

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Business plan – Utilizing the appeal of contact with farm animals as a source of sustainable business in the tourism industry

Author of the Master's Thesis:

Lubomír Kružliak

Goals of the Master's Thesis:

To develop a sustainable and realistic business plan for the development of a tourist attraction based around the contact between visitors and farm animals.

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	87
Final grading	velmi dobře (2)

Overall evaluation (cca 150 words):

The theoretical part starts with the introduction to agrotourism and its development in the world, Slovakia and Liptov. Table 5 suggests decline in rural tourism despite substantial growth in overall tourism. I miss the explanation why this is the case? In part 5.1-5.4 different venues are described regarding activities offered, but I miss evaluation of their success - so can we really conclude that agrotourism in Slovakia is thriving business opportunity (p. 34)? Concerning primary market research, 53% responses were received from Liptov families constituting 7,5% of the expected target market. This provides biased results - analysis is not done for Liptov and non-Liptov families separately. The partnership with Farma Vychodna and Fun Park is a competitive advantage. Operational plan is detailed and clear. Formatting is a little bit more difficult to read (paragraphs not justified, running head close to text). Overall, business idea itself is a niche idea and I miss the scale. I would recommend to broaden the scope in the long run (e.g. lama trekking, good home-made meals, accomodation, etc.), otherwise, taken existing risks into account, I am not sure whether it is worth the effort (very small profits expected in years 3 to 5).

The name of the supervisor:

Martin Lukeš

The employer of the supervisor:

University of Economics, Prague