

1. Major Tourist Attractions



Important QTA Accreditation Information:

The Australian Tourism Industry Council (ATIC) has introduced a new, integrated framework for Australia's business quality programs, which incorporate existing programs such as; the Australian Tourism Accreditation Program, Star Ratings program, and the Australian Tourism Awards. This new framework is known as the **Quality Tourism Framework (QTF)**.

Under the new QTF, there have been changes to requirements for the Queensland Tourism Awards (QTA), which all entrants must meet in order to be eligible for the national award categories. The QTF, will provide greater efficiencies for those who are engaged across multiple programs and provide an assurance of minimum standards being met by all.

Important QTA Accreditation Changes

1. To be eligible for any of the accommodation categories (17 – 23) except Unique Accommodation, all entrants are required to meet a specific Star Rating (dependent on their category), through the completion of a pre- assessment module in your submission portal, which will calculate a proposed rating.

Those who are already Star Rated will not be required to complete a pre-assessment as the rating has already been confirmed. *Note: annual Star Rating renewals are due July each year.*

2. All entrants in non-accommodation categories are required to complete certain business standards known as Level 1 of the QTF. This pre-assessment will be included within the submission portal.

Those who are already accredited through QTF (formally known as ATAP) will not be required to complete a pre-assessment. *Note: annual QTF (formally ATAP) renewals are due July each year.*

3. There is no additional cost for QTA entrants to complete the required pre-assessments. Additional costs will only apply if an entrant wishes to finalise the accreditation process through the QTF.
4. Queensland entrants were previously required to hold accreditation through one of 17 recognised programs. In order to ensure consistency across the States under the QTF, this requirement **no longer applies**.

Although this requirement no longer applies, QTIC highly recommends that all entrants maintain their current accreditation, as it is a valuable business asset and will strengthen QTA submissions.

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This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract amongst the highest visitor numbers during the qualifying period for their State/Territory.

COVID-19 Impacts (0 marks)

Please provide the judges with an understanding of your business's situation during the national and world events during the qualifying period. E.g. COVID-19, natural disasters (fire)

NOTE: These responses do not contribute to your overall score, but provides a clearer picture for judges to understand what you have been able to achieve. This is factual information only allowing you to tell your business story in your written submission.

Q.1 Outline how many months in the second half of the qualifying period were you operational for?

Q.2 Describe what the business restrictions were to your business e.g. gatherings

Q.3 Describe the impact of travel restrictions to your business e.g. border closures

1. Introduction (20 marks)

Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does your business demonstrate tourism excellence?

Response Guidance

Set the story of your product/experience/service and give the judge insight into the product/experience/service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began, how you have developed the product over time.

Your response should highlight your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.

This is where the judges (and auditors) will gain an understanding of how you fit into the category, therefore it is important to clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.

Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business and how the business has been actively involved with and contributed to the tourism industry (locally, regionally, and nationally) through both business and personal participation.

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Tourism excellence can also be demonstrated by listing any awards you have won and accreditations you hold.

Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.

2. Business Development (20 marks)

During the qualifying period, what have you implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and world events?

Response Guidance

This question seeks to understand how you have improved the product/experience/service within the qualifying period. Additionally, or alternatively, it seeks to understand what strategies were implemented for business endurance through a year of challenging national and world events.

To respond, consider what strategies, innovations and/or developments the business has introduced or updated. An enhancement could include, for example, a new experience/facility, updating point of sale processes to changing to ethically sourced supplies. Actions that supported the ongoing survival of your business could include, for example, diversifying your product/experience, seeking alternative ways for the delivery of the experience/product/service.

You could also consider what environmental/social/economic/ethical initiatives or achievements made during the qualifying period

The response should demonstrate why the strategy/innovation/development was implemented and how this enhances the visitor experience, or how it supported business endurance. The judges will be looking for an understanding of what prompted the innovation/development/improvement e.g. was it a result of guest feedback, change in market demand, etc. or how it was anticipated to support business endurance in the current climate.

An insightful response would include the research and planning that was undertaken as well as the outcome/s of the innovation/development/improvement and how they align with your business' main goals and strategies.

Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.

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3. Marketing (20 marks)

What marketing strategies did you implement to attract or maintain your existing or new target markets to support business growth and/or business recovery/resilience. Why were these strategies chosen and what was the result?

Response Guidance

This question is looking for a clear understanding of how you are marketing to your target market.

You should begin by outlining who you have aimed your marketing towards and demonstrate a clear understanding of this market. Consider for example; who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product meets their expectations. Identify how the target market/s are right for your business.

You should then provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract your customers within the qualifying period. Consider for example; social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, relationship marketing.

Ensure you outline why these marketing strategies were selected by aligning with your target markets attributes as well as, where able, local, regional or state marketing plans. It is important that the judge understands whether the strategies were developed for business endurance, or whether the strategies were adopted to keep connected to your target market whilst normal business operations were unable to take place.

Detail how these new/different/unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.

Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

4. Customer Experience (10 marks)

How do you provide quality visitor experiences and demonstrate inclusive practices? 10 marks

Response Guidance

This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.

For those businesses that had significant disruption during this specific qualifying period you should consider how you provide quality customer experiences in the alternative ways in which you

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operated – communicated to customers during changing restrictions, kept customers informed during closers etc.,

Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems etc.

Consider all points of customer engagement e.g. email, phone, guest greetings/welcome and interaction during and after the experience.

Once you have provided an overview of how customer service is delivered you should consider how your business monitors and assesses customer service to ensure continued quality delivery. For example; feedback forms, monitoring social media, blogs, mystery shoppers etc.

Consider how you actively encourage feedback and how feedback is used to improve the visitor experience. It may be useful to provide a case study/example where you have implemented a change based on customer feedback and/or testimonials which further demonstrate outcomes of quality customer experiences.

As a part of your delivery of quality visitor experiences you need to demonstrate how you consider visitors' special and specific needs and recognises the needs of a diverse community. This can include, but is not limited, to cultural, language, physical, intellectual, dietary and other specific needs e.g. groups, special interest, LGBTQ etc.

Provide examples of how you catered for customers with specific needs, explain the outcome or successes. A case study would be beneficial here.

Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.

Submission Score /70

Online review /10

Consumer rating /20