



**星級旅遊服務認可計劃**

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

“QUALITY TOURISM SERVICES ACCREDITATION SCHEME”

IN 2021

ASSESSMENT OF SURVEILLANCE PERIOD OF

FOOD & BEVERAGE SECTOR

# **Assessment Criteria**

## **(Food and Beverage Establishments)**



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE

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## 1. Introduction

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.

The Scheme targets on the food and beverage industry in Macao. In accordance with the classification of business license, there are four categories created, namely, “Deluxe Restaurant”, “First Class Restaurant”, “Second Class Restaurant” and “Food and Beverage Establishments”. All licensed restaurants, food and beverage establishments in Macao are eligible to apply for QTSAS.

## 2. Contingency arrangement of 2021-Reopening the Assessment of Food & Beverage Sector

In response to the development of COVID-19 pandemic and accordance with the QTSAS application manual "5.4 Surveillance and award renewal", Quality Tourism Services Accreditation Scheme in 2021 will resume the assessment of surveillance period of Food & Beverage Sector for all awarded merchants.

“Star Merchant Award” is valid for one year. Awarded merchants are expected to 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 for the renewal of qualification. Therefore, awarded merchants should always take note on the assessment criteria. If the awarded merchant scores below 75 points, its award qualification will be terminated.

$$\begin{array}{|c|} \hline \text{Total score of} \\ \text{each} \\ \text{surveillance} \\ \text{year} \\ \hline 100\% \\ \hline \end{array} = \begin{array}{|c|} \hline \text{Average of “Mystery} \\ \text{Shopping Assessment”} \\ \text{scores of prevailing year} \\ \text{and previous year} \\ \hline \end{array} \times 70\% + \begin{array}{|c|} \hline \text{The most recent “Service} \\ \text{Management System} \\ \text{Audit” score} \\ \hline \end{array} \times 30\%$$

## 3. Mystery Shopping Assessment

Quality tourism services bring pleasant experiences for tourists who will have good memories and positive experiences that they are likely to share with their friends. Therefore, the first part of the assessment is based on the behavioral index and complementary features of “Moment of Truth”. Mystery shoppers are deployed to anonymously visit participating merchants to evaluate their service performance.

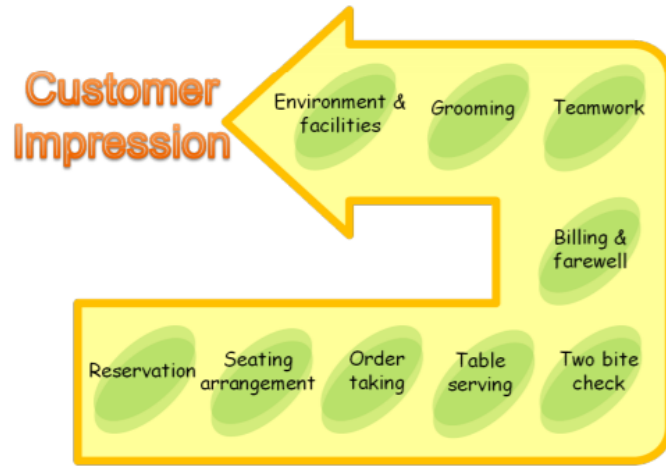


Figure 1: Behavioral index and complementary features of “Moment of Truth”

## 4 Mystery Shopping Assessment Criteria (surveillance period of Food & Beverage Sector of 2021)

### 4A Applicable to General Restaurants and Restaurants Offering Only Buffets

#### 4.1 Seating arrangement

Upon the customer's arrival at the restaurant, ushering is of equal value and importance as telephone reservation to guarantee seating in advance. In cases where a reservation has been made, the customer expects to be seated promptly. When the number of customers in queue is increasing, a good usher mechanism can maintain the normal order of the restaurant where customers can be seated without a hitch.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.1.1 Greet warmly	Mandatory	0	25	50	75	100
4.1.2 Usher the guests to seats properly (Accompany the guests to seats / indicate clearly direction)	Mandatory	0	25	50	75	100
4.1.3 After arranging seats, give a menu and check for guests needs	Mandatory	0	25	50	75	100

