

# Quality Tourism Services Scheme Assessment Checklist Restaurants

The assessment criteria of the Quality Tourism Services (QTS) Scheme provide a "moment in time" picture of the service status of the applicant merchants and these criteria are expressed in terms of a checklist.

## Contributors and Assessment Elements

Five Contributors, namely Environment, Products, Processes, People and Systems, are used to represent the key enablers for merchants to produce value and satisfaction for visitors. For each Contributor, a set of Assessment Elements together with the appropriate maximum number of points for each Assessment Element have been identified.

By using this Assessment Checklist, the applicant merchant can identify both its strengths for building competitive advantages and areas for improvement - ranging from issues that require a long-term strategic change to short-term "quick fixes".

## Rating

Rating for each criterion is a combination of two factors:

- **"Approach"** is concerned with the *methods* the applicant merchant uses to address the criterion.
- **"Deployment"** is concerned with the *extent* to which the applicant merchant has implemented the approach to its full potential.

For rating of "Approach" and "Deployment", the applicant merchants should assess itself through the eyes of its customers and choose one of the five levels of Poor (0%), Unsatisfactory (30%), Satisfactory (60%), Good (80%) or Excellent (100%) by putting a tick at the appropriate place. Count the total number of ticks for each level and insert the number into the appropriate bracket ( ) for each level. The sum of the marks should be inserted in the bracket [ ].

By using the prescribed formula, you will be able to calculate the number of points for a particular Assessment Element. By repeating the same calculating methods, points for all Assessment Elements can be worked out. To know your Total Points, you need only to insert and add up all the points for each Assessment Element in the Summary of Points - Restaurants provided.

## The Points Obtained By Your Organisation

The maximum Total Points are 1,000. If ***you obtain at least 600 Total Points AND not less than 60% (Satisfactory) Level of Satisfaction for each of the Assessment Elements***, your organisation is eligible to make an application under the QTS Scheme for a comprehensive professional assessment in order to determine whether your organisation may become QTS certified.

If ***you obtain less than 600 Total Points or less than 60% (Satisfactory) Level of Satisfaction for any of the Assessment Elements***, your organisation should "deploy" the appropriate "approach" to upgrade and make improvements on those Assessment Elements that have scored low marks.

To ensure total service quality is achieved in accordance with the assessment criteria of the QTS Scheme, your organisation needs to obtain ***at least 600 Total Points AND not less than 60% (Satisfactory) Level of Satisfaction for each of the Assessment Elements*** in both self-assessment and on-site assessment in order to be eligible for the Scheme.

## "Good Plus"

"Good Plus" elements are not scored but are recognised as value-added elements that can be aspired to for the benefit of continual upgrading and further development of the applicant organisation.

## Chain or Franchise Business

In order to comply with the assessment criteria of the QTS Scheme, your organisation has to ensure that the management approach leads to quality services throughout the business. Such management should also be extended to all outlets if your organisation is running a chain or franchise business. During the self-assessment, you should score each assessment criterion according to the extent to which the good practices are "deployed". Therefore, ***you only have to submit ONE assessment checklist for your application***. The assessment checklist should consolidate the scoring which is based on your management approach and the extent to which the approach is widely applied in your business and across your outlets.

## Quality Tourism Services Scheme Assessment Checklist Restaurants

### Notes for Calculation of Points for Each of the Assessment Elements

Please "✓" where appropriate

(     ) No. of "✓" in the appropriate column

[     ] Sum of marks in the row

## 1. ENVIRONMENT

### Performance Criteria (150 Points)

The physical location as well as the external and internal conditions of a restaurant will stimulate customers' mood for consumption and selection.

### Assessment Elements

#### 1.1 Ease of Access and Clear Identity (50 Points)

The location of the restaurant is easily accessible by the public, while logos and signs are eye-catching and well maintained.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. The premises is easily accessible by customers						
b. Restaurant name, signs or logos are clearly identifiable and well displayed						
c. Lighting, signs and décor are clean, tidy and well maintained						
Sub-total of Marks	(     ) x 0	(     ) x 0.3	(     ) x 0.6	(     ) x 0.8	(     ) x 1	(     )
Sub-total of Points	[     ] ÷ (3 - no. of N/A) x 50 points = _____					

## 1.2 Cleanliness, Tidiness and Maintenance (50 Points)

The cleanliness, tidiness and maintenance of the restaurant help create an ambience and appearance that stimulates business.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Kitchen, dining room and hallway are clean, tidy and well maintained						
b. Toilet areas are clean, tidy, convenient, safe and well maintained						
c. Facilities such as toilet paper, soap and clean towels are available						
d. Facilities, equipment and fixtures are well maintained						
e. Rubbish and waste are not discharged in front of customers, and no dish-washing in service areas						
f. The premises are well ventilated, and have no unpleasant odours or extremes of temperature						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (6 - no. of N/A) x 50 points = _____					

