

TOURISM
NOVA SCOTIA 



FRENCH-LANGUAGE SERVICES PLAN

2020-2021

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Message from the CEO

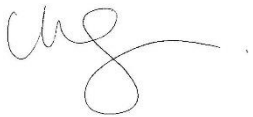
I am pleased to present Tourism Nova Scotia's French-language Services Plan for 2020-21.

Nova Scotia's Acadian and Francophone communities are an important part of Nova Scotia's cultural landscape and contribute to the visitor experience. Acadian culture offers a range of genuine and engaging tourism experiences for visitors. Tourism Nova Scotia continues to be committed to fostering the development and promotion of Nova Scotia Acadian experiences, and we look forward to sharing these experiences with the more than two million visitors who come to the province each year.

We are also proud to continue to offer French-language services to visitors on our trip-planning website, Nouvelle-Écosse.com, through our 1-800 contact centre, and at provincial visitor information centres across the province.

As always, I encourage Nova Scotians and tourism industry stakeholders to come forward with suggestions on how Tourism Nova Scotia can work together with the Acadian and Francophone communities of Nova Scotia to grow the tourism industry in the province.

Sincerely,



Michele Saran
CEO, Tourism Nova Scotia
March 2020



What we're doing to contribute to the growth of the Acadian and francophone community

Established in 2015, Tourism Nova Scotia (TNS) is a private sector-led, provincial Crown corporation with a mandate to grow Nova Scotia's tourism industry and maximize the value of tourism to the province's economy.

TNS recognizes the importance of French-language services and the Acadian and Francophone communities in Nova Scotia. Through this plan, TNS endeavours to fulfil its responsibilities under the *French-language Services Act* and Regulations.

TNS's 2020-21 French-language Services Plan aims to contribute to the preservation and growth of the Acadian and Francophone communities, and support French-language services, in three key areas:

- supporting tourism operators to develop tourism experiences that showcase the Acadian and Francophone cultures;
- providing French-language visitor servicing and travel information; and
- improving internal procedures to respond in French to French-language correspondence.

Any questions regarding TNS's French-language services and this plan can be directed to TNS's French-language Services Coordinator, Emily Jackson (Emily.Jackson@novascotia.ca).



Services TNS offers in French

- Service for Acadian and Francophone Businesses
 - TNS publishes the Travel Trade Toolkit in French, to support Francophone and Acadian tourism operators in being prepared to market their businesses to international tour operators and travel agents.
- Visitor Servicing
 - Employees at the Halifax Airport Visitor Information Centre are French-speaking, and best efforts are made to ensure there is at least one French-speaking employee per shift at the other five visitor information centres. The 1-800 contact centre has at least one French-speaking employee per shift.
- Promotional Materials and Travel Information
 - TNS's key visitor promotional materials and travel information are available in French, including the Doers and Dreamers Travel Guide and the provincial road map.
 - TNS's signature trip-planning website, Nouvelle-Écosse.com, contains travel information in French.

How TNS communicates with the public in French

- TNS recognizes the importance of responding to oral and written requests from the Acadian and Francophone communities in their language of choice.
- When correspondence is received in French, employees in TNS's corporate office have been instructed to direct French-language communications to bilingual staff, when available. The French-language Services Coordinator assists in coordinating translation services with a professional translator as required.
- The 1-800 contact centre and visitor information centres have bilingual staff who can respond to written and oral requests in French.

What TNS did to maintain or improve French-language services in 2019–20

- TNS assigned an employee to act as the French-language Services Coordinator and serve as the organization's representative on the French-language Services Committee.
- TNS's six provincial visitor information centres and 1-800 contact centre continued to offer bilingual services for visitors.
- The availability of French-language training was communicated to staff.
- TNS engaged Acadian partners through industry-development workshops and meetings.
- TNS included Acadian and Francophone experiences in experience development programming.

How TNS plans to maintain or improve French-language services in 2020–21

Objective 1: Strengthen internal operational structures including policy, legislative, and administrative frameworks.

- Foster an environment where French-language services are a priority and continue to be valued.
 - Staff will be informed of the requirements of the French-language Services Plan; the plan will be e-mailed to employees and posted in the TNS Employee Centre.
- Provide opportunities for staff to strengthen their French-language skills.
 - Staff will be advised of French-language training opportunities.
- Improve operational procedure to respond to French-language requests.
 - The French-language Services Coordinator will communicate and implement an internal procedure on how to respond to correspondence received in French.
- Participate in on-going government initiatives related to the Acadian and Francophone communities.
 - The French-language Services Coordinator will be an active participant in the French-language Services Committee.



Objective 2: Develop and deliver quality French-language services and programmes to the public.

- Continue providing French-language services to visitors.
 - TNS's six provincial visitor information centres and contact centre will continue to offer bilingual service with a minimum of one bilingual employee per shift where possible.
 - TNS's trip-planning website, Nouvelle-Écosse.com, will continue to offer travel information in French.
 - The Doers and Dreamers Travel Guide and provincial road map will continue to be published in French.
- Share information with stakeholders and visitors on TNS's French-language services offerings.
 - TNS stakeholders, visitors, and the general public will have access to the French-language Services Plan on TNS's corporate website, TourismNS.ca.

Objective 3: Maintain ongoing dialogue and consultation with the Acadian and francophone community.

- Respond in French to correspondence received in French.
 - The French-language Services Coordinator will communicate and implement an internal procedure on how to respond to correspondence received in French.
- Build working relationships with the Acadian and Francophone communities.
 - The 2020 intake of the World-class Experience EXCELLerator Program will have increased focus on developing experiences that represent cultural groups in Nova Scotia, including the Francophone and Acadian communities.
 - The Digital Content Marketing Program provides tourism operators the opportunity to partner with TNS to develop marketing materials and highlight culturally important aspects of their business, including Acadian and Francophone influences.
- Provide opportunities for stakeholders to communicate with TNS in French.
 - TNS will make best efforts to provide bilingual staff at consultations and workshops when requested.
- Provide corporate communications in French when appropriate.
 - TNS will translate press releases as appropriate for Acadian and Francophone media outlets.