

Scotland, Yours to Discover! Online Learning Resource

*Developed in partnership
with LearnDirect Scotland.*



Research into why tourists holiday in Scotland shows that the people, history, geography, scenery/environment, places to visit and activities are amongst the most important assets that we have. We can help our visitors to make the most of their trip so that they come back and recommend to others by providing them with information or giving them new ideas of what to see and do.

Through time, all of us who work in the tourism industry build up a bank of knowledge that helps us to add value to our visitors' holidays but demands are changing as people become more sophisticated and more focussed in their interests so there is always something new to learn.

This course has been designed as a 'fun' way of refreshing our knowledge or to introduce new staff to the richness that makes up Scotland's tourism product.

It is relevant for anyone working in the tourism industry, whether you run a bed & breakfast in Wick, work as a ranger, are based in one of Scotland's Tourist Information Centres or have been appointed to a new job in a large hotel. The course takes an overview of the Scottish tourism product and includes history, geography and a more in-depth look at the tourism product on a regional level.

**This learning resource provides additional support to
Hospitality Assured.**

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Switching on to Scotland - covers 3 aspects of Scotland:

- **The regions of Scotland** Scotland is divided into eight areas which enables you to look in more depth at features of regions including geography, landscape, weather, wildlife and nature, history and culture and things to see and do. These sections have been designed to give you an overview to further assist you when dealing with visitor enquiries.
- **History** This section is intended as a reference aid to the history of Scotland. The sections that follow will provide information relating to the rich culture and traditions of Scotland, and events of particular interest to both national and international tourists.
- **Geography** In this unit, you will look at Scotland as a whole, and its geography. In view of the nature and diversity of our Scottish landscape you will also look at wildlife and the weather it attracts. The weather and landscape also dictate the activities you will look at in this unit.

**To access this free training resource
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