



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



ACCREDITATION PROSPECTUS





ELEVATE YOUR BUSINESS

Becoming accredited through the national Quality Tourism Framework helps your business stand out as a Quality Tourism Accredited Business. Accreditation is a stamp of recognition that shows your commitment to high-quality standards, essential business practices, safety, and customer satisfaction. Making accreditation a powerful sales and marketing asset for tourism brands.

Through the accreditation process, your business can identify areas of improvement, implement necessary changes, and streamline operations to exceed industry quality and performance standards.

Once your business achieves initial level *Sustainable Tourism program* accreditation, you can expand your knowledge and reputation by completing additional specialised accreditation programs. Allowing your business to demonstrate a high level of expertise in specialty markets.

STARTING YOUR ACCREDITATION PATHWAY

Sustainable Tourism program accreditation

Your Quality Tourism Accreditation program pathway starts with the Sustainable Tourism program accreditation level. Attaining this accreditation is a prerequisite for all other accreditation programs.

The program guides businesses in achieving high industry standards by implementing sustainable business practices. Achieving accreditation demonstrates that your brand not only creates high quality and memorable visitor experiences, but that your business also adopts best business standards and demonstrates sustainable business operations.



CHOOSE YOUR ACCREDITATION PATHWAY

Once your business completes Sustainable Tourism program accreditation, you can choose to continue the accreditation journey and expand your knowledge and reputation by completing niche accreditation programs.



Accessible Tourism program

The Accessible Tourism program is an online tool that identifies accessible features currently available to guests, suggests improvement initiatives, and generates a personalised report for businesses to showcase their accessibility features to customers.



Camp and Adventure Accreditation program

The Camp and Adventure Accreditation program is designed to ensure that camping and all adventure activities, such as snorkeling and abseiling, are conducted at the highest industry standards and that safety is assured.



International Ready Accreditation

The International Ready Accreditation program helps your business develop products for packages, new trade channels, and international markets.



Star Ratings program

An internationally recognised program, Star Ratings accreditation signifies properties that hold themselves up to the independent standards of the Australian Star Ratings program.



Risk Management program

The Risk Management program evaluates risks unique to your business and outlines preventative measures, providing businesses with a personalised risk assessment and risk management plan.



Tourism Emissions Reduction program

The Tourism Emissions Reduction program supports your business in developing a carbon emissions report and an emissions reduction plan.

ACCREDITATION MATTERS

Benefits to your business

- ✓ Improve your business high-quality standards, essential business practices, safety, and customer satisfaction
- ✓ Free access to a personalised reputation management ReviewPro online dashboard
- ✓ Recognition for points in Tourism and Events Queensland's Best of Queensland Experiences Program
- ✓ Recognition of your business's accreditation through the Australian Tourism Data Warehouse
- ✓ Automatic eligibility for entry in the Queensland Tourism Awards
- ✓ Free listing on the national Trust the Tick website, generating commission-free bookings
- ✓ License to use the trademarked accreditation logos
- ✓ Receive industry and consumer recognition as a quality tourism business





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Image credit: Tourism and Events Queensland

Awarded by the Queensland Tourism Industry Council on
behalf of the Australian Tourism Industry Council Ltd

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