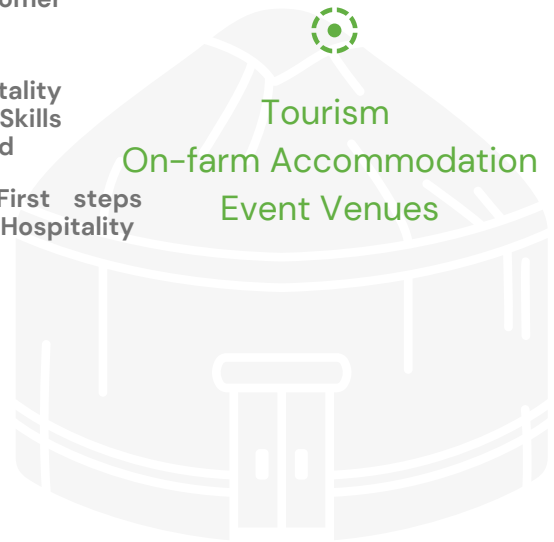
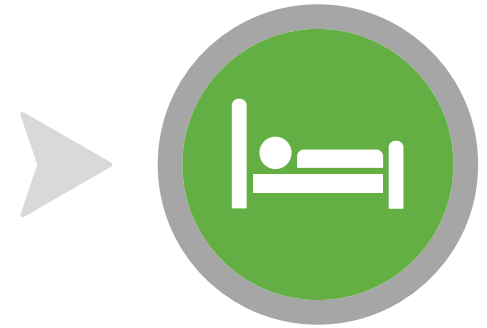




Skills Pathways for  
**LAND-BASED TOURISM  
BUSINESSES**

# 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

**Hospitality: First steps into Highland Hospitality**  
REHIS



### 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**  
edX

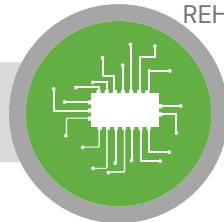


### Additional skills: Marketing

**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

# SKILLS TO DIVERSIFY

## Wellbeing, Recreation & Leisure



Outdoor Gym  
Outdoor sports

### 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

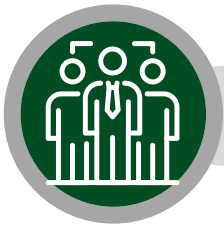
### Sector skills: Advanced

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



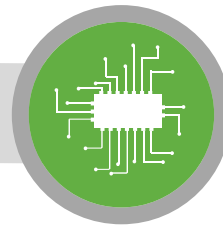
### General skills: Business

Fundamentals: Bookkeeping, Marketing  
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

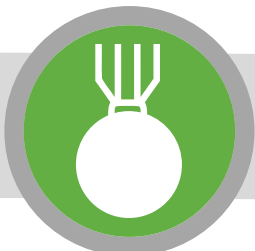


### Additional skills: Sector

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 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

Food and Entrepreneurship  
FutureLearn  
Drink RGU,

#### Practical Guide To budgeting

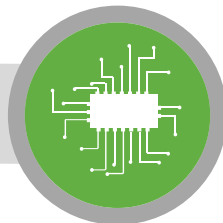
FutureLearn  
Managing Human Resources in the Hospitality and Tourism  
edX

### Additional skills: Marketing and Digital

Digital Solutions, Digital Marketing

THRIVE  
SRUC, Abertay University, QMU

Managing Marketing in the Hospitality and Tourism  
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

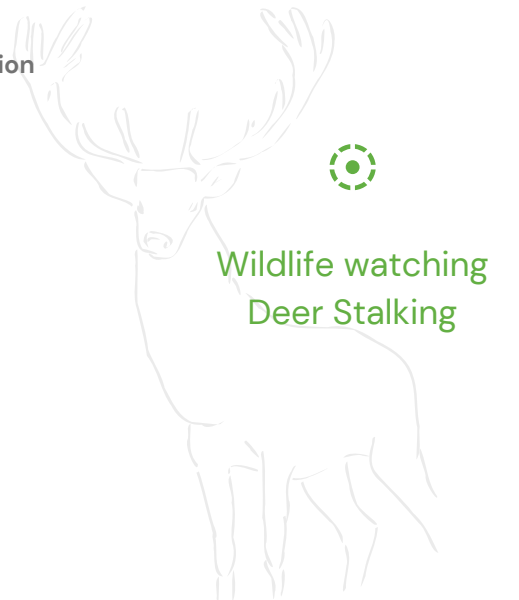
On-farm Cafe  
Restaurant  
Catering services



SRUC

# SKILLS TO DIVERSIFY

## Outdoor experiences – Wildlife



### Sector skills: Essential

- Rural Skills**  
SRUC
- Forest and Outdoor Learning**  
Newbattle Abbey College
- Sustainable Management**  
UHI
- Deer**

### 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 Univeristy
- Quantitative Skills in Biodiversity, Conservation and Epidemiology**  
University of Glasgow

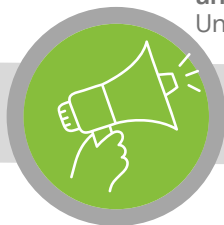
### Additional skills

- Land-based studies**  
SRUC
- Business Administration (Environment)**  
UHI



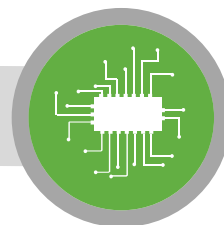
### General skills: Business

- Fundamentals: Bookkeeping, Marketing**
- 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