Join us for the Europe and Iceland Recreation Management study abroad program to twelve countries including Italy, Slovenia, Croatia, Hungary, Austria, Germany, Switzerland, France, Belgium, Netherlands, England, and Iceland. We will have the opportunity to work with and experience European festivals as well as visit recreation venues such as theme parks, museums, stadiums, theatres, cathedrals, palaces, arenas, conference centers, resorts, hotels, and national parks in many countries. Within these venues we will visit with professionals and learn about how they design and manage the visitor experience. Recently, it has been recognized that venues who design and implement top-notch customer experiences are gaining market share over their competition. Thus, this program’s learning outcomes are focused on helping students understand how to design and manage meaningful experiences in recreational and tourism settings. Analysis of venues and active staged experiences among some of the iconic attractions in Europe and Iceland will serve as the context for student learning. Immersion in the exquisite scenery and adventures of Europe and Iceland will be a highlight of the program.

DATES
Approximately 14 May–23 June 2018

HOUSING
Students will stay in local hostels, guesthouses, apartments, convents, and hotels. The program directors will arrange all housing and travel.

COURSES
Required:
Classes will meet specialization electives for Experience Industry Management majors and can be customized for independent study courses in many majors.

This program will fulfill course and foreign experience requirements for the Global Management Certificate offered by the Marriott School.
Bus M 430—Introduction to International Business (3 credits)
Rec M 497R—Special Topics in International Venue Management (3 credits)

COST
$8,500 – 8,900

Includes airfare, LDS undergraduate full tuition (increased cost for graduates and non-LDS students), housing, travel within Europe, group tours, approximately one-third of all meals, and international health insurance.

Not included:
Students are responsible for remaining meals and any personal expenses such as public transportation, attractions visited on personal time, and souvenirs.

Part-time BYU students and non-BYU students will need to pay an additional tuition fee of approximately $286.

PREPARATION
Accepted students are required to participate in an international, cross-cultural preparation course (IAS 201R, 2.0 credit). This evening course will be held Tuesdays from 4:00–6:00 pm during the second block of winter semester 2018.

FUNDING SOURCES
Regular BYU tuition scholarships, Pell Grants, and Federal Insured Student Loans may be applied to Study Abroad programs.

Students who submit the financial aid section of the ISP application, and who have a current FAFSA form on file at the Financial Aid Office (A-41 ASB), will be considered for a Study Abroad scholarship.

Academic departments and colleges may assist with scholarships and grants. Private grants and scholarships outside of BYU may also assist (see kennedy.byu.edu/ispscholarships/).

APPLICATION PROCESS
Complete the online application at kennedy.byu.edu/apply. A non-refundable $35 application fee is required. Applicants will be interviewed once the application is complete and will be notified via e-mail of their acceptance into the program. Please refer to the 2018 Payment Information document for payment schedule (see kennedy.byu.edu/isp-forms/ISPpaymentInformation2018.pdf)

Deadline: 20 December 2017

FACULTY
Brian Hill, a professor of Experience Design and Management. He has directed six study abroad programs to New Zealand, Australia, Fiji, and Europe. He has also directed seven extended study expeditions throughout the Western U.S. and Hawaii.
brian_hill@byu.edu (801) 422-1287

SCHEDULE AND TIME COMMITMENT
Condensed courses will be taught the first week of Spring Term prior to travel. We will spend approximately 6 weeks touring around Europe, England and Iceland. Our travels will take us to recreation venues such as arenas, museums, amusement parks, and national parks.

INTERESTED STUDENTS SHOULD CONTACT
International Study Programs
(801) 422-3686
isp@byu.edu
kennedy.byu.edu/isp

PROGRAM ADJUSTMENTS
ISP reserves the right to cancel this program, revise its offerings, or make any adjustments to the preliminary cost estimates due to conditions beyond its control.