

# Skills Areas for land-based tourism businesses

# Skills Areas for land-based Rural Industries

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**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 Cooking, Food Safety, Sustainable Food Production, Food Production, Food Technology

## Environment & Sustainability

Sustainable Resource Management, Resilience 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, Costin and Pricing, Budgeting, Human Resource Management, Marketing, Advertising, Social Media.

## 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,

## Leadership & Organizational



Facilities management, Project Management, Time Management, Decision Making, Leadership, Organisational Management,

## Legal, Safety & Regulations



Safety regulations, Food Safety, Food Hygiene, Risk and Safety Management, Wiring Regulations, Emergency First Aid, First Aid, Online Safety

### 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.

**Skills areas offered by registered education providers in Scotland**

Land-based areas



**Skills areas offered by registered education providers in Scotland**

Business, Leadership,  
Marketing and  
Management



