

**COMPILATION OF UPSKILLING,
RESKILLING AND TRAINING
RESOURCES FOR LAND-BASED
TOURISM BUSINESSES**



List of Resources

Explore these resources to develop sector specific or general skills to diversify your land-based business.

Programmes

Bespoke Business Development and Coaching

Areas: Business Skills & Training, Feasibility Studies, Market Research, Brand Design and Development, Business Planning, Mind-Set Skills, Key Account Management, Building and Managing Teams, Managing Change, Assertiveness and Negotiation Skills, Brand and Marketing Development, Digital Advice, Digital Marketing.

Provided by: SAC Consulting

Business Mentoring Programme

Areas: Skills support, business horizons, strategy development, self-awareness.

Provided by: GrowBiz.

Business Support

Areas: overview of all funding and services offered by public sector organisations across Scotland. Training, self-guides and programmes

Provided by: Business Support Partnership (BSP)

Crofting Training

Areas: for aspiring and new entrants to crofting and also practical, croft-based, hands-on training.

Provided by: Scottish Crofting Federation

Enterprise Academy for the Rural and Natural Economy

Areas: working with students, academics and entrepreneurs to accelerate the uptake and delivery of sustainable enterprise while developing enterprising mindsets and enhancing the business skills of the next generations.

Provided by: SRUC

Environmental Conservation Training

Areas: practical conservation training includes upland and lowland path work, fencing, dyking, habitat management, surveying, health and safety, first aid, mountain awareness, environmental good practice, team working and communication skills.

Provided by: Outdoors Access Trust for Scotland (OATS)

Ft Scotland

Areas: training provider delivering Modern Apprenticeships and commercial fitness qualifications. Courses: Weightlifting, Personal Training. Modern apprenticeships in Sports coaching, fitness and instructing exercise, Leisure Management

Provided by: Ft Scotland

Food and drink business training programme - The Academy

Areas: a programme designed to enable real and sustainable business growth through knowledge sharing, upskilling, and innovating.

Provided by: Scotland Food & Drink

Leadership Development Programme

Areas: leadership skills with an emphasis on fair and innovative workplace practices and inclusive economic growth., Organisational values, business development.

Provided by: Scottish Enterprise

THRIVE

Areas: marketing, creating a brand, pitching strategies, food legislation, packaging, business development.

Provided by: SRUC and QMU

Rural Enterprise Directory Scotland

Areas: comprehensive directory of independent business owners and entrepreneurs from across rural and island Scotland.

Provided by: REDS and GrowBiz

Rural Leadership Programme

Areas: Rurally based businesses, skills support, Business models, new skills, digital technologies, Decision making, Self-development.

Provided by: South of Scotland Enterprise HIE, Scottish Enterprise, Elevator UK

Rural Skills Scotland

Areas: Estate Management, Environmental Conservation, Trees and Timber, Modern Apprenticeship Rural Skills

Provided by: Rural Skills Scotland

Rural Skills Training Programme

Areas: fencing, dry stone dyking, tree planting, footpath work and habitat management, and LANTRA qualifications in Chainsaw, Brushcutter, ATV and Pesticide use.

Provided by: Highland Perthshire Communities Land Trust

Skills for Business – Workforce Development

Areas: Skills development for existing staff or for young entrepreneurs who are unemployed but have a passion for future business success.

Provided by: West Lothian Council

Sport Scotland Learning

Areas: professional development courses, workshops and conferences on Sports and Coaching in Outdoor and Adventure Sports, Psychology, Physical Preparation, Coordination and Control.

Provided by: Sports Scotland

Upskilling Adventure Tourism Businesses

Areas: help tourism businesses address potential gaps in consumer ‘soft’ skills, digital marketing, and product development. ADVENT project (Adventure Tourism Vocational Education and Training) and AVIP (Adventure Tourism Innovation Partnerships)

Provided by: UHI

Upskilling Scotland

Areas: Skills support, business horizons, strategy development, self-awareness.

Provided by: The Open University.

