

QUALITY TOURISM FRAMEWORK ACCREDITATION PATHWAY



The Quality Tourism Accreditation pathway begins with Quality Tourism Accredited Business - Sustainable. This accreditation is a prerequisite for all other accreditation modules.

Digital Distribution

Ensures operators are meeting customer best practice standards throughout the visitor journey. Encourages operators to understand impacts and reach a high level of understanding of digital marketing, distribution, and technology.

Trade Marketing Boost

Assists businesses to identify appropriate markets, develop their product to meet their target market's needs and expectations, and to implement business practices required to work within the travel distribution system.

ADDITIONAL ACCREDITATION MODULES



Accessible Tourism accreditation is an online self-assessment tool, identifying accessible features currently available to guests within a business and detailing initiatives to improve accessibility.



Camp and Adventure accreditation is designed for businesses operating within the camps and/or adventure activity industries. The accreditation ensures that outdoor experiences are conducted at industry standards.



International Ready accreditation is a tool to assist businesses in developing products for packages, new trade channels, and international markets.



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

Risk Assessment Tool

The Risk Assessment Tool is a user-friendly program that identifies and assesses the likelihood and consequence of risks specific to your business.