

MODULE ELEVEN

CRITERIA 5: ACCREDITATION

Criteria 5 of the BoQE Program assesses your current accreditation status. The Program encourages you to demonstrate your commitment to delivering a quality experience through accreditation standards. In this module, the benefits accreditation offer businesses are discussed, with insights shared from local businesses.

Why is quality accreditation important for your business?

Industry accreditation Programs are valuable business tools. They can assist you to develop and implement business plans, policies and procedures to deliver better experiences for your customers and ensure your experience is reliable, consistent and sustainable long term.

Accreditation is also important if you wish to enter the Queensland Tourism Awards as it provides an assurance of quality standards being met. As a minimum, to be eligible for any of the accommodation categories excluding Unique Accommodation, all entrants are required to meet a specific Star Rating accreditation (dependent on their category). All entrants in non-accommodation categories are required to complete certain business standards known as Level 1 of the Quality Tourism Framework. This paves the way towards obtaining official accreditation for your business.



Case Study

FLOATING IMAGES HOT AIR BALLOONS, IPSWICH

Floating Images offers the opportunity to combine a city and country balloon flight over the heritage city of Ipswich and the Scenic Rim and Somerset countryside with its spectacular views of the Great Dividing Range.

1. What accreditation have you achieved?

We have achieved and maintain multiple accreditations:

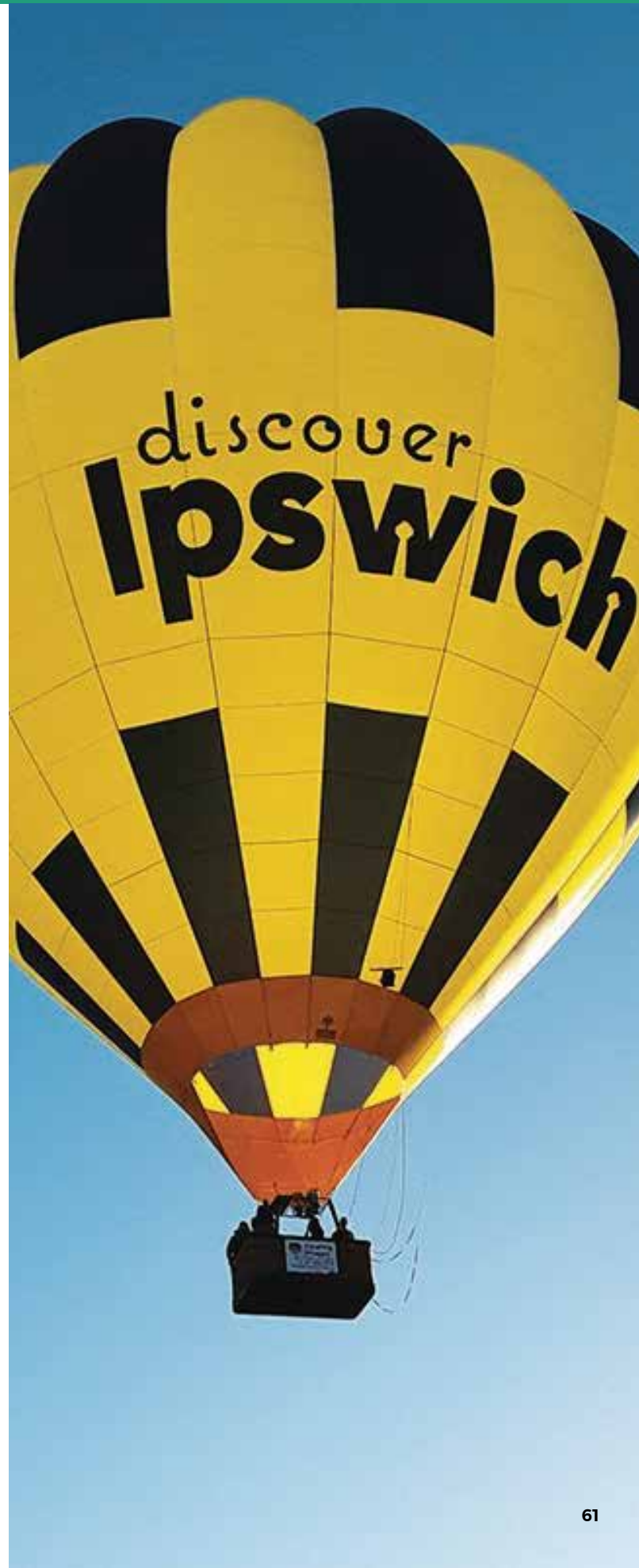
- ATEC COVID Ready/ WTTC Safe Travels Stamp
- Civil Aviation Safety Authority
- COVID Clean Practicing Business
- COVID Safe
- India Host
- Japan Host
- Korea Host
- Quality Tourism Accreditation
- Sustainable Tourism Accreditation