#### 4.2a Order taking (For General Restaurants)

Order taking is an important step in which the waiter should be alert at all times and ready to serve customers. A value-added service is provided when suggestions and recommendations are given to best fit customers' needs and help them enjoy the cuisine. On the contrary, excessive hard selling will cause dissatisfaction. Therefore, understanding the needs and expectations of customers before giving suggestions and recommendations is crucial factor leading to good performance.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.2a.1 Respond to guests' order taking request efficiently	Mandatory	0	25	50	75	100
4.2a.2 Familiarly respond to the content of the menu items for the guest inquiries.	Mandatory	0	25	50	75	100
4.2a.3 Confirm orders	Mandatory	0	25	50	75	100
4.2a.4 Say 'thank you' after completing order taking	Mandatory	0	25	50	75	100

#### 4.2b Introduction and customer service (For Restaurants Offering Only Buffets)

To enhance customer experience, waiters/ waitresses should take the initiative to provide adequate buffet information and greet customers with courtesy.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.2b.1 Introduce buffet serving time / dining time proactively	Mandatory	0	25	50	75	100
4.2b.2 Introduce food categories and serving Counters for the guest inquiries.	Mandatory	0	25	50	75	100
4.2b.3 Introduce promotional offers proactively	Mandatory	0	25	50	75	100
4.2b.4 Say 'thank you' after completing order taking	Mandatory	0	25	50	75	100

#### 4.3a Table serving (For General Restaurants)

To make customers feel like VIPs, service etiquette cannot be neglected. Furthermore, waiters should always be cautious and take the safety of customers into account by avoiding harm to customers or loss to their belongings. Reckless behaviour may cause accidents, harm or damage to the customers or their belongings. Pay attention to etiquette at all times, otherwise the entire dining experience will be ruined even the food is delicious.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.3a.1 Provide adequate and appropriate cutleries	Mandatory	0	25	50	75	100
4.3a.2 Provide suitable condiments	Mandatory	0	25	50	75	100
4.3a.3 Serve food and drinks to guests correctly without missing orders	Mandatory	0	25	50	75	100
4.3a.4 Serve foods and drinks in proper sequence / timing	Mandatory	0	25	50	75	100

#### 4.3b Food serving counter (For Restaurants Offering Only Buffets)

Food serving counter should be displayed by categories with clear food labels, always keep the serving counter clean and with sufficient food serving, so that customers can have an excellent dining experience.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.3b.1 Provide adequate and appropriate cutleries	Mandatory	0	25	50	75	100
4.3b.2 Provide condiments	Mandatory	0	25	50	75	100
4.3b.3 Food labels are displayed accurately	Mandatory	0	25	50	75	100
4.3b.4 Appropriate food categorization and display	Mandatory	0	25	50	75	100
4.3b.5 Supplement food regularly	Mandatory	0	25	50	75	100

#### 4.4 Two-bite check

Customers may have enquiry or need follow-up service during the meal. Waiter should stay alert and provide necessary assistance with courtesy, allowing customers to enjoy delicious food and excellent customer service at the same time.

##### 4.4a Two-bite check (For General Restaurants)

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.4a.1 Respond to guests' needs efficiently	Mandatory	0	25	50	75	100
4.4a.2 Respond to guests in a friendly manner	Mandatory	0	25	50	75	100

##### 4.4b Two-bite check (For Restaurants Offering Only Buffets)

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.4b.1 Respond to guests' needs efficiently	Mandatory	0	25	50	75	100
4.4b.2 Ask customers before clear used dishes / cutleries in a timely manner	Mandatory	0	25	50	75	100

#### 4.5 Billing and farewell

The rule of thumb for good billing service is accuracy and timeliness. It sounds easy, but customers may feel annoyed and deceived if the bills are delayed or miscalculated.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.5.1 If electronic payment platforms are accepted for payment,Credit card and e-wallet stickers are displayed at shop front or cashier. (not applicable if using cash only)	Mandatory	0	25	50	75	100
4.5.2 Respond to billing request promptly	Mandatory	0	25	50	75	100
4.5.3 Inform guests the invoice amount clearly / present bill with courtesy	Mandatory	0	25	50	75	100
4.5.4 Invite guests to sign on credit card slip and return credit card / make e-wallet payment transaction (not applicable if using cash only)	Mandatory	0	25	50	75	100
4.5.5 Return change politely (only applicable if using cash )	Mandatory	0	25	50	75	100
4.5.6 Actively say ‘Thank you’, ‘Goodbye’ and ‘Welcome back’ to guests before their departure	Mandatory	0	25	50	75	100

