



星級旅遊服務認可計劃

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

Assessment Criteria Food and Beverage Establishment



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DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

Version of May 2023

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1 Introduction

Macao as a World Centre of Tourism and Leisure, Smart Tourism City, and UNESCO Creative City of Gastronomy, quality service should be regarded as a significant factor. To cope with the industry's steady development, enhance 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 to recognize merchants who provide outstanding service and implement good quality service management.

QTSAS is a service accreditation programme and has made reference to similar programmes in other countries and regions, comments from industry associations and tourists' 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.

Four categories are created for the food and beverage sector of QTSAS, namely "Restaurant (hotel)", "Restaurant (non-hotel)", "Simple Dining Establishment" (hotel) and "Food and Beverage Establishment". All licensed "Restaurant" and "Simple Dining Establishment" (hotel) stated in Law No. 8/2021; and non-hospitality licensed "Deluxe Restaurant", "First Class Restaurant", "Second Class Restaurant" and "Food and Beverage Establishments" stated in Decree-Law No. 16/96/M are eligible to apply for QTSAS.

This document aims to explain the basic concepts of the assessment and the assessment criteria for the "Food and Beverage Establishment" category and help the industry to prepare for participating in this project.

2 All-directional Service Quality Assessment Criteria

The assessment criteria of the QTSAS are designed to review and evaluate the service quality of participating merchants at all angles, encompassing two parts: the "Mystery Shopping Assessment" and the "Service Management System Audit". The first part, the "Mystery Shopping Assessment" examines the level of frontline service of participating merchants; the second part, the "Service Management System Audit" evaluates the key elements and outcomes of the service management.

2.1 Mystery Shopping Assessment

Quality tourism services underpin pleasant experiences for tourists who then leave with good memories and positive experiences that they readily share with their friends. Therefore, the first part of the assessment is based on the behavioural index and complementary features of "Moment of Truth". Mystery shoppers are deployed to anonymously visit participating merchants to evaluate their service performance. In addition to the mandatory assessment items, there are some bonus assessment items to reward

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merchants with outstanding performance in the process of service delivery.

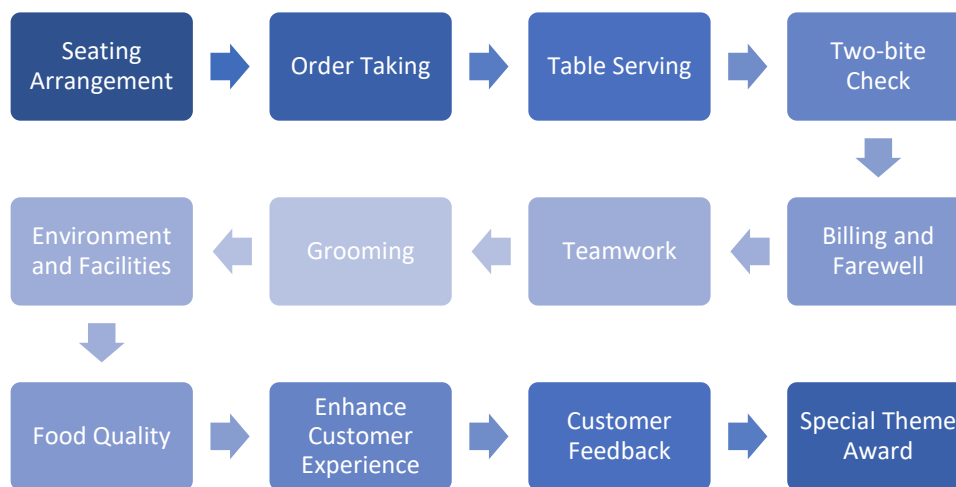


Figure 1: Behavioural index and complementary features of “Moment of Truth”

2.2 Service Management System Audit

There must be certain key drivers in place to enable quality services. Based on years of management experience and insight of international quality management experts as well as assessment and technical support consultant, with reference to the international management concepts encompassing “Man”, “Machine”, “Material”, “Method” and “Continuous Improvement” as the framework, in addition with the current social concerns and technology, six value drivers are identified as the key elements of service management. The framework is illustrated below.

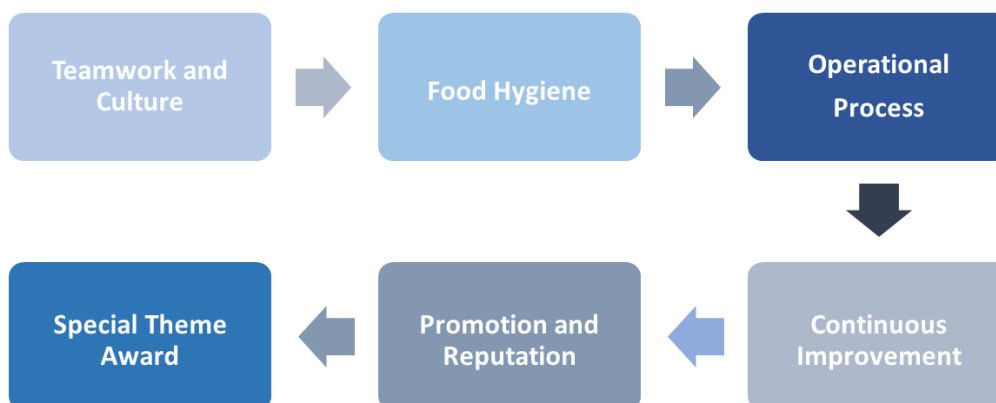


Figure 2: Value drivers

The purpose of the Service Management System Audit is to evaluate the key management elements of a particular category. Each management element is further divided into several audit focal points to be examined. In addition to the mandatory assessment items, bonus points are given to merchants who spent extra effort to improve their service management processes.

