



OUTSTANDING QUALITY TOURISM SERVICES MERCHANT SERVICE STAFF AWARD 2019



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 2019 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 at the forefront 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 an 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 presented to the candidates with the top three highest scores in each sector category of each award type.

Award Type

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

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
- ◆ Shanghaiese
- ◆ 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 / Take Away
- ◆ International Cuisine
- ◆ Others

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
- ◆ Others

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 Award

- Nominees may be full-time or part-time staff
- Full-time staff must have been employed for at least six 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 17.5 hours per week
- Staff who supervise other employees are not eligible for nomination in the Frontline Staff Award type
- 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 one year of supervisory experience
- Nominees must have been employed for at least six months by the participating company
- The scope of supervision should not be more than one 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

■ **Commitment to Tourism Services Concept (40%)**

- ◆ Staff are familiar with the concept of providing quality service to tourists
- ◆ Staff serve as an ambassador to recognise and introduce the service of the merchant and the appeal of the community to tourists
- ◆ Staff are able to meet tourists' unique needs and expectations consistently

■ **Attitude & Dedication (15%)**

- ◆ Staff are warm, patient and enthusiastic with a consistently positive attitude when interacting with customers
- ◆ Staff are honest, candid and passionate about serving customers

■ **Personal Presentation (15%)**

- ◆ Staff maintain a neat and tidy personal appearance
- ◆ Staff respond to customers' enquiries in a polite manner

■ **Serving Skills (15%)**

- ◆ Staff show excellent product knowledge and serve customers professionally and promptly
- ◆ Staff possess good communication skills to solicit customers' requirements through effective listening and probing techniques

■ **Cooperation & 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

Supervisory Staff Award

■ **Commitment to Tourism Services Concept (40%)**

- ◆ Staff are familiar with the concept of providing quality service to tourists
- ◆ Staff serve as an ambassador to recognise and introduce the service of the merchant and the appeal of the community to tourists
- ◆ Staff are able to meet tourists' unique needs and expectations consistently

■ **Attitude & Dedication (15%)**

- ◆ Staff are warm, patient and enthusiastic with a consistently positive attitude when interacting with customers
- ◆ Staff are honest, candid and passionate about serving customers

■ **Personal Presentation (15%)**

- ◆ Staff maintain a neat and tidy personal appearance
- ◆ Staff respond to customers' enquiries in a polite manner

■ **Serving Skills (15%)**

- ◆ Staff show excellent product knowledge and serve customers professionally and promptly
- ◆ Staff possess good communication skills to solicit customers' requirements through effective listening and probing techniques

■ **Cooperation & 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

Judging Process and Procedures

The selection of the Outstanding QTS Merchant Service Staff Award 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 10-minute written screening test and a 3-minute face-to-face interview ■ 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"> ■ 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 Winston Chow

*Quality Tourism Services Committee
Member*



Mr Vincent Fang, GBS, JP

*Honorary Adviser,
Quality Tourism Services Association
Governing Council*



Mr Willy Lin, GBS, SBS, JP

*Chairman of Hong Kong Productivity
Council*



The Hon Shiu Ka-fai

*Member of the Legislative Council,
Wholesale & Retail Functional
Constituency,
Hong Kong Special Administrative Region*



Mr Jason Wong, JP

*Chairman of Travel Industry Council of
Hong Kong*



Mr Joe Wong, JP

*Commissioner for Tourism, Commerce
and Economic Development Bureau,
The Government of the Hong Kong
Special Administrative Region*



Mr Simon Wong, 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 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 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 Ceremony will be held at the QTSA Annual Dinner cum QTS Awards Ceremony in May 2019. All Gold, Silver and Bronze Award 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 | 28 September 2018 |
| Phase 2* | HK\$1,600 | ■ Passport sized photos of candidates with the following specifications: <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) | 30 November 2018 |
| Phase 3* | HK\$5,000 | | 15 February 2019 |

Submission Method

By post to: Outstanding QTS Merchant Service Staff Award 2019
3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon

Award Timetable

| | | |
|--------------------------------|---------------------------|------------------------------|
| Application Deadline | | 28 September 2018 |
| Level I Assessment | ■ Screening Test | 22 October – 2 November 2018 |
| | ■ Results Announcement | 16 November 2018 |
| Level II Assessment | ■ Interview | 7-11 January 2019 |
| | ■ Results Announcement | 18 January 2019 |
| Level III Assessment | ■ Judging Panel Interview | 20-22 March 2019 |
| Notification to Winners | | April 2019 |
| Award Ceremony | | May 2019 |

Enquiries

Ms Judy Kwok

☎ 2788 5364

✉ qtsaward2019@hkpc.org

Ms Emily Cheung

☎ 2788 5872


▲ 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 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 should enter 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 28 September 2018. 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 of each award type 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.



* As of July 2018

Outstanding Quality Tourism Services Merchant Service Staff Award 2019

Application Form

Submission Deadline: 28 September 2018

Please submit the following documents by post to "Outstanding QTS Merchant Service Staff Award 2019", 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 5364) or Ms Emily Cheung (Tel: 2788 5872), or send an email to qtsaward2019@hkpc.org.

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

- ☐ Frontline Staff Award
- ☐ Supervisory Staff Award

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 Staff | Supervisory Staff | Total |
|------------------------|-----------------|-------------------|-------|
| Number of Participants | | | |

Declaration

I/we hereby agree to abide by the regulations of the "Outstanding QTS Merchant Service Staff Award 2019" 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

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 (optional)

Signature: _____

Name of Signatory: _____

Title: _____ Company Stamp: _____