#### 4.6 Teamwork

To establish a good team image, a harmonious working environment should be created.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.6.1 Staff support each other / friendly internal communication at work	Mandatory	0	25	50	75	100
4.6.2 Staff wear uniform clothing / have clear division of labor	Mandatory	0	25	50	75	100

#### 4.7 Grooming

Customers expect to be served by attendants who are clean and tidy. Moreover, staff should always stay neat which will enhance the overall hygiene level of the restaurant.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.7.1 Keep clean (including face, ,hands, fingernails and hair tidy)	Mandatory	0	25	50	75	100
4.7.2 Keep uniform / clothing clean	Mandatory	0	25	50	75	100

#### 4.8 Environment and facilities

Restaurants with bright and beautiful environments and well maintained facilities are always preferable because dirty and shabby environment affect the appetites.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.8.1 Environment is clean	Mandatory	0	25	50	75	100
4.8.2 Tables and chairs are clean and neat / without damage	Mandatory	0	25	50	75	100
4.8.3 Dishware and cutleries are clean / without damage	Mandatory	0	25	50	75	100
4.8.4 Drink and food menus are clean and in good condition	Mandatory	0	25	50	75	100
4.8.5 Good ventilation / suitable room temperature	Mandatory	0	25	50	75	100
4.8.6 Restrooms are clean and necessary personal cleansing supplies (including toilet tissues/ hand dryer, hand sanitizer) are provided	Mandatory	0	25	50	75	100

#### 4.9 Food quality

Customers will make their choice of restaurant based on food quality, the key is customers' sensational experience in sight, smell, taste and mouthfeel. Although the feelings of customers towards food are sometimes subjective, it is necessary to think from their perspective and offer food to meet their expectations in order to make restaurants become popular.



#### 4.9a Food quality (For General Restaurants)

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.9a.1 Attractive appearance of ingredients	Mandatory	0	25	50	75	100
4.9a.2 Neat presentation	Mandatory	0	25	50	75	100
4.9a.3 No foreign materials in food	Mandatory	0	25	50	75	100
4.9a.4 Right temperature	Mandatory	0	25	50	75	100
4.9a.5 Reasonable seasoning/ flavouring	Mandatory	0	25	50	75	100
4.9a.6 Ingredients match with descriptions given in menu or by staff	Mandatory	0	25	50	75	100
4.9a.7 No strange mouthfeel	Mandatory	0	25	50	75	100
4.9a.8 Proper cooking time	Mandatory	0	25	50	75	100

#### 4.9b Food quality (For Restaurants Offering Only Buffets)

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.9b.1 Attractive appearance of ingredients	Mandatory	0	25	50	75	100
4.9b.2 No foreign materials in food	Mandatory	0	25	50	75	100
4.9b.3 Right temperature	Mandatory	0	25	50	75	100
4.9b.4 Reasonable seasoning/ flavouring	Mandatory	0	25	50	75	100
4.9b.5 No strange mouth feel	Mandatory	0	25	50	75	100
4.9b.6 Proper cooking time	Mandatory	0	25	50	75	100

#### 4.10 Enhance customer experience

Superior customer experience can leave a deep and positive impression on customers while increasing customer loyalty. Superior customer service can surpass customers' expectations of attentive service.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.10.1 Check for any food allergies	Bonus	N/A				100
4.10.2 Make a way for customer on the passage	Mandatory	0	25	50	75	100
4.10.3 Show empathy to address customer' s concern	Mandatory	0	25	50	75	100

#### 4.11 Customer feedback

Customer feedback reflects both positively and negatively on the level of food and beverage service. Constructive suggestions from customer may even help improve service quality.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.11.1 Good value for the price	Mandatory	0	25	50	75	100
4.11.1 Feel welcoming and hospitable	Mandatory	0	25	50	75	100