3 Assessment Methods

The assessment scoring is based on the “Mystery Shopping Assessment Criteria” stated in Chapter 4 and the “Service Management System Audit Criteria” stated in Chapter 5. The average scores of both assessments are then used to calculate the final “All-directional Service Quality Score”. The scoring of mandatory and bonus assessment items are detailed below:

Mandatory Assessment Items:

The most appropriate score from the rating scale is chosen. If the performance status of the applicant ranges between two levels on the rating scale, a median should be given. (For example, if the performance level is between 75 and 100 points, 87.5 points should be given.)

Bonus Assessment Items:

In the case where an applicant fully fulfils the criteria, they can score 100 points; or otherwise, the item will be marked as “not applicable”. The “not applicable” assessment item will not be counted in the scoring. The number of applicable items is the sum of mandatory assessment items and bonus assessment items, excluding “not applicable” items.

The “Service Performance Average Score” is equal to the total points achieved for all applicable items divided by the number of applicable items. The same method is applied to the calculation of the “Service Management System Average Score”.

The “All-directional Service Quality Score” is equal to 0.7 times the “Service Performance Average Score” plus 0.3 times the “Service Management System Average Score”.

The scores are useful for tracking service performance over time. Merchants are therefore recommended to conduct self-assessment according to their own understanding of the actual service performance and service management system to identify areas for improvement.

4 Mystery Shopping Assessment Criteria

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 the queue is increasing, a good usher mechanism can maintain the normal order of the restaurant where customers can be seated without a hitch.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	Mandatory	Bonus
4.1.1 Greet warmly	0	25	50	75	100		
4.1.2 Usher guests to seats properly (Accompany guest to seat / clearly indicating direction)	0	25	50	75	100		
4.1.3 After arranging seats, give a menu and check for guests' needs	0	25	50	75	100		
Sub-total							

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4.2 Order Taking

Order taking is an important step in which the waiter should be alert at all times and ready to serve customers. 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 a crucial factor leading to good performance.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	Mandatory	Bonus
4.2.1 Respond to guests' order taking requests efficiently	0	25	50	75	100		
4.2.2 Skillfully respond to the content of the menu items for the guests' inquiries	0	25	50	75	100		
4.2.3 Confirm orders	0	25	50	75	100		
4.2.4 Say 'thank you' after completing the order taking	0	25	50	75	100		
Sub-total							

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4.3 Table Serving

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 of 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.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	Mandatory	Bonus
4.3.1 Serve food and drinks to guests correctly without missing orders	0	25	50	75	100		
4.3.2 Serve foods and drinks in proper sequence / timing	0	25	50	75	100		
Sub-total							

4.4 Two-bite Check

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

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	Mandatory	Bonus
4.4.1 Respond to guests' needs efficiently	0	25	50	75	100		
4.4.2 Respond to guests in a friendly manner	0	25	50	75	100		
Sub-total							

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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.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	Mandatory	Bonus
4.5.1 If electronic payment platforms are accepted for payment, Credit card and e-wallet stickers are displayed at the shop front or cashier (not applicable if using cash only)	0	25	50	75	100		
4.5.2 Respond to billing request promptly	0	25	50	75	100		
4.5.3 Inform guests the invoice amount clearly / present bill with courtesy	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)	0	25	50	75	100		
4.5.5 Return change politely (only applicable if using cash)	0	25	50	75	100		
4.5.6 Explain the billing content for guests	N/A				100		
4.5.7 Actively say 'Thank you', 'Goodbye' and 'Welcome back' to guests before their departure	0	25	50	75	100		
Sub-total							

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4.6 Teamwork

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

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	Mandatory	Bonus
4.6.1 Staff support each other and friendly internal communication at work ¹	0	25	50	75	100		
4.6.2 Staff wear uniform and have a clear division of labour ¹	0	25	50	75	100		
Sub-total							

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.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	Mandatory	Bonus
4.7.1 Keep clean (including face, hands, fingernails, and hair tidy)	0	25	50	75	100		
4.7.2 Keep uniform / clothing clean	0	25	50	75	100		
Sub-total							

¹ When assessing the "Quality Tourism Services Gold Award", this item must be scored above 70 points.

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4.8 Environment and Facilities

Restaurants with bright and beautiful environments and well-maintained facilities are always preferable because dirty and shabby environments affect one's appetite.

