

# Assessment of Master Thesis – Opponent



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**

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

Opponent: **Ing. Květa Olšánová**

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

## Comments and Questions:

The objective of the submitted theses in terms of providing suggestions and strategies in order to create distinctive image of Georgia, raise country awareness and increase tourists' inflow, was delivered. In the first chapter the author provides detailed literature overview with focus on brand building and strategic marketing approaches. After detailed situational analyses of Georgian tourist industry she presents results of both primary and secondary research. I consider the mix of qualitative and extensive quantitative research as a very good choice in this specific case, with high requirements for author's analytical skills. The logical structure of the thesis follows the best practices with the only exception: I would recommend formulating the SWOT analyses after all available inputs (e.g. both primary and secondary data available) for situational analyses are analyzed, most probably after the chapter 3.2. The opportunities identified in SWOT could then become more specific and form more consistent ground for building the marketing strategies.

In summary, the objectives were delivered using relevant theoretical background and research methods which resulted in complex marketing plan of Georgia as a tourism destination .

Question 1: Explain methodology of identification nine segments (Chart 7: Distribution of segments in Georgia) and analyze demographic profile of the two largest, e.g. Practical and Social.

Question 2: Please revisit the emotional benefits as your input the positioning statement (see M. Rokeach's terminal value list for inspiration) from the following perspective: "EB=the way the consumer feels or lives the functional/consumer benefits" and try to reformulate your proposed emotional benefits.

**Conclusion: The Master Thesis is recommended for the defence.**

Suggested Grade:     **1**

Date: 23. 01. 2015

**Ing. Květa Olšánová**  
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