

# Outstanding Quality Tourism Services Merchant Service Staff Award 2013





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## Introduction

Since 1999, the Quality Tourism Services (QTS) Scheme has contributed to elevating service standards of Hong Kong's retail and dining sectors. The first Quality Tourism Services (QTS) Merchant Awards was organised by 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.

This year, in addition to the QTS Merchant Awards, we have introduced an **Outstanding QTS Merchant Service Staff Award** to recognise QTS-accredited merchant service staff who have contributed towards service excellence in their industry. This 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 service staff are the face of the tourism industry, and represent Hong Kong's warm welcome to visitors in the region. To recognise the contributions of QTS-accredited merchants' frontline service staff, the **Outstanding QTS Merchant Service Staff Award** was introduced.

## Objectives

- To recognise outstanding performers and promote a culture of service excellence among QTS-accredited merchants and their staff
- To openly recognise outstanding customer service provided by QTS-accredited merchants' staff
- 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 of the related trade



## Award Structure

The Outstanding QTS Merchant Service Staff Award is divided into 12 key categories, spanning four restaurant and eight retail and services sectors. Gold, Silver and Bronze Awards will be honoured to the candidates with the top three highest scores in each category.

Restaurant Sector			
■ <b>Asian Cuisine</b>	◆ Indian ◆ Korean ◆ Singaporean ◆ Vietnamese	◆ Indonesian ◆ Malaysian ◆ Southeast Asian ◆ Other Asian Cuisine	◆ Japanese ◆ Nepalese ◆ Thai
■ <b>Chinese Cuisine</b>	◆ Cantonese ◆ Hangzhou ◆ Sichuan ◆ Vegetarian	◆ Chiu Chow ◆ Peking ◆ Taiwanese ◆ Yunnan	◆ Hakka ◆ Shanghainese ◆ Traditional Hong Kong ◆ Other Chinese Cuisine
■ <b>Western Cuisine</b>	◆ American ◆ Italian ◆ Portuguese ◆ Other Western Cuisine	◆ Continental ◆ Mediterranean ◆ Spanish	◆ French ◆ Mexican ◆ Turkish
■ <b>Other Cuisine</b>	◆ Bars & Pubs ◆ Fast Food / Take Away	◆ Comic / Theme Restaurants ◆ International Cuisine	◆ Desserts ◆ Others
Retail / Services Sector			
■ <b>Antiques, Arts &amp; Crafts</b>			
■ <b>AV, Computer &amp; Telecom Products</b>			
■ <b>Clothing &amp; Accessories</b>			
	◆ Clothing & Accessories		
	◆ Custom Tailors		
	◆ Handbags, Shoes & Leather Goods		
■ <b>Cosmetics, Personal Care Products &amp; Stores</b>			
■ <b>Department Stores &amp; Home Decorations</b>			
■ <b>Foodstuffs</b>			
	◆ Chinese Health Tonic Food		
	◆ Dried Seafood		
	◆ Foodstuffs		
■ <b>Jewellery &amp; Watches</b>			
■ <b>Other Specialty Stores</b>			
	◆ General Merchandise & Miscellaneous Goods		
	◆ Money Changers & Money Transfer Services		
	◆ Musical Instrument		
	◆ Optical Goods		
	◆ Others		

## Eligibility

- This award is open for application to all frontline staff at current QTS-accredited merchants in the retail and dining sectors.
- 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 18 hours per week.
- One member of staff may be nominated per each QTS-accredited merchant outlet, and each QTS-accredited merchant can nominate up to ten staff for the award in its sector category.

# Judging Arrangement

## Judging Criteria

- **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 the 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 passion in serving customers
- **Personal Presentation (15%)**
  - ◆ Staff maintains a neat and tidy personal appearance
  - ◆ Staff responds to customers' enquiry 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 customer requirement with effective listening and probing techniques
- **Cooperation & Teamwork (15%)**
  - ◆ Staff is willing to provide assistance to other colleagues who are in need
  - ◆ Staff exhibits appreciation and motivation in creating an encouraging working environment

## Judging Process and Procedures

Selection of the Outstanding QTS Merchant Service Staff Award will be based on a three-level screening process, starting with a broad screening, group interview and a final shortlisted group interview. The final interview determines the three winners in each category.

