



星級旅遊服務認可計劃

Programa de Avaliação de Serviços Turísticos de Qualidade
Quality Tourism Services Accreditation Scheme

Application Manual Restaurants Food & Beverage Establishments



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DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

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1 Introduction

Macao is developing into a World Centre of Tourism and Leisure and progresses towards diversified development. In order to become an internationally-acclaimed tourist destination, quality service should be regarded as a significant factor. To cope with the industry's steady development, enhance the service quality of tourism and related sectors as well as promote the commitment to quality, the Macao Government Tourism Office (MGTO) launched the "Quality Tourism Services Accreditation Scheme" (QTSAS) in 2014 to define the standard of service quality for the tourism industry, encourage and support the industry to continuously enhance the overall service, and also recognize the merchants who provide outstanding service and implement good quality service management.

QTSAS is a service accreditation programme and has been made reference to similar programmes in other countries and regions, comments from industry associations and tourist surveys. The assessment criteria and accreditation procedures have been properly formulated after consolidating and balancing the points of view of different parties. Merchants providing quality tourism and related services in Macao will be awarded when they fulfil a prescribed set of criteria.

The Scheme selects the food and beverage industry in Macao as one of the targets. In accordance with the classification of business licence, there are four categories created, namely, "Deluxe Restaurant", "First Class Restaurant", "Second Class Restaurant" and "Food and Beverage Establishments". All licensed restaurants and establishments in Macao are eligible to apply for QTSAS. Restaurants licensed by MGTO should apply for either "Deluxe Restaurant", "First Class Restaurant" or "Second Class Restaurant" according to the category stated on their licences while food and beverage establishments¹ licensed by IACM should apply for the "Food and Beverage Establishments" category.

Applicants will receive assessment on service performance and management system based on the assessment criteria of "Mystery Shopping Assessment" and "Service Management System Audit" in order to evaluate their frontline service and management standard in a holistic approach. Merchants attaining the award criteria will be presented with certificates of accreditation and become Star Merchants, so that their capabilities and commitments to providing quality tourism services can be well demonstrated to customers.

¹ Similar establishments classified in Group 4 and Group 5 as stated in Decree Law No. 16/96/M. Group 4 comprises the establishments the main activity of which consists in the supply of drinks, being able to offer a service of light meals, including namely those designated in international practice as 'cafe', 'ice cream shop', 'pastry shop' and 'tea house'. Group 5 comprises the establishments the activity of which consists in the supply of meals and which, by their premises and equipment, do not meet the standards required for a classification as restaurant, but do meet the minimum standards defined by regulation, including namely those designated in international practice as 'congee and noodle shop' and 'eatery' [casa de pasto].

2 Awards

Two types of award will be granted under QTSAS, namely “Star Merchant Award” and “Service Star Award”. Merchant fulfilling the award criteria in each category will be presented with the following awards:

2.1 Star Merchant Award

This award signifies quality tourism services and aims to recognize merchants who provide high standard of service quality. Participating merchants will receive the “Star Merchant Award” accreditation certificate, along with a set of official promotional items including window stickers and badges if their overall assessment results meet the prescribed standard. Awarded merchants then are entitled to promote themselves as “Star Merchant Award” winners.

2.2 Service Star Award

In order to recognize the “best of the best” merchant in each category, this special award is designed to spotlight the top participating merchant with the highest assessment total score among its peers in the same category and has a total score not less than 90 points². The awarded merchant will be presented with the “Service Star Award” trophy, pins and a cash prize of MOP10,000 as recognition. The winner is also entitled to use the “Service Star Award” designation to promote the services. Besides, priority will be given to Award-winning merchants in participating promotions and events organized by MGTO.

Award-winning merchants can promote their businesses in accordance with the terms and conditions depicted in Chapter 7 of this Manual and that of “Logo Usage Guideline”.

