



# **Tourism and related services — Staff training of Tourist Information Services - Case Studies**

ISO/TC 228/ WG3



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01

# Why

Background of Technical Report (TR)



# Why: Background

## 1. The importance of staff training is increasingly prominent.

With a rapidly expanding trend of online and onsite tourism information services, more and more TIOs have increased the requirements for staff in the application of multimedia tools, data statistics, complex tourism related information and guidance, and even language ability.

- **Improving the quality of information service:** well-trained staff who possess a comprehensive understanding of their destinations, local attractions, cultural nuances, and tourism services will contribute to a positive and seamless tourist experiences.
- **Enhancing visits' Experience:** well-trained staff may contribute to gain a high level of customer satisfaction, fostering positive word-of-mouth referrals, and likelihood of repeat visits.
- **Industry Reputation and Competitiveness:** well-trained staff will enhance the reputation of the tourism industry, attract more visitors, and increase competitiveness on a global scale.
- **Sustainable Tourism Development:** Well-trained staff can minimize negative impacts on natural and cultural heritage by providing high-quality information services. This will contribute to the long-term sustainability of destinations and the preservation of their unique identities.



# Why: Background

## **2. Explore the best practical experience in TIO staff training**

To explore the best practical experience in TIO staff training, analyzing typical training cases of personnel from different countries and operating entities will help all stakeholders to facilitate better employee training and understand how to apply the staff training session into ISO 14785.

**Note:** This document will be Technical Report (TR). There will be entirely informative without requirements, recommendations or permissions in this TR document according to the ISO directives.

**This TR could possibly supplement the current document ISO 14785.**



# Why: Background

## 3. Supplement to the current document ISO 14785

We received 33 comments on the “Staff & Training” during 3 WD consultations and 1 CD consultations and 1 DIS ballot.

Not all the TIOs offer the same type of services and have the same facilities, so the training targets (depending on their TIO-related job positions), training courses, training methods, training frequency, monitoring of training processes, assessment of training results and other aspects are different among countries.

Some staff training related contents are quite specific for some countries or areas and as such, it has been controversial and difficult to reach a consensus in short term due to the significant differences in size and operational models.



# Why: Background

## 4. Good practice from other TCs

← TC ← ISO/TC 232

### ISO 29994:2021

Education and learning services  
Requirements for distance learning



### ISO/TR 29996:2024

Education and learning services  
Distance and digital learning services (DDLS)  
Case studies

← TC ← ISO/TC 312

### ISO/TS 24082:2021

Service excellence  
Designing excellent service to achieve outstanding customer experiences



### ISO/TR 7179:2023

Service excellence  
Practices for achieving service excellence

← TC ← ISO/TC 324

### ISO/TS 42502:2022

Sharing economy  
Guidance for provider verification on digital platforms



### ISO/WD TR 42504

Sharing economy  
Illustrative examples of provider verification on digital platforms



# 02

## What

Scope and outline



# What: Scope and Outline

1. **Deliverable type: TR (Technical Report)**

2. **Tentative title:**

**Tourism and related services — Staff training of tourist information services - Case Studies**

3. **Time-frame: 24 months**

4. **Proposed Scope:**

**This proposed document provide various representative practices for staff training in TIOs.**

**This proposed document can be used when applying ISO 14785.**



## **Technical Report**

A Technical Report contains information of a different kind from IS or TS. It may include data obtained from a survey, for example, or from an informative report, or information of the perceived “state of the art”.

# What: Scope and Outline(See Annex)

1 Scope

2 Normative references

3 terms and definitions

4 Case overview

The idea and intention of develop the TR

5 Case Analysis (Case1, Case2, Case3.....)

5.1 Case 1

5.1.1 Training needs Analysis

5.1.2 Training targets

(1) Targeting staff with different roles and levels, such as TIS managers, TIS quality managers, TIS marketing responsible, TIS staff, etc.

(2) Different types of staff, such as TIS full-time staff, TIS part-timers and volunteers.

5.1.3 Training Course Design

5.1.4 Training methods and frequency

(1) Online training

(2) Offline training

5.1.5 Implementation of training

5.1.6 Assessment of training results (qualification certification) and improvement of sustainability

5.2 Case 2

5.3 Case 3. ....

6. Summary of Cases

Summarize and analyze the best practice experience, existing problems, and solutions of staff training to increase the practicability of the TR and promotes its implementation.



