Boston University Study Abroad London

British Tourism “Knowing Britain Inside Out”
SHA HF 365 (Core course)
Spring 2018

Instructor Information

A. Name: Andy Charlton
B. Day and Time: Wednesday and Thursday, 9am-1pm
C. BU Telephone
D. Email
E. Office hours: By appointment
F. Mobile:

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 anywhere else? 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 videos.

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 videos. Students will participate in class discussions, have a 2-hour final exam and complete set background reading as part of the course.

Required Reading


Suggested Reading – all should be available from the library.

Periodicals

UK Broadsheet newspapers such as The Times, The Guardian and The Telegraph all available in the library and Boston room at 43 Harrington Gardens.


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

Deadline for visit reports: To be handed in at the exam 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 to the Guildhall and guided tour of the City of London, 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 Policy

Classes

All Boston University London Programme students are expected to attend each and every class session, seminar, and field trip in order to fulfil 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 more than one day. In this situation students should submit the Authorised Absence Approval Form with the required doctor’s note as soon as possible). The Authorised Absence Approval Request Form is available from: http://www.bu.edu/london/current-semester/

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 (first day of sickness):** If a student is too ill to attend class, the student must phone the BU London Student Affairs Office (who will in turn contact the student’s lecturer).
- **Illness (multiple days):** If a student is missing more than one class day due to illness, the student must call into the BU London Student Affairs Office each day the student is ill. Students must also provide the Student Affairs office with a completed Authorised Absence Approval Form and a sick note from a local doctor excusing their absence from class.
- **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.

**Religious Holidays**
Boston University’s Office of the University Registrar states:

‘The University, in scheduling classes on religious holidays and observances, intends that students observing those traditions be given ample opportunity to make up work. Faculty members who wish to observe religious holidays will arrange for another faculty member to meet their classes or for cancelled classes to be rescheduled.’

**Special Accommodations**
Each student will need to contact the Office of Disability Services to request accommodations for the semester they are abroad. Students are advised by BU-ODS not to expect the same accommodations as they receive on campus.

BU London can only uphold special accommodations if we have received the appropriate
documentation from the BU-ODS. We cannot accept letters from other universities/centres.

All disabilities need to be known to the ODS in Boston if they are to be used as a reason for requiring a change in conditions, i.e. reduced internship hours or special accommodations for the internship schedule.

**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 Associate Director for Academic Affairs and if the lateness continues, may have his/her final grade penalised.

**Chronology**

**Orientation Week; January 2018, plus Introductory Lectures (all BU students)**

**LECTURE 1 (Thursday 18th 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 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. How will the divorce go and how will it affect tourism?
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 24th January at 09.00-1.00)**
**British Popular Culture, Business in Britain and the Major Tourist Sites**

What does Brexit mean for our industry?

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. 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? How, if at all, will Brexit impact on the British
tourism and hospitality industry?

The special case of the City of London. The Lord Mayor’s role.
Attracting investment and business. Brexit.
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 25th January at 10.00) A Field Trip to the City of London. Meet outside Tower
Hill tube at 10.00

To explore the City the lecturer will lead a guided walking tour, visiting when possible, the Guildhall
and putting the history of the City into context. But it’s today that counts for business, banking,
insurance and finance. So why is London a global financial leader? What’s so special about doing
business in London? What are the implications for tourism? Can we turn business people into
tourists? What is it that brings the business people to London anyway? And will they continue to
come after Brexit?

Required Reading: Any copy of the Financial Times this week.

LECTURE 4 (Wednesday 31st 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 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 1st February 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. What was its legacy?
Accommodation and Transport.

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. Crossrail. A new airport for London. Yet again, the impact of Brexit on travel.

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

LECTURE 6 (Wednesday 7th February at 09.00 until 1.00)
The Arts and the Monarchy, Some Great Britons
Britain’s musical, artistic, literary and cultural heritage. 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: The State Opening of Parliament.
Required Reading: Set Text “Speak the Culture” pp 186 – 193, pp 213 – 217, pp 110- 133

LECTURE 7 (Thursday 8th February at 11.00 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. A guided tour of the grounds including Centre Court 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

* Friday 9th February – contingency class

LECTURE 8 (Wednesday 14th 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.

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

LECTURE 9 Performing Arts Field Trip, Details To Be Given in Class, Date to be Arranged.
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?

LECTURE 10 (Thursday 15th February at 09.00 until 1.00)
A review of the course.
Conclusions and class discussion.
Examination techniques and skills.

*Contingency Class Date: Friday 9th February Students are obligated to keep this date free to attend class should any class dates need to be rescheduled.

FINAL EXAM
Final Examination: Monday 19th February
Exam times and locations will be posted on the BU London Programmes Blackboard course page and will be emailed to students, a week before the final exam.