For the Individual Frontline Sales / Service Staff Award, each QTS-accredited outlet can nominate a maximum
  of THREE staff for the Award, whereas each QTS-accredited merchant can nominate up to 20 staff for the
  Award.
- 3. For the Individual Supervisory Staff Award, each QTS-accredited outlet can nominate a maximum of ONE staff for the Award, whereas each QTS-accredited merchant can nominate up to 20 staff for the Award.
- 4. For the Team Award, the nominated team must consist of one to two supervisory and three to four frontline staff at maximum from the same outlet from the date of application submission to 31 May 2015. The eligibility of nominated supervisory and frontline staff is the same as with the Individual Awards. Each QTS-accredited outlet can nominate a maximum of ONE team for the Award, whereas each QTS-accredited merchant can nominate up to 10 teams for the Award.
- 5. Candidates should enter into the most appropriate sector category (please refer to Page 3 and 4 of this brochure). The Hong Kong Tourism Board (HKTB) ("the Organiser") reserves the right to change the sector category of any candidates. Affected candidates will be informed of the changes in due course.
- 6. Participation fees must be paid at the time of application. Candidates who for whatever reasons withdraw from the Award, fail to pay the participation fees in a timely manner or are not able to attend the adjudication activities arranged by the Organiser, are regarded as having withdrawn from the Award competition. Participation fees paid are not refundable under any circumstances.
- 7. Please submit the Application Form postmarked no later than 30 September 2014. Late submissions will not be considered.
- 8. The Organiser has the right to use any information provided by the candidates, including the company name, logo and trademark, and personal information of the candidates for the purposes of processing applications, adjudication, marketing and promotional activities in relation to the Award. This information may be transferred to other authorised parties for implementing the Award related activities.
- 9. Any false or misleading information provided by the candidate will result in disqualification and withdrawal from participating in the Award process by the Organiser. Participation fees will not be refunded.
- 10. The top three candidates in each sector category for each type of award selected by the panel judges will receive the following prizes in recognition of their efforts:

| Award Type                                            | Gold                                      | Silver                                    | Bronze                                    |
|-------------------------------------------------------|-------------------------------------------|-------------------------------------------|-------------------------------------------|
| Individual Award –<br>Frontline Sales / Service Staff | HK\$10,000<br>spending credit +<br>trophy | HK\$5,000<br>spending credit +<br>trophy  | HK\$3,000<br>spending credit +<br>trophy  |
| Individual Award —<br>Supervisory Staff               | HK\$10,000<br>spending credit +<br>trophy | HK\$5,000<br>spending credit +<br>trophy  | HK\$3,000<br>spending credit +<br>trophy  |
| Team Award                                            | HK\$25,000<br>spending credit +<br>trophy | HK\$20,000<br>spending credit +<br>trophy | HK\$15,000<br>spending credit +<br>trophy |

- 11. Candidates should read and understand the Terms and Conditions. Once the application is submitted, the candidates and the employer companies are regarded as having read and accepted the Terms and Conditions fully and unconditionally.
- 12. The Organiser reserves the right to change the Award information, adjudication criteria, Terms and Conditions without prior notice. The Organiser reserves the right of interpretation of the judging.
- 13. Appeals will not be accepted. The Organiser has the right to make the final decision on the eligibility of the candidates, results of the adjudication and any other award related disputes.



# **About the Quality Tourism Services Scheme**

The Quality Tourism Services Scheme was established in 1999 by the Hong Kong Tourism Board (HKTB) to set the benchmark for service excellence in the retail and restaurant sectors, and to enhance the service level of these sectors and visitors' confidence in dining and shopping in Hong Kong. Since its inception, the scheme has been a well-recognised service quality assessment programme in Hong Kong, with over 8,000\* retail and restaurant outlets bearing the renowned QTS decal and enjoying the privileges and benefits of the Scheme. For details, please visit http://partnernet.hktb.com/en/quality\_tourism\_services/index.html.













| or Official Use Only: | QTS Merchant No.: | Category: | Chagua No : | Date Received: |  |
|-----------------------|-------------------|-----------|-------------|----------------|--|
|                       |                   |           |             |                |  |

# Outstanding Quality Tourism Services Merchant Service Staff Award 2015

# **Application Form**

# Submission Deadline: 30 September 2014

Please submit the following documents by mail to "Outstanding QTS Merchant Service Staff Award 2015", School of Hotel and Tourism Management, The Chinese University of Hong Kong, Shatin, Hong Kong.

