

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by supervisor

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

Name of the student **Irina Denisova**

Thesis supervisor **Jared Daniel Jacques**

Department **Department of Languages**

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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clarity and professionalism of expression in the thesis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summary and key-words comply with the content the thesis	<input type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evaluation of the work by grade (1, 2, 3, 4)				2

Evaluation: 1 = the best

Date 19/04/2023

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Supervisor signature

Other comments or suggestions:

The author worked well to generate thorough information regarding the business opportunities available in the tourism industry. There is a comprehensive breakdown with a logical progression throughout the document. For the most part, the thesis is cohesive and makes use of the literature review, tying together the methodologies and parameters of the market. Most of the goals are covered and successfully completed. However, as far as critique, there seems to be a lack of content regarding various pieces of the business plan (e.g., executive summary, management team, funding). The document is well structured and labeled throughout until the end, where there is no designated area for these topics specifically. Some of the content is covered in various sections but is not given a clear domain (in the practical portion). Funding is an integral piece for feasibility and should be addressed. This area, naturally, can be covered in the defense but should be noted as missing in the document. Despite a few missing pieces, there is a strong and comprehensive core that gives a well-rounded approach to the tourism industry. I recommend this thesis for approval and defense.



Plagiarism control: The system Theses.cz has not assessed the thesis as suspicious.

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