Judging Process	Judging Procedures	Candidates
Level I Assessment (10% of Final Score)	<b>Screening Test</b> <ul style="list-style-type: none"> <li>■ Candidates will be invited to attend a written screening test</li> <li>■ The top ten semi-finalists of each category will be selected for a Level II Assessment – Group Interview</li> <li>■ Results will be notified to individual participating companies</li> </ul>	All candidates
Level II Assessment (30% of Final Score)	<b>Group Interview</b> <ul style="list-style-type: none"> <li>■ Shortlisted candidates will be invited to a group interview</li> <li>■ The top five finalists of each category will be selected for a Level III Assessment – Final Panel Interview</li> <li>■ Results will be notified to individual participating companies</li> </ul>	Top ten semi-finalists
Level III Assessment (60% of Final Score)	<b>Final Panel Interview</b> <ul style="list-style-type: none"> <li>■ The shortlisted finalists will enter the Final 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

## 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 Shirley Chan, JP	Quality Tourism Services Committee Member
The Hon Tommy Cheung, SBS, JP	Legislative Councillor, Catering Functional Constituency
Mrs Selina Chow, GBS, OBE, JP	Honorary Adviser, Quality Tourism Services Association Governing Council
Mr Anthony Lau	Executive Director, Hong Kong Tourism Board
Mrs Agnes Mak Tang Pik-ye, MH, JP	Executive Director, Hong Kong Productivity Council
Mr Michael Wu, MH, JP	Chairman, Travel Industry Council of Hong Kong
The Hon Mr Yiu Si-wing	Legislative Councillor, Tourism Functional Constituency
Mr Philip Yung, JP	Commissioner for Tourism, Tourism Commission, The Government of the HKSAR



## 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 of each category will receive a trophy as recognition and will be granted spending credit prize as below:

- Gold Award      HK\$10,000 spending credit
- Silver Award     HK\$5,000 spending credit
- Bronze Award    HK\$3,000 spending credit

Top ten semi-finalists of each category 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 presentation ceremony will be held at the QTSA Annual Dinner cum QTS Awards Ceremony in October 2013. 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 HKTB website.

### 1. Advertisements and Advertorials

- ◆ 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 Level I selection process.
- ◆ Winners in each category will be invited to an advertorial interview. The advertorial will be published in print or other effective media to announce the winners and their respective companies.

### 2. 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

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

Phase	Participation Fee <sup>▲</sup>	Required Documents	Deadline
<b>Phase 1</b>	HK\$380 per person	Application Form (page 11 of the brochure) <ul style="list-style-type: none"><li>◆ Part 1 – Award Category</li><li>◆ Part 2 – Company Information</li><li>◆ Part 3 – Staff Nomination</li></ul>	30 Jun 2013
<b>Phase 2*</b>	HK\$1,800 per person	Passport sized photos of candidates with the following requirements: <ul style="list-style-type: none"><li>◆ Company uniform must be worn</li><li>◆ Size to be confirmed</li></ul>	5 Aug 2013
<b>Phase 3*</b>	HK\$6,800 per person		26 Aug 2013

## Submission Method

By post to: Outstanding QTS Merchant Service Staff Award 2013  
HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong

## Award Timetable

Application Deadline		30 Jun 2013
Level I Assessment	■ Screening Test	15-19 Jul 2013
	■ Results Announcement	29 Jul 2013
Level II Assessment	■ Group Interview	12-16 Aug 2013
	■ Results Announcement	19 Aug 2013
Level III Assessment	■ Final Panel Interview	11-12 Sep 2013
Award Ceremony		9 Oct 2013

## Enquiries

Ms Candy Yip ☎ 2788 5816 ✉ candyyip@hkpc.org  
Ms Winnie Chong ☎ 2788 5872 ✉ winniechong@hkpc.org

