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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

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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.

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

people with specific access requirements, and companies or professionals operating in the area of information and communication technology (ICT);

— end users (i.e. tourists and the local population with or without specific access requirements).

[SOURCE: ISO 21902:2021, 3.16, modified — "tourism destinations" was removed.]

3.4
TIS management organization
organization responsible for defining and implementing the *tourist information services* (3.2) and the promotion strategy of the destination

3.5
accessibility
provision of conditions that enable products, systems, services, environments and facilities to be used everywhere by people from a population with the widest range of user needs, characteristics and capabilities, with safety, comfort and autonomy

[SOURCE: ISO 21902:2021, 3.1, modified — Note 1 to entry was removed.]

3.6
accessible tourism
form of tourism that involves a collaborative process with stakeholders that enables people with access requirements including mobility, vision, hearing and cognitive dimensions of access to function independently and with equity through the delivery of universally designed tourism products services and environments

[SOURCE: ISO 21902:2021, 3.3, modified — "universal design" was removed.]

3.7
tourist
user
person who uses the different facilities and services provided by a tourist organization

[SOURCE: ISO/PAS 5643:2021, 3.3, modified — "visitor, customer, guest" was removed.]

4 Information services

4.1 Information and promotion channels

The TIS management organization shall define the information to provide, the promotional activities to carry out and the channels to communicate with each tourist target group.

The TIS management organization, regardless of whether the service is offered onsite, online or both, shall include among its defined channels at least the following: online platform (e.g. website), email and contact telephone.

According to the selected channels, the management organization shall enable its staff to access the necessary technology, and to define the operations and accessibility requirements to be carried out through each communication channel.

4.2 Information provision

The TIS management organization shall have a database of the main sources considered to be legal, reliable sources of tourist information. This database can be internal or shared with other public or private bodies. It shall be updated at least once a year.

The TIS management organization shall provide general and specific information, considering the interest and needs of its different tourist target groups. The information shall not be biased by private interest and shall be offered in an impartial way. The information shall cover the following:

a) contact details of the destination tourist offices. The location of the TIO(s) in the destination shall be clearly and visibly indicated on the tourist map(s), website and printed TIO information, if available. In the case of online TIS with or without infrastructure at the destination, means to interact with the tourists shall be ensured (e.g. through contact e-mail);

b) the destination, including location (map), description, features, opening hours and accessibility conditions services (e.g. accessible accommodation, restaurants, transport, tours and activities) and tourist attractions (e.g. accommodation, transport, restaurants, museums, heritage sites and shopping areas).

c) tourist itineraries (e.g. art deco itinerary, luxury shopping itinerary) at the destination;

d) transportation terminals, routes and timetables (arrivals and departures), and information related to transportation;

e) parking areas nearby the tourist attractions at the destinations (e.g. website, social media);

f) events calendar (e.g. recreational, cultural, festival, sporting or leisure business events), including date, venues and contents for each event;

g) tourist service providers: accommodation, restaurants, tourist guides, currency exchange, translators, rental services, travel agencies, etc. and their contact details. The TIS management organization shall provide information about legal tourist providers only. The TIS management organization can provide information about certification(s) (e.g. quality, sustainability, environmental, safety and/or security certifications) of tourist resources or organizations;

h) safety, security, environmental and other relevant recommendations and regulations at the destination (e.g. presence of poisonous plants/wild animals, precaution for solo travellers, presence of pickpockets);

i) ethics code at the destination[12];

j) emergency/health services contact details (e.g. hospitals, pharmacies, ambulances, fire services, police, safety and health issues, insurance services);

k) weather forecast;

l) contact details of other services that might be relevant for the tourist (e.g. banks, tax-free agencies, lockers, lost and found);

m) frequently asked questions (FAQ) (e.g. passport, visa information, currency, credit cards and money);

n) other relevant services: charging services (e.g. mobile, cars, transport cards), parcel storage, pet storage, children's car and wheelchair rental, etc.

The TIS management organization shall

— define the format in which information a) to n) has to be provided,

— be able to offer different formats if requested (e.g. digital documents, online information on screen readers, paper, etc.),

— offer printable digital contents on the website with regards to sustainable practices,

— be able to send basic information (e.g. maps) upon request,

— offer printed basic information free of charge at the TIO,

— update the information online, onsite or both regularly, at least once a year, regardless of the mean by which it is displayed, and

— establish a procedure for managing the supply of leaflets, written and digital material supply.

4.3 Service languages

The TIS management organization shall define the languages in which the information and promotion services shall be offered. At least one international foreign language shall be used, according to the identified tourist target groups. The number of international foreign languages used shall be increased according to the needs of the tourist target groups.

This shall include the information provided either online or onsite on the different formats and channels available (e.g. digital documents, automated chatbot, telephone).

5 Destination promotion

The TIS management organization shall define a marketing strategy at the destination, that guarantees the involvement of different destination stakeholders during the development of the marketing strategy. This marketing strategy shall include all of the tourist attractions on offer at the destination and shall be based on the result of the analysis of the following:

a)   information concerning the destination;

b)   tourists' needs and growing demands;

c)   strengths, weaknesses, opportunities and threats (SWOT) analysis of the destination.

The TIS management organization shall define the promotional activities to be developed according to the defined strategy.

The website of the destination shall be used to collect and integrate all tourist resources, information and offers available at the destination (see list in 4.2), to facilitate coordination and communication of stakeholders, and to create destination awareness amongst tourists in order to attract target market travellers.

The TIS management organization shall develop and distribute, according to a predefined strategy, contents and promotional material through onsite or online channels, in support of the marketing strategy.

6 Service requirements

6.1 General requirements

The TIS management organization shall offer information about the destination, tourist products and service providers at least through a website or TIO.

When providing the information service, the following provisions shall apply:

a)   The TIS management organization shall define and communicate the information service hours, both for online and for onsite services (i.e. for each tourist information office at the destination), considering the number of tourists, tourist activities and seasons, when applicable.

b)   The attention/response procedure both for telephone, online and onsite services shall be defined. This procedure shall include the courtesy rules to be applied when the staff interacts with tourists. Telephone calls should be answered before the fourth tone. Digital interaction should not exceed 24 working hours. Tourist service, specifically face-to-face, shall be given priority over any other activities.

c)   Staff shall be identifiable

1)   in the case of onsite services, the staff shall use a badge or specific clothes/garments. It is recommended to identify the international languages used by the staff (e.g. tag), and

2)   in the case of calls and digital interaction, the staff shall give the name of the destination.