

Tourism and related services- Tourist Information Service – Requirements for Mountain Tourism

Reported by Yong Liu & Fang Lin
China



01 What is mountain tourism & mountain tourism information services?

01 What is mountain tourism & mountain tourism information services?

Mountain tourism is a type of tourism activity and behavior that

- utilizes mountainous environments as its main setting,
- focusing on mountain landscapes, regional microclimates, biodiversity, and traditional cultural activities of mountain residents as primary tourism resources.
- It includes various forms such as mountain sightseeing, leisure vacation, outdoor sports, health preservation, and cultural exploration.



01 What is mountain tourism & mountain tourism information services?

Mountain tourism information services refer to a series of services that provide various destination information for mountain tourism.



Mountain tourism information differs from general tourism information needs.

It requires additional information on

- Geographical and geological information
- regional microclimates (Temperature and humidity)
- Hiking and mountaineering guide
- Emergency rescue and health services
- Community cultural respect, etc.

02 Why we need mountain tourism information services?

02 Why we need mountain tourism information services?

Justification 1: Mountain tourism is a global industry growing in importance.

1/4

Mountainous areas cover approximately one-fourth of the total land area globally.

75%

75% of countries in the world have mountainous regions.

Mountain tourism accounts for approximately 20% of the total global tourism volume.

\$

Annual output
100 billion to 140 billion dollars



02 Why we need mountain tourism information services?

There is an increase of countries and regions starting to focus on the development of mountain tourism.

An international organization for mountain tourism has been established.



International Mountain Tourism Alliance

02 Why we need mountain tourism information services?

Many problems have arisen in international mountain tourism due to the lack of standardized guidelines.



- Tourist safety is difficult to guarantee
- Mountain environments face challenges
- The relationship between hosts and guests is hard to coordinate



02 Why we need mountain tourism information services?

Currently, there are no relevant international standards for mountain tourism.

The standards related to this standard (Adventure tourism-related standards published by ISO/TC228/WG7).

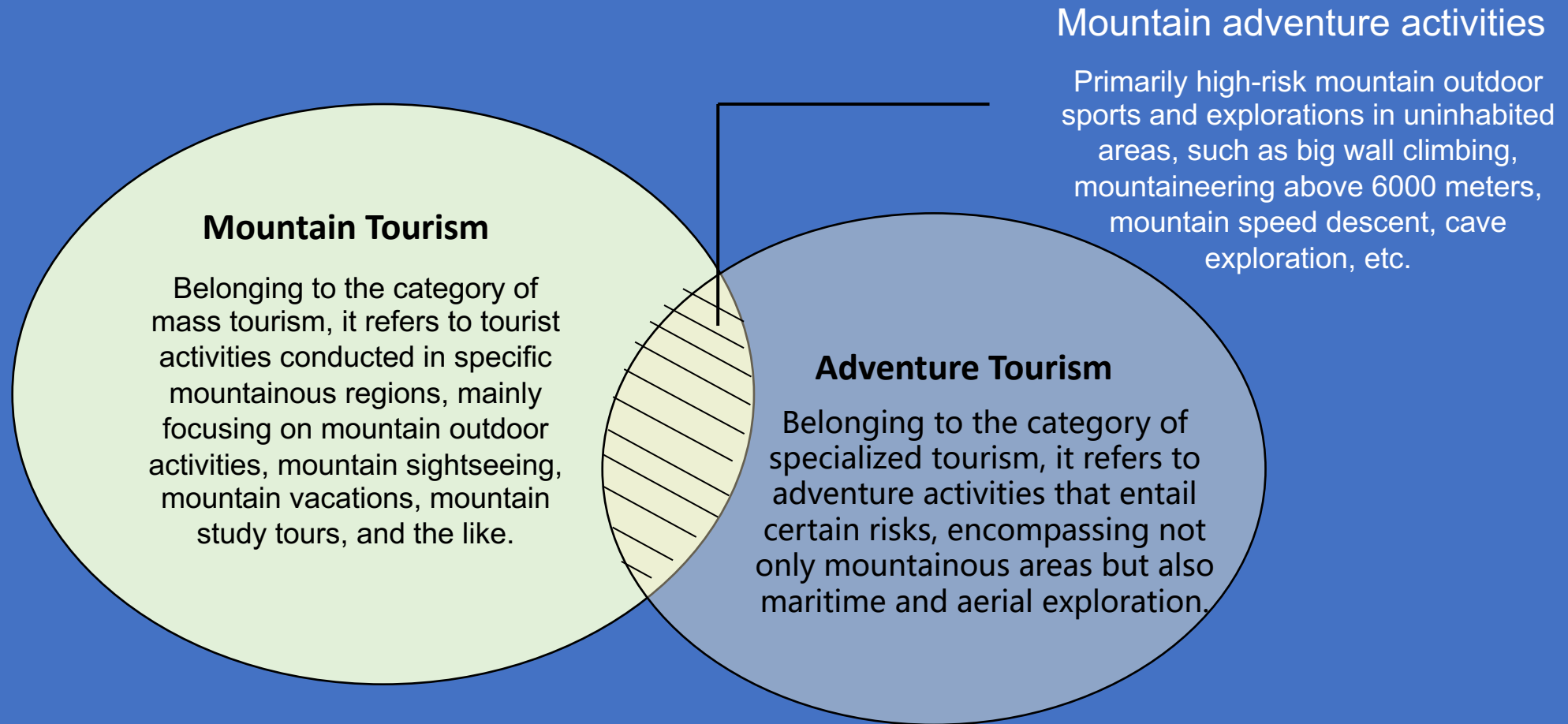
ISO 3021:2023 Adventure tourism
— Hiking and trekking activities —
Requirements and
recommendations

