

Statement of Purpose **Maram Owaydhah Alharbi.**

International Tourism Management and Marketing MSc

Hospitality and tourism management is a highly specialized and fastest-growing industry in terms of professional career as well as an academic discipline in leading universities around the world. It has started dividends in the shape of a significant contribution in terms of percentage in the Gross Domestic Product (GDP) in the national economy of the countries like Brazil, Switzerland, Nepal, Saudi Arabia, New Zealand, Australia, UAE, UK, USA, Canada and many more across the globe. It remained a fascinating study and career because one gets enormous information and exposure to observe and learn from various cultures, religions, traditions, people, food, dresses, habits, attitude, different terrains, and ethical norms that you cannot imagine in any other field. That is why it has now been declared as a separate science of hospitality management.

My passion for building a distinctive career in the hospitality business increased much the fold, and I decided to further enhance my knowledge and skills in this industry. I obtained a bachelor's degree in the English Language at Qassim University with a GPA of 4.00 (Out of 5), excellent with the first-class honor. Nonetheless, I plan to equip myself with the proper knowledge and art required for the hospitality industry so that I shall be able to professionally contribute to the tourism industry of my country and help in achieving the Saudi government's vision for 2030. The Kingdom of Saudi Arabia's charm lies in its hospitality and friendliness. The artisans are keen to explain the minutest details of their centuries-old crafts. Simultaneously, camel herders and falconry hunters show an unprecedented interest in explaining their sports to visitors and allowing them to practice these traditional outdoor activities. As for the artists of henna painting, they do not hesitate for a moment to explain the minutes of their art and the history of this tradition that stems from the desire to revive festive occasions. My acceptability of people from all cultural backgrounds has truly facilitated my quest for more knowledge because I believe that every individual has the potential that could be of benefit to others.

I am determined to carry out research in international tourism management in order to prepare proper framework and policy guidelines, which will lead to the improvement of the economy of Saudi Arabia. My long-term goal is to establish an international tourism company in the central region of the Kingdom of Saudi Arabia, which is a destination for many tourists. The Kingdom of Saudi Arabia is working to develop the tourism sector, both religious and natural. It is also working to make this sector play an important role in its economy. I am also interested in linking the field of business with tourism. In addition to the historical and heritage treasures and the natural and cultural diversity of Saudi Arabia, its land is the cradle of the Islamic religion, making it a tourist attraction. Based on my inquiries about this institution, I found its mission to specifically produce professionals who would-be leaders in hospitality and tourism management.

I have chosen to pursue the International Tourism Management and Marketing MSc program at the University of Nottingham because of its academic inclination to my future professional goals. Furthering my studies in this field and specifically in this university would enable me to acquire the expertise that I need in this study as well as being a well-sought consultant in international hospitality across the globe. I hope that you will grant me a chance to advance my studies at your excellent institution in order to ensure that I am among the best individuals in my career path. I shall exhibit a high level of communication skills, ethics, interpersonal relationship, team spirit, and dynamism. All these have formed my personality over the years, and I am confident in sustaining my passion through this program.