



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

CONSEIL CANADIEN DES
RESSOURCES HUMAINES
EN TOURISME

discover
TOURISM



Language Matters

A Policy-Research Seminar on Language
Acquisition and Newcomer Integration

24 SEPTEMBER 2009 | OTTAWA





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The CTHRC is a national organization that facilitates and co-ordinates human resource development activities that support a globally competitive and sustainable Canadian tourism industry.

164,000 businesses

2.66 million workers

Occupational standards

Professional, portable credentials

Learner-centric/ industry-based curriculum

Workplace training

Labour market research

Recruitment and retention strategies





Defining language proficiency in the workplace

OLAs provide detailed information on how Language Benchmarks relate to the work context; they define the minimum expectations – the language competency to do well in the occupation

OLAs are the basis for workplace language training and assessment programs

OLAs are informed by the industry occupational standards and Essential Skills Profiles





**14 OLAs in place and
another 13 underway...**

BARTENDER

COOK

EVENT COORDINATOR

FOOD SERVICE COUNTER ATTENDANT

FOOD & BEVERAGE SERVER

FRESHWATER ANGLING GUIDE

FRONT DESK AGENT

GOLF CLUB MANAGER

GUEST SERVICES AGENT

LINE COOK

KITCHEN HELPER

TAXICAB & LIMOUSINE DRIVER

TOUR GUIDE

TRAVEL COUNSELOR



The source for more information including a link to the profiles...

www.itseessential.ca

The screenshot shows the website's interface. At the top, there are navigation links: Home, Contact Us, Site Map, and Français. A search bar with a '>GO' button is also present. The main header features the website's logo on the left and the title 'Canadian Language Benchmarks/Essential Skills in the Workplace' on the right. Below the header is a grid of menu items: Background Information, About Essential Skills, What's New, CLB/ES Frameworks, OLAs, Resource Links, Sample Lesson Plans, Publications, CLB/ES Research, and Contact Information. A breadcrumb trail reads '> Home | > OLAs |'. The main content area displays the logo for 'Occupational Language Analysis' (OLA) and 'Analyse linguistique des professions' (ALP), which includes the acronyms CCLB and CNCLC. Below the logo is a paragraph explaining that an OLA defines the standard English and French language requirements of an occupation based on tasks identified in occupation-specific Essential Skills Profiles. It also mentions that each OLA is developed following a methodology developed by the Centre for Canadian Language Benchmarks in partnership with the Canadian Tourism Human Resource Council. At the bottom, there is a 'NEW OLA Database' banner with a sub-header 'An OLA serves as a companion document to both the Essential Skill Profile'.

Home Contact Us Site Map Français Search : >GO

Canadian Language Benchmarks/Essential Skills in the Workplace

- Background Information
- About Essential Skills
- What's New
- CLB/ES Frameworks
- OLAs
- Resource Links
- Sample Lesson Plans
- Publications
- CLB/ES Research
- Contact Information





> Home | > OLAs |

CCLB CNCLC
OLA ALP
Occupational Language Analysis | Analyse linguistique des professions

An Occupational Language Analysis (OLA) defines the standard English and French language requirements of an occupation based on the tasks identified in occupation-specific Essential Skills Profiles. An OLA defines the Canadian Language Benchmarks levels required to perform tasks related to specific jobs as defined in the Essential Skills Profiles and additional information found in the National Occupational Standards. Each OLA is developed following a set methodology developed by the Centre for Canadian Language Benchmarks in partnership with [Canadian Tourism Human Resource Council](#).

NEW OLA Database
An OLA serves as a companion document to both the Essential Skill Profile

Canadian Language Benchmarks

	Stage I <i>BASIC</i>	Stage II <i>INTERMEDIATE</i>	Stage III <i>ADVANCED</i>
 Speaking	1	2 3 4 5 6 7 8	9 10 11 12
 Listening	1	2 3 4 5 6 7 8	9 10 11 12
 Reading			9 10 11 12
 Writing	1	2 3 4 5 6 7 8	9 10 11 12

Progressively more demanding communication tasks and contexts

Progressively higher expectations of effectiveness and quality of communicative performance

Four specific competency areas:

Social interaction

Giving and receiving instructions

Suasion (getting things done)

Information

Freshwater Angling Guide

Follow a set of written instructions on 10- to 13- step everyday procedures related to simple technical and non-technical tasks (CLB 7);

Follow everyday instructional texts (CLB 7);

Follow an extended set of multi-step instructions for established process (CLB 8).

Learn how to use and familiarize self with communication devices,

radio

transmitter, walkie-talkie by reading manuals (NOS B3.6)

Handle equipment safely and operate according to: manufacturer's instructions, employer's recommendations, training provided (NOS

C1.4)

Use flares in order to signal for help by following manufacturer's

Follow formal instructions of advisory, instructional texts, and instructions for familiar process or procedure that require integration of several pieces of information (CLB 9)

(NOS C2.5); use signaling mirror in order to signal for help

following

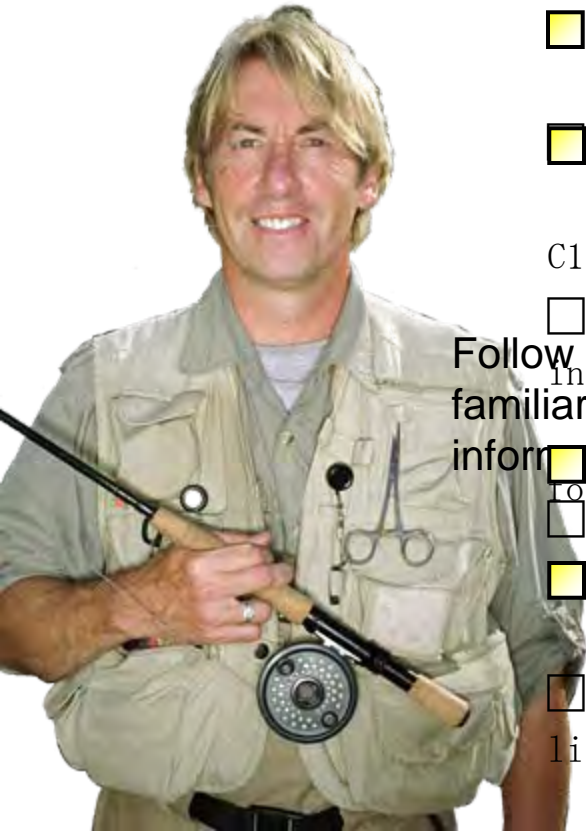
Search equipment manuals (e.g. motor) to follow manufacturer's manufacturer's instructions (NOS C2.5)

instructions

and troubleshoot mechanical problems (ES - RT)

Interpret legislation and regulations to comply with provincial (e.g. licensing,

angling) and federal (e.g. Fisheries Act, Canada Customs)



The Focus...

Workplace Language Training

Assessment

- Job entry
- Placement

*... helping individuals access
job opportunities*





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Thank You
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