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

GB/T 18971-2025

Replacing GB/T 18971-2003

General principles for tourism planning

旅游规划通则

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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 replaces GB/T 18971-2003 "General Rules for Tourism Planning". Compared with GB/T 18971-2003, the only changes are structural adjustments and editing. Aside from the sexual alterations, the main technical changes are as follows:

a) The "Requirements for Tourism Planning" were changed to "General Principles," adding elements such as green development, integrated development, and planning goal orientation. Please include the revised content from the.2003 edition (see sections 4.3, 4.4, 4.5, 4.6, and Chapter 4 of the.2003 edition).

b) A new chapter on "Types of Tourism Planning" has been added, which includes new types of tourism development planning and changes to the types of tourism area planning (see [link]). Chapter 5 (

7.1 in the.2003 edition);

c) The "Planning Project Establishment Stage" requirement has been added to the "Tourism Planning Preparation Procedure," and the "Preliminary Preparation Stage" has been changed to the "Investigation and Research Stage." (See Chapter 6, Chapter 5 of the.2003 edition);

d) Requirements for the preparation of thematic plans have been added to the "Tourism Development Plan" (see 7.1, Chapter 6 of the.2003 edition);

e) The technical requirements for tourism area planning, such as functional zoning, land use, investment estimation, and traffic control, have been added to the "Tourism Area Planning" section. The required drawing content has been revised (see Chapter 8, Chapter 7 of the.2003 edition).

f) A provision for "Review Conclusions and Opinions" has been added to the "Tourism Planning Review," and relevant content from the.2003 version has been revised and incorporated. (See 9.4,

8.1 in the.2003 edition). Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was 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: the Ministry of Culture and Tourism of the People's Republic of China, the School of Tourism of Beijing Union University, and the Institute of Geographic Sciences and Natural Resources Research of the Chinese Academy of Sciences. Resource Research Institute. The main drafters of this document are. Shan Gangxin, Wang Heyun, Xu Haijun, Zhang Lingyun, Ning Zhizhong, Li Changhai, Lu Wenbin, Huan Zhijie, Nie Di, and Li Jiajing. Yang Xuechun and Hu Xinjun. The release history of this document and the document it replaces is as follows:

---First published in.2003 as GB/T 18971-2003;

---This is the first revision.

Tourism planning, as a special type of planning within the national planning system, aims to optimize the allocation of tourism resources and factors, and promote the sustainable development of the tourism industry. Continued and high-quality development is an important foundational task. The publication and implementation of GB/T 18971-2003 has significantly improved the overall level of tourism planning. It has played a positive role. Considering the significant adjustments to the national development planning system and the changing landscape of the tourism industry over the past 20 years since this standard was implemented, this is particularly relevant. The landscape has undergone tremendous changes, posing new requirements for tourism planning. Existing content is no longer suitable for the needs of tourism planning in the new era. GB/T 18971-2003 should be revised and improved as necessary. This document revision is guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, fully and accurately implements the new development philosophy, and adheres to... Upholding principles while innovating, improving quality and efficiency, and promoting integrated development; coordinating government and market, supply and demand, protection and development, domestic and international affairs, and development and security; To refine the strategic tasks for the tourism sector outlined in national and regional development plans, and to guide the layout of regional tourism productivity and the development of various tourist areas. Provide scientific, standardized, and institutionalized management guidelines and support to

accelerate the construction of a tourism powerhouse, promote high-quality development of the tourism industry, and better serve the people. A better life, promoting economic development, building a spiritual home, showcasing China's image, and enhancing mutual learning among civilizations. Tourism Planning Principles

1 Scope

GB/T 18971-2025 is the Chinese national standard covering how a tourism plan is made - the resource survey and market analysis, the carrying capacity of the site, the zoning and the products, the infrastructure required and the environmental and community impacts. It replaces GB/T 18971-2003 after twenty-two years, under the Ministry of Culture and Tourism. It was issued on 31 December 2025 and has been in force since 1 April 2026, replacing GB/T 18971-2003. The document is under the responsibility of the Ministry of Culture and Tourism. This page is published from the official record of the 2025 edition; the clause text of a standard this recent is not yet in circulation, and the figures, limits and tables it contains are those of the document itself, delivered in full with the English translation.

This document establishes the general principles for tourism planning, classifies tourism planning types, and stipulates the procedures for tourism planning and development. Technical requirements for development planning, tourism area planning, and tourism planning review. This document applies to the preparation and revision of tourism development plans at all levels and plans for various tourist areas. Other tourism-related plans may refer to this document.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included. For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies. This document.

GB/T 16766 Basic Terminology for Tourism

GB/T 18317 Classification and Codes of Thematic Map Information

GB/T 18972 Classification, Survey and Evaluation of Tourism Resources

GB/T 24354 General Map Symbols for Public Geographic Information LB/T 034-2014
Guidelines for Determining the Maximum Carrying Capacity of Scenic Areas

3 Terms and Definitions

The terms and definitions defined in GB/T 16766 and the following terms and definitions

apply to this document.

3.1 To promote tourism economic development and meet the public's tourism needs, this involves addressing tourism development goals, productivity layout, resource allocation, resource protection, and policy. The overall deployment and scientific arrangement of policies and measures.

3.2 tourist area A space or region whose main function or one of its main functions is tourism and related activities.

3.3 tourist area planning The overall planning and specific implementation of relevant elements for the protection, utilization, and management of tourist areas, enabling them to fulfill multiple functions and roles. arrange.

4 General Principles

4.1 Based on national and regional economic and social development plans, guided by higher-level tourism development plans, and in conjunction with territorial spatial planning. And related planning coordination.

4.2 Adhere to the people-centered development philosophy, and grasp the tourism industry as an emerging strategic pillar industry and a sector with significant contemporary characteristics.