

Notice on the Publication of *The Outline for National Tourism and Leisure (2013-2020)* by the General Office of the State Council

The people's governments of all provinces, autonomous regions and municipalities, ministries and commissions and institutions directly under the State Council,

The Outline for National Tourism and Leisure (2013-2020) approved by the State Council has been printed and distributed to you. Please implement it conscientiously.

2 February 2013

The Outline for National Tourism and Leisure

(2013-2020)

The outline is developed on the basis of *The Opinions of the State Council on Speeding up the Development of the Tourism Industry* (Guofa (2009) No.41) to meet the people's growing needs in tourism and leisure, promote the healthy development of the tourism and leisure industry, and build a Chinese-style national tourism and leisure system.

I. Guiding Principles and Objectives

1. Guiding principles

Guided by Deng Xiaoping Theory, the important thought of “Three Represents”, and Scientific Thinking on Development, we take the thought of meeting the people's growing needs in tourism and leisure as our starting point and ultimate goal in line with the overall requirements for completing the building of an initially prosperous society in China. We will be committed to putting the people and their safety first, improving people's livelihood, encouraging green consumption, promoting healthy, civilized and environment-friendly ways in tourism and leisure, and improving and expanding national tourism and leisure for social harmony and better quality of life.

2. Objectives

By 2020, we will basically put in place a paid annual leave system for employees; urban and rural residents' consumption in tourism and leisure will enjoy substantial growth; healthy, civilized and environment-friendly ways of tourism and leisure will be widely accepted by the public; the quality of national tourism and leisure will improve remarkably, and a modern national tourism and leisure system required by an initially prosperous society will be set up.

II. Major Tasks and Measures

3. Sufficient time for national tourism and leisure

In enforcing *Regulations on Paid Annual Leave for Employees*, we will encourage governmental agencies, social organizations, enterprises and public institutions to help their employees to make flexible time arrangements on their annual paid leave, while improving measures to ensure employees of private, non-profit and individually-owned businesses having paid holidays. We will step up supervision on the implementation of paid annual leave, and legal aid to protect employees' interests in having rest days. While the total days of holidays remains unchanged, universities and colleges may adjust their winter and summer holidays according to their actual conditions, and local governments may explore spring or autumn holidays for local primary and middle schools.

4. Better environment for national tourism and leisure

Public museums, memorial halls and sites for patriotic education will gradually open to the public for free. City parks should be open for free in fixed time. Ticket prices for city parks and other scenic spots and areas will remain stable and gradually become lower. We will implement favorable policies such as free entry and ticket price reduction for such groups as minors, college students, teachers, seniors, servicemen, and people with disabilities. We will encourage to set up public free days. Study tours for primary and middle school students will be gradually introduced. Local governments should incorporate tourism transport into their local public transport systems and improve its services. Enterprises will be encouraged to provide their employees with tourism and leisure as reward and welfare benefits, and tourism businesses will be encouraged to give flexible and favorable treatment to tourists.

5. Improved infrastructure for national tourism and leisure

We will step up the building of city parks, leisure streets and areas, recreation belts around metropolis, and distinctive tourism villages and towns to increase leisure space for residents. We will promote tourism and leisure infrastructure such as family inns, and budget hotels for seniors and young students. We will support the development of motels, camps for self-drive and recreational vehicles, and ports for cruise liners and yachts. We will better protect parks, afforested lands, and other public leisure space, and order those who occupy public tourism and leisure

resources for other purposes to correct themselves in a time limit. We will move faster in making public space more accessible, and gradually improve disabled-friendly information services such as voice prompt and Braille signs in streets, scenic areas and other places.