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

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4.9 Food Quality

Customers will make their choice of restaurants based on food quality, the key is customers’ sensational experience in visual, 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 popular.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	Mandatory	Bonus
4.9.1 Ingredients look fresh and great	0	25	50	75	100		
4.9.2 Neat presentation	0	25	50	75	100		
4.9.3 No foreign materials in food	0	25	50	75	100		
4.9.4 Appropriate temperature	0	25	50	75	100		
4.9.5 Reasonable seasoning/ flavouring	0	25	50	75	100		
4.9.6 Ingredients match descriptions given in menu or by staff	0	25	50	75	100		
4.9.7 No strange taste	0	25	50	75	100		
4.9.8 Proper cooking time	0	25	50	75	100		
Sub-total							

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.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	Mandatory	Bonus
4.10.1 Make a way for customers on the passage	0	25	50	75	100		

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Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Never	Sometimes	Mostly	Always but with occasional exceptions	Always without exception	Mandatory	Bonus
4.10.2 Show empathy to address customer's concern	0	25	50	75	100		
4.10.3 Ask for feedback from customers	0	25	50	75	100		
Sub-total							

4.11 Customer Feedback

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

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Strongly Disagree	Disagree	Partly agree	Agree	Strongly Agree	Mandatory	Bonus
4.11.1 Good value for the price	0	25	50	75	100		
4.11.2 Feel welcoming and hospitable	0	25	50	75	100		
Sub-total							
Total							
Service Performance Average Score [Total points/ The number of applicable items ²]							

4.12 Special Theme Award – Sustainable Dining

With the growing problem of global warming, concerns regarding the protection of the environment have been increased among the public. Taking into account the impacts on the environment, sustainable living and dining are the trends and are relatively healthy diets for customers.

² The number of applicable items is the sum of mandatory assessment items and bonus assessment items, excluding “not applicable” items (if any).

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Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No		Yes, but have not displayed to customers, including menus, in-store promotional flyers or posters	Yes, have displayed to customers, including menus, in-store promotional flyers or posters	Yes, have displayed to customers, including menus, in-store promotional flyers or posters with media coverage	Mandatory	Bonus
4.12.1 Provide low-carbon and eco-friendly dishes or a green menu	0		50	75	100		
4.12.2 Use organic and eco-friendly food ingredients	0		50	75	100		
Assessment Items	Provided disposable tableware proactively		Provided disposable tableware, requested by customers	Did not provide disposable tableware proactively and staff expressed appreciation for supporting environmental protection	Did not provide disposable tableware proactively and staff expressed appreciation for supporting environmental protection politely with promotion	Mandatory	Bonus
4.12.3 Did not provide disposable tableware when eat-in	0		50	75	100		
Assessment Items	No		Yes, but have not displayed to customers, including menus, in-store promotional flyers or posters	Yes, have displayed to customers, including menus, in-store promotional flyers or posters	Yes, have displayed to customers, including menus, in-store promotional flyers or posters with media coverage	Mandatory	Bonus
4.12.4 Use eco-friendly disposable tableware or containers	0		50	75	100		

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4.12.5	Encourage customers to bring their own containers	0		50	75	100		
Assessment Items		Did not suggest reducing the orders proactively, requested by customers		Suggest reducing the orders for customers proactively		Suggest reducing the orders for customers proactively and friendly, with promotion of food wise	Mandatory	Bonus
4.12.6	When customers overorder, waiters will suggest reducing the orders to avoid waste of food	0		50		100		
Assessment Items		Assessment Criteria					Assessment Items Scoring	
		Did not query or suggest customers taking leftovers home proactively, requested by customers		Query or suggest customers taking leftovers home proactively		Query or suggest customers taking leftovers home proactively and friendly, with reminder for the precautions of storage and consumption	Mandatory	Bonus
4.12.7	When there are leftovers, waiters will ask or suggest customers taking leftovers home	0		50		100		
						Sub-total		

4.13 Special Theme Award – Community Care Services

Provide excellent service quality and pay attention to community care services at the same time.
Pay attention people in need from t a micro level to build a harmonious society.

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Assessment Items	Assessment Criteria					Assessment Items Scoring	
	Did not provide caring table		Did not provide caring table proactively, requested by customers	Provided caring table proactively	Provided caring table proactively and friendly, with empathy	Mandatory	Bonus
4.13.1 Offer accessible tables to wheelchair users and with logo displayed on the shop front	0		50	75	100		
Assessment Items	Insufficient width of barrier-free path for wheelchair users to enter the restaurant		Sufficient width of barrier-free path but doors are not automatic doors		Sufficient width of barrier-free path accommodating to wheelchair and no doors or with automatic doors	Mandatory	Bonus
4.13.2 Barrier free entrances (sufficient width of barrier-free path accommodating to wheelchair and no doors or with automatic doors)	0		50		100		
Assessment Items	No assistance		Assisted customer, requested by customers	Assisted customers proactively	Assisted customers proactively and friendly, with empathy	Mandatory	Bonus

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4.13.3	Proactively guide the way for customers who are in need (for example elderly, kids, pregnant women, and wheelchair users) and provide assistance on the way, such as opening the door for visitors, removing obstacles, etc.	0		50	75	100		
	Assessment Items	No guidance		Keep a moderate walking pace while guiding the way		Keep a moderate walking pace while guiding the way with friendly attitude		Mandatory Bonus
4.13.4	Keep a moderate walking pace while guiding the way	0		50		100		
	Assessment Items	Did not provide kid's tableware		Did not provide kid's tableware proactively, requested by customers	Provided kid's tableware proactively	Provided kid's tableware proactively and friendly. Have displayed to customers the offering of kid's tableware		Mandatory Bonus
4.13.5	When customers have a meal with kids, kid's tableware is provided proactively	0		50	75	100		
	Assessment Items	Did not offer kid's meal		Did not offer kid's meal proactively, requested by customers	Offered kid's meal proactively	Offered kid's meal proactively and friendly. Promoted kid's meal		Mandatory Bonus

