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

GB/T 47540-2026

**Requirements for senior tourism services provided by travel
agencies**

旅行社老年旅游服务要求

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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. 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: Beijing Union University, Beijing Pengdingxin Culture Communication Co., Ltd., and Qinghai Xinjingjie Culture Tourism Service Co., Ltd. Company, Xing'an Vocational and Technical University, Shanghai Puwuye Information Technology Co., Ltd., China Travel Service Association, Beijing Huanyu Brothers International Culture Media Co., Ltd. Limited Liability Company. The main drafters of this document are: Chen Xianfeng, Mou Lin, Liu Qing, Ge Xueliang, Wu Ning, Wen Wendi, Liu Xiangyang, Kong Lei, Zhang Chi, Yin Peifeng, and Li Lanfeng. Xiang Dan, Liu Wei, Gao Jiangjiang, Liu Qinyun, Liu Nian, Gao Jingjing, Gao Aijun, Zhao Lijun, Mulan, Chelimuge, Zhao Liping, He Xiaolong, Li Zixuan Qian Qingjiang. Requirements for travel agencies providing senior citizen tourism services

1.Scope This document specifies the product design requirements, service provision requirements, safety and emergency response requirements, and other aspects for travel agencies organizing tourism activities for senior tourists. Requirements for management, service improvement, and complaint handling. This document applies to domestic group tours and outbound group tours provided by travel agencies within the People's Republic of China to senior citizens. For reference in tourism services.

4 Product Design Requirements

In addition to meeting the requirements of

5.4 in GB/T 31385-2015 and

4.3 in GB/T 32942-2016, senior citizen tourism products should also meet the following requirements. The following requirements are sufficient.

- a) It conforms to the physiological and psychological characteristics of elderly tourists;
- b) Customized itineraries based on the travel safety and health conditions of elderly tourists;
- c) Design themed activity routes based on traditional festivals, folk customs, and other activities;
- d) The itinerary is at a relaxed pace, with reasonable rest stops along the way;
- e) Passenger transportation is moderately spacious.

5.1 Basic Requirements

5.1.1 Travel agencies shall comply with the requirements of Chapter 4 of GB/T 31385-2015 and Section

4.4 of GB/T 32942-2016.

5.1.2 Travel agencies should assign qualified senior tourist reception specialists and senior tourist safety officers. When organizing tours, travel agencies should ensure that senior tourists are properly greeted and cared for. When the number of tourists is 10 or more (including 10), a safety officer for elderly tourists should be assigned, and the safety officer should be assigned according to the number of elderly tourists at the time of group formation. The number of travel safety officers for elderly tourists should be appropriately increased.

5.1.3 Travel agencies should regularly train their senior tourist reception specialists and senior tourist safety officers through training institutions. Tourism service knowledge and skills training, and passing the assessment.

5.1.4 Travel agencies should possess basic smart tourism information service capabilities

to meet the basic information needs of elderly tourists.

5.2 Reception Service Requirements

5.2.1 Travel agencies should provide elderly tourists with a variety of consultation and reception services to choose from, such as in-store, online, and telephone.

5.2.2 When promoting senior citizen tourism products, travel agencies should provide detailed written materials regarding the product content, pricing, etc. The font size and style of the materials should be suitable for elderly tourists to read. Magnifying glasses, reading glasses, etc., can be provided to meet the special needs of elderly tourists.

5.2.3 Travel agencies should advise elderly tourists to choose travel products based on their own health conditions.

5.2.4 Travel agencies should provide detailed information on travel accident insurance products and their applicable groups, and remind elderly tourists to purchase travel accident insurance.

5.2.5 When signing contracts with elderly tourists, travel agencies should carefully collect relevant information about the elderly tourists and prepare [a necessary document/form] for them. Portable information card. The information card includes, but is not limited to, the following.

- a) Name and age of the elderly tourist;
- b) Personal health condition;
- c) Routine medications and medical history;
- d) Information that needs to be filled out by the applicant, including blood pressure, blood sugar, presence of heart disease, presence of internal fixation devices, allergies to certain medications, and serious illnesses;
- e) Personal communication methods;
- f) Emergency contact person and contact information;
- g) Contact information for tour guides and senior tourist safety officers;
- h) The license plate number of the car you are traveling in.

5.3.1 Catering and Accommodation Services

5.3.1.1 Travel agencies should provide meals that are suitable for the characteristics and needs of elderly tourists.

5.3.1.2 The accommodation facilities arranged by the travel agency shall comply with the provisions of Chapters 5 to 9 of GB/T 14308-2023 and GB/T 38547- According to the

provisions of Chapters 4-8 of 2020 and Chapters 5-9 of GB/T 41648-2022, single rooms are not recommended, except for those with special needs. except.

5.3.2 Transportation Services

5.3.2.1 Travel agencies should promptly inform elderly tourists of their boarding times and precautions for flights, ships, and buses.

5.3.2.2 The tourist bus carriers arranged by travel agencies shall comply with the provisions of GB/T 26359.

5.3.2.3 Travel agencies should choose transportation methods such as special buses, special trains (carriages), chartered planes, and chartered ships for senior citizens.

5.3.3 Tour Services

5.3.3.1 Travel agencies shall provide scenic area tour services in accordance with the provisions of

7.3 in GB/T 35560-2025.

5.3.3.2 Travel agencies should select tourist destinations with barrier-free facilities and should not arrange high-risk or high-intensity tourism projects.

5.3.4 Shopping Services

5.3.4.1 Shopping services provided by travel agencies shall comply with the requirements of GB/T 26356.

5.3.4.2 Travel agencies should not arrange temporary shopping activities during the itinerary without the elderly tourist's written request.

5.3.5 Services for Senior Tourists

5.3.5.1 Travel agencies should train and assess their senior tourist reception specialists to ensure they possess the service capabilities to receive senior tourists and guide them accordingly. They earnestly fulfilled their duties.

5.3.5.2 The travel agency's designated senior tourist reception staff should guide senior tourists in completing information forms and handle any questions they may have. For inquiries, queries, complaints, and other issues, and to provide feedback on relevant information and issues.

5.3.5.3 The travel agency's designated senior tourist reception staff should prepare materials before departure and provide information services during the trip.

5.3.6 Travel safety officer service for elderly tourists