#### 4.12 Disease prevention measures and arrangements

A safe and secure dining environment will enhance both customer's dining experience and customer service. The restaurant should follow the requirements of the Macao Special Administrative Region government, rigorously and consistently arrange and implement anti-epidemic measures which can help to ensure the safety during customer's dining.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.12.1 Staff wear masks correctly all the time	Bonus	N/A				100
4.12.2 Keep a distance of at least 1 metre or set up waterproof partitions of at least half a metre high on the table	Bonus	N/A				100
4.12.3 Disinfected when cleaning the table	Bonus	N/A				100
4.12.4 Ask customers to present“Macao Health Green Code” / measure the body temperature for customers	Bonus	N/A				100
4.12.5 Personal supplies are provided (such as disinfectant/Disinfectant Wipes/Mask Storage Bag ) for customers	Bonus	N/A				100
4.12.6 Signs/slogans of epidemic prevention measures	Bonus	N/A				100

## 4B Applicable to Self-Service Restaurants

### 4.1 Welcome and reception

Upon the customer's arrival at the restaurant, one expects to be welcomed and received by the staff. When the number of customers in queue is increasing, a good waiting mechanism can maintain the normal order of the restaurant where customers will wait with patience.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.1.1 Greet friendly	Mandatory	0	25	50	75	100
4.1.2 Manage the order of the waiting guests politely and properly	Mandatory	0	25	50	75	100
4.1.3 Try to find out customer needs / provide menu	Mandatory	0	25	50	75	100

### 4.2 Order taking

Order taking is an important step in which the staff should be ready to serve at all times and confirm the order.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.2.1 Respond /Take guests' order attentively	Mandatory	0	25	50	75	100
4.2.2 Familiarly respond to the content of the menu items for the guest inquiries.	Mandatory	0	25	50	75	100
4.2.3 Confirm orders	Mandatory	0	25	50	75	100
4.2.4 Say 'thank you' after completing order taking	Mandatory	0	25	50	75	100

### 4.3 Billing and Farewell

The rule of thumb for good billing service is accuracy and timeliness. It sounds easy, but customers may feel annoyed and deceived if the bills are delayed or miscalculated.

Quality Tourism Services Accreditation Scheme - Assessment Criteria(Food and Beverage Establishments)

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.3.1 If electronic payment platforms are accepted for payment,Credit card and e-wallet stickers are displayed at shop front or cashier. (not applicable if using cash only)	Mandatory	0	25	50	75	100
4.3.2 Inform guests the invoice amount clearly / present bill with courtesy	Mandatory	0	25	50	75	100
4.3.3 Invite guests to sign on credit card slip and return credit card / make e-wallet payment transaction (not applicable if using cash only)	Mandatory	0	25	50	75	100
4.3.4 Return change politely (only applicable if using cash )	Mandatory	0	25	50	75	100
4.3.5 Check for other needs proactively	Mandatory	0	25	50	75	100
4.3.6 Actively say ‘Thank you’, ‘Goodbye’ and ‘Welcome back’ to guests before their departure	Mandatory	0	25	50	75	100

#### 4.4 Food serving

To make customers feel satisfied and respected, basic service etiquette cannot be neglected. Furthermore, staff should always be cautious upon serving and take the safety of customers into account by avoiding harm to customers or loss to their belongings. At the same time, pay attention to serving efficiency and accuracy in order to avoid affecting the frame of mind of the guests.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.4.1 Provide adequate and appropriate cutleries	Mandatory	0	25	50	75	100
4.4.2 Serve food and drinks carefully to the table or to customer and avoid bare hand contact with foods	Mandatory	0	25	50	75	100
4.4.3 Serve food and drinks to guests at a reasonable time	Mandatory	0	25	50	75	100
4.4.4 Serve food and drinks to guests correctly without missing orders	Mandatory	0	25	50	75	100

#### 4.5 Two-bite check

Staff should stay alert and clear used dishes and cutleries with courtesy, allowing customers have enough space on table to enjoy delicious food and excellent customer service at the same time.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.5.1 Clear used dishes and cutleries in a timely manner	Bonus	N/A				100

#### 4.6 Response to enquiry

Customers may have enquiry or need follow-up service when placing order or during the meal. Staff should stay alert and provide necessary assistance with courtesy, allowing customers to enjoy delicious food and excellent customer service at the same time.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.6.1 Answer guests' enquiries properly or consult/refer to other staff	Mandatory	0	25	50	75	100
4.6.2 Respond to guests in a friendly manner	Mandatory	0	25	50	75	100

#### 4.7 Teamwork

To establish a good team image, a harmonious working environment should be created.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.7.1 Staff support each other / friendly internal communication at work	Mandatory	0	25	50	75	100
4.7.2 Staff wear uniform clothing / have clear division of labor	Mandatory	0	25	50	75	100

#### 4.8 Grooming

Customers expect to be served by attendants who are clean and tidy. Moreover, staff should always stay neat which will enhance the overall hygiene level of the restaurant.

