
**Tourism services — Industrial tourism
— Service provision**

Services touristiques — Tourisme industriel — Prestation de services

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ISO copyright office
Ch. de Blandonnet 8 • CP 401
CH-1214 Vernier, Geneva, Switzerland
Tel. +41 22 749 01 11
Fax +41 22 749 09 47
copyright@iso.org
www.iso.org

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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 on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: [Foreword - Supplementary information](#)

The committee responsible for this document is Technical Committee ISO/TC 228, *Tourism and related services*.

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Introduction

Activities or visits to living companies and industrial heritage are two different and complementary realities of industrial tourism. Industrial tourism corresponds well to expectations tourists today, who look for authentic experimentation, original discovery and individual improvement through learning. The consumer is more proactive and wants to participate in the design of his own travel experience.

Understanding how a machine works, tasting a speciality or discovering the steps to make a particular product are examples of this type of tourism, which addresses customers who want to be better informed to make their own choices. Industrial tourism has the potential to generate unique experiences, combining knowledge, senses and emotions.

In a context of significant development of industrial tourism activities, professionals need to implement a quality approach for their services, giving them greater visibility and improving the confidence of visitors. Increasingly, the visit organizer will not be the company itself but an intermediary. The aim of this International Standard is to provide a list of service quality commitments, common to all industrial tourism sites, independent of type of service provider or the technical characteristics of the related site. The service provider's decision to receive visitors can be motivated by various reasons.

For the living industry, some of the benefits can be:

- promotion, by creating a new showcase that can help to create or enhance the brand image and contribute to customer loyalty and that associates a satisfying experience to the company;
- diversification of the core business of the company by creating new business lines;
- generation of added value, giving significance to a trade or a product;
- marketing, by opening a new sales channel to sell more quantity to a different public;
- market research, by having direct and immediate contact with customers and receiving first-hand their reaction to the product;
- transparency of processes, sharing knowledge with others;
- staff motivation, more identified with the values of the company through the integration in a common project;
- staff pride from the recognition of their work.

For the industrial heritage, benefits can seem less tangible, but appear more global:

- promotion of the identity and culture of a destination, through the enhancement of a new tourist alternative;
- economic revitalisation for areas affected by factory closures and job losses: the heritage recovery can represent the beginning of a new tourist development, completely different from the traditional activity, in which tourism becomes the main driving force;
- reuse of a patrimony, sometimes endangered, preserving and assigning it a tourist exploitation which also seeks investment returns;
- restoration and enhancement of industrial 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.

This International Standard covers a set of targets whose scope goes beyond strictly tourist implications. This International Standard is intended to encourage the implementation of industrial tourist activities, offering indirectly the service provider an action guide that highlights the critical elements to consider in a project of this nature.

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Tourism services — Industrial tourism — Service provision

1 Scope

This International Standard establishes general requirements for industrial tourism offered by service providers intending to transmit knowledge of production, scientific and technical activities, both present and past, based on processes, know-how, products or services.

The requirements in this International Standard are applicable to all the services of industrial tourism (visits and additional offer), dealing with living industry, industrial heritage, or a combination of both, including the facilities and equipment related to such services, as well as their internal operation.

Technical specifications regarding tools and equipment used in these services are excluded.

2 Terms and definitions

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

2.1

company visit

visits to active production *sites* (2.6), which may be industrial, commercial, agricultural, craft men or service sites

Note 1 to entry: If the production site is not accessible for safety reasons, the visit can be to a discovery area nearby.

Note 2 to entry: The term “factory tour” can also be used for “company visit”.

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2.2

industrial heritage

tangible and intangible assets used in the past to execute production activities or deliver services, testimonies of industrial culture with a historical, architectural, social, technological or scientific value

Note 1 to entry: Examples of tangible assets are industrial landscapes and *sites* (2.6), buildings and machinery, workshops, mills and factories, mines, warehouses, power plants, transport and social related facilities (e.g. housing, religious or education centres), monuments, artefacts or documents.

Note 2 to entry: Examples of intangible assets are working memory, processes, know-how, lifestyles, working conditions or cultural expressions.

2.3

industrial tourism

visit and activities to a *site* (2.6) allowing *visitors* (2.7) to understand processes and know-how belonging to the past, the present or the future

2.4

living industry

active entity operating production, scientific or technical activities

EXAMPLE Factories, laboratories, handcraft, farming, services.

Note 1 to entry: Production activities include both goods and services.

2.5

service provider

legal entity responsible for delivering *industrial tourism* (2.3) services

EXAMPLE Company, corporation, firm, enterprise, public or private institution, association, charity.

Note 1 to entry: Production activities include both goods and services.

2.6

site

defined area where the *industrial tourism* (2.3) service is provided

2.7

visitor

person given access to the industrial tourism *site* (2.6) in order to benefit from its services

3 General requirements

3.1 General

The service provider shall pay particular attention to security, health and safety, environment and accessibility when fulfilling its tasks and services.

The visit shall be the main content of the service. The inclusion of complementary offers is optional (e.g. educational activities, events). When direct learning about the production process is not possible, the service provider shall guarantee the visitor the possibility of learning about it via other ways (e.g. visual or oral presentations, simulations, controlled experiments, demonstrations).

3.2 Compliance with principles of security, health and safety, sustainability and accessibility

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3.2.1 Security, health and safety (standards.iteh.ai)

3.2.1.1 Protection of intellectual property and know-how

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An investigation or an analysis shall be carried out at the site in order to identify risk areas and sensitive points.

