

QUALITY HOSPITALITY CHARTER FLAVOUR TOURISM

Presentation of the Charter and its aims

The Quality Hospitality Charter - Flavour Tourism has its roots in the cross-border project Interreg Alcotra 2014-2020 Italy-France “*Turismo del Gusto-Tourisme du Gout*” [Flavour Tourism], which involved the mountainous areas of the Metropolitan City of Turin and the French departments of Savoie and Haute-Savoie, and aims to showcase the transalpine region in terms of tourism, through the spread of good practices among sector operators, worker training, the structuring of a coordinated offering, and the re-launch of promotional and communication actions.

The Quality Hospitality Charter - Flavour Tourism is configured as a *values manifesto* divided into specific *practical actions* through which the members demonstrate and concretise their sharing of these founding values.

The Charter is addressed to a public of potential members composed of catering businesses (of every type) and accommodation facilities (of every type, but which at least provide breakfast as part of their offering). In the future, it is possible to imagine the Charter’s being extended to involve other kinds of operators in the tourism industry.

The Charter is set up to focus on **practicality and ease of implementation**: the *practical actions* (corresponding to the *quality criteria* or *requirements* present in other certifications comparable to it) were selected according to an approach that puts behaviours to be adopted in managing businesses, delivering services, and interacting with customers at the centre. It is not a quality charter containing structural parameters or requirements linked to buildings or infrastructure, which can be found in current regulations. Thus, joining the Charter is objectively easy, since it does not entail structural changes or heavy investments. Instead, it is a question of the will of individual operators to change some practices and modes of operating, moving in the direction, outlined by the Charter and by the whole project, of greater attention: to the regional and typical nature of the products, to the traceability and proximity of the supply chain, to environmental and social sustainability, and to welcoming “everyone”.

The Charter has several aims:

- Contributing to **showcasing local resources in terms of tourism**, especially as far as regards the showcasing of typical, traditional products in the food and wine sector, thus contributing to the promotion of an additional attraction in the region;
- Contributing to the **structuring of a tourism offering network** that is integrated and cohesive, that is able to showcase ethical behaviours and good practices already adopted by sector operators (in the areas of hospitality, accessibility, use of local products, talking about the region, etc.),

incentivising their adoption by an ever increasing number of operators and facilities, stimulating the creation of local networks of businesses, beginning with the network of Charter members, and creating the conditions for an expansion/improvement of the offering and a strengthening of industries connected to the tourism one;

- Contributing to the **promotion of the region, of the facilities and of the operators** who join, of the good practices adopted, and of the founding values that reflect the tourism businesses. Functioning as a “values manifesto” and quality charter, it may be used as a promotional tool on multiple channels by every facility, as well as by the region as a whole in terms of system-destination;
- Contributing to **strengthening the skills of sector operators**: in fact, the Charter document, which is descriptive and manual-like, may be used as a text and source during training of local operators and students in the catering-hotel sector, being particularly focused on the description of ethical behaviours and good practices.

How to join

The methods for joining the Quality Charter were devised in order to be very practicable, avoiding onerous bureaucracy in order to concentrate energies and resources in applying key principles. These principles contribute to improving the offering of each member joining and the consequent overall improvement in the attractiveness of the region, stimulating the greatest possible number of operators to join the network of facilities adhering to the Flavour Tourism Charter.

The Charter’s objective, in fact, is not so much that of classifying the facilities adhering to the criteria, rather it is to **support all the facilities and operators in the region along a journey of growth** that, being inspired by the values described by the Charter and being manifested through the implementation of practical actions connected to them, allows the whole system of local offerings to attain higher-quality services, representation of the region, customer satisfaction, and positive socio-economic repercussions.

To this end, joining the Quality Hospitality Charter “Flavour Tourism” will be **voluntary** and will be an act with which operators may express their adherence in terms of ethics and identity to the principles expressed in the Charter and in its “values manifesto”, and the consequent will to practically implement the actions suggested by the Charter as a concrete expression of their adherence to those values. Depending on the level each facility is at when it joins, in terms of awareness and implementation of the Charter principles, it will involve **starting a journey of improvement** through the progressive activation of suggested measures, or **following a journey of growth** through the implementation of *improvement* actions, potentially integrating the actions that are already part of their daily practice with new cues coming from the Charter.

Joining the Quality Hospitality Charter will thus constitute public adherence to a values manifesto and assumption of a commitment to change and improve some company practices in order to pursue these values.

