Statement of motivation and Essay for the Bachelor degree programme Tourism and Leisure Management in Baku, Azerbaijan

Please write two different documents **in English language**, 1. your statement of motivation and 2. the essay in accordance with the requirements. Take position on the statements, answer the questions and pay attention to the defined character limit.

1. Statement of motivation

Please write your statement of motivation referring to the points listed below:

- Please explain briefly the motivation and reasons for the intended studies.
- Explain your visions for a professional career hereby reflecting the importance of the intended studies for your professional future.
- Which topics/options that the programme offers seem to be specifically appealing to you? Please give reasons.
- Reflect briefly on your personal strengths/weaknesses and the bearing they may have on the studies.
- Describe briefly experiences that are related to the intended studies.

(1500 to max. 3000 characters incl. spaces and paragraphs)

2. Essay

Please write an essay on **one** of the topics listed below referring to the following questions:

- Where do you see a contextual relationship of the chosen topic with the degree programme?
- What are important information and/or facts related to the topic?
- What/which aspect is important to you personally when discussing this topic?
- How/where did you research the chosen topic?
- Anything else that you find noteworthy.

(2000 to max. 3500 characters incl. spaces and paragraphs)

Selection of topics (please choose **one** topic):

1. From farm to fork - sustainability in food tourism.
2. How digitalization is changing the tourism industry.
3. Creative tourism in rural destinations and future perspectives.
4. How can the tourism industry use CSR in order to receive more qualified personnel?
5. Changed travel behavior due to the COVID-19 pandemic.
6. Crises management in the tourism industry due to the COVID-19 pandemic – lessons learned.
7. Innovative new tourism products as a response to the COVID-19 pandemic.

Please save the prepared text separately. When applying for the Bachelor degree programme Tourism and Leisure Management in Baku, Azerbaijan with the IMC Online application system, copy your prepared texts for your statement of motivation and for the essay and paste them into the input boxes in the section “statement of motivation and essay”. Please mind the character limits per input box.