

QUALITY TOURISM ACCREDITED BUSINESS (QTAB) PROGRAM



INFORMATION PACK



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The **Quality Tourism Accredited Business (QTAB) Program** is a national business development program that is suitable for all business types and sizes. QTAB is relevant for any business that engages with visitors which includes, but is not limited to, operators in the following categories: **accommodation, tours, attractions, restaurants, wineries/cellar doors, festivals/events, or online booking services.**

It provides businesses with the necessary **tools and resources** to assist and update business policies and procedures to ensure **ongoing sustainability and best practice.**

The Quality Tourism Accreditation logo signifies quality assurance and the delivery of quality tourism experiences.

Top 5 Reasons to achieve Quality Tourism Accreditation:

1. Be recognised as a professional, ethical and reliable operator and display the national [Quality Tourism Accredited Business](#) 'tick' landmark.
2. Free [ReviewPro](#) account (valued at over \$1000) which collates all online reviews about your business from 175+ websites into a seamless dashboard.
3. Complimentary listing on consumer website trusttheticksa.com.au designed to drive **commission free bookings** directly to your website.
4. Access to over 30 business development tools, templates & resources including Business & Marketing Plan, HR Management, Risk Assessment plan etc.
5. Complimentary access to [Digital Champions](#) program designed to support you in developing your digital capabilities and online presence.

Quality Tourism Accreditation also includes:

- Annual Tourism Industry Council SA (TICSA) membership and associated benefits, including access to complimentary and discounted events and workshops.
- Complimentary [COVID-19 Clean Practicing Business](#) accreditation designed to drive consumer confidence and provide reassurance to visitors.
- Access to niche accreditation upgrades including [EcoStar](#), [China Ready & Accredited](#) and [Camp & Adventure](#).
- Potential exposure in state and national **Trust the Tick** marketing campaigns, encouraging travellers to book with Quality Tourism Accredited Businesses. Latest campaign reached 250k+ people, with 2.4k+ people actively engaged.
- Opportunity to be acknowledged on the annual [ReviewPro Gold List](#) which recognises SA operators with the highest online review scores.
- \$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.

Criteria for the QTAB Program

The QTAB application is completed online via <https://online.qualitytourismaustralia.com/> and features 10 distinct sections. Please note that the requirements relate to the size and type of business, therefore some may not apply. If this is the case, an N/A response and the reason it does not apply to your business is acceptable.

Section 1: Business Details

History and background of the business

- a. Business Sector
- b. Business Details
- c. Contact Information
- d. Staff Numbers

Section 2: Insurances

Submit details of all relevant business insurances

- a. Public Liability (minimum \$10 million cover)
- b. Workers Compensation
- c. Other Insurances

Section 3: Licences, Permits & Compliance Requirements

Submit details of all relevant licences required to operate

- a. Licence/Permit
- b. Compliance
- c. Adventure Activity Standards (if applicable)

Section 4: Business and Marketing Plan

Marketing plan and overview of future objectives, with documented strategies and actions to achieve objectives

- a. Business and Marketing Plan
- b. Social Media
- c. Continuous Improvement

Section 5: Human Resource Management

The way your business manages its employees, contract staff or volunteers

- a. Staff
- b. HR Manual
- c. Position Descriptions
- d. Staff Roster
- e. Organisational Structure
- f. Training and Development

Section 6: Customer Service

Customer service procedures and policies staff are trained in

- a. Customer Service Procedures Manual
- b. Cancellation Policy
- c. Catering to Specific Needs
- d. Accessibility

Section 7: Business Operating Systems

Operational procedures and policies, including written instructions on how to carry out day to day operations

- a. Operations Manual
- b. Cleaning and Maintenance Procedures
- c. Preferred Suppliers/Contractors
- d. Contractors Credentials and Insurances

Section 8: Risk Management

Documented risk management policy and procedures that assess the businesses duty of care to staff and customers

- a. Risk Management Statement/ Risk Management Policy
- b. OHS Policy
- c. Risk Management Plan
- d. Emergency and Evacuation Procedures
- e. Emergency Contact List
- f. Incident Report
- g. Maintenance Reports
- h. First Aid

Section 9: Sustainability

Policies and practices for sustainable environment protection, and how your business contributes to the local community through its business operations, donations and sponsorship.