3 Organizer

Macao Government Tourism Office is the organizer of QTSAS. It is pleased to have the Civic and Municipal Affairs Bureau, Macao SAR Government Consumer Council, Institute for Tourism Studies, Macau Hotel Association, The United Association of Food and Beverage Merchants of Macao, Association of Macau Small and Medium Enterprises of Catering, Association of Macao Tourist Agents, Macau Travel Agency Association, and the Travel Industry Council of Macau as the supporting entities.

In order to obtain high recognition and wide acceptance of QTSAS by relevant stakeholders, including tourists and tourism industry incumbents, and also ensure the fairness and impartiality of assessment, the QTSAS Assessment Committee has been established by MGTO to oversee the implementation of policies of the Scheme as well as review and approve awards. The Director

² Total score is 100 points, “Teamwork” of “Mystery Shopping Assessment Criteria” as well as “Coordination and division of work” and “Internal communication” of “Service Management System Audit Criteria” shall be over 70 points for “Service Star Award”, assessment method can be referred to assessment criteria of the respective category.

and Deputy Director of MGTO are the chairperson and vice-chairperson of the QTSAS Assessment Committee respectively. The members include representatives from government departments, industry associations, consumer rights protection organization and academic institution, standing for the diverse interests of the tourism industry, consumers and general public. In addition, an Industry Committee has been established for this category with Deputy Director of MGTO and Head of Training and Quality Management Department of MGTO appointed as the coordinator and deputy coordinator of the Industry Committee respectively, selected members of QTSAS Assessment Committee are appointed to take part in the Industry Committee (including representatives from the Institute for Tourism Studies, Macau Hotel Association, The United Association of Food and Beverage Merchants of Macao, and Association of Macau Small and Medium Enterprises of Catering). The key function of the Industry Committee is to discuss sector specific topics and review listing of recommended merchants for receiving awards of this category, as well as to submit proposal and recommendation to QTSAS Assessment Committee for approval.

4 Eligibility

The Scheme is open for application from all licensed restaurants and food and beverage establishments in Macao. MGTO announces the application method and period in each year. Merchants satisfying the criteria can submit applications to MGTO for participation in the Scheme without any fee. MGTO will then process application screening according to the criteria mentioned below. All applicants shall:

- i. hold a valid licence;
- ii. operate its business in Macao for at least one year (i.e. obtained licence and opened for business a year before the commencement of application period);
- iii. offer services to the public with regular and fixed operating hours, without requiring membership as a pre-requisite for service (note: applications from merchants that offer exclusive services for members or banquet services will not be accepted);
- iv. continually comply with all applicable regulations for operating its business and make correction to the situation caused by infringement within a fixed period of time;
- v. Have no negative media coverage in regard to widespread public health concerns or intentional business malpractice that has not been properly handled and closed.

5 Accreditation Process

The accreditation process of QTSAS is completed in the following four phases:



5.1 Application

MGTO will announce the application method and period each year through its official website and other appropriate media channels. Merchants interested in participating in the Scheme may contact MGTO, or access the application documents through the specific media channels. Interested merchants are required to study the documents prior to submitting their applications. The assessment criteria depict the basic elements that merchants should possess such as being able to effectively manage the service delivery in order to add value to tourists' travel experience in Macao. Merchants may also utilize the supplementary practical guidelines included in the assessment criteria to improve their service standard.

All applicants will receive notification of the results within one month after the closure of application period through electronic messages or emails. Applications received after the application deadline will not be considered.

MGTO reserves the right to accept or decline applications and its decisions shall be final. Appeal will not be accepted.

5.2 Assessment

MGTO will arrange comprehensive assessment, namely "Mystery Shopping Assessment" and "Service Management System Audit", for successful applicants in order to evaluate their services and management performance based on the assessment criteria of different categories. The details of assessment criteria can be downloaded from the MGTO Industry Net <http://industry.macaotourism.gov.mo>, or obtained from MGTO Training and Quality Management Department.