- 1. Completed application form
- 2. A crossed cheque for the appropriate amount of the application fee made payable to "Hong Kong Tourism Board". Please state the company name and contact details clearly on the back of the cheque.
- 3. For enquiries, please contact Ms Dawn Ma / Ms Michelle Pun (Tel: 3943 4401, E-mail: qtsenquiry@baf.cuhk.edu.hk)

| Part 7 | I Award | Type (c | an select | more t | han one | type) |
|--------|---------|---------|-----------|--------|---------|-------|
|--------|---------|---------|-----------|--------|---------|-------|

| Individual Award – Frontline Sales / Service Staf |
|---------------------------------------------------|
| Individual Award — Supervisory Staff              |
| Team Award                                        |

# Part 2 Sector Category \*

| Asian Cuisine   | AV, Computer & Telecom Products            | Foodstuffs             |
|-----------------|--------------------------------------------|------------------------|
| Chinese Cuisine | Clothing & Accessories                     | Jewellery & Watches    |
| Western Cuisine | Cosmetics, Personal Care Products & Stores | Other Specialty Stores |
| Other Cuisine   | Department Stores & Home Decorations       | Licensed Guest Houses  |

# Part 3 Company Information

| *Company Name:            | (English):                                                    |                   |          |                       |  |  |  |
|---------------------------|---------------------------------------------------------------|-------------------|----------|-----------------------|--|--|--|
|                           | (中文):                                                         |                   |          |                       |  |  |  |
| *Contact Person:          | (English):                                                    |                   |          |                       |  |  |  |
|                           | (中文):                                                         |                   |          |                       |  |  |  |
| *Title:                   | (English):                                                    |                   |          |                       |  |  |  |
|                           | (中文):                                                         |                   |          |                       |  |  |  |
| Tel:                      |                                                               | Fax:              |          |                       |  |  |  |
|                           |                                                               |                   |          |                       |  |  |  |
| Correspondence Add        |                                                               |                   |          |                       |  |  |  |
| Jonosponachoc Add         |                                                               |                   |          |                       |  |  |  |
|                           |                                                               |                   |          |                       |  |  |  |
| Award Type                | Frontline Sales /<br>Service Level                            | Supervisory Level | Team     | Total                 |  |  |  |
| Number of<br>Participants |                                                               |                   |          |                       |  |  |  |
|                           |                                                               |                   |          |                       |  |  |  |
|                           | abide by the regulations of t<br>rovided is true and accurate | =                 |          | 2015″ and declare tha |  |  |  |
| Signature:                |                                                               |                   |          |                       |  |  |  |
| Name of Signatory:        |                                                               |                   |          |                       |  |  |  |
|                           |                                                               |                   |          |                       |  |  |  |
| Date:                     |                                                               |                   | y Stamp: |                       |  |  |  |

<sup>\*</sup> Please provide the information in both English & Chinese

# Part 4A Staff Nomination — Individual Awards

| ce Staff            | □ Supervisory Staff                                                         |
|---------------------|-----------------------------------------------------------------------------|
| (English):          |                                                                             |
| (中文):               |                                                                             |
| (English): Mr / Ms  |                                                                             |
| (中文): 先生 / 小        | 姐                                                                           |
|                     | (中文):                                                                       |
| rent Company:       |                                                                             |
| ☐ Full-Time         | ☐ Part-Time (Average working hours per week)                                |
|                     |                                                                             |
|                     |                                                                             |
|                     |                                                                             |
|                     |                                                                             |
|                     |                                                                             |
| Cantonese           | □ English □ Putonghua                                                       |
| Others, please      | specify:                                                                    |
|                     |                                                                             |
| (optional)          |                                                                             |
| demonstrate specif  | fic achievement can be submitted together with the application form. Please |
| mes (submitted copy | will not be returned):                                                      |
|                     |                                                                             |
|                     |                                                                             |
| omment on Candido   | ate's Performance                                                           |
|                     |                                                                             |
|                     |                                                                             |
|                     |                                                                             |
|                     |                                                                             |
|                     |                                                                             |
|                     |                                                                             |
|                     | Company Stamp:                                                              |
|                     | (English):                                                                  |

