SKILLS PATHWAYS

LAND-BASED TOURISM
SKILLS TO DIVERSIFY
Tourism & Hospitality

Sector skills: Essential
- Hospitality Operations
- 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

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

General skills: Business
- Fundamentals: Bookkeeping, Marketing
- Entrepreneurship –Running a Business
  University of Aberdeen, RGU
- Practical Guide To budgeting
  FutureLearn
- Managing Human Resources in the Hospitality and Tourism Industry
  edX
SKILLS TO DIVERSIFY
Wellbeing, Recreation & Leisure

Sector skills: Essential
- Introduction to Sports Psychology
  D&A College
- Fast Track to Sport and Fitness
  D&A College
- Personal training – Sports and Recreation
  UHI

Sector skills: Intermediate
- Sport Studies Outdoor Pursuits, Fitness route
  UHI
- Fitness, Health and Exercise
  UHI, Glasgow Clyde
- Sports Coaching and Development
  UHI, D&A College

Sector skills: Advanced
- Sports Performance
  University of Stirling
- Strength and Conditioning,
  Physical Activity for Health
  Edinburgh University
- MSc Sports Performance
  Enhancement
  Edinburgh Napier University

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

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
  Business Gateway

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

Additional skills: Marketing and Digital
Digital Solutions, Digital Marketing
THRIVE
SRUC, QMU
Managing Marketing in the Hospitality and Tourism
SRUC, QMU

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

On-farm Cafe
Restaurant
Catering services
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
- T-H-E (Tourism, Hospitality & Events) Business Skills Programme for Scotland
  - SRUC

**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

Wildlife watching
Deer Stalking