



**Boston University** International Programs  
London

**Boston University British Programmes**  
**British Tourism: Knowing Britain Inside Out**  
**SHA HF 365 (*Core class*)**  
**Summer 2009**

### **Instructor Information**

A. Name	Andy Charlton
B. Day and Time	Wednesday and Thursday, 9am-1pm
C. Location	Wetherby room, 43 Harrington Gardens, SW7 4JU
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F. Webpage	<a href="http://www.bu-london.co.uk/academic/hf365">www.bu-london.co.uk/academic/hf365</a>
G. Office hours	By appointment

### **Course Prerequisites**

None, please note this is the recommended core course for students pursuing an internship experience through the BU London Internship Programme's Hospitality track, therefore a background in Tourism or Hospitality is appropriate.

### **Course Overview**

You can't market a country as you would a breakfast cereal, nor can you work successfully in a country if you don't understand what makes it tick.

A country is unique, its peoples are unique, its attractions are unique. Britain is no exception. To be successful in tourism related businesses in Britain requires specialist marketing strategies and skills together with an extensive knowledge of the country and its culture.

How does the provision of tourist related services differ in Britain? Why should I hold my annual conference in Britain rather than France, or Bermuda or Cancun? And can Britain deliver what my clients are looking for?

We will examine all aspects of the British Tourist Industry through lectures, field trips, class discussions and video presentations.

You will acquire a basic core knowledge of Britain, be comfortable with British culture and understand what Britain can deliver to your clients in both a leisure and business context.

## **Methodology**

Nine sessions comprising lectures, field trips, class discussions and video presentations. Students will complete weekly assignments, participate in class discussions, have a 2-hour final exam and complete set background reading as part of the course.

## **Required Reading**

**Set Texts** for the course "The Business of Tourism" by J Christopher Holloway, 6th edition, published by Longman in paperback (2002) ISBN 0273-655363-9.

The Green Michelin Guide to Great Britain (2001) published by Michelin Travel Publications, ISBN 2-06-000083-1.

Additional readings may be posted on the course webpage:

<http://www.bu-london.co.uk/academic/hf365> (you must be logged in to view materials).

**Suggested Reading** – all should be available from the library.

## **Periodicals**

UK Broadsheet newspapers such as The Times, The Guardian, The Telegraph and The Independent all available in the foyer area at Boston University.

Private Eye. Any tabloid newspapers too. "Hello" and "Ok" Magazines. Time Out Magazine.

## **Grading Criteria**

Paper (minimum 2,000 words)	30%
Final exam (two hours)	50%
Attendance, participation and four visit reports	20%

Please refer to the Academic Handbook for detailed grading criteria, attendance requirements and policies on plagiarism:

<http://www.bu-london.co.uk/files/images/ACADEMICHANDBOOKSU09.pdf>.

## **Contact Hours**

Wednesdays 9.00-1.00, Thursdays 09.00-1.00. Also Field Trip activities; a visit and guided tour of Westminster Abbey, a guided tour of the Bankside area together with a special seminar with British high school students involved in the Aspire project at which tourism professionals outline the benefits of further education in hospitality and tourism in Britain, and a guided tour of the grounds and visit of the Wimbledon Lawn Tennis Museum at the All England Lawn Tennis Club at Wimbledon. Students will visit these tourist sights with the lecturer in London and write up study reports on their visits (600 words a visit) to be included in the Grading Criteria. Students will be expected to visit one place of interest by themselves. Suggestions for visits will be given, or students might like to pursue their own ideas in consultation with the lecturer.

## **Chronology**

**Orientations Week; 20<sup>th</sup> -22<sup>nd</sup> May, plus Introductory Lectures (all BU students)**

### **LECTURE 1 (Wednesday 27<sup>th</sup> May at 09.00 until 1.00)**

#### **British History and Identity**

What is the UK? Is this Great Britain? Who are these people?

A brief historical overview of the development of Britain and the British, an island race.

The King v. Parliament. Protestant v. Catholic.

The role of Parliament and the Monarchy and how this has moulded modern Britain.

How do Scotland, Ireland and Wales fit in?

Britain and the European Union.

The geography of the country. What's where.

London as a special case - a brief history of London.

The geography of the capital and its sights.

Recognising modern Britain and its institutions.