At the time of joining, each operator will have to fill in a brief, **online questionnaire** through the project portal, thus becoming part of the network of member facilities. Filling in this questionnaire will constitute a kind of “entry self-assessment”: the result, in fact, will determine to what degree the operator already undertakes the actions that practically express the values of the Quality Hospitality Charter. Following this, the member operator will periodically (once a year, for example) be invited to repeat the self-assessment questionnaire. This operation will help them to understand how much, in the time period that has passed, their business has improved and increased compliance with the criteria and values expressed in the Charter. Every time the questionnaire is

filled in, it will also be possible to print a certificate of adherence to the values of the Quality Hospitality Charter, specifying the level attained, which can be used for promotional and communication purposes.

In addition, joining the Charter will give the facility the chance to be included in the project's online **portal**, with communication and promotional purposes, which will also have a booking function, allowing interested customers to make online reservations.

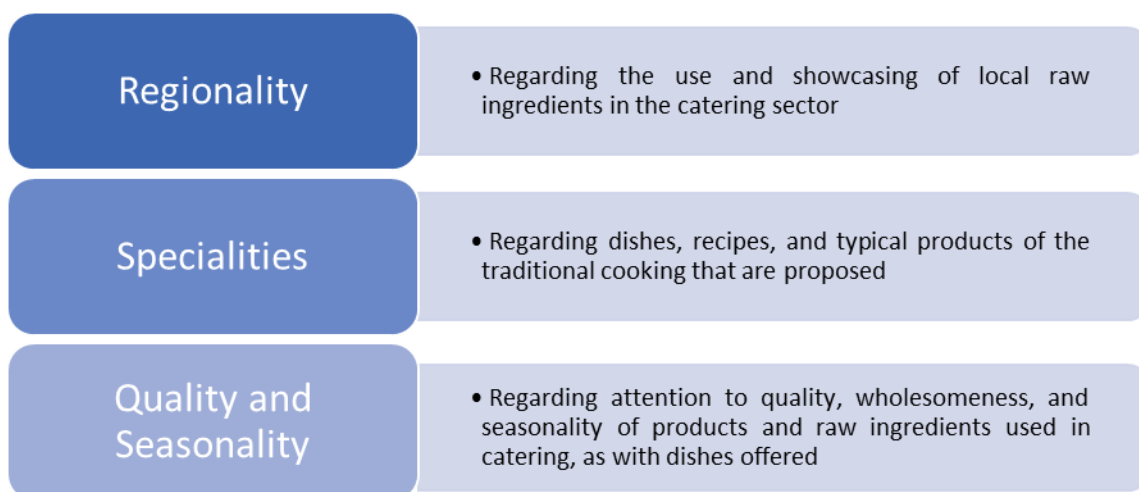
Values

To become part of the “Flavour Tourism” Hospitality promotional circuit, facilities that offer catering and accommodation services commit **to recognise, share, put in practice, and promote a set of fundamental, identifying values**, in which they are identified at the level of the business, collectively at the level of the local tourism offering, and, even more broadly, at the level of the region, as a tourist destination.

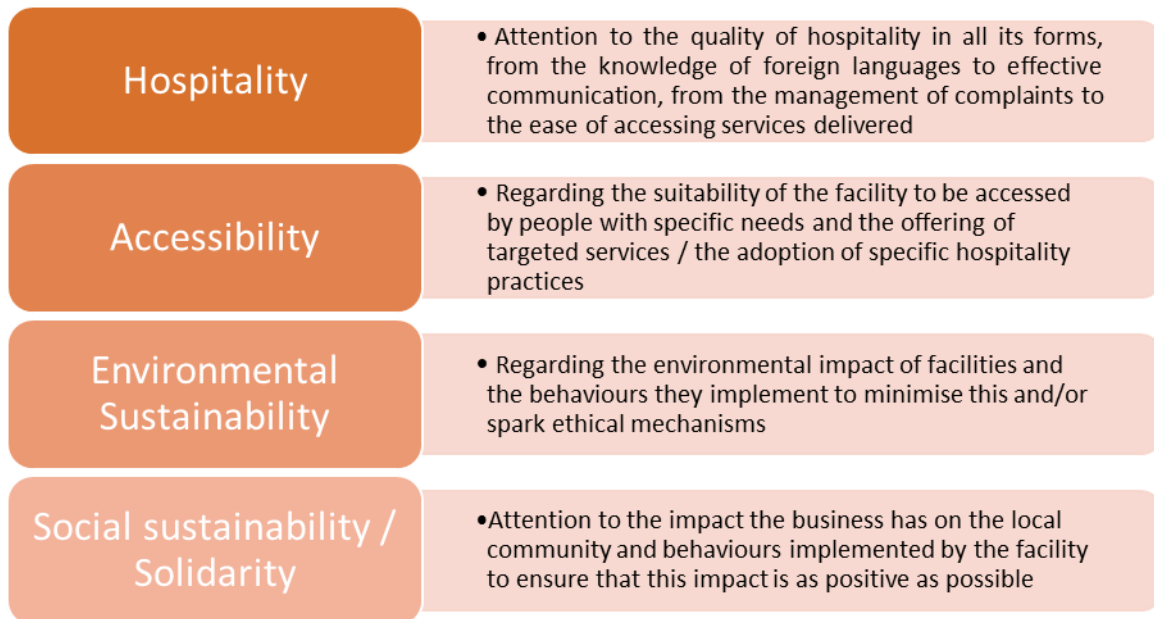
These identifying values trigger sets of practical actions, connected to each value, that concretely express the adherence of the operators engaged with the **Charter's founding principles**. Each operator interested in joining the Quality Hospitality Charter - Flavour Tourism must commit to implementing, in the daily performance of their business, some or all of the actions corresponding to the individual values.

