



HOW TO REDEEM YOUR QUALITY TOURISM ACCREDITATION

A GUIDE FOR ECOTOURISM OPERATORS



WHAT DOES THE PARTNERSHIP MEAN?



Ecotourism Australia (EA) and Queensland Tourism Industry Council (QTIC) have agreed to formally recognise that their programs achieve equivalent standards across quality business management.

The agreement recognises that equal standards in general business management are met across the following programs:

- The Quality Tourism Accredited Business Program
- ECO Certification
- Respecting Our Culture Certification
- Climate Action Certification



HOW DOES THIS BENEFIT MY BUSINESS?

Under this agreement, the cross-recognition between programs means that you are eligible to redeem accreditation through the Quality Tourism Accredited Business (QTAB) program through QTIC for no additional cost, and take advantage of the program's valuable range of benefits.

WHICH SECTIONS OF MY CERTIFICATION ARE RECOGNISED?

This agreement applies to Sections 1-3 of the EA certification programs. In particular, QTAB and EA's programs address an equivalent standard across:



Business and marketing management



Insurance and compliance requirements



Continuous improvement



Customer service



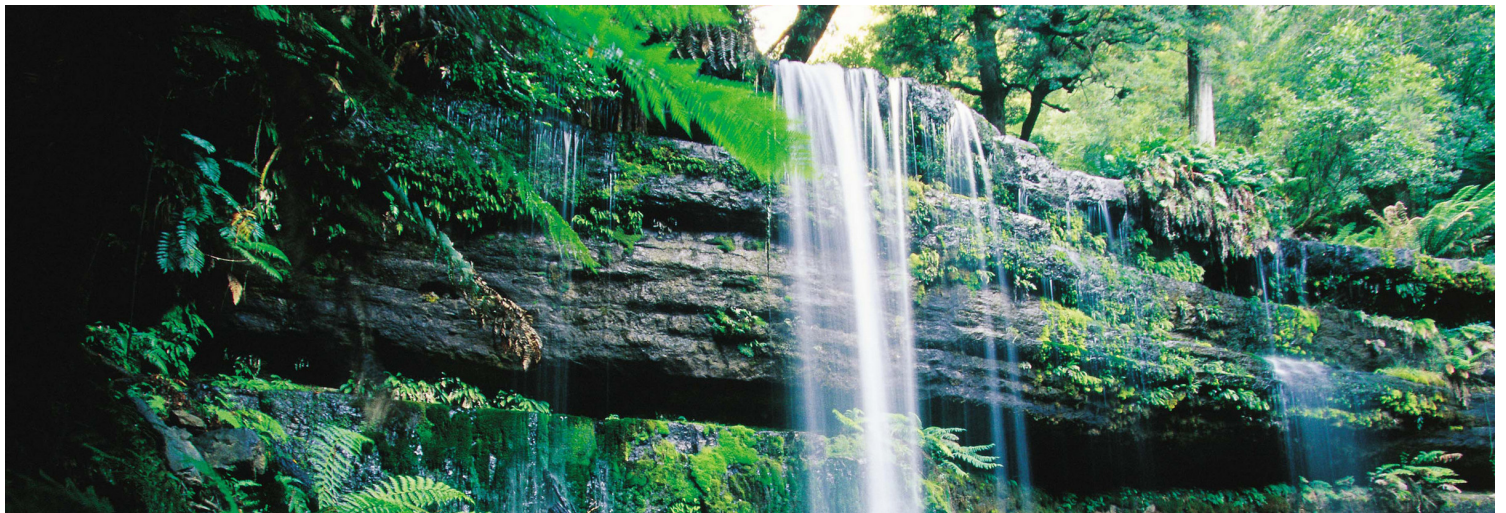
Operational management



Risk and emergency management



EA's programs are recommended by QTIC as certification standards specialising in environmentally sustainable tourism operations.



WHAT DO I GET FOR CLAIMING QTAB?



Through claiming your QTAB accreditation, you will receive a range of new benefits to complement your business and your certification with EA, including:

- A free reputation management dashboard with ReviewPro.
- Marketing exposure through a free listing on the Trust The Tick national website.
- Industry-wide recognition, including through: the Australian Tourism Data Warehouse and Tourism and Events Queensland.
- Automatic eligibility for nomination in the Queensland Tourism Awards.
- Access to other programs and tools under the Quality Tourism Framework.
- Your own profile in the Quality Tourism Australia portal.
- A certificate and license to use the QTAB branding in your marketing collateral.

