

I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

PRIORITY AXIS 3 “ENVIRONMENT AND CULTURAL HERITAGE”

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Chart for Evaluating the Quality Performance of Services

School Tourism

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1. Quality Travel

The Quality Charter establishes the quality standards that tourism operators and local tourism resources (cultural, environmental and accommodation facilities), involved in the I-Archeo.S. Project, commit to guarantee to schools and various training institutions, proposing school trips as real tools for cultural integration and enrichment of the educational offer, integral parts of the educational path, helping children to acquire awareness of their roots and in the discovery of different cultures. This quality charter meets the need to set principles and rules, representing a real "pact" with users, a communication and information tool that allows them to know the services, methods and standards offered.

2. The Requirements

The requirements necessary for an itinerary to be defined as "of Quality" are shown below, divided according to:

- A. The operators of school tourism
- B. Tourist, cultural and environmental resources
- C. Accommodation facilities

A. THE OPERATORS OF SCHOOL TOURISM

A.1. INFORMATION, BOOKING, MONITORING

- Ensure the dissemination of adequate and always updated information on initiatives related to educational trips through the creation of printed material, brochures, organization of meeting occasions with teachers, websites, newsletters, social networks, Project Mobile App.
- Ensure an information service for the duration of the trip as a constant reference point in the different phases of planning and implementation of the educational trip.
- Consider courtesy and availability a fundamental requirement of the relationship, giving maximum attention to the constant listening of user requests.
- The information and reception activities must have the progressive objective of services improvement and the supply of a transparent service that meets user expectations.
- Make available informative materials on the characteristics and peculiarities of the destination territory of the trip and provide teachers with the maximum availability of information.
- Ensure to the teachers an active involvement of the pupils.
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- Provide information on the possibility of using public transport for scheduled travel (costs, timetables and distances from bus and shuttle lines and stops, railways and train stations, port and air-port, and possible seat reservation service) and if it is not considered functional or suitable for the safety of the guys, a private coach service will be set up.
- Activate a monitoring system that has a twofold objective: to verify the standards implementations, evaluate the compliance of the offer received compared to the contents and contribute to its update through suggestions and observations in order to highlight the structural and logistic needs.

A.2. THE DIDACTIC ITINERARIES

The contents of the didactic itineraries must meet the following requirements, grouped by:

a) Stages and activities:

- ✓ All itineraries, locations and activities will take place in full compliance with the requirements of current regulations and administrative provisions, with particular attention to safety regulations.
- ✓ To prefer "barrier-free" routes and locations, which comply with the regulatory requirements and administrative provisions, to guarantee disabled students the possibility to reach the itinerary locations and to participate in the activities
- ✓ To prefer destinations with high naturalistic-environmental and/or historical-cultural and ethnographic value.
- ✓ To foresee visits to museums, historical and cultural centers, protected areas and related visitor centers, archaeological parks, participation in initiatives linked to local traditions.
- ✓ To foresee steps and activities related to ministerial programs, to facilitate integration into curricular activities.
- ✓ To foresee meeting with representatives of local communities, of traditional activities, of local culture and of nature management and conservation activities.
- ✓ To foresee information and/or educational material (such as brochures, leaflets, material available on internet, etc.).
- ✓ To foresee moments of socialization among the guys and where possible to organize entertainment activities.
- ✓ To prefer stages where there is transparency and respect for the public opening hours and periods.
- ✓ To foresee the presence of stops at facilities equipped with toilets, refreshment points, picnic areas, adequate to accommodate school groups.

b) Accompanying staff (tour guides, animators and teaching operators):

