

Master's Thesis Evaluation by the Opponent

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:

The goal of the thesis is to prepare a sustainable business plan for a tourist attraction - Sheepland, where the visitors will be in direct contact with animals and farm environment.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	8
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	10
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	9
8. Formal layout and formal 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)	91
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

With rapid development of technology and urban areas many people miss contact with nature. The author recognised this as an opportunity to start a business in the field of agrotourism. In the theoretical part author provides a reader with the theory of tourism and specifics of running a business in this field as well as hard data regarding tourism in Slovakia. In the practical part autor does a market research (based on theretical findings). The research is conducted among 4 different target groups with use of questionnaires. I appreciate the face to face interviews, which must have been demanding. The market research looks promising, however, the real business performance may differ from entrepreneur's expectations and for this reason I suggest to prepare also predictions for pessimistic, realistic and optimistic scenarios.

Questions for defense:

- 1) Explain how key partnerships in the Liptov region can help you with business growth.
- 2) What possible sales promotion tools could you use to promote this rather unusual business?

The name of the opponent:

Ing. Jan Mareš

The employer of the opponent:

University of Economics, Prague

I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.

06 September 2016

Signature of the opponent