



1191R4

European Cultural Routes
Transferring Experiences,
Sharing Solutions



Mod. 5B-CRT-10

GOVERNANCE INSTRUMENT FORM

*This Governance Instrument has been documented by CERTESS Partner
and has been given the reference code*

P7

6C-GI-P7-04

(codes above are for Lead Partner use only)

1. GENERAL

1.1. Title of the instrument

Joint Service Platform

1.2. Proprietary Organisation /Developer

Kultur und Arbeit e.V. (Association called 'Culture and Work')

1.3. Typology ¹

A. Hard Law

B. Soft Law

2. DESCRIPTION

2.1 Objective/s ²

The Joint Service Platform (in this case www.kiratour) is a web platform where cultural (tourism) offers coming from interested cultural tourism stakeholders within a region are incorporated and jointly presented.

2.2 Affected/interested parties ³

- Cultural institutions
- Municipalities
- Hotel industry
- Gastronomy
- Guides
- Event managers
- Product and service providers
- Artists
- etc.

2.3 Content

The Joint Service Platform is open to all interested stakeholders who offer cultural offers, activities and events in the region Heilbronn-Franken. The offers are made publicly available through a calendar which

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can be incorporated on every stakeholder's website. Facebook and Twitter are integrated as well. For each individual offer, it is possible to incorporate pictures, a booking tool and a google maps journey description. The platform is promoted by the KIRA network which means that there should be an administrator who promotes the platform, identifies and attracts interesting stakeholders (also artists etc. and not only cultural tourism providers) and incorporates the offers into the platform.

2.4 Expected results ⁴

The Joint Service Platform is a platform that allows stakeholders in cultural tourism to become partners instead of competitors. The aim is to have one joint platform where the region, in this case Heilbronn-Franken, and its cultural potential is presented in one but an only platform.

2.5 Relevance to RIP development stages ⁵

- A. Theme selection & justification
- B. Route promoters legal setup
- C. Local stakeholders' involvement & support
- D. Route physical setting & infrastructuring
- E. Route marking & signposting
- F. Route technical support facilities (water points, rest benches, etc.)
- G. Route hospitality services (hostels, rest houses, hotels, etc.)
- H. Route food & beverage services (restaurants, bars, hotels, etc.)
- I. Route tourist services (info-points, travel agents, etc.)
- J. Points of interest → Cultural & historical heritage (monuments, archaeological areas, etc.)
- K. Points of interest → Cultural & historical services (museums, exhibition centres, etc.)
- L. Points of interest → Environmental heritage (protected areas, parks, etc.)
- M. Trade elements of interest → Local typical products
- N. Immaterial elements of interest → Cultural events, local folklore, etc.
- O. Branding & promotion strategies → Route/theme & logo
- P. Branding & promotion strategies → Route section areas
- Q. Branding & promotion strategies → Interterritorial/transnational sectoral networking
- R. Development of tourist products & services (card, packages, gadgets, etc.)
- S. Development of ICT products & services (thematic websites, virtual tours, etc.)
- T. Development of educational/learning tools
- U. Development of printed information products

Additional information and notes

Source of information ⁶

All information is gained by personal interviews with the association Kultur und Arbeit e.V. ('Culture and Work') or through the website www.kiratour.de.

More information: [KIRA-Flyer](#)

See also CERTESS Good Practice form: 6A-GP-P7-2

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N.B.

The present form is to be accompanied by relevant supporting information (original document in national language, translation into English, .ppt presentations, ...).

PDF in German on how the service platform works and how stakeholders can incorporate their offers

Compiled by KIT, P7 on 10.06.2013.

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Explanatory notes

- ¹ Typology → ‘Hard laws’ are ... (regulatory), while ‘soft laws’ are ... (incentive | promotion | information).
- ² Objectives → Describe the general and specific objectives that the Governance Instrument (GI) intends to pursue.
- ³ Parties → Identify here the entities (organizations, categories, individuals etc.) that are expected to be interested/involved/affected in the application of the GI of reference.
- ⁴ Results → Describe the results that are expected from the application of the GI of reference.
- ⁵ RIP stages → Indicate the stage of the RIP development process which the GI of reference could be associated to.
- ⁶ Source → Provide details of the official source of information (legal bulletin, private agreement, etc.) from which the information on the GI of reference has been obtained.

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