



# ISO 13009

## Tourism and related services

Requirements  
and recommendations  
for beach operation

First edition  
2015-01-15





## Our vision

To be the world's leading provider of high quality, globally relevant International Standards through its members and stakeholders.

## Our mission

ISO develops high quality voluntary International Standards that facilitate international exchange of goods and services, support sustainable and equitable economic growth, promote innovation and protect health, safety and the environment.

## This document was prepared by

ISO/TC 228, *Tourism and related services*

### Committee members

ABBS, ABNT, AENOR, AFNOR, AGANOR, AIPC, ASI, BDS, BIS, BNSI, BSI, BSJ, DBOS, DIN, DS, DSM, DTR, ESA, GEOSTM, GOST R, HZN, ICONTEC, ILNAS, IMANOR, INEN, INNOQ, INNORPI, IPQ, IRAM, ISIRI, ISME, KATS, KEBS, LST, MCCA, MSB, NBN, NEN, NSAI, OCC, SA, SABS, SAC, SASO, SBS, SFS, SII, SIS, SLBS, SNV, SON, TISI, TSE, TTBS, UNIT, UNMZ.

ANEC, EC, ECTAA, EFCO&HPA, GSTC, HOTREC, IAAPA, IATA, IH&RA, UNEP, UNWTO, WFTGA.

*This list reflects contributing members at the time of publication.*

*Cover photo credit: ISO/CS, 2015*

## Our process

Our standards are developed by experts all over the world who work on a volunteer or part-time basis. We sell International Standards to recover the costs of organizing this process and making standards widely available.

Please respect our licensing terms and copyright to ensure this system remains independent.

If you would like to contribute to the development of ISO standards, please contact the ISO Member Body in your country:

[www.iso.org/iso/home/about/iso\\_members.htm](http://www.iso.org/iso/home/about/iso_members.htm)

## Copyright protected document

All rights reserved. Unless otherwise specified, no part of this publication may be reproduced or utilized otherwise in any form or by any means, electronic or mechanical, including photocopy, or posting on the internet or intranet, without prior permission. Permission can be requested from either ISO at the address below or ISO's member body in the country of the requester:

© ISO 2015, Published in Switzerland

ISO copyright office  
Case postale 56 • CH-1211 Geneva 20  
Tel. +41 22 749 01 11  
Fax. +41 22 749 09 47  
copyright@iso.org  
www.iso.org

## Executive summary

- Tourism is one of the fastest growing economic sectors in the world and a key driver for socio-economic progress. According to the World Tourism Organization (UNWTO), in 2014 international tourism arrivals grew by 4,7% over the previous year to 1,138 billion tourists, while the tourism industry accounted for 9% GDP (direct, indirect and induced), one out of every 11 jobs and 6% of the world's exports.
- Considering the important impact tourism has on their economies, countries have much to gain from ensuring that visitors have a pleasant experience.
- ISO 13009 is the first specific standard for beaches. Before its publication, there was very little guidance to help beach operators determine and plan for beach management. As a result, many beaches have not been developed or managed in a sustainable way, often creating a negative experience for beach users.
- ISO 13009 seeks to provide guidance in helping to establish international benchmarks for beach management and safety. By using it, beach operators will be able to make better-informed decisions about managing the beaches for which they are responsible, using a consistent approach based on best practice.
- Beach operators can apply specific features of ISO 13009, depending on the type of beach concerned, or whether it is a high or low activity beach (which might change at different times of the year).
- In addition to general beach organization, it 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.