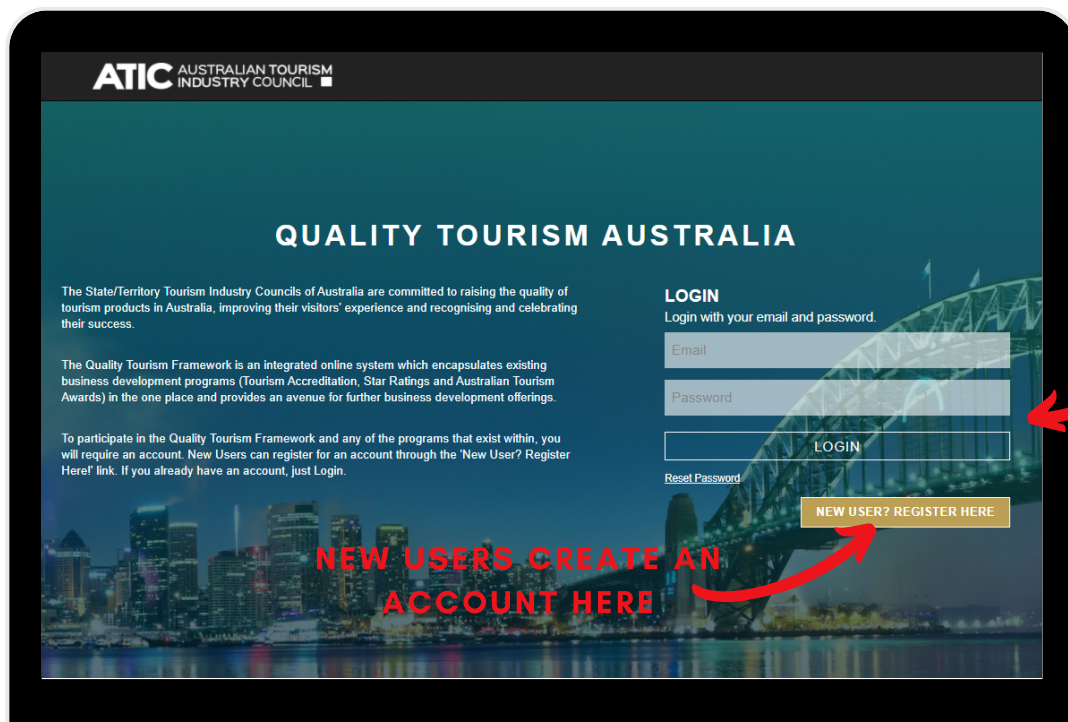
Note: This is an exclusive agreement between QTIC and EA for certified operators in the state of Queensland.

Note: QTAB accreditation does not include QTIC Membership.

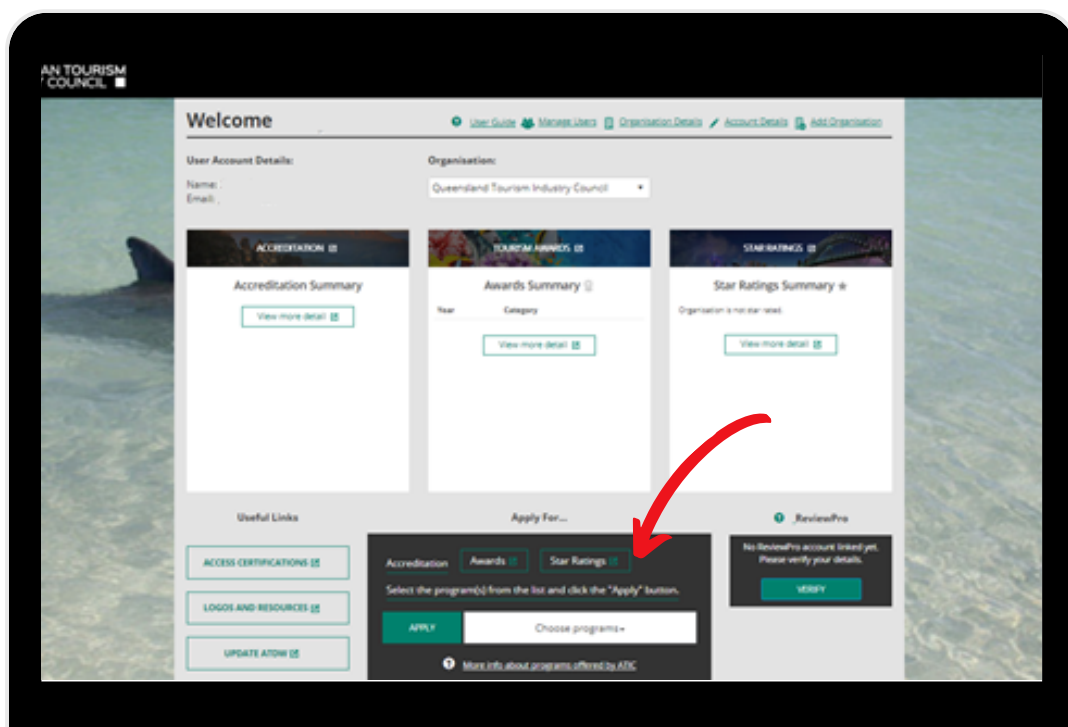
HOW DO I CLAIM MY ACCOUNT?

