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**INDUSTRY STANDARD OF THE
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Public services of scenic and historic areas. Marketing platform

风景名胜区公共服务 营销平台

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Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009.

This standard proposed by the Ministry of Housing and Urban Standard and Design Institute.

This standard by the Ministry of Housing and Urban Landscape Architecture Standardization Technical Committee.

This standard was drafted. China Scenic Area Association, Shenzhen Ding Tour Information Technology Co., Ltd., Urban Construction Research Institute, Housing and City Township Planning and Management Center of the Ministry of Construction, Construction of Comprehensive Survey and Design Institute Co., Ltd., Beijing Lilian Ticketing Co., Ltd., Beijing Construction Number Word Technology Co., Ltd., Huangshan Scenic Area Management Committee, Jiuzhaigou Scenic Area Authority, Mount Emei - Leshan Giant Buddha Scenic Area Management Committee, Qingcheng Mountain - Dujiangyan Scenic Area Authority, Wuyishan Scenic Area Management Committee.

Introduction

In order to implement the "Scenic Area Ordinance (State Council Order No. 474) and the relevant provisions of the State, strengthen the standardized management of scenic spots, mention High scenic tourist area quality of service, guide and standardize the construction of scenic public places, specially formulated this standard.

This standard draws on and summarizes the modern service mode and management experience of domestic and foreign tourist destinations, based on different types and different basis and different stages of the development of scenic spots and the general

situation of common needs to develop a unified standard to guide the scenic spots in the e-commerce on the basis of, Construction of modern service industry common service technology support integrated public service marketing platform, and to maintain the scenic spots of public service construction Scalability. The formulation of this standard will help to further promote the resort itself to promote the means and management level, in the publicity area, service the public at the same time, but also as the scenic area industry "tourist capacity" and other related monitoring data collection platform.

Scenic area public service Marketing platform

1 Scope

This standard specifies the terms and definitions of public service marketing platform of scenic spots, general provisions, basic functions and supporting systems.

This standard applies to the scenic spot public service marketing platform (hereinafter referred to as "platform") design and development.

2 Normative references

The following documents for the application of this document is essential. For dated references, only the dated version applies to this article Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 9385 computer software requirements specification GB/T 9386 computer software test document preparation specifications GB/T 15532 computer software test specification Information technology - Security technology - Information security management - Practical rules GB/T 22080 Information Technology Security Technology Information Security Management System Requirements GB/T 25068.1 Information Technology Security Technology IT Network Security Part 1. Network Security Management GB/T 26360 Tourism e-commerce website construction specifications

3 Terms and definitions

The following terms and definitions apply to this document.

Public service marketing platform marketingplatformforpublicservice Based on computer hardware and software and network environment, integrated e-commerce, promotion, interactive exchange and scenic area-related business systems, through Information sharing and integrated management, to achieve the scenic area in a variety of resources on the network promotion, tourism product transactions, interactive exchange management Integrated information system with service functions.

Scenic Ticket System System tickets ticket system Scenic spots tickets, cable cars and the area traffic ticketing management and network sales system.

Scenic Area electronic access control system

electronicaccesscontrolsystemforscenicandhistoricareas Scenic spots tickets, cable tickets and the area traffic ticket automatic verification and personnel through the system.

4 General provisions

4.1

Public service marketing platform should include e-commerce, promotion, interactive exchange, data exchange and application maintenance subsystems.

4.2

The public service marketing platform should have the functions of interoperability with other business systems in the scenic area and reserve the data sharing interface.

4.3

public service marketing platform operating environment should include the network, servers, storage devices, system software, ancillary equipment and security environment