



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 **(Supplementary Information for** **Self-Service Food and Beverage** **Establishments)**



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DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

**Quality Tourism Services Accreditation Scheme
Assessment Criteria (Supplementary Information for Self-Service Food and
Beverage Establishments)**

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Quality Tourism Services Accreditation Scheme Assessment Criteria (Supplementary Information for Self-Service Food and Beverage Establishments)

1 Introduction

As some of the qualified participating merchants under the category of Food and Beverage Establishments of Quality Tourism Services Accreditation Scheme are operating on a self-service model, it led to the need to adjust certain assessment criteria for this category accordingly. Therefore, Macau Government Tourist Office compiles this document particularly to set forth the assessment criteria applicable for the Food and Beverage Establishments that are running in the form of self-service operation.

This document serves as the supplementary information for the “Assessment Criteria - Food and Beverage Establishments”; participants should also refer to the “Assessment Criteria - Food and Beverage Establishments” in order to have accurate and complete understanding of the assessment criteria.

2 All-directional Service Quality Assessment Criteria

Please refer to Chapter 2 of “Assessment Criteria – Food and Beverage Establishments”.

3 Assessment Method

Apart from the adjustment made in service performance, the assessment/scoring method is basically the same as the general food and beverage establishments. Please refer to the following table for details.

3.1 Service Performance Scoring Table (Food and Beverage Establishments – Self-Service)

| Moment of Truth | Assessment Items | Mandatory | Bonus |
|---------------------------|--|-----------|-------|
| 4.1 Welcome and reception | 4.1.1 Greet enthusiastically | | |
| | 4.1.2 Manage the order of the waiting guests politely and properly (if applicable) | | |
| | 4.1.3 Eye contact and smile | | |
| | Sub-total | | |
| 4.2 Order taking | 4.2.1 Take guests’ order attentively | | |
| | 4.2.2 Confirm orders | | |
| | 4.2.3 Say ‘thank you’ after completing order taking | | |
| | Sub-total | | |
| 4.3 Billing | 4.3.1 Inform guests the invoice amount clearly | | |
| | 4.3.2 Return change / credit card politely | | |
| | 4.3.3 Eye contact and smile | | |
| | Sub-total | | |

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| Moment of Truth | Assessment Items | Mandatory | Bonus |
|--------------------------------|--|------------------|--------------|
| 4.4 Table serving | 4.4.1 Provide adequate and appropriate cutleries | | |
| | 4.4.2 Serve food and drinks carefully to the table | | |
| | 4.4.3 Serve food and drinks efficiently | | |
| | 4.4.4 Serve food and drinks to guests correctly without missing orders | | |
| | Sub-total | | |
| 4.5 Response to enquiry | 4.5.1 Answer guests' enquires properly or consult/refer to other staff | | |
| | 4.5.2 Respond to guests in a friendly manner | | |
| | Sub-total | | |
| 4.6 Teamwork | 4.6.1 Staff support each other at work (if applicable) | | |
| | 4.6.2 Staff perform consistently at the same standard (if applicable) | | |
| | Sub-total | | |
| 4.7 Grooming | 4.7.1 Keep face clean | | |
| | 4.7.2 Keep hair tidy and clean | | |
| | 4.7.3 Keep hands and fingernails clean | | |
| | 4.7.4 Keep uniform / clothing clean | | |
| | 4.7.5 Stand straight, stay alert with good spirits | | |
| | Sub-total | | |
| 4.8 Environment and facilities | 4.8.1 Environment is clean | | |
| | 4.8.2 Tables and chairs are clean and neat / without damage | | |
| | 4.8.3 Dishware and cutleries are clean / without damage | | |
| | 4.8.4 Menus are clean / intact | | |
| | 4.8.5 Good ventilation / suitable room temperature | | |
| | 4.8.6 Restrooms are clean and necessary personal cleansing supplies are provided (if applicable) | | |
| | Sub-total | | |

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| General Opinion | Assessment Items | Mandatory | Bonus |
|------------------------|---|------------------|--------------|
| 4.9 Food quality | 4.9.1 Ingredients look fresh | | |
| | 4.9.2 Neat presentation | | |
| | 4.9.3 No spillover | | |
| | 4.9.4 No foreign materials in food | | |
| | 4.9.5 Right temperature | | |
| | 4.9.6 Reasonable seasoning/ flavouring | | |
| | 4.9.7 Reasonable proportion of ingredients | | |
| | 4.9.8 Ingredients match with descriptions given in menu or by staff | | |
| | 4.9.9 Ingredients without unfresh or rotten mouthfeel | | |
| | 4.9.10 Reasonable match among ingredients in taste | | |
| | 4.9.11 No strange taste | | |
| | 4.9.12 No strange mouthfeel | | |
| | 4.9.13 Proper cooking time | | |
| | 4.9.14 Reasonable portion | | |
| | 4.9.15 Food makes re-visit worthy | | |
| | Sub-total | | |
| 4.10 Customer feedback | 4.10.1 Good value for money | | |
| | 4.10.2 Dining environment makes guests feel at ease | | |
| | 4.10.3 Recommendable to others | | |
| | | Sub-total | |

| | |
|--|--|
| Total | |
| Service Performance Average Score [Total points/ The number of applicable items ¹] | |

3.2 Service Management System Scoring Table (Food and Beverage Establishments – Self-Service)

Generally same as food and beverage establishments, please refer to Section 3.2 of “Assessment Criteria – Food and Beverage Establishments”.

