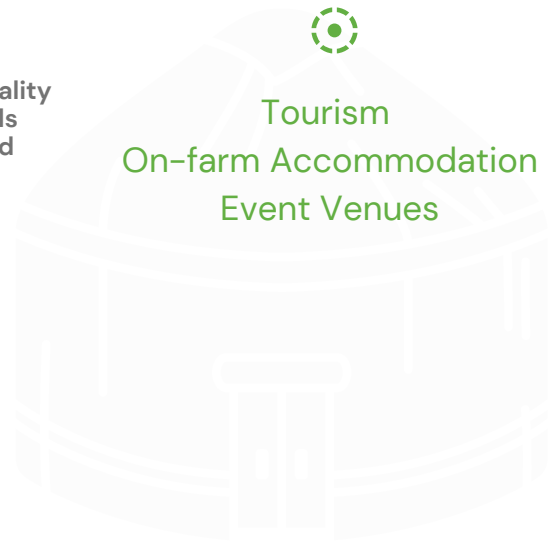
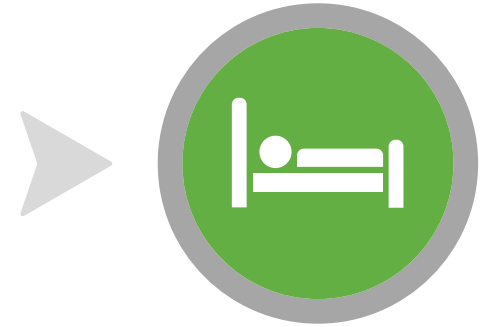




SKILLS PATHWAYS
LAND-BASED TOURISM

SKILLS TO DIVERSIFY

Tourism & Hospitality



Tourism
On-farm Accommodation
Event Venues

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

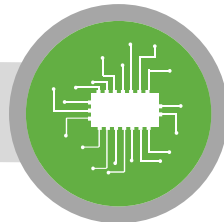
Additional skills

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

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



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

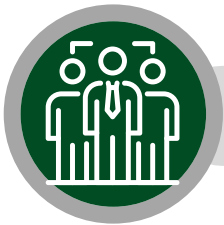
Additional skills

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

Outdoor Gym
Outdoor sports



General skills: Business

Fundamentals: Bookkeeping, Marketing

Entrepreneurship –Running a Business
University of Aberdeen

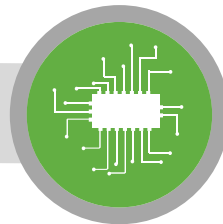
Practical Guide To budgeting
FutureLearn



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

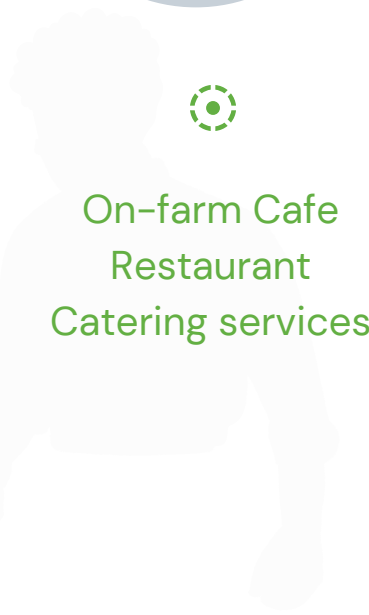
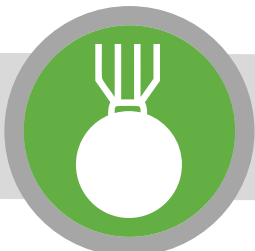
Optional: CrossFit Level 1 Certificate, Programming
CrossFit



SRUC

SKILLS TO DIVERSIFY

On-Farm Experiences – Food Services



On-farm Cafe
Restaurant
Catering 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

Food and Drink Entrepreneurship RGU, FutureLearn

Practical Guide To budgeting
FutureLearn

Managing Human Resources in the Hospitality and Tourism
edX

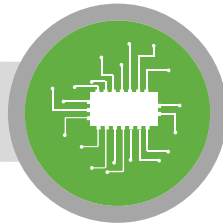


Additional skills: Marketing and Digital

Digital Solutions, Digital Marketing

THRIVE
SRUC, QMU

Managing Marketing in the Hospitality and Tourism
edX



Additional skills: Sector

Scottish Certificate for Personal Licence Holders
SRUC, UHI

Allergen Awareness
D&A College, UHI

REHIS Food Hygiene Elementary, Intermediate
REHIS

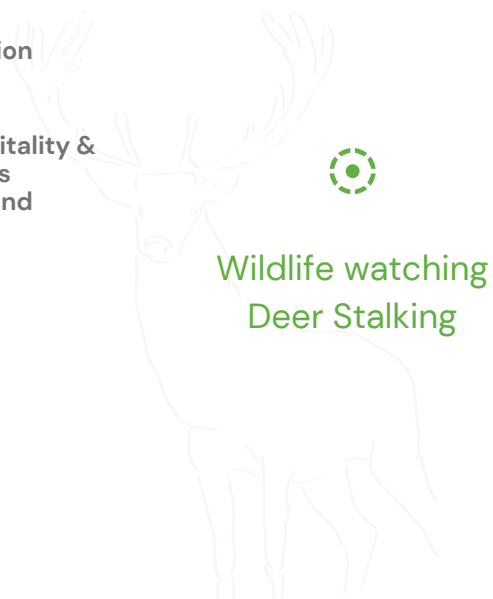
Farm to Fork: Sustainable Food Production in a Changing Environment
FutureLearn



SRUC

SKILLS TO DIVERSIFY

Outdoor experiences – Wildlife



Wildlife watching
Deer Stalking



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 Univeristy
- 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



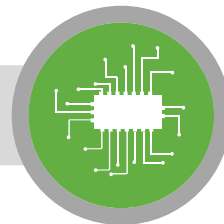
General skills: Business

- Fundamentals: Bookkeeping, Marketing
- 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



SRUC