

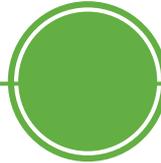
Upskilling, reskilling and training for land-based tourism

Rural Industries



Education types

Upskilling, reskilling, and training for land-based tourism business



FORMAL EDUCATION

- Hierarchical, structured
- Subject-oriented
- Provided by schools, colleges, HIE.

NON-FORMAL EDUCATION

- Structured
- Outside the formal system
- Educational provider or other organisations

INFORMAL EDUCATION

- Non-structured training
- Provided by other institutions

Formal education

01

Examples of formal education: upskilling, reskilling and training courses for land-based tourism business

Rural Skills

- Skills for work: Rural Skills – UHI, Newbattle Abbey College, SRUC, Rural Skills Scotland
- Estates Skills and Management: Dundee and Angus College, Rural Skills Scotland
- Environmental Conservation: Rural Skills Scotland, SRUC,
- Rural Business Management: SRUC

Business, Administration & Digital skills

- Gamekeeping
- Sustainable Deer Management (CPD) – University of the Highlands and Islands

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
- Sustainable Deer Management (CPD) – UHI

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: Glasgow Caledonian University, SRUC
- Mixed Farming: UHI-SRUC
- 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

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:
- Growing your Own Soft Fruit: UHI

NON-FORMAL EDUCATION

02

Examples of non-formal education: upskilling, reskilling and training courses for land-based tourism business

Rural Skills

- Rural Event Training: LANTRA
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Business, Administration & Digital skills

Business Getaway Webinars:
Advertising and Marketing

INFORMAL EDUCATION

03

Business, Administration & Digital skills

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,

Outdoors and Adventures

FutureLearn:

- Building an Outdoor Fitness Business

Ridelines

- Essential Mountain Bike Skills For Beginners, Cycling Mountain Bike

Things to do

Business Gateway Webinars:

- Digital fundamentals for tourism businesses
- Tourism businesses: Make your website work for your customers – best practice in user experience (UX)

FutureLearn:

- Tourism: Understanding Data in the Tourism Industry, Introduction to the Travel & Tourism Industry.
- Fitness and Wellness: 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

FutureLearn:

- Food Services: Entrepreneurship in Food and Beverage, How to Open a Restaurant, How to Manage Food Costing in the Catering and Restaurant Industry