<sup>▲</sup> A crossed cheque payable to "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 Phase2 / Phase3 participation fee respectively

## Terms and Conditions

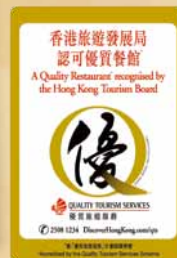
1. Candidates must be the frontline staff employed by the QTS-accredited merchants.
2. Each QTS-accredited outlet can nominate maximum ONE staff for the Award, whereas each QTS-accredited merchant can nominate up to TEN staff for the Award.
3. Candidates should enter into the most appropriate category (please refer to Page 3 of this brochure). Hong Kong Tourism Board (HKTB) ("the Organiser") reserves the right to change the category of any candidates. Affected candidates will be informed of the changes in due course.
4. Participation fees must be paid at the time of registration. Candidates for whatever reasons withdrew from the Award, failed to timely pay the participation fees or 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.
5. Please submit the Application Form postmarked no later than 30 June 2013. Late submission will not be considered.
6. The Organiser has the right to use any information provided by the candidates, including company name, logo and trademark, and personal information of the candidates for the purposes of processing application, adjudication, marketing and promotional activities in relation to the Award. Those information may be transferred to other authorised parties for implementing the Award related activities.
7. Any false or misleading information provided by the candidate will result in disqualification and withdrawal of the Award by the Organiser. Participation fees will not be refunded.
8. The top three candidates of each category selected by the panel judges will receive trophy as recognition and will be granted with spending credit as below:
  - ◆ Gold Award – HK\$10,000 spending credit
  - ◆ Silver Award – HK\$5,000 spending credit
  - ◆ Bronze Award – HK\$3,000 spending credit
9. 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.
10. 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.
11. Appeal 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 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 program in Hong Kong, with over 8,000\* retail and restaurant outlets bearing the renowned QTS decal and enjoying the privilege and benefits of the Scheme. For details, please visit [http://partnernet.hktb.com/en/quality\\_tourism\\_services/index.html](http://partnernet.hktb.com/en/quality_tourism_services/index.html).



\* As of April 2013

# Outstanding Quality Tourism Services Merchant Service Staff Award 2013

## Application Form

**Submission Deadline: 30 June 2013**

Please submit the following documents by mail to "Outstanding QTS Merchant Service Staff Award 2013", HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, 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 Winnie Chong (Tel: 2788 5872, Email: winniechong@hkpc.org) or Ms Candy Yip (Tel: 2788 5816, Email: candyyip@hkpc.org)

### Part 1 Award Category <sup>▲</sup>

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

### Part 2 Company Information

\* Company Name: (English): \_\_\_\_\_  
(中文): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Department: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_  
\_\_\_\_\_

# Total No. of Candidates: \_\_\_\_\_

#### Declaration

I/We hereby agree to abide by the regulations of "Outstanding QTS Merchant Service Staff Award 2013" and declare that all information provided is true and accurate to the best of our knowledge.

Signature: \_\_\_\_\_

Name of Signatory: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_ Company Stamp: \_\_\_\_\_

▲ Please refer to Page 3 of the brochure

\* Please provide the information in English and Chinese

# Each QTS-accredited outlet can nominate maximum one staff for the award  
Each QTS-accredited merchant can nominate up to ten staff for the award

### Part 3 Staff Nomination

\* Company Name: (English): \_\_\_\_\_

(中文): \_\_\_\_\_

\* Name of Candidate: (English): Mr / Ms \_\_\_\_\_

(中文): 先生/小姐 \_\_\_\_\_

\* Title: (English): \_\_\_\_\_

(中文): \_\_\_\_\_

Years of Service in Current Company: \_\_\_\_\_

Working Mode:  Full-Time  Part-Time

Average working hour per week \_\_\_\_\_

Working Location: \_\_\_\_\_

Working Location 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 Supervisor: \_\_\_\_\_

Title: \_\_\_\_\_ Company Stamp: \_\_\_\_\_