

## Statement of Purpose

### Your introduction

Business opportunities are like buses, there's always another one coming. I am **Your Name**, a permanent resident of Baglung, Nepal. From a young age, I had a keen passion and enthusiasm for business and wanted to build a career in management field. I am applying for BA (Hons) Hospitality Management at the University of East London in the UK.

Regarding my academics, I have completed my intermediate from Liverpool International Secondary School in the year 2022, securing 2.77 GPA in management faculty with a major in hotel management. In my academic years, I have studied Accounting, Tourism and Mountaineering studies and Hotel Management which has created a foundation base for further hospitality educational journey. Besides, I conducted extensive research and attended several seminars which led me towards a wise decision to study in the UK and discovered that courses in Nepal was not right fit for me.

### Why this course?

Nowadays, BA (Hons) Hospitality Management is one of the sectors with the highest growth is the hospitality sector. Hospitality management includes the management of lodging, events, travel and tourism, upscale services, culinary services, and other related industries. Additionally, I am a sincere and diligent student, and the course perfectly fits my interest choice and I meet entry requirement as well. The core module includes **Service and Experience Marketing, Tourism and Hospitality, Hospitality Management and Service Delivery, Financial Revenue**, and others. These course covers a wide range of topics that are essential for a career in hospitality management, as well as broader themes in business management that will root my understanding of hospitality in the wider business environment, helping to remain flexible in the job market and contribute more to the employer. Besides, the course gives a wide knowledge of e-business, destination marketing, social media or events which will aid me progress my portfolio digitally. Working in hospitality industry is all about giving people a truly memorable experience, which I am fond of. I have always been drawn to the field of hospitality management since I was a young person. I also learned more about the subject and had a better understanding of its significance in the context of Nepal. Thus, there is a rise in the need for experts in hotel management. A prospective career path for college students like myself is the expanding popularity of the hotel sector. We can look for professional management roles in a variety of tourist and hospitality operations after graduating from the hospitality management programs.

### Why UK?

As I researched and visited several sites, I found UK universities' degrees and qualifications of higher quality education well known around the world. The course duration is shorter in the UK, and fees are lower when compared to other countries. Students in the United Kingdom have a greater variety of courses to choose from. The standard of teaching and research at UK universities and colleges is routinely evaluated and graded by official associations to ensure that set standards are met. Studying in the UK is an opportunity to experience a multicultural environment, meet new people and international students from across the world, and discover new places. As I researched, UK universities are renowned for high academic standards. The UK's standard of living is also amongst the highest in the world. I have some friends in the UK who are pursuing their degrees and have provided me with positive feedback on the UK education system. Apart from this, its development in the education sector throughout the years ensured me to learn those skills and prepare myself for upcoming problems. The advanced knowledge which I would receive in the UK after completion of my course is not available here. Apart from this, United Kingdom is known for its multicultural society, with many national and international cultures embedded here. The UK is very open to new traditions and cultures, which is advantageous for international



students. Most universities in the UK that offer postgraduate education are known for their innovative spirit and have set global standards for academic excellence. The standard of living in the United Kingdom is also among the highest in the world. I have a few friends in the UK who are currently studying and have given me positive feedback on the UK education system. The study assistance they have received is extremely commendable. All of these factors have made me very interested in studying in the UK.

### **Reason behind choosing that University**

The University of East London is a public institution of higher learning situated in the London Borough of Newham, London, England. It has three campuses in Stratford and Docklands. According to the QS World University Rankings 2022 and THE World University Rankings 2022, the university is ranked 801–100 overall. The institution is ranked #127 and #114 in the UK by the Complete University Guide 2022 and the Guardian University League Table, respectively. The University of East London (UEL) is a well-known university in the UK and a member of Universities UK, EUA, and the MillionPlus Association of Commonwealth Universities. The University of East London is a career-focused organization committed to making sure that our innovative graduates are the top option for businesses. Its courses are backed by research and connections with businesses, so you can be sure that what you learn in class will be useful right away. Due to its vibrant creative industry and energetic social scene, East London has a reputation for being the hippest area of the city for young professionals. Popular hangouts, transient art exhibits, and bustling food markets are all close by. To ensure that its programs and offerings adhere to the highest standards, the institution works with a number of certifying bodies. UEL conforms to covid. With dual delivery, you may benefit from both on-campus and online learning. At UEL, student and staff health and safety are major priorities. Also, I can afford the tuition at University of East London, and this institution offers the program I wish to enroll in.

### **Plan after completing the course**

After successfully completing my bachelor's degree in hotel management and gaining further expertise in this area, I will return to my native Nepal in order to realize my aim of making a positive impact on the country's hospitality and tourist sector. The travel and tourism industry has been a significant source of foreign exchange revenues for the Nepalese economy. Initially, I'll work as a front desk manager or a manager of food and beverage operations at a variety of chain and star hotels, including the Hyatt Regency, Crown Plaza Soaltee, Annapurna, Radisson, and others. In addition, depending on the company, I will receive a great pay from (NRS 1, 00,000- 1, 50,000) each month, which is an excellent income for any Nepalese household. By putting the information and skills I acquired throughout my term of study in the UK to use, I will have the opportunity to take on more responsibility, which may boost my understanding and confidence to dine out and significantly advance the hospitality management industry in Nepal. With all the knowledge and expertise, I've accumulated through the years of working and learning about market strategies, I also have an ambition to launch a hotel and travel agency. I'm confident that with continued hard effort, I will succeed in realizing this goal. Also, I am certain that my studies in the UK will help me compete in the competitive business market and provide my clients with an international experience. And I will progressively increase my investments in this hotel industry in line with demand.

**Thank You.**