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						in menu		
4.13.6	Offer kid's meal	0		50	75	100		
Sub-total								

4.14 Special Theme Award – Local Feature

Macao is a diverse society and a UNESCO Creative City of Gastronomy. Embracing both Chinese and Western food cultures, the cuisine has become a local feature. It is attractive for both tourists visiting Macao and local citizens and significant to the promotion and inheritance of gastronomic culture.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No		Yes, but have not proactively introduced or displayed, including menus, in-store promotional flyers or posters, official website	Yes, have proactively introduced or displayed, including menus, in-store promotional flyers or posters, official website	Yes, have proactively introduced or displayed, including menus, in-store promotional flyers or posters, official website, with media coverage	Mandatory	Bonus
4.14.1 The chef is the successor of a master chef or the culinary techniques have been handed down through the generations (presented on the in-store promotional material/dashboard/official website)	0		50	75	100		
4.14.2 Inherit family recipes (presented on the in-store promotional material/dashboard/official website)	0		50	75	100		

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Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No		Yes, but have not proactively introduced or displayed, including menus, in-store promotional flyers or posters, official website	Yes, have proactively introduced or displayed, including menus, in-store promotional flyers or posters, official website	Yes, have proactively introduced or displayed, including menus, in-store promotional flyers or posters, official website, with media coverage	Mandatory	Bonus
4.14.3 Serve dishes that were once lost/original signature dishes (presented on the in-store promotional material/dashboard/official website)	0		50	75	100		
4.14.4 Use food ingredients and sauces which have local distinctive characteristics (presented on the in-store promotional material/dashboard/official website)	0		50	75	100		
Sub-total							

4.15 Special Theme Award – Operational Innovation

The use of technology has become more popular. The electronic service brings convenience to tourists and citizens. Through the innovative artificial intelligence and electronic operation, the customers' dining experience can be optimized and merchants' operational efficiency can be increased. This creates a new dining mode.

Assessment Items		Assessment Criteria					Assessment Items Scoring	
		No		Provided one online/digital approach only	Provided multiple online/digital approaches, no promotion	Provided multiple online/digital approaches, with promotion	Mandatory	Bonus
4.15.1	Build its own online platform/app	0		50	75	100		
4.15.2	Provide online reservation or reservation app	0		50	75	100		
Assessment Items		No website/app		Simple information	Detailed and clear information , did not update in due course	Detailed and clear information , updated in due course	Mandatory	Bonus
4.15.3	Detailed website/app information	0		50	75	100		
Assessment Items		No		Provided one online/digital approach only	Provided multiple online/digital approaches, no promotion	Provided multiple online/digital approaches, with promotion	Mandatory	Bonus
4.15.4	Provide online or electronic ticket	0		50	75	100		

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Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No		Provided one online/digital approach only	Provided multiple online/digital approaches, no promotion	Provided multiple online/digital approaches, with promotion	Mandatory	Bonus
4.15.5 Use social media platforms such as “Dianping.com”, “Meituan”, “IfoodMacau”, etc. to promote	0		50	75	100		
Assessment Items	No		Provided one online/digital approach only	Provided multiple online/digital approaches, no promotion	Provided multiple online/digital approaches, with promotion	Mandatory	Bonus
4.15.6 Use electronic coupons or discount codes	0		50	75	100		
4.15.7 Provide self-ordering QR codes/digital menus/self-ordering machines	0		50	75	100		
4.15.8 Use tablets/QR codes/apps to replace traditional menus for presenting dishes and drinks	0		50	75	100		
4.15.9 Provide food delivery apps such as “M Food”, “Aomi”, “Team Flash”, etc. for customers to order food	0		50	75	100		

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Assessment Items		Did not use intelligent delivery robots or auto delivery system			Used intelligent delivery robots or auto delivery system, have not introduced to customers proactively and no promotion	Used intelligent delivery robots or auto delivery system, have introduced details to customers proactively, with promotion and media coverage	Mandatory	Bonus
4.15.10	Use intelligent delivery robots/AI/auto delivery system such as automated express food delivery system	0			75	100		
Assessment Items		Did not provide QR code payment option		Provided one digital payment option only	Provided multiple digital payment options, have not introduced to customers proactively and no promotion	Provided multiple digital payment options, have not introduced details to customers proactively with promotion	Mandatory	Bonus
4.15.11	Provide QR code payment options such as "Simple Pay"	0		50	75	100		
Sub-total								

5 Service Management System Audit Criteria

5.1 Teamwork and Culture

Staff management is always at the top of the meeting agenda of the management as it is the critical factor of coordinating and controlling service and food quality. In order to equip staff with the right awareness, ability, attitude and team spirit in service delivery, staff recruitment, training as well as the way they are treated play an important role.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No regulation	Designate a person in charge of the execution	Executed by rules	Executed effectively by rules	Effectiveness of monitoring and continuous improvement	Mandatory	Bonus
5.1.1 Recruitment	0	25	50	75	100		
5.1.2 On-the-job training	0	25	50	75	100		
Assessment Items	No				Adequate language proficiency	Mandatory	Bonus
5.1.3 Language proficiency to serve overseas guests (other than Cantonese)	N/A				100		
Assessment Items	No regulation	Designate a person in charge of the execution	Executed by rules	Executed effectively by rules	Effectiveness of monitoring and continuous improvement	Mandatory	Bonus
5.1.4 Coordination and division of work ³	0	25	50	75	100		
5.1.5 Internal communication ³	0	25	50	75	100		
Assessment Items	No regulation				Executed by rules	Mandatory	Bonus
5.1.6 Staff development	N/A				100		
Sub-total							

Practical Guidelines

³ When assessing the "Quality Tourism Services Gold Award", this item must be scored above 70 points.

