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Tourism and related services — Tourist information services — Requirements and recommendations

Tourisme et services connexes — Services d'information touristique — Exigences et recommandations

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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 document 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).

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This document was prepared by Technical Committee ISO/TC 228, *Tourism and related services*.

This second edition cancels and replaces the first edition (ISO 14785:2014), which has been technically revised.

The main changes are as follows:

— the document has been updated to include requirements and recommendations for online tourist information services;

— new services which have emerged from the development of digital technologies have been added;

— the annexes have been restructured, completed and become normative.

Any feedback or questions on this document should be directed to the user’s national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

Tourist information offices (TIOs) are physical facilities where information services are provided to tourists. TIOs are governed by management organizations, in coordination with stakeholders, who are responsible for defining and implementing tourist information services and the promotion strategy of the destination.

The first edition of this document described requirements for onsite facilities and services. Due to rapid technological and internet advancements, management organizations have started to present tourism information both onsite and online. It was therefore necessary to update this document with requirements and definitions concerning online tourist information services. It was also necessary to highlight the important value of the human side of services provided onsite, which offers a differential value to tourist information services.

This second edition of ISO 14785 defines the service scope, service content and service quality of TIOs in order to offer management organizations with updated and comprehensive tool covering all information services offered both onsite and online. This document is intended to help to improve the competitiveness of TIOs and to enable them to better respond to the new needs and challenges brought by the continuous development of the tourism industry.

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Tourism and related services — Tourist information services — Requirements and recommendations

1 Scope

This document provides minimum quality requirements and recommendations for onsite tourist information services located at the destination, online tourist information services or both. This document is applicable for management organizations responsible for tourism information services at the destination.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

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

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1
tourist information office
TIO
physical facility where *tourist information services* (3.2) are provided either onsite or online with the aim of meeting and improving the *tourists'* (3.7) expectations once they are at the destination

3.2
tourist information service
TIS
activities carried out by a *management organization* (3.4) at the destination aimed at promoting its tourist offer and providing information

Note 1 to entry: Tourist information services can be offered on physical facilities (tourist information offices) or online.

3.3
stakeholder
individual, group, organization or authority involved in the *TIS* (3.2) value chain

Note 1 to entry: Stakeholders can be grouped into the following major categories:

— national or regional public administrations [including national tourism administrations (NTAs), national or regional tourism promotion boards, destination management organizations (DMOs), municipalities, public entities in charge of infrastructure polices, development and legislative or regulatory frameworks, organizations or professionals working in the field of cultural heritage management and protection];

— travel and tourism industry stakeholders [investors in destinations and tourism industry, travel and tourism businesses, especially small and medium enterprises (SMEs) across the tourism sector: transportation, accommodation, tour operators and travel agencies, transport manufacturers, hospitality and catering, other tourism providers and trade associations];

— enterprises and organizations from the support sectors: for example, companies entrusted with the execution of construction works within destinations, architects, developers and promoters of support tools and services for

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