# Contents

Page

<b>Foreword</b> .....	<b>vi</b>
<b>Introduction</b> .....	<b>vii</b>
<b>1 Scope</b> .....	<b>1</b>
<b>2 Normative references</b> .....	<b>1</b>
<b>3 Terms and definitions</b> .....	<b>1</b>
<b>4 General requirements and guidance for managing beaches</b> .....	<b>4</b>
4.1 General.....	4
4.2 Benefits of standard compliance.....	5
4.2.1 Benefits.....	5
4.2.2 Risks.....	5
4.3 Linking beach operation with hazard management.....	6
4.4 Beach ownership.....	6
4.5 Planning.....	7
4.5.1 Identification of health risks.....	7
4.5.2 Emergency planning.....	7
4.5.3 Beach operation, organization plan and maintenance.....	8
4.6 Stakeholder communication.....	10
4.7 Promoting the beach.....	10
4.8 Performance measurement.....	11
4.9 Customer satisfaction and feedback compilation.....	11
<b>5 Infrastructure</b> .....	<b>11</b>
5.1 General.....	11
5.2 Permanent infrastructure.....	12
5.2.1 Sanitary services.....	12
5.2.2 Drinking water.....	14
5.2.3 Lockers and changing facilities.....	14
5.3 Temporary infrastructure.....	14
5.3.1 Beach shade.....	14
5.3.2 Beach infrastructure.....	14
5.4 Access to the beach.....	15
5.4.1 General.....	15
5.4.2 Responsibilities.....	15
5.4.3 General requirements concerning accessibility.....	15
5.4.4 Car park.....	16
5.4.5 Prohibitive vehicle access.....	16

<b>6</b>	<b>Service provision</b> .....	<b>16</b>
6.1	Information services.....	16
6.1.1	Information about the services provided at the beach.....	16
6.1.2	Tourist information.....	18
6.1.3	Tariffs and levies.....	18
6.1.4	Information about codes of conduct.....	18
6.1.5	Information about safety.....	18
6.1.6	Sanitary/environmental information.....	19
6.2	Beach safety services.....	19
6.2.1	General.....	19
6.2.2	Responsibilities.....	20
6.2.3	General requirements.....	21
6.2.4	Planning and monitoring risk.....	21
6.2.5	Control measures.....	22
6.2.6	Signage, flags and zoning.....	22
6.2.7	Lifeguards and first aid services.....	24
6.2.8	Public rescue equipment and emergency communications.....	26
6.2.9	Beach evacuations and closure.....	27
6.3	Beach cleaning and waste removal.....	27
6.3.1	General.....	27
6.3.2	Planning requirements.....	27
6.3.3	Cleaning installations and equipment.....	28
6.3.4	Waste disposal, collection and recycling.....	29
6.4	Commercial services.....	30
6.4.1	General.....	30
6.4.2	Food and drink.....	31
6.4.3	Sunbeds and sunshades.....	31
6.4.4	Sports and leisure activities.....	31
	<b>Annex A (informative) Carrying capacity concept</b> .....	<b>32</b>
	<b>Annex B (informative) Bathing water quality</b> .....	<b>34</b>
	<b>Annex C (normative) Check list of minimum requirements for services and infrastructure</b> .....	<b>35</b>
	<b>Annex D (informative) Examples of beach shade materials</b> .....	<b>38</b>
	<b>Annex E (informative) Lost and found persons</b> .....	<b>41</b>
	<b>Bibliography</b> .....	<b>44</b>

## 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](http://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](http://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*.

**This is a free preview. Purchase the entire publication at the link below:**

- 
- ▶ Looking for additional Standards? Visit [SAI Global Infostore](#)
  - ▶ Subscribe to our [Free Newsletters](#)
  - ▶ Do you need to [Manage Standards Collections Online?](#)
  - ▶ Learn about [LexConnect, All Jurisdictions, Standards referenced in Australian legislation](#)
  - ▶ Do you want to [know when a Standard has changed?](#)
  - ▶ Create safe work processes for the workplace with our [Safe Work Method Statements](#)

Learn about other SAI Global Services:

- ▶ [LOGICOM Military Parts and Supplier Database](#)
- ▶ [Metals Infobase Database of Metal Grades, Standards and Manufacturers](#)
- ▶ [Materials Infobase Database of Materials, Standards and Suppliers](#)
- ▶ [Database of European Law, CELEX and Court Decisions](#)

---

Need to speak with a Customer Service Representative - [Contact Us](#)