



QUALITY TOURISM SERVICES

優質旅遊服務

Outstanding Quality Tourism Services
Merchant Service
Staff Award **2022**



HONG KONG
TOURISM BOARD

DiscoverHongKong.com



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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 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 2022 to recognise QTS-accredited merchants' service staff who have contributed towards service excellence in their industry despite the challenges during the pandemic, and continue to enhance the local tourism service standards in Hong Kong. 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 at the forefront to serve the customers 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 the excellent service quality of the outstanding performers among the QTS-accredited merchants despite the challenging pandemic time
- To promote outstanding customer service provided by QTS-accredited merchants' staff to the public, and enhance the local culture of service excellence
- To reinforce the professional status and value proposition of the QTS Scheme to merchants in related trades and customers



Award Structure

There are two award types open for application. Each award type is divided into 12 key sector categories, spanning four restaurant sectors and eight retail & services sectors.

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

Award Type

- Outstanding Quality Tourism Service Merchant Service Frontline Staff Award
- Outstanding Quality Tourism Service Merchant Service Supervisory Staff Award

Sector Category

Restaurant Sector		
■ Chinese Cuisine		
◆ Chinese	◆ Local Hong Kong Style	
■ Asian Cuisine		
◆ Indian	◆ Japanese	◆ Korean
◆ Thai	◆ Vietnamese	◆ Other Asian
■ Western Cuisine		
◆ Western	◆ European	
■ Other Cuisine		
◆ Desserts	◆ Vegetarian	◆ Other Cuisine



Retail / Services Sector

■ AV, Computer & Telecom Products

- ◆ Computers & Electronics
- ◆ Telecommunications Equipment

■ Clothing & Accessories

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

■ Cosmetics, Personal Care Products & Stores

- ◆ Beauty & Personal Care

■ Department Stores

■ Home Decorations

- ◆ Furniture, Home Decorations & Household Products

■ Foodstuffs

- ◆ Candy, Snacks & Cake Shops
- ◆ Chinese Health, Health Foods & Tonic Foods
- ◆ Dried Seafood
- ◆ Tea & Liquors
- ◆ Others

■ Jewellery & Watches

■ Other Specialty Stores

- ◆ Antiques, Arts & Crafts
- ◆ Books & Stationeries
- ◆ Money Changers & Money Transfer Services
- ◆ Optical Goods
- ◆ Outdoors & Sports
- ◆ Supermarket
- ◆ General Merchandise

Eligibility

Application for the Award is open to frontline staff at current QTS-accredited merchants in the restaurant and retail & services sectors.

Frontline Staff Award

- Nominees may be full-time or part-time staff
- Full-time staff must have been employed for at least 6 months by the participating company
- Part-time staff must have been employed for at least 12 months by the participating company, working an average of no less than 17.5 hours per week
- Staff who supervise other employees are not eligible for Frontline Staff Award nominations
- There would be no limit on the number of nominations per each QTS-accredited merchant and outlet

Supervisory Staff Award

- Nominees must be full-time staff and have at least 1 year of supervisory experience
- Nominees must have been employed for at least 6 months by the participating company
- The scope of supervision shall not be more than 1 outlet
- There would be no limit on the number of nominations per each QTS-accredited merchant and outlet



Judging Arrangement

Judging Criteria

Frontline Staff Award

■ **Attitude and Dedication to Serving Customers under the Post-Pandemic New Normal (20%)**

- ◆ Staff are warm, patient and enthusiastic with a consistently positive attitude when interacting with customers
- ◆ Staff are honest, candid and passionate about serving customers
- ◆ Staff are able to meet customers' unique needs and expectations consistently
- ◆ Staff adapt to the post-pandemic new normal

■ **Professional Presence and Personal Appearance (20%)**

- ◆ Staff maintain a neat and tidy personal appearance to present a business-appropriate image
- ◆ Staff serve with a pleasant smile as always

■ **Presentation and Communication Skills (20%)**

- ◆ Staff possess good communication skills to solicit customers' requirements through effective listening and probing techniques
- ◆ Staff present in a clear and concise way, and make good use of body language

■ **Serving Skills (20%)**

- ◆ Staff serve customers professionally and promptly
- ◆ Staff show excellent product knowledge to fulfil customers' expectations in service delivery

■ **Cooperation and Teamwork (15%)**

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

■ **Commitment to Tourism Services Concept (5%)**

- ◆ Staff are familiar with the concept of providing quality service to tourists

Supervisory Staff Award

■ **Attitude and Dedication to Serving Customers under the Post-Pandemic New Normal (20%)**

- ◆ Staff are warm, patient and enthusiastic with a consistently positive attitude when interacting with customers
- ◆ Staff are honest, candid and passionate about serving customers
- ◆ Staff are able to meet customers' unique needs and expectations consistently
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- ◆ Staff present in a clear and concise way, and make good use of body language

■ **Serving Skills (20%)**

- ◆ Staff serve customers professionally and promptly
- ◆ Staff show excellent product knowledge to fulfil customers' expectations in service delivery

■ **Leadership and Teamwork (15%)**

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

■ **Commitment to Tourism Services Concept (5%)**

- ◆ Staff are familiar with the concept of providing quality service to tourists

Judging Process and Procedures

The selection of the Outstanding QTS Merchant Service Staff Awards will be based on a two-level screening process, including a group interview and a judging panel interview. The final judging panel interview determines the three winners in each category of each award type.

