



Erasmus+

Pilgrims Accommodation and New Host Expertise in Rural Areas

PANHERA

Erasmus+

Strategic Partnerships. Key Action 2. Sector: Adult Education

PROJECT NUMBER: 2018-1-RO01-KA204-049274

Cammini d'Europa Label

The accreditation procedure

Short term joint

Staff training event

Craiova/Sibiu, 13-19 October 2019



Why a Cammini d'Europa (CdE) label?



Main expectations related to cultural tourism and for the Route travellers are:

- ❖ Exploring the territory
- ❖ Culture and spiritual search
- ❖ Clear indications about the Route; safe trails
- ❖ Availability of educational and cultural signaling, thematic itineraries, a ICT network (virtual itineraries)
- ❖ Sense of welcome and hospitality
- ❖ Accommodation and stop points along the Route
- ❖ A satisfactory relation between service quality and related cost





CdE Label & Requisites

The CdE label and its associated requisites aim at meeting those expectations and, in general, at enhancing the well-being of areas crossed by a Route.

How?

By assigning the use of the label to individuals and companies providing satisfactory services / products and interested to work proactively to support the Route.





The concession of
CdE label
was coordinated at
European level by a
responsible body:
"Cammini d'Europa"
(Grantor).





The right to use the CdE label was assigned by the Grantor to selected facilities and was regulated by of a special **concessionary document** issued by the Grantor and signed for acceptance by the Grantee.

The concession was supported by **regulations**, the content of which varies depending on the sector and the type of services offered by the facility to be certified .





Facilities certified since year 2007 belong to the following categories:

1. Hostels
2. Rural houses
3. Tourist accommodation facilities (hotels)
4. Restaurants, inns, etc.
5. Typical product retailers
6. Traditional craft enterprises
7. Municipalities and other similar public bodies
8. Tourist information points.
9. **Tour operators/travel agents (NEW)**

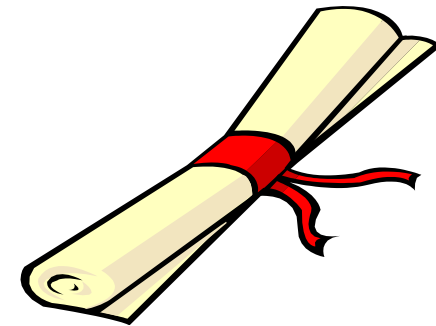




Cover page of
Regulations for
Typology n° 2



- Self-evaluation
- Request for accreditation
- Audit
- Review of results
- Award decision and notification to the facility certified/ non certified
- Subscription license and payment of initial fee (only for certified facilities)
- Label award
- Publicity of certified facilities (brochure, web)







- ✓ **252** facilities certified since 2007:
 - 170 in Italy
 - 82 in Spain
- ✓ **50** more companies to be certified in 2012:
 - 30 in Scandinavia (**all typologies**)
 - 20 in Italy & Spain (**new category: tour operators / travel agencies**)