03

**Who**  
Benefits



## Who: Benefits



**Provide references and inspirations for TIS management bodies or other interested parties in staff training.**



**Make ISO/TC 324/WG 3 play a more effective role and perform their duties better.**

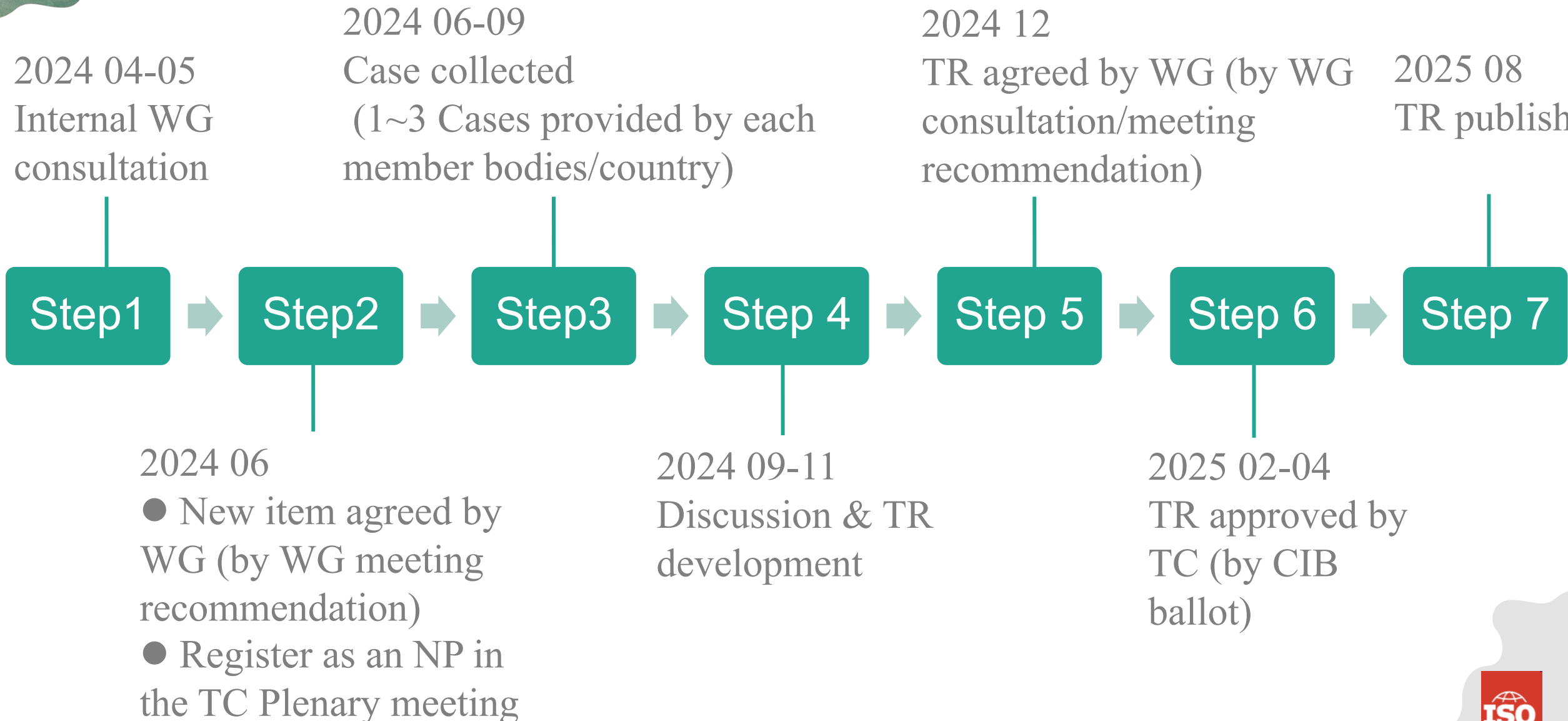
# 04

## How

Next steps



# 04 How: Next steps



## **Annex A: Outline of Technical Report**

### **Title:**

Tourism and related services-Staff training of Tourist  
Information Services- Case Studies

### **Introduction**

With a rapidly expanding trend of online and onsite tourism information services (TIS), more and more TIOs have increased the requirements for staff in the application of multimedia tools, data statistics, complex tourism related information and guidance, and even language ability at the global level. In order to implement and maintain quality TIS, there are some requirements and recommendations for staff training to be met by TIS management organizations, which is provide by ISO/FDIS14785. clause 7.

As a methodology, case studies of staff training can help TIS management organizations to identify, clarify and achieve the requirements and recommendations related to the goal of quality TIS in ISO/FDIS14785 by providing practical solutions and effective experiences. By understanding and referring to the cases in this document, TIS management organizations can find out the applicable practices and strategies, and apply them under similar

circumstances to promote and/or improve the quality of TIS.

The purpose of this document is to support TIS management organizations to understand how to apply the Staff & Training section of ISO 14785 through case studies, by providing situational understanding and practical illustrations for the relevant requirements and recommendations.

## **1 Scope**

This document provides real cases, situational understanding and practical solutions to apply the staff & training contents of ISO/FDIS14785.

This document can be used as a reference and/or inspiration for TIS management organizations analyzing and improving their TIS and pursuing quality TIS, by applying ISO/FDIS14785.

## **2 Normative references**

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO/FDIS 14785, *Tourism and related services —Tourist*



## *information services-Requirements and recommendations*

### **3 Terms and definitions**

3.1 tourist information office, TIO

3.2 tourist information service, TIS

3.3 TIS management organization

### **4 Methodology and case overviews**

### **5 Case Analysis (Case1, Case2, Case3....)**

5.1 Case 1

5.1.1 Training needs Analysis

5.1.2 Training targets

(1) Targeting staff with different roles and levels, such as TIS managers, TIS quality managers, TIS marketing responsible, TIS staff, etc.

(2) Different types of staff, such as TIS full-time staff, TIS part-timers and volunteers.

5.1.3 Training Course Design

5.1.4 Training methods and frequency

(1) Online training

## (2) Offline training

### 5.1.5 Implementation of training

### 5.1.6 Assessment of training results (qualification certification) and improvement of sustainability

### 5.2 Case 2

### 5.3 Case 3. ....

## 6. Summary of Cases

Summarize and analyze the best practice experience, existing problems, and solutions of staff training to increase the practicability of the TR and promotes its implementation.

## **Annex B: Outline of cases**

### **Call for staff training cases of tourist information services**

Please provide a staff training case of tourist information services from your country, covering the following points (see the example in the next page).

#### **1. Training needs Analysis**

##### 2. Training targets

(1) Targeting staff with different roles and levels, such as TIS managers, TIS quality managers, TIS marketing responsible, TIS staff, etc.

(2) Different types of staff, such as TIS full-time staff, TIS part-timers and volunteers.

#### **3. Training Course Design**

#### **4. Training methods and frequency**

#### **5. Implementation of training**

#### **6. Assessment of training results (qualification certification) and improvement of sustainability**

#### **7. Challenges (If any)**

#### **8. Initiatives for solving issues (If any)**