

Boston University Study Abroad



LONDON, ENGLAND > STUDY ABROAD



Boston University's London Internship Program offers School of Hospitality Administration students the opportunity to work and study in one of Europe's premier tourist destinations. The four-credit SHA HF 365 "British Tourism: Knowing Britain Inside & Out" is the track's centerpiece. It consists of sixteen session lectures, field trips, talks from marketing professionals, class discussions, and video presentations. Students will complete weekly assignments, participate in class discussions, have a two-hour final exam and complete set background reading as part of the course.

Upon successful completion of the program, students earn 16 Boston University credits.

London Internship Program: Hospitality Track

COURSE

SHA HF 365 British Tourism: Knowing Britain Inside & Out

A country is unique, its people 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. 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.

FACULTY

Andy Charlton (SHA HF 365) holds a L.L.B (Honors) Degree from University College London and was a qualified and practiced solicitor. As a Blue Badge Guide he lectures on many aspects of Britain for various organizations and works regularly in sports tourism and events, including work for the All England Lawn Tennis Club in Wimbledon, the Princeton University Hockey Club, and Arsenal Football Club. He is a qualified Parliament Guide and takes lecture tours of the Palace of Westminster, the Tower of London, Westminster Abbey, St. Paul's Cathedral, Tate Britain, and the British Museum. He is a member of the Association of Professional Tourist Guides and a founder member of the Institute of Tourist Guiding, for whom he has written their published booklets on British Sport and British Popular Music.

HOUSING

Students share rooms in furnished apartments with other students in Boston University's London programs.

ADMISSIONS

- A background in tourism or hospitality is recommended
- Refer to our policy on eligibility/admissions at www.bu.edu/abroad/admissions

PROGRAM DATES

Fall Semester: late August-mid-December
Spring Semester: mid-January-late April
Summer Term: mid-May-early August

APPLICATION DEADLINES

Fall Semester: March 15
Spring Semester: October 15
Summer Term: March 1

2011/2012 PROGRAM COST

\$17,600 per semester. Cost includes tuition, housing, internship placement, and emergency travel assistance coverage. Financial aid is available.