



**星級旅遊服務認可計劃**

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

# **Application Manual**

## **Food and Beverage Sector**



**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**

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 their 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 their 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.

## **2 Implementing Entities**

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

To ensure the fairness and impartiality of assessment, as obtain high recognition and wide acceptance of QTSAS by relevant stakeholders, including tourists and tourism industry incumbents, the QTSAS Assessment Committee has been established by MGTO to oversee the implementation of policies of the Scheme as well as review and approve awards. The Director and Deputy Director of MGTO are the chairperson and vice-chairperson of the QTSAS Assessment Committee respectively. Members include representatives from government departments, industry associations, consumer rights and interests protection law organizations and academic institutions, standing for the diverse interests of the tourism industry, consumers and general public.

In addition, a F&B Industry Committee has been established for this scheme. The key function of the Industry Committee is to discuss sector-specific topics, review the list of recommended merchants for receiving awards and submit proposals and recommendations to the QTSAS Assessment Committee for approval.

### 3 Scope of application

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 “Deluxe Restaurant”, “First Class Restaurant”, “Second Class Restaurant” and “Food and Beverage Establishment” stated in Decree-Law No. 16/96/M are eligible to apply for QTSAS.

Permit/Licence		“QTSAS” Category
Licensing criterion	Licensed restaurant and F&B establishment	
Law No. 8/2021	Restaurant	Restaurant (hotel)
	Simple Dining Establishment	Simple Dining Establishment (hotel)
Decree-Law No. 16/96/M	Deluxe Restaurant	Restaurant (non-hotel)
	First Class Restaurant	
	Second Class Restaurant	
	Food and Beverage Establishment	Food and Beverage Establishment

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

Awarded merchants can reapply to compete for awards together with new applicants at their discretion.

## 4 Accreditation Process

The accreditation process of QTSAS is composed of the following four stages:

- ① Application      ② Assessment      ③ Audit & Approval      ④ Conferment



### 4.1 Application

#### 4.1.1 Eligibility

The Scheme is open for application to restaurants and food and beverage establishment with valid and specified permit/licence in Macao. MGTO announces the application method and it's duration in a timely fashion. Eligible merchants may submit applications to MGTO for participation in the Scheme without any fee. MGTO will then process application screening according to the criteria mentioned below. All applicants shall:

- I. Hold a valid permit/licence that meets the specified category;
- II. Operate its business in Macao for at least one year (i.e. obtained permit/licence and opened for business a year before the commencement of application period);
- III. Offer services to the public with regular and fixed operating hours, without requiring membership as a pre-requisite for service (note: applications from merchants that offer exclusive services for members or banquet services will not be accepted);
- IV. Continually comply with all applicable regulations for operating its business and make corrections to the situation caused by infringement within a fixed period of time;
- V. Have no negative media coverage regarding widespread public health concerns or intentional business malpractice that has not been properly handled and closed.

#### 4.1.2 Application Method and Procedures

MGTO will announce the application method and its duration through its official website and other media channels. Merchants interested in participating in the Scheme may register online through Macao Government Tourism Office website ([www.dst.gov.mo](http://www.dst.gov.mo)) and are required to study the documents before submitting their applications.

### **4.1.3 Acceptance of Application**

To ensure quality, MGTO has set up participation quotas every year. Application submitted within the application period with required documents will be admitted on a first-come, first-served basis. Applications submitted after the deadline will not be considered. MGTO reserves the right to accept or decline applications and its decisions shall be final. No appeal will not be accepted.

All applicants will receive notification of the results within one month after the closure of the application period through electronic messages or emails, and assessment will be arranged subsequently.

## **4.2 Assessment**

Admitted merchants will receive comprehensive assessments, namely “Mystery Shopping Assessment” and “Service Management System Audit”, to evaluate their services and management performance based on the assessment criteria of different categories.

“Mystery Shopping Assessment” is comprised of four unannounced visits to participating merchants by mystery shoppers whose identities are not disclosed. The purpose of the Mystery Shopping Assessment is to evaluate the realistic performance and service that participating merchants offer to tourists and the general public. Different assessment criteria have been developed to evaluate the service performance of four categories so as to correspond to different service approach adopted by participating merchants.

“Service Management System Audit” is an announced on-site visit conducted by professional auditors. The audit is mainly focused on service management methodology, with the aim of determining the effectiveness of those methodology in supporting frontline service delivery.

The details of assessment criteria can be downloaded from the Macao Government Tourism Office website ([www.dst.gov.mo](http://www.dst.gov.mo)) or obtained from MGTO Training and Quality Management Department.