Rating Scale							
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	
4.8.1	Keep clean (including face, hands, fingernails and hair tidy )	Mandatory	0	25	50	75	100
4.8.2	Keep uniform / clothing clean	Mandatory	0	25	50	75	100
4.8.3	Stand straight, keep a working attitude (such as paying attention to guest reactions, not using mobile phones, etc.)	Mandatory	0	25	50	75	100

#### 4.9 Environment and facilities

Restaurants with bright and beautiful environments and well maintained facilities are always preferable because dirty and shabby environment affect the appetites.

Rating Scale							
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	
4.9.1	Environment is clean	Mandatory	0	25	50	75	100
4.9.2	Tables and chairs are clean and neat / without damage	Mandatory	0	25	50	75	100
4.9.3	Dishware / tray / coaster pager are clean / in good condition	Mandatory	0	25	50	75	100
4.9.4	Menus are clean / in good condition	Mandatory	0	25	50	75	100
4.9.5	Good ventilation / suitable room temperature	Mandatory	0	25	50	75	100
4.9.6	Restrooms are clean and necessary personal cleansing supplies (including toilet tissues/ hand dryer, hand sanitizer) are provided	Mandatory	0	25	50	75	100

#### 4.10 Food quality

The food taste and food portion are sometimes subjective. However, food with extreme taste or insufficient serving portion will certainly not be well received by customers.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.10.1 Attractive appearance of ingredients	Mandatory	0	25	50	75	100
4.10.2 Neat presentation	Mandatory	0	25	50	75	100
4.10.3 No foreign materials in food	Mandatory	0	25	50	75	100
4.10.4 Right temperature	Mandatory	0	25	50	75	100
4.10.5 Reasonable seasoning/ flavouring	Mandatory	0	25	50	75	100
4.10.6 Ingredients match with descriptions given in menu or by staff	Mandatory	0	25	50	75	100
4.10.7 No strange mouthfeel	Mandatory	0	25	50	75	100
4.10.8 Proper cooking time	Mandatory	0	25	50	75	100

#### 4.11 Enhance customer experience

A superior customer experience can leave a deep and positive impression on customers while increasing customer loyalty. Superior customer service can surpass customers' expectations of attentive service.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.11.1 Staff address customer by surname	Mandatory	0	25	50	75	100
4.11.2 Place order via self-service kiosk / smart phone	Bonus	N/A				100
4.11.3 Food serving service	Bonus	N/A				100
4.11.4 Ask customer for feedback	Bonus	N/A				100

#### 4.12 Customer feedback

Customer feedback reflects both positively and negatively on the level of food and beverage service. Constructive suggestions from customer may even help improve service quality.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.12.1 Good value for the price	Mandatory	0	25	50	75	100
4.12.2 Dining environment makes guests feel at ease	Mandatory	0	25	50	75	100

#### 4.13 Disease prevention measures and arrangements

A safe and secure dining environment will enhance both customer's dining experience and customer service. The restaurant should follow the requirements of the Macau Special Administrative Region government, rigorously and consistently arrange and implement anti-epidemic measures which can help to ensure the safety during customer's dining.

Rating Scale						
Assessment Items	Type	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception
4.13.1 Staff wear masks correctly all the time	Bonus	N/A				100
4.13.2 Keep a distance of at least 1 metre or set up waterproof partitions of at least half a metre high on the table	Bonus	N/A				100
4.13.3 Disinfected when cleaning the table	Bonus	N/A				100
4.13.4 Ask customers to present “Macao Health Green Code” / measure the body temperature for customers	Bonus	N/A				100
4.13.5 Personal supplies are provided (such as disinfectant/Disinfectant Wipes/Mask Storage Bag ) for customers	Bonus	N/A				100
4.13.6 Signs/slogans of epidemic prevention measures	Bonus	N/A				100