The values, an expression of the Charter's founding principles and of the identity that represents the tourist operators and the region as a whole, are divided into **two macro-areas**: the first, narrower one, specifically linked to the theme of *taste*; the second, broader and more cross-business one, linked to the more general concept of *hospitality quality*.

- Priority values – Thematic macro-area “*flavour*”:



- Cross-business values – Thematic macro-area “*hospitality*”:



Actions (criteria)

PRIORITY VALUES (THEMATIC AREA: FLAVOUR)

Regionality - raw ingredients

This is about the value connected to the expression of belonging to the region. In the case of Flavour Tourism, it is expressed in the food, wine, and restaurant sector and mainly demonstrated through the use of local raw ingredients in serving food and through showcasing the products themselves. Adherence to this value has two repercussions: on the one hand, it contributes to improving the quality of the offering (customer side); on the other, in the region, it incentivises the transformation of various facilities into ambassadors of their region, in addition to stimulating the creation of local networks and the development of short supply chains, with positive economic repercussions, including for the local production system.

The practical actions that express adherence to this value are the following:

1. Choosing raw ingredients to be used in cooking (restaurants, restaurants connected to/within accommodation facilities, breakfast service in accommodation facilities), prioritising, where possible, **regional products**. This is a modifiable action that allows businesses involved in achieving ever higher standards (starting from a low percentage of local raw ingredients, to reach almost 100%) to be supported. It incentivises the activation of local networks, the development of short supply chains, and growth in demand for zero-kilometre products, with particularly positive impacts on the region and local economy, as well as on the quality of products offered and customer satisfaction as a result.
2. With a similar mechanism to that illustrated for action no. 1, including a selection of **regional wines** in the wine list (where there is one) and, in particular, of **local wines with designation of origin** (possibly also available by the glass and not only by the bottle, in order to make an experience of the region accessible to a wider public). This is also a modifiable action that allows businesses

involved in the quality improvement process for their offering and for their ability to represent the region through its delicacies to be supported.

3. In terms of an effective showcasing of local products, it is essential not only to privilege their use, but also to know how to suitably communicate this choice to the consumer. In this sense, it is important **to highlight, within the menu, the local sourcing of products offered/used in preparing dishes** (for example through a logo, a note, a graphic of various types).
4. Preparing and activating an effective communication strategy regarding the choice to prioritise raw ingredients and products of the region: creating **storytelling activities** involving all those who work in contact with the customer (from owners, to managers, to collaborators) in describing the products, their history, their typical uses, their meaning for the local community, and any anecdotes linked to the tradition. These parties should, moreover, be in the position to know how to provide information on producers, the possibility of purchasing products, and of visiting production sites. This is done in order to better showcase local products, including in terms of tourism, transforming them into an additional attraction for the region and connecting them to experiences on offer that can, potentially, become a reason to extend the average tourist stay and/or contribute to converting a share of visitors into tourists.
5. Producing and providing customers with **informative material (paper, digital, or other)** centred on the description of local products and motivations for choosing to prioritise them in cooking, which provide additional information, including logistical, on local producers, opportunities to purchase, and to visit production sites. This action is also conceived in order to showcase local products, including in terms of tourism, transforming them into an additional attraction for the region and connecting them to experiences on offer that can, potentially, become a reason to extend the average tourist stay and/or contribute to converting a share of visitors into tourists.
6. Providing customers with the opportunity **to purchase regional products at your facility** (accommodation or catering), potentially creating a special space (a kind of shop window), and relying on the network of local producers and operators that should be created within a tourist destination. Informing customers regarding e-commerce and/or delivery options available in the region.
7. Periodically, **organising and hosting/attracting events with themes linked to regional products** (e.g. degustations, themed dinners, etc.) in order to promote the region as a whole and to introduce its local producers, including thanks to the collaboration networks that should be created between operators in the destination and contributing, at the same time, to their strengthening.

