

Quality Tourism Accredited Business

Code of Conduct and Declaration

As a business accredited in the Quality Tourism Framework, you agree to adhere to the following Code of Conduct:

- 1. Business Ethics.** Accredited businesses will eliminate any practices that could be damaging to customers or to the dignity and integrity of the tourism industry.
- 2. Advertising and the Provision of Information.** Accredited businesses will ensure all advertising and promotional activities accurately reflect the activities of the business.
- 3. Disclosure.** Accredited businesses will ensure all customers are informed of all the terms and conditions of any contract.
- 4. Receiving Payments.** Accredited businesses will ensure that all monies received from the customer, either as a deposit for goods or services to be supplied in the future, or on the completion of the service transaction, will be receipted by the business and an authentic copy supplied to the customer.
- 5. Delivery of the Service.** Accredited businesses acknowledge their responsibilities to meet (or exceed) the expectations of all customers to the best of their ability. Accredited businesses will present their goods and services so as to ensure an excellent customer experience.
- 6. Health and Safety.** Accredited businesses will exercise their duty of care to address customer and staff safety and comfort. Accredited businesses will also identify potential hazards and risks that exist within the business and assess methods of preventing and minimising them on a regular basis.
- 7. Discrimination.** Accredited businesses shall treat all customers fairly and equitably.
- 8. Customer Confidentiality.** Accredited businesses, unless required by law, will not provide information concerning an individual customer to another entity without the customer's permission. The collection and analysis of customer information is necessary to improve tourism industry products and services for the benefit of both businesses and consumers. It is not intended that this should constrain the provision of such information, but rather that no information will be divulged which breaches a customer's right to privacy.
- 9. Complaints and Disputes.** Accredited businesses will deal with all concerns and queries fairly, amicably and as soon as practicable. Accredited businesses will provide a system that facilitates effective communication with customers, in the event of a customer concern or complaint. In the event of a dispute between businesses accredited business will follow appropriate dispute resolution procedures.
- 10. Tourist Information.** Accredited businesses will provide their customers with information concerning tours, transportation, accommodation or other tourist services available.

This declaration must be sighted by the business proprietor (or authorized representative) after the Application Form and all sections of the Program have been completed. All information must be current, accurate and complete.

In accepting that this document has been read, understood and adhered to, the business agrees to the following;

1. The information contained in this application or otherwise supplied is complete and accurate and constitutes an honest and reasonable assessment of achievement by the business of performance levels and core requirements.
2. I agree to and accept the terms and conditions of the Quality Tourism Framework
3. I agree to provide on request any additional information required by the Quality Tourism Framework Licensee to support this application.
4. I acknowledge that the desk assessment and on-site verification are only able to assess my compliance with accreditation requirements at the time they are conducted. The Owner and Licensee of the Quality Tourism Framework does not represent or warrant that any procedure or product administered by my business will at all times satisfy the criteria for this accreditation program.
5. I acknowledge that accreditation is intended to provide consumers and the tourism industry with an assurance that my product or service meets the established industry standards and that I am required to have a commitment to quality business practice, professionalism and ethical conduct. If my business is granted accreditation, I acknowledge the responsibility to uphold the required standards and to meet the expectations of consumers and the industry arising from the Quality Tourism Framework.
6. I acknowledge that the Quality Tourism Accredited Business, Star Ratings and Awards Trade Marks are owned by ATIC Ltd and is licensed for use by businesses that meet the Australian Tourism Accreditation Standard and associated programs. If my business loses its accreditation status it must immediately cease to utilise the Accreditation logo.
7. I agree to and accept the Code of Conduct