



1191R4

European Cultural Routes  
Transferring Experiences,  
Sharing Solutions



Mod. 5B-CRT-5

**GOOD PRACTICE FORM**

*This Good Practice has been documented by CERTESS Partner  
and it has been given the reference code*

LP

6A-GP-LP-1

(Codes above: for Lead Partner GP use only)

## 1. GENERAL INFORMATION

### 1.1. Name of the practice

<p><b>‘Cammini d’Europa’ Branding</b>  <b>Joint accreditation of touristic enterprises along Saint Francis Route in Rieti Province  to ISNART “Q Italian Hospitality” and CAMMINI D’EUROPA marks</b></p>
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### 1.2. Organisation/s carrying out the practice

Rieti Province, Chamber of Commerce of Rieti, Rieti Turismo srl
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### 1.3. Contact person/s

Guido Tariciotti, General Manager of Rieti Turismo srl
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### 1.4. Location

<i>Country:</i>	Italy
<i>Region:</i>	Lazio
<i>Area:</i>	Province of Rieti

### 1.5. Classification according to development process components (see Application Form, sect. 3.3.2)

- Route identification, reconnaissance and mapping
- Route physical infrastructure
- 1 Promotion of route enterprises and products
- Development of immaterial tools (ICT, other fruition tools such as tourist pass/cards)

If more than one classification type is chosen, please use 1 for primary category, 2 for second category.



1191R4

European Cultural Routes  
Transferring Experiences,  
Sharing Solutions



Mod. 5B-CRT-5

**GOOD PRACTICE FORM**

## 2. DESCRIPTION OF THE PRACTICE

### 2.1. General definition of the practice

<i>Main activity</i>	Accreditation of touristic enterprises
<i>Main objective</i>	Increase of the awareness and involvement of touristic enterprises in the process of enhancement of Saint Francis Route

### 2.2. Time-span

<i>Started on</i>	October 2008
<i>Completed on</i>	April 2009
<i>Ongoing</i>	--

### 2.3. Main objectives of the practice

The action is part of a programme of activities aimed at enhancing knowledge of the Saint Francis Route.

Saint Francis Route is one of the most charming Italian itineraries that from Assisi (Umbria) comes to Rome, through the territory of Rieti province (Lazio).

The Province of Rieti is little known like tourist destination and for this reason some years ago, following the well known example of Saint James Camino, that administration started to promote the Route as an opportunity for visibility and knowledge of the entire area; a development project of the Route to develop an innovative tourism aware of the environment and the cultural and the artistic heritage and traditions.

This choice, however, represented a new beginning and it seemed fundamental to involve from the start the local touristic operators in the new project. The way to involve them was the proposition of an experimental procedure to the Joint Accreditation to the two logos:

- 1) "Q, Italian Hospitality" (OI), managed by ISNART, which is the center of studies and research on tourism of the Italian Chambers of Commerce
- 2) Cammini d'Europa (CdE), managed by CdE EEIG.

The objectives of the action were to:

- Inform and sensitize the touristic operators along the Saint Francis Route project
- Involve them through the process of Accreditation
- Encourage them to enhance their qualification
- Promote them through the promotional tools of ISNART and Cammini d'Europa.

### 2.4. Achieved results

*Describe both qualitative and quantitative results of the practice:*

From the qualitative point of view the results are primarily methodological : the action has made it possible to associate two different accreditation procedures:

- The ISNART procedure, more specifically directed to certify the "quality" of the tourist structures involved in all the technical aspects (type of services, size of the rooms, presence of elevator, n° of foreign languages spoken, etc.)



1191R4

European Cultural Routes  
Transferring Experiences,  
Sharing Solutions



**Mod. 5B-CRT-5**

**GOOD PRACTICE FORM**

- Cammini d'Europa, less technical but more strongly connected to the route, addressed to the verification and certification of the availability of services specifically dedicated to the tourists /pilgrims.

The result has been to apply a single procedure by adopting the requisites of two distinct procedures.

From the quantitative point of view N°. 40 touristic enterprises have been involved.