## **4.3 Audit and Approval**

To ensure the awards are issued to eligible participating merchants under the principles of fairness, openness, and impartiality, MGTO will consolidate the assessment results of “Mystery Shopping Assessment” and “Service Management System Audit” and submit them to the independent Assessment Committee for making award approval in accordance with the award approval and presentation criteria.

All participating merchants will receive notification of award decisions in due course.

## 4.4 Award Conferment

### 4.4.1 Awards System

Four types of awards will be granted under QTSAS, namely "Quality Tourism Services Merchant Award", "Quality Tourism Services Gold Award", "Quality Tourism Services Excellence Award", and "Special Theme Award". Merchants fulfilling the award criteria stated in chapter 4.3 in each category will be presented with the following awards correspondingly.

### 4.4.2 Award Conferment Criteria and Benefits

#### I. Quality Tourism Services Merchant Award

This award signifies quality tourism services and aims to recognize merchants who provide a high standard of service quality. New applicants and reapplying merchants are subjected to four unannounced visits by mystery shoppers and one "Service Management System Audit" assessment. Participating merchants will be awarded the "Quality Tourism Services Merchant Award" if they obtain 75 points or above.

$$\begin{array}{|c|} \hline \text{The total score} \\ \text{of Service} \\ \text{quality} \\ \hline 100\% \\ \hline \end{array} = \begin{array}{|c|} \hline \text{Average of "Mystery} \\ \text{Shopping Assessment"} \\ \text{scores of the prevailing} \\ \hline \text{year} \\ \hline \end{array} \times 70\% + \begin{array}{|c|} \hline \text{"Service Management} \\ \text{System Audit" score of} \\ \hline \text{the prevailing year} \\ \hline \end{array} \times 30\%$$

Participating merchants will receive the "Quality Tourism Services Merchant Award" accreditation certificate, along with a set of official promotional items including window stickers and badges. Awarded merchants then are entitled to promote themselves as "Quality Tourism Services Merchant Award" winners for 1 year.

#### II. Quality Tourism Services Gold Award

In order to recognize the "best of the best" merchant in each category, this special award is established to spotlight the top participating merchant with the highest assessment total score among its peers in the same category and has a total score not less than 90 points<sup>1</sup>. The awarded merchant will be presented with the "Quality Tourism Services Gold Award" trophy, pins and a cash prize of MOP10,000 as recognition. The winner is also entitled to use the "Quality Tourism Services Gold Award" designation to promote

<sup>1</sup> Total score is 100 points, "Teamwork" of "Mystery Shopping Assessment Criteria" as well as "Coordination and division of work" and "Internal communication" of "Service Management System Audit Criteria" shall be over 70 points for "Quality Tourism Services Gold Award", assessment method can be referred to assessment criteria of the respective category.



the services. Besides, priority will be given to Award-winning merchants in participating in promotions and events organized by MGTO.

### **III. Quality Tourism Services Excellence Award**

“Quality Tourism Services Excellence Award” is established to commend the merchants who have received the “Quality Tourism Services Gold Award” every three consecutive years. The awarded merchant will be presented with the “Quality Tourism Services Excellence Award” trophy and a cash prize of MOP20,000 as recognition. The winner is also entitled to use the “Quality Tourism Services Excellence Award” designation to promote the services. Besides, priority will be given to Award-winning merchants in participating in promotions and events organized by MGTO.

#### IV. Special Theme Award

In order to recognize the merchants who have performed well in individual special themes, this special award is established for the “Quality Tourism Services Merchant Award” winners who have obtained 75 points or above in total score; and obtained the highest total score<sup>2</sup> in one of the four sub-groups of “Special Theme Award” under the same application category i.e. “Restaurant (hotel)”, “Restaurant (non-hotel)”, “Simple Dining Establishment” (hotel) and “Food and Beverage Establishment”.

New or reapply merchants will be automatically included in the competition for the “Special Theme Award” and subjected to four unannounced visits by mystery shoppers and one “Service Management System Audit” assessment. Total four awards are granted under the “Special Theme Award” for four categories namely “Restaurant (hotel)”, “Restaurant (non-hotel)”, “Simple Dining Establishment” (hotel) and “Food and Beverage Establishment”.