ISO 21103:2014 Adventure
tourism — Information for
participants

The standards published by WG7 focus on adventure activities and service providers rather than on mountain tourism destinations.

02 Why we need mountain tourism information services?

The differences and connections between Mountain tourism and Adventure tourism.



02 Why we need mountain tourism information services?

The difference between Adventure Tourism Standards and this Mountain Tourism Standard.

ISO 21102 Adventure tourism — Leaders — Personnel competence

- 4 Role of the leader
- 5 Expected results
- 6 Competencies
- 7 Qualifications, maintenance and improvement of competencies



ISO 21103 Adventure tourism — Information for participants

- 3 Communicating information
- 4 Information before the adventure tourism activity
- 5 Information supplied during the adventure tourism activity
- 6 Information supplied after the adventure tourism activity



Tourism and related services - tourist information service - requirements for mountain tourism

- 4 Information services
- 5 Service requirements
- 6 Facilities and equipment
- 7 Service personnel
- 8 Safety assurance and emergency rescue
- 9 Complaint handling

03 Potential proposal

03 Potential proposal (Detailed outline See Annex)

1 Scope

2 Normative references

3 Terms and definitions

3.1 Mountain tourism

3.2 Ice and snow mountain
tourism

3.3 Rocky mountain tourism

3.4 Water-crossing mountain
tourism

4 Information services

4.1 Basic requirements

4.2 Information provision method

4.3 Language of information provision

4.4 Timing of information provision"

4.5 Information provided

4.5.1 Snow and ice mountain tourism

4.5.2 Rocky mountain tourism

4.5.3 Water-crossing mountain tourism

5 Service requirements

6 Facilities and equipment

7 Service personnel

8 Safety assurance and
emergency rescue

9 Complaint handling

Annex A: Outline of Tourist and related services- Tourist information services-Requirements for Mountain Tourism

1.Back ground introduction

Mountain tourism is a type of tourism activity which takes place in a defined and limited geographical space such as hills or mountains with distinctive characteristics and attributes that are inherent to a specific landscape, topography, climate, biodiversity (flora and fauna) and local community. It encompasses a broad range of outdoor leisure and sports activities.

With mountains accounting for about one quarter of the world's total land area and 75 percent of the world's countries having mountainous terrain, mountainous regions are of great geographical importance and resource richness. Mountain tourism originated in Europe, expanded to North America and then developed worldwide. As the mountain formations are different, the way of mountain tourism is also different, such as Europe to the Alps as the main body, the formation of mountain hiking and skiing-based mountain sports tourism; North America is a mountain holiday and canyon adventure as the leading. The development of the world's mountain tourism practice basically takes outdoor sports as the mainstream, and gradually presents the characteristics of diversification of resources and products.

As people's desire to get closer to nature and pursue health continues to strengthen, mountain tourism is developing at an extraordinary rate, and according to the UNWTO, mountain tourism accounts for about 20 per cent of the total global tourism volume, with an annual total output value of US\$100 billion to US\$140 billion, and showing a year-on-year growth trend. In the post-pandemic era, people's tourism demand will pursue the close integration of health, low density, nature and other elements with tourism destinations, and mountain tourism will become more and more important in the global tourism development pattern.

2. Purpose and justification of the proposal

The purpose of this proposal is to set out minimum requirements for the provision of mountain tourism information services for TIS management organizations operating in different geographical, cultural and social environments.

Justification 1: Mountain tourism is a global industry growing in importance.

As per newly released data by Future Market Insights (FMI), mountain tourism is estimated at US\$ 4.9 billion in 2023 and is projected to reach US\$ 8 billion by 2033, at a CAGR of 5% from 2023 to 2033 according to Mountain Tourism Market Outlook (2023 to 2033).

Justification 2: Strengthening the safety and security of mountain tourism.