"Mystery Shopping Assessment" is comprised of four unannounced visits to participating merchants by mystery shoppers whose identities are not disclosed. The purpose of the Mystery Shopping Assessment is to evaluate the participating merchants' services that are normally experienced by tourists and general public. On the other hand, the "Service Management System Audit" is an announced on-site visit conducted by professional auditors. The audit is mainly focused on service management activities, with the aim of determining the effectiveness of those activities in supporting frontline service delivery.

Merchants who are currently providing high quality customer services and effectively managing the service delivery generally perform well in such assessments without extra effort.

5.3 Award presentation

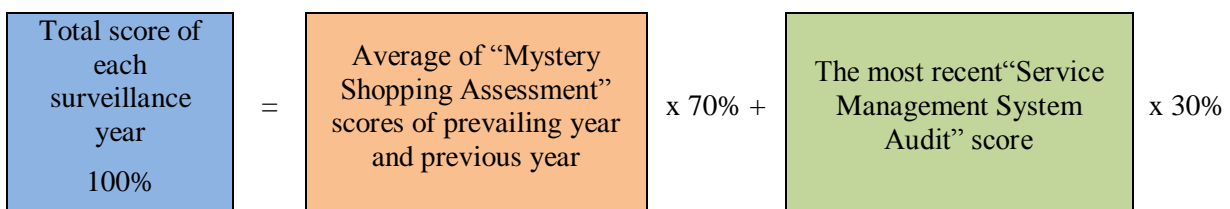
MGTO will consolidate the assessment results of “Mystery Shopping Assessment” and “Service Management System Audit” and submit a recommendation to the independent Assessment Committee for making award approval. All participating merchants will receive notification of award decisions in due course.

Recommendation for “Star Merchant Award” will be made when a participating merchant obtains 75 points or above. Among the “Star Merchant Award” winners in the same category, “Service Star Award” will be presented to the merchant who has a total score not less than 90 points and obtains the highest total score.

MGTO will issue notification letters, together with the QTSAS “Logo Usage Guideline” and an invitation to attend award presentation ceremony, to all awarded merchants. In addition, the information of awarded merchants will be listed in the “Star Merchant Award - Restaurants and Eateries Guide”. The guide is made available to the public through MGTO’s website and other media channels.

5.4 Surveillance and award renewal

“Star Merchant Award” is valid for one year. Awarded merchants should maintain or further improve their services during the validity period, and service performance will be monitored by surveillance assessments. The assessment criteria are the same as those of “Mystery Shopping Assessment” described in Chapter 5.2, each awarded merchant will receive two mystery shopping assessment visits.



Awarded merchants are required to obtain 75 points or above in order to renew. Therefore, awarded merchants must observe the assessment criteria at all times. In case award merchant’s total score is below 75 points, award in question will be terminated, merchant can apply again in the forthcoming year.

In addition, awarded merchants are subject to a Point Deduction Mechanism in which certain incidents, such as customer complaints and negative media news, or violations of terms and conditions stipulated in Chapter 7 reported to or spotted by MGTO that directly associated with the quality of service will lead to deduction of points, as detailed in the following table.

“Star Merchant Award” status shall be suspended or terminated if 10 points or more are deducted from the merchant’s score each year, according to the Point Deduction Mechanism. All deducted points will be kept in record for three years and counted cumulatively until they are cleared after three years.