##### “Special Theme Award – Sustainable Dining Award”

Special Theme Total Scores 100%	=	Average of “Mystery Shopping Assessment” of “Special Theme Award - Sustainable Dining Award” scores of the prevailing year	x 50%	+	“Service Management System Audit” of “Special Theme Award - Sustainable Dining Award” score of the prevailing year	x 50%
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##### “Special Theme Award – Community Care Services Award”

Special Theme Total Scores 100%	=	Average of “Mystery Shopping Assessment” of “Special Theme Award - Community Care Services Award” scores of the prevailing year	x 50%	+	“Service Management System Audit” of “Special Theme Award - Community Care Services Award” score of the prevailing year	x 50%
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##### “Special Theme Award - Local Feature Award”

Special Theme Total Scores 100%	=	Average of “Mystery Shopping Assessment” of “Special Theme Award - Local Feature Award” scores of the prevailing year	x 50%	+	“Service Management System Audit” of “Special Theme Award - Local Feature Award” score of the prevailing year	x 50%
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##### “Special Theme Award - Operational Innovation Award”

Special Theme Total Scores 100%	=	Average of “Mystery Shopping Assessment” of “Special Theme Award - Operational Innovation Award” scores of the prevailing year	x 50%	+	“Service Management System Audit” of “Special Theme Award - Operational Innovation Award” score of the prevailing year	x 50%
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<sup>2</sup> In the event of a tie, this award will be awarded to the winner of the “Quality Tourism Services Merchant Award” with the highest total score under the same category.

The awarded merchant will be presented with a “Special Theme Award” subgroup certificate and a cash prize of MOP5,000 as recognition. The winners are entitled to use the “Special Theme Award” designation to promote their services. Besides, priority will be given to winners in participating promotions and events organized by MGTO.

#### **4.4.3 Announcement and Benefits**

- ◆ All the awarded merchants will be announced publicly.
- ◆ MGTO will invite award merchants to attend the award presentation ceremony.
- ◆ Information of awarded merchants will be listed in the “Quality Tourism Services Merchant Award - Restaurants and Eateries Guide”. The guide is available to the public through MGTO’s website and other media channels.
- ◆ Award-winning merchants can promote their businesses in accordance with the terms and conditions depicted in Chapter 5 of this Manual and Chapter 6 of “Logo Usage Guideline”.
- ◆ Enhancement and opportunity: the assessment criteria are established based on the due conditions (i.e. whether merchants can effectively manage services). Awarded merchants make good use of the practical guidelines to enhance the service level and value-add to the experience of customers.

#### 4.5 Surveillance Mechanism and Award Renewal

“Quality Tourism Services Merchant Award” is valid for one year. Awarded merchants should maintain or further improve their services during the validity period. After one year, service performance will be continuously monitored by surveillance assessments. The assessment criteria are the same as those of “Mystery Shopping Assessment” described in Chapter 4.2; each awarded merchant will receive two mystery shopping assessment visits.

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

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

In addition, awarded merchants are subject to a Point Deduction Mechanism in which certain incidents, such as customer complaints and negative media news, or violations of terms and conditions stipulated in Chapter 5 reported to or discovered by MGTO that directly associated with the quality of service will lead to deduction of points, as detailed in the following table.

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

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

## **5 Terms and Conditions**

### **5.1 Liabilities**

#### **5.1.1 Liabilities of Participating Applicants**

All participating merchants (including new applicants and reapplying merchants of the Quality Tourism Services Merchant Award) shall be fully liable for their respective businesses and service. Neither MGTO, the Assessment Committee, nor their agents shall accept any responsibility or liability whatsoever in relation to any dealings between participating merchants and their customers, or any dispute related to publication or announcement of their award status made by MGTO.

#### **5.1.2 Liabilities of Awarded Merchants**

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

### **5.2 Confidentiality**

QTSAS reserves the right to publish company basic information (e.g. name, address, contact details, etc.) of awarded merchants on the official website or printed materials. In addition, MGTO reserves the right to withdraw merchants' qualification to participate in the scheme or award, if the merchants are subjected to disciplinary procedures, or have been found to violate the agreements concerning the Scheme.

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

### **5.3 Change of Permit/Licence**

Merchants shall inform MGTO in writing before or within 5 working days when there are significant and effective changes that will affect or has already affected the validity of the permit/licence of the merchant, which may relate to but not be limited to legal status, ownership, transfer of operational right. Under such circumstances, the eligibility or associated award status will be terminated, and merchants should reapply for the Scheme.

### **5.4 Change of Business Address**

Eligible applicants or awarded merchants shall inform MGTO in writing before or within 5 working days when there is a change of business address, the eligibility or associated award status will be terminated, and merchants should reapply for the Scheme.

### **5.5 Suspension of Business**

Awarded merchants shall inform MGTO about the reason regarding the suspension of operations and the anticipated suspension period in writing before or within 5 working days of its business suspension due to renovation or other situations. Should the business resume within the assessment period and after evaluation by MGTO, the eligibility for application or award status may be maintained and assessment may resume under Chapter 4.2.