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1. Recruitment requirements should encompass eligibility to work in Macao, educational background, working experience and personality. Educational background and working experience may not be considered necessary for some positions, such as cleaners and stewards. However, higher requirements are needed for recruiting shop managers. Additional requirements such as medical check report are necessary for kitchen staff and those who have contact with food and ingredients.
2. Candidates should be allocated with duties that paired with their personal capability. Evaluation can be facilitated by way of probation.
3. Ensure proper communication and information sharing mechanism to coordinate the different positions between order taking, kitchen, serving and billing services.
4. Build company culture and conduct work briefing for staff of different functions. Internal communication can be enhanced through morning and evening briefings to share the value and vision of the company, breaking news, skills and techniques, and recent customer complaints.
5. Yelling and quarrelling in front of customers are acts that definitely demonstrate poor team spirit. Dispute should be avoided despite unpleasant incidents. These should be avoided even when something goes wrong. Providing adequate training and briefing to staff before assigning them to serve customers is a good way to prevent mistakes and errors.
6. Regular team building activities or social gatherings should be arranged among the staff to foster communication and a harmonious working environment.
7. Communication with customers can be made through spoken language, pictures and body language. The only advice is not to drive customers away because of language barrier.

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5.2 Food Hygiene

Apart from the quality of service experienced by the customers in a restaurant, their health is paramount. Food hygiene must be ensured through the combined efforts of the kitchen staff and restaurant attendants, and which hinges on personal discipline and practice. Therefore, the food hygiene hazard point should be identified and effective control should be implemented to minimize the likeliness of occurrence of factors causing food contamination. Food contamination can be caused by microbiological, chemical and physical aspects. The main factors that lead to contamination are related to personnel, pests, temperature, appliances, operating procedures and the environment.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No regulation	Designate a person in charge of the execution	Executed by rules	Executed effectively by rules	Effectiveness of monitoring and continuous improvement	Mandatory	Bonus
5.2.1 Clean work station and facilities	0	25	50	75	100		
5.2.2 Personal hygiene	0	25	50	75	100		
5.2.3 Processing and storage of ingredients and food	0	25	50	75	100		
Assessment Items	No regulation	Designate a person in charge of the execution	Executed by rules	Executed effectively by rules	Effectiveness of monitoring and continuous improvement	Mandatory	Bonus
5.2.4 Sterilization of premises and facilities	0	25	50	75	100		
5.2.5 Standardization management	N/A				100		
Sub-total							

Practical Guidelines

1. Good cleaning guidelines for workplace and facilities shall include essential elements such as cleaning schedules, procedures and cleaning agents. An example of “Workplace and Facility Cleaning Procedure” is provided in Appendix I.
2. The hands of staff working in food and beverage establishment are in regular contact with food ingredients and dishes. Therefore, all staff should be well informed of the steps for hand-washing in detail. Regular checks of fingernails and provision of nail clippers are also basic measures for maintaining good personal hygiene habit.
3. Staff with contagious diseases shall not report for duty, or be assigned to positions that do

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- not involve direct contact with customers or with food that are ready to be served.
4. The following five food contamination preventive measures shall be implemented:
 - a) Label the utensils used for processing raw (or not ready to eat) and cooked (ready to eat) food respectively for easy identification.
 - b) Store raw (or not ready to eat) and cooked (ready to eat) food separately. To seal or cover food properly.
 - c) Seal or cover food properly.
 - d) Implement effective management of the storage and usage of chemicals for cleaning, sterilization and pest control. Cleaning chemicals shall be labelled with identification tags and stored in designated place.
 - e) Implement effective management of the uniform wore by personnel who have access to the kitchen or food processing room and ensure their uniforms or protective clothing are clean.
 5. Storage temperature for high-risk food items shall be controlled at below 4 °C (e.g. storage for cream cake, sashimi, sushi, ready-to-eat raw meat, etc.) or above 60 °C (e.g. storage for meat pies as well as rice, noodles and meat that are well cooked, etc.).
 6. Defrosting, cooling and processing conditions (e.g. temperature and time) for high-risk food items (sashimi, sushi, fish, etc.) shall be controlled with proper equipment.
 7. Instruction documents are available to describe the conditions of defrosting, cooling and processing high-risk food ingredients (sashimi, sushi, fish, etc.).
 8. Storage facilities with temperature control shall be regularly monitored and checked with thermometers.
 9. Temperature records shall be properly kept for investigation purpose should an incident arise.
 10. Investigation and preventive measures shall be undertaken in accordance with prescribed procedures should an incident arise. An example of Procedure for Incident Investigation and Preventive Measures is provided in Appendix II.
 11. Sterilization intervals, methods and agents shall be specified in the sterilization procedures. This can be done internally or by contractors.

