



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-P7-05

(codes above are for Lead Partner use only)

1. GENERAL

1.1. Title of the instrument

Quality Seal Host (developed by the German Hiking association)

1.2. Proprietary Organisation /Developer

German Hiking Association

1.3. Typology ¹

- A. Hard Law
 B. Soft Law

2. DESCRIPTION

2.1 Objective/s ²

A quality seal for hosts as developed by the German hiking association ensures high quality standards for accommodation facilities and restaurants along a cultural route. Together with hosts and restaurants it is able to identify and integrate particularly target group oriented offers and ensure to satisfy the visitors' requirements.

2.2 Affected/interested parties ³

- Hosts (accommodation facility providers, restaurants, guest houses, etc,)
- Tourists

2.3 Content

A growing demand for cultural tourism – does also increase the demand for accommodation and services which are tailored to the customer's needs. These growing demands of customers can only be met with a high level of quality.

With a quality seal as the 'Qualitätsgastgeber (Quality Hosts)', implemented by the German Hiking Association, it is possible to set up uniform standards for hosts in order to provide a threefold advantage for hiking or cultural tourism in the region:

1. Each host who is selected as a Quality Host is obliged to offer a certain standard of quality. Through this, sustainable quality standards are guaranteed.
2. The seal can serve as a transparent guidance and decision tool to support the selection of a hiking or cultural destination.

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3. The hiking or cultural destinations can use excellent quality hosts as a competitive advantage and mark themselves as a quality destination.
4. Through the uniform standards and the awarding of the hosts with the seal, a quality host can be easily recognised by the tourists and the tourists can be certain, that high and reliable standards are offered. Interested parties or hosts have to comply with 23 core criteria and 9 out of 19 choice criteria to be awarded with the quality seal. For restaurants without any overnight accommodation facility, a separate set of criteria exists. The mentioned criteria are assessed by experts during an on the spot check.

To become a quality host the following steps have to be made:

1. The German Hiking Association Service GmbH trains quality inspectors on the spot who shall be entitled to verify the fulfilment of the criteria.
2. The interested hosts receive a sheet of participation. This sheet contains a checklist which has to be filled out to start the certification process.
3. The regional quality inspector then controls locally if the criteria are fulfilled
4. If all criteria (the core and choice criteria) are fulfilled the quality seal is awarded.

An overview of the criteria for overnight accommodation hosts and restaurants can be found in the attached documents.

2.4 Expected results ⁴

- Set up uniform standards for hosts
- Offer and guarantee a certain standard of quality tailored to the customer's needs

2.5 Relevance to RIP development stages ⁵

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> | A. Theme selection & justification |
| <input type="checkbox"/> | B. Route promoters legal setup |
| <input type="checkbox"/> | C. Local stakeholders' involvement & support |
| <input type="checkbox"/> | D. Route physical setting & infrastructuring |
| <input type="checkbox"/> | E. Route marking & signposting |
| <input type="checkbox"/> | F. Route technical support facilities (water points, rest benches, etc.) |
| <input checked="" type="checkbox"/> | G. Route hospitality services (hostels, rest houses, hotels, etc.) |
| <input checked="" type="checkbox"/> | H. Route food & beverage services (restaurants, bars, hotels, etc.) |
| <input type="checkbox"/> | I. Route tourist services (info-points, travel agents, etc.) |
| <input type="checkbox"/> | J. Points of interest → Cultural & historical heritage (monuments, archaeological areas, etc.) |
| <input type="checkbox"/> | K. Points of interest → Cultural & historical services (museums, exhibition centres, etc.) |
| <input type="checkbox"/> | L. Points of interest → Environmental heritage (protected areas, parks, etc.) |
| <input type="checkbox"/> | M. Trade elements of interest → Local typical products |
| <input type="checkbox"/> | N. Immaterial elements of interest → Cultural events, local folklore, etc. |
| <input type="checkbox"/> | O. Branding & promotion strategies → Route/theme & logo |
| <input type="checkbox"/> | P. Branding & promotion strategies → Route section areas |
| <input type="checkbox"/> | Q. Branding & promotion strategies → Interterritorial/transnational sectoral networking |
| <input type="checkbox"/> | R. Development of tourist products & services (card, packages, gadgets, etc.) |

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- 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

- ✓ Infolyer Qualitätsgastgeber Gastronomie
- ✓ Infolyer Qualitätsgastgeber Unterkünfte
- ✓ Qualitätsverprechen Gastgeber
- ✓ All Information can be found here: http://www.wanderbares-deutschland.de/gastgeber/qualitaetsgastgeber/das_qualitaetszeichen.html
- ✓ See also CERTESS Good Practice Form 6A-GP-P7-3

Source of information ⁶

Deutscher Wanderverband Service GmbH
 Wilhelmshöher Allee 157 - 159
 34121 Kassel
 Tel. 0561 / 9 38 73 -12
 Fax. 0561 / 9 38 73 -10
http://www.wanderbares-deutschland.de/gastgeber/qualitaetsgastgeber/das_qualitaetszeichen.html

N.B.

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

Compiled by KIT, P7 on 27.06.2013.

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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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