



## Assessment of the Master Thesis – Supervisor

Study program: Economics and Management

Field of Study: International Business – Central European Business Realities

Academic Year: 2017/2018

Master Thesis Topic: Strategic Development Plan for the Tourism Company in Prague

Author's Name: Ivan Babarykin

Ac. Consultant's/Supervisor's Name: doc. Ing. Mikuláš Pichanič, CSc.

Opponent's Name: Ing. Lenka Staňková

	Criterion	Mark (1-4)
1	Overall objective achievement	2
2	Logical structure	1
3	Using of literature, citations	1
4	Adequacy of methods used	2
5	Depth of analysis	1
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 the fight of a small tourist company for the growth in a highly competitive market in one of the most attractive cities in Europe, Prague. It is based on theoretical foundations of business planning and proceeds through company analysis and culminates in own research and conclusions. The thesis consists of four balanced chapters and chapter 4 represents authors own added value. Conclusions should include answers on the questions from page 56: -an increase in the total number of organized tours-..etc.

The questions for discussion:

1. Which strategy will be recommended by author based upon his business plan? Strategies described on page 54...
2. Using increase in price of services-where is the limit for it?
3. How can you explain the differences in motivation of two groups of tourists and how to deal with it in the real operations of the company?

**Conclusion: Master Thesis is recommended for the defense**

**Suggested Grade: excellent**

Prague, 09/14/2017

**doc.Ing. Mikuláš Pichanič,CSc**

Supervisor