

ICS 03.200
CCS A 12



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

GB/T 26354-2025

Replacing GB/T 26354-2010

Tourist information service

旅游信息咨询服务

Issued on: March 28, 2025

Implemented on: July 1, 2025

**Issued by: State Administration for Market Regulation;
Standardization Administration of the PRC**

Table of Contents

- 1 Scope
- 2 Normative references
- 3 Terms and definitions
 - 3.1 Tourist Information
 - 3.2 Tourist Information Office
- 4 General requirements

1 Scope

This document stipulates the overall requirements, service content, service methods, service personnel, service facilities and equipment, and service Service improvement content.

This document applies to tourism information consulting services provided by various institutions at tourist destinations.

2 Normative references

GB/T 10001.1

GB/T 10001.8

GB/T 10001.9

GB/T 15566.1

GB/T 31015

3 Terms and definitions

The following terms and definitions apply to this document.

3.1 Tourist Information

Content and descriptions related to travel, sightseeing, leisure, vacation, etc.

3.2 Tourist Information Office

An organization that provides tourism information (3.1) consulting services online or offline for the purpose of meeting tourists' information needs.

Note. Common tourist information consulting service agencies include tourist service centers, tourist distribution centers, tourist information consulting points, tourist attractions, tourist hotels, smart Smart Tourism Public Service Platform, etc.

4 General requirements

4.1 Legal, accurate, objective and detailed travel information should be provided and updated in real time.

4.2 An information communication mechanism should be established with government management departments and relevant enterprises and institutions at tourist destinations to comprehensively collect and integrate Related information.

4.3 It is necessary to establish contact with surrounding communities and provide channels for community residents to participate in tourism information consultation services.

4.4 Graphic symbols that meet the requirements of GB/T 10001.1 on "information services" (i) should be provided.

4.5 Services that meet the requirements of low-carbon, energy-saving, green and sustainable development should be provided.