- a. Environmental Management Plan (where relevant)
- b. Parks Land (where relevant)
- c. Indigenous Groups (where relevant)
- d. Business Benefits to Community
- e. Permits- Entry into Aboriginal land (where relevant)

Section 10: ATDW

The Australian Tourism Data Warehouse (ATDW) provides you with an avenue to increase digital distribution and online exposure.

- a. ATDW listing number

Final: Terms and Conditions

Read information and complete check boxes

- a. QTF Licence Agreement and Declaration
- b. QTF Code of Practice

Accreditation Process

Step 1: Visit <https://online.qualitytourismaustralia.com/> to register as a **new user** and complete the registration process.

Step 2: Once your registration form is submitted, a member of the TiCSA team will process your registration and **provide you with full access to the application.**

Step 3: Notify TiCSA should you wish to schedule a **Zoom mentoring call** with our Industry Programs Coordinator to onboard you to the QTAB program and outline how to achieve accreditation.

Step 4: Once the progress bar at the bottom of the page indicates all sections are completed, click the 'submit application' button. Think of this initial application as a **first draft**– the process of becoming accredited is not a pass or fail. It's more of a **draft & review** process.

Step 5: The TiCSA team will assess your draft submission and let you know if any additional information is required before returning the application back to edit and resubmit.

Step 6: Once the application is approved, we will provide you with **electronic logos and post you a pack including window sticker decal and your QTAB certificate.** Your ATDW listing will also be made visible on the consumer <https://trusttheticksa.com.au/> website.

Step 7: An onsite verification visit will be carried out within the first 12 months of the approved application. This will assess your compliance with the program requirements set out and provide you with a feedback opportunity. This will be arranged with you at a mutually convenient time.

Accreditation Upgrades Available:

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.



Frequently Asked Questions

How long will it take to complete the QTAB program online?

The amount of time needed to complete documentation will largely depend on the nature, size and preparedness of your business. You will probably already have some of the documentation in place.

The amount and nature of your documentation will vary greatly depending on the business size, and this will be taken into account when your application is assessed.

The sooner you work through the program, the sooner your business can benefit from the rewards of being recognised as a Quality Tourism Accredited Business.

Who can be accredited?

Accreditation is open to all businesses, of any size. If you service a visitor or customer, then accreditation is for you.

The online program has been designed to provide assistance to businesses of any size. For new or smaller businesses that need to develop their current business systems there is a wealth of information available. For larger or established businesses that already have business systems in place, there is the opportunity to attach documents. They can also make use of the resources available to further enhance their current practices.

This means that no matter the size of the business, large or small, the online program is designed to assist in your ongoing business development.

How do I start the process?

To start the QTAB process, go to <https://online.qualitytourismaustralia.com/> and follow the prompts to register as a new user.

What does it cost to become QTAB accredited?

QTAB accreditation is included as a benefit for TiCSA members of the small business level (1-3 FTE's) and above. To find out more about TiCSA membership and different levels, visit the membership section of the TiCSA website www.ticsa.com.au

The QTAB Logo

The Quality Tourism Accredited Business program's nationally recognised landmark indicates to your customer, the industry, and your industry partners that you operate a professional business, meeting national tourism business accreditation standards.

If the accreditation and TiCSA membership is cancelled, the business must immediately cease to utilise the accreditation logo, including stickers, stationery, website and all other forms. We would also require that you endeavour to recall all distributed marketing material that displays the logo in the marketplace.



Confidentiality within the QTAB Process

All information and documentation supplied by your business will be treated as strictly confidential and will be reviewed only as part of assessing your application for approval. All QTF employees are required to sign confidentiality agreements by TiCSA.

Regarding financial information, while we do require that your business has procedures in place for financial management, we never need any actual figures supplied. It is sufficient for us to know the general details of the procedures you have in place.

Help is at hand to work through the program!

If you have any questions during the process, you can refer to the resources available on the online program for direction (there is plenty of information, case studies, templates, samples and links available), or call or email the TiCSA team to ask any specific questions.

For more information, please contact:

Tourism Industry Council South Australia

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