

Master Thesis Evaluation

Supervisor form

Student name: *Giacomo Donini*

Title of the thesis: *Strategic analysis of accommodation facility in Prague*

Year of the defence: *2018*

**Supervisor name
and affiliation:** *František Poborský, KFOP*

**Reviewer name
and affiliation:** *Roman Mysín, external*

THESIS CONTENT SUMMARY:

The master thesis is divided into two parts – first is theoretical, second is practical. The theoretical part describes the general tools useful for strategic analysis. The practical part deals with the strategic analysis of particular accommodation facility. At the very beginning the facility is described, external analysis (of the industry-tourism, accommodation facilities, Prague) follows and the practical part is concluded by internal analysis (average daily rates, occupancy, resources etc.).

The practical part is concluded by SWOT and recommendations.

OBJECTIONS AND REMARKS:

The master thesis of Mr. Donini is practically oriented.

I appreciate that Mr. Donini has prepared quite broad list of theoretical approaches (and discussions with them) in the theoretical part. The practical part is based on relevant data and logical procedures.

I would be glad, if the analysis would take into account more quantitative data, such as margins and earnings of the nearest competitors, their brief analyses etc.

QUESTIONS FOR THE DEFENCE:

1. Discuss, how have you chosen the weights for individual factors in SWOT analysis and whether (and how) they could differ!
2. Make a comparison of the prices and average daily rates of PSA and nearest competitors and discuss whether there is any relationship.

ASSESSMENT:

Criterion	Excellent	Very good	Good	Insufficient
Aim formulation and fulfilment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with literature	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Methods and data used	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Results and their discussion	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal aspects	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proposed overall grading: 2 - <i>Very good</i>				

Prague, June 8, 2018

Signature