



**Boston University Study Abroad
London**

**Boston University Study Abroad London
British Tourism “Knowing Britain Inside Out”
SHA HF 365 (*Core course*)
Spring 2016**

Instructor Information

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B. Day and Time	Wednesday and Thursday, 9am-1pm
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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

Ten sessions comprising lectures, field trips, class discussions and video presentations. Students will 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 Whittaker, A. (ed.) *Speak the Culture – Britain*, Thorogood Publishing Ltd 2009,
ISBN: 1 85418 627 2 /978-185418627-0.

(2010) *The Green Michelin Guide to Great Britain*. Michelin . ISBN: 978-1-906261-82-5

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 library and Boston room at 43 Harrington Gardens.

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

Grading Criteria

Paper (minimum 2,000 words) Deadline: To be handed in at the exam	30%
Final exam (two hours)	50%
Attendance, participation and four visit reports	20%

Grading

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

<http://www.bu.edu/london/current-semester>

* *Final Grades are subject to deductions by the Academic Affairs Office due to unauthorised absences.*

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 visit and guided tour of the British Library, 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.

Attendance

Classes

All Boston University Study Abroad London Programme students are expected to attend each and every class session, tutorial, and field trip in order to fulfill the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

Authorised Absence:

Students who expect to be absent from any class should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date (except in the case of absence due to illness, for which students should submit the Authorised Absence Approval Form with the required doctor's note as soon as possible). **Please note:**

Submitting an Authorised Absence Approval Form does not guarantee an authorised absence

Students may apply for an authorised absence only under the following circumstances:

- Illness, supported by a local London doctor's note (submitted with Authorised Absence Approval Form).
- Important placement event that clashes with a class (verified by internship supervisor)
- Special circumstances which have been approved by the Directors (see note below).

The Directors will only in the most extreme cases allow students to leave the programme early or for a significant break.

Unauthorised Absence:

Any student to miss a class due to an unauthorised absence will receive a **4% grade penalty** to their final grade for the course whose class was missed. This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with the Directors to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Lateness

Students arriving more than 15 minutes after the posted class start time will be marked as late. Any student with irregular class attendance (more than two late arrivals to class) will be required to meet with the Assistant Director of Academic Affairs and if the lateness continues, may have his/her final grade penalised.

Chronology

Orientation Week; January 2016, plus Introductory Lectures (all BU students)

LECTURE 1 (Thursday 14th January 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.

Required Reading:

Green Michelin Guide to Great Britain, History section (pp 50-66) and Nature section (pp 90-91)

Set Text: "Speak the Culture" pp 5- 41 – Geography and History

Green Michelin Guide to Great Britain, London section (pp 94-118)

LECTURE 2 (Wednesday 20th January 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

Required Reading:

Set Text "Speak the Culture" pp 173-183, pp221-239, 261-271

LECTURE 3 (Thursday 21st January at 09.00 until 01.00)

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.

London 2012 and what it meant for tourism and hospitality in Britain.

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. Crossrail.

A new airport for London.

Required Reading:

Green Michelin Guide to Great Britain, Sculpture, Painting, Music and Literature (pp 82-87)

LECTURE 4 (Wednesday 27th January at 10.00 at the Abbey)

Field Trip to Westminster Abbey

Westminster Abbey is the coronation church of this country's monarchs and dates back to the 11th century. It's also where many famous and celebrated British citizens are either buried or commemorated. The present Queen was crowned here, the Duke and Duchess of Cambridge were married here in April 2011 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 (Thursday 28th January 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 former top concert venue, than the Lake District? Do the arts really 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 "Speak the Culture" pp 186 – 193, pp 213 – 217, pp 110- 133

LECTURE 6 (Wednesday 3rd February at 10.30 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. A guided tour of the grounds and behind the scenes with the lecturer.

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.

Required Reading:

Set Text “Speak the Culture” pp356-8 Sport

LECTURE 7 (Thursday 4th February at 09.00 until 1.00)

Public Sector Tourism. The Great British Countryside

Public Sector Tourism.

In particular the role of the Mayor of London. 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, Stately Homes and Castles in Britain

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

LECTURE 8 (Wednesday 10th February) A Field Trip to the British Library

It’s the repository of the nation’s most important and valued documents. Magna Carta, Beatles handwritten lyrics, sound archives, 17th century newspapers and more besides. Should it be better known as a tourist attraction or is it really about scholarship and research? All public institutions are under increasing pressure to prove their worth to the general public, not just their worth to writers, researchers and academics. We’ll take the BL’s general tour and see if they manage to do this.

LECTURE 9 (Thursday 11th February at 09.00 until 1.00)

A review of the course.

Conclusions and class discussion.

Examination techniques and skills.

**** Contingency Class Date: Friday 5th February. Students are obligated to keep this date free to attend class should any class dates need to be rescheduled.**

**** Please note: Students will have their first Internship Seminar meeting on Wednesday 10th February. Check Internship Tutorial Timetable for time and location.**

LECTURE 10 (To be arranged for an evening date mutually agreed during the course)

The performing arts in London and their effect on tourism. We'll take in a show of some description in London's West End. There are various (wildly differing) estimates of what the performing arts are worth to London's tourist industry; theatre, music, comedy, ballet and opera must make some sort of difference, but what exactly?

FINAL EXAM

Final Examination: Monday 15th February

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

****All students must attend a mandatory drop-in session (to sign Internship Agreement and for any questions about placement, social programme, travel and academics) on Monday 15th February in the Boston Room, 43 Harrington Gardens, SW7 4JU. Food will be served!**