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5.3 Operational Process

Operational process directly affects the dining experience of customers. Therefore, should an efficient and effective operation process be designed and carried out, it will help increase the competitiveness of restaurant, and some additional efforts such as fire safety training, design of a well-diversified menu, etc. not only add value to the restaurant but also ensure its delivery of consistent and reliable service and quality.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No regulation	Designate a person in charge of the execution	Executed by rules	Executed effectively by rules	Effectiveness of monitoring and continuous improvement	Mandatory	Bonus
5.3.1 Basic services	0	25	50	75	100		
5.3.2 Procurement of food ingredients	0	25	50	75	100		
5.3.3 Facility maintenance	0	25	50	75	100		
Assessment Items	No		Staff with awareness		Executed	Mandatory	Bonus
5.3.4 Fire safety and training	0		50		100		
5.3.5 Diversified food selection	N/A				100		
Sub-total							

Practical Guidelines

1. Basic services include customer services from reservation to billing. It is important for the staff to understand the Do's and Don'ts in carrying out their duties.
2. Other basic services include cleaning of restrooms, dining areas, lounge, cutleries and dishes, etc. Furthermore, regular pest and rodent control shall not be neglected. Clear requirements shall be clearly defined to allow staff to understand the expected results.
3. The objective of procurement is to keep a supply of fresh food ingredients and be able to trace their source. To achieve this objective, purchasing from a fixed pool of suppliers, monitoring of stock level and following the "First In, First Out" principle are essential.
4. Facility maintenance implies regular inspection, repair and replacement of damaged facilities as well as conducting preventive maintenance work.
5. Fire safety knowledge comprises part of the daily work. Staff shall well understand the fire evacuation procedures and participate in fire drills on a regular basis.
6. Food and beverage staff should possess operating knowledge of fire extinguishers or other fire fighting equipment as it will be beneficial to the safety of customers.

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5.4 Continuous Improvement

The long term success of a restaurant depends on its ability to learn from experience and continuously improve as it will enhance the overall service and capacity for operation.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No related concepts		Communicated with staff	Presented to customers	Service aligns with promise	Mandatory	Bonus
5.4.1 Hospitality	0		50	75	100		
Assessment Items	No regulation	Designate a person in charge of the execution	Executed by rules	Executed effectively by rules	Effectiveness of monitoring and continuous improvement	Mandatory	Bonus
5.4.2 Customer feedback and complaint handling	0	25	50	75	100		
Assessment Items	No				Executed effectively	Mandatory	Bonus
5.4.3 Area for improvement	N/A				100		
Sub-total							

Practical Guidelines

1. Hospitality emphasizes on importance of and commitment to customers. A simple statement such as “We treasure our customers and are committed to serving them with hearts!” is good enough to convey the hospitality culture of a restaurant to customers.
2. Provide a user-friendly and human-based channel to collect customer feedback. Analyze the feedback collected, prioritize the problems, and then take responsive measures in order to improve service performance.
3. Customer complaint handling shall include containment of incident, investigation into the incident, compensation to affected customers and preventive actions. An example of a customer complaint handling procedure is provided in Appendix 2 for reference.
4. Improvement is normally self-initiated in the pursuit of excellence in service performance. Area for improvement may be inferred from measures like benchmarking with other restaurants or customer opinion surveys.

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5.5 Promotion and Reputation

The efforts of a restaurant should be recognized when it contributes to the overall success of the food and beverage industry in Macao with its strength.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No				Executed / Productive	Mandatory	Bonus
5.5.1 Promotion	N/A				100		
5.5.2 Achievement	N/A				100		
Sub-total							
Total							
Service Management System Average Score [Total points/ The number of applicable items ⁴]							
4.1-4.11 Service Performance Average Score x 0.7							
5.1-5.5 Service Management System Average Score x 0.3							
All-directional Service Quality Score = Sum of the two scores above							

Practical Guidelines

1. Promotion can include the establishment of a website or advertising media.
2. Achievements can include local or overseas awards or recognition in terms of brand image, food or service quality.

⁴ The number of applicable items is the sum of mandatory assessment items and bonus assessment items, excluding “not applicable” items (if any).

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5.6 Special Theme Award – Sustainable Dining

Encourage merchants to promote sustainable dining when providing services, such as using non-toxic environmentally friendly tableware. Environmentally friendly tableware is harmless to human body, toxic-free, made of biodegradable materials and causes no pollution during the manufacturing, consumption and disposal processes. Merchants can also improve their energy efficiency, save energy costs, and reduce carbon emission by using energy prudently and improving the overall energy performance. The disposal of surplus food and food waste is an important issue for every city. Merchants can better achieve the goal of sustainable development if they sort food waste into recyclable and non-recyclable at the source. Food waste collectors then can transport food waste to recycling plants for recycling or turning them into energy.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No regulation	Designated a person in charge of the execution	Executed by procedures and mechanisms	Executed effectively by procedures and mechanisms	Effective monitoring with self-improvement mechanisms	Mandatory	Bonus
5.6.1 Energy Management	0	25	50	75	100		
5.6.2 Establish guidelines for food waste recycling	0	25	50	75	100		
5.6.3 Provide staff training on food waste recycling	0	25	50	75	100		
5.6.4 Use organic and eco-friendly food ingredients	0	25	50	75	100		
5.6.5 Use eco-friendly disposable tableware	0	25	50	75	100		
5.6.6 Use organic environmentally friendly cleaners	0	25	50	75	100		
5.6.7 Reserve budget for environmental protection	0	25	50	75	100		
5.6.8 Donate edible leftover ingredients or leftover food	0	25	50	75	100		
Assessment Items	No				With certificate/medal	Mandatory	Bonus
5.6.9 Received local or overseas green food awards or recognitions such as Michelin Green Star in the past 12 months	0				100		
Sub-total							