Specialities - Recipes, dishes

This is about the value connected to the expression of local traditions and the culture of the region that, as well known, is also created through food and wine. Practical actions that are the expression of adherence to this value will, therefore, hinge on the continuance of local traditions, the rediscovery and transmission of old recipes, traditional dishes and their history. This is an important operation, not just at a cultural level, but also in terms of tourism, as it expands the local offering and, in terms of communication, adds a piece in the story of the region and of the experiences on offer.

The practical actions that express adherence to this value are the following:

1. Including in the menu (or, in the case of accommodation facilities, at breakfast) **typical dishes or products of the region** prepared according to traditional recipes. This is a modifiable action, which makes it possible to support businesses involved in achieving ever higher standards (beginning with at least one typical proposal on the menu and progressively increasing the number thereof).
2. Proposing a **complete “typical menu”** (like a “degustation menu”) composed of only local, typical dishes included in the restaurant’s offering. This action improves on the previous one, and is one that significantly enriches the offering, responding to the tourist’s needs in seeking out experiences and proposals for immersing oneself in the local culture, proposing a complete, typical, wine and food experience.
3. As mentioned with reference to regionality, merely proposing typical dishes is not enough to effectively showcase typical cooking and the related know-how passed on in the region, including in terms of tourism. Correct and appropriate communication of this choice is also imperative: in this way, it is essential **to highlight and identify the typical dishes present in the offering** (for example, through a logo, a note, a graphic of various kinds on the menu or a sign next to the breakfast buffet).
4. Preparing and activating an effective communication strategy regarding the decision to propose typical dishes and products: creating **storytelling activities** involving staff and managers in describing the typical dishes on offer, their history, preparation methods, ingredients used, as well as anecdotes linked to the local culture and any other curiosities or information on producers. This is done in order to better showcase typical, local products and dishes, including in terms of tourism, transforming them into an additional attraction for the region and connecting them to experiences on offer that can, potentially, become a reason to extend the average tourist stay and/or contribute to the conversion of a share of visitors into tourists.

Quality and Seasonality

These are fundamental values, especially in the area of Flavour Tourism, expressions of the care for the quality of products used in cooking and the wholesomeness of dishes, an element of increasing importance in a historic period in which consumers are particularly attentive and informed regarding this theme. Again in terms of the tourism offering, local operators will have to pay particular attention to proposing - in this case in catering - a quality offering that enhances the local delicacies and puts the consumer’s health front and centre. Particular attention will need to be paid to respect for the seasonality of products and raw ingredients, an approach that instils the food and wine experience with quality and authenticity (consumer side) and enables operators to best exploit the local supply chain, supplying itself with zero-kilometre products. Thus, the operator generates a positive impact for the regional system and, at the same time, enables itself to continue proposing traditional, typical dishes linked to the place, following traditional recipes.

1. **Changing the menu/proposals with the changing of the seasons.** This is a modifiable action for successive steps, of which the first consists of changing the menu at least twice a year, before implementing increasingly frequent changes. This action makes it possible to improve and ensure the increasing quality of the products and dishes proposed, since the choice of local raw ingredients that are in season ensures an implicit increase in the quality of the whole offering.

2. **Changing the “typical menu” (or “degustation menu”) according to the seasons.** As with the previous one, this action is modulable and can be achieved in successive steps, progressively increasing by changing the degustation menu at least twice a year, following the succession of seasons and the presence of seasonal, local products.
3. **Preferably purchasing products and raw ingredients from suppliers certified with quality labels** or certifications such as: PDO, DOC, DOCG, PGI, IGT, organic, Slow Food protection, Basket of Turin's Province, De.Co., PAT, and as far as regards France: AOC, AOP, PGI, TSG, organic agriculture, Red Label, etc.
4. **Prioritising the use of quality products from local sources,** which are registered among those most representative of the cross-border region.