## 1.3 Customer Care Facilities (50 Points)

Provision of appropriate customer care facilities gives customers comfort and peace-of-mind.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Convenient methods of payment are available and indicated to customers						
b. Clear signs are in place to indicate toilet location						
c. Sufficient toilet facilities are provided for customers and staff						
d. Discount and surcharge policies are clearly displayed or indicated						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (4 - no. of N/A) x 50 points = _____					

Good Plus\*:

- ☐ Multilingual menu, with photos and descriptions, is posted at the entrance for customers' reference
- ☐ Facilities for the disabled are available
- ☐ Outlets are open on holidays and Sundays, providing optimum long opening hours

*\*please put a tick in the box as appropriate*

## 2. PRODUCTS

### Performance Criteria (250 Points)

The restaurant exemplifies professionalism in the preparation and presentation of food and beverages, with a reasonable variety of quality products.

### Assessment Elements

#### 2.1 Appealing Presentation (50 Points)

Presentation of food and beverages helps stimulate customers' appetite.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Presentation of food and beverages						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (1 - no. of N/A) x 50 points = _____					

#### 2.2 Satisfying Quality (100 Points)

In addition to a reasonably wide range of food and beverages being served to provide adequate choice for customers, the restaurant employs masterful cooking skills and fresh ingredients to create dishes with appealing flavour, aroma and texture.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Reasonable range and variety of food is provided for customers' selection						
b. Adequate choice in terms of price range						
c. Taste of dishes served						
d. Fresh ingredients are used						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (4 - no. of N/A) x 100 points = _____					

Good Plus\*:

- ☐ Food and beverages are served at the right temperature, appropriate to the consuming norm

*\*please put a tick in the box as appropriate*

### 2.3 Food Safety and Hygiene (100 Points)

All food and beverages are prepared in a clean and hygienic manner.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. All cookware, utensils, containers and equipment are clean, well maintained and properly stored, adhering to the principles of sanitation						
b. Food and beverages are prepared, handled, stored and cooled properly						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (2 - no. of N/A) x 100 points = _____					

## 3. PROCESSES

### Performance Criteria (100 Points)

Quality service facilities help offer a comfortable dining environment where customers can enjoy a pleasant experience.

#### Assessment Elements

#### 3.1 Clear and Informative Menu (50 Points)

A clear menu is provided for customers to better understand the food and beverages that are available.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Prices for all food and beverages, service charges, non-ordered snacks and gratuity policy are clearly listed on menu						
b. Clear and precise menu in English or English and Chinese or other languages as appropriate						
c. Clear illustrations of food and beverages, preferably in photos, are displayed either in the menu or other prominent areas in the restaurant						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (3 - no. of N/A) x 50 points = _____					

### 3.2 Appropriate and Adequate Tableware and Service Equipment (50 Points)

Appropriate and adequate tableware is provided for the comfort and ease of food consumption. Serving equipment is properly cleaned and maintained to protect from contamination and enhance food safety.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Tableware is kept clean and well maintained, with no damage/ cracks/stains						
b. Serving equipment is clean and tidy, and is well maintained						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (2 - no. of N/A) x 50 points = _____					

## 4. PEOPLE

### Performance Criteria (300 Points)

The performance of staff creates a good customer impression of the restaurant. Quality service is delivered through staff's interaction with customers. It is important for staff to demonstrate a positive attitude, project a pleasant appearance, communicate effectively with customers and possess competent serving skills.

### Assessment Elements

#### 4.1 Positive Attitude (70 Points)

Service personnel interacting with customers are warm, patient and enthusiastic, with a consistently positive attitude.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff possess hygiene knowledge						
b. Staff behave in a polite and courteous manner						
c. Staff are warm and friendly to make customers feel welcome						
d. Staff are enthusiastic and proactive						
e. Staff respond quickly to customer needs and are able to provide solutions						
f. Staff possess a consistently good attitude						
g. Staff are honest and candid						
h. Staff are patient in handling customer enquiries						
i. Staff have team spirit and co-ordinate smoothly as an effective group						
j. Senior staff show leadership and give clear guidance						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (10 - no. of N/A) x 70 points = _____					

#### 4.2 Pleasant Presentation (50 Points)

A clean and tidy appearance helps project a pleasant image that reinforces customers' confidence in the service quality provided by the restaurant.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff are dressed in clean overalls or outer garments/uniforms						
b. Staff maintain a neat and tidy personal appearance						
c. Service personnel observe personal hygiene						
d. Staff are easily recognised either by clothing, nametags or other posture						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (4 - no. of N/A) x 50 points = _____					

