

ASSESSMENT OF THE BACHELOR'S THESIS OPPONENT

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| OPPONENT OF THE BACHELOR'S THESIS (FIRST NAME, SURNAME AND DEGREES / WORKING PLACE, IF IT IS OUTSIDE VŠOH) | BACHELOR (FIRST NAME, SURNAME, AND DEGREES, IF RELEVANT) |
| Ing. Zdeněk Konečný, Ph.D. | Valeria Melynicenko |

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| THESIS TITLE Marketing Communication Mix of the Selected Region |
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| Level of fulfilment of the BT theme | A | B | C | D | E | F |
|---|---|---|---|---|---|---|
| degree of fulfilment of the goal | x | | | | | |
| logical structure of the thesis and continuity of its parts | x | | | | | |
| depth of the implemented analysis | x | | | | | |
| suitability of used methods | x | | | | | |
| level of using methods | x | | | | | |
| conclusions of the thesis | x | | | | | |
| own contribution of the student to the theme | | x | | | | |
| Importance for theory / practice | x | | | | | |

| Fulfilment of formal proprieties of BT | A | B | C | D | E | F |
|--|---|---|---|---|---|---|
| working with literature, quotations | | x | | | | |
| adjustment of the thesis – text, graphs, tables, ... | | x | | | | |
| style, unambiguity of formulations | | x | | | | |
| gramatical level, mistakes | | x | | | | |

For recording concrete suggestions and questions to the thesis or course of its elaborating use the second just as next pages of the assessment.

The theoretical part of this bachelor's thesis starts with most known definitions of marketing. Then its authoress describes the main tools of marketing communication mix and subsequently she focuses on applications in the tourism industry. In the analytical part, the authoress introduces the selected region in Ukraine with an emphasis on monuments and landscape. She also mentions the actually used marketing tools to attract new tourists. Some findings were gotten thanks to a primary research based on questionnaires, where the authoress discovered the frequency of travelling or preferred regions just as sources of information by the tourists. The design part contains not just the ways to improve the marketing communications, but also the amounts of costs and revenues, which will be connected with an implementation of these proposals.

I find it praiseworthy, that within the theoretical backgrounds, the authoress aimed at specifics of the communication mix in the researched industry, and that she derived her proposals from the tourist's opinions, recorded in questionnaires. The authoress made a little error by the calculation of profitability, where she divided the whole income instead of net profit by the costs. Moreover, the design part contains some text, that should belong rather to the theoretical or analytical part. Analogously, the conclusions involves some new findings, that are not mentioned in any previous chapter.

At the defence I require the answer to following questions:

1. Why have more citizens of Ukraine travelled to foreign countries and would your proposals convince them to spend their holiday in a researched region?
2. Is the celebration of Christmas and New Year unique in the selected region or why are these feasts so emphasized by its presentation at the website?
3. Who should coordinate the implementation of your proposals, or do you think, that it is not needed?
4. How could you raise the awareness of foreign investors about Ukraine and to attract them?

PROPOSED MARK:
USE THE SCALE A, B, C, D, E, F)

A

Word evaluation of the thesis: EXCELLENT

The bachelor's thesis I **recommend** to the defence and propose the evaluation:
EXCELLENT

Opponent of the bachelor's thesis: Ing. Zdeněk Konečný, Ph.D.

Date, place and opponent's signature: 7th May 2022, Brno

A handwritten signature in blue ink on a light yellow background. The signature reads "Zdeněk Konečný" in a cursive script.