Type of Incident / Violation	Deduction Scale
Any valid complaint that does not involve hospitalization, death of a person or persons, and/or intentional sales malpractice	1 point
Any valid complaint that involves hospitalization and/or intentional sales malpractice	5 points
Any confirmed negative media news that does not involve hospitalization, death of a person or persons, and/or intentional sales malpractice	5 points
Awarded merchant fails to take initiative to inform MGTO about suspension of business	5 points
Any valid complaint that involves the death of a person or persons	10 points
Any confirmed negative media news that involves hospitalization, death of a person or persons, and/or intentional sales malpractice	10 points
Recurring incidents of the same kind (all subsequent incidents after the first offence) within the same calendar year	2 times the deducted point(s) for each recurring incident
Failure to submit incident progress report and final report on time	1 point for each report that misses its submission deadline

5.5 Attempts to compete “Service Star Award”

Awarded merchants can apply to compete “Service Star Award” during surveillance period together with new applicants at their own discretion. “Mystery Shopping Assessment” and “Service Management System Audit” described in Chapter 5.2 will be arranged for awarded merchants enrolled to compete “Service Star Award”, the award status will be reconsidered according to Chapter 5.3. Award merchants desire to compete “Service Star Award” are required to submit application as described in Chapter 6.

6 Application Method

Application form can be downloaded from its website <http://industry.macaotourism.gov.mo>, or obtained from MGTO Training and Quality Management Department. The application period is given in the above website, promotion posters and application form. Completed QTSAS application form together with the required enclosed documents shall be submitted before application deadline to:

Macao Government Tourism Office
Training and Quality Management Department
Room 1821, 18th Floor, Hot Line Building, Alameda Dr. Carlos d'Assumpcao,
nos. 335-341, Macao

Applicants will receive electronic messages or emails of the application results within one month after the closing date of application period. Assessment will then be arranged immediately and the award results will be announced by the end of the year.

For enquiry, please contact the below during office hours:

Training and Quality Management Department, Macao Government Tourism Office
Address: Room 1821, 18th Floor, Hot Line Building, Alameda Dr. Carlos d'Assumpcao,
nos. 335-341, Macao

Tel : (853) 8397 1225 / (853) 8397 1522

Fax : (853) 2872 3780

E-mail : DFCQ@macaotourism.gov.mo

7 Terms and Conditions

7.1 Liabilities

7.1.1 Liabilities of Participating Merchants

Participating merchants or awarded merchants shall be fully liable for their respective businesses and services, regardless of their involvement in the Scheme. Neither MGTO, the Assessment Committee, and their agents shall accept any responsibility or liability whatsoever in relation to any dealings between participating merchants and their customers, or otherwise arising as a result of any publication or announcement of their award status made by MGTO.

7.1.2 Liabilities of Awarded Merchants

Awarded merchants shall be fully liable for their respective businesses and services, regardless of their award status. Neither MGTO, the Assessment Committee, nor their agents shall accept any responsibility or liability whatsoever in relation to any dealings between awarded merchants and their customers, or any dispute related to awarded merchants, suspended or terminated. This provision shall cover the entire process, including the decline of applications from awarded merchants for renewal, and suspension, termination or withdrawal of the award status.

7.2 Confidentiality

QTSAS reserves the right to publish company information (e.g. name, address, contact details, etc.) of awarded merchants on official website or printed materials. In addition, MGTO may publicize the names of merchants who have had their applications or awards terminated, if the merchants are subjected to disciplinary procedures, or have been found to violate the agreements concerning their award status.

Participating or awarded merchants' confidential information, including financial details, costing and marketing strategies will not be required by MGTO. All information collected during the application, assessment and award decision stages, as well as during the subsequent surveillance and renewal stages, in the form of audio recordings, notes and photographs will be kept by MGTO, the Assessment Committee and their agents in strict confidentiality. The information and data, other than those already available in the public domain, will not be disclosed to outside parties without prior written consent from the merchant in question.

7.3 Change of licence

Participating or awarded merchants shall inform MGTO within one month when there are significant and effective changes that will affect the validity of the licence of the merchant, which may relate to but not be limited to legal status, ownership, services provision and delivery processes. Under such circumstances, awarded merchant will be assessed as described in Chapter 5.2 and the award status will be re-considered according to Chapter 5.3 after the new licence is issued.

