



BSI Standards Publication

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

National foreword

This British Standard is the UK implementation of ISO 14785:2024. It supersedes BS ISO 14785:2014, which is withdrawn.

The UK participation in its preparation was entrusted to Technical Committee SVS/2, Tourism services.

A list of organizations represented on this committee can be obtained on request to its committee manager.

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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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ISO copyright office
CP 401 • Ch. de Blandonnet 8
CH-1214 Vernier, Geneva
Phone: +41 22 749 01 11
Email: copyright@iso.org
Website: www.iso.org

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Foreword

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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.

