### **STATEMENT OF PURPOSE**

### **LEEDS BECKETT UNIVERSITY**

### **MSC INTERNATIONAL HOSPITALITY MANAGEMENT**

***INTRODUCTION***

*I hereby introduce myself as Anjali, my DOB is 24/11/1999. I belong from Ludhiana and my aim of writing this letter is to prove my eligibility, sincerity and interest to study abroad. Through this letter of mine I will prove my purpose for coming to UK and studying* ***in LEEDS BECKETT UNIVERSITY*** *and how studying here will help me to meet my future goals.  I am very sincere and sensible and hard working person who understands the value of time and believes in hardworking. I am an aspirant since my childhood pursuing to make my career in the field of Hospitality Management from UK as its credentials are recognized worldwide. As a moral given by my parents who always taught me that education is the power which can be used to open the doors to enjoy freedom resulting in change and progress in every society and in every family and it helps us to change the world making it a better place for all. Hence, I have always thought of pursuing my higher study from renowned****, UK.***

***ACADEMIC BACKGROUND***

*I completed my secondary (10th) in the year 2015 from Punjab School Education Board with 65% and completed my senior secondary (12th) in the year 2017 from Punjab School Education Board with 66% under Arts stream. After completing my schooling I took next step for my studied while completing my graduation in Bachelor of Hospitality Management and Catering Technology in 2021 from Lovely Professional University with 65% marks. I feel that I need a change however I am clear that I have to take my career to the next level in education to build advanced knowledge and skills. I realized that this is the time for me now to move upwards in my professional life. I always explore new things. I used to saw many videos on you tube of different destinations. I found deep interest in the field of travel and tourism. Then I started to explore the career options on internet and after a lot of surfing on internet I decided to make my career in this field as it will give the satisfaction to my soul. With the guidance of my family and my friends I decided to take higher degree in my chosen field from overseas. My friends suggested me to pursue master degree from* ***LEEDS BECKETT UNIVERSITY , UK.*** *But now the time is to choose the right course and I heard about the course* ***Msc international hospitality management*** *as this course from overseas will give an international exposure which would broaden my views and ways of thinking by experiencing different cultures. It will intensify opportunities for leadership development through interactions with different cultures and personal growth and development by gaining self confidence and life experience.*

*Tourism and Hospitality sector is a fast growing sector in India. After considering so many factors to study abroad now I wish to apply for course* ***Msc international hospitality management***  *from* ***LEEDS BECKETT UNIVERSITY*** *as many friends of mine are studying there and I am well aware from the benefits of study at this university.*

***WHY UNITED KINGDOM***

*It really requires research and right kind of effort where a student is to find an option where he is fit culturally and financially. I started my search to trace perfect global study destination from UK, Australia, USA, and Canada. Then, after comparing those countries on various parameters like their cost of education, cost of livelihood, climatic circumstances, elasticity of the admittance and the visa criteria, I chose UK for my higher studies. In UK where I found that practical and conceptual segments of the course being offered at various universities and are very interesting. UK is one of the best and developed countries for international students to do their higher studies. Studying in UK provides international values as well as multicultural environment. The degrees are globally recognized; the country offers students with advanced techniques. From last many years a steady number of international students are going to undertake degrees at various UK universities. Moreover, it is a safe country as its weather conditions will be suitable to me. Additionally, UK universities have an international reputation and are widely known for their excellence in all areas of education, training, teaching and research.*

***WHY I CHOSE LEEDS BECKETT UNIVERSITY***

*I choose* ***LEEDS BECKETT UNIVERSITY*** *for my higher Study. It provides affordable quality education, offers number of courses. I decided to pursue the course* ***Msc international hospitality management***  *from LEEDS BECKETT UNIVERSITY , UK after spending a lot of time on the University website and finding out about the details of this course. I read reviews of international students for this course and found out how the students think that the open learning environment at the University, supportive and approachable teachers and many factors that students decide to pursue this course at* ***LEEDS BECKETT UNIVERSITY*** *. This university also enjoys a well justifies reputation for its excellence in teaching and research. The course is supported by experts from many disciplinary departments within the University and real-life industry case studies which helps to get international exposure. This courses will develop and enhance my ability and professional skills while earn significant progressions in knowledge and potential successful career.*

***WHY MSC INTERNATIONAL HOSPITALITY MANAGEMENT***

*After searching and discussing with my friends and family I heard about a course name* ***Msc international hospitality management*** *but unfortunately this course was not available in my home country. Through this course, I expect to learn in-depth knowledge of modern approaches to Tourism and Hospitality. Business and management, an understanding of the relationship between people &amp; Tourist, organizations, and business and management in different organizational structures, published modern financial techniques,  an understanding of the central importance of innovation in a range of different Tourism and Hospitality organizational contexts – entrepreneurial start-up firms, large business corporations, an understanding of the broader social context of the Hospitality & Tourism world, as well as the opportunity to figure out my personal needs for development. It will help me build focus in my career in the Tourism and Hospitality field. I have found Tourism and Hospitality Management is the area where I can greet and treat people with welcoming heart and make bonds with the people from different culture where my heart responds and mind concentrates to match my academic tastes. Studying this program, it is to me of tourism &amp; hospitality is about trying to understand the problems and opportunities raised by developing and operating a major sector of the economy that has major effects on the destinations themselves.*

***Modules:-***

* *Exploring Hospitality*
* *Marketing the Hospitality Experience*
* *Hospitality Operations Management*
* *Human Resource Management in Hospitality*
* *Developing Hospitality Strategy*
* *Consultancy Project: Hospitality Business in Society*
* *Research Methods*
* *Research Project*

***CAREER OUTCOME:***

*Hospitality is one of the fastest-growing, job-creating sectors in my home country, India and abroad, offering the opportunity of careers with rapid progression at management level in hotels, government tourism agencies, Major online and high street travel and tour agencies, international tourism organizations, tour operators, airlines, marketing, and cultural, heritage, festival and other specialist tourism operations. The hospitality business is a worldwide industry, with many different working environments. On the other hand, Tourism provides a wide range of job opportunities, including: Tourism marketing office, travel agency manager, tour operator resort representative, tour operator product manager; tour operator contracts manager, tour operator product development co-coordinator; tourist information centre manager; events manager or sales executive; attractions sales and marketing administrator; passenger service agents; airline and airport management; ferry or cruise manager and many others. Therefore, there would a whole range of career opportunities for me once I qualify with this life-changing course that offers practical life-skills for the industry along with industry related contemporary knowledge.*

*After completing my course I will definitely come back to India as I have my family in India to whom I am deeply connected with and would like to live with and take care of them. Secondly, as mentioned above that because of my international degree there will be number of good opportunities for me to get a good job in India. Lastly, my family owns property that worth good amount in INR and, in order to take care of the assets gives me another reason to return to India. I am eager to start my chosen program at LEEDS BECKETT UNIVERSITY and looking forward to get the positive outcome for my application.*

*Thank you for sparing your time to have a look on this statement of purpose.*

***Thank you***

***Anjali***