I. Author: Ivana Knežević
Title: Green Marketing

II. Objective of the thesis and its fulfilment
The aim of the diploma thesis *Green marketing* was to analyse the chosen management problem related to green marketing issues and to offer proposals for marketing management. This aim was fulfilled through the approach and methods specified in the official assignment.

III. Content processing and approach to diploma work conception
Ms. Knežević dealt with the green marketing and ecotourism situation and potential in the case of Bosnia and Herzegovina. She investigated rather under-developed sector in the developing country, which was a challenging study by default. Nevertheless, Ms. Knežević approached the research with high integrity, maturity and courage. Knowing the market she was dealing with, I can say that her initiative to do this research deserves to be highly appreciated.

The work was divided into two parts, theoretical and empirical, with stated goals and methods at the beginning. The theoretical part of the thesis was developed in the logical order, overlapping the ecotourism and green marketing, first separately, then in collision.

Building on the resources from the existing literature, she conducted her own empirical research, which was described in the methodology part. By answering eight research questions and giving proposals for the marketing techniques to be applied in the practice (for touristic sector), Ms. Knežević achieved the aims of her study.

IV. Formal particulars of the diploma thesis and layout
Structure of the thesis follows recommended structure of empirical study and is written on the good academic level. The level of English is good; there are some minor grammar mistakes and typos in the text. Appropriate resources are used, but I would suggest usage of different format and approach to citing in the following cases:

- Pg. 2: the sources from the website tourism4development 2017 (similar cases on pages 41 and 43);
- Pg. 6: the year is missing in citations “According to Neumann (?)…” and “…described by Creswell (?)”;
- The lists (bullet points) are cited in the end of the list and not before the start of bullet-points (examples on pages 6, 7);
- Some larger pieces of text i.e. paragraphs are cited from a single source (examples on pages 28, 31, 34, 36…)
V. Comments about the thesis

I have several comments about the thesis:

- The author used “we” when talking about the study (we followed, we conducted, we took a first, we agree...). I am sure the author did the research on her own, so either she should have used “I” or more academically appealing 3rd form (“the author”).
- Pg. 45- Too much of interview citing and the lack of the drawn conclusions out of those interviews. I am missing the wrap up of the actual answer to this question.
- Pg. 53- Research question 4 cannot be answered using proposed methodology. Or the answer might be misleading. This question would be more appropriate in case the author investigated tourists’ point of view, but her sample consisted of public institutions, NGOs and businesses.
- There is a lot of description and interview citing in empirical part, so at times it is hard to understand what the exact answer to the research question is.
- In the conclusion part, the author states that the study contributes by involving all stakeholders, but I believe the tourists are not involved. Therefore, the more holistic approach would have been to research the tourist side of the story. However, that research would require longer time and already a deeper level of analysis, which might be a good starting point for a PhD work.

VI. Questions recommended to detailed explanation during defence

1. On the pg. 10 you mentioned that some transcripts were made. Please describe more precisely how interviews were analysed.

2. According to the research on your RQ2 and RQ3, do you believe/think that environmentally aware entrepreneurs can really take the role of the driving wheel for B&H tourism towards achieving European Standard and why?

VII. Conclusion

The master thesis submitted by Ivana Knežević meets both the content and formal requirements of diploma thesis. I consider it to be well written thesis with firm basis in empirical research, therefore I propose this thesis to be graded B.

Ing. Anida Krajina

In Brno, June 8th 2017