CROSS-BUSINESS VALUES (THEMATIC MACRO-AREA HOSPITALITY)

Hospitality

1. Curating the facility’s online presence via a **website** correctly indexed and continuously updated, which provides essential information, such as: introduction to the business, brief description and/or history of the facility and its managers; contact and location information (address, location on map, telephone numbers, email); description of services offered (e.g. number and type of rooms, catering services, menu, etc. - with photographs); rates; online reservation service via the website itself; any complementary elements in the offering, such as activities (courses, excursions, degustations, etc.) suggested by the managers or other local, affiliated operators.
2. Curating the facility’s online presence on the main **social media** pages: for example, activating a Google My Business profile¹ (a free service that allows businesses to effectively identify - and allows users to retrieve - essential information relating to the business through Google, including location, opening hours, services offered, and contact information); open, update, and constantly manage a Facebook page and, if possible, also an Instagram page and any additional social media channels (YouTube, Twitter, etc.).
3. Making sure customers can **book online** by activating the online booking service offered via the Flavour Tourism project portal, in which all the businesses that are members of the Quality Hospitality Charter are present and through which users can make bookings with accommodation and catering facilities. In parallel, it will be important for guests to be able to directly book online via the company website, by activating a specific function dedicated to booking.
4. Ensuring **adequate availability of parking** near the facility (whether private, attended, or public).
5. Improving how foreign guests are welcomed thanks to the **knowledge of foreign languages** of staff, managers, and all those who work in contact with the customer. This is a modulable action: beginning with a basic knowledge of at least English before arriving at a point where you can

¹ https://www.google.com/intl/it_it/business/

effectively communication in French as well as in any other languages (German, Dutch, etc., depending on the facility's kind of customer).

6. Improving how foreign guests are welcomed thanks to the provision of a **foreign language menu**. In this case too, this is a modifiable action: it's useful to have the menu in English, secondly in French as well, and, potentially, in other languages (depending on the facility's kind of customer).
7. In order **to ensure customers are correctly informed**: providing a **menu that can be consulted outside of the premises**, to give more and correct information to potential customers, and to visibly display at the entrance the **prices** of the main services offered. Further actions: publish (and constantly update) the menu and the prices of the main services offered, including on the company website; communicate, via the website and social media, any promotions or discounts to be applied, carefully defining the terms and conditions thereof.
8. In the context of accurate communication and information for the customer, giving **suitable visibility to any labels, prizes, certifications**² that the facility has received to give additional guarantees on the quality of service (including through the company website).
9. Ensuring customers can **pay with debit or credit cards and/or other forms of technological/innovative payment** (e.g. Satispay³), to meet the changed habits of customers, especially young people, city dwellers, and foreigners.
10. Allowing guests to **access the internet for free**: through the installation of a wi-fi network designed to support a high number of connections and the delivery of the network access password to all guests.
11. Ensuring the availability of **information regarding the region and its tourism offering** (events, main natural and cultural attractions, and experiences, etc.).
12. Preparing all those who work in contact with the customer **to provide tourist information** concerning the region, its offering, local events, possible activities to do in the region, both on request and spontaneously (such as "advice from people who live there"), so as to ensure that the facility can act as an informal "antenna" for spreading important tourist information. This action has numerous positive repercussions. As well as improving the experience of guests in the facility, making them feel welcome through special attention to their needs, it improves the whole of their stay in the region, enabling them to fully exploit the offering and, potentially, extend or repeat their stay.

⁷ Some examples: Ospitalità Italiana Seal http://www.10q.it/info_operatori.php; YES! Enjoy Torino Top Hospitality <https://www.yestorinohotel.it/progetto-yes/vuoi-diventare-yes/>; Gran Paradiso Trademark <http://www.pngp.it/marchio-qualita/documenti>; ISO 9001 <https://www.iso.org/standard/62085.html> (to obtain the certification, contact the certifying bodies in your local region); Qualité Tourisme brand <https://www.qualite-tourisme.gouv.fr/fr/espace-pro/comment-obtenir-la-marque-qualite-tourismetm>; Savoie Mont Blanc Trademark <https://pro.savoie-mont-blanc.com/Demarche-Excellence/Demarche-d-Excellence/Comment-adherer-a-Savoie-Mont-Blanc-Excellence>; Tables et Auberges de France <https://pro.savoie-mont-blanc.com/Demarche-Excellence/Demarche-d-Excellence/Comment-adherer-a-Savoie-Mont-Blanc-Excellence>

³ <https://www.satispay.com/it-it/>

13. Promoting **continuous training paths in hospitality** providing staff with the chance, as well as the managers and all those who, in various ways, work in contact with the customer, to attend courses to update and deepen their knowledge in this area.
14. Proposing **side/recreation activities** to customers, directly offered by the facility or thanks to conventions/agreements with other operators in the region. This is an action with multiple repercussions. In the first place, this action broadens the offering of the facility itself, including experiences on offer (increasingly requested by tourists), and, thus, improves customer satisfaction. In addition, it fosters a network with other operators in the region, making it possible to multiply the positive economic repercussions. Finally, it contributes to the transformation of the region into a genuine tourist destination with an integrated and cohesive offering, which in all of its components is the expression of the region's distinctive features.
15. Implementing a system for **monitoring customer satisfaction**, starting from relatively simple methods, such as the request to complete a short questionnaire at the end of the stay, and subsequently, progressively implementing more complex systems.

