

STATEMENT OF PURPOSE

In order to get an academic title I need to earn a Ph.D. in Hospitality and Tourism Management to support my future research and professional development. And as XYZ University is making an impressive progress, I believe, sooner or later, I will be required to earn a Ph.D. for the sake of quality assurance and faculty ranking both nationally and internationally.

As you may review from my curriculum vitae that my major field of study is Marketing both undergrad and master levels, my fields of expertise are in Marketing Management, IMC, Marketing Strategy, and E-Marketing. However, as a lecturer at the School of Tourism and Hospitality Management, I need to gear my Ph.D. study to the realm of hotel and tourism management.

I strongly believe that my experience in studying the MA program in Marketing at University of Sunderland, UK could help providing me the research skills required to conduct a research and write a dissertation to earn a Ph.D. Moreover, as a lecturer, I gain both theoretical and practical knowledge and am able to transfer to my students with notable results. Combined together, they could give me strong backup information to conceptualize my research, to some extent.

By far, there are several themes that come into my attraction. Such topics are marketing trends in hotel and tourism business, marketing strategy for hotel and tourism business, positioning of Thailand hotel and tourism business among international markets. It is definitely that I need to consult with the faculty and expertise who can work on my areas of interest well. And I am certain that I can these scholars at ABC Graduate School of Business.

I have been searching through several schools of business that offers the Ph.D. programs in Hotel and Tourism Management and I found that the Ph.D. program in Hospitality and Tourism Management at ABC Graduate School of Business can fulfill my intention. As an internationally recognized school of business, the skills that I pursue, the experience that I will gain and the degree that I will earn will certainly support my future growing academically and professionally, both domestically and internationally.