## SKILLS AREAS FOR LAND-BASED TOURISM BUSINESSES



# Skills Areas for land-based Rural Industries

Have you considered diversifying into landbased, nature-based or agritourism industries?

What are the benefits?

You might need the acquire or develop skills on the following areas:

#### Agriculture & Food



Agriculture, Animal Health and Care, Organic Farming, Horticulture, Food and Drink, Professional Cookery, Food Safety, Allergens, Sustainable Food Production, Food Science, Food Production, Food Technology.

#### **Environment & Sustainability**



Sustainable Resource Management, Resilient Landscapes, Environment and Energy, Forestry, Arboriculture, Rural Land Use Management, Climate Change, Transition to Net Zero, Peatland and Wetland Restoration, Countryside Management, Deer Management, Estate Management.

#### Wellbeing, Recreation & Leisure



Equine Care, Health and Wellbeing, Care and Wellbeing, Wildlife Management, Gamekeeping, Greenkeeping, Leisure Management, Cycling, Health and Fitness, Golf Course Management, Outdoor Activities, Event Management and Planning.

#### **Tourism & Hospitality**



Retail and Hospitality, Food and Drink services. Bed and Breakfast Management, Travel Services, Customer Service, Hospitality Management, Travel and Tourism.



#### Business, & Management



Finance, Accounting, Bookkeeping, Business Management, Rural Skills, Business Planning, Costing and Pricing, Budgeting, Human Resource Management, Marketing, Advertising, Social Media, Negotiation, Public Relations, Pitching Skills.

#### Digital & IT



Microsoft Office, Digital Technologies, Software development, Digital Marketing, E-Commerce, Digital Applications, Technology and Communications, Cloud Systems and Computing, Booking Systems, Internet of Things, Social Media, Content Creation, European Computer Driving Licence (ECDL).

#### Leadership & Organisation



Facilities Management, Project Management, Time Management, Decision Making, Leadership, Organisational Skills, Organisational Management, Personal Resilience, Managing Difficult Conversations, Motivating People.

#### Legal, Safety & Regulations



Safety Regulations, Food Safety, Food Hygiene, Risk and Safety Management, Wiring Regulations, First Aid, Emergency First Aid, Mental Health First Aid, Online Safety, Allergens, HACCP, REHIS.

### Other skills needed for diversification into land-based rural industries

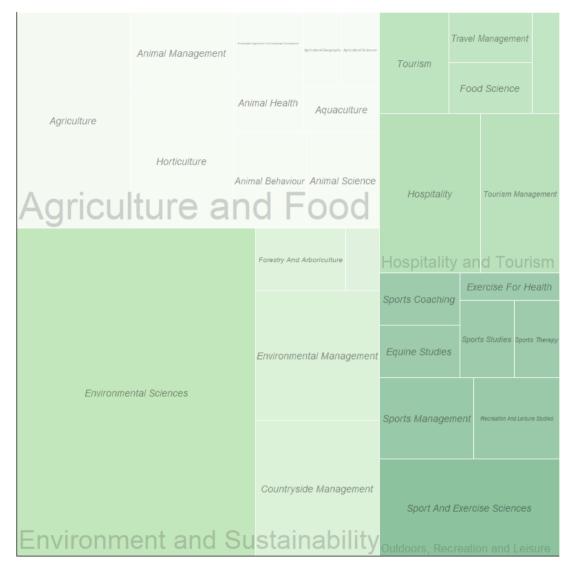
Other essential skills to consider for diversification are those related to a business operation and development.



## Courses offered by registered education providers in Scotland - 2022

Number of courses offered in the following areas:

- Agriculture and Food
- Environment and Sustainability
- Hospitality and Tourism
- Outdoors, Recreation and Leisure



\*The size of the rectangles represents the total number of courses, and each colour is applied categorically to each of the four areas



## Courses offered by registered education providers in Scotland - 2022

Number of courses offered in the following areas:

- Business and Management
- Accounting
- Finance
- Marketing



\*The size of the rectangles represents the total number of courses, and each colour is applied categorically to the areas under Business, Leadership and Management.

