

Study Plan for Master's degree In Tourism Management

With this letter, I would like to express my interest for the program of *Tourism Geography and Tourism management* from **Yangzhou University**.

I am currently working as a social mobilizer/Tourism Manager at Lemim Travel and Tours in my country. I have studied 16 years MSc degree program in tourism and hospitality management at University of Punjab Lahore (Pakistan). Having looked through the materials of the Foreign Department of my university, I was very delighted to find the opportunity to pursue my Masters studies in the field of Tourism Geography and tourism management at your University. I have decided to apply for this program because I am sure it would strongly enrich my future studies and help me in my prospective career of tourism development. Moreover, I consider this program's as a great opportunity to get in touch with the Chinese culture, traditions and educational system. Last but not least, I am very curious about modern approaches of sustainability to boost the tourism sector at the Chinese university.

During my prior studies I have found out that I have to specialize in Sustainable and Eco-Friendly Tourism approaches. This program of Tourism Geography and Tourism management at Yangzhou University gives me a chance to get in touch with such valuable knowledge and observation through different approaches and techniques that have been used in China in the field of Tourism Management. From the previous two years, I am working in the field on tourism-related activities at a tour and travels in Pakistan, where I am trying to replace the traditional practices of tourism with the innovative and eco-friendly tourism approaches. This program will definitely help me to improve my intellectual skills in this regard and I will learn several innovative and sustainable approaches by experiencing them in different parts of China. This program will eventually develop my skills and learning which will then enable me to implement the sustainable tourism approaches in a real manner after completing my Master studies back at my own country.

I have been working on many projects in my professional career as a tourism manager which brought awareness about the variety in the approaches of utilizing and developing the tourism as a proper industry and a part of the economy by initiating and introducing various tourism-related activities which include Adventure Sports tourism activities over the mountainous regions of the country, Music concerts and awareness programs about the sustainability of natural resources and its impact on the local community for several students of universities and schools. But now I want to move to the next level and therefore I want to enhance my learnings to get aware about the successful techniques and measures which are necessary to carry out the sustainable tourism development and make it contribute to the well-being of the local poor community in a mechanized way. This thinking makes me to apply for this program of Tourism Geography and Tourism management at one of the best universities of China, i.e. Yangzhou University.

I have decided to put my focus of studies in Master's program on the **“Role of sustainable tourism in economic development of the rural areas”**. And this is because I always consider tourism as the future of the world's economy as it is a major part of the services sector of the economy in most

of the countries today. In the same way, Tourism industry is also having the potential to support the fragile economy of the third world countries and on a micro level, it provides a great lift for the rural areas of any country in a drive towards its socio economic development. Pakistan and China are having some similar kind of ecology and having quite of potential to boost the development of its rural areas through the support of tourism industry. So, by focusing majorly on the rural development of the rural areas of my country I would like to learn some useful practices and will explore the innovative and modern techniques and philosophies from some of the best intellectual faculty members in China at your university.

Pakistan have already starting working on the development of the tourism industry from past few years as now the country leadership started to understand that tourism is one of the important part of our services sector of economy and can provide some good base to support the rural economy by initiating some valuable skill development and enterprise management programs of the local people of different tourist spots around the country. At the same time, the local community of these tourist spots in rural parts are also understanding the value of sustainable measures and techniques in tourism supporting activities. They are now aware about the real strength of their areas and therefore they are trying to protect their resources and are also trying to learn new skills in order to boost their chances of better earning through sustainable tourism approaches. Hence, the ground is all set here to apply the sustainable tourism approaches and practices with an innovative way of implementing them. In this way, the modern day requirements of the tourism industry will be matched without compromising the sustainability of the resources.

My this ambition of perusing my Master studies in the program of Tourism geography and tourism management at Yangzhou university will let me to bring a positive change as a professional who is committed not only to uplift the tourism industry on sustainable approaches but mainly, to improve the lifestyle of those people who are living in miserable condition now in the rural areas which are having a massive potential of generating the tourism economy. I would like to empower them in a way that will let them to explore, utilize, protect and grow the resources available to them for the betterment of their own well-being as well as for the country's overall economic support on a bigger level.

Moreover, I am confident that my experience in China would be extremely exciting, fun, and valuable for both my studies and overall general development.

Thank you for considering my request. I look forward to your positive response.

Yours
Rizwan Hameed,

faithfully,