The British people, their sense of humour and sense of place within the world.

How the British perceive and interact with foreigners. How foreigners perceive the British. The British Identity.

Customer service in Britain.

Video presentation: Dad's Army.

#### **Required Reading:**

**Green Michelin Guide to Great Britain, Historical Notes section (pp 48-59) and Landscape section (pp 38 -42)**

**Set Text Holloway: Chapter 2 The History of Tourism (12 pages)**

**Green Michelin Guide to Great Britain, London section (pp 283 - 305)**

### **LECTURE 2 (Thursday 28<sup>th</sup> May at 09.00-1.00)**

#### **British Popular Culture, Business in Britain and the Major Tourist Sites**

Cinema, radio and television. Soap operas, newspapers, talk shows, sport.

How this translates to other cultures, and how it doesn't.

The significance of British Rock Music from the Beatles onwards,

youth movements, fashions and trends; could punk have happened anywhere else?

How this affects visitors' perceptions of Britain.

Tourist sites and attractions in Britain.

#### **Doing Business in Britain.**

Business expectations and the provision of business services to international clients.

When does a business person become a tourist?

The special case of the City of London. The Lord Mayor's role.

Attracting investment and business.

Conferences and Exhibitions in Britain. Hospitality in a business context in Britain

Video presentation: Al Murray, the Pub Landlord and British identity

#### **Required Reading:**

**Set Text Holloway: Chapter 4 The Economics of Tourism**

### **LECTURE 3 (Wednesday 3<sup>rd</sup> June at 09.00 until 1.00)**

#### **Sport, Accommodation and Transport**

##### Sport and Leisure in Britain.

A history of the country's sporting heritage and sports tourism in Britain. Most of the world's sports were invented here - Lawn tennis, rugby, football, golf, cricket etc. What impact does that have?

The world famous venues and the events that attract sports tourists from around the globe.

##### Accommodation and Transport.

Consideration of a top British hotel chain and its marketing strategies.

Transport in Britain. The effect of the Channel Tunnel, air links, the rail network, the road infrastructure and their impact on tourism. New transport projects. London 2012.

#### **Required Reading:**

**Set Text Holloway: Chapter 11 Visitor Attractions**

**Chapter 9 Modes of Tourist Travel**

**Green Michelin Guide to Great Britain, Painting, Music, Sculpture and Literature (3 pgs)**

### **LECTURE 4 (Thursday 4<sup>th</sup> June at 10.00)**

#### **Field Trip to Westminster Abbey**

Westminster Abbey is the coronation church of this country's monarchs and dates back to the 11<sup>th</sup> century. It's also where many famous and celebrated British citizens are either buried or commemorated. The present Queen was crowned here, the funeral service for Princess Diana was held here and it is a church with national and historical significance visited by many.

But isn't it a place of worship first and foremost? What place do tourists have here?

Or, is this not a national monument, the vast majority of whose visitors have no interest in the Church of England? In a country where only a tiny minority of people go to any church to worship, let alone Westminster Abbey, why are there still religious services here at all? Don't they intrude on the building as a tourist site? Where do we strike the balance? There will be a guided tour by the lecturer and we'll assess the Abbey as a tourist attraction, how it's marketed, and what visitors can expect from their visit.

### **LECTURE 5 (Wednesday 10<sup>th</sup> June at 10.00 meeting at Southwark Cathedral)**

#### **Field Trip to Bankside.**

This field trip will give a unique insight into hospitality and tourism in Britain. The Aspire project is a government funded initiative to promote further education in communities and families with little or no experience of post high school educational opportunities. A number of British tourism professionals will give talks to British tourism and hospitality students to guide them in their careers in tourism and hospitality. We will also contribute to the debate, in particular comparing and contrasting tourism and hospitality opportunities in the UK and US. We will enter into a number of projects with the British students, in small groups, to enable us to explore cultural differences in approaches to tourism and hospitality. I will conclude the session by taking a guided walk around the sights of Bankside for everyone.

There will be an opportunity to continue the projects launched today on the evening of June 30<sup>th</sup> June at a further session with the British students. This supplementary session is entirely voluntary (genuinely so!)

