

Quality Tourism Services Scheme Assessment Checklist Restaurants

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

Contributors and Assessment Elements

Five Contributors, namely Environment, Products, Processes, People and Outlet Operation, 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, has been identified.

By using this Assessment Checklist, an 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

The 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 the 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. Afterwards, the total number of ticks for each level should be counted and inserted into the appropriate bracket (). The sum of the points should be inserted in the bracket [].

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

Points Obtained by Your Organisation

The maximum Total Points is 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 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" appropriate "approaches" to upgrade and make improvements on those Assessment Elements with lower points.

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 to be eligible for the Scheme.

Chain or Franchise Business

To comply with the Assessment Criteria of the QTS Scheme, your organisation has to ensure that your 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 phase, you should rate your performance in 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 your performance based on your management approach and the extent to which the approach is applied throughout your business and across your outlets.

Sustainability

To align with the trend of sustainability, the QTS Scheme also encourages merchants to implement relevant measures and integrate them into their operations. In recognition of this, if your business has implemented such measure(s), you may be eligible for additional points in the overall assessment, as a token to reward your contribution to the development of sustainability.

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 points in the row

1. ENVIRONMENT

Performance Criteria (100 Points)

The physical location and the external and internal conditions of the restaurant stimulate the mood of customers for consumption.

Assessment Elements

1.1 Location, Signage and Information of Restaurant are Easy to Identify

The location, signage and information of the restaurant are easy to identify.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Customers can easily access the restaurant						
b. Signage or related decorations are in place for customers to identify easily						
c. Operation hours are clearly shown and convenient to customers						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

1.2 Dining Area Facilities

The cleanliness, tidiness and maintenance of the dining area help to create an ambience that stimulates business.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Overall environment of the restaurant, as well as its corridors, ceilings, walls, floors, air conditioning vents, tables and chairs, is clean, tidy, and well-maintained						
b. The restaurant is well-ventilated without any unpleasant odour or extreme temperature						
c. Tableware and serving equipment are clean, without damage, cracks, or stains						
d. Pest and rat control measure is in place to ensure all areas are free from rats, cockroaches and other pests						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (4 - no. of N/A) = _____					

1.3 Toilet Area Facilities

The cleanliness, tidiness and maintenance of the toilet area give 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. Toilet area is clean, tidy and well-maintained						
b. Toilet area is provided with sufficient amenities, including toilet paper, soap and paper towels/ hand dryers						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (2 - no. of N/A) = _____					

1.4 Kitchen Facilities

The cleanliness, tidiness and maintenance of the kitchen improve customer confidence in food and beverages.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Kitchen is clean, tidy and well-maintained						
b. Cookware and containers are clean, without damage, cracks, or stains						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (2 - no. of N/A) = _____					

2. PRODUCTS

Performance Criteria (300 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 Quality of Food and Beverages

The presentation of food and beverages helps stimulate customer appetite.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Presentation						
b. Taste						
c. Fresh ingredients are used						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

2.2 Food Hygiene

All food and beverages are prepared and handled 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. Food and beverages are prepared, handled, stored and refrigerated properly						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (1 - no. of N/A) x 100 points = _____					

3. PROCESSES

Performance Criteria (100 Points)

High-quality services and facilities are available for customers to enjoy a pleasant experience.

Assessment Elements

3.1 Queuing Service

An efficient queuing service enhances the first impression of customers of the restaurant.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Provision of efficient queuing service						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (1 - no. of N/A) = _____					

3.2 Menu

A clear menu is provided for customers to better understand the food and beverages 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 the menus of all timeslots						
b. Clear and precise menus in different languages and/or with photos						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (2 - no. of N/A) = _____					

3.3 Payment Arrangement

A simple and clear billing system helps customers understand the charging arrangement of the restaurant.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Acceptance of various payment methods which are convenient to customers, with all related information clearly stated						
b. Billing service is accurate						
c. Itemised bills which clearly state the service charges and gratuity policy with specific descriptions, and information of the restaurant						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

4. PEOPLE

Performance Criteria (400 Points)

Staff performance is a key factor that creates a good customer experience in the restaurant. Quality service is delivered through staff interactions with customers. It is important for staff members to demonstrate a positive attitude, project a pleasant appearance, communicate effectively with customers and possess competent service skills.

