

# NATIONAL TOURISM ACCREDITATION PROGRAM

tourism  
industry

COUNCIL TASMANIA

## National Tourism Accreditation Program

### Information Package and Registration Form

2010

Tourism Industry Council Tasmania

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# NATIONAL TOURISM ACCREDITATION PROGRAM

The National Tourism Accreditation Program is an important initiative of the Tourism Industry Council Tasmania. The program is designed raise the professionalism of the industry through the implementation of business management practices and standards.

It aims to assist every tourism business to improve the way it operates, in turn providing consumers and the industry with an assurance that a tourism operator is committed to quality business practices and customer service.

The National Tourism Accreditation Program is open to all new and existing businesses that are involved in a tourism activity. There are over 1000 Tourism Accredited businesses in Tasmania.

## *What is the Tourism Industry Council Tasmania's Accreditation Program?*

The accreditation program is a business development program that is based on Quality Assurance Principles and is aligned to the Australian and International Standards for Quality Management Systems – ISO 9002.

The program addresses many of the issues that are addressed in the development of a Business Plan but focuses on the day to day function of any tourism business operations.

## *How do you achieve Tourism Accreditation?*

There are three steps in the process of achieving accreditation. They are outlined in detail in the following pages. Essentially, to achieve accreditation a business must provide evidence that they have procedures in place that ensure services and products offered by them are of a consistent quality and meet or exceed the expectations of their customers.

## *What does it cost?*

The registration/annual fee is based on the number of full time equivalent staff employed by your business.

Once the initial registration fee (valid for the 2010 calendar year) has been received you will gain all documentation required to achieve accreditation plus the support of a Regional Accreditation Consultant to assist you with the process and the on-site verification. After the accreditation process has been completed an annual fee will not be charged until December 2010 for the 2010 calendar year.

The 2010 annual fee for businesses with 0 to 5 full time equivalent staff is \$185.00 including GST. Larger businesses will be advised of costs when registering their initial interest. (One full-time equivalent staff member can also equal four casual or two part-time employees).

## *What are the benefits?*

There are many benefits associated with the National Tourism Accreditation Program, please refer to the Handbook for a full listing.

## **Benefits of the Accreditation Program for Tourism in the State**

### **Operator Benefits**

- Ability to display the Tourism Accreditation logo on business advertising and marketing;
- Accredited operators logo recognised and promoted in Government sponsored programs and tourism publications;
- Facilitate continuous business improvement via an alignment with Total Quality Management principles;
- Improved ability to meet consumer needs;

- Encourages operators to identify strengths and weaknesses of their business.

### Industry Benefits

- The accreditation logo will be promoted nationally and internationally as a symbol of quality within the tourism industry;
- 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 deliver what they promise.

### Consumer Benefits

Provides consumers with an assurance of:

- An Appropriately Licensed Operator;
- Accuracy in Advertising;
- A Commitment to Quality; and
- Professional Customer Service.

### Testimonials

The following feedback is from currently accredited operators who found the process of achieving national tourism accreditation a real benefit to their business:

*‘Going through the Tourism Accreditation Program has been an excellent way to check if our business processes are up to date and effective. We felt that we now know that we are operating in a manner that is proven to be best practice for a tourism operator. The process forced us to look at all aspects of our operations and administration and we now have the ongoing benefit of fully documented administrative and operational procedures and training programs.’*

**- Karen Rees, Deputy Director, Premier Travel Tasmania Pty Ltd**

*“Acting as a consultant for the mainland proprietors of Seaview Retreat on Bruny Island residential accommodation who were seeking accreditation by the Tourism Industry Council of Tasmania, I found the accreditation process quite straightforward. Coincidentally, being an accredited environmental auditor, I found the guidance templates for applicants to be comprehensive but quite easy to follow.*

*More importantly, these templates provided Seaview Retreat with a better understanding of the marketing strategy and pricing policy needed to ensure it is a commercial success, and also to determine what advertising materials should be prepared. In addition, the procedures developed for operating the Retreat will be an ongoing help to the Property Manager who manages this beautiful Adventure Bay accommodation.”*

**- Barry La Fontaine Lead Auditor EMS (Quality Society of Australia)**

## *The Process of Achieving Tourism Accreditation*

### Step 1

- Complete the Registration Form found at the end of this document and post, fax or email back to the Tourism Industry Council Tasmania (TICT). As mentioned above, registration fees are based on the number of full-time equivalent staff employed in your business.
- On receipt of the completed Registration Form the TICT will issue an invoice for the appropriate fee.

## Step 2

- Once the appropriate fee has been received an accreditation manual will be posted or emailed to you. A checklist (also found at the end of this document) is provided in the manual detailing each section of the program and documentation that needs to be submitted. The Manual has been designed for you to work progressively through the process and provides examples and template forms to assist.
- At this point a Regional Accreditation Consultant (RAC) will be assigned to your business. The RAC is available to answer any questions and provide assistance with your accreditation paperwork.
- Where it is not practical to provide copies of documentation (please do not send any original documents) these will be verified at the on-site visit. Please note that the level of information provided to the TICT should be relevant to the size and nature of your business.
- Once you have completed the entire manual forward this to your RAC who will assess the document and provide you with feedback regarding your accreditation and any additional items that may be required.