Mountain tourism's targeted consumers are higher than other types of tourism for tourism scene, diversification, immersion, and security needs and requirements. So, in order to protect the safety of mountain tourism participants, the information services provided by mountain tourism management agencies is different from that of general tourism information, but needs to be more professional, detailed and precise. At present, as there is no common international standard for the provision of additional information for mountain tourism, most of the management organizations provide information based on their own experience and ideas, but lack of scientific and timely advice, etc., which may easily lead to injuries of some mountain tourists, and inability to deal with emergencies and accidents in a timely manner.

According to the incomplete statistics of the China Mountaineering Association's Mountaineering Outdoor Sports Accident Seminar Group, there were 509 mountaineering outdoor accidents in China alone in 2021, with a total of more than 2,852 participants in the activities of accidents throughout the year and a total of 1,632 people involved in the accidents, of which two group accidents and 25 deaths were due to loss of temperature.

Justification 3: Ensure the ecological environment of the mountain tourism region.

Mountain tourism resources are fragile ecological environment, with integrated, associated, vulnerability and other characteristics, once

destroyed extremely difficult to restore and repair. Environmental management of mountain tourism is an important link in the development of mountain tourism, and the information services, functions and measures of environmental management of mountain tourism still need to be refined. Therefore, by standardizing the provision of information on mountain tourism, it will help assist in the scientific management of the mountain tourism environment and guide mountain tourism participants in a more environmentally friendly and safer way.

Justification 4: Ensuring the sustainable and synergistic development between mountain tourism and communities.

Community residents are the main stakeholders in the development of mountain tourism. Whether analyzed from the perspective of function or from the perspective of interest, community residents play an important and long-term role in the development of tourism areas. The mountain environment is the material environment on which mountain residents rely for their survival, and the development of mountain tourism has brought a series of negative impacts on the mountains, such as environmental pollution, overcrowding, social and cultural damage, price increases, and unfair distribution of tourism revenues. Therefore, by standardizing the provision of information on mountain tourism and guiding communities to participate in the development of mountain tourism, the socio-cultural environment and natural environmental resources of mountain tourism

areas can be more effectively protected, which is conducive to the sustainable use of mountain tourism resources.

3. Outline of this proposal

1 Scope

This document provides minimum requirements for the provision of mountain tourism information services provided by all types and sizes of management organizations operating in different geographical, cultural and social environments.

2 Normative references

3 Terms and Definitions

3.1 Mountain tourism

3.2 Snow and ice-based mountain tourism

Snow and ice-based mountain tourism is a form of mountain tourism that involves a variety of snow and ice-related activities in mountain or alpine areas in cold climates. This type of tourism usually takes place during winter and is often conducted in snow-covered mountain ranges, ski resorts or alpine areas. It mainly includes skiing, alpine mountaineering, ice fishing, snowshoeing, ice climbing, etc.

3.3 Rock-based Mountain tourism

Rock-based Mountain tourism is a form of mountain tourism that is characterized by tourists travelling to rocky areas to explore, experience and appreciate the natural landscapes, outdoor adventures and cultural

elements associated with rocky and mountainous landscapes. This type of tourism activity usually includes travelling to rocky terrain areas such as mountains, canyons, peaks, cliffs, streams, caves, etc., and is designed to provide tourists with opportunities to get close to nature, explore and learn. Rocky mountain tourism mainly includes mountaineering, rock climbing, hiking, rock skimming, cavern exploration, fly-over, mineral collection, photography, and cultural expeditions.

3.4 Water-related Mountain tourism

Water-related mountain tourism is a form of mountain tourism, which is mainly characterized by a variety of outdoor activities for tourists in natural landscapes and waters associated with water bodies (usually rivers, lakes, streams or waterfalls) in mountainous or alpine areas. It emphasizes the interaction between water bodies and mountain landscapes, and mainly includes items such as stream tracing, boating and rafting.

4. Information Provision

4.1 Snow and ice-based mountain tourism

Information on essential snow equipment such as boots, skis, snowmobiles, etc. Provide safety information on emergencies such as avalanches, hypothermia, and altitude sickness, informing them how to avoid hazards and cope with unexpected situations.

Timely weather forecasts should also be provided, including snowfall, temperature and wind speed. Visitors need to be aware of the likelihood of

weather changes in a mountain environment in order to make safe decisions.

4.2 Rock-based mountain tourism

Provide basic safety information such as the proper use of equipment, precautions, risk assessment and guidance on responding to emergencies in rock climbing, ice climbing and other rocky mountain tours.

4.3 Water-related mountain tourism

Provide basic safety information such as the proper use of equipment, precautions, risk assessment and guidance on responding to emergencies in speed and hazardousness of rivers, as well as local meteorological conditions.

5 Service requirements

5.1 General requirements

5.2 Information and promotion service

5.3 Information and promotion channels

5.4 Information source

6 Infrastructures

7 Staff and training

8 Safety, Security and Emergency Rescue

9 Complaints management