
**Tourism services — Industrial tourism
— Service provision**

Services touristiques — Tourisme industriel — Prestation de services



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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

Activities or visits to living companies and industrial heritage are two different and complementary realities of industrial tourism. Industrial tourism corresponds well to expectations tourists today, who look for authentic experimentation, original discovery and individual improvement through learning. The consumer is more proactive and wants to participate in the design of his own travel experience.

Understanding how a machine works, tasting a speciality or discovering the steps to make a particular product are examples of this type of tourism, which addresses customers who want to be better informed to make their own choices. Industrial tourism has the potential to generate unique experiences, combining knowledge, senses and emotions.

In a context of significant development of industrial tourism activities, professionals need to implement a quality approach for their services, giving them greater visibility and improving the confidence of visitors. Increasingly, the visit organizer will not be the company itself but an intermediary. The aim of this International Standard is to provide a list of service quality commitments, common to all industrial tourism sites, independent of type of service provider or the technical characteristics of the related site. The service provider's decision to receive visitors can be motivated by various reasons.

For the living industry, some of the benefits can be:

- promotion, by creating a new showcase that can help to create or enhance the brand image and contribute to customer loyalty and that associates a satisfying experience to the company;
- diversification of the core business of the company by creating new business lines;
- generation of added value, giving significance to a trade or a product;
- marketing, by opening a new sales channel to sell more quantity to a different public;
- market research, by having direct and immediate contact with customers and receiving first-hand their reaction to the product;
- transparency of processes, sharing knowledge with others;
- staff motivation, more identified with the values of the company through the integration in a common project;
- staff pride from the recognition of their work.

For the industrial heritage, benefits can seem less tangible, but appear more global:

- promotion of the identity and culture of a destination, through the enhancement of a new tourist alternative;
- economic revitalisation for areas affected by factory closures and job losses: the heritage recovery can represent the beginning of a new tourist development, completely different from the traditional activity, in which tourism becomes the main driving force;
- reuse of a patrimony, sometimes endangered, preserving and assigning it a tourist exploitation which also seeks investment returns;
- restoration and enhancement of industrial architecture, both for its aesthetic value and for constituting the testimony of an era;
- developing links between people, their heritage, their history and landscape, through participation in a common project of building the future from the past, generating a sense of belonging to a territory.

This International Standard covers a set of targets whose scope goes beyond strictly tourist implications. This International Standard is intended to encourage the implementation of industrial tourist activities, offering indirectly the service provider an action guide that highlights the critical elements to consider in a project of this nature.

Tourism services — Industrial tourism — Service provision

1 Scope

This International Standard establishes general requirements for industrial tourism offered by service providers intending to transmit knowledge of production, scientific and technical activities, both present and past, based on processes, know-how, products or services.

The requirements in this International Standard are applicable to all the services of industrial tourism (visits and additional offer), dealing with living industry, industrial heritage, or a combination of both, including the facilities and equipment related to such services, as well as their internal operation.

Technical specifications regarding tools and equipment used in these services are excluded.

2 Terms and definitions

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

2.1

company visit

visits to active production *sites* (2.6), which may be industrial, commercial, agricultural, craft men or service sites

Note 1 to entry: If the production site is not accessible for safety reasons, the visit can be to a discovery area nearby.

Note 2 to entry: The term “factory tour” can also be used for “company visit”.

2.2

industrial heritage

tangible and intangible assets used in the past to execute production activities or deliver services, testimonies of industrial culture with a historical, architectural, social, technological or scientific value

Note 1 to entry: Examples of tangible assets are industrial landscapes and *sites* (2.6), buildings and machinery, workshops, mills and factories, mines, warehouses, power plants, transport and social related facilities (e.g. housing, religious or education centres), monuments, artefacts or documents.

Note 2 to entry: Examples of intangible assets are working memory, processes, know-how, lifestyles, working conditions or cultural expressions.

2.3

industrial tourism

visit and activities to a *site* (2.6) allowing *visitors* (2.7) to understand processes and know-how belonging to the past, the present or the future

2.4

living industry

active entity operating production, scientific or technical activities

EXAMPLE Factories, laboratories, handcraft, farming, services.

Note 1 to entry: Production activities include both goods and services.

2.5

service provider

legal entity responsible for delivering *industrial tourism* (2.3) services

EXAMPLE Company, corporation, firm, enterprise, public or private institution, association, charity.