Should an awarded merchant fail to advise MGTO regarding the suspension of business and the suspension is spotted by MGTO, points will be deducted according to the Point Deduction Mechanism of surveillance and award status will be suspended. In addition, the eligibility for application or award status will be terminated immediately if the business cannot resume within a month from the date of the suspension being discovered. The merchant is refrained from applying the Scheme for a year, application will only be accepted according to Chapter 4.1 after the end of the one-year period.

### **5.6 Access to Information and Premises**

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

## **5.7 Complaints against Awarded Merchants**

When MGTO receives a complaint against an awarded merchant, the merchant in question shall submit a report in accordance with the requirements of MGTO. In case a monetary claim is involved with a complaint, without prejudice to Clause 5.2, awarded merchants shall not restrict MGTO from forwarding the complaint and the associated details to the Consumer Council of Macao SAR Government for follow up. In order to provide legal ground for the aforesaid complaint referral, merchants shall commit to accepting the arrangement when they submit their applications.

## **5.8 Suspension and Termination**

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

- (a) refusing or neglecting to comply with the prescribed criteria of the Scheme;
- (b) refusing or neglecting to comply with the judgment of the Assessment Committee;
- (c) failing to comply with the Terms and Conditions of the Scheme;
- (d) failing to comply with the logo usage guidelines given in Chapter 6 and failing to take timely corrective action;
- (e) purposely providing any information or documentation in relation to or incidental to an application or renewal required by the Scheme;
- (f) failing to obtain or maintain a valid permit/licence;
- (g) period of business suspension exceeds time limit (details refer to Chapter 5.5);
- (h) transferring of ownership or management right;
- (i) changing of business address;
- (j) ceasing to carry on its business or operations;
- (k) being adjudicated as bankrupt; or facing a winding-up order; or against whom bankruptcy or winding-up proceedings have been instituted; or facing action by creditors under the provisions of ordinances of the Macao SAR relating to bankruptcy or insolvency;
- (l) behaving in a manner that jeopardizes or damages, or in the opinion of MGTO (as the case may be) is likely to jeopardize or damage, the reputation or interests of the Scheme or MGTO;
- (m) undergoing change in its business, operations, financial condition, directorship or management which may, in the opinion of the Assessment Committee (as the case may be), materially and adversely affect the merchant's ability to provide quality tourism services and perform its other obligations under the Scheme in general.

## **5.9 Appeal**

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



## 6 Award and Logo Usage Guideline

### 6.1 Introduction

The QTSAS logo is well-designed, which can only be used by merchants awarded with the “Quality Tourism Services Merchant Award” together with a set of dedicated window stickers and badges. If the awarded merchants received the “Quality Tourism Services Gold Award” and “Quality Tourism Services Excellence Award”, trophies and pins signifying quality services will be given for proving their qualifications and promotion purpose.

The awarded merchants must comply with the regulations written by MGTO when using the logo. The guidelines are as follows.

### Design Concept



- ◆ Start with the English letter “Q”, which means “Quality” (high quality).
- ◆ The main vision is composed of two ellipses, which signifies fingerprints. The combination of two different sizes of fingerprints demonstrates the mutual trust spirit. It is a core of star tourism services.
- ◆ Use gradient gold as the main colour to express the glory of stars.
- ◆ The last stroke is expressed in black to represent commitment.

### 6.2 Logo Specification

#### 6.2.1 Colour Specification

##### Full color

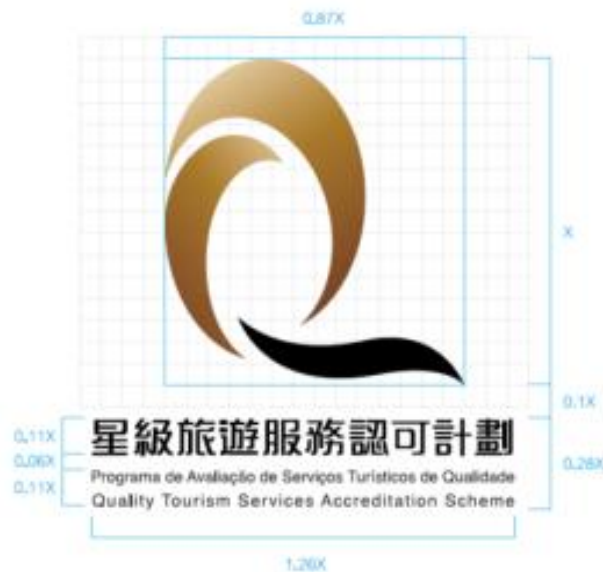


##### Black & White



## 6.2.2 Font and Size Specification

### Vertical Variation



### Horizontal Variation

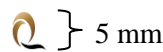
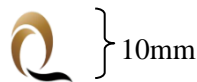