## Step 3

- On successful completion of documentation your RAC will carry out the on-site verification. The site visit is conducted to check for conformity with your documented standards and procedures.
- After the on-site verification you will be issued with a window sticker, certificate and the benefits associated with accreditation.

### *Other details you should know*

#### Time limit to complete

Once you have paid the required fee and have registered you have **three months** to complete your accreditation paperwork. If you are unable to meet this deadline contact the TICT to discuss a possible extension.

#### Developing the required documentation

Use existing material if you have it in place, do not reinvent the wheel. Generic or sample documentation is supplied in the Manual. You can use these examples, modify them to suit your business or design your own. Keep the material simple and do not drown yourself in paperwork. You are not required to complete all the examples provided within the manual in order to achieve accreditation, check with your RAC if you are unsure.

#### How long will it take to complete?

The amount of time needed for you to complete the documentation will depend largely on the size of the business. Many businesses already have some of the documentation in place. This is an opportunity for you to work on your business rather than in it so treat the time spent as an investment in your future.

#### On site verification and reviews

At the completion of the accreditation paperwork, an on site visit will be scheduled for your business. The on site visit is designed to verify the practices and procedures stated in your accreditation manual.

Accreditation reviews will be conducted every two years and will require you to re-submit your accreditation paperwork reflecting any changes that may have occurred in the business.

#### Important note

Please be assured that during an on site verification, the RAC will have NO interest in the financial records, profit and loss accounts of your business. The RAC will be looking for conformance to the standards and procedures your business has documented against the standards of the program. Essentially we will be checking your system to ensure that you are doing what you told us you were doing in the documentation submitted.

## Compliance

The Program is setting minimum standards for business to achieve. Tourism Industry Council Tasmania has a customer survey and mystery shop program in place as part of the process of monitoring standards of accredited businesses. Tourism accredited businesses are required to respond to customer complaints, mystery shop reports or any non-compliance identified in-line with their documented procedures. A Quality Improvement Request (QIR) will be raised against businesses that do not respond. If a QIR is not responded to satisfactorily, this may result in a business losing their accreditation status. Where a serious breach of standards is found to have occurred, this will be referred to a subcommittee of the TICT board, who may recommend withdrawal from the accreditation program.

## Accounts

Renewals are sent out in late November each year and must be paid by 31<sup>st</sup> December to keep accreditation status current.

## Checklists

**Please note:** The following 'checklist' provides information on the criteria a business will be assessed against in the process of achieving accreditation. More detailed information and examples of requirements are provided in the manual for businesses to use, modify or replace with their existing documentation.

Once again thank you for your interest in the National Tourism Accreditation Program, do not hesitate to contact the Tourism Industry Council office on (03) 6224 1930 if you have any questions.

We look forward to your business becoming part of the program.

# National Tourism Accreditation Program

## Accreditation/Review Checklist

Name of Business: \_\_\_\_\_

Review Date: \_\_\_ / \_\_\_ / 200\_\_ ABN: \_\_\_\_\_ RAC: \_\_\_\_\_

Owner/Manager: \_\_\_\_\_

Review Type – Acc  - Rvw  - Osv Pending  or OSV \_\_\_ / \_\_\_ / 200\_\_

ACTIVITY	EVIDENCE	√	COMMENTS
<b>1.0 BUSINESS INFORMATION</b>	1. History and background of the business listing main facilities offered, special provision for persons with disabilities, children and pets.		
<b>2.0 LEGAL COMPLIANCE</b>	1. Submit business registration details and Australian Business Number. 2. Submit copies of all relevant licences, (i.e. Occupancy Permit, Liquor, Food Premises, Passenger Vehicle, Annual Maintenance Statement etc.) as well as copies of specific industry association agreements on standards, (i.e. AAAT star rating). 3. Submit copies of legal liability insurance: Workers Compensation and Public Liability (including Products Liability if applicable). 4. Signed declaration forms for any businesses that represent or utilise the services of third-parties to verify that they are legally compliant. 5. Signed Code of Ethics (which includes a statement of truth in advertising and marketing).		
<b>3.0 HUMAN RESOURCE MANAGEMENT</b>	1. How many full time / part time and casual staff are there in your business? 2. All staff must have an individual personnel file containing contact details, person to contact in emergency, any other employee specific information, including training and professional development activities. 3. Provide evidence of a roster system, how is it controlled and when is it amended or reissued and who is it done by. 4. The business must have written procedures for staff recruitment. 5. The business must have written job descriptions for staff. 6. The business must have an organisational responsibility and authority chart.		
<b>4.0 TRAINING</b>	1. All personnel must undergo basic induction training. 2. All personnel must undergo customer service training. 3. All personnel must be trained in workplace safety procedures. 4. Record of employee/owner skills and experience. 5. The business must have ongoing professional development initiatives.		