Practical Guidelines

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1. Energy management guidelines are established to improve overall energy efficiency, review energy performance, save energy costs and help reduce carbon emissions.
2. Guidelines for recycling food waste are established for classifying recyclable and non-recyclable food waste clearly, and different types of food waste are collected separately.
3. Training on food waste recycling is provided to guide employees to handle food waste correctly.
4. Purchase natural and organic foods with labels or certifications.
5. Purchase and use labelled or certified environmentally friendly tableware and cleaners.
6. Cherish food and avoid waste, cooperate with charities, and donate surplus ingredients or food to organizations or people in need.
7. Achievements can include local or overseas awards or recognition in energy management, food waste recycling or environmental protection.

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5.7 Special Theme Award – Community Care Services

Encourage merchants to contribute to society, fulfil social responsibilities, and increase affinity. In addition to providing excellent service quality, merchants should also pay attention to the integration of the disabled and social services for building a harmonious society.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No regulation	Provided training or designated a person in charge of the execution	Executed by procedures and mechanisms	Executed effectively by procedures and mechanisms	Effective monitoring with self-improvement mechanisms	Mandatory	Bonus
5.7.1 Show care for the needs of disabled guests	0	25	50	75	100		
5.7.2 Hire disabled staff	0	25	50	75	100		
5.7.3 Show care for the needs of disabled staff	0	25	50	75	100		
5.7.4 Offer braille menus/voice menus/voice ordering apps, etc.	0	25	50	75	100		
Assessment Items	No	Provided charity fund/scholarship program/donated less than MOP10,000 in the past 12 months	Provided charity fund/scholarship program/donated MOP10,000 to MOP100,000 in the past 12 months	Provided charity fund/scholarship program/donated MOP100,000 to MOP500,000 in the past 12 months	Provided charity fund/scholarship program/donated MOP500,000 or above in the past 12 months	Mandatory	Bonus
5.7.5 Establish charity fund/scholarship program/ made donations in the past 12 months	0	25	50	75	100		
Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No/less than 20 hours	Carried out volunteer activities with record; total volunteer	Carried out volunteer activities with record; total volunteer	Carried out volunteer activities with record; total volunteer	Carried out volunteer activities with record; total volunteer	Mandatory	Bonus

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		hours between 20 hours to 40 hours within 12 months	hours between 40 hours to 80 hours within 12 months	hours between 80 hours to 120 hours within 12 months	hours exceeded 120 hours within 12 months		
5.7.6	Established volunteer group(s) and carried out volunteer activities in the past 12 months	0	25	50	75	100	
Assessment Items	No	Procure 1 material or service	Procure no more than 5 materials or services	Procure no more than 10 materials or services	Procure more than 10 or above materials or services	Mandatory	Bonus
5.7.7	Cooperate with social enterprise to procure materials or services	0	25	50	75	100	
Assessment Items	No				With certificate/ medal	Mandatory	Bonus
5.7.8	Received local/overseas care community awards in the past 12 months	0				100	
Sub-total							

Practical Guidelines

1. Show care for the needs of disabled guests, such as formulating service guidelines for them.
2. Recruit people with disabilities, provide them with training and formulate work guidelines. Assign appropriate tasks to them, for example, a person with a leg injury can be a cashier; another person with autism can be assigned to wash dishes and handle simple tasks at beverage bar.
3. Provide barrier-free assistive facilities for staff such as wheelchair-friendly workbenches, disabled toilets or handrails.
4. Show care for customers with special needs, and provide suitable auxiliary facilities including braille menu/voice menu/voice ordering app, etc.
5. Contribute to society by cooperating with charities, assist those in need, and encourage employees to actively participate in charity activities.
6. Achievements can include local or overseas awards or recognition in caring for disabled employees, caring for the community, or caring for charity and public welfare.

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5.8 Special Theme Award – Local Feature

Embracing both Chinese and Western food cultures, cuisine has become a local feature. The local cuisine is also one of the featured elements under the cultural integrations between China and the West, which is significant to the promotion and inheritance of gastronomic culture.

