SUPERVISