



# MARINE TOURISM ACCREDITATION

## A module of the Quality Tourism Framework (QTF)

Marine Tourism Accreditation is an online program of the Quality Tourism Framework (QTF) specifically designed to help WA Marine Tourism Businesses address and be rewarded for meeting WA Marine Tour Operators Best Practice Standards. By becoming Marine Tourism Accredited businesses have demonstrated a commitment to professionalism and ethical conduct operating in Western Australia's pristine marine environment.

### Marine Tourism Accreditation Standards

The standards of the Marine Tourism Accreditation include:

#### Business Operations

- Registration
- Insurance and Licensing
- Marine Compliances
- Human Resources Management
- Customer Service
- Business Operating Systems
- Risk Management and Safety Standards
- Environmental, Social & Cultural Responsibility
- Publication Acknowledgement

Businesses must read and demonstrate a commitment to the [WA Marine Tour Operators Best Practice Standards](#) by completing the online application.

Details on the requirements and supporting links, templates and samples are available to assist you through the online program, by clicking the blue question marks of the Marine Online Program.

### Marine Tourism Accreditation Benefits

Marine Tourism Accredited businesses will:

- Be able to display the Marine Tourism Accreditation logo in all business marketing and advertising.
- Be recognised as having met WA Marine Tour Operators Best Practice Standards.
- Have demonstrated a commitment to professionalism and ethical conduct operating in Western Australia's pristine marine environment.

### How to Apply

In order to be eligible to apply for Marine Accreditation businesses must be accredited through the [Quality Tourism Framework](#) i.e. complete Level 1 - Quality Tourism Accredited Business and Level 2 Sustainable Tourism Accredited Business.



To become a Marine Accredited Tourism Business, simply login into your online QTF dashboard and select the Marine program to commence. This is a now a new feature of the QTF dashboard portal. Previously, the application was completed by back and forth emails, so now you can easily complete and upload documents to gain Marine Tourism Accreditation.

To do this, simply log into your account via <https://online.qualitytourismaustralia.com/> and enter your username and password.

Once logged in, select **“Apply For”** and using the drop-down box, select Marine Accreditation and hit Apply. I will then be notified that you have applied for this program and accept your registration so you can commence working through the Marine online application.

Once you have submitted your complete application an Industry Advisor will then review it and advise you of what further information is required before your business is awarded ‘Marine Accredited’ status and you will be provided with the additional branding to use on your marketing collateral.

If you are not already an accredited tourism business you can submit an Quality Tourism Business Accreditation Registration via <https://online.qualitytourismaustralia.com/Home/SignUp> and complete your QTAB - Sustainable and Marine Tourism Accreditation at the same time.

### Accreditation Fees

There is no additional fee on top of the QTAB annual fee for Marine Tourism Accreditation. For further information about Marine Tourism Accreditation please contact an [Industry Advisor](#) at Tourism Council WA on (08) 9416 0700 or email [accreditation@tourismcouncilwa.com.au](mailto:accreditation@tourismcouncilwa.com.au).