Assessment Elements

4.1 Grooming

A clean and tidy appearance helps to project a pleasant image that reinforces customer 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 appearance is neat and tidy						
b. Staff attire is neat and tidy						
c. Staff are easily recognised by special clothing or nametags						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

4.2 Etiquette

Staff interaction with customers is 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 greet customers						
b. Staff thank and bid farewell to customers						
c. Staff greet and bid farewell politely, with a smile and eye contact						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

4.3 Reservation, Product Introduction, Order Placing and Serving

Staff are professional and knowledgeable in making recommendations and answering customer queries.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff provide precise reservation service in a polite manner						
b. Staff handle seating arrangements fairly and quickly						
c. Staff are knowledgeable in answering customer queries about the food and beverages served						
d. Staff take customer orders correctly						
e. Staff serve the dishes correctly, without spilling out the food or beverages						
f. Staff handle the bills efficiently						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (6 - no. of N/A) = _____					

4.4 Staff Training

Staff are well-trained and well-equipped to serve customers in a professional manner, making customers feel at home.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Provision of training and guidelines to all staff						
b. Staff can speak different languages						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (2 - no. of N/A) = _____					

5. OUTLET OPERATION

Performance Criteria (100 Points)

The restaurant is well-organised in a way that the staff, administrative and technical factors are effectively integrated for excellence in delivering customer satisfaction.

Assessment Elements

5.1 Standard Internal Quality Guidelines

The establishment of standard internal guidelines within the restaurant ensures consistent quality of the food and beverages served and the services provided.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Suppliers selected are compliant with hygiene standards						
b. Quality control measures are in place						
c. Guidelines for food storage, preparation and cooking procedures are given to relevant personnel						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

5.2 Collecting Customer Feedback and Handling Complaints

The restaurant takes a proactive stance in listening to customer 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. Channels are in place to collect feedback from customers						
b. Guidelines for handling customer feedback/ complaints are in place						
c. Channels are established to maintain close relationships with customers						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

5.3 Safety and Emergency Procedures

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. Sufficient first-aid amenities are available						
b. Sufficient emergency exits are available and operational, and fire escape routes are known to all staff						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (2 - no. of N/A) = _____					

6. SUSTAINABILITY

Performance Criteria (Additional Points: Maximum of 50 Points)

Sustainability is a major trend for the future. Merchants should start implementing relevant measures and integrating them into their operations to bring positive impacts to society and the environment.

Assessment Elements

6.1 Implementation of Sustainability Measures

By implementing sustainability measures, a restaurant can enhance its reputation and strengthen the impression it leaves on customers.

Assessment should be able to demonstrate:	None	One measure adopted	Two or more measures adopted
a. Encourage customers to reduce the use of disposable items/ polluting products			
b. Use "Sustainable"/ "Low-carbon emission" materials			
c. Promote waste reduction			
d. Assist in promoting environmental/ sustainability projects or initiatives			
e. Other measures			
Sub-total of Points	() x 0	() x 5	() x 10
Total Points	[]		

Summary of Points – RESTAURANTS

Contributors	Assessment Elements	Points
1. Environment (100 Points)	1.1 Location, Signage and Information of Restaurant are Easy to Identify	
	1.2 Dining Area Facilities	
	1.3 Toilet Area Facilities	
	1.4 Kitchen Facilities	
	Sub-total: Sum of the above ÷ (4 – no. of N/A) x 100 points =	
2. Products (300 Points)	2.1 Quality of Food and Beverages	
	2.2 Food Hygiene	
	Sub-total: Sum of the above ÷ (2 – no. of N/A) x 300 points =	
3. Processes (100 Points)	3.1 Queuing Service	
	3.2 Menu	
	3.3 Payment Arrangement	
	Sub-total: Sum of the above ÷ (3 – no. of N/A) x 100 points =	
4. People (400 Points)	4.1 Grooming	
	4.2 Etiquette	
	4.3 Reservation, Product Introduction, Order Placing and Serving	
	4.4 Staff Training	
	Sub-total: Sum of the above ÷ (4 – no. of N/A) x 400 points =	
5. Outlet Operation (100 Points)	5.1 Standard Internal Quality Guidelines	
	5.2 Collecting Customer Feedback and Handling Complaints	
	5.3 Safety and Emergency Procedures	
	Sub-total: Sum of the above ÷ (3 – no. of N/A) x 100 points =	
6. Sustainability (Additional: Maximum 50 Points)	6.1 Implementation of Sustainability Measures	
	Sub-total =	
	Total Points:	

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

While every effort has been made to ensure the accuracy of this information, Hong Kong Tourism Board accepts no responsibility for any errors or omissions.