#### 4.3 Effective Communication and Relationship Building (100 Points)

Effective communication skills enable staff to better understand customer requirements and enhance relationship building with customers.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff solicit customer requirements by effective listening and probing techniques						
b. Staff take orders correctly and concisely						
c. Staff speak English and/or other appropriate languages						
d. Staff take initiative to introduce the restaurant and explain the menu to customers						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (4 - no. of N/A) x 100 points = _____					

Good Plus\*:

- ☐ Senior restaurant staff make table visits to show hospitality

*\*please put a tick in the box as appropriate*



#### 4.4 Competent Serving Skills and Adequate Product Knowledge (80 Points)

Staff are well trained in serving food and beverages and are knowledgeable enough to make recommendations and answer queries.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff serve food and beverages in a professional manner						
b. Staff are knowledgeable about the food and beverages served and are able to make recommendations						
c. Staff are capable of handling enquiries in a professional manner						
d. Staff are able to provide the price of seafood upon customers' ordering						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (4 - no. of N/A) x 80 points = _____					

## 5. SYSTEMS

#### Performance Criteria (200 Points)

The restaurant organises itself in such a way that the human, administrative and technical factors affecting quality are integrated to achieve excellence in delivering customer satisfaction.

#### Assessment Elements

##### 5.1 Quality Assurance (50 Points)

In addition to a clean and tidy environment, food and service quality is consistently maintained.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Guidelines for food storage, preparation and cooking procedures are given to relevant personnel						
b. Training and supervision on quality standards are provided for all staff						
c. Pest control system is in place and maintained on regular basis to ensure all areas of the premises are free from rats, cockroaches and other pests						
d. Select suppliers that adhere to proper hygiene requirements						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (4 - no. of N/A) x 50 points = _____					

## 5.2 Effective Communication and User-Friendly Servicing Procedures (60 Points)

The restaurant takes a proactive role in listening to customers' opinions and implements pragmatic and user-friendly servicing procedures.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Billing service is efficient and accurate						
b. Itemised bill which clearly shows service charges and gratuity policy with specific description						
c. Channels are in place to collect feedback from customers that can be used in strategic planning						
d. An effective system exists to facilitate the flow of information between customers and management						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (4 - no. of N/A) x 60 points = _____					

Good Plus\*:

- ☐ Reliable and convenient reservation service, e.g. via phone or fax, is provided for customers
- ☐ Queuing system is in place
- ☐ A service pledge for food delivery time

*\*please put a tick in the box as appropriate*

## 5.3 Pertinent Safety and Emergency Procedures (30 Points)

The restaurant strictly complies with relevant legal requirements to ensure safety. Procedures are in place to handle emergencies.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Safety and emergency measures are adequate						
b. Sufficient emergency exits are available and operational, and fire escape routes are known to all staff						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (2 - no. of N/A) x 30 points = _____					

Good Plus\*:

- ☐ First aid training is provided to staff

*\*please put a tick in the box as appropriate*

#### 5.4 Responsive Complaint Handling and Effective Service (60 Points)

The restaurant possesses channels and procedures to handle complaints, as well as a well-developed system to empower staff to take remedial action in response to a complaint, so as to regain customers' trust and confidence.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Channels and clearly documented procedures are available for handling complaints						
b. Staff are empowered to take quick and appropriate remedial action in case of accident/complaint						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (2 - no. of N/A) x 60 points = _____					

Good Plus\*:

☐ Clear complaint handling policy guidelines are provided to staff

*\*please put a tick in the box as appropriate*

## SUMMARY OF POINTS - RESTAURANTS

Contributors	Assessment Elements	Points
1. Environment (150 Points)	1.1 Ease of access and clear identity (50 points)	
	1.2 Cleanliness, tidiness and maintenance (50 points)	
	1.3 Customer care facilities (50 points)	
	Sub-total:	
2. Products (250 Points)	2.1 Appealing presentation (50 points)	
	2.2 Satisfying quality (100 points)	
	2.3 Food safety and hygiene (100 points)	
	Sub-total:	
3. Processes (100 Points)	3.1 Clear and informative menu (50 points)	
	3.2 Appropriate and adequate tableware and service equipment (50 points)	
	Sub-total:	
4. People (300 Points)	4.1 Positive attitude (70 points)	
	4.2 Pleasant presentation (50 points)	
	4.3 Effective communication and relationship building (100 points)	
	4.4 Competent serving skills and adequate product knowledge (80 points)	
	Sub-total:	
5. Systems (200 Points)	5.1 Quality assurance (50 points)	
	5.2 Effective communication and user-friendly servicing procedures (60 points)	
	5.3 Pertinent safety and emergency procedures (30 points)	
	5.4 Responsive complaint handling and effective remedial service (60 points)	
	Sub-total:	
Total Points:		

Note: Add all sub-total of points for each "Assessment Element" to obtain the Total Points.