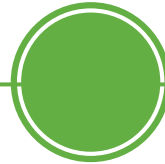




**UPSKILLING, RESKILLING AND TRAINING  
FOR LAND-BASED TOURISM  
RURAL INDUSTRIES**

# 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

# 01

### 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**

### 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**

### 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**

### 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**

### On-farm Experiences

- 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**

NON-FORMAL  
EDUCATION

02

## 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**

## INFORMAL EDUCATION

# 03

### Business, Administration & Digital skills

#### SAC Consulting offering:

- **Business skills, learning and training:** Business Skills & Training, Feasibility Studies, Market Research, Brand Design and Development, Business Planning, Mind-Set Skills, Key Account Management, Building and Managing Teams, Managing Change, Assertiveness and Negotiation Skills.
- **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:

- Advertising and Marketing: Building a brand, low-cost Guide to Marketing a Business, social media for Tourism Business, Effective Use of Social Media.
- 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).

## Things to do

### LANTRA Training

- Planning a diversification or new enterprise on the farm, Rural Event Training.

### FutureLearn:

- Understanding Data in the Tourism Industry, Introduction to the Travel & Tourism Industry, Personal Trainer's Toolkit: Build a Fitness Business, Workplace Health and Safety in a Fitness Setting, Launching and Growing a Business in Wellness.

## 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