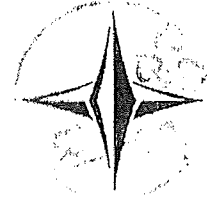




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Opponent review of doctoral thesis

Doctoral Thesis : Factors to Enhance Tourists Ecotourism Loyalty Moderation Effect of Prosocial Behaviour and Social Media Influence

Degree programme: P6208 Economics and Management

Author: Sinh Duc Hoang

Opponent: prof. Ing. Vanda Maráková, PhD.

1. Topicality:

The thesis addresses a highly accurate topic. Unfortunately, the author cannot define ecotourism in the way: "There are numerous definitions of ecotourism, but they all emphasize the same thing, the reduction of harmful effect on the environment, the generation and equitable distribution of financial benefits, and the involvement and empowerment of local residents".

2. Meeting the aims of the doctoral thesis:

The goal was met to a sufficient extent, the author tested all hypotheses and at the end of the thesis he presents a reflection on how the goals were addressed.

3. Methodological framework, research outcomes and value-added of the student:

The methodological approach is appropriate and logical. The work is logical. The benefit of the dissertation is that the proposed model can also be applied to other types/forms of tourism that would be examined in the context of eWOM. I find it interesting to have in-depth interviews before launching an official questionnaire survey, the purpose of which was to compare the lessons learned from previous studies with the real-world context and research design. While the author interviewed people from practice, which included five tour managers, ten ecotourism tour guides, two academics, and three tourism experts (Annex 1a).

4. Contribution to practice and development of study programme:

The primary theoretical benefit is the demonstration of the prosocial behavior of local people, who soften the links between eWOM and the image of the tourist destination, as well as between satisfaction and eWOM goals. From a practical point of view, the dissertation confirms that electronic word of mouth is an important feature in the tourism

sector. The author confirms that eWOM in the form of reviews, comments, and suggestions helps to increase interest in the "ecotourism location". It also points out that the image of the destination and the level of visitor satisfaction influence the intentions of electronic word of mouth, which is important information for practitioners. The author appeals to facilitate the dissemination of electronic word of mouth. I fully agree with the recommendation to create information portals for 'ecotourists' to help them navigate the region, search for points of interest and find information in several languages. This is a general marketing approach to customize specific products to specific target groups with regards to their interests, values, preferences, lifestyle, state of fitness etc. (product-market matrix).

5. Formal text editing and linguistic competence:

The work is very clear, however, somewhere the dots after the sentences are missing. In particular, on page 11, paragraph 2 sentences does not, in my view, logically follow each other.

Regarding the academic English I would suggest proofreading. Key words (ecotourism loyalty and destination image are not appropriately translated into Czech language, there are also deficiencies in the translation of abstract into Czech.

6. Publishing activity:

Publication activities are in majority linked with the topic of the dissertation thesis. Most of them are co-authored by the supervisor. I believe that the research conducted has the potential to be published in the highly-ranked journal.

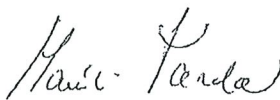

Other comments:

Question for the discussion:

If possible I would like to know from the Mr. Sinh Duc Hoang: If the research would be replicated in other countries apart from Vietnam, to investigate how different types of travelers react in terms of their intents, would you suggested to make any adjustments in the research design?

**I recommend the doctoral thesis summary for defence in the study programme P6208
Economics and Management**

Banska Bystrica, February 17th, 2023

 
prof. Ing. Vanda Maráková, PhD.