3.3 All-directional Service Quality Scoring Table (Food and Beverage Establishments – Self-Service)

Generally same as food and beverage establishments, please refer to Section 3.3 of “Assessment Criteria – Food and Beverage Establishments”.

¹ 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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4 Mystery Shopping Assessment Criteria

4.1 Welcome and Reception

Upon the customer’s arrival at the food or beverage establishment, s/he 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 establishment 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 enthusiastically | Mandatory | 0 | 25 | 50 | 75 | 100 | |
| 4.1.2 Manage the order of the waiting guests politely and properly | Mandatory (if applicable) | 0 | 25 | 50 | 75 | 100 | |
| 4.1.3 Eye contact and smile | Mandatory | 0 | 25 | 50 | 75 | 100 | |

4.2 Order taking

Order taking is an important step in which the waiter 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 Take guests’ order attentively | Mandatory | 0 | 25 | 50 | 75 | 100 | |
| 4.2.2 Confirm orders | Mandatory | 0 | 25 | 50 | 75 | 100 | |
| 4.2.3 Say ‘thank you’ after completing order taking | Mandatory | 0 | 25 | 50 | 75 | 100 | |

4.3 Billing

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 | |
| 4.3.1 Inform guests the invoice amount clearly | Mandatory | 0 | 25 | 50 | 75 | 100 | |
| 4.3.2 Return change / credit card politely | Mandatory | 0 | 25 | 50 | 75 | 100 | |
| 4.3.3 Eye contact and smile | Mandatory | 0 | 25 | 50 | 75 | 100 | |

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4.4 Table serving

To make customers feel satisfied and respected, basic service etiquette cannot be neglected. Furthermore, waiters 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 | Mandatory | 0 | 25 | 50 | 75 | 100 | |
| 4.4.3 Serve food and drinks efficiently | 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 Response to enquiry

Customers may have enquiry or need follow-up service when placing order or 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.

| Rating Scale | | | | | | | |
|--|-----------|-------|-----------|--------|---------------------------------------|--------------------------|--|
| Assessment Items | Type | Never | Sometimes | Mostly | Always but with occasional exceptions | Always without exception | |
| 4.5.1 Answer guests' enquires properly or consult/refer to other staff | Mandatory | 0 | 25 | 50 | 75 | 100 | |
| 4.5.2 Respond to guests in a friendly manner | 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 at work | Mandatory ² (if applicable) | 0 | 25 | 50 | 75 | 100 | |
| 4.6.2 Staff perform consistently at the same standard | Mandatory ² (if applicable) | 0 | 25 | 50 | 75 | 100 | |

² This item shall be over 70 points for "Service Star Award".

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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 food and beverage establishments.

| Rating Scale | | | | | | |
|--|-----------|-------|-----------|--------|---------------------------------------|--------------------------|
| Assessment Items | Type | Never | Sometimes | Mostly | Always but with occasional exceptions | Always without exception |
| 4.7.1 Keep face clean | Mandatory | 0 | 25 | 50 | 75 | 100 |
| 4.7.2 Keep hair tidy and clean | Mandatory | 0 | 25 | 50 | 75 | 100 |
| 4.7.3 Keep hands and fingernails clean | Mandatory | 0 | 25 | 50 | 75 | 100 |
| 4.7.4 Keep uniform / clothing clean | Mandatory | 0 | 25 | 50 | 75 | 100 |
| 4.7.5 Stand straight, stay alert with good spirits | Mandatory | 0 | 25 | 50 | 75 | 100 |

4.8 Environment and facilities

Food and beverage establishments 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 Menus are clean and intact | 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 are provided | Mandatory (if applicable) | 0 | 25 | 50 | 75 | 100 |

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4.9 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 of scored item | Never | Sometimes | Mostly | Always but with occasional exceptions | Always without exception |
| 4.9.1 Moderate taste | Mandatory | 0 | 25 | 50 | 75 | 100 |
| 4.9.2 Right temperature | Mandatory | 0 | 25 | 50 | 75 | 100 |
| 4.9.3 Reasonable portion | Mandatory | 0 | 25 | 50 | 75 | 100 |
| 4.9.4 Neat presentation | Mandatory | 0 | 25 | 50 | 75 | 100 |

4.10 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 | Strongly disagree | Somewhat disagree | Agree | Strongly Agree | Fully Agree |
| 4.10.1 Good value for money | Mandatory | 0 | 25 | 50 | 75 | 100 |
| 4.10.2 Dining environment makes guests feel at ease | Mandatory | 0 | 25 | 50 | 75 | 100 |
| 4.10.3 Recommendable to others | Mandatory | 0 | 25 | 50 | 75 | 100 |

5 Service Management System Audit Criteria

Please refer to Chapter 5 of “Assessment Criteria – Food and Beverage Establishments”.

– END –

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