

# QUALITY TOURISM ACCREDITED BUSINESS PROGRAM

## ABOUT THE PROGRAM

The **Quality Tourism Accredited Business (QTAB) Program** is a national business development program within the **Quality Tourism Framework (QTF)**. The program highlights businesses that are endorsed by the tourism industry as **quality assured**.

It provides necessary **tools & resources** to assist in creating and updating business policies and procedures to ensure **ongoing sustainability** and **best practice**.

QTAB businesses can now access **COVID-19 Clean Practicing Business** accreditation designed to drive consumer confidence.



## WHAT'S COVERED?

Licences and Permits + Insurance + Business and Marketing Plan  
Customer Service + Business Operation + Human Resource  
Management + Risk Management + Sustainability



## PROGRAM COST

The QTAB Program is **FREE** to Ticsa members.  
Membership starts at \$299 + GST

## READY TO GET STARTED?

Head to the site [online.qualitytourismaustralia.com](https://www.online.qualitytourismaustralia.com) and follow the prompts to register as a 'New User'

## 5 REASONS TO BECOME ACCREDITED

1. Be recognised as a **professional, ethical and reliable operator** and display the national **Quality Tourism 'tick' logo**
2. **Free ReviewPro account** (valued at over \$1000) which collates all online reviews into a seamless dashboard.
3. **Promotion on consumer website [trusttheticksa.com.au](https://www.trusttheticksa.com.au)** designed to drive commission free bookings via your website.
4. Over **30 free business development resources & templates**
5. Access to **Digital Champions** program to support you in **developing your digital capabilities** and online presence.



# UPGRADE YOUR TOURISM ACCREDITATION

## STAR RATINGS PROGRAM

### WHAT IS IT?

An internationally recognised symbol for quality accommodation standards. Star Ratings are used in more than 70 countries worldwide and reflect the cleanliness, quality and condition of guest facilities.

### WHO IS IT FOR?

Star Ratings are applicable to all accommodation businesses and are classified within six distinct categories.



## ECOSTAR PROGRAM

### WHAT IS IT?

EcoStar is a tool to assist businesses in achieving environmental sustainability and to recognise a business' commitment to environmental management.

### WHO IS IT FOR?

Tourism businesses that wish to demonstrate their commitment to environmental sustainability.



## CAMP/ADVENTURE ACTIVITY PROVIDER ACCREDITATION

### WHAT IS IT?

Accreditation that acknowledges compliance with both business and industry specific regulations, standards and codes of practice.

### WHO IS IT FOR?

Designed for any business that works within the camp and/or adventure activity sectors.



## CHINA READY & ACCREDITED®

### WHAT IS IT?

CHINA READY® is a global accreditation system that identifies products and services that Chinese consumers can trust.

### WHO IS IT FOR?

Businesses who provide quality tourism experiences, cultural awareness, consumer protection and respect for Chinese travellers.



## ACCREDITATION ALSO INCLUDES:

- Annual **Tourism Industry Council South Australia (TiCSA) membership** and associated benefits.
- Complimentary **COVID-19 Clean Practicing Business** accreditation designed to drive consumer confidence and provide reassurance to visitors.
- Potential exposure in **state and national Trust the Tick marketing campaigns**, encouraging travellers to book with Quality Tourism Accredited Businesses.
- Opportunity to be acknowledged on the annual **ReviewPro Gold List** which recognises South Australian operators with the highest online review scores each year.
- **\$100 discount on South Australian Tourism Awards nomination fee** and discounted Gala Dinner tickets.
- Recognition by DEW for **extended term commercial Tour Operator licences** to operate in SA National Parks.
- Access to **Star Ratings program** for accommodation providers.

For more information, visit [www.ticsa.com.au](http://www.ticsa.com.au), email [info@ticsa.com.au](mailto:info@ticsa.com.au) or phone (08) 8110 0123.