

# Tourism

Some useful links and tips for expanding your labour market insight (LMI).

**Scotland's National Strategy for Economic Transformation (NSET)**, published March 2022, included Scotland's commitment to Net Zero goals and outlined high-value sectors important to Scottish economic growth, this included:  
**Circular Economy; Blue Economy; Sustainable Farming; Tourism, Nature Restoration & Eco-tourism.**

## Exploring Tourism

I'm looking for general information that's easy to navigate and share.

### [My World of Work: Industries –Tourism](#)

MyWoW industry pages offer a sector overview and video, employment figures, a selection of related jobs to explore, useful school subjects and wider network links.

Also see: CareerSmart [Leisure & Travel Services](#) occupations for UK LMI data

### [Digital Economy Skills & Career Guide](#)

(PowerPoint)

Easy to read and share guide describing what a digital economy is, the skills needed, opportunities created, and how it fits within different sectors like TravelTech (slide 9).

## Tourism Insight & Statistics

I'm looking to build a better understanding of this sector within the Scottish labour market, regions, and local authority areas.

### [Sectoral Skills Assessment \(SSAs\) -](#)

[Tourism](#) The annually updated SSA reports combine quantitative data and qualitative sector expert insight. There is report focused on the Scottish Tourism sector.

Also see: [RSAs & SSAs webinars](#) introducing the reports, includes a Data Matrix tour.

### [Regional Skills Assessments\(RSAs\) & Data Matrix](#)

You can view current and forecast job numbers for 'Accommodation & Food Service Activities' or 'Arts, Entertainment & Recreation' by region in each RSA Report, the RSA Rural Scotland Report and/or view Local Authority data via the interactive Data Matrix.

### [Skills Action Plan for Rural Scotland homepage](#)

Tourism is an important part of the rural enterprise and employment and features in the Rural Employers Toolkit. Also see: #RuralSkillsScotland within social media

### [Scottish Government: Tourism & Events](#)

Offering an overview, latest sector news and key policies.

Also see: [Scotland.org Key Sectors](#) for some simple Tourism stats and video.

**WIDER FOCUS:** Tourism, Hospitality, Catering and Events opportunities may be UK wide or global. Organisations like [Deloitte's](#), [PwC](#) and [OECD](#) can offer this wider focus.

## INDUSTRY INSIGHT

Often the best place to find data and insight on a sector is from governing bodies, national agencies, and trade unions. For Tourism this includes:

### [Visit Scotland](#) (Corporate site)

Is the national tourism organisation with a huge range so sector news, events, skills development support and research & insight – including [tourism employment statistics](#) and [tourism insight by region](#)

Note: corporate website - [visitscotland.org](https://visitscotland.org)  
and customer site - [visitscotland.com](https://visitscotland.com)

### [Scottish Tourism Alliance \(STA\)](#)

Is the largest member organisation for tourism and hospitality businesses in Scotland. It has a useful 'National Strategies' area with key reports like the 'Scotland Outlook 2030: Responsible Tourism for a Sustainable Future' strategy.

## LMI for Learning

I'm looking for resources and videos that will help me understand and share labour market insight and experiences with a young person or group.

### [Marketplace](#)

Joint DYW and SDS opportunity zone for all industry sectors, with work inspiration and preparation content for young people and well as experience opportunities. There are also 'influencer' events and resources for professionals, parents & carers.

### [Springboard FutureChef](#)

School-based culinary competition for schools across the UK. FutureChef Jnrs is for S1/S2 and FutureChef Competition is for S3 / S4 / S5. (*more on Springboard in Next Steps*)

### [UKHospitality Scotland](#)

Enables you to stay current with sector news both for Scotland and the UK. Note: some research, reports, and webinar are only available to members.

**Also see:** at the end of the [Tourism & Hospitality Skills Group](#) page there is a useful hyperlink list of support resources, reports and job posting locations.

### [PlanitPlus: Career Areas - Hospitality, Beauty & Tourism](#)

The Planit Plus areas includes LMI facts & figures as well as a downloadable Career Pathways PDF highlighting progression routes. Tourism related jobs appear in a number of Subject Career posters including Geography, Health & Food, Hospitality and Languages.

### [Historic Environment Scotland Careers Unpacked](#)

Tools and resources to help people explore careers and pathways, with resources for educators.

## LMI for Next Steps

I'm looking for insight about getting started in the sector.

### Training

**Example:** [Springboard Scotland](#)

Working to build a skilled hospitality and tourism workforce, accessible to all ages, register to access free info, support and employability programmes.

### Jobs Connection

**Example:** [CareerScope](#)

Part of Springboard, you can create a profile to help connect to the right training and opportunities, including jobs and apprenticeship search. The sites interlink.

### Job boards on the Institute of Hospitality

site - [UK jobs board](#) and [Global Jobs board](#)  
UK and global vacancy search for hospitality jobs

### Sector Jobsites

**Example:** [Association of Scottish Visitor Attractions \(ASVA\)](#)

Some representation bodies like ASVA also advertise vacancies, allowing their member organisations to post opportunities.

### Enterprise

Explore business start-up information and advice for:

[Business Gateway Tourism](#)  
or [Food & Drink](#) or [Hospitality, Catering & Events Management](#)  
or [Leisure & Sport](#)

**Development –** [Hospitality Industry Trust \(HIT\) Scotland](#)

There can also be opportunities to build skills once in study or work, like the HIT Scholarship for anyone working in or studying towards a career in Scottish hospitality.

## Next Steps - Apprenticeships

### [Apprenticeship.Scot](#)

Includes useful tools such as '[Explore your options](#)' showing where Foundation Apprenticeships (FA) might lead and the academic value colleges and universities give FA's (usually 1 Higher at A or B).

### [SDS Statistics area](#)

If you are looking for data on Apprenticeship uptake and completion the SDS Statistics area has quarterly Modern Apprenticeship report.

### [Framework A-Z](#)

View a description, qualification level / levels, learning intentions and potential career links of every Scottish Apprenticeship. For this could include:

#### FOUNDATION APPRENTICESHIPS (FA) in school

- FA Hospitality (SCQF level 6)

#### MODERN APPRENTICESHIPS (MA) in work & study

- MA Hospitality (SCQF level 5)
- MA Hospitality Supervision & Leadership (SCQF level 7)
- MA Hospitality Management Skills Technical (SCQF level 8)
- MA Production Chef (SCQF level 5)
- MA Senior Production Chef (SCQF level 6)
- MA Travel services (SCQF level 5 or 6)

## Next Steps - Education

You can search for Hospitality, Catering & Tourism course options on [My World of Work](#). If you need more data on these education pathways and destinations here are a couple of sources:

### [Scottish Funding Council \(SFC\): College Leaver Destinations](#)

In this annual report you can see number of leavers by subject areas – including Hospitality & Tourism - and level of study with an indication of numbers entering work or further study.

### [Discover Uni](#)

Allows you to view individual university course data, including Tourism, Hospitality or Events Management, and compare individual course / university insight, such as, student satisfaction rates, average earnings and employment after the course.

Much of the data is from [HESA – Higher Education Statistics Agency](#)

**Thanks for your time – if you have any comments, questions or suggestions contact us at: [education@sds.co.uk](mailto:education@sds.co.uk)**