

Assessment of Master Thesis – Academic Consultant



Study programme: **Economics and Management**

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

Academic year: **2014/2015**

Master Thesis Topic: **Marketing of Georgia with the Objective of Maximizing Tourists inflow into the Country**

Author's name: **Lia Chalaganidze**

Ac. Consultant's Name: **Ing. Petr Král, Ph.D.**

Opponent: **Ing. Květa Olšánová**

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

Comments and Questions:

The thesis deals with a challenging topic- namely suggesting a new marketing strategy for Georgia to attract more tourists to visit the country.

The author accomplished fully the goal of the thesis a suggested a very detailed strategy based on her primary and secondary research. The only remark to this part of the thesis would be that the competitors analysis should have taken into account also traditional tourist destinations for EU tourists who represent the desired target group of the marketing plan.

The thesis is original, complex and based on real data and therefore useful in real- business.

For the defense I suggest following questions: 1. What would be the main attractions for European tourists to come to Georgia and how could those be communicated (given that most of them never heard of the country before)? 2. How could the unstable political situation in the region (the whole former USSR) influence the inflow of tourists and the recommended marketing strategy?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 27. 01. 2015

Ing. Petr Král, Ph.D.
Academic Consultant