Master's Thesis Supervisor's Expert Opinion

Student:	Peter Tindan Jacob
Student Number:	E200140
Title of Master's Thesis:	Country attractiveness evaluation and visualization
Aim of the Thesis:	The thesis aims to propose a way to compare the attractiveness of countries in a selected region. The proposal will be based on available data and the utilization of geoinformation technologies but not limited to them. Existing approaches to country attractiveness evaluation (including key factors and possible measures) will be described. Utilization of country attractiveness in country promotion in various fields, i.e. tourism and international business, will be discussed. The proposal will be applied to the chosen area of interest. The obtained results will be interpreted and visualized.
Thesis Supervisor:	Jitka Komárková
Study Programme:	Regional Development and Governance
Academic Year:	2022/23

Difficulty of the Topic

	Excellent	Very good	Satisfactory	Unsatisfactory	Cannot be evaluated
Theoretical knowledge	☐	☐	☒	☐	☐
Input data and their processing	☐	☐	☒	☐	☐
Methods used	☐	☐	☒	☐	☐

Thesis Evaluation Criteria

	Excellent	Very good	Satisfactory	Unsatisfactory	Cannot be evaluated
Degree of achievement of the aim of the thesis	☐	☐	☒	☐	☐
Original attitude to the topic processing	☐	☐	☒	☐	☐
Adequacy of the methods used	☐	☐	☒	☐	☐
Depth of analysis (relative to topic)	☐	☐	☒	☐	☐
Logical structure of the thesis and scope	☐	☐	☒	☐	☐
Working with Czech and foreign literature including citations	☐	☐	☒	☐	☐
Formal arrangement of the thesis (text, charts, tables)	☐	☐	☒	☐	☐
Language level (style, grammar, terminology)	☐	☒	☐	☐	☐

Applicability of the Results of the Thesis

	High	**Medium**	**Low**	**Cannot be evaluated**
For theory	☐	☐	☒	☐
For practice	☐	☐	☒	☐

Other Comments on the Thesis

The student regularly took part in consultations and tried to follow the given recommendations.
The student was expected to propose how to compare countries from the point of view of their attractiveness. He included five determinants based on the literature review. He wanted to focus on the Central European Region; he included the Czech Republic, Lithuania, Hungary, Slovakia, Croatia, Poland, Bulgaria, Slovenia, and Serbia (see page 38).
He thoroughly described the development of particular determinants within a 5-years span for each country. A deeper analysis could be conducted.
I appreciate that he was able to learn how to visualize data using maps. He created several maps, just the content and used symbology could be richer. On the other hand, he should be more careful and use data with the same units in one map (see e.g. Fig. 4.7.2).
In chapter 4.6, he described the overall attractiveness of the countries. He does not describe the rules according to which he classifies countries as more or less attractive. This part of the thesis could be described deeper.

Comments on the Outputs from the Theses System

The maximum level of similarity: 2 %, number of similar documents: 11. The thesis is not plagiarism.

Questions and Suggestions for Defence

The student has attended consultations regularly.

Final Evaluation

I **recommend** the thesis for the defence.
I propose to grade this Master's thesis as follows: **E**

In Pardubice 15.8.2023

Signature: prof. Ing. Jitka Komárková, Ph.D., b.o.h