7.4 Change of business address

Awarded merchants shall inform MGTO in writing before or within one month when there is a change of business address, the associated award status will be terminated and application to participate the Scheme shall be submitted again.

7.5 Suspension of business

Awarded merchants shall inform MGTO about the reason why its business is suspended and the anticipated suspension period in writing before or within one month when its business is suspended due to renovation or other situations. In case the business can be resumed within three months, the award status can be maintained after receiving assessment mentioned in Chapter 5.2. If the suspension lasts for more than three months, an application for extension of business suspension shall be filed to MGTO by the awarded merchant ten working days before the end of the three-month limit, MGTO will relate the case to Assessment Committee to decide whether to accept the extension application or not.

When an awarded merchant fails to take initiative to inform MGTO about suspension of its business and the suspension is spotted by MGTO, points will be deducted according to Point Deduction Mechanism of surveillance. Besides, award will be terminated immediately if the business cannot be resumed within three months from the date of the suspension being spotted. The merchant is refrained from applying the Scheme for a year, application will only be accepted according to Chapter 5.1 after the end of the one year period.

7.6 Access to information and premises

Participating or awarded merchants shall provide MGTO, the Assessment Committee and their agents with access to information necessary for the purpose of application review, assessment and award decision. They shall also allow personnel designated by MGTO to physically access the premises where services are rendered or supporting activities take place (e.g. office, kitchen, storage areas, etc.).

7.7 Complaints against awarded merchants

When MGTO receives a complaint against an awarded merchant, the merchant in question shall submit in accordance with the requirements given by MGTO. In case monetary claim is involved with a complaint, without prejudice to Clause 7.2, awarded merchants shall not restrict MGTO from forwarding the complaint and the associated details to Consumer Council of Macao SAR Government for follow up. In order to provide legal ground for the aforesaid complaint referral, merchants shall commit to accept the arrangement when they submit their applications. In addition, upon receiving the award notification from MGTO, in the case that the licence holder of the awarded merchant is a company, its legal representative shall sign on and submit the “Declaration on Acceptance of Arbitration” together with the original copy of Company Registration issued by Commerce and Movable Property Registry within 3 months and the Memorandum and Articles of Association.

7.8 Suspension and Termination

Starting from the date of award decision, the Assessment Committee may, at its sole and absolute discretion, suspend or terminate the award status of an awarded merchant found to have committed any of the following acts:

- i. refusing or neglecting to comply with the prescribed criteria of QTSAS;
- ii. refusing or neglecting to comply with the judgment of the Assessment Committee;
- iii. failing to comply with the Terms and Conditions of QTSAS;
- iv. failing to comply with the guidelines given in QTSAS “Mark Usage Guideline” and failing to take timely corrective action;
- v. purposely providing any information or documentation in relation to or incidental to an application or renewal under QTSAS;
- vi. failing to obtain or maintain a valid licence;
- vii. period of business suspension exceeds time limit;
- viii. change of business address;
- ix. ceasing to carry on its business or operations;
- x. being adjudicated as bankrupt; or facing a winding-up order; or against whom bankruptcy or winding-up proceedings have been instituted; or facing action by creditors under the provisions of ordinances of the Macao SAR relating to bankruptcy or insolvency;
- xi. behaving in a manner that jeopardizes or damages, or in the opinion of MGTO (as the case may be) is likely to jeopardize or damage, the reputation or interests of QTSAS or MGTO;
- xii. undergoing change in its business, operations, financial condition, directorship or management which may, in the opinion of the Assessment Committee (as the case may be), materially and adversely affect the merchant’s ability to provide quality tourism services and perform its other obligations under QTSAS in general.

7.9 Appeal

The Scheme is operated in a manner to ensure that applications are processed and awards are made impartially with high standards of professionalism. In case of dispute, the decision from MGTO shall be final and appeal shall not be accepted.

This document contains a Chinese, Portuguese and English version. If there is any inconsistency or ambiguity among three versions, the Chinese version shall prevail.