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Tourism and related services — Visits to industrial, natural, cultural and historical sites — Requirements and recommendations

Tourisme et services connexes — Visites des sites industriels, naturels, culturels et historiques — Exigences et recommendations

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 228, *Tourism and related services*.

This second edition cancels and replaces the first edition (ISO 13810:2015), which has been technically revised.

The main changes are as follows:

— the title and the scope have been extended to cover any type of tourist visits in addition to the ones related to industrial tourism;

— technical content has been simplified and adapted to SMEs throughout the text.

Any feedback or questions on this document should be directed to the user’s national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

In the context of significant development of guided and self-guided tourist visits, tourist service providers which offer these need to implement a quality service approach in order to improve the confidence and satisfaction of their visitors.

Some potential benefits of the organization of tourist visits include:

— promotion of the identity and culture of a destination through the enhancement of a new tourist alternative;

— economic revitalisation of areas affected by factory closures and job losses in which heritage recovery through industrial tourism can represent the beginning of a new tourist development, completely different from the traditional activity;

— reuse of heritage sites, sometimes endangered, preserving them as tourist destinations seeking investment returns;

— restoration and enhancement of architecture, both for its aesthetic value and for constituting the testimony of an era;

— developing links between people, their heritage, their history and landscape, through participation in a common project of building the future from the past, generating a sense of belonging to a territory;

— generation of added value, giving significance to a site, trade or product.

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Tourism and related services — Visits to industrial, natural, cultural and historical sites — Requirements and recommendations

1 Scope

This document establishes general requirements and recommendations for service providers that offer guided or self-guided visits in order to enable visitors to learn:

— about the characteristics of the cultural, historical or natural value of a tourist site; or

— how a service, an activity or a product is developed now or was developed in the past (i.e industrial tourism).

This document applies to tourist visits and related services, facilities, equipment and operations that can affect the quality and safety of the visit and/or the experience of the visitors.

This document does not apply to natural protected areas for which ISO 18065 applies, or to recognized museums.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1
museum
institution legally recognized as such, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment

3.2
industrial tourism
type of tourism based on a visit service (guided or self-guided) which enables the visitor to learn about the development, process, background and history of a product or a service

Note 1 to entry: Industrial tourism relates to living industry or industrial heritage sites.

3.3
tourist visit
activity aimed at providing knowledge to visitors regarding the special characteristics of the site (e.g. background, history)

Note 1 to entry: Tourist visits can be guided or self-guided.

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3.4
service provider
person or organization that offers tourist visits and related services

3.5
accessibility
extent to which products, systems, services, environments and facilities can be used by people from a population with the widest range of user needs, characteristics and capabilities to achieve identified goals in identified contexts of use

Note 1 to entry: Context of use includes direct use or use supported by assistive technologies.

[SOURCE: ISO 21902:2021, 3.1]

4 General requirements

4.1 General

The service provider shall inform visitors of the details of the guided and/or self-guided visit. The service provider shall also:

a) define the itinerary of the visit, as appropriate;

b) define the appropriate number of visitors per visit;

c) provide clear and accurate information about the visit;

d) define and put into practice the courtesy rules for the staff (e.g. how to welcome visitors);

e) follow the visit schedule;

f) ensure the safety and security of visitors;

g) address the accessibility needs of visitors with disabilities as far as practicable.

In the case of visits to living industry, the service provider should ensure that the production of products or the service provision is not compromised.

4.2 Staff

4.2.1 General

The service provider shall identify and document the organizational chart, job descriptions and required skills of the staff.

There shall be a person responsible for measuring and monitoring visitor satisfaction.

4.2.2 Training programme

A training programme shall be designed, implemented and periodically reviewed by the service provider to improve staff competence, according to the needs. The training programme shall include:

a) a training or orientation period after recruitment of the new member of staff, according to each job position;

b) courtesy rules for staff in contact with visitors;

c) safety and security instructions, including emergency training (e.g. what to do in an emergency, evacuation plan) and basic life support (BLS) or first aid training.

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