



Tourism Hospitality Emergency Recovery (THER)

Partners

Ontario Tourism Education Corporation (OTEC)

Participants Workers and employers in the tourism & hospitality sector

\$5.4 million

Locations

[Ontario](#)

Additional Partners

Blueprint, Conference Board of Canada, Magnet, Tourism Industry Association of Canada (TIAC), Restaurants Canada, the Tourism Industry Association of Ontario (TIAO), Tourism HR Canada (THRC), Ontario Restaurant Hotel and Motel Association (ORHMA), Hospitality Workers Training Centre (HWTC) and Tourism SkillsNet Ontario (TSNO)

The tourism and hospitality sector has been hit extremely hard during the pandemic. Data from Statistics Canada from May 2020 shows that, since COVID shutdowns began, hospitality and tourism employment has decreased by 43.3% and the overall unemployment in this sector is

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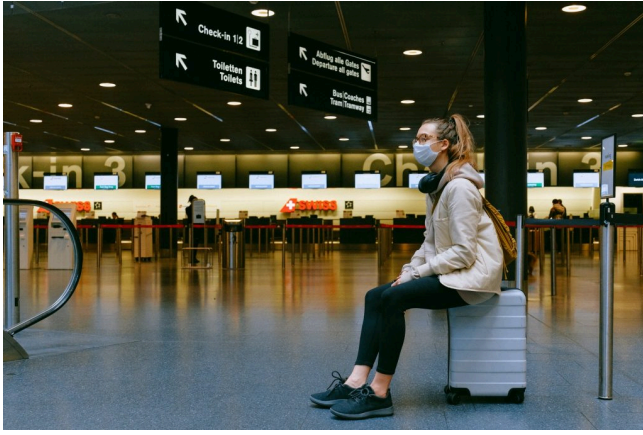
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now
28.8%.

The
implications
are
devastating
for
a
workforce
disproportionately
represented
by
youth,
women,
and
newcomers
to
Canada.

Originally launched as Tourism Hospitality Emergency Response (THER) in spring 2020 as an agile pilot project to assist workers in the sector, the program is a partnership between the Future Skills Centre, the Ontario Tourism Education Corporation (OTEC), and an alliance of its stakeholders, with the goal to help hundreds of thousands of displaced workers navigate an uncertain future and gain new skills for changing jobs.

The project now is entering its second phase, expanding from a provincial to a national focus, rebranded as Tourism Hospitality Emergency Recovery (THER), to reflect a forward-focus beyond the immediate needs of workers, to now also focus on supporting businesses in developing sector-based workforce recovery planning.



For workers displaced by the pandemic, the project provides a channel through which they can find immediate services to foster resilience and access current information on relief programs, grants, community support, and upcoming re-skilling, upskilling, and employment programs as they become available online. Workers will also have access to innovative career navigation tools and labour market analytics.

For businesses, this program provides a way to engage and support their laid-off employees. It will also create a framework for tracking the stages of recovery and co-ordinating training needs assessment and business planning activities to address evolving market realities such as new training in safety and protective equipment.

Following an initial investment of \$2.25 million in May 2020 to launch the program in phases and test it first in Ontario, the Future Skills Centre (FSC) announced an additional \$3.16 million investment in THER in May 2021, to expand the project to workers and employers across Canada.

In this second phase, the project will expand the learnings and insights gained and broaden the impact of this approach. Some of these learnings are as follows:

- The impact of the pandemic is complex and varies across regional Canadian labour markets.
- Localized economic and labour market data is one of the top demands of industry.
- No one single narrative on the impact of the pandemic exists. The reality is

instead
a
kaleidoscope
of
issues
that
varies
by
region
and
segment
of
industry.

- A
diverse
range
of
tools,
resources,
data
and
technology
will
be
needed
to
help
support
people
and
businesses
through
the
stages
of
recovery.
- Technology
will
add
value
to
the
recovery
process
by
helping
people
navigate
a
complex,
changing
labour
market.
- Technology
must
be
adapted
to
ensure
that
it
can
be
integrated
into
case
management
systems
and
workflows

- of
employers
and
employment
service
networks
that
are
struggling
to
support
displaced
workers
in
a
changing
labour
market.
- Business
recovery
and
employment
are
intrinsicly
linked,
and
it
is
vital
to
help
business
owners
and
operators
in
order
to
support
job
seekers.

The Future Skills Centre acknowledges that the Anishinaabe, Mississaugas and Haudenosaunee share a special relationship to the 'Dish With One Spoon Territory,' where our office is located, bound to share and protect the land. As a pan-Canadian initiative, FSC operates on the traditional territory of many Indigenous nations across Turtle Island, the name given to the North American continent by some Indigenous peoples. We are grateful for the opportunity to work in this territory and commit ourselves to learning about our shared history and doing our part towards reconciliation.