**STATEMENT OF PURPOSE**

**NAME: Manideep Elagandula**

Applicant for MS in **Tourism and Events management**

**Introduction:**

I **Manideep Elagandula** consider myself as an open minded, goal-oriented person who succeeds through hard work and determination. I am thankful for giving me this opportunity to provide a brief introduction about my career goals that will allow me to grow in knowledge and experience and also adopt to maintain my skills. Pursuing higher education is my cherished goal and I am ready to put in my best for attaining this objective. I am also of firm belief that desire to excel is the surest way to obtaining a successful career and life.

**Academic Qualifications:**

My schooling gave me the required knowledge for a scientific approach in my life. I completed my Board of Secondary Education from **Sun Valley High School** Bhupalpally, Warangal in March 2014 with 9.0 GPA in my 10th standard. My schooling helped me to realize the value of education in life and laid importance on logical thinking to achieve solution for any problem. Based on my interest in Science, Physics and Chemistry as my major courses during my Polytechnic education in which I secured 61.8% from **Adarsh Senior Secondary School, Delhi** in August 2018. Later I have completed Bachelor of Science in Catering Science and Hotel Management from **Prist University**, Thanjavur and graduated with 7.82 CGPA in September 2021.

The undergraduate curriculum in BHM at SUN INTERNATIONAL INSTITUTE OF TOURISM & MANAGMENT, Hyderabad, introduced me to a wide gamut of subjects, both in and outside the field. Various courses like **Business, HR Management** have provided me with a strong footing in the concepts of Business. My undergraduate curriculum has given me sufficient exposure to various possibilities for research although I believe it will not suffice to keep up with the pace of current developments. It is my strong belief that graduate study is indispensable for acquiring a deep understanding and insight into subject. Graduate study will provide me with advanced knowledge about the field. It is precisely this reason which leads me to pursue graduate studies as the next step towards my career objectives.

**Why Study in UK?**

I came to know that UK is a popular destination for higher studies from around the world and is home to three of the top 10 universities in the world, according to the World University Rankings. The standard of teaching and research at UK universities and colleges is routinely assessed and graded by Quality Assurance Agency for Higher Education (QAA) to ensure that set benchmarks are met. Opportunities offered by UK education system are also plenty. There is a choice of choosing different courses at universities and colleges across England, Northern Ireland, Scotland and Wales. Most of masters programs in UK are for one year duration. Shorter duration of courses in UK helps reduce tuition and accommodation costs. The higher education and qualifications in UK have a good reputation internationally and hence there will be huge number of chances to get placed with leading companies.UK Education System gives wide range of opportunities to select field of study and institution and promote student teacher interaction with combining different subjects into single course.

UK gives us a chance to experience multicultural environment, meet fellow international students and develop interpersonal skills that are helpful in today’s global market. Most universities in UK offer merit based scholarships and funding opportunities to International students to support their studies and cost of living. At a glance, all this reasons are enough for me to choose UK as a study destination.

**Why Glasgow Caledonian University**

Glasgow Caledonian University is one of the largest universities in Scotland, with almost 20,000 students from over 100 different countries enrolled, and is considered one of the top 10 modern universities in the UK. The University is known for its excellent links with industry and many courses have accreditation from professional bodies and offer work placements. The University has a well established reputation for providing high-quality teaching, learning and research which dates back throughout its founding institutions to 1875. All the programs are designed to offer students an effective combination of academic study and practical experience. In addition, students have the opportunity to develop a range of transferable skills essential for future career development, such as computing, foreign languages and communication skills.

The University offers a wide range of programs, all of which have a strong focus on ensuring that graduates have the opportunity to enter a successful career in their chosen discipline. The facilities are world class and will eminently suit my needs. Owing to the location, excellent faculty and opportunities for research, I have chosen this institution over others in the country and elsewhere. It will be a privilege studying in a reputed institution of this stature. This university offers quality courses and the courses are designed which give the skills relevant to work place. This university has student jobs on campus which allows me to apply for paid roles and gain job experience while studying. Warm welcoming nature of people there and pleasant climatic conditions were other upsides. Going through the program details and modules, I could learn that students are provided with frequent industry exposures and learning is more practical oriented. The college’s multicultural nature of both students and faculties add weight to my choicest decision.

**Why International Tourism and Events Management**

I was inspired to pursue a career in Tourism and Event Management from a young age, witnessing the Event activities in my school ages and college. This course aims to enable you to develop the necessary skills for, and knowledge, practice and understanding of the event industry . My decision to pursue a master’s degree is due to the fact that I recognize that I can become a self directed, self regulated reflexive learner, using an awareness of opportunities for careers or further study in the event industry.

With a good grounding in business and marketing the course offers students an industry focus in Tourism and Event Management with good employment opportunities across a range of roles in marketing, Events and Tourism as well as how to apply interpersonal, teamwork and leadership skills to improve performance.

By studying Master of International Tourism and Events management. With firm foundation hospitality, the Event and Tourism industry is one of the largest growing industry. It is this fact that attracted me to choose it as course of choosing for undergraduate study after graduating from high school. I will develop methods of strategic and critical thinking to enhance my ability to effectively manage and improve existing structures within domestic and international companies. I will be able to engage in enlightening research and acquire a more profound academic foundation. The coursework intends to provide in-depth knowledge and understanding about Tourism and Events industry.

**Future plans:**

After completion of Master of International Tourism and Events Management course from UK, I will avail 2 years of post study work visa and I will be well placed to pursue the increasing employment opportunities in International Tourism and Events Management that exist around the world. I wish to utilize my newly acquired expertise and skills to promote Events and growth of my prospective organization. This degree will add immense value to my profile and decisively support me in the long run, when I launch my own Event planner firm in India. I could develop a career in key area such as Management Consultant, Event manager and my enhanced expertise could be applied to a variety of other business-related careers such as Business Manager, Event Planner, and Event Manager. I would like to work in reputed companies like Cognizant Technology, Tata Consultancy Services, and Deloitte and gain real –world experience so I can apply my theoretical knowledge learned during the course. This additional experience will contribute my employability skills on returning to India after completion of course. Using established management tools and techniques, I will be able to apply my knowledge of International Tourism and Events management to complex, regional, national, and international issues in a variety of settings. The International Tourism and Events Management has a wide. I would earn a good package of 6 to 7 lakh per annum in my home country making my parents and friends feel happy and proud.

**Conclusion:**

I look forward to the opportunity to study abroad as part of my degree at university; I am particularly eager to expand my knowledge in the areas of HR management, Event manager and Tourism developer as I find these areas fascinating. Conclusively, I have developed the organizational competence and skills that will enable me to perform well in this program; also, my previous academic result sheds light on my academic abilities. Overall, I am prepared and hopeful to pursue my Master’s degree in International Tourism and Events Management at the Glasgow Caledonian University.

**(ManideepElagandula)**