Tourism industry standards on the rise

The Northern Territory tourism industry continues to strive for excellence with 330 tourism operators now nationally accredited.

Tourism Minister, Malarndirri McCarthy congratulated the tourism operators for improving their services and putting good business standards into practise.

“When the Territory Government introduced Tourism accreditation standards in 2008, there were only 86 accredited operators in the Northern Territory,” Ms McCarthy said.

“Now 330 tourism operators have achieved accreditation through the national Tourism Accreditation Australia Limited programs (TAAL) which include Australian Tourism Accreditation Program, Respecting Our Culture, Caravan Industry Accreditation and Eco Certification.

“TAAL accredited operators benefit from Territory Government services including marketing and promotional campaigns.”

Ms McCarthy said the Territory Government was also encouraging operators to move from manual to online office systems to ensure they remained competitive.

“More and more people are using the internet to book their holidays with 40 percent of domestic and international holiday visitors to the NT last year going online to book their trip,” she said.

“However it is important that users need to have a positive and consistent experience when visitors are searching online,

“In September, the Government will launch its new online enablement program to support and assist operators go through this process,” Ms McCarthy said.

Office Manager for station stay and tour operator Kings Creek Station, Angie Howard, said going through the accreditation process had been an invaluable experience.

“This experience has been a real eye opener as many family-run businesses may not have considered about what will happen to the business in the future,” Mrs Howard said.

“The accreditation process forces you to think five years ahead by putting business and marketing plans in place.

“We also have a really high staff turnover and the accreditation process enabled us to develop training manuals and to fine tune our training procedures. “

NT Tourism Standards accreditation came into effect on 1 July 2010.

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