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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 15971-2023

Replacing GB/T 15971-2010

Specification for tour guide service

导游服务规范

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Table of Contents

1 Scope	1
2 Normative references	1
3 Terms and Definitions	1
4 Professional image	2
10 Follow-up work	6
2 Special requirements for outbound tour escort services	6
2 Handling specifications	7

Foreword

This document complies with the provisions of GB/T 1:1-2020 "Standardization Work Guidelines Part 1: Structure and Drafting Rules of Standardization Documents" Drafting: This document is consistent with GB/T 31385 "General Principles of Travel Agency Services", GB/T 32942 "General Specifications for Travel Agency Products", GB/T 32943 "Travel Agency Services" Service Requirements for Agency Service Outlets", GB/T 31386 "Travel Agency Outbound Tourism Service Specifications", GB/T 31380 "Classification and Evaluation of Travel Agency Levels" "Standards" and other documents together constitute a series of national standards for travel agency tourism services: This document replaces GB/T 15971-2010 "Tour Guide Service Specifications": Compared with GB/T 15971-2010, except for structural adjustment and editing In addition to sexual changes, the main technical changes are as follows:

- a) Changed the "scope" (see Chapter 1, Chapter 1 of the:2010 edition);
- b) In the "normative reference documents", GB/T 31385 is used instead of LB/T 008, and GB/T 31386, LB/T 028 and Reference to LB/T 039 (see Chapter 2, Chapter 2 of the:2010 edition);
- c) "Group travel agency" (see 3:1,:2010 version 3:1) and "receiving travel agency" (see 3:2,:2010 edition) have been changed in "Terms and Definitions" Edition 3:2), "tour guide" (see 3:3,:2010 edition 3:3), "tour guide who accompanies the entire journey" (see 3:3:1,:2010 edition 3:4), "local "Accompanying tour guide" (see 3:3:2,:2010 version 3:5), "tour guide service" (see 3:4) has been added;
- d) The name of "tour guide quality requirements" has been changed (see Chapter 4, Chapter 4 of the:2010 edition), and the "ideological quality" has been changed (see 4:1, 2010 edition 4:2), "skills and quality" (see 4:2,:2010 edition 4:3), "professional image" (see 4:4,:2010 edition 4:6), deleted It includes "political quality" (see:2010 edition 4:1),

"psychological quality" (see:2010 edition 4:4), "physical quality" (see:2010 edition 4:5), "Continuing education" (see 4:7 in the:2010 edition), "professional level" (see 4:8 in the:2010 edition), and "business knowledge" (see 4:3) are added;

e) The name of "General Requirements for Tour Guide Services" has been changed (see Chapter 5, Chapter 5 of the:2010 edition), and the "Preparatory Work" has been changed (see 5:1, 2010 version 5:1), "Team departure and greeting" (see 5:2, 2010 version 5:2), "Service in transit" (see 5:3, 5:4, 5:5, 5:6, 5:7, 5:8, 5:9, 5:10, 2010 edition 5:3);

f) The name of "Special Requirements for Inbound Tour Guide Service" has been changed (see Chapter 6, Chapter 6 of the:2010 edition), and the name of "Inbound Tour Guide Service" has been changed: "Special Requirements for Service" (see 6:1, Chapter 6 of the:2010 edition), and "Special Requirements for Outbound Tour Escort Service" (see 6:2) have been added;

g) Added "Handling of emergencies and common problems" (see Chapter 7);

h) Changed "Improvement of tour guide service quality" (see Chapter 8, Chapter 7 of the:2010 edition), and added "Evaluation" (see 8:1);

i) Delete "Principles for Handling Several Issues in Appendix A (Normative)" (see Appendix A of the:2010 version);

j) Added "Appendix A (Informative) Tour Guide Service Quality Evaluation Form" (see Appendix A): Please note that some content in this document may be subject to patents: The publisher of this document assumes no responsibility for identifying patents: This document is proposed by the Ministry of Culture and Tourism of the People's Republic of China: This document is under the jurisdiction of the National Tourism Standardization Technical Committee (SAC/TC210): This document was drafted by: Ministry of Culture and Tourism of the People's Republic of China, Beijing International Studies University: The main drafters of this document: Han Yuling, Deng Dezhi, Yin Wei, Chen Qiankang, Jiang Yongye, Xu Lu, Zhou Hang, Fan Nina: The previous versions of the documents replaced by this document are as follows:

---First published as GB/T 15971-1995 in:1995;

---First revised in:2010;

---This is the second revision: Tour guide service specifications

1 Scope

GB/T 15971-2023 is the Chinese national standard on specification for tour guide service, in the field of services and company organization. The /T suffix marks it as a recommended standard: it is not compulsory by itself, but it becomes binding as soon as a contract, a tender or a customer specification calls it up - which in practice is how most foreign buyers

meet it. It was issued on 28 December 2023 by the State Administration for Market Regulation; Standardization Administration of China, and has been in force since 1 April 2024. Classification: ICS 03.200, CCS A 12. This page is published from the official record of the standard held by the Chinese standards administration: the identification, the dates, the classification and the issuing body are taken from there. The clause text, the tables and the numeric limits are in the document itself, which is delivered complete in English translation.

This document stipulates tour guide service capability requirements, tour guide service requirements, special requirements for inbound and outbound tour guide services, emergencies and frequently asked questions processing and evaluation and improvement of tour guide service quality: This document applies to the services provided by persons who have obtained the Tour Guide Certificate of the People's Republic of China in the process of receiving tourists:

2 Normative reference documents

The contents of the following documents constitute essential provisions of this document through normative references in the text: Among them, the dated quotations For undated referenced documents, only the version corresponding to that date applies to this document; for undated referenced documents, the latest version (including all amendments) applies to this document:

GB/T 16766 Basic terminology of tourism industry

GB/T 31385 General rules for travel agency services

GB/T 31386 Travel agency outbound tourism service specifications LB/T 028 Travel agency safety regulations LB/T 039 Tour guides guide civilized tourism standards

3 Terms and definitions

The terms and definitions defined in GB/T 16766, GB/T 31385 and the following apply to this document: 3:1 A travel agency engaged in soliciting and organizing tourists and entering into travel contracts with tourists: 3:2 localtravelagency A travel agency that accepts the entrustment of tour groups, implements tourism reception plans, and receives tourists at tourist destinations: 3:3 tourguidetourguide Personnel who provide guides, explanations and related tourism services:

Note: Tour guides include fully-accompanied tour guides, local tour guides and group leaders: [Source: GB/T 31385-2015, 3:9, with modifications] 3:3:

1 Fully accompanied tour guide nationalguide Supervise and assist the services of local travel agencies, local tour guides and related receptionists, so that the travel reception plan of the organizing agency can be implemented as agreed, and provide Tourists are provided

with tour guides who will accompany them throughout the territory: [Source: GB/T 16766-2017, 4:1:7:1, with modifications] 3:3:2 local guide localguide Personnel who implement tourism reception plans and provide tour guide services to tourists at domestic tourist destinations:

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