Skills Pathways for
LAND-BASED TOURISM
BUSINESSES
SKILLS TO DIVERSIFY
Tourism & Hospitality

Sector skills: Essential
- Hospitality Operations
  - UHI, South Lanarkshire College, D&A College
- Travel and Tourism
  - UHI
- Advanced Certificate in Hospitality, Tourism and Events
  - D&A College

Sector skills: Intermediate
- Hospitality Operations
  - South Lanarkshire College, D&A College
- Travel and Tourism with Events
  - South Lanarkshire College
- Events Management
  - D&A College

Sector skills: Advanced
- MSc. Business Management: Tourism & Hospitality
  - Edinburgh Napier University
- Tourism (Enterprise)
  - UHI

Additional skills
- Hospitality & Customer Service
  - UHI, D&A College
- T-H-E (Tourism, Hospitality & Events) Business Skills Programme for Scotland
  - SRUC

General skills: Business
- Fundamentals: Bookkeeping, Marketing
  - University of Aberdeen, RGU
- Entrepreneurship – Running a Business
  - FutureLearn
- Practical Guide To budgeting
  - FutureLearn
- Managing Human Resources in the Hospitality and Tourism
  - edX

Additional skills: Marketing
- Digital Marketing for Hoteliers
  - FutureLearn
- Social Media and Marketing
  - Business Gateway
- Digital Solutions, Digital Marketing
  - Abertay University, RGU

Additional skills: Digital
- Understanding Data in the Tourism Industry
  - Edinburgh Napier University
- Use analytics to evaluate your digital platforms
  - Business Gateway
- Introduction to Data Analytics in Hospitality and Tourism
  - QMU

Tourism On-farm Accommodation Event Venues
SKILLS TO DIVERSIFY
Wellbeing, Recreation & Leisure

Sector skills: Essential
- Introduction to Sports Psychology
- Fast Track to Sport and Fitness
- Personal training - Sports and Recreation

Sector skills: Intermediate
- Sport Studies Outdoor Pursuits, Fitness route
- Fitness, Health and Exercise
- Sports Coaching and Development

Sector skills: Advanced
- Sports Performance
- Strength and Conditioning, Physical Activity for Health
- MSc Sports Performance Enhancement

Additional skills
- CIMSPA Professional Standard Gym Instructor
- Communication and working relationships in sport and fitness
- T-H-E (Tourism, Hospitality & Events) Business Skills Programme for Scotland

General skills: Business
- Fundamentals: Bookkeeping, Marketing
- Entrepreneurship – Running a Business
- Practical Guide To budgeting

Additional skills: Marketing and Digital
- Digital Solutions, Digital Marketing
- Social Media and Marketing

Additional skills: Sector
- Personal Trainer’s Toolkit: Build a Fitness or Outdoor Fitness Business
- Workplace Health and Safety in Fitness Setting
- Optional: CrossFit Level 1 Certificate, Programming

SRUC
SKILLS TO DIVERSIFY
On-Farm Experiences – Food Services

Sector skills: Essential
- Food Services
  - UHI
- Food & Drink Operations (Bakery, Fish, Meat and Poultry)
  - NSA Food & Drink, Scottish Bakers, Scottish Craft Butchers

Sector skills: Intermediate
- Professional Cookery
  - D&A College
- Hospitality Operations
  - South Lanarkshire College, D&A College
- Professional Cookery with Management
  - UHI

Sector skills: Advanced
- Food Production and Land Use
  - SRUC
- Food Hygiene REHIS advanced diploma
  - REHIS
- Gastronomy
  - QMU

Additional skills
- T–H–E (Tourism, Hospitality & Events) Business Skills Programme for Scotland
  - SRUC
- Principles of Serving Food and Beverages to Customers
  - UHI

General skills: Business
- Fundamentals: Bookkeeping, Marketing
  - RGU, FutureLearn
- Food and Drink Entrepreneurship
  - FutureLearn
- Practical Guide To budgeting
  - FutureLearn
- Managing Human Resources in the Hospitality and Tourism Industry
  - edX

Additional skills: Marketing and Digital
- Digital Solutions, Digital Marketing
  - THRIVE
  - SRUC, Abertay University, QMU
- Managing Marketing in the Hospitality and Tourism Industry
  - edX

Additional skills: Sector
- Scottish Certificate for Personal Licence Holders
  - SRUC, UHI
- Allergen Awareness
  - D&A College, UHI
- REHIS Food Hygiene Elementary, Intermediate
  - REHIS
- Farm to Fork: Sustainable Food Production in a Changing Environment
  - FutureLearn
SKILLS TO DIVERSIFY

Outdoor experiences – Wildlife

Sector skills: Essential
- Rural Skills
  SRUC
- Forest and Outdoor Learning
  Newbattle Abbey College
- Sustainable Deer Management
  UHI

Sector skills: Intermediate
- Rural Business Management, Countryside Management
  SRUC
- Gamekeeping with Wildlife Management
  SRUC, UHI
- Sustainable Deer Management
  UHI

Sector skills: Advanced
- Wildlife and Conservation Management
  SRUC
- Biodiversity, Wildlife and Ecosystem Health
  Edinburgh University
- Quantitative Skills in Biodiversity, Conservation and Epidemiology
  University of Glasgow

Additional skills
- Land-based studies
  SRUC
- Business Administration (Environment)
  UHI

General skills: Business
- Fundamentals:
  Bookkeeping, Marketing
  University of Aberdeen
- Entrepreneurship – Running a Business
  University of Aberdeen
- Practical Guide To budgeting
  FutureLearn

Additional skills: Marketing and Digital
- Digital Solutions, Digital Marketing
- Social Media and Marketing
  Business Gateway

Additional skills: Sector
- ATV (Quad Bike) – Sit-in and Sit-Astride
  SRUC
- Certificate Land-based Studies
  SRUC