- ✓ Pay particular attention to the selection and training of the accompanying staff, in compliance with current regulations; the training must concern the environmental, cultural, historical, artistic peculiarities of the territories involved; the methods of research adopted, the methodologies and the languages to be used.
- ✓ The accompanying staff must use a language that is adaptable and suitable for understanding of different levels of school readiness.
- ✓ Operators must be able to foresee where possible active involvement of the students.
- ✓ The accompanying staff must show courtesy, listening skills and availability in relationships with users.
- ✓ The operator must know at least one foreign language, preferably the English language
- ✓ Involve, where possible, figures of recognized competence and able to transfer knowledge, innovation, creativity (such as, for example, artisans, artists, breeders, fishermen, salt workers, beekeepers, researchers, etc.), as an added value to the didactic itinerary.

c) Transportation and Logistics

- ✓ Use public transport wherever possible, favoring those with low environmental impact and more ecological (presence within 10 km of bus-shuttle lines and stops, railways and train stations, port and air-port stations) and if it is not considered appropriate to the security of the group, private coaches, or other means of transport will be used (bicycle,...).
- ✓ Ease of finding information about public transport on scheduled transfers (costs, timetables and distances from bus-shuttle lines and stops, railways and train stations, ports and air-ports).
- ✓ Foresee stages easily reachable with private vehicles such as buses and minibuses (good road conditions and presence of signage, road signs, etc.).
- ✓ Foresee parking areas for buses and cars nearby (free and/or Fee-paying car parks).
- ✓ Provide a seat reservation service.
- ✓ Also foresee transfer by bike or on foot to improve the quality of the environment and allow in these itineraries also to do physical activity

A.3. TEACHING WORKSHOPS

Teaching workshops must fulfill the following requirements, grouped by:

a) Stages and workshop activities:

- ✓ All itineraries and locations comply with the regulatory and administrative provisions in force, with particular attention to safety regulations.
- ✓ To prefer "barrier-free" routes and locations, which comply with the regulatory requirements and administrative provisions, to guarantee disabled students the possibility to reach the itinerary locations and to participate in the activities
- ✓ To prefer destinations with high naturalistic-environmental and/or historical-cultural value.
- ✓ To foresee visits to museums, historical and cultural centers, protected areas and related visitor centers, archaeological parks, participation in initiatives linked to local traditions.
- ✓ To foresee steps and activities related to ministerial programs, to facilitate integration into curricular activities.
- ✓ To foresee meeting with representatives of local communities, of traditional activities, of local culture and of nature management and conservation activities.
- ✓ Be differentiated according to school readiness level, by language, methodologies and themes addressed.
- ✓ Promote an interdisciplinary approach.
- ✓ To privilege an interactive teaching that alternates moments of theoretical reflection with activities of field study.
- ✓ Reflect the themes of the historical-cultural and/or environmental context in which they take place.
- ✓ To foresee a re-elaboration at school of lived experiences by supporting teachers and guys suggesting initiatives of extension and support.
- ✓ To foresee articulated and differentiated teaching material for the different school readiness level to be used before, during and after the trip as: brochures and work notebooks, multimedia programs and databases, interactive posters, educational games.
- ✓ Have available teaching materials dedicated to teachers, to be used autonomously with the classes.
- ✓ To foresee moments of socialization among the guys and where possible to organize entertainment activities.
- ✓ To foresee activities that produce fun and entertainment in the guys through knowledge acquisition.
- ✓ Use all the innovative and digital tools to bring guys closer to the proposed activity.
- ✓

- ✓ To foresee steps for active reflection by the guys, so as to give them the possibility to be an active part in the construction of the workshop.

b) Educational Centers

- ✓ All the buildings comply with the regulatory and administrative provisions in force, with particular attention to safety regulations.
- ✓ To prefer "barrier-free" routes and locations, which comply with the regulatory requirements and administrative provisions, to guarantee disabled students the possibility to reach the itinerary locations and to participate in the activities
- ✓ They must make available, in suitable numbers to the participants, equipment, didactic spaces and equipped laboratories to promote active teaching and the application of the experimental method.
- ✓ Presence of services and equipment inside the structure, such as toilets, refreshment points, picnic areas, adequate to accommodate school groups.
- ✓ To privilege Educational Centers located in places accessible also by public transport, to encourage economically and environmentally "sustainable" transfers.
- ✓ Transparency and respect for opening hours and period.
- ✓ Provide a booking service outside opening hours.

