What is the Australian Tourism Accreditation Program?

The Australian Tourism Accreditation Program (ATAP) is an Australia wide, online, quality management program, which documents your businesses practices and procedures. The accreditation ‘tick’ logo provides a credible, third party recommendation of your tourism business.

It is a business development program that is based on Quality Assurance principles and focuses on those key elements that are part of the day to day function of any tourism operation. It also addresses many of the issues that are covered in the development of a business plan. The program requires that a business provides evidence of professional management systems that will lead to reliability, consistency and predictability in the operation of the business, which in turn results in improved customer service and satisfaction.

The program is broken down into 14 assessable sections including:

- Business Details
- Risk Management
- Licences and Permits
- Economic Sustainability/ Financial Systems
- Insurance details
- Environmental Management
- Marketing Plan
- Social/ Cultural Sustainability
- Customer Service
- Business Plan
- Business Operating Systems
- Continuous Improvement
- Human Resource Management
- Code of Practice/ Code of Ethics

It encourages businesses to:

- Plan how their business will function
- Check that customer expectations are being met.

In turn, Accreditation will provide clients and industry colleagues with an assurance that participating businesses are committed to professionalism both in business operations and delivery of service.

The Australian Tourism Accreditation Standard

The Standard defines the core business activities and good business practices required by a tourism enterprise to successfully gain Accreditation. The Standard is a checklist of the features found to be essential for a viable tourism business. It is against the key elements of the Standard that a business wishing to become accredited is formally assessed.

Those elements ensure an enterprise focuses on managing the operator’s obligations – for staff, equipment, facilities, processes and overall performance – to meet or exceed customer expectations.

A business which meets the requirements of the Standard, and gains Accreditation, signals to its customers and to the wider industry that it is committed to providing high quality products, services and experiences.
The Standard requires that a business has documented and active:

- Compliance with both business and industry specific regulations
- Adherence to industry sector standards and codes of practice;
- Risk management procedures and training;
- Corporate, strategic, business and marketing plans;
- Human resources management policy and procedures;
- Customer service policy and procedures;
- Environmental management policies and procedures; and
- General maintenance schedules and procedures.

Accreditation is seen by the tourism industry as a vital quality assurance and self-regulation tool for achieving sustainable growth through:

- Ensuring customer confidence;
- Greater customer confidence and satisfaction leading to repeat visitations;
- Stronger yield;
- Building the capacity of the enterprise;
- A competitive advantage over non accredited operator; and
- Recognising the contribution to the triple bottom line of economic, environmental and social aspects.

**Why is such a Program important for the tourism industry?**

If the tourism industry is to achieve success in the increasingly competitive national and international markets, all sectors of the industry must develop quality products and services that will meet the expectations of their customers.

To achieve this goal, all businesses involved in the industry must pay close attention to their business practices to ensure that the services and products offered by them are reliable, consistent and predictable. Customer confidence will be the resulting outcome, which in turn will lead to increased profitability.

The development and implementation of a tourism industry accreditation program, based on Quality Assurance principles, which establishes a benchmark of professional management procedures for tourism industry operators, is a significant step in this process.

**What are the benefits for tourism in Australia?**

The following is a brief summary of the benefits that will flow from this process to operators, the industry and to the consumer.
Operator Benefits

- The ability to assure customers of the continued quality of services provided, leading to improved customer relationships.
- Documentation of formal operational and management procedures which can add value and direction to a tourism business. This leads to improved business knowledge, competence, management and predictability.
- Facilitate continuous business improvement via an alignment with Quality Assurance principles.
- An improved reputation, higher degree of marketability and competitive advantage in the marketplace leading to improved market share.
- Greater customer confidence and satisfaction, which leads to repeat business.
- Pride in the business.
- Improvement in profitability through the implementation of better operating systems.
- Accredited operators' logo recognised and promoted in government sponsored programs and tourism publications.
- Encourages the operator to identify consumer needs and enhance the visitor experience.
- Encourages operators to identify strengths and weaknesses of their business.
- Improved staff relationships and training as well as more effective management and communications.
- Reduced complaints.

Industry Benefits

- Provides travel retailers and wholesalers with an assurance of professional service.
- Accredited operators will be recognised in government and other industry organisational marketing programs that can highlight the benefits of Accredited Tourism Businesses.
- Contribute to a more sustainable and competitive tourism industry for Australia.
- Demonstrates industry leadership and initiative.
- Self-regulation reduces likelihood of imposed regulation.
- An assurance that an operator is committed to quality business practice, professionalism and delivering what they promise.

Consumer Benefits

Provides consumers with assurance of:

- Reliability
- Consistency
- Certainty
- Security
- Confidence
- A commitment to quality
Time Limit
There is a time restriction of three months for completing the requirements however if accreditation can’t be met in this timeframe, businesses should contact the Program Manager to discuss options.

Logo you will be able to utilise

For further information, please contact:

Gemma Haskings | Accreditation Manager
Queensland Tourism Industry Council

T 07 3236 1445 | F 07 3236 4552
E accreditation@qtic.com.au | W qtic.com.au

Work schedule: Monday - Thursday 7:30am – 4pm, Friday 8:30am -12:30pm

Mark Greaves | Australian Tourism Accreditation Program (ATAP) Consultant
On behalf of ..... Queensland Tourism Industry Council
Level 11, 30 Makerston St, Brisbane Qld
PO Box 13162, George Street Qld 4003
T 0417 600 658
E atap@qtic.com.au | W qtic.com.au
The Accreditation Process

Contact Accreditation Manager for registration details

Return registration form with payment

Accreditation Manager will send you your User Name and Password

Complete the program requirements and submit your application on-line

Desktop verification

Accreditation Granted

Receive Accreditation Logo and Certificate

Onsite Verification Visit Min once every 3 years

Annual Renewal Process Submit renewals booklet and payment

More information requested

Information submitted