2. Why did you seek accreditation?

Accreditation gives our customers as well as industry (wholesalers and agents) confidence that they are dealing with and booking a quality tourism experience. It also shows our genuine care and concern for the people, industry and environment we operate in. Our status as a host business for India, Japan and Korea demonstrates we are prepared and ready to engage with the opportunities from those international markets.

3. What practical impacts has accreditation had on your business?

Seeking official accreditation has allowed us to maintain our BoQE status. It also ensures our presence on the Discover Ipswich website and allows us to participate in TEQ campaigns which is important to our marketing and business success.



Case Study

BRISBANE WHALE WATCHING, MORETON BAY



Brisbane Whale Watching provides cruises of Moreton Bay on board a purpose-built whale watching vessel to encounter the southern humpback whales.

1. What accreditation have you achieved?

Ecotourism is our main accreditation.

2. Why did you seek accreditation?

Accreditation is a must-have for our tour because it provides acknowledgement that we are operating to certain standards and helps us to be competitive.

3. What practical impacts has accreditation had on your business?

Accreditation reassures the consumer they are booking a quality experience. The general public and tourism agents are looking for businesses with accreditation. As a result, it helps to drive referrals and repeat passengers.

Case Study

MOUNT BARNEY LODGE, SCENIC RIM



Mt Barney Lodge offers camping, glamping, cabins, homesteads and adventure activities in the Scenic Rim.

1. What accreditation have you achieved?

- Climate Action Business Certified by Ecotourism Australia
- COVID Clean Practicing Business
- Eco Certified (Advanced Ecotourism) by Ecotourism Australia
- Quality Tourism Accredited Business

2. Why did you seek accreditation?

We have actively sought ways to express our personal philosophies through our business. Achieving ecotourism accreditation was the perfect answer to our sustainable and nature-based mindset. Accreditation also allows us to differentiate ourselves and set the bar very high for our business practices.

3. What practical impacts has accreditation had on your business?

The impacts of accreditation include a stronger, more efficient and eco-friendly business, and a business that is socially accepted and ultimately that thrives.

Accreditation Programs available:

1. The [Quality Tourism Framework](#) (QTF) which comprises:

- Quality Tourism Accreditation (previously known as the Australia Tourism Accreditation Program, or ATAP) (To address gaps in support and be of real value as businesses try to move from survival to a recovery phase, the QTF includes two complimentary modules: a COVID Tourism Recovery Plan module and COVID Clean Practising Business module.)
- Star Ratings (previously AAA Star Ratings)
- Australian Tourism Awards, including Queensland Tourism Awards (Entrants are required to complete the standard business module (Level 1), however, it is not identified by Queensland Tourism Industry Council or BoQE as full accreditation and does not qualify for the 5 points.

2. [Caravan Industry Association of Australia National Accreditation Program](#)

3. [China Ready Training and Accreditation](#)

4. [Customer Service Institute of Australia – International Customer Service Standard](#)

5. [EarthCheck](#)

6. [Ecotourism Australia](#)

7. [Gold Anchor Global Marina Accreditation](#)

8. [National Accommodation, Recreation and Tourism Accreditation](#)

9. [Queensland Visitor Information Centre Accreditation](#)

Interpreting the Consumer Insights Report



The criteria are measured in partnership with Queensland Tourism Industry Council (QTIC). If you are accredited with one of the recognised industry accreditation Programs, you will be eligible for five points.

KEY MESSAGES

- Review the list of accreditation options on QTIC website to identify the best fit option(s).
- Ask your peers with accreditation for any insights from their experience.

FIND OUT MORE

Visit QTIC's website to learn more about the [accreditation Programs](#) available and [Queensland Tourism Awards requirements](#).

Email QTIC with any questions about accreditation Programs: accreditation@qtic.com.au.