### Font Chinese: 黑體

- ◆ Logo and text can be scaled and used in proportion, but the fonts should not be too small and should be easily identified and read.
- ◆ If the value of “x” is between 10 mm and 30 mm, the following logo variation should be used:



- ◆ If the value of “x” is less than 10 mm, the following logo variation should be used:



“x” value must not be less than 5 mm

### 6.3 Usage Manual

- 6.3.1 The intellectual property rights for the QTSAS logos and awards are owned by MGTO. The usage rights are limited to the merchants awarded with the "Quality Tourism Services Merchant Award", "Quality Tourism Services Gold Award", "Quality Tourism Services Excellence Award" and "Special Theme Award" conferred by MGTO. MGTO reserves the right to pursue any improper use of logos and stickers and can exercise its rights at any time.
- 6.3.2 Before receiving official notification of the results from MGTO, merchants are not permitted to display or use QTSAS logos and stickers in any format within its commercial areas. It is not allowed to mislead tourists or the public into thinking that the merchant has or will be awarded the prize of QTSAS.
- 6.3.3 Awarded merchants of QTSAS are permitted to use or display award logos and stickers in their venues, facilities, publications, advertisements and related locations. However, the name of the awarded company or venue must be clearly displayed near the logos and stickers.
- 6.3.4 The logos are only applicable to awarded merchants for the promotion proposes of its service quality, it does not prove that their products are recognized. The awarded merchants are not allowed to use the logos for their product sales and items related, for example:
- (a) Product labelling
  - (b) Product packaging
  - (c) Wrapping paper
  - (d) Shopping bags

- 6.3.5 The logos are allowed to be used for the following items, but they must conform to the name of awarded company or venue:
- (a) Business premises (i.e. shop windows, entrances, display boards, menus, placemats, customer opinion forms, etc.)
  - (b) Office printing materials (i.e. company business cards, company letter paper, envelopes, etc.)
  - (c) Stationery
  - (d) Company publications
  - (e) Promotional materials or advertisements (i.e. media advertisements, promotional posters, promotional leaflets, banners, backboards, etc.)
  - (f) Online websites or other electronic platforms related to the awarded company or venue
  - (g) Souvenirs for non-sale purposes (i.e T-shirts, calendars, notebooks, post-it notes, etc.)
- 6.3.6 The affiliates/ branches or associated companies/ groups who have not participated in QTSAS are not permitted to use the logos and stickers.
- 6.3.7 Awarded merchants are not permitted to use logos on the following items/ documents:
- (a) Company seal
  - (b) Office signs
  - (c) Contracts/ quotation/ sales order/ and any other forms of legal documents
  - (d) Invoice/ receipt
  - (e) Bill/ cheque/ letter of credit/ cash voucher/ gift voucher
  - (f) External official document/ notification
  - (g) Trophy
- 6.3.8 The content of advertisements and promotional materials must be legal, well-conscious, healthy, honest, truthful and free of defamatory, discriminatory or insulting elements.
- 6.3.9 If the awarded merchants want to use the logos to design and produce their own advertisements or promotional materials, they must first email a design sample (recommended to submit in jpeg format) to MGTO for review and archiving. The design is allowed to publish only if it has been reviewed and approved.
- 6.3.10 Awarded merchants can contact MGTO through the following methods for obtaining the electronic file of the logos usage guideline or inquire about the permitted use of the logos.

- 6.3.11 Should an awarded merchant use the logos improperly, MGTO has the right to modify or terminate its usage rights of the logos. MGTO reserves the right to make all decisions on the use of the logos in case of any dispute.
- 6.3.12 Stickers provided by MGTO for QTSAS awarded merchants can be put up at prominent positions in the awarded establishment and facilities for promotion. MGTO supervises the manufacture of related stickers. They cannot be reproduced in other ways.
- 6.3.13 If the awarded merchant loses the qualification for the "Quality Tourism Services Merchant Award" or fails to compete for the award again, it shall immediately stop using and distributing all items and promotional materials with the logos.
- 6.3.14 For usage methods or questions not mentioned in this guideline, the awarded merchants should check with MGTO and obtain written approval before using the logos and stickers.

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

For enquiry, please contact the below during office hours:

Macao Government Tourism Office  
Training and Quality Management Department  
Address: Room 502, 5th Floor, Hot Line Building, Alameda Dr. Carlos d'Assumpcao,  
nos. 335-341, Macao  
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