Of this number, 10 were disregarded for lack of minimum requirements, while 30 enterprises were certified:

- n. 12 restaurants
- n. 12 accommodation structures
- n. 6 rural tourist houses

## 2.5. Partnership

List partners involved in the practice:

### Partner 1

<i>Denomination</i>	Provincia di Rieti
<i>Description</i>	Public Administration
<i>Contacts</i>	Fabio Melilli, President
<i>Role in the practice</i>	Financial partner

### Partner 2

<i>Denomination</i>	Chamber of Commerce of Rieti Province
<i>Description</i>	Public Administration
<i>Contacts</i>	Vincenzo Regnini, President
<i>Role in the practice</i>	Financial partner

### Partner 3

<i>Denomination</i>	Rieti Turismo spa
<i>Description</i>	Public Company
<i>Contacts</i>	Guido Tariciotti, General Manager
<i>Role in the practice</i>	Coordinator

### Partner 4

<i>Denomination</i>	APT Rieti
<i>Description</i>	Touristic Agency
<i>Contacts</i>	Carla Franceschini, General Manager
<i>Role in the practice</i>	Technical partner

### Partner 5

<i>Denomination</i>	ISNART
<i>Description</i>	National Institution Touristic Research
<i>Contacts</i>	Giovanni Cocco, General Manager
<i>Role in the practice</i>	Technical partner

### Partner 6



1191R4

European Cultural Routes  
Transferring Experiences,  
Sharing Solutions



**Mod. 5B-CRT-5**

**GOOD PRACTICE FORM**

<i>Denomination</i>	Cammini d'Europa
<i>Description</i>	European Economic Interest Group (EEIG)
<i>Contacts</i>	Giovanni Pattoneri, General Secretary
<i>Role in the practice</i>	Technical partner

*(add more as necessary)*

## 2.6. Target groups

Identify target groups/customers of the practice:

<input type="checkbox"/>	National authority
<input type="checkbox"/>	Regional authority
<input checked="" type="checkbox"/>	Local authority
<input checked="" type="checkbox"/>	SME
<input type="checkbox"/>	Other private business
<input checked="" type="checkbox"/>	Chamber of Commerce / Economy
<input type="checkbox"/>	Regional Innovation Agency
<input type="checkbox"/>	Financing institution
<input type="checkbox"/>	Business incubator
<input type="checkbox"/>	Research institution
<input type="checkbox"/>	University
<input type="checkbox"/>	Technology transfer institution
<input type="checkbox"/>	Regional Development Agency
<input type="checkbox"/>	Planning institution
<input type="checkbox"/>	Education institution / training centre
<input type="checkbox"/>	Association
<input type="checkbox"/>	Employers' association
<input type="checkbox"/>	Trade union
<input type="checkbox"/>	Environmental interest group
<input type="checkbox"/>	Cultural initiative group / organization
<input type="checkbox"/>	NGO
<input checked="" type="checkbox"/>	Other interest groups ( <i>provide details</i> ) > Rieti Turismo, local public company for touristic promotion   APT Rieti, local public agency for touristic promotion

## 2.7. Tools

Describe specific tools developed in the framework of the practice (i.e. websites, newsletters, catalogues, software, agreements or other regulations, etc.):

### Accreditation procedure

The procedure has involved the formulation of a Joint Accreditation Methodology and joint-Regulations in relation to the identified typology:

- a) Rural tourist houses
- b) Bed & Breakfast
- c) Hotels
- d) Residences for hospitality
- e) Restaurants.



1191R4

European Cultural Routes  
Transferring Experiences,  
Sharing Solutions



Mod. 5B-CRT-5

**GOOD PRACTICE FORM**

The Regulations prepared for each type of structure contain **guidelines** that set out the steps to be followed.

These guidelines were subsequently explained to the Evaluator appointed by Isnart who attended a short training to get acquainted with the methodology for joint accreditation.

A brochure was prepared and distributed by the local Chamber of Commerce and by APT of Rieti to the enterprises potentially interested to the accreditation and during a meeting organized by the Province of Rieti the purpose of the initiative was brought to the knowledge of the provincial Associations of touristic enterprises.