#### **Required Reading:**

**Set Text Holloway: Chapter 16 Tourism Design and Management**

**LECTURE 6 (Thursday 11<sup>th</sup> June at 09.00 until 1.00)**  
**The Arts and the Monarchy. Some Great Britons**

The Arts in Britain.

Britain's musical, artistic, literary and cultural heritage. Why have more French people heard of the Astoria, a top concert venue, than the Lake District? Do the arts attract tourists?

The Monarchy, British Rock and Pop, special events and anniversaries and some Great Britons. How the British tourist industry markets these uniquely British attractions.

Video presentation: The State Opening of Parliament.

**Required Reading:**

**Set Text Holloway: Chapter 10 The Hospitality Sector (15 pages)**

**LECTURE 7 (Wednesday 17<sup>th</sup> June at 10.00 at the All England Club).**  
**Field Trip to the Wimbledon Lawn Tennis Museum and Grounds**

A field trip to the Wimbledon Lawn Tennis Museum and grounds at the All England Lawn Tennis and Croquet Club, Wimbledon.

Is it easy to market a world renowned institution? Are there special British factors to consider?

There will be a tour of the grounds followed by a short discussion of the issues raised by the visit.

Time will be given for a session designed to bring out the basic principles of marketing a tourist site and to examine issues unique to the Museum. What constraints are imposed in marketing a world famous private members club? Are there advantages? What do visitors expect and how does the Museum seek to fulfil those expectations? What are its objectives? Are they successful? How would you do it?

**Required Reading: 2 "Broadsheet" newspapers and 2 "tabloid newspapers from this week.**

**LECTURE 8 (Thursday 18<sup>th</sup> June at 09.00 until 1.00)**  
**Public Sector Tourism. The Great British Countryside**

Public Sector Tourism.

Visit Britain. The London Development Agency. The role of the Mayor of London. Regional Development Initiatives. The role of the Tourist Boards. London 2012. Locog.

The example of Stonehenge and how public bodies and government agencies impact on British tourism.

The British Countryside

Farming and agriculture, and the countryside as a tourist destination.

Religious Buildings in Britain

Video presentation: The National Trust, Yoko Ono, and John Lennon's former home in Liverpool.

**Required Reading:**

**Set Text Holloway: Chapter 15 The Public Sector**

## **LECTURE 9 (Wednesday 24<sup>th</sup> June at 09.00 until 1.00)**

A review of the course.  
Conclusions and class discussion.  
Examination techniques and skills.

## **FINAL EXAM**

### **Thursday 25<sup>th</sup> June**

Exam times and locations will be posted on the BU London website and in the Student Newsletter two weeks before exam dates.

**\*\* Make-up Class Date: Friday 12 June.** Should any class dates need to be rescheduled, students are obligated to keep this date free to attend classes.

**\*\* Please note: All students must attend an Internship Briefing at 3:45pm on Tuesday 23<sup>rd</sup> June. LT students will have their first Internship Tutorial meeting after their final Core lecture on Wednesday 24 June, at 2pm in the Boston room (43 Harrington Gardens).**

## **Terms and Conditions**

**\*\* Attendance at all classes and visits is mandatory.** Students missing lectures without a doctor's letter or authorisation from the Director will automatically be docked a – or a + from their final grade. Persistent lateness will also be penalised in the final grade. A register of attendance will be taken at the beginning of each session, and marks will be awarded for attendance. Absence can be conveyed either by advising a senior member of staff in the Academic Affairs Office with a request that the information be passed on to me; or by emailing me at [andy@charlton28.freemove.co.uk](mailto:andy@charlton28.freemove.co.uk) prior to class. Leaving it to another class member to convey messages will not be acceptable. Appointments for interviews for internships should not conflict with attendance at classes. **\*\***

Any student who is unable to attend a class, or take part in an assignment because of religious reasons, must give notice of the fact in advance. He/she will be required to make up for time lost. In this situation arrangements must be made with another student for class notes to be shared. Written papers must be delivered before agreed deadline, failure to hand in the paper will result in deducted marks.

I will make some time available in each session for students to raise questions etc. Should students wish to discuss matters with me in person I will also be available during the break mid-lecture and at the end of class. Alternatively, please feel free to e-mail me with questions. If you have problems with the availability of reading materials (all of which should be in the library) please contact me either through the Academic Affairs Office or via e-mail.