

INTERNATIONAL HEALTH & SOCIAL MANAGEMENT - 2015

evaluation of the master thesis.

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EVALUATION OF THE MASTER THESIS

Master thesis title:	The economic impact of wellness tourism with a focus on the spa industry in the Czech Republic		
Examinee:	Bc. Pavel Smrcka	Student ID number:	1500360022
Supervisor:	Dr. phil. Mgr. Bc. Vladan Antonovic, Ph.D.	Overall Grade:	

SCORES – OVERALL GRADING SCALE:

100 – 90	excellent (1)
89 – 80	good (2)
79 – 70	satisfactory (3)
69 – 60	sufficient (4)
59 – 0	insufficient (5)

City, Date:

Signature:

Dr. phil. Mgr. Bc. Vladan Antonovic, Ph.D.

EVALUATION CRITERIA	REMARKS	POINTS (0-100)	FACTOR OF WEIGHTING	POINTS X WEIGHTING
Quality regarding content				
<ul style="list-style-type: none"> Scientific foundation Quality of used references; adequacy of literature review Practical relevance Summary and reflection Individual contribution and independence in development of thesis 		95	0,5	
Structural quality				
<ul style="list-style-type: none"> Structure and outline (clear, logical, comprehensible) Congruency of objective, layout and argumentation Approach to problem solving (process, applied method) Linkage of theory and practice 		95	0,3	
Formal quality				
<ul style="list-style-type: none"> Extent is consistent with specifications Correct and complete mode of citation Style and language Overall impression 		95	0,2	
FINAL GRADE			1,0	

OVERALL EVALUATION

This master thesis provides a good overview of the spa industry in the Czech Republic. The author manages to clearly explain the growing importance of wellness tourism and the position of the spa industry. All parts are well-structured; each section logically follows the previous content. The practical part of Spa Luhačovice presents a valuable analysis of the company with suitable comparisons to the state of the industry in the country. Majority of the work is backed up by up-to-date data and precisely-arranged charts. Relevant literature is used and sources are well-quoted. The layout style of the master thesis is consistent all the way through with attention to details. In the end, reader is left with a positive overall impression.

Possible criticism: missing more extensive in-field work, missing comparison with other companies operating in the spa industry in the Czech Republic