

THE QUALITY TOURISM FRAMEWORK

ABOUT THE QTF

The Quality Tourism Framework (QTF) is a national business development program to support Australian tourism businesses. The QTF programs include accreditation, the Australian Tourism Awards and Star Ratings Australia.

QTF accreditation highlights businesses that are endorsed by the tourism industry as quality assured. The online program provides you with the tools and resources to create and update your policies and procedures. Suited for businesses of all sizes, accreditation provides consumer confidence and long-term results including ongoing sustainability and business resilience.

WHAT IT COVERS

- Licences and permits
- Insurance
- Business & Marketing Plan
- HR Management
- Business Operations
- Customer Service
- Risk Management
- Sustainability Practices

BENEFITS TO YOUR BUSINESS

- Access to business tools and templates to assist in best practice management
- Be recognised as committed to delivering a high quality, professional tourism experience
- Display the national Quality Tourism Accredited Business logo
- Access to a [ReviewPro](#) account (valued at over \$1000). ReviewPro helps you manage your online reputation, collating online reviews from 175+ websites into one seamless dashboard
- Listing on the national consumer website [Trust the Tick](#)

"Accreditation is helpful when partnering with tourism companies. We are recognised for being a business who holds high standards in business operations and customer service."

- Green Olive at Red Hill

For more information, visit www.vtic.com.au/accreditation, phone 03 7035 5719 or email accreditation@vtic.com.au