Accessibility

This section of the Charter is in part based on the document prepared by the Piedmont Region, IsITT, and Turismo Torino e Provincia, entitled "*Hospitality Brochure for everything and everyone. Suggestions, reflections, and advice for improving hospitality for tourists with special needs*" (2012)⁴. It fits in well with the GAL Escartons and Valli Valdesi strategy that supports the development of services and infrastructure aimed at creating a "mountain for everyone", as in the regional strategy linked to accessible tourism. Additional information regarding the latter can be found on the regional web portal for tourism for everyone: "Turismabile"⁵.

Specifically, GAL Escartons and Valli Valdesi have concretised this strategy through the creation of an information guide on Tourism for Everyone, accompanied by detailed technical sheets. This was provided to the region and local operators in order to offer cues to improve the tourist and recreational infrastructure, through specific indications on services and assistance (that could be useful to adopt to improve usability for everyone), legislative references, and practical indications⁶. For additional cues and information on the issue, you can also consult the French reference of the national label: "Tourisme et Handicap"⁷, which can be applied to all tourist activities.

1. Checking that **access to the facility** is ensured by good signs and correct instructions as to how to reach the facility (providing thorough information through different communication channels - website, telephone instructions, relocation of the facility on Google Maps, road signs, etc.).
2. **Asking for information right from the booking** regarding any specific customer needs, so as to minimise unforeseen issues and difficulties. **Inserting photographs and detailed descriptions on the website/social media channels**, which will help potential customers with specific needs assess the actual accessibility of the facility in relation to their needs and, in the same way, knowing to

⁴ http://www.isitt.it/file/pdf/lib/11/Manuale_standard.pdf

⁵ <https://www.turismabile.it/#top>

⁶ https://www.evv.it/wp-content/uploads/2020/12/turismopertutti-GUIDA_GAL-EVV.pdf e https://www.evv.it/wp-content/uploads/2020/12/turismopertutti-SCHEDA_GAL-EVV.pdf

⁷ <https://tourisme-handicaps.org/les-marques-nationales/tourisme-handicap/>

provide such detailed information during booking through various channels (telephone, email etc.). **Registering their facility with the Turismabile project “Catena dell’Accessibilità”** [Accessibility Chain], filling in the form and the self-assessment form⁸, in order to be included with those facilities of the regional “Turismabile” portal: the information requested at the time of registration will be published and a link will be issued with all the data inserted that can be included in personal communication channels. This is a useful tool for having a thorough “portrait” of the accessibility and usability of your offering and for discovering useful information in order to offer quality hospitality and make sure the customer has full and effective information.

3. Ensuring the availability of a menu, changes, or specific proposals for those who have **special needs** (e.g. small children, intolerances, or allergies, special diets, diseases, including coeliac disease).
4. Specifying the **ingredients** on the menu (in particular, the **allergens**) contained in the dishes proposed, to facilitate the choice of people who suffer from intolerances, eating issues, or follow special diets. Training wait staff to correctly respond to requests for clarifications regarding the ingredients contained in the dishes and preparation methods.
5. Ensuring **families are received** well by implementing (including progressively for subsequent steps) the greatest possible number of the following measures: as far as regards accommodation facilities, ensuring it is possible to add a cot or cradle in the rooms and equipping them with a changing table; for catering facilities, providing customers with high chairs for children or raised seats, arranging dishes, cutlery, and linen for children, as well as offering a specific menu and/or being willing to make changes and prepare simple, off-menu dishes for young guests; equipping the rest rooms with a changing table; providing a space for breastfeeding; arranging an area with games especially for children, equipped, for example, with games, books, paper, crayons, soft mats, and low tables; offering a babysitting service on request.
6. Ensuring people with **physical** disabilities are received well implementing (including progressively for subsequent steps) the greatest possible number of the following measures⁹: implementing a luggage transport service; making sure that there is always an accessible parking space available; in case of structural limitations to accessing certain areas, offering valid alternatives without additional costs (e.g., if the dining room is inaccessible, offering the customer breakfast in their room for no additional charge); always ensuring guests’ mobility in wheelchairs, paying attention to the arrangement of furnishings (e.g. in the dining room: prioritising individual seating that is not tethered to the ground and has no armrests; providing spaces that are lower and free underneath for bar counters, display cases for food, and self-service paths); in the dining area, letting guests in wheelchairs choose their position at the table and being ready to remove the chair; where a buffet is offered, arranging rests of a shape and height that can be used and potentially considering special table service; in the case of customers who are tetraplegic or have difficulty moving their upper limbs, providing devices for assisting them in consuming their meal and drinks such as straws; asking, including those who cannot see, if they wish their meals to be served already cut up/portioned.