6. Product development and activity organization of national tourism and leisure.

We will encourage rural vacation close to cities, and vigorously develop tourism and leisure products such as bicycle tourism, self-drive tourism, sport and fitness tourism, medical and healthcare tourism, hot spring and snow tourism, and cruise liner and yacht tourism while promoting fine traditional culture. As we vigorously develop red tourism, we will make its classic scenic areas and choice tours more appealing and influential. To meet diverse needs, we will develop tourism and leisure products for different groups of people such as seniors, women, children and people with disabilities; we will develop tourism and leisure products popular among rural residents such as urban leisure, city sightseeing, cultural recreation, and popular science education; we will also develop such consumer products as cultural performance, healthcare and fitness, and leisure and shopping. We will encourage schools to organize extracurricular travel activities for students, and improve the liability insurance system of school travels. We will intensify research on basic theories, product development and industrial development of tourism and

leisure, step up R&D of tourism infrastructure and equipment, and increase the role of science and technology in tourism and leisure products.

7. Well-developed public services for national tourism and leisure

To phase in a convenient and practical tourism information service system, we will strengthen information disclosure of tourism and leisure services and safety risk information on tourism and leisure destinations, improve public tourism websites, build tourism information centers in public spaces such as airports, railway stations, bus stations, ports, expressway service areas, and commercial areas, and improve the functions of tourism service hotlines. We will improve the road sign system, and provide more and better tourism transport services in railway, highway, waterway transport and civil aviation. We will enhance safety and hygiene in tourism and leisure, improve our capability to handle emergency, and beef up the rescue system for tourist safety. We will give priority to training particularly for staff and volunteers in scenic areas in providing barrier-free services to people with disabilities. We will innovate education models in tourism and leisure industry, improve the quality of higher education and vocational education on tourism and leisure, and move faster in training urgently-needed tourism professionals.

8. Enhanced service quality in national tourism and leisure

We will develop service and quality standards in tourism and leisure, improve the supervisory system on the safety, order and quality of tourism and leisure activities, and enhance the quality guarantee system of national tourism and leisure. We will promote good-faith operation and help strengthen self-discipline in the tourism industry. Communication and coordination will be strengthened across sectors and regions and through diverse channels in cracking down on illegal activities such as cheating and ripping off customers and price fraud that seriously undermine the interests of customers. We will promote the supervisory role of the public and the media, ensure smooth channels to make complaints, and establish a fair and efficient mechanism to handle such complaints in the tourism industry. We will protect the legitimate rights and interests of operators and customers according to the law, and uphold a fair play field in the tourism and leisure market.

III. Organization and Implementation

9. Strong leadership and organization

Development and reform commissions and tourism departments are responsible for the organization, coordination and supervision in the implementation of this outline. All relevant departments should incorporate tourism and leisure into their scope of work. Social organizations such as trade unions, communist youth league organizations,

women's federations and relevant industrial associations need to play their part to jointly promote national tourism and leisure.

10. Sound planning and guidance

National tourism and leisure should be incorporated into economic and social development plans at all levels as well as into development plans of relevant industries and departments. More guidance will be given to different regions when they develop their tourism and leisure sectors, and regions with right conditions will be encouraged to develop plans by themselves. In overall urban and rural planning, due consideration should be given to lands for tourism and leisure and its facilities, and its layout be improved.

11. Vigorous policy support

We will gradually increase financial input into public service infrastructure for tourism and leisure. Non-governmental sectors will be encouraged to invest in tourism and leisure facilities, and develop distinctive tourism tours and high-quality tourism and leisure products. We will encourage and support non-governmental leisure facilities and patterns such as private museums, academies of classical learning and art, exhibition halls, sports and fitness center, music rooms and handicraft. We will follow through on the governmental policy to support micro, small and medium-sized enterprises.

12. Strong supervision and regulation

Local governments, according to this outline, should strengthen tourism market regulation and step up comprehensive law enforcement to ensure laws, regulations and standards related to tourism and leisure are effectively enforced.

Cc: all departments of CPC central committee, governments of cities specially designated in the state plan, and the General Office, departments, service headquarters and military area commands of the Central Military Commission.

The General Office of the NPC Standing Committee, the General Office of CPPCC National Committee, the Supreme People's Court and the Supreme People's Procuratorate.

Central committees of non-communist parties.

Printed and distributed by the Secretariat Bureau of
the General Office of the State Council

5 February 2013