



ISO 14785

Tourist information offices

**Tourist information and
reception services
Requirements**

**TOURIST
OFFICE**

OPE

First edition
2014-04-01



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ISO/TC 228 *Tourism and related services*

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Executive summary

- Tourism is one of the fastest growing economic sectors in the world and a key driver for socio-economic progress. According to UNWTO, in 2012 international tourism arrivals grew by 5% to 1.087 billion tourists and the tourism industry accounted for 9% GDP (direct, indirect and induced), 1/11 jobs and 6% of World's exports.
- With such an important impact on the economy, countries have much to gain from ensuring that travellers have a pleasant experience during their visits.
- More often than not, Tourist Information Offices are the welcoming point for travellers, and therefore responsible for generating first impressions of a tourist destination.
- The role of tourist information offices is key, since they act as an interface between service providers and tourists receiving complaints and suggestions, and providing helpful guidance whether face-to-face, in print or via the Internet.
- Therefore, the quality of the service provided and the information given may be determinant in shaping the experience of a visitor.
- This standard will help ensure a consistent level of service from tourist information offices, of any type and size, whether publicly or privately operated, regardless of destination.

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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 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).

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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*.

Introduction

Many tourist information offices (TIO) are run by public administrations. There are also TIOs that are operated privately, and these ideally work in partnership with the relevant tourist authorities. The administrations that control TIO units can apply for implementation for all units or some of them.

1 Scope

This International Standard establishes minimum quality requirements for services provided by tourist information offices (TIO) of any type and size, whether publicly or privately operated, in order to satisfy visitors' expectations.

2 Terms and definitions

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

2.1

tourist information office

TIO

organization responsible for welcoming, advising visitor and promoting tourism-related activities

Note 1 to entry: Tourist information offices are also known as tourism information centres (TIC).

Note 2 to entry: This definition is also applicable to tourist information offices operated abroad or in other destination in the same country.

Note 3 to entry: Promotion can be done through brochures, leaflets and electronic supports.

2.2

visitor

customer who contacts (in person or by other means) a tourist information office

3 Service provision

3.1 Reception of visitors

3.1.1 Location and access

The most appropriate location of facilities and types of service shall be established according to the characteristics of the destination and visitor requirements.

The TIO shall be located where there is the most important flow of tourists.

NOTE Suitable locations include the town centre, tourist sites, transport arrival terminals and main access roads into the destination.

The TIO shall be easy to find, regardless of the means of transport used.

Access should be provided for people with disabilities.

Access to the TIO should be free of charge.

The TIO shall be sign-posted. Sign-posting shall be consistent in style and should comply with ISO 7001.

The TIO shall be visible by means of an "i" sign placed on or in front of the building, in accordance with local regulations (e.g. a sign or a banner). There shall be sign-posting to direct motorists, cyclists and pedestrians.

Maps and brochures published by the TIO shall indicate the TIO location.

Parking areas or nearby parking facilities shall be indicated (if available).

3.1.2 Opening times

The TIO shall define and document its opening timetable according to the number of visitors, tourist activities and seasons.

The TIO shall indicate its opening times at the entrance, as well as on notice boards, location maps, answering machines, destination websites (where available) and/or any other media.

Outside normal working hours, information shall be provided by destination websites.

Emergency contacts shall be indicated, clearly visible from the outside to visitors.

A local map shall be visible from the outside.

A list of accommodation with telephone numbers should be visible from the outside,