
**Tourism and related services —
Requirements and recommendations
for beach operation**

*Tourisme et services connexes — Exigences et recommandations pour
les opérations de plage*



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: Foreword - Supplementary information

The committee responsible for this document is Technical Committee ISO/TC 228, *Tourism and related services*.

Introduction

At present, there are no specific standards for beaches and very little guidance for beach management to help operators determine and plan for beach management. As a result, many beaches have not been developed or managed in a sustainable way, resulting in some loss of the natural beauty of the site and, consequently, a negative beach user experience. This International Standard seeks to provide guidance in helping to establish international benchmarks for beach management and safety.

The aim of this International Standard is to help beach operators make better-informed decisions about managing the beaches for which they are responsible, using a consistent approach based on best practice. In addition to general beach organization, this International Standard includes other important aspects, such as providing education and information on beach safety, signage, access and zoning, supervision and rescue, water quality and beach facilities.

Every beach is unique and has its own characteristics. A particular beach could be defined as a low activity beach for the majority of the year, but classified as high activity beach for two weeks of the year (e.g. during a high season or a carnival period), thus requiring a different management approach to be adopted and temporary features to be added. This International Standard covers both high activity beaches and low activity beaches, without a clear segregation of beach type.

The beach operator can apply specific features of this International Standard to a particular beach, as stipulated in the results of a beach risk assessment exercise. The beach risk assessment exercise is a simple way to help review the management and safety issues for each beach.

In order to determine how to implement this International Standard, it is intended that a robust risk management process is used which highlights the risks and hazards present at each beach and which identifies the appropriate control measures required to reduce the likelihood of frequency or impact (see [Clause 6](#)). The risk assessment also identifies the beach type (i.e. high activity beach or low activity beach).

Tourism and related services — Requirements and recommendations for beach operation

1 Scope

This International Standard establishes general requirements and recommendations for beach operators that offer tourist and visitor services. It provides guidance for both beach operators and users regarding the delivery of sustainable management and planning, beach ownership, sustainable infrastructure and service provision needs, including beach safety, information and communication, cleaning and waste removal.

This International Standard is applicable to beaches during the bathing season.

2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 7001, *Graphical symbols — Public information symbols*

ISO 20712-1, *Water safety signs and beach safety flags — Part 1: Specifications for water safety signs used in workplaces and public areas*

ISO 20712-2, *Water safety signs and beach safety flags — Part 2: Specifications for beach safety flags — Colour, shape, meaning and performance*

ISO 20712-3, *Water safety signs and beach safety flags — Part 3: Guidance for use*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

3.1

accessible beach

beach (3.3) that fulfils a number of requirements which make it safe to use by people with specific needs

3.2

bathing season

period of the year in which beach services (3.13) are available and a significant presence of bathers is foreseen, taking into account local factors and risk assessment

Note 1 to entry: See 6.2 for information on risk assessment.

3.3

beach

natural or artificial area, formed by sand, gravel, pebble, rock or another material, that facilitates access to the water and the bathing area where leisure activities are carried out and where services (3.13) are provided by the *beach operator* (3.4)

Note 1 to entry: This does not include promenades, pedestrian paths or similar that are joined to, or adjacent to, the beach.