

Associazione per il Turismo in Garfagnana
e in Media Valle del Serchio



Decalogue of Hospitality

Associazione per il Turismo in Garfagnana
e in Media Valle del Serchio



Members of the Association, in relation to the business they operate and with their clients, are committed to the following code of conduct set out in the Decalogue of Hospitality.

1. In the course of the work each member commits to guarantee to guests / customers the best welcome, personal service, personal input on the cultural worth and geography of the area, knowledge and promotion of individual localities, farm produce, and handcrafts. Particular attention to be given to the establishment, matching high standard improvements to the buildings with the acquisition of special furnishings, and to the welcome for the disabled and to children.
2. From the first contact (telephone, letter, e-mail) to the end of guests' stay, cordiality and professionalism, warmth and personal contact, are the minimum requisites for hospitality. For this reason, the personnel who welcome the guests / customers must be willing to give essential information on the business, the Association and the area, possibly in English.
3. Starting from the first useful point for locating the accommodation there must be a system of signs which lead to the parking area and from there to reception. The signs will preferably be in wood, stone or other local material or, if made in other materials be coloured in such a way to make a minimal aesthetic impact. The information when it is not supplied in valid international symbols, must be supplied in Italian and English.
4. At the point of reception, in communal areas, or, if they don't exist, in areas where guests will be, the following information must be available and easily accessible: a book of welcome, a sample of the rules of the Association, the Association's calendar of weekly activities, information about the accommodation and services on offer in the area. The material must be constantly updated and available in sufficient quantity to ensure the highest level of information to guests.
5. At reception, in communal spaces, or, if they don't exist, in areas in which there will be guests, there must be a small floral arrangement (from a vase of fresh wild flowers to an arrangement of dried flowers).
6. When guests arrive, each associate offer a time to refresh, then they must be shown the premises and all the services at their disposal.

Associazione per il Turismo in Garfagnana
e in Media Valle del Serchio



7. In the apartments, the rooms, the independent houses and other lodgings there must be a basket of welcome containing the following:
- obligatory: brochure on the accommodation, catalogue of the Association, teabags, normal and herbal, sugar and related items, a bottle or jug of water (to be available in the fridge or near the basket), biscuits (locally made), fruit juice.
 - optional: products of local provenance (e.g. wine, cooked items, seasonal fruit or vegetables, honey, jam etc.).

The obligatory items must be freely available in a small quantity (e.g. a packet of biscuits, 1 fruit juice, etc.). The optional items where permitted by law, are to be available.

8. At the point of departure, whilst saying farewell and completing formalities of the booking, each associate must give to guests material on the Association useful for a possible return to the area. It is auspicious to offer a brief refreshment in farewell.
9. When there are festivities or important events, each associate has the charge of sending greeting cards or, suggestions for a stay, also in electronic form.
10. The information which tourists willingly give to us is fundamental for improving the service and increasing the standard of hospitality. For this reason each associate is committed to providing every guest with an anonymous questionnaire from the Association. The completed questionnaire will be given in a closed, white, anonymous envelope to the Technical Director who will collate and evaluate the degree of satisfaction and suggestions which come from tourists.