⁸ <https://www.turismabile.it/#catena>

⁹ Piedmont Region, ISITT, and Turismo Torino e Provincia, *Hospitality Brochure for everything and everyone. Suggestions, reflections, and advice for improving hospitality for tourists with special needs*, 2012

7. Ensuring people with **hearing** disabilities are received well implementing (including progressively for subsequent steps) the greatest possible number of the following measures¹⁰: using dual-way video intercoms, televisions with teletext system, vibrating or visual devices for signalling alarms and doorbells; requesting the mobile number of deaf customers right from booking and providing it to reception to use text messages for effective communication; assessing the opportunity to make use of the bridge service of the Italian National Agency for the Deaf¹¹ that, in Piedmont, enables complete and effective communication through the mediation of an operator who is suitably trained; in the dining room, preferring round tables as being particularly well suited to enable greater ease in communication via Italian Sign Language and lip reading; in serving deaf customers, who communicate with Italian Sign Language, paying attention in approaching with dishes, to avoid their gestures' interfering with the placement of dishes on the table.

8. Ensuring people with **visual** disabilities are received well implementing (including progressively for subsequent steps) the greatest possible number of the following measures¹²: on the guest's arrival, proposing a moment of guided "exploration" of the facility as a whole to facilitate their orientation during their stay; preparing tactile maps to give the customer; offering blind customers a room with a balcony and rug or blanket for their guide dog; in cleaning the room of a blind person, not moving their personal possessions and furnishings, so as not to make them difficult to identify and not disorienting the guest; in the catering area, preparing a Braille menu and/or one in large characters (at least size 16), which is also welcomed by customers over 65; in the absence of a Braille menu, or in the case of counter service, verbally describing the offering, specifying the ingredients used in preparation; in the case of table service, describing the arrangement of the objects on the table and leaving bread and grissini near the plate; reserving the same table for regular, blind customers to facilitate their ability to recognise the spaces and their autonomy.

9. **Training staff to welcome guests with disabilities and specific needs** through opportunities for training and sharing delivered by the owner and/or colleagues or external parties. In order to train operators, it is possible **to use numerous tools provided through the Turismabile portal**, which are useful for approaching and exploring the theme of accessibility, hospitality for everyone, tourism for everyone. These include thematic webinars (hospitality, outdoors, etc.) and practical information and suggestions in video clips, as well as an extensive bibliography¹³.

Environmental Sustainability

Adherence to this value is manifest, at a company level, through actions that express special attention to prioritising limiting the consumption of natural resources (energy, water, gas) and the waste of resources (including food). It involves promoting behaviours and choices that are ecologically sustainable as business practices and becoming the bearer of this message with one's guests. For additional information and practical cues, refer to the main certification systems and

¹⁰Piedmont Region, IsITT, and Turismo Torino e Provincia, *Hospitality Brochure for everything and everyone*. Suggestions, reflections, and advice for improving hospitality for tourists with special needs, 2012

¹¹ <https://www.comunicaens.it/>

¹²Piedmont Region, IsITT, and Turismo Torino e Provincia, *Hospitality Brochure for everything and everyone*. Suggestions, reflections, and advice for improving hospitality for tourists with special needs, 2012

¹³ <https://www.turismabile.it/attrezzi/#bibliografia> and <https://www.turismabile.it/attrezzi/#formazione>

national and international reference standards in the area of environmental protection and sustainability, such as EMAS, Ecolabel, ISO 14001¹⁴.