c) Accompanying staff (tour guides, animators and teaching operators):

- ✓ All the personnel involved are in compliance with the regulations in force.
- ✓ Pay particular attention to the selection and training of the accompanying staff. Training will be directed towards increasing skills in environmental, cultural, historical and artistic area of the territories concerned; strong attention will be given to the research methods adopted, to the methodologies and the languages to be used.
- ✓ The accompanying staff must use a language that is adaptable and suitable for understanding of different levels of school readiness, foresee where possible the involvement of the students.
- ✓ The accompanying staff must show courtesy, listening skills and availability in relationships with users.
- ✓ The accompanying staff must know at least one foreign language, preferably the English language.

- ✓ Involve, where possible, figures of recognized competence and able to transfer knowledge, innovation, creativity (such as, for example, craftsmen, artists, breeders, fishermen, salt workers, beekeepers, researchers, etc.) as an added value to the educational path.

d) Transportation and Logistics

- ✓ Use public transport wherever possible (trains, buses with reserved seats) favoring those with a low environmental impact and more ecological (presence within 10 km of bus and shuttle lines and stops, railways and train stations, port and air-port stations) and if they are not considered functional or appropriate to group security, private coaches will be used.
- ✓ Ease of finding information about public transport on scheduled transfers (costs, timetables and distances from bus-shuttle lines and stops, railways and train stations, ports and air-ports).
- ✓ Foresee stages easily reachable with private vehicles such as buses and minibuses (good road conditions and presence of signage, road signs, etc.).
- ✓ Foresee parking areas for buses and cars nearby (free and/or Fee-paying car parks).
- ✓ Foresee the use of bicycles or walking paths wherever possible

B. TOURIST, CULTURAL AND ENVIRONMENTAL RESOURCES

B.1. GENERAL PART

- All the buildings comply with the regulatory and administrative provisions in force, with particular attention to safety regulations.
- They must foresee "barrier-free" routes and locations, which comply with regulatory requirements and administrative provisions, to guarantee disabled students the possibility to reach the itinerary locations and to participate in the activities
- Services must respect the principle of equality and impartiality, guaranteeing a equal treatment for all citizens, regardless of nationality, gender, language, religion, political opinion, skin color.
- The continuity and regularity of the provision of services must be guaranteed and in the event of difficulties and impediments the users will be advised in advance and all the necessary measures to minimize disruption will be adopted.

- The objective of the continuous improvement of the efficiency and effectiveness of the service must be pursued, adopting the most functional technological, organizational and procedural solutions to the purpose.
- They must make available **educational and/or exhibition spaces** suitable for the participants to favor active teaching.
- They must be equipped with services and facilities inside the structure, such as toilets, refreshment points, picnic areas, suitable to accommodate school groups.
- They must show transparency and respect for opening times and period.
- They have to show transparency about entry modalities and costs.

B.2. TYPOLOGIES OF TOURIST RESOURCES INVOLVED BY MONITORING

- Museums, state and non-state exhibition structures, museums and various permanent exhibition structures for public use.
- Archaeological areas and parks, monuments, monumental complexes, castles, historical buildings, historic farms, rock villages, etc.
- National parks, reserves, protected areas, nature reserves, eco-parks, etc.
- Rivers, lakes, dams, woods, wetlands and all natural areas worthy of relevance
- Botanical and zoological gardens, aquariums, astronomical observatories, zoos, etc.
- The religious buildings, the churches, the crypts, the rock churches, the convents, the monasteries, and all the buildings of religious character worthy of historical and cultural relevance.
- Literary, amusement, science and technology parks, etc.
- Theaters
- The workshops of the artisans
- The artists' ateliers
- Historical houses
- Libraries
- The farms / masserie

B.3. LOCATIONS AND SERVICES

- The safe exit routes must be identified and clearly indicated and must be present safety systems for things and people, according to regulatory requirements and administrative provisions in force.

