

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2016/2017**

Master Thesis Topic: **The economic impact of wellness tourism with a focus on the spa industry in the Czech Republic**

Author's name: **Bc. Pavel Smrčka**

Ac. Consultant's Name: **doc. Ing. Ludmila Štěrbová, CSc.**

Opponent: **Dr.phil. Mgr. Bc. Vladan Antonovic , Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	2
2.	Logical structure	2
3.	Using of literature, citations	3
4.	Adequacy of methods used	3
5.	Depth of analysis	2
6.	Self-reliance of author	2
7.	Formal requirements: text, graphs, tables	2
8.	Language and stylistics	2

Comments and Questions:

The MT analysis the Czech spa industry and provides a detailed overview of this industry. The MT has a logical structure and clear goal, even if the methods are not much embedded in. Moreover, the SWOT analysis is lacking sources that were basis for it and it is not clear if an interview or the quantitative research has been maintained. the conclusions of the MT is more a summary and the reflection should have been much more deep. The MT fulfills the requirements given on this type of academic work.

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 09/15/2016

doc. Ing. Ludmila Štěrbová, CSc.
Academic Consultant