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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.

# 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.

**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.

Other training content, such as environmental good practice, hygiene, IT skills, time management, foreign languages and sign language, can be considered.

### 4.2.3 The guide

The guide shall:

a) have adequate knowledge of the destination and the features of the site;

b) be aware of the information to be transmitted to visitors;

c) be trained (i.e. written instruction) and experienced, especially in communication skills and in the management of unplanned situations and emergencies (e.g. related to safety, security, visitor behaviour);

d) be easily identifiable by the visitor (e.g. using a badge or uniform);

e) be audible and friendly;

f) follow the itinerary regarding schedule, content and duration, adapting the speech to the characteristics of the group (e.g. experts, schools);

g) invite visitors to ask questions and be capable of answering them.

## 5 Service requirements

### 5.1 Information and communication

The service provider shall provide information on the visits and related services provided. This information shall be up-to-date, clear and complete, and should be offered at least through a website (the organization's own or otherwise), provided in accessible formats (e.g. easily accessible to people who are visually impaired).

The following information shall be provided to the visitor in written form:

a) details of the service provider, including name and contact details;

b) brief information about the facilities where the visits are carried out;

c) objectives pursued during the visit(s);

d) visit(s) offered and type (guided, self-guided or both);

e) visit(s) duration;

f) main aspects, contents, spots of the visit(s);

g) minimum and maximum number of visitors per visit (when needed);

h) limitations or restrictions, if any (e.g. health and safety risks, children not admitted, not recommended for pregnant women, not recommended for people without good physical condition);

i) accessibility conditions;

j) timetables and frequency of the tourist visits, as well as service hours;

k) price(s), including additional services;

l) languages in which the tourist visits are offered;

m) booking conditions (if applicable) and procedure;

n)  cancellation policy;

o)  accepted payment methods;

p)  location and access description (e.g. public transport, road access, parking facilities);

q)  safety instructions;

r)  specific clothing needed or recommended for the visit, if applicable;

s)  information about the objectives pursued during the visit;

t)  the responsibility of visitors for the preservation of the industrial, natural, cultural or historical site, when applicable.

There shall be at least two different means by which the visitor can contact the service provider (e.g. mail, telephone, website, social media). The service provider shall define how visitors' enquiries are responded to through the different available means. Responses shall be provided promptly and through the means by which the enquiry was submitted.

The service provider shall define, depending on its target, the foreign language(s) to be used and if additional information and/or guided visits shall be provided also in a commonly spoken foreign language. This should apply to:

—  telephone support;

—  commercial information;

—  welcome;

—  guided tours;

—  information material.

At least the basic information about the visit and the site to be visited shall be in a foreign language.

## 5.2  Booking

If reservations are accepted, the booking process shall conform to the requirements defined in Annex A and should follow the recommendations established in Annex B.

In any case, the service provider shall reply to the customer's booking request within two working days. If the booking is confirmed, the reply shall be in written form and shall include the following information as a minimum: confirmed number of people, price and other relevant information for the adequate development of the tourist visit (e.g. location, accessibility conditions, specific clothes needed for the visit, arrival time, specifications for groups).

The service provider shall issue a receipt when the visit requires a fee. This receipt shall include taxes, when applicable, as well as the name of the organization by whom the receipt is issued.

## 5.3  Visits

### 5.3.1  General

The service provider shall determine the itinerary of the visit, depending on its typology (staffed, self-guided or both) and the way the visit is provided (e.g. vehicle, walking). The safety, security and quality of the visitor's experience shall be considered in this regard.

If the service provider adapts the visit in the event of unforeseen circumstances (e.g. weather, restrictions, limitations), the visitor shall be informed as soon as possible of the changes, including the amended time of the visit (if applicable).

The contents provided during the visit can be given either through the guide, through different informative and technology means (e.g. interpretive panels, quick-response codes, mobile applications, room cards, leaflets, display boards, 3D technology, videos) or through a combination of these. The contents of the visit shall be adapted to the type of visitors.

If the service provider offers the visitor devices such as audio guides, earphones or tablets, the conditions for their use (e.g. price(s), duration, instructions for use, caution) shall be defined. The retention by the service provider of passports or official identification documents of the visitor should be avoided.

Any equipment given to the visitor shall be clean, hygienic and well maintained.

The content of the visit shall be documented.

### 5.3.2    Visit introduction

The information provided at the beginning of the visit shall include the following:

a)    introduction of the guide, where applicable;

b)    presentation of the site to visit;

c)    general information about the visit: pursued objective of the visit, development and duration;

d)    safety and security rules;

e)    restrictions during the visit (if applicable).

The service provider shall facilitate means for the self-guided visitor to follow the itinerary (e.g. map).

The visitor shall be informed about the potential risks of the visit. In this regard, the service provider can request the visitor to sign a form prior to the visit.

### 5.3.3    Development of the visit

The service provider shall define if visitors in groups shall be identified (with tags or other means) in order to facilitate the control of the group and/or reduce the existing risks of the visit (if any). In guided visits, the guide shall be responsible for controlling the group.

The service provider shall define the way to facilitate the flow of visitors and combine the visits with the production activities, if applicable (e.g. avoiding bottlenecks, groups crossing with each other).

The visit shall, depending on the site:

a)    follow a logical progression;

b)    give visitors a good understanding of the subject and its context (e.g. giving a historical or human context, explaining all the production stages and technical operations, explaining the present-day challenges of the activities or sites);

c)    enable visitors to have the opportunity to ask questions in guided visits.

The itineraries for self-guided visits shall be completed with information about the resources visited. Furthermore, the visit should include physical and/or digital resources (e.g. QR code, audio guides) in accessible formats, where appropriate.

### 5.3.4    Closure of the visit

If visitors are provided with devices to follow the visit (e.g. audio guides, earphones, tablets), they shall be told where to return these. Visitors should also be informed if there is a sales area (e.g. gift shop).

The service provider shall give visitors the opportunity to express their feedback about the service, in order to evaluate it, for example through satisfaction questionnaires, social networks or visitors' books.