- Compatibly with the historical characteristics of the various buildings (castles, palaces, archaeological sites, etc.) and those of naturalistic - environmental value (caves, woods, nature parks and areas, protected areas, lakes, rivers, etc.), spaces intended for the public must be made easily accessible to visitors with disabilities with the removal of architectural barriers, in respect of the current legislation.
- The opening hours must be extended as much as possible, ensuring daily opening, including Saturdays and Sundays and main holidays.
- It must be possible to book even after hours
- The cost of admission and any discounts or gratuities must be clear
- There must be a ticket office or a bookshop where you can find exposed and available free dépliant of the initiatives and opening hours
- Where possible, they must have innovative paths for students
- Where possible, they must have digital information and communication technologies, as foreseen in the objectives of the Europe2020 strategy

B.4. INFORMATION, BOOKING, MONITORING

- Ensure the dissemination of adequate and constantly updated information through the production of printed material, leaflets, websites, social networks, newsletters, etc.
- The information and reception activities must have as objective the progressive improvement of services and the provision of a transparent service that meets user expectations.
- The reception staff must consider courtesy and availability a fundamental requirement of the relationship, paying the maximum attention to the constant listening of the user requests.
- Make available information materials on the peculiarities of the resource and ensure to teachers maximum availability of information.
- Presence of an App, a site, web pages and social networks, where to inform users of the initiatives and services made available

B.5. TRANSPORTATION AND LOGISTICS

- They must be located in places accessible also by public transport, to incentivize transfer, economically and environmentally, "sustainable" (presence within 10 km of bus and shuttle lines and

stops, railway and train stations, port and air-port stations) and if it is not considered functional or appropriate to the safety of the group, private coaches.

- They must be accessible by private means, in particular with coaches and minibuses (good road conditions and presence of signage, road signs, etc.), bicycles
- Ease of finding information about public transport on scheduled transfers (costs, timetables and distances from bus-shuttle lines and stops, railways and train stations, ports and air-ports).
- Prevedere un servizio di prenotazione dei posti nei mezzi di trasporto
- Foresee a reservation seats service in means of transport
- Foresee parking areas for buses and cars nearby (free and/or Fee-paying car parks).

C. ACCOMMODATION FACILITIES

The Quality Charter establishes the **quality standards** that the accommodation facilities listed in the **I-Archeo.S. Project** are committed to guarantee to schools and various training institutions.

C.1.GENERAL INFORMATION

- The buildings comply with the regulatory and administrative provisions in force, with particular attention to safety regulations.
- The facilities are suitable for emergency management.
- The buildings have adequate indoor and outdoor spaces for group activities.
- They must foresee "barrier-free" routes and locations, which comply with regulatory requirements and administrative provisions, to guarantee disabled students the possibility to use the accommodation facilities.
- To have preferably label or environmental or quality certification
- Preferably use renewable energy sources designed to save energy
- Possibly have water-saving technologies
- Use 0 km food
- They must be located in places accessible also by public transport, to incentivize transfer, economically and environmentally "sustainable" (presence within 10 km of bus and shuttle lines and stops, railway and train stations, port and air-port stations)
- Access to rescue services and local medical facilities
- Presence of first aid equipment and a table of information for first emergency contacts.