After the meeting the Associations worked as promoter of the project, informing the associated touristic companies and acting like Information Points of the project.

The phases of the joint procedure were as follows:

- A. Request for accreditation
- B. Audit
- C. Examination of the results
- D. Award decision and notify: accredited / non accredited
- E. Signing of the concession agreement
- D. Insert of certified enterprises in:

1) the specific section of the CdE website:

[http://www.camminideuropa.eu/strutture\\_accreditate.asp?reg=75](http://www.camminideuropa.eu/strutture_accreditate.asp?reg=75)

2) the ISNART Yearbook of certified companies and the Q website.

During the first visits the evaluator was accompanied by an expert of Cammini d'Europa, so as the evaluator could complete the training and fully understand the pattern of verification adopted by CdE.

The procedure was concluded with a public event organized by the Chamber of Commerce of Rieti during which the joint Certificates and the Plaques with the CdE Logo were delivered to the certified enterprises.



1191R4

European Cultural Routes  
Transferring Experiences,  
Sharing Solutions



Mod. 5B-CRT-5

**GOOD PRACTICE FORM**

### 3. RESOURCES

#### 3.1. Financial resources

*Specify the resources utilized for financing the different stages of the practice:*

Chamber of Commerce: € 15.000

*Specify the source/s of financing (divided between public and private funds, in % terms)*

Public Funds, 100%

Private Funds, 0%

#### 3.2. Human resources

*Specify the persons (type & n°) engaged in the practice, including their specialization / background:*

N° 1 Coordinator, expert in tourism promotion

N° 2 Experts on Accreditation Procedures

N° 1 Evaluator

#### 3.3. Legal framework

None



1191R4

European Cultural Routes  
Transferring Experiences,  
Sharing Solutions



Mod. 5B-CRT-5

**GOOD PRACTICE FORM**

## 4. MONITORING AND EVALUATION

### 4.1. Assessment methods and tools

The accreditation being a result-based activity (n° of enterprises certified), monitoring of the activity in quantitative terms is straightforward, as well as that of the rate of success.

As the certification is given to enterprises reaching a set threshold of requisites met, the processing of the reports compiled by the evaluator provides a useful source of information to assess the level of quality of services provided by the certified enterprises.

### 4.2 Indicators

*Specify the qualitative and quantitative indicators used to assess the practice:*

- 5 Sets of Regulations specifically developed for the joint accreditation (by category of enterprise)
- 1 Evaluator employed
- 1 Informative Meeting with Associations of Touristic enterprises
- 1 Promotional material developed (Brochure)
- 60 Enterprises contacted and informed
- 40 Companies evaluated
- 30 Companies certified
- 1 Final event



1191R4

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Mod. 5B-CRT-5

**GOOD PRACTICE FORM**

## 5. SUCCESS FACTORS / DIFFICULTIES ENCOUNTERED

### 5.1. Excellence of the practice

*Specify the additional information useful to justify the practice being selected as a best practice/practice of excellence:*

In the enhancement of the Routes one of the more difficult objective to achieve is the creation of a strong link between the adopted public policies, usually infrastructure-oriented or finalized to a general promotion of the route, and the tourist operators. Only by ensuring their presence and their participation a Route can become a real tourism product. In this sense the procedure adopted offers a possible model, and for its transferability and adaptability it can assume the characteristics of Best Practice.

### 5.2. Influence on development of cultural route in the area and regional development at large

*Specify the influence exerted by the practice on the development of cultural route in the area and on the regional development at large*

- Creation of a strong local partnership able to reinforce all the aspects of the project: infrastructural, promotional, etc.
- Initiation of a development process of the Route at local level, but if well managed, able to spread positive effects along the route also at regional, interregional, national or international level.

