

Statement of Future Plan

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I took the first step to realize my dream of being a hotelier when I was accepted in Cesar Ritz Colleges Switzerland. I hope I will be employed in English speaking countries after earning a B.A. in hospitality business management degree. The research I conducted while I prepared for applying for universities proves that the Switzerland is the most suitable location for what I have been looking for. I would like to make the best of the privileged characteristics in which the Switzerland is located. The official language in the Switzerland is German, French and Italian and the campus I'll be enrolled is in Lucerne, a beautiful city of lake, where they speak German. The language competence is definitely one of the most essential qualifications a successful hotelier must have. I plan to learn German, so that I can communicate without difficulty both in daily life and in workplace in future. I will also learn again French. I was born in Paris and lived there for three years in my childhood and when I attended international school, I learned French as a foreign language. Although I admit that I almost forgot most of what I learned during my stay in Paris, I will select French as a language option and continue to make an effort to build up my communication ability.

I well know that the first-hand experience is more important than any other in the field of hospitality business management. Two internship periods the Colleges provide will be a precious asset for me to exercise my knowledge learned from the curriculum and to manage my career.

During my study in Cesar Ritz Colleges Switzerland I would like to travel as many countries as possible. From a standpoint of a customer, I will try to figure out what customers need and what they like in order to better serve for their contentment. After graduating the Colleges, I will find a job once in Europe and then develop my career in the field of hospitality marketing, human resource management and tourism worldwide. Statistically, South Korea's tourism industry is growing exponentially year by year. After achieving the newfound experiences in foreign countries, I would like to return to South Korea to help its economics to grow and provide augmented services to hospitality and tourism business. I hope my experiences and knowledge help me to satisfy every guest I meet. When I retire from the field, it is my dream to run a cozy and comfortable cocktail bar of my own in Korea.

Douglas Conant, former CEO of Campbell, said that there are four reasons why people work in their workplace; to make a living, to be loved and feel comfortable within a community of their colleagues, to learn and improve themselves and finally to do something valuable and leave their achievement behind. I think helping each other and providing supports to those in need is the optimal way to improve happiness of each individual. That's why I choose hospitality business management as my future career. I would like to accomplish self-realization through the job of hospitality.