UPSKILLING, RESKILLING AND TRAINING
FOR LAND-BASED TOURISM
RURAL INDUSTRIES
Education types
Upskilling, reskilling, and training for land-based tourism business

FORMAL EDUCATION
- Hierarchical, structured
- Subject-oriented
- Provided by schools, colleges, HEI

NON-FORMAL EDUCATION
- Structured
- Outside the formal system
- Educational provider or other organisations

INFORMAL EDUCATION
- Non-structured training
- Provided by individuals or independent organisations
**Formal education**

**Outdoors and Adventures**
- Equine Leadership and Management, Studies, Horse Care - SRUC, UHI
- Gamekeeping and Wildlife - SRUC, UHI
- Golf Course Management - SRUC, UHI
- Outdoor Activities, Leadership, Therapeutic Practices - SRUC, UHI, Newbattle Abbey College, Queen Margaret University

**Rural Skills**
- Skills for work: Rural Skills - SRUC, UHI, Newbattle Abbey College, Rural Skills Scotland
- Estates Skills and Management: Dundee and Angus College, Rural Skills Scotland
- Environmental Conservation: SRUC, Rural Skills Scotland
- Rural Business Management: SRUC
- Land-based Engineering and Technology: SRUC
- Land-based Workplace Skills: Borders College
- Sustainable Rural Development: UHI

**Things to do**
- Tourism and Travel NC, HNC: SRUC, UHI, Edinburgh Napier University, South Lanarkshire College, North East Scotland College
- Personal Training and Fitness: Dundee and Angus College, UHI, Edinburgh Napier University, Glasgow Clyde College
- Sports Coaching and Development: UHI
- Countryside Skills: UHI

**Business, Administration & Digital skills**
- Project Management Fundamentals, Safety Critical Skills in Industry: University of Aberdeen
- Digital Marketing: University of Aberdeen, Abertay University, UHI, UoE
- Business administration (Environment): UHI
- Events HNC: UHI, South Lanarkshire College
- Food & Drink Science & Technology, Food Production: SRUC, Glasgow Caledonian University
- Mixed Farming: SRUC, UHI
- Hospitality Operations, Management: UHI, South Lanarkshire College
- Novel & Sustainable Production including new product development: Abertay University
Outdoors and Adventures

- Developing the Forest School and Outdoor Learning Leader: SRUC
- North-East Scotland: History, Landscape, Culture and Economy: University of Aberdeen
- Leisure Studies and Recreation: ACS Distance Education
- Adventure Tourism and Outdoors: ACS Distance Education, Inverness College
- Sustainable Deer Management – UHI

Things to do

- Understanding Data in the Tourism Industry: Edinburgh Napier University, Scottish Enterprise
- Introduction to Data Analytics in Hospitality and Tourism: Queen Margaret University
- Making Places for Outdoor Learning: Queen Margaret University
- Communication and working relationships in sport and fitness: The Open University
- Nutrition and Wellbeing: University of Aberdeen

On-farm Experiences

- T–H–E (Tourism, Hospitality & Events) Business Skills Programme for Scotland: SRUC
- Maintain Customer Care in the Hospitality Industry: Dundee and Angus College
- Principles of Serving Food and Beverages to Customers: UHI
- REHIS Elementary and Intermediate Food Hygiene: SRUC, UHI, Dundee and Angus College
- Growing your Own Soft Fruit: UHI

Rural Skills

- Land–bases Studies: SRUC
- FOLA – Developing the Forest School and Outdoor Learning Leader: SRUC
- Growing Roots: Creating Sustainable Adventure Experiences with Trees: UHI
- Rural Community Development: UHI

Business, Administration & Digital skills

- Running a Business: University of Aberdeen
- Data Use and Business Analytics for Scottish SMEs: Edinburgh Napier University
- Responsible Leadership and Management for Contemporary Business: UHI
- Leadership skills: UHI
- Digital Marketing: UoE, Dundee and Angus College
SAC Consulting offering:
- **Food and Drink Webinars:** Knowing your market, Buyer expectations, Pricing for profit, Negotiation
- **Brand, Marketing & Digital Advice:** Brand And Marketing Development, Digital Advice, Digital Marketing

Business Gateway Webinars:
- Business Development and Finance: Essentials of Bookkeeping, Cloud for Businesses, Managing and Retaining Staff, Diversify to Grow your business

Skills Toolkit:
- Business and Finance: Introduction to Bookkeeping, Marketing and Digital Skills: Marketing and Social Media, Mobile

OnFARM Academy
- Social Media for Rural Businesses.

Scottish Enterprise
- Managing people for Growth

Outdoors and Adventures

FutureLearn:
- Building an Outdoor Fitness Business

Ridelines
- Essential Mountain Bike Skills for Beginners, Cycling, Mountain Bike.

Things to do

SAC Consulting offering:
- **Business skills, learning and training:** Food Tourism and Storytelling, Hospitality Training, Diversification, Agritourism.

Business Gateway Webinars:
- Digital fundamentals for tourism businesses.
- Tourism businesses: Make your website work for your customers – best practice in user experience (UX).
Planning a diversification or new enterprise on the farm, Rural Event Training.

**FutureLearn:**

**On-farm Experiences**

**SAC Consulting offering:**
- **Business skills, learning and training:** Food Tourism and Storytelling, Hospitality Training, Diversification, Agritourism.
- **New Product Development:** Recipe Development to Improve Taste and Texture, Reformulating Products using Natural Healthy and Local Scottish Ingredients, Upscaling Recipes for Mass Production.

**FutureLearn:**
- Food Services: Entrepreneurship in Food and Beverage, How to Open a Restaurant, How to Manage Food Costing in the Catering and Restaurant Industry.