SKILLS AREAS FOR LAND-BASED TOURISM BUSINESSES
Skills Areas for land-based Rural Industries

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

What are the benefits?

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

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.

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.

Tourism & Hospitality
- Retail and Hospitality,
- Food and Drink services.
- Bed and Breakfast Management,
- Travel Services,
- Customer Service,
- Hospitality Management,
- Travel and Tourism.
Other essential skills to consider for diversification are those related to a business operation and development.

**Business, & Management**

**Digital & IT**

**Leadership & Organisation**

**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.