

## Eligibility Criteria of the *Classification nationale des services en français*®

The Classification nationale des services en français® was created by the Réseau de développement économique et d'employabilité (RDÉE) Canada and its members in order to inform visitors of the level of service they will receive during their visit to tourist sites.



### **French services at anytime**

Have at least 1 staff member (or the equivalent of 10% of the number of employees in a business / organization of 10 people or more) at all times (for all front-line functions) so that the visitor has access to what was promoted or posted.

### **French services upon request**

Have access to a person who can speak French and can act as an intermediary for any request made in advance or on site, as stipulated by the business / organization.

### **Promotional items and/or documentation available in French**

Be able to provide documentation<sup>1</sup> in French at all times and make promotional tools available in French through one of the following two channels:

- 1) Web site : home page in French or bilingual
- 2) Relevant information available in French on social networks/digital media

<sup>1</sup> Examples of documentation available in French by sector of activity:

**Restaurant/Catering:** Menu or à la carte dishes

**Attractions and Cultural Tourism:** Leaflets, interpretation panels

**Events:** Program and/or site map

**Adventure Tourism and outdoor activities:** Guidelines, instructions, disclaimer

**Visitor Services:** Printed guides, tourist maps

**Accommodation:** Instructions in the rooms

**Travel Trade:** Brochures, programs, contracts

**Transport:** Safety brochure

**Retail:** Product labeling, business cards