### 5.3. Profitability of the practice

*Specify returns, generated revenue, other results as applicable:*

The strength of the proposed procedure is without doubt the replicability of the joint accreditation system, which on the basis of this experience has demonstrated a significant efficacy in multiple points:

- Creating a strong local partnership
- Starting an interesting strategic debate aimed at involving the local tourism operators in the development process of the Saint Francis route
- Establishing early contact with local touristic enterprises
- Growing awareness and involvement of the local touristic enterprises in the enhancement of the project through the accreditation procedure
- Enhancement and promotion of Saint Francis Route at local level but - also due to the visibility of the accreditation - capable of further development outside the local or regional boundaries
- Increase of the visibility for the touristic enterprise
- Stimulate the formulation of tourist proposals to display in the market.

### 5.4. Difficulties encountered

*Describe difficulties encountered and solutions adopted to overcome them:*

The procedure adopted, based on the use of an evaluator (selected and coordinated by Isnart) assisted by the coordinator appointed by CdE EEIG, did not present significant difficulties. The dissemination phase and identification of candidate structures took longer than anticipated.





1191R4

European Cultural Routes  
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**Mod. 5B-CRT-5**

**GOOD PRACTICE FORM**

Achieving the target by approximately 75% is due essentially to the rigorous audit system adopted, that have not prevented n ° 10 enterprises from attaining the certification due to an insufficient number of requisites met.

A key point concerns the replicability of the joint accreditation system, it will be necessary in the light of the experience:

- a) more systematic procedures CdE-Isnart
- b) provide the unique management accreditation application to avoid incompleteness in the documentation and, very important aspect,
- c) a greater prior awareness by the candidate enterprises.



1191R4

European Cultural Routes  
Transferring Experiences,  
Sharing Solutions



Mod. 5B-CRT-5

**GOOD PRACTICE FORM**

## 6. INNOVATION

### 6.1. Innovative content of the practice

*Specify the additional information useful to justify the practice under review as innovative, compared to similar practices:*

The most innovative element in the choice of creating an accreditation process that joins two labels with different features and purposes, reducing costs and increasing the value of the enterprises certified.

*Describe the innovation content in relation to one or more of the following :*

<i>Process:</i>	Combination of two separate accreditation systems into only procedure (a rather unusual example)
<i>Product:</i>	Joint certification
<i>Result:</i>	A national certification and a certification of European dimension made available to local business enterprises
<i>Partnership:</i>	The creation of a partnership between local institutions (Province of Rieti and the Chamber of Commerce) and technical organizations (RietiTurismo spa and APT Rieti) established that if the tourist can enhance the Route of St. Francis
<i>Other (indicate):</i>	



## 7. TRANSFERABILITY & SUSTAINABILITY

### 7.1. Transferable activities and features

From the methodological point of view the activities are fully transferable to other territorial contexts and adaptable to any route. The Isnart certification system is applied yearly to over 6,000 enterprises in most regions of Italy; the CdE label has been made available to over 150 enterprises in Italy and 80 in Spain.

### 7.2. Conditions required for the practice to be developed in other contexts

The application of this practice requires the adoption of appropriate modifications linked primarily to the type of the Route and, if existing, to any other Accreditation system applicable in the territory of interest.

### 7.3. Previous transfer experience (if the practice has been transferred already to another context)

No

### 7.4. Other information

*List articles, press notes, links to available information:*

Information on CdE Accreditation procedure:

<http://www.camminideuropa.eu/default.asp?s=147&o=1493>

<http://www.camminideuropageie.com/default.asp?s=43&o=614&c=0>

Information

[http://www.camminodifrancesco.it/imgd/eventi\\_e\\_news/allegati/ospitalita\\_italiana.pdf](http://www.camminodifrancesco.it/imgd/eventi_e_news/allegati/ospitalita_italiana.pdf)

Articles on ISNART Web Site:

<http://www.isnart.it/newsletter.php?id=183>

*Specify any achieved public recognition of the practice:*

None

### 7.5. Sustainability

*Specify factors which can make the practice sustainable:*

- 1) The financial commitment of Local Public Administration government to give continuity to the action of accreditation
- 2) A high visibility for the certified enterprises
- 3) The increase in the number of tourists/pilgrims using services provided by the certified enterprises