Judging Process	Judging Procedures	Candidates
Level I Assessment (40% of Final Score)	Group Interview <ul style="list-style-type: none"> ■ Candidates will be invited to a group interview (to be conducted face-to-face or online, as appropriate) ■ Each group interview will include individual presentations and group discussion sessions ■ The top five finalists of each category will be selected for Level II Assessment – Judging Panel Interview ■ Results will be notified to individual participating companies 	All candidates
Level II Assessment (60% of Final Score)	Judging Panel Interview <ul style="list-style-type: none"> ■ 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 Awards winners ■ Results will be announced to individual participating companies 	Top 5 finalists in each sector category in Level I

Language Medium

Interviews will be conducted primarily in Cantonese. English and Mandarin interviews can be arranged upon request.

The Panel Judges

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



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 sector category of each award type will receive the following prizes in recognition of their efforts:

Award Type	Gold	Silver	Bronze
Frontline Staff	HK\$10,000 + trophy	HK\$5,000 + trophy	HK\$3,000 + trophy
Supervisory Staff	HK\$10,000 + trophy	HK\$5,000 + trophy	HK\$3,000 + trophy

Award Presentation Ceremony

The Award Presentation Ceremony will be tentatively held in February 2023.

Advertising Opportunities

The 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, online media, as well as the HKTB websites.

Announcements will be published on [DiscoverHongKong.com](https://www.discoverhongkong.com) or other effective media deemed appropriate by the HKTB to promote the Award winners and their respective companies.

Application Details

Applications will be conducted in two phases. Candidates are required to submit the following before the deadlines.

Participation Fee and Required Documents

Participation Fee (per person): Free of charge

Phase	Required Documents	Submission Deadline
Phase 1	<ul style="list-style-type: none">■ Online application form	25 September 2022
Phase 2	<ul style="list-style-type: none">■ Upon successful registration, the contact person will receive a confirmation email■ The contact person needs to submit the passport-size photos for each of the candidates by replying the confirmation email within 3 days. The passport-size photo should fulfill the following specifications:<ul style="list-style-type: none">◆ Company uniform must be worn◆ JPEG image in resolution of 1200px(W) x 1600px(H)◆ Name the file with candidate's English name (Surname + Given name)	28 September 2022

Application Method

Candidates can visit [here](#) to complete and submit the online application form.

Award Timetable

Application Deadline		25 September 2022
Photo Submission Deadline		28 September 2022
Level I Assessment	■ Group Interview	Mid October 2022
	■ Results Announcement	Early November 2022
Level II Assessment	■ Judging Panel Interview	Mid November 2022
Notification to Winners		December 2022
Award Presentation Ceremony		February 2023

Enquiries

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Terms and Conditions

1. Candidates must be the frontline staff employed by the QTS-accredited merchants.
2. For the Outstanding QTS Merchant Service Frontline Staff Award, there would be no limit on the number of nominations per each QTS-accredited merchant and outlet.
3. For the Outstanding QTS Merchant Service Supervisory Staff Award, there would be no limit on the number of nominations per each QTS-accredited merchant and outlet.
4. Candidates shall enter the most appropriate sector category of the Outstanding QTS Merchant Service Staff Award ("Award") (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. Candidates who, for whatever reasons, withdraw from the Award, or are not able to attend the adjudication activities arranged by the Organiser, are regarded as having withdrawn from the Award.
6. The deadline for online application for the Award is 25 September 2022. 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 candidates will result in disqualification and withdrawal from participating in the Award process by the Organiser.
9. The top three candidates in each sector category of each award type selected by the adjudicating panel will receive the following prizes in recognition of their efforts:

Award Type	Gold	Silver	Bronze
Frontline Staff	HK\$10,000 + trophy	HK\$5,000 + trophy	HK\$3,000 + trophy
Supervisory Staff	HK\$10,000 + trophy	HK\$5,000 + trophy	HK\$3,000 + trophy

10. Candidates shall 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 final right of the adjudication.
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, restaurant and visitor accommodation sectors, and to enhance the service level of these sectors and visitors' confidence in shopping and dining in Hong Kong.

Since its inception, the scheme has been a well-recognised service quality assessment programme in Hong Kong, with over 7,500* retail and restaurant outlets bearing the renowned QTS decal and enjoying the privileges and benefits of the Scheme. For details, please visit [here](#).



* As of January 2022