

# Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2017/2018**

Bachelor Thesis Topic: **Employee development at hotel industry: Case Study of airport hotel**

Author's name: **Olga Shevchenko**

Ac. Consultant's Name: **doc. Ing. Zuzana Křečková Kroupová, M.A., Ph.D.**

Opponent: **Ing. Jitka Volfová, Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	1
2.	Logical structure	1
3.	Using of literature, citations	1
4.	Adequacy of methods used	1
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:

Thesis deals with interesting and important part of managerial work – employee development. Author chose very specific segment – the airport hotel employees.

Theoretical part uses relevant and wide resource base. Up-to-date development methods are described.

Research sample and method is well explained. Author, in a very systematic way, explains specifics of airport hotel – its industrial norms, limitations and specificities of interconnectedness with airlines and their service requirements and levels. In-depth analysis is clear value added of the thesis. Direct citations from respondents are adding interesting insight into development and trainings perceptions. Two training evaluation methods, Kirkpatrick's Four Level Model and TQM, are used for the outcomes assessment.

Thesis is well structured, which brings enjoyment to reading it.

Finally, the thesis provides suggestions for the hotel, which make the thesis very useful.

## Questions:

1) Explain why Return-on-Investment (ROI) is insufficient in evaluating success of training and development. Explain why Kirkpatrick's Four Level Model uses Return-on-Expectations (ROE).

2) There is mentioned among suggestions that training lectures are often evaluated as "boring and repetitive as the standards of safety and work rarely change". You suggest using Case studies of other hotels in this part of training. Show an example.

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

Suggested Grade: **1**

Date: 18/05/2018

**doc. Ing. Zuzana Křečková Kroupová, M.A., Ph.D.**  
Academic Consultant