<sup>\*</sup> Please provide the information in both English & Chinese

# Part 4B Staff Nomination – Team Award

| *Company Name:           | (English):             |                                             |   |
|--------------------------|------------------------|---------------------------------------------|---|
|                          | (中文):                  |                                             |   |
| Outlet Name:             |                        |                                             |   |
| Outlet Address:          |                        |                                             |   |
| Outlet Tel:              |                        |                                             |   |
| Details of Participation | na Candidates:         |                                             |   |
| Frontline Sales / Servi  |                        |                                             |   |
|                          |                        |                                             |   |
| ramo di dandidato i      |                        | 1                                           |   |
| *Title: (English):       |                        | (中文):                                       |   |
|                          |                        |                                             |   |
|                          |                        | ☐ Part-Time (Average working hours per week |   |
| Role & Responsibilities  | :                      |                                             |   |
| Language:                | Cantonese              | □ English □ Putonghua                       |   |
|                          | ☐ Others, please s     | pecify:                                     |   |
|                          |                        |                                             |   |
| *Name of Candidate 2     | : (English): Mr / Ms _ |                                             |   |
|                          | (中文): 先生 / 小姐          | <u> </u>                                    |   |
| *Title: (English):       |                        | (中文):                                       |   |
| Year(s) of Service in C  | urrent Company:        |                                             |   |
| Working Mode:            | ☐ Full-Time            | ☐ Part-Time (Average working hours per week | ) |
| Role & Responsibilities  | :                      |                                             |   |
|                          |                        |                                             |   |
| Language:                | ☐ Cantonese            |                                             |   |
|                          | Others, please s       | DECITY:                                     |   |

<sup>\*</sup> Please provide the information in both English & Chinese

# PLEASE COPY THIS PAGE IF YOU HAVE MORE THAN ONE ENTRY

| *Name of Candidate 3:        | e of Candidate 3: (English): Mr / Ms |                     |                          |    |
|------------------------------|--------------------------------------|---------------------|--------------------------|----|
|                              | (中文): 先生 / 小姐                        |                     |                          |    |
| *Title: (English):           |                                      |                     | (中文):                    |    |
| Year(s) of Service in Curre  | ent Company:                         |                     |                          |    |
| Working Mode:                | ☐ Full-Time                          | ☐ Part-Time (Averag | e working hours per week | _) |
| Role & Responsibilities:     |                                      |                     |                          |    |
| Language:                    |                                      | □ English           | □ Putonghua              |    |
| Lunguuge.                    |                                      | •                   | - Pulongnuu              |    |
| *Name of Candidate 4:        |                                      |                     |                          |    |
| *Title: (English):           |                                      |                     |                          |    |
| *Title: (English):(中文):(中文): |                                      |                     |                          |    |
| Working Mode:                | ☐ Full-Time                          | ☐ Part-Time (Averag | e working hours per week | _) |
| Role & Responsibilities:     |                                      |                     |                          |    |
|                              |                                      |                     |                          |    |
| Language:                    | ☐ Cantonese                          | ☐ English           | ☐ Putonghua              |    |
|                              | ☐ Others, please spe                 | cify:               |                          |    |
|                              |                                      |                     |                          |    |

# PLEASE COPY THIS PAGE IF YOU HAVE MORE THAN ONE ENTRY

# Supervisory Staff

| *Name of Candidate 1:                  | (English): Mr / Ms   |                                              |  |  |
|----------------------------------------|----------------------|----------------------------------------------|--|--|
|                                        | (中文): 先生 / 小姐        |                                              |  |  |
| *Title: (English):                     |                      | (中文):                                        |  |  |
| Year(s) of Service in Curre            | ent Company:         |                                              |  |  |
| Working Mode:                          | ☐ Full-Time          | ☐ Part-Time (Average working hours per week) |  |  |
| Role & Responsibilities:               |                      |                                              |  |  |
|                                        |                      |                                              |  |  |
| Language:                              | ☐ Cantonese          | □ English □ Putonghua                        |  |  |
|                                        | ☐ Others, please spe | cify:                                        |  |  |
|                                        |                      |                                              |  |  |
|                                        |                      |                                              |  |  |
| *Name of Candidate 2:                  | (English): Mr / Ms   |                                              |  |  |
|                                        | (中文): 先生 / 小姐        |                                              |  |  |
| *Title: (English):                     |                      | (中文):                                        |  |  |
| Year(s) of Service in Current Company: |                      |                                              |  |  |
| Working Mode:                          | ☐ Full-Time          | ☐ Part-Time (Average working hours per week) |  |  |
| Role & Responsibilities:               |                      |                                              |  |  |
|                                        |                      |                                              |  |  |
| Language:                              | Cantonese            | □ English □ Putonghua                        |  |  |
|                                        | ☐ Others, please spe | cify:                                        |  |  |

#### PLEASE COPY THIS PAGE IF YOU HAVE MORE THAN ONE ENTRY

Please indicate the preferred roster for Mystery Shopper assessment during 15 December 2014 to 5 February 2015. Date Time **Supporting Document (optional)** Additional information to demonstrate specific achievement can be submitted together with the application form. Please specify the document names (submitted copy will not be returned): Supervisor's Overall Comment on the Team's Performance Signature: Name of Supervisor: Title: Company Stamp: