



**Motivational Essay for Admission to the Business Administration in Hospitality Services Program
offered by the Faculty of Business – Choose one of the two essay options**

1. Introduce yourself briefly, focusing on the school you graduated from (profile and specialization), the main activities you have been involved in so far, and your talents and passions (150 words).
2. Describe a tourism/hospitality experience or any other relevant experience from the hospitality services sector (provide concrete details: mention the type of tourism or hospitality experience – school trip, family vacation, banquet, family event, gastronomic experience, etc. –, mention the destination/place where it occurred, etc.). Explain what you think should be improved and propose improvement solutions (350 words).
3. Do you see yourself as an entrepreneur or an employee? Justify your answer by referring to the reasons and key moments that led you to choose this field (business in the field of hospitality services and tourism), as well as the challenges you anticipate regarding your career development. (200 words)

OR

1. Introduce yourself briefly, focusing on the school you graduated from (profile and specialization), the main activities you have been involved in so far, and your talents and passions (150 words).
2. Think of a tourism/hospitality product or service that you would propose, considering what you believe is missing from the market. Briefly describe the aspects that make it innovative, who the target audience would be, and how you would implement such a business idea. Indicate the target audience. Describe how you will deliver the product/service to your target customers. Describe the features of your product/service (450 words).
3. Explain why you believe you are the right person for such an entrepreneurial initiative in the field of hospitality services (100 words).