

ADDITIONAL SITE VERIFICATION VISIT QUESTIONS SA TOURISM AWARDS 2022



If a business **is QTAB accredited** but has not undergone an onsite QTAB audit within the last 3 years OR **is not** QTAB accredited, the site visit judge **will also ask these additional questions** about the policies and procedures that guide your business operations.

This requirement was introduced by ATIC in 2019 to ensure that all entries into the awards program are operating legitimately. Contact rebecca@ticsa.com.au if you would like to confirm if these additional requirements apply to your business or if you would like a free template of any of these documents.

CUSTOMER SERVICE

Questions:

- How was your initial contact with the business?
- Does the business offer any services/facilities above and beyond the expected, to enhance the tourism experience?
- Does the business demonstrate a sound booking policy that avoids double bookings?
- How is the appearance/quality/presentation of the business?
- Does the Business have an online booking system?
- Does the business communicate their cancellation policy with visitors?
- Does the business demonstrate a commitment to customer service standards?
- Does the business demonstrate how they cater to those with special needs?

BUSINESS AND MARKETING PLANNING

Questions:

- Is the business engaged with the broader tourism industry?
- Does the business actively work with other local businesses/organisations to promote their destination/region?
- Does the business demonstrate an understanding of their market?
- Does the business have a good online presence?
- Is the business consistently using Facebook and other social media channels?
- Does the business demonstrate truth in their advertising?
- Does their website and other marketing include the current QTF logos or other relevant accreditation or award logos?
- What User Review Sites does the business currently have reviews on?
- Does the business encourage guests to leave reviews?
- Does the business actively respond to reviews?
- Have any innovations been implemented during the qualifying period?

BUSINESS OPERATING SYSTEMS

Questions:

- Does the business and staff have a clear understanding of daily/weekly/monthly tasks?
- Does the business follow their cleaning and maintenance procedures?

RISK MANAGEMENT

Questions:

- Does the business ensure they meet OH&S obligations?
- Does the business demonstrate a good understanding of the risks associated with their business and have processes in place to minimise, manage and review the risks?
- Are emergency evacuation procedure guides prominently displayed?
- The staff and management understand and communicate what the businesses emergency management plans are.

HUMAN RESOURCES AND TRAINING

Question:

- Are all staff trained in customer service, emergency evacuation and safe work practices?

ENVIRONMENTAL SUSTAINABILITY

Questions:

- Has the business made appropriate consideration as to how they can work in a sustainable manner?
- Is there evidence of contribution to the local community and economy?