You can claim your Quality Tourism Australia accreditation by creating a profile on the Quality Tourism Australia website. If you have nominated for the Queensland Tourism Awards since 2018 or applied for the COVID Clean program, you will already have an account. Please follow these steps:

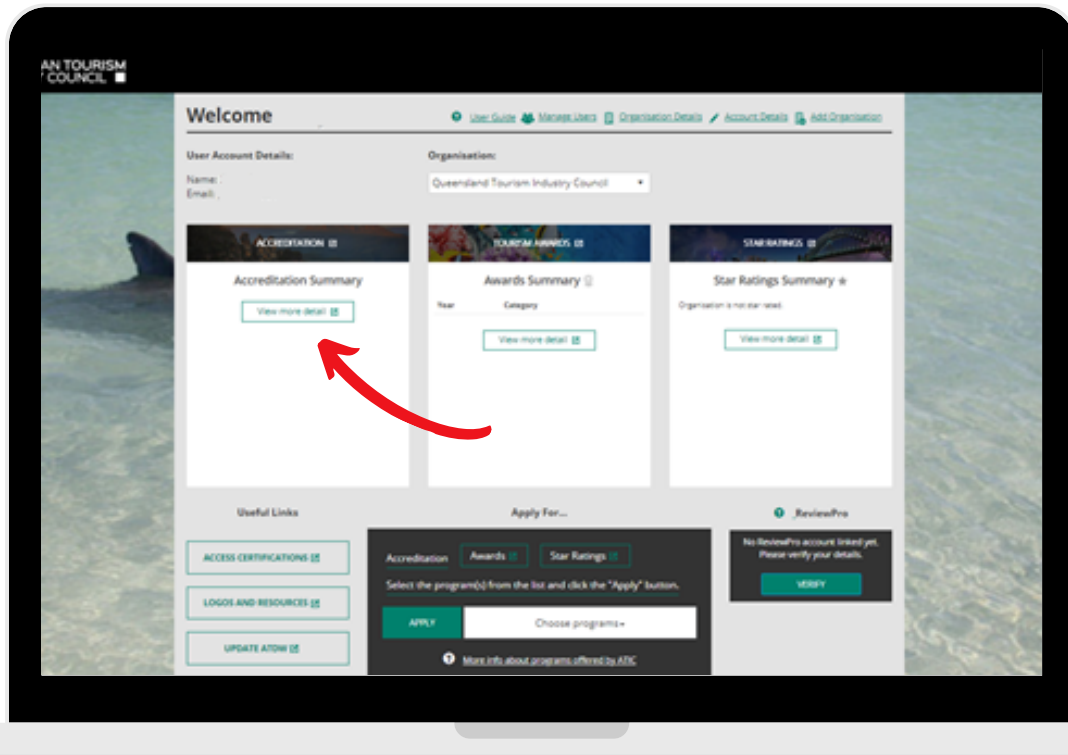
STEP 1: SET UP YOUR PROFILE



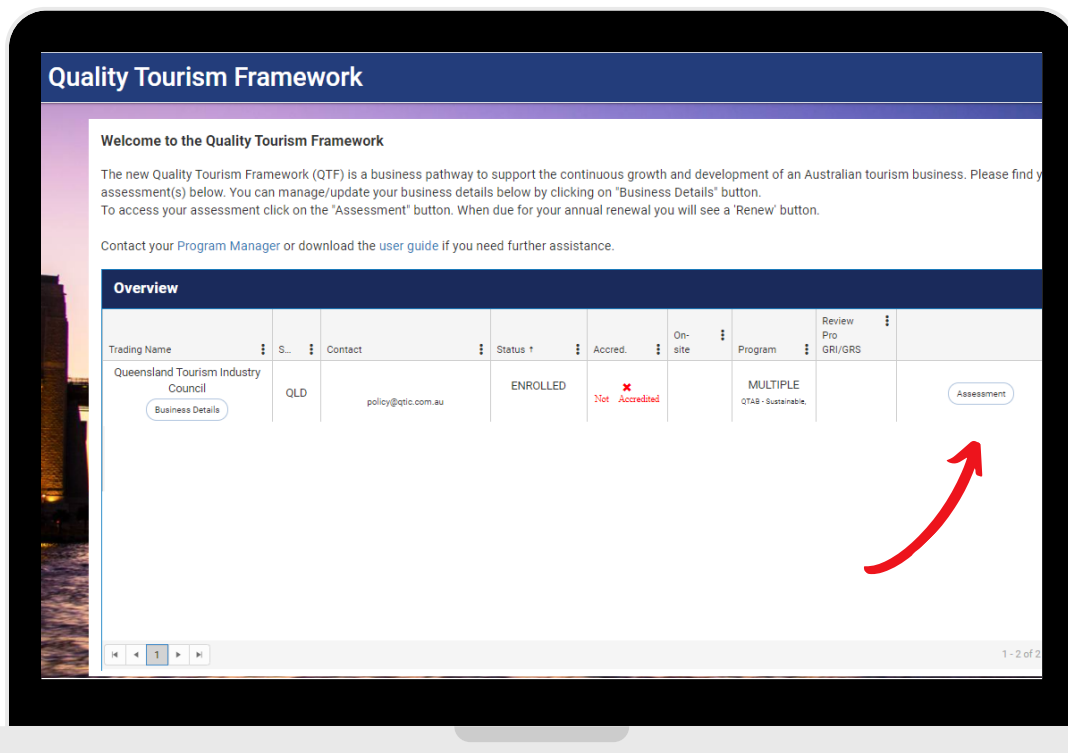
STEP 2: APPLY FOR QTAB-SUSTAINABLE YOU WILL NOT BE CHARGED ANY FEES



STEP 3: ONCE APPROVED, YOUR ACCREDITATION WILL APPEAR HERE. CLICK VIEW MORE DETAIL

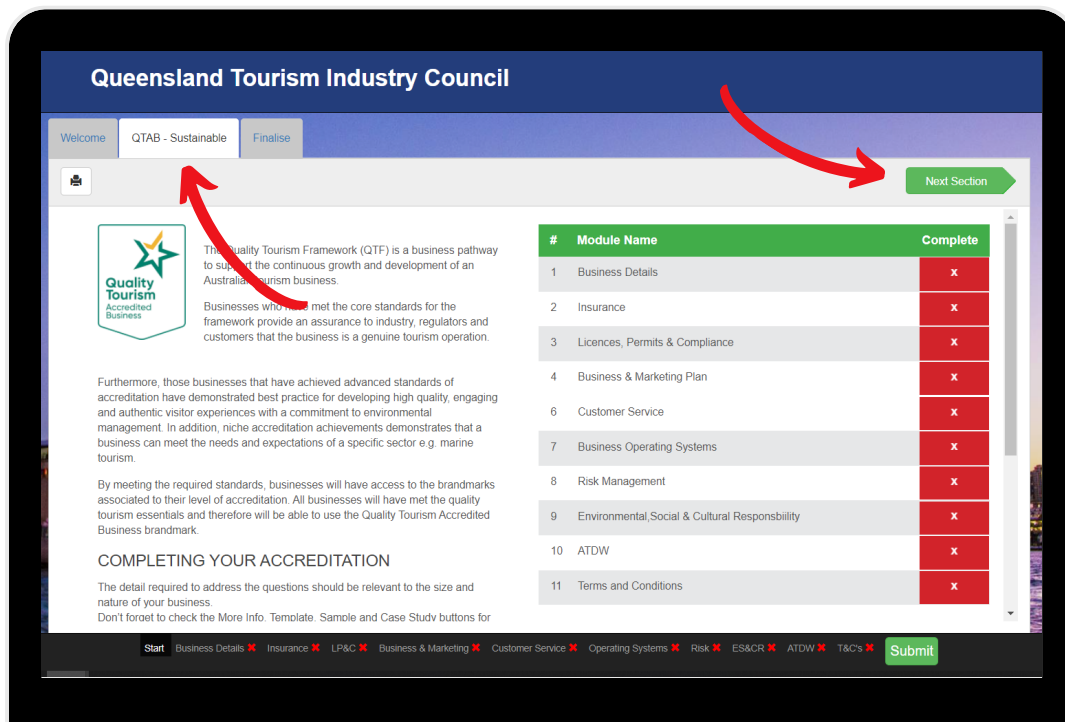


STEP 4: OPEN YOUR QTAB ASSESSMENT




STEP 5: COMPLETE THE QTAB MODULE

You have addressed all of these requirements before through your ECO Certification. Use the Sustainability Report downloaded from