

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

CdE Label





Why a Cammini d'Europa (CdE) label?



Expectations



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



Regulations



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.



Grantor



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





Concession & regulations



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.



Facility Categories



Facilities certified since year 2007 belong to the following categories:

- Hostels
- 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.
- Tour operators/travel agents (NEW)



Regulations



I CAMMINI D'EUROPA G.E.I.E. Parma, Italia - Santiago, Spagna

MARCHIO "CAMMINI D'EUROPA"



DISCIPLINARE

PER LA CONCESSIONE DEL MARCHIO con annesse

LINEE GUIDA



Tipologia del concessionario:

Struttura agrituristica

Versione nº 2
approvata dal Consiglio __
nella seduta del __._.

(bozza)

Cover page of Regulations for Typology n° 2



Certification phases



- 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)







The label certificate









Brochures







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- ✓ 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)

