



MY TIME FOR QUALITY

Outstanding Quality Tourism Services Merchant Service Staff Award 2017



Contents

■ Introduction	P.1
■ About the Award	P.2-5
◆ Objectives	
◆ Award Structure	
◆ Eligibility	
■ Judging Arrangement	P.6-9
◆ Judging Criteria	
◆ Judging Process and Procedures	
◆ Language Medium	
◆ The Panel Judges	
■ Key Benefits	P.10
◆ Award Prizes	
◆ Award Presentation Ceremony	
◆ Advertising Opportunities	
■ Application Details	P.11-13
◆ Participation Fee and Required Documents	
◆ Submission Method	
◆ Award Timetable	
◆ Enquiries	
◆ Terms and Conditions	
■ About the Quality Tourism Services Scheme	P.14
■ Application & Nomination Form	P.15-17

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 2017 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 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 two 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

- Frontline Staff
- Supervisory Staff

Sector Category

Restaurant Sector

■ Asian Cuisine

- ◆ Indian
- ◆ Indonesian
- ◆ Japanese
- ◆ Korean
- ◆ Malaysian
- ◆ Nepalese
- ◆ Singaporean
- ◆ Southeast Asian
- ◆ Thai
- ◆ Vietnamese
- ◆ Other Asian Cuisine

■ Chinese Cuisine

- ◆ Cantonese
- ◆ Chiu Chow
- ◆ Hakka
- ◆ Hangzhou
- ◆ Peking
- ◆ Shanghainese
- ◆ Sichuan
- ◆ Taiwanese
- ◆ Traditional Hong Kong
- ◆ Vegetarian
- ◆ Yunnan
- ◆ Other Chinese Cuisine

■ Western Cuisine

- ◆ American
- ◆ Continental
- ◆ French
- ◆ Italian
- ◆ Mediterranean
- ◆ Mexican
- ◆ Portuguese
- ◆ Spanish
- ◆ Turkish
- ◆ Other Western Cuisine

■ Other Cuisine

- ◆ Bars & Pubs
- ◆ Comic / Theme Restaurants
- ◆ Desserts
- ◆ Fast Food / Takeaway
- ◆ International Cuisine
- ◆ Other

Retail / Services Sector

■ AV, Computer & Telecom Products

■ Clothing & Accessories

- ◆ Clothing & Accessories
- ◆ Custom Tailors
- ◆ Handbags, Shoes & Leather Goods

■ Cosmetics, Personal Care Products & Stores

■ Department Stores & Home Decorations

■ Foodstuffs

- ◆ Chinese Health Tonic Food
- ◆ Dried Seafood
- ◆ Foodstuffs

■ Jewellery & Watches

■ Other Specialty Stores

- ◆ Antiques, Arts & Crafts
- ◆ General Merchandise & Miscellaneous Products
- ◆ Money Changers & Money Transfer Services
- ◆ Musical Instruments
- ◆ Optical Goods
- ◆ Other

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.

Frontline Staff

- Nominees may be full-time or part-time staff
- Full-time staff are required to have been employed for at least six months by the participating company
- Part-time staff are required 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 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

Supervisory Staff

- Nominees must be full-time staff and have at least one year of supervisory experience
- Nominees are required 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



Judging Arrangement

Judging Criteria

Frontline 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 colleagues who are in need
- ◆ Staff exhibits appreciation for and motivation to creating an encouraging working environment

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 colleagues who are in need proactively
- ◆ Staff exhibits appreciation for and motivation to creating an encouraging working environment

Judging Process and Procedures

The selection of the Outstanding QTS Merchant Service Staff Awards 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 (10% of Final Score)	Screening Test <ul style="list-style-type: none"> ■ Candidates will be invited to attend a written screening test ■ The top 10 semi-finalists of each category will be selected for Level II Assessment – Interview ■ Results will be notified to individual participating companies 	All candidates
Level II Assessment (30% of Final Score)	Interview <ul style="list-style-type: none"> ■ Shortlisted candidates will be invited to a face-to-face interview ■ The top five finalists of each category will be selected for Level III Assessment – Judging Panel Interview ■ Results will be notified to individual participating companies 	Top 10 semi-finalists
Level III Assessment (60% of Final Score)	Judging Panel Interview <ul style="list-style-type: none"> ■ The shortlisted finalists will enter the Judging Panel Interview ■ Candidates with the top three highest scores in each category will be selected to be the 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 of EMBA Programme,
The Chinese University of Hong Kong*



Mr Thomson Cheng

*Chairman,
Hong Kong Retail Management
Association*



The Hon Tommy Cheung, GBS, JP

*Member of the Legislative Council,
Catering Functional Constituency,
Hong Kong Special Administrative
Region*



Mrs Selina Chow, GBS, OBE, JP

*Honorary Adviser,
Quality Tourism Services Association
Governing Council*



Mr Winston Chow

*Quality Tourism Services Committee
Member*



Miss Cathy Chu, JP

*Commissioner for Tourism, Commerce and
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*