Measures shall be taken concerning:

- selection of the areas/route;
- selection of the information provided;
- selection of the guide;
- selection/identification of visitors (if necessary);
- selection of equipment tolerated on site for visitors (e.g. cameras, cell phones).

3.2.1.2 Visitor's safety

On site, the service provider shall ensure the following:

- presence of a first aid kit at the reception;
- presence of a written emergency procedure;
- compliance with, and knowledge of, the safety rules by staff on site;
- display of the safety instructions;
- presence of emergency telephone numbers at the reception;
- presence of person in charge of safety when necessary.

The service provider shall also:

- take steps to ensure personal protection (e.g. no-entry areas for visitors, appropriate signs, marking out hazardous areas, and specific equipment for visitors, such as masks, helmets, security shoes or specific cloth);
- make the necessary applications and obtain appropriate assurance regarding admission of the public (taking out civil liability insurance for admission of the public);
- inform visitors beforehand (orally or in writing) about the safety rules;
- have a professional first aid kit in each site where hazardous work takes place.

3.2.1.3 Health protection

During tasting, the products offered shall comply with appropriate standards.

NOTE Agro food and pharmaceutical companies are required to comply with the internationally recognized Hazard Analysis Critical Control Point (HACCP) standards.

The service provider shall ensure visitors are able to wash their hands before and after tasting.

3.2.2 Sustainability

Advice on sustainability aspects is included in [Annex A](#).

3.2.3 Accessibility

General accessibility information should be provided as basic information. The service provider shall provide information about the accessibility upon request. All types of disabilities should be taken into consideration when designing the service provision.

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4 Service quality

4.1 Design of the service

4.1.1 Public or commercial characteristics requirements

The following public and commercial characteristics shall comply with the requirements of [Annex B](#):

- commercial name for the service;
- details of the service provider in charge;
- objectives pursued;
- target customers and users;
- content included in regular service;
- additional offer;
- service duration;
- minimum and maximum number of visitors;
- timetables and frequency with which service is provided;
- visitors' information and educational support;
- current fees, including additional services;

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- languages in which the services are offered;
- restrictions (safety-related or otherwise) for visitors while the service is being provided;
- booking conditions and procedure;
- cancellation policy;
- means of payment allowed;
- location and access description (e.g. public transport, road access, parking facilities);
- conditions for accessing the facilities (for elderly or disabled people).

4.1.2 Internal services recommendations

In addition, the following internal service recommendations should be taken into consideration, as referred to in [Annex C](#):

- identifying visitors' needs, expectations and satisfaction;
- instructions for service provision;
- booking service instructions;
- communication tools and channels;
- assessment tools;
- visitors' equipment;
- areas related to the service provision;
- human resources and skills;
- staff identification.

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4.2 Promotion and communication

4.2.1 General

The service provider shall implement promotional and communication actions on the basis of the services defined (see [4.1.1](#)).

Regardless of how it is provided, the promotional and commercial information publicized about the offered services shall be truthful, clear and always up-to-date.

NOTE Various communication and visual media can be used (e.g. press, radio, television, internet) at various levels (e.g. local, regional, national, international), as appropriate to the requirements of the site.

The information should include further details, such as local or regional tourist sites or services.

4.2.2 Promotional tools

The service provider shall ensure that information on its industrial tourism services is featured on the internet, e.g. by participating in local, regional or national promotional websites, although it is recommended to use its own website.

The website should be:

- user-friendly;
- easy to access (e.g. using search engine optimization).

4.3 Booking and contact

4.3.1 Booking process

The booking process shall comply with the characteristics defined in [Annex B](#) and should also meet recommendations of [Annex C](#).

In any case, the booking process shall allow for the following:

- reply to the request made by a customer within 48 working hours, with a formal notice stating reception of the request;
- the reply can be a confirmation or rejection of the request or the estimated deadline for the response to offer customer information on the conditions regarding the accessibility of the service requested, if required.

A written confirmation of the booking shall:

- be accompanied by documentation relating to the site;
- give the date, the number of people, category (e.g. individual, group, company, agency, coach driver, school party), the arrival time, contact details of the person responsible in case of a group, price, and any other necessary data.

4.3.2 Contact

The answers regarding opening times, pricing conditions, access information and contents of the service shall be clear and accurate.

Answers shall be flexible and adaptable (e.g. providing alternative suggestions). In the case of booking, the answer shall repeat the data (date, number of people, arrival time, prices, options).

The service provider shall answer the telephone quickly (preferably no more than four rings). It should also use a queuing system with music or a voice server for calls waiting. If the site is closed, the answering machine shall respond after five rings. The opening times shall be given in the telephone message, which can refer to the website (if applicable).

The identity of the service provider and the name of the speaker shall be given in the opening phrase.

The service provider shall provide visitors with a receipt, if appropriate.

4.4 Service provision

4.4.1 Welcome

The welcome shall take place in the reception area (see [5.5](#)).

There shall be a designated space for welcoming users close to the place where the visit is scheduled to start. This area shall be permanently manned during the opening hours for visitors. Visitors shall be given introductory information, including the following:

- presentation on the service provider;
- general description of the service provided (e.g. places that can be visited, contents, duration);
- health, security and safety guidelines and behaviour recommendations (and provide visitors with any necessary health and safety equipment);
- explanation of special conditions and limitations;
- articles that shall be respected and returned (e.g. audio guide, tags, educational support);