

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 to acquire or develop skills on the following areas:

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.

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.

Tourism & Hospitality

Retail and Hospitality, Food and Drink services. Bed and Breakfast Management, Travel Services, Customer Service, Hospitality Management, Travel and Tourism.

Business, & Management



Finance, Accounting, Bookkeeping, Business Management, Rural Skills, Business Planning, Costing and Pricing, Budgeting, Human Resource Management, Marketing, Advertising, Social Media, Negotiation, Public Relations, Pitching Skills.

Digital & IT



Microsoft Office, Digital Technologies, Software development, Digital Marketing, E-Commerce, Digital Applications, Technology and Communications, Cloud Systems and Computing, Booking Systems, Internet of Things, Social Media, Content Creation, European Computer Driving Licence (ECDL).

Leadership & Organisation



Facilities Management, Project Management, Time Management, Decision Making, Leadership, Organisational Skills, Organisational Management, Personal Resilience, Managing Difficult Conversations, Motivating People.

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.