

REGIONAL PROJECT FOR THE ENHANCEMENT OF THE VENETO VILLAS FOR TOURISM PURPOSES



THE SERVICE CHARTER OF THE VENETO VILLAS

Regional Council resolution no. 2390 of 4th August 2009
Regional Council resolution no. 1809 of 13th July 2010



Veneto
Tra la terra e il cielo

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I. PRESENTATION

This Service Charter is designed to respond to the requirements by outlining the common rules and principles for enhancing the Veneto Villas and their territory as a tourism product.

Standards shared by the villas are defined for this reason. The owners adhere to these regulations for the dual purpose of allowing the tourism operators to promote the cultural and tourism product of the 'Ville Venete' (Veneto Villas) and to enable the tourists to recognise the Veneto Villas as a high quality destination with a specific identity; moreover, this Charter constitutes a means of communication and information to learn of the services offered, to ensure that the standards of these are observed and to provide an evaluation also using a complaint form.

The Charter will be updated periodically in order to consolidate the quality levels attained and record the positive changes that have taken place as a result of new improvement projects that may also result from periodical monitoring of visitors' feedback.

The Service Charter must be followed in order for the villa to be inserted in the Veneto Region tourism promotion network.

II. MAIN PRINCIPLES

The Service Charter respects the following main principles:

- ***the villa, as a cultural asset***, as defined in the IRVV (Veneto Villas Regional Institute) catalogue is important due to its historical, architectural, artistic or landscape characteristics and constitutes a tourism attraction;
- ***the villa as an enhancement of the surrounding area***, and thus in order to assume the nature of an integrated tourism and cultural product, the 'Veneto Villas' should interact with the territory to both enhance it and be enhanced by it, bearing in mind the role they played over the centuries in the social, cultural and economic evolution of the Veneto region;
- ***equality and impartiality***; the services are created on the basis of the principle of equality, guaranteeing equal treatment for all citizens, irrespective of their nationality, gender, language, religion or political views;
- ***continuity***; the villa owners that adhere to this Charter guarantee continuity and regularity in the use of their villas. In the event that it is temporarily impossible to use either all or part of the villas, they must give prior notice to the interested parties and adopt all the necessary procedures to reduce inconvenience to a minimum and restore the villa to adequate conditions as soon as possible;

- ***uniformity of the ‘Veneto Villas’ product;*** in order to ensure that the ‘Veneto Villas’ tourism and cultural product is perceived as such by the visitor, each villa adhering to this Charter must meet the minimum requirements and commit to ensuring that the tourism services offered remain of the highest quality in line with the standards defined in this document;
- ***courtesy;*** the visitors must be treated politely and respectfully by those who welcome them. Those who interact with the visitors should be identifiable, available and prepared to respond correctly to any information requested of them.

III. MINIMUM REQUIREMENTS

- ***accessibility of the characterising element:*** the villa should guarantee the visitor access to the characterising areas deemed important from a historical, architectural, artistic or landscape point of view.
- ***guarantee of opening times:*** methods and periods of opening declared to the public and/or opening on confirmed booking should be completely respected, with the exception of occasional impediments, which should nevertheless be promptly communicated to the public (depending on the case either online, by informing agencies, tour operators or other tourism intermediaries).
- ***reliability of the product in terms of service offered:*** all the tourism services offered (visit support means, reception and information staff, any bookshops, refreshment points, accompanying staff, hygiene facilities, etc.) should be available during the visit times.
- ***prices and rates:*** prices and rates differ according to the type of user (public/operators) requesting a service. Tourism operators and intermediaries qualify for net, confidential prices unavailable to the public which are different to the gross price list. The gross price lists are published on the website, promotional printouts, posters etc. and applied in the event of requests from users other than operators/intermediaries. Every type of user receives transparent and uniform treatment with regard to prices and rates for all services offered by the villa (entry tickets, bookshop, room hire, catering services, etc.).
- ***management of payments:*** the tourist guides and group leaders that accompany the groups may participate in the villa visit for free; this also applies to those accompanying disabled persons.

Failure to meet the minimum requirements provided by this Charter constitutes grounds for the exclusion of the villa from the regional list of villas adhering to the Service Charter and from its priority position on the list of promotional actions put in place by the Veneto Region.

IV. RESPONSIBILITY AND QUALITY STANDARDS

Factor / quality indicator	Responsibilities assumed by the villa
Regularity and continuity	
Opening days and times	The opening of the villa is subject to booking. Any time restrictions (fixed days of closure) or extensions (fixed open days) should be declared to the public by October every year, for the following year.
Information and bookings	The villa shall respond competently, completely and punctually to the requests for information and booking via telephone, fax and email, making the relative contact details available. The appointed staff should be able to communicate in the languages of which the villa declares knowledge. A reply should reach the requesting person within 48 hours of receiving their request..
Availability of information online	All the useful information for tourism purposes related to the villa can be found at the web address of the owner or of third parties. These must be kept constantly updated.
Welcoming	
Information and directions	The villa has a welcome and information point (info point) with staff able to provide adequate directions to the visitors on entry to the villa as regards the contents and structure of the visit.
Informative material to guide the visit	Information sheets with a brief but important historical, artistic and landscape profile of the villa as well as any information about the owner family if historical and directly related to the management can be picked up from the info point. Informative material with pricing guidelines, existing services, initiatives and events open to the public and any offers relating to the villa are also available.
Informative material about territorial enhancement	Information sheets with details about the features of the surrounding territory (other Veneto villas that can be visited, sites of particular tourism and cultural interest, refreshment points, accommodation facilities, etc.) provided by the appointed offices and organisations can be picked up from the info point.
Accessibility	All internal and external areas accessible to visitors should be clearly indicated in all the information directed at the public. Any temporary or permanent restrictions of the visit areas should be promptly declared to the public. Complete information about the areas not accessible to disabled visitors should be specifically provided. The villa should also provide seating (chairs or benches) in at least one of the visit areas for any visitors who need to rest.
Targeted distribution actions to inform of cultural initiatives open to the public	The villa must publicise all initiatives open to the public (shows, exhibitions, conferences, cultural events etc.) related to the villa, via suitable information channels or by providing material supplied by the appointed offices and organisations.
Insurance cover	The villa has insurance cover for civil liability for damage incurred by third parties in the visit areas (external and internal).

