

Skills for Rural Industries

DIVERSIFICATION FOR LAND-BASED TOURISM BUSINESSES



What is farm diversification?

Diversification is a process of a farm, rural Business or land-based business expanding its business activities beyond the traditional farming or agricultural enterprise in order to add value to its produce, build resilience, increase business profitability, reduce market, and price volatility, and highlight supply chain provenance.

Agritourism

“A tourism or leisure activity on a working farm, croft or estate which produces food.”¹

Rural-based tourism

Tourism activities in a rural area

Examples of diversified rural business

Farm Experiences:
PYO.
Farm shops

Food & Drink experiences:
Farm cafés
Restaurants.

Accommodation:
B&Bs
Glamping,
Camping

Spaces:
Event Venues
Outdoor gyms

Outdoor experiences:
Adventure tourism
Outdoor gyms

¹ Scottish Agritourism A Strategy for Sustainable Growth (visitscotland.org)

Why start a business in land-based industries?

Diversifying strategies can support resilience to face the effect of external perturbations.

Motives for diversifying into land-based businesses include several considerations other than economic aspects such as personal choices and desires, current constraints, and goals.

No one solution fits all. It is important to understand the reasons and motivations behind the decision to diversify, identify different suitable diversification strategies and choose the one that aligns with set goals

Economic benefits

- New sources of revenue through new products and services
- Stable income, which gives high expected returns in the presence of changes.
- Adaptation for seasonality

Environmental benefits

- Conservation of natural resources.
- Maintenance and conservation of biodiversity and landscapes.
- Land-based enterprises such as tourism have little environmental impact

Social and communal benefits

- Improve livelihoods and living standards
- Promotion and development of the local area supporting other industries.

HOW TO START A LAND-BASED TOURISM BUSINESS?

Knowing where you start and where you want to go



Understand and identify personal motivations, characteristics and goals.

Understand KEY current assets & skills.

To find courses and resources available by type, area and platforms see:

[Types of upskilling, reskilling and training resources](#)

[Skills Areas](#)

[Resource Compilation](#)

Formal education and training
Workshops & Webinars
Self-guided learning



What are skills needed to achieve the desired outcome?

See [Skill Pathways](#) for examples and guidance on progressions and skills requirements by area

Where do you want to be?
What do you want to become?
When ?



See [Types of Land-based Tourism Business](#)



Where to start?



Skills path & Planned work



Desired skills
Goals



Timescale