# National Tourism Accreditation Program

## Accreditation/Review Checklist

<b>5.0 ENVIRONMENTAL MANAGEMENT</b>	1. The business must have a documented policy and practices for sustainable environmental protection.	
<b>6.0 MARKETING, BUSINESS PLANNING &amp; FINANCIAL PROCEDURES</b>	1. Market research to establish industry trends, competitors, target markets and unique sales proposition. 2. A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis addressing both internal and external factors that may affect the business. 3. Business objectives and documented business marketing strategies focusing on target markets, competitive positioning, customer expectations, advertising and actions to achieve the objectives.  <b>6.1 FINANCIAL PROCEDURES</b> 1. Evidence of financial management procedures, banking, invoicing and record keeping.	
<b>7.0 OPERATIONAL PROCEDURES</b>	<b>7.1 CUSTOMER SERVICE PROCEDURES</b> 1. Written system to establish a consistent response to customer contacts? (Eg: Phone and email) 2. Written system for bookings/reservations, checking in and out. 3. Cancellation policy. 4. A documented system for handling and recording customer feedback and/or service complaints. (NB: Should be more detailed than a visitor's book)  <b>7.2 MAINTENANCE PROCEDURES</b> 1. Written system for ordering and storage of all regularly used products. 2. A list of suppliers and/or contractors for the business. 3. Written system for regular cleaning of facilities, passenger vehicle/s and/or surrounding areas as appropriate. 4. Written system for regular servicing and maintenance of all essential health and safety features and measures of a building including fire safety equipment and machinery.  <b>7.3 RISK MANAGEMENT PROCEDURES</b> 1. Written policy for risk management. 2. A prominently displayed written emergency evacuation procedure. 3. Record details & supply copies of first aid certificates (if applicable). 4. Potential hazards and risks assessment. 5. Accident/incident reporting form. 6. List of hazardous chemicals, usage, storage, handling, and disposal.	

## REGISTRATION FORM

Please post, fax or email this form back to the Tourism Industry Council Tasmania to register for the National Tourism Accreditation Program.

Annual fees are based on the number of full time equivalent staff you employ, whereby 2 part-time or 4 casual staff members equal 1 full-time.

## BUSINESS DETAILS

**Please circle which is appropriate to your business:**

Number of full-time equivalent employees    0 to 5    6 to 15    16 to 50    51 to 100    101+

**Registered Business Name** \_\_\_\_\_

**All Trading/Marketing Names (where different)** \_\_\_\_\_

When registering multiple properties under to one ABN only one registration fee needs to be paid but please complete a separate registration form for each.

**Australian Business Number** \_\_\_\_\_

**Business Owner** \_\_\_\_\_

**Business Manager** \_\_\_\_\_

**Postal Address** \_\_\_\_\_

**State** \_\_\_\_\_ **Post Code** \_\_\_\_\_

**Street Address** \_\_\_\_\_

**State** \_\_\_\_\_ **Post Code** \_\_\_\_\_

**Telephone ( )** \_\_\_\_\_ **Fax ( )** \_\_\_\_\_

**Mobile** \_\_\_\_\_ **Email** \_\_\_\_\_

**Web Address** \_\_\_\_\_

**Business Sector (Tour, Accom, Attraction, Transport etc)** \_\_\_\_\_

**Type of accommodation:** \_\_\_\_\_

**Member of an Industry Association (iTOT, BBBAT etc)** \_\_\_\_\_

**Member of your Regional/Local Tourism Body** \_\_\_\_\_

## ACCREDITATION CONTACT DETAILS

**Person Responsible for Accreditation** \_\_\_\_\_

**Telephone ( )** \_\_\_\_\_ **Fax ( )** \_\_\_\_\_

**Mobile** \_\_\_\_\_ **Email** \_\_\_\_\_

Our business would prefer to receive the accreditation manual via:

**Post** (Hard Copy  or CD ) and/or **Email** (Word document 530k)

Once this registration form has been received by the Tourism Industry Council Tasmania an invoice will be issued. Once paid, the TICT will post/email (as indicated above) an Accreditation manual and details required to complete the Accreditation process.

I/We understand that the required fee must be received by the TICT to confirm registration details and in order for the business to proceed with accreditation. I/we will update TICT of any changes to the business details after registration.

I/we understand that the program fee is valid for one year, then it must be renewed. The year commences 1<sup>st</sup> January and annual payment is due 31<sup>st</sup> December for the subsequent year. I/We undertake to achieve our accreditation status within three (3) months of registration. If I/we are unable to meet this deadline I/we will contact the Tourism Industry Council to discuss a possible extension.

Upon satisfactory completion of the initial accreditation requirements, I/we undertake to complete a review every two years in order to maintain accreditation status.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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**Office use only**

RAC \_\_\_\_\_ Date Referred \_\_\_\_\_

Referred From \_\_\_\_\_ Invoice Sent \_\_\_\_\_

Desktop \_\_\_\_\_ Manual Sent \_\_\_\_\_

Other \_\_\_\_\_