Upskilling - Online courses by HEIs

SRUC

- Distance learning

Areas

Agriculture: Agricultural Professional Practice, Organic Farming, Animal Care, Animal Nutrition.

Wildlife and Conservation Management.

Environmental Management

Food Safety

Golf Course Management

University of Aberdeen

- Free Online Courses for Scotland

Areas

Nutrition and Wellbeing: Nutrition Science: Food Choice and Behaviour, Nutrition Science: Lifestyle Medicine.

Digital and data skills

Business and Management

Leadership

Abertay University

- Upskilling Short Courses

Areas

Climate change, Carbon and Sustainability:

Introduction to Sustainability, Individual Sustainability:

Understanding and Reducing Your Carbon Footprint.

Digital Business: Implementing Digital Solutions.

Digital Marketing: Audit, Toolkit, Strategy, and Metrics.

Dundee & Angus College

- Skills Boost Courses

Areas

Business Courses: Budgets, Business Development, Event Management, Customer Service.

Hospitality: Allergen Awareness, Barista Skills,

Customer Care in Hospitality, Safe Service of Alcohol

Leadership & Management: Communication, HR for non-HR Managers, Leadership Skills.

Sports, Health & Wellbeing: Mental Health Awareness,

Intro to Sports Nutrition and Psychology.

Robert Gordon University

- **Upskill with online short courses**

Areas: partnership with the Scottish Funding Council (SFC) and Scottish Government. Online upskilling short courses in Creative Entrepreneurship, Data Analytics for Business Decision-Making, Food and Drink Entrepreneurship, Strategic Digital Marketing and Leadership, Tourism Entrepreneurship

University of Stirling

- **Upskill with a free short course**

Areas: Coaching Concepts, Coaching as Learning, or any other modules from the Sport Performance Coaching.

- **CPD**

Areas

Sport and Exercise Sciences: Physiology of Sport and Exercise, Sports Medicine, Health and Wellbeing

Sport Performance Coaching: Coaching as Learning, Coaching Concepts, Creating Engaging Practice, Performance Analysis and Planning, Physical Preparation for Performance, The Coaching Process

University of Strathclyde Glasgow

- **Upskilling @ Strathclyde**

Areas

Business: Fundamentals, Managing Digital Transformation, Developing Entrepreneurial Mindset
Humanities and Social Science: Transferable skills for work.

Learning Platforms

ALISON

Areas: Courses and career guides for Agriculture, Food and Natural Resources, Health, Fitness and Wellness, Hospitality and Tourism, Finance, Business and Management, Marketing Sales and Services.

Provided by: Outdoors Access Trust for Scotland (OATS)

CrossFit Education

Areas: Paid courses on CrossFit and Fitness. Dumbbells, Lesson Planning, Nutrition, Programming, Running, Scaling, Spot the Flaw, Teaching Movement

Provided by: CrossFit

Data Skills for work

Areas: supports workers in adapting to the demands of increasingly digitalised, automated, and data-driven workplaces.

Provided by: DataLab.

Digital Boost

Areas: Free digital skills and training in ecommerce, cyber security, digital marketing , finance, business development and social media with support to develop a digital strategy.

Provided by: Business Gateway

edX

Areas: Micromasters, professional certificates and courses on Health, Sports and Nutrition, Food Science, Tourism and Hospitality, Business and Management,

Provided by: edX

FutureLearn

Areas: Short courses, ExpertTracks, Microcredentials and online degrees on Agriculture, Food Science and Nutrition, Tourism and Hospitality, Service Management, Digital Marketing, Events, Health and Leisure, Wellness, Ecology and Wildlife Conservation

Provided by: FutureLearn

My World of Work

Areas: Free online learning, and support to reskill or upskill on any area., explore options and find the right career

Provided by: Skills Development Scotland

The Skills Toolkit

Areas: Free courses for learning new skills or change jobs. Personal Growth and Wellbeing, Tech Skills, Business and Finance, Digital Design and Marketing

Provided by: National Careers Service