your MyCertification.eco portal to inform your QTAB responses. Contact the EA office if you need help accessing your latest certification documentation. This process should only take 15-20 minutes. This is required to be able to redeem the QTAB benefits due to how our system syncs with other platforms.



Queensland Tourism Industry Council

Welcome QTAB - Sustainable Finalise

 The Quality Tourism Framework (QTF) is a business pathway to support the continuous growth and development of an Australian tourism business.

Businesses who have met the core standards for the framework provide an assurance to industry, regulators and customers that the business is a genuine tourism operation.

Furthermore, those businesses that have achieved advanced standards of accreditation have demonstrated best practice for developing high quality, engaging and authentic visitor experiences with a commitment to environmental management. In addition, niche accreditation achievements demonstrates that a business can meet the needs and expectations of a specific sector e.g. marine tourism.

By meeting the required standards, businesses will have access to the brandmarks associated to their level of accreditation. All businesses will have met the quality tourism essentials and therefore will be able to use the Quality Tourism Accredited Business brandmark.

COMPLETING YOUR ACCREDITATION

The detail required to address the questions should be relevant to the size and nature of your business.

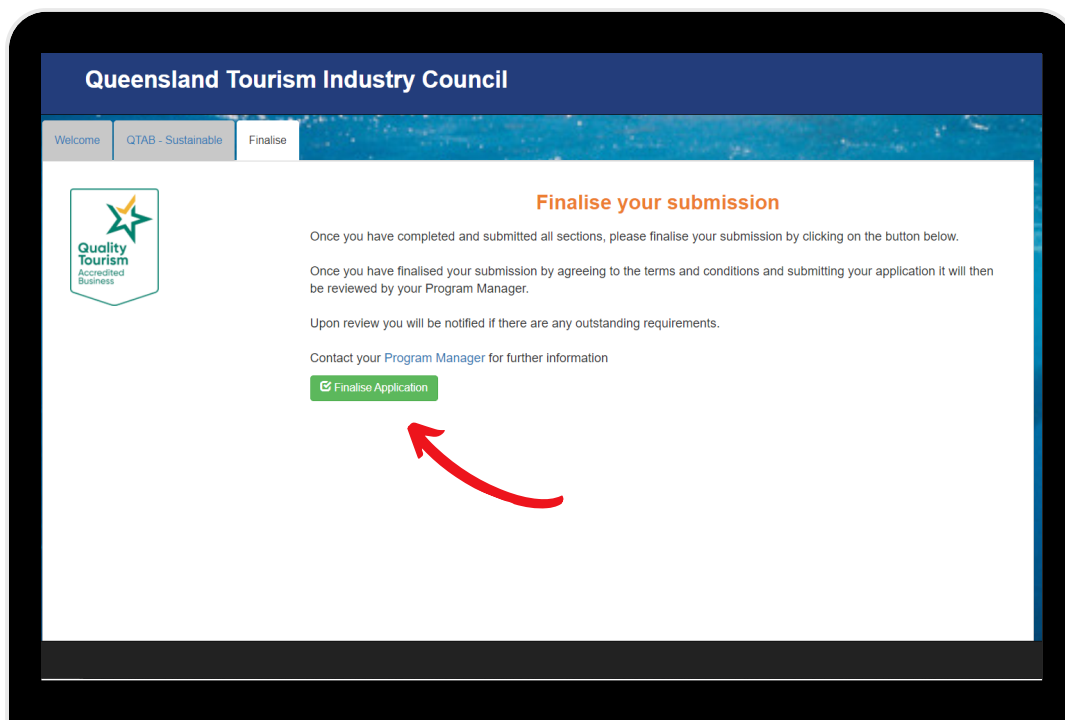
Don't forget to check the More Info, Template, Sample and Case Study buttons for

