



Boston University British Programmes
SHA HF 365
British Tourism: Knowing Britain Inside and Out
Andy Charlton
Core Class

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.

Grading Criteria

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

Grading System

The following Boston University table explains the grading system that is used by faculty members on Boston University's British Programmes.

Grade	Honour Points	Usual%	Definition
A	4.0	93-100	Excellent
A-	3.7	89-92	
B+	3.3	85-88	
B	3.0	81-84	Good
B-	2.7	77-80	
C+	2.3	73-76	
C	2.0	69-72	Satisfactory
C-	1.7	65-68	
D	1.0	60-64	Low pass
F	0.0	Unmarked	Fail

"Incomplete" or I grades are not permitted to be issued by faculty, because of the obvious difficulty in making up missed work once the student has left the country. All work must be completed on time. The grades reflect the quality of the work.

It is also important to realise that grades below C may not be transferable to non BU students' home institutions. Lecturers and students should use the following criteria for an understanding of what each grade means.

"Withdrawn" The Boston University Provost has announced that faculty members may no longer assign grades of "W" (Withdrawn). In supporting this policy, the Registrar's Office will no longer assign W grades on individual students' official Boston University records, even if the grade sheet has a "W" recorded for a student. Alternative grades to "W" are "F" (Failing) or "MG" (Missing Grade).

Grading Criteria

A This exceptional grade is assigned only to work that has persistently outstanding quality in both substance and presentation. The student must demonstrate a sustained capacity for independent thought and extensive study, producing rigorous and convincing analyses in well-ordered prose.

A- Awarded to work that is clearly focused and analytical, and based on wide reading. The student must cover all the principal points of a question and systematically develop a persuasive overall thesis, allowing for one or two venial omissions or inapt expressions.

B+, B, B- This range of grades indicates that the student has shown some evidence of original thought and intellectual initiative. The student has cited sources beyond the class materials, and shown a degree of originality in perception and/or approach to the subject. The work will show thoughtful management of material, and a good grasp of the issues. The differences between a B+, a straight B and a B- may reflect poor presentation of the material, or mistakes in punctuation, spelling and grammar.

C+, C, C- Work in this grade range is satisfactory, but uninspiring. If the work is simply a recitation of the class materials or discussions, and shows no sign of

genuine intellectual engagement with the issues, it cannot deserve a higher grade. Should an essay fail to provide a clear answer to the question as set, or argue a position coherently, the grade will fall within this range. Quality of presentation can lift such work into the upper levels of this grade range. Work of this quality which is poorly presented, and riddled with errors in grammar, spelling and punctuation, will fall into the lower end of the range. To earn a C grade, the work must demonstrate that the student is familiar with the primary course material, be written well enough to be readily understood, be relevant to the assignment, and, of course, be the student's own work except where properly cited.

D A marginal pass can be given where some but not all the elements of the course have been completed satisfactorily.

F The failing grade indicates the work is seriously flawed in one or more ways:

- *Obvious lack of familiarity with the material
- *So poorly written as to defy understanding
- *So brief and insubstantial that it fails to properly address the subject
- *Material presented is not relevant to the assignment
- *Demonstrates evidence of plagiarism

Contact Hours

Wednesdays 9.00 – 1.00 and Thursdays 09.00- 1.00 Also Field Trip activities; visits to Westminster Abbey with a guided walk around the area, the Imperial War Museum, Shakespeare's Globe with a guided walk around the Southwark area and 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

LECTURE 1

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

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.

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 Holloway: Chapter 4 The Economics of Tourism

Video presentation: Have I Got News For You.

LECTURE 3

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 with a representative of the marketing department at the Museum, if available.

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?

LECTURE 4

Sport Accommodation and Transport

The Arts and the Monarchy. Some Great Britons

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.

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?

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

Video presentations: The State Opening of Parliament.

Al Murray, the Pub Landlord and British identity

Required Reading:

Set Text Holloway: Chapter 11 Visitor Attractions

Chapter 9 Modes of Tourist Travel

Chapter 10 The Hospitality Sector (15 pages)

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

LECTURE 5

Field Trip to Shakespeare's Globe with a Guided Walk of the Southwark Area

What type of attraction is the Globe? A fully functioning theatre or a part of the regeneration of the previously down at heel Southwark area? Who goes and why? Why are so many film makers active in Southwark?

Just how do you regenerate an area that historically has been one of the poorest parts of London? A guided walk led by Andy and a visit to the Globe theatre and its exhibition.

LECTURE 6

Field Trip to Westminster Abbey with a Guided Walk of the Westminster Area

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 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? Don't they intrude on the building as a tourist site? Where do we strike the balance? We'll assess the Abbey as a tourist attraction, how it's marketed, and what visitors can expect from their visit.

LECTURE 7

Field Trip to the Imperial War Museum

Is this commemoration or education? Or entertainment? On what level can you describe a visit here as 'enjoyable'? Can it be construed as a celebration of war? Big toys for boys or is there a universal relevance? What do visitors expect from a visit to the IWM, and does the Museum succeed in delivering whatever that is?

How can you market such a museum? What are the museum's aims and how would you go about achieving them? What should the Museum's objectives be?

Required Reading:

Set Text Holloway: Chapter 16 Tourism Design and Management

LECTURE 8

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

A review of the course.
Consideration of issues raised by class study reports.
Conclusions and class discussion.
Examination techniques and skills.

FINAL EXAM See BU website for updates on time and location.

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 email 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.

Plagiarism.

Boston University's Code of Student Responsibilities states:

All students are responsible for having read the Boston University statement on plagiarism, which is available in the Academic Conduct Code. Students are advised that the penalty against students on a Boston University program for cheating on examinations or for plagiarism may be "...expulsion from the program or the University or such other penalty as may be recommended by the Committee on Student Academic Conduct, subject to approval by the dean."

The value of any grade, credit, honour or degree received by a student presupposes that all work submitted by a student is his or her own. A student who uses or relies upon the work of others or who, except under conditions expressly permitted by the

instructor, furnishes assistance to another student, violates the standards of the University. Students must insist upon academic honesty and integrity from their fellow students and must report promptly any case of alleged violation of academic conduct. Failure to do so is a violation of this code.

Plagiarism can take many forms, including the reproduction of published material without acknowledgement, or representing work done by others as your own. This includes the increasingly common practice of purchasing and downloading work from Internet "paper mills." Students should be extremely careful when submitting work for this course that all work is correctly sourced. Print-outs of web sites that have been used in research may be required by the lecturer in cases of a grade dispute and all web site based reference material should be kept by the student until after the end of the semester.

Suggested Reading – all should be available from the library.

Periodicals

"In Britain" Visit Britain's subscription magazine (formerly the British Tourist Authority) available in the Library at Boston University
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.