C.2. TIPOLOGIES OF MONITORED ACCOMMODATION FACILITIES

- 3-star hotels
- 4-star hotels
- Agritouristic accommodation
- Camping
- Hostels
- 3-star residences
- House
- Holiday homes
- Villages
- Historic houses

C.3. CHARACTERISTICS OF ACCOMMODATION FACILITIES

- The buildings comply with the regulatory and administrative provisions in force, in particular safe exit routes must be identified and clearly indicated and security systems for things and people must be present, according to current regulatory and administrative requirements.
- They must be accessible structures, "barrier-free", which comply with the regulatory requirements and administrative provisions, to guarantee disabled students the opportunity to use accommodation facilities.
- Accommodation facilities are able to manage emergency
- Being rated at least 3 stars.
- Fine structures in terms of aesthetics/architecture, functional for groups stay.
- Have not less than 60 beds
- Having rooms with a number of toilets and showers adequate to the number of beds.
- Have a good quality / price ratio.
- Have at the disposal of the group both internal and external common spaces (for ex. garden not bordering the road, recreational halls, bars).
- Have at the disposal facilities and equipment (free parking, park / garden, infirmary).

C.4. INFORMATION, BOOKING, MONITORING

- Ensure the dissemination of adequate and constantly updated information through the production of printed material, leaflets, websites, newsletters, Project Web App, etc.
- The information and reception activities must have as objective the progressive improvement of services and the provision of a transparent service that meets user expectations.
- The reception staff must consider courtesy and availability a fundamental requirement of the relationship, paying the maximum attention to the constant listening of the user requests.
- Make available information materials on the peculiarities of the resource and ensure to teachers maximum availability of information.
- Presence of an App, a site, web pages and social networks, where to inform users of the services made available
- speak at least one foreign language, preferably the English language
- Have experienced staff in the relationship with groups to ensure adequate reception and group management.
- Provide catering service appropriate to the age of the group (breakfast, lunch and dinner).
- do not use any GMO products according to national legislation
- The preparation of meals is in line with the criteria of the Mediterranean diet
- The menu of meals and breakfasts is characterized by the prevalent use of seasonal products
- Foresee tourist menus 0km with typical dishes
- Foresee alternative menus for students with various types of food intolerances (celiac disease, lactose intolerance, favism, etc.).

C.5. TRANSPORTATION AND LOGISTICS

- They must be located in places accessible also by public transport, to incentivize transfer, economically and environmentally, "sustainable" (presence within 10 km of bus and shuttle lines and stops, railway and train stations, port and air-port stations) and if it is not considered functional or appropriate to the safety of the group, private coaches.
- Ease of finding information about public transport on scheduled transfers (costs, timetables and distances from bus-shuttle lines and stops, railways and train stations, ports and air-ports).
- Foresee a reservation seats service

- They must be accessible by private means, in particular with coaches and minibuses (good road conditions and presence of signage, road signs, etc.), bicycles
- have parking areas or agreements with parking area for buses and cars nearby (free and/or Fee-paying car parks).
- Where possible to make visits along paths and cycle paths

3. Informative Sources

The following normative references have been taken into account for the drafting of this Quality Charter.

- Italian National Tourism Law No. 135/2001
- Lanzarote Charter for Sustainable Tourism 1995
- Berlin declaration 1997
- The Global Code of Ethics for Tourism - World Tourism Organization 1999
- Bel Paese Buon Turismo - Sustainable travel identity card - Italian Association for Responsible Tourism 2002
- Europe2020 Strategy

General legislation concerning School Tourism:

- **Legislative Decree 16 April 1994, n. 297**, Consolidation Act of the legislative provisions on education
- **Law 15 March 1997, n. 59**, Delegation to the Government for the conferral of functions and duties to regions and local authorities, for the reform of the Public Administration and for administrative simplification
- **Presidential Decree 8 March 1999, n. 275**, School Autonomy Regulations
- **Presidential Decree April 9th 1999, n. 156**, Integrative activities in educational institutions

Organization of the educational trip:

- **Ministerial Circular October 14, 1992 n. 291**, single text on educational trips
- **Ministerial Circular October 2, 1996 n. 623**, basic legislation regarding school tourism
- **Ministerial Circular of 17/03/1997 n. 181**, for individual study stays abroad
- **Management Note 11 April 2002 n. 645**, on the terms of delivery
- **Management Note 20 December 2002 n. 1902**, on tender specifications
- **Management Note May 19, 2003, No. 1665** accidents of pupils