#	Module Name	Complete
1	Business Details	x
2	Insurance	x
3	Licences, Permits & Compliance	x
4	Business & Marketing Plan	x
6	Customer Service	x
7	Business Operating Systems	x
8	Risk Management	x
9	Environmental, Social & Cultural Responsibility	x
10	ATDW	x
11	Terms and Conditions	x

Start Business Details Insurance LP&C Business & Marketing Customer Service Operating Systems Risk ES&CR ATDW T&Cs Submit


Next Section

STEP 6: FINALISE YOUR APPLICATION



Queensland Tourism Industry Council

Welcome QTAB - Sustainable Finalise

 **Finalise your submission**

Once you have completed and submitted all sections, please finalise your submission by clicking on the button below.

Once you have finalised your submission by agreeing to the terms and conditions and submitting your application it will then be reviewed by your Program Manager.

Upon review you will be notified if there are any outstanding requirements.

Contact your [Program Manager](#) for further information

☒ Finalise Application

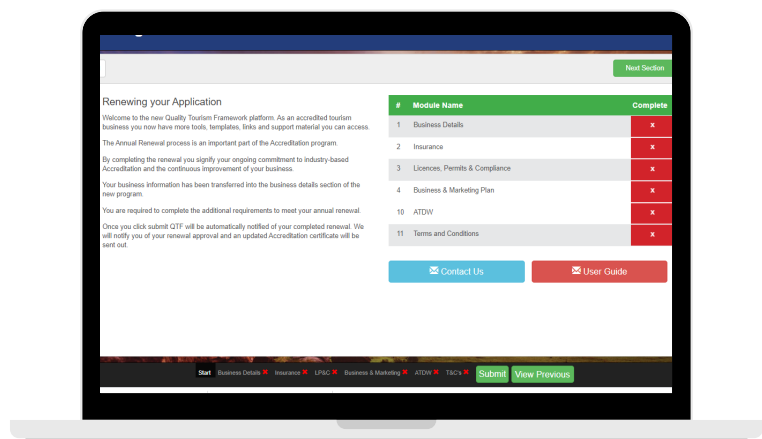
ONGOING PROGRAM MAINTENANCE

RENEWALS

Just like your certification with EA, your QTAB accreditation requires annual review. You will receive an automated email every June prompting you to complete your online renewal module.

The online renewal module is similar to EA's annual declaration process, confirming that your ongoing insurance and compliance requirements are in place.

Follow the prompts in the email received to complete your renewal. Your certificate cannot be issued until this requirement has been met.



Your audits will continue as scheduled through EA.

As your certification through EA covers equivalent criteria to QTAB, your EA audit will be recognised by QTIC as satisfactory for maintaining your accreditation requirements.

AUDITING

AM I ELIGIBLE?

If you are certified through any of EA's ECO, Respecting Our Culture or Climate Action Certification programs, you are eligible to redeem your free QTAB accreditation.

Your QTAB application module must be completed and approved to redeem and access the QTAB benefits.

The agreement does not include recognition for the Star Ratings accreditation program.

If you are already participating in QTAB and any of EA's programs, you will be moved over to the new agreement and will only pay one set of fees to EA.

Image credit: page 1 & 2: Tourism and Events Queensland



Contact your Program Manager for further information:

07 3236 1445

accreditation@qtic.com.au