V. RECOMMENDATIONS

- **Internal Regulations**

Each villa should have their own internal regulations which indicate the rules of conduct which the visitor should follow. These regulations should be displayed in the reception, ticket office or at the info point.

- **Cloakroom**

In order to protect the goods in the villa, the appointed staff can request that large bags, backpacks, umbrellas and any other potentially harmful objects are deposited in the designated area.

- **Parking**

If events involving a large number of guests are organised, the villa owner must ensure that the areas suitable for parking are proportionate to the expected number of visitors.

- **Obligations of the villa and of the tourism intermediary**

The villa owners and the tourism intermediaries should agree on the release method in the event of total or partial failure to fulfil agreements made during the booking stage of the visit and/or other services.

- **Availability of Hygiene Facilities**

Villa owners with hygiene facilities outside the villas should indicate this through adequate use of signage.

VI. PROTECTION AND PARTICIPATION

COMPLAINTS, PROPOSALS, SUGGESTIONS

Should users meet with a lack of respect of the responsibilities set out in the Service Charter, they should use the designated form, attached to this Charter, which can be sent directly via email, ordinary mail or fax to the address printed on the form or to the following parties: Villa Reception, Recognised Tourist Office (IAT), relevant Tourism intermediary (guide, travel agent, tour operator etc.).

The complaints are evaluated by a User Satisfaction Committee appropriately made up of the associations that share the contents of this Service Charter, and which will periodically monitor the complaints. The Committee will reply to the complaints within 30 days of receipt.

The use of these forms, to be requested and returned using the indicated complaint method, enables visitors to offer suggestions directed at improving the organisation and the supply of services: each proposal shall be subject to careful analysis and given due consideration to constantly improve the services supplied.

In the event that the parties do not agree on a solution while handling the complaint, the Committee for User Satisfaction can suggest resorting to a dispute resolution method, the conciliation desk at the competent Chambers of Commerce for the territory.

COMMUNICATION

The Charter of the quality of services will be available inside the structures, on the Internet, at the tourist information and welcome offices and can be consulted on request at the info point during its opening times.

REVISION AND UPDATES

The Charter is subject to periodical updates every six months and in the event of significant changes to services. These changes must be requested from and reported to the Regional Tourism Management Council, Palazzo Sceriman, Cannaregio 168 – 30121 Venice.

THE SERVICE CHARTER OF THE HOSPITALITY VILLAS

The Charter of simplified services.

With Regional Council resolution no. 1809 of 13th July 2010, a simplified Service Charter has been adopted as regards the villas registered in the catalogue of the Veneto Villas Regional Institute – IRVV – but which, in the building registered as a Veneto villa, perform business activities open to the public (accommodation, restaurant or other).

It is considered sufficient to meet a number of requirements more strictly linked to the historical and cultural aspect of the villa rather than requiring that these villas adhere to the Service Charter approved with resolution no. 2390/2009.

Therefore, the villas open to the public and in possession of the minimum requisites required by the Service Charter (see page 4) are only required to guarantee the following elements or commitments:

- ✓ the presence of adequately trained staff that accompany and, if requested by the tourist, provide details of the historical, artistic architectural features of the villa and of any outdoor areas;
- ✓ the presence of an info point supplying information on the Veneto villa;
- ✓ the availability of information on the aspects of the territory and of the other Veneto villas that adhere to the Service Charter;
- ✓ the publicising of any cultural initiatives held in the villas and in the territory, providing material supplied by the iAT offices and/or other appointed organisations;
- ✓ insurance cover, if necessary for damage to third parties in the indoor and outdoor visit areas.

The Service Charter of the cultural Veneto Villas is also valid for the Veneto villas that, while unable to permit public access to the stately home or the other historical buildings, allow tourist access to the villa's grounds or monumental gardens.

Al Coordinamento Veneto Ville e
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e.mail: coordveneto.vds@libero.it

COMPLAINT FORM

(PLEASE COMPILE IN BLOCK CAPITALS)

COMPLAINT SUBMITTED BY:

SURNAME_____

NAME_____

BORN ON_____IN_____

RESIDENT OF_____IN_____

STREET_____POST CODE_____

PHONE_____FAX_____

email_____

SUBJECT OF COMPLAINT

REASON FOR COMPLAINT:

REQUEST FOR IMPROVING SERVICES

Please note that, pursuant to article 13 of Legislative Decree no. 196 of 30/06/2003, the personal data will be handled and used exclusively for the purposes of responding to this complaint and in order to provide information relating to the cultural events organised by this Institute.

DATE_____

SIGNATURE_____

This complaint will be replied to within 30 days