1. **Raising customer awareness regarding practices adopted with an eye to environmental sustainability** (verbally, in person, via information brochures, via signs hung in different spaces, etc.) and promoting the awareness of guests in this sense, involving them in this choice.
2. Providing correct **information and training** (theoretical and practical) for all those who work in contact with the customer regarding the adoption of sustainable behaviours, at the individual and company level, by inserting sustainable practices in the job description of various collaborators.
3. **Separating the collection** of waste in all areas, equipping them with special containers and information and explanatory panels/brochures.
4. Progressively reducing, to nothing, the use of **packaged, single portions in plastic wrapping** in every area (from catering, to personal hygiene products), replacing them with dispensers and other, more sustainable alternatives that comply with regulations.
5. Managing, with awareness and sustainability, the **consumption of water**, for example, by installing water flow limiters in showers and taps.
6. Managing, with awareness and sustainability, the **consumption of electricity**, for example by installing energy-saving light-bulbs, or using timer or photocell switches, or installing electrical disconnection systems via chip cards in guest rooms, or prioritising the purchase of energy-efficient appliances.
7. Managing, with awareness and sustainability, the **heating system**, for example by using heating deactivation systems, in case a window is opened, performing interventions to reduce the building's thermal dispersion, or by using systems that limit the temperature of the water.
8. Choosing, where possible, to **provide the facility with energy** via sustainable sources (e.g. choosing a provider that distributes energy produced by sustainable sources).
9. Only performing **additional linen changes** on request, informing the customer of this via special informative materials provided in the rooms and via specific communications regarding practices to be adopted by the customer to signal whether or not the linen needs changing.
10. Using ecological, natural, and biodegradable **cleaning products and detergents** throughout the facility and in all areas of business, from accommodation to catering.
11. **Regularly monitoring environmental performance** of the company in the areas of electricity, energy, and water consumption, and the disposal of waste, making any corrections to progressively improve and reduce their environmental impact or compensating for the residual emissions.

¹⁴ ISO 14001 <https://www.iso.org/standard/60857.html>; Ecolabel <https://www.minambiente.it/pagina/ecolabel-ue>; EMAS <https://www.isprambiente.gov.it/it/attivita/certificazioni/emas/la-registrazione-emas>

Social sustainability - Solidarity

This is a fundamental value, which can be expressed through the commitment, as a company active in the region, to creating value for the region and community, being an integral part thereof, through responsible social actions and paying particular attention to community needs in the course of its operations (e.g. hiring collaborators on the ground, using local suppliers, purchasing raw materials in the region, etc.).

1. Making the greatest use of **local goods and services suppliers**, rooted in the region, in the first place as far as regards raw ingredients used in catering, but also for all the other types of goods and services supply (furnishings, furniture, repairs, etc.), in order to extend the positive repercussions deriving from the presence of tourists in the region to as many sectors as possible of the local economy.
2. **Integrating the services offered by the facility with those offered by other local operators**, thus broadening the facility's tourist offering and enabling guests to come into closer contact with the region, discovering the features and distinctive characteristics thereof, making a first-person experience of it (e.g., visits and excursions organised by tourist, environmental, or excursion guides, experiences such as sports activities, degustations, tours of local producers, cooking courses, participation in events or shows, etc.). This is an action that increases both the satisfaction of the region's tourists, and the positive repercussions for the local community, as well as improving the image and reputation of the region as a tourist destination.
3. Joining, where extant, one or more **local business networks** (or promoting the creation of a first regional business network).
4. Joining, where extant, the **Local business consortium** (or promoting its creation).
5. Participating/collaborating in the **organisation of collective events for tourist development in the region**, where present, in order to develop both the tourist destination as a whole and the individual elements of the local offering present within it.
6. Becoming part of or starting **to collaborate with organisations, local associations** or other bodies engaged, in various ways, in developing the region or in improving opportunities for tourists and residents.

Control and monitoring

Since the Quality Charter is not so much a kind of certification, as, rather, a tool for assisting local operators along a journey of growth and improvement in the quality of the service offered, a genuine monitoring and control system, comparable to systems in use at certifying bodies, will not be established.

In any case, in order to ensure the correct use of the Charter, Manifesto, communication and promotional materials, and, above all, to ensure that the full potential of this project is achieved, and that the image of operators and of the region itself as a tourist destination benefits, two types of **“soft” monitoring** of the member facilities may be activated

- In the first place, it will be possible to check the quality of the service delivered by the member facilities through the **monitoring of customer feedback** - for which a special section of the project

website will be set up and specific requests for feedback will be sent to customers who have made a booking online some days after the end of their experience in the region;

- In addition, it will be possible, at the discretion of project partners, to identify a specific party among them who periodically performs **informal sample checks** among the member facilities (including on the basis of any negative feedback received on the online platform).

In no case will these checks be aimed at expelling facilities from the network of members. Instead, they are designed to be a useful tool for implementing **help and assistance interventions** aimed at progressively aligning the operators to the Charter's principles, providing them with the means and tools to undertake a journey of growth and improvement in the quality of their offering, thus ensuring the correct and profitable continuation of the growth journey undertaken by each operator and by the local tourist offering network as a whole.

Membership will only be revoked in extreme cases, on the final judgement of the party tasked with monitoring.