Assessment Items		Assessment Criteria					Assessment Items Scoring	
		No	Oral, no record	Recorded, but no publicization or promotion	Recorded, with publicization or promotion	Recorded, with publicization or promotion. Have international tourist media coverage and followed by social media	Mandatory	Bonus
5.8.1	Original signature dishes	0	25	50	75	100		
5.8.2	The chef is the successor of a master chef or the culinary techniques have been handed down through the generations	0	25	50	75	100		
Assessment Items		Operated less than 10 years		Operated more than 10 years, less than 25 years	Operated more than 25 years, less than 50 years	Operated more than 50 years or above	Mandatory	Bonus
5.8.3	Restaurant with a long history	0		50	75	100		

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Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No	Oral, no record	Recorded, but no publicization or promotion	Recorded, with publicization or promotion	Recorded, with publicization or promotion. Have international tourist media coverage and followed by social media	Mandatory	Bonus
5.8.4 Inherit family recipes	0	25	50	75	100		
5.8.5 Serve dishes that were once lost	0	25	50	75	100		
5.8.6 Use food ingredients and sauces which have local distinctive characteristics	0	25	50	75	100		
Assessment Items	No				With certificate/medal	Mandatory	Bonus
5.8.7 Received local or overseas local specialty food awards or recognitions in the past 12 months	0				100		
Sub-total							

Practical Guidelines

1. Research and develop original unique new dishes and launch signature dishes with local features regularly.
2. Delve into and design nostalgic menus and reproduce the nostalgic handmade dishes which are gradually lost.
3. The culinary techniques are succeeded by a master chef or handed down through the generations that the chef possess superb culinary skills to elevate the level of dishes and pass on to a new generation for the inheritance of skills.
4. Use food ingredients and sauces which have local features to cook.
5. Achievements can include local or overseas awards or recognition in characteristic cuisine.

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5.9 Special Theme Award – Operational Innovation

Smart tourism is a future trend. The electronic solutions and cloud technology applied in innovative operational service can bring convenience to tourists and citizens, together with increasing merchants’ operational efficiency, and optimizing customers’ dining experience.

Assessment Items	Assessment Criteria					Assessment Items Scoring	
	No	No mechanism, staff can participate voluntarily	Designated a person in charge of the execution	Executed by mechanisms, not effective	Effective monitoring with self-improvement mechanisms	Mandatory	Bonus
5.9.1 Encourage employees to propose innovative business plans	0	25	50	75	100		
5.9.2 Establish an innovative operation working group	0	25	50	75	100		
5.9.3 Innovative operation projects have been completed in the past 12 months	0	25	50	75	100		
Assessment Items	No	No mechanism	Designated a person in charge of the execution	Executed by mechanisms, not effective	Effective monitoring with self-improvement mechanisms	Mandatory	Bonus
5.9.4 Reserve budget for the development of innovative operating tools or application	0	25	50	75	100		
5.9.5 Received government funding for innovative operations	0	25	50	75	100		
Assessment Items	No				With certificate/medal	Mandatory	Bonus
5.9.6 Received local/overseas innovative operation award in the past 12 months	0				100		
Sub-total							

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Practical Guidelines

1. Arrange regular seminars with staff to stimulate their innovative thinking for the improvement and innovation of new operating modes. Recognize and reward staff who propose innovative operation plans. The participation of management can encourage staff and demonstrate the importance of operational innovation.
2. Organize a working group and reserve a budget for the development and implementation of innovative operating tools or applications.
3. Pay attention to the supports from government and related institutions about innovative operational electronic solutions and cloud technology.
4. Achievements can include local or overseas awards or recognition in operational innovation.

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

Appendix I

Workplace and Facility Cleaning Procedure

1. Objective

To prevent heaps of garbage, food residues or remains that causes bacterial growth, pest and rodent infestation.

2. Scope

Working environment and facilities that associated with food storage, preparation, processing and cooking.

3. Procedure

Cleaning tasks and schedules shall be defined clearly. Cleaning of environment and facilities in the workplace such as kitchen, cooking utensils, uniforms, etc. shall be arranged. Cleaning schedule shall include daily and periodic cleaning tasks and the length of periodic cleaning cycle depends on the design of the environment and facilities, actual operational conditions and the risk of food contamination.

Boiled water or food grade disinfectants are commonly used for cleaning kitchens, cooking facilities and utensils. Usage instructions from manufacturer shall be followed when using disinfectants.

Cleaning rags for different areas or utensils shall be properly marked for clear identification. Uniforms such as aprons shall never be used for cleaning of areas and utensils. Also, cleaning rags shall be washed frequently.

The surface and internal structure of objects being cleaned should be defined in order to ensure they are cleaned with desirable result.

The storage method of cleaned utensils should be defined in order to ensure they will not be contaminated during storage.

4. Daily inspection

In addition to keeping a check on cleaning outcome, it is also necessary to pay attention to the trace of rodent and pest in daily inspection. Rodent and pest control shall be strengthened if necessary. Meanwhile, inspection records shall be retained as evidence for future incident investigations and audits.

Appendix II

Incident Investigation and Follow-Up Procedure

1. Objective

To handle incidents properly in order to minimize the impact and improve management system.

2. Scope

Prosecutions, customer complaints or negative media coverage brought forward by incidents like food poisoning, diseases caused by contaminated food, sub-standard food ingredients, non-compliance to hygiene regulations and misconduct in operations.

3. Procedure

Define the scale of impact of the incident and take immediate action to stop the incident from escalating.

Comfort affected persons and prepare press release or public statement if necessary. ◦

Analyze the cause(s) of incident, likelihood of recurrence and its severity, and suggest preventive measures.

Establish a preventive action plan.

Implement action plan and verify the effectiveness of the measures.

Retain records for analysis in the future and determine if further action is necessary based on the nature and trend of the incidents to protect the best interest and reputation of the merchant.