

## MASTER'S THESIS REVIEWER'S REPORT

Student's name: Mohamed Sokkar

Master's Thesis Reviewer (MT): Ing. Ludmila Kozubíková, Ph.D.

MT topic: A Research of Millennials and Pro-sustainable Tourism Behaviors: A Perspective of Value-Belief-Norm (VBN) Theory

Acad. year: 2023/2024

**Notes on completing the report:**

1. *A - fulfilled very well with no remarks, B - fulfilled very well with minor remarks, C - fulfilled at an average level, D - fulfilled with deficiencies, E - fulfilled but with significant deficiencies, F - not fulfilled.*
2. *If any criterion is graded F, the thesis must be evaluated as unsatisfactory overall, not meeting the criteria for the MT defence, and such a thesis cannot be recommended for the defence.*
3. *MT Reviewer must comment verbally on each evaluation criterion!*

**Assessment criteria:**

**Assessment**

Assessment criteria:	Assessment
<p><b>1. Thesis Objectives and Methods</b></p> <p>The aim of the thesis is clearly formulated. For the methods used to achieve it can be stated only partially. In addition to the defined methods, it is partially a description of the procedure used in the thesis. However, in addition to the definition of methods in the chapter, which is usual for a master thesis, there is a chapter focused on the definition of the research model and hypotheses, which is more usual for a scientific article. But with regard to the content of the research part, it is adequate.</p>	<b>C</b>
<p><b>2. Theoretical Background</b></p> <p>The theoretical part of the thesis is relatively short. It consists of ten pages only. The theoretical part should be longer and more elaborated. A summary of the theoretical part of the thesis is missing. Regarding the references, if the theory were widespread, there are plenty of them, but not all of them are within 10 years old. Other monographic sources should also be added. Considering the nature of most of the references (scientific articles), the thesis is closer to a comprehensive scientific article than a master thesis. If the theory were extended, it could provide a good basis for a review of the existing knowledge in the area under study.</p>	<b>D</b>
<p><b>3. Practical Application – Analysis</b></p> <p>The analytical part is based on the findings in the theoretical part. It involves the description of the research model, the hypotheses and a summary of the basic findings for each hypothesis. Table 1 summarizes the individual constructs of the research model. For each construct, the measurement items are then listed, as well as the reference on which the construct was based. A Likert scale was used to measure opinions. Data was collected through an online questionnaire shared through Facebook and Whatsapp. Non-random sampling was used for selecting the respondents. A total of 152 surveys were filled out by travelers in Egypt.</p>	<b>C</b>

<b>4. Practical Application – Project/ Research</b>	<b>D</b>
<p>Based on the results found in the analysis, the structural equation model was constructed, which can be considered to be a relatively more difficult statistical method. From this perspective, I see an imbalance in the method of data collection (whatsapp, fcb..) and the method used for evaluation. The main outcomes were summarized. Discussion and conclusion of the results follows. However, the conclusions can be considered relatively general, not very substantial and could be expected. In discussion of theoretical contributions, it is stated that these are very significant. Regarding the size, features of the sample, the way of collecting data, the possibility of generalization it's questionable.</p>	
<b>5. Formal Layout</b>	<b>E</b>
<p>There are relatively many shortcomings in the formal layout of the work. Sloppy alignment of text (in the block and on the left), poorly formatted content, irregular spacing between paragraphs, different fonts, grammatical errors, reference list does not meet the requirements. Chapter "Introduction" and "Objects and methods" should not be numbered.</p>	

<b>Overall thesis assessment*</b>	<b>D</b>
<p>The thesis meets the requirements set for it and despite the above-mentioned shortcomings concerning both the formal aspect and the content, especially in terms of the possibility of generalizing conclusions with respect to the sample size, the method of data collection.</p>	

*\* The final grade is not an arithmetic average of the individual criteria for assessing the thesis.*

#### Questions for the defence:

1. Can you explain these statements: "A significant proportion of respondents (77.8%) are between the ages of 21 and 34 years old. The majority of respondents fall within the age range of 21–40 years, with the majority of respondents falling within this age range." (page 35). These sentences contradict each other.
2. You have written that the students made up the largest group (44.1%) and employed people came in second (25%). What about the rest of the sample? What percentage of the sample is married?
3. Could you summarize clearly (e.g. in a tab) the structure of the sample with respect to the criteria you mention (gender, education, status, etc.)?
4. Is it possible to generalize your results?

The thesis **fulfils** the criteria for the defence of the MT. The thesis **is recommended** for the defence.

Date 17.05.2024

  
 Signature of MT Reviewer