Mr Michael Wu, BBS, MH, JP

*Quality Tourism Services Committee
Member*



The Hon Yiu Si-wing, BBS

*Member of the Legislative Council,
Tourism Functional Constituency,
Hong Kong Special Administrative Region*

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
Frontline Staff	HK\$10,000 spending credit + trophy	HK\$5,000 spending credit + trophy	HK\$3,000 spending credit + trophy
Supervisory Staff	HK\$10,000 spending credit + trophy	HK\$5,000 spending credit + trophy	HK\$3,000 spending credit + 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 2017. 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

Phase	Participation Fee (per person) [▲]	Required Documents	Deadline
Phase 1	HK\$350	■ Application Form	30 September 2016
Phase 2*	HK\$1,600	■ Passport sized photos of candidates with the following requirements: <ul style="list-style-type: none">◆ Company uniform must be worn◆ Photos in the size of 40mm(W) x 50mm(H); or JPEG image in resolution of 1200px(W) x 1600px(H)	16 December 2016
Phase 3*	HK\$5,000		10 February 2017

Submission Method

By post to: Outstanding QTS Merchant Service Staff Award 2017
3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon

Award Timetable

Application Deadline		30 September 2016
Level I	■ Screening Test	16 November 2016
	■ Results Announcement	24 November 2016
Level II	■ Interview	4-6 January 2017
	■ Results Announcement	12 January 2017
Level III	■ Judging Panel Interview	20-22 March 2017
Notification to Winners		April 2017
Award Ceremony		May 2017

Enquiries

Ms Judy Kwok

☎ 2788 5886

✉ qtsaward2017@hkpc.org

[▲] 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.

^{*} Only candidates selected for Level II / Level III Assessment will be required to pay the Phase 2 / Phase 3 participation fee respectively.

Terms and Conditions

1. Candidates must be the frontline staff employed by the QTS-accredited merchants.
2. For the Frontline 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 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. 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.
5. 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.
6. Please submit the Application Form postmarked no later than 30 September 2016. Late submissions will not be considered.
7. 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.
8. 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.
9. 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
Frontline Staff	HK\$10,000 spending credit + trophy	HK\$5,000 spending credit + trophy	HK\$3,000 spending credit + trophy
Supervisory Staff	HK\$10,000 spending credit + trophy	HK\$5,000 spending credit + trophy	HK\$3,000 spending credit + trophy

10. 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.
11. 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.
12. 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.



QUALITY TOURISM SERVICES
優質旅遊服務



* As of July 2016

Outstanding Quality Tourism Services Merchant Service Staff Award 2017

Application Form

Submission Deadline: 30 September 2016

Please submit the following documents by mail to "Outstanding QTS Merchant Service Staff Award 2017", 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon.

1. A 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 Judy Kwok (Tel: 2788 5886, E-mail: qtsaward2017@hkpc.org).

Part 1 Award Type (can select more than one type)

- Frontline Staff
- Supervisory Staff

Part 2 Sector Category [▲]

- | | | |
|--|---|---|
| <input type="checkbox"/> Asian Cuisine | <input type="checkbox"/> AV, Computer & Telecom Products | <input type="checkbox"/> Foodstuffs |
| <input type="checkbox"/> Chinese Cuisine | <input type="checkbox"/> Clothing & Accessories | <input type="checkbox"/> Jewellery & Watches |
| <input type="checkbox"/> Western Cuisine | <input type="checkbox"/> Cosmetics, Personal Care Products & Stores | <input type="checkbox"/> Other Specialty Stores |
| <input type="checkbox"/> Other Cuisine | <input type="checkbox"/> Department Stores & Home Decorations | <input type="checkbox"/> Licensed Guest Houses |

Part 3 Company Information

*Company Name: (English): _____

(中文): _____

*Contact Person: (English): _____

(中文): _____

*Title: (English): _____

(中文): _____

Tel: _____ Fax: _____

E-mail: _____

Correspondence Address: _____

Award Type	Frontline Level	Supervisory Level	Total
Number of Participants			

Declaration

I/we hereby agree to abide by the regulations of the "Outstanding QTS Merchant Service Staff Award 2017" and declare that all the information provided is true and accurate to the best of my/our knowledge.

Signature: _____

Name of Signatory: _____

Title: _____

Date: _____ Company Stamp: _____

* Please provide the information in both English & Chinese

PLEASE COPY THIS PAGE IF YOU HAVE MORE THAN ONE ENTRY

Part 4 Staff Nomination

Frontline Staff

Supervisory Staff

*Company Name: (English): _____

(中文): _____

*Name of Candidate: (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 _____)

Outlet Name: _____

Outlet Address: _____

Outlet Tel: _____

Role & Responsibilities: _____

Language: Cantonese English Putonghua

Others, please specify: _____

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 Candidate's Performance

Signature: _____

Name of Signatory: _____

Title: _____ Company Stamp: _____

* Please provide the information in both English and Chinese