

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Bachelor Thesis by Opponent

Thesis Title **Commercial tourism as a business plan**

Name of the student **Irina Denisova**

Thesis supervisor **Jared Daniel Jacques**

Department **Department of Languages**

Opponent **John McKeown**

Logical process being used	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The structure of paragraphs and chapters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal presentation of the work, the overall impression	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formulation of objectives and Choice of appropriate methods and methodology used	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with data and information	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work with scientific literature (quotations, norms)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clarity and professionalism of expression in the thesis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summary and key-words comply with the content the thesis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fulfillment of objectives, formulation of conclusions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comprehensibility of the text and level of language	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evaluation of the work by grade (1, 2, 3, 4)	<b>1</b>			

Evaluation: 1 = the best

Date 25/04/2023

Signature of Opponent

**Other comments or suggestions:**

A very impressive and finely detailed account of the global commercial tourist industry from its beginnings to the present. It's only, minor drawback, is that while it gives a lot of pertinent advice and well-researched tips on what is important for a commercial tourist start-up's business plan these are not collected in a cohesive summary. A fictional example of a business plan, illustrating the points made might have provided a helpful focus.

**Questions for thesis defence:**

What is the most crucial element of the business plan?

How and who will control the increase in commercial tourism you mention in your conclusion ("...tourist rise must be controlled wisely.")



Date 25/04/2023

.....  
Signature of Opponent