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**CERTIFICATION AND ACCREDITATION INDUSTRY STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

RB/T 312-2017

**Requirements for service certification of tourist natural scenic
area
(English Translation)**

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Foreword

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

This standard is proposed and managed by the National Certification and Accreditation Administration.

This standard was drafted. Shanghai Institute of Quality Management Science, Shanghai Quality System Audit Center, Shanghai Beiheng Testing Technology Co., Ltd.

China Business Federation Professional Manager Research Committee, China Military United (Beijing) Certification Co., Ltd., Shanghai Municipal Commission, Shanghai Brigade Tourism Industry Association Tourist Attractions Branch, Qingdao Laoshan Tourism Group Co., Ltd., Mianyang Qiqushan Tourism Development Co., Ltd., Shanghai Chunqiu International Travel Agency (Group) Co., Ltd.

Introduction

With the further improvement of people's living standards, the demand for tourism has further increased, and tourism has become a national economy in China.

A pivotal industry. In the long run, tourism will remain a fast-growing industry for some time to come, and this will be a tourist attraction.

Further improvement and efficiency enhancement of district services pose new challenges, and it is necessary to convey the advantages of service and service capabilities to the vast number of tourists and society.

Information has gradually formed a market demand for its service certification.

This standard is intended to provide certification agencies with certification requirements and guidelines and methods for tourism scenic spots. Apply service blueprint (SB) technology and Service contact theory identifies and determines the service characteristics requirements of the scenic spots and their process management requirements, including

the service requirements given in Chapter 4 (ie Service characteristics requirements, including. parking services, entrance services, visitor center services, scenic area services and accessibility services, etc., Chapter 5 gives Management requirements, including. general requirements and specific requirements. Chapter 6 of this standard gives certification evaluation requirements, including.

Then, the authentication mode and the certification result, wherein the evaluation of the service characteristics introduced in the certification criteria uses the direct judgment method and the Likert 5-point scale Combined quantitative evaluation method, management audit introduces qualitative maturity evaluation method to ensure the validity and reliability of certification results, and promote Enter the level of social acceptance.

Tourism Natural Scenic Area Service Certification Requirements

1 Scope

This standard stipulates the normative requirements for service certification of tourism natural scenic spots, including service requirements, management requirements and service certification evaluation.

content.

This standard is applicable to the certification body to implement the tourism natural scenic area service certification activities, and also applies to the tourism natural scenic spot organization to regulate its services.

Activities, or seeking confirmation from the relevant parties (such as industry associations) of the organization for their compliance.

2 Normative references

The following documents are indispensable for the application of this document. For dated references, only dated versions apply to this article.

Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB 5768.2 Road traffic signs and markings - Part 2. Road traffic signs GB 8408 amusement machine and ride safety GB/T 10001.9 - Public information graphical symbols for signs - Part 9.

Division and Evaluation of Star Rating of GB/T 14308 Tourist Hotel GB/T 15566.9 Principles and requirements for setting up public information guidance systems - Part 9 GB/T 15566.11 Principles and requirements for setting up public information guidance systems - Part 11 GB/T 16766-2010 Tourism Basic Terms Division and Evaluation of GB/T 18973 Quality Levels of Tourist Toilets GB/T 19001 quality management system requirements

GB/T 19004-2011 Pursuing the organization's continuous success quality management method
GB 19402 Passenger Ground Cable Car Safety Requirements
GB/T 24001 Environmental Management System Requirements and User Guide
GB/T 26354-2010 Tourism Information Consulting Center Setup and Service Specifications
GB/T 26355-2010 Tourist Scenic Area Service Guide
GB/T 26356 Quality of service requirements for tourist shopping places
GB/T 26358-2010 Classification of tourist resorts
GB/T 27936-2011 Publications Terminology
LB/T 034 Scenic Area Maximum Carrying Capacity Verification Guide
RB/T 314-2017 Conformity Assessment Service Certification Model Selection and Application Guide

3 Terms and definitions

The following terms and definitions as defined in GB/T 16766-2010 apply to this document.

Tourist nature scenic *touristnaturalscenicarea* A scenic spot with mountains, rivers, lakes, oceans, forests, grasslands, deserts and other geological features and biological systems as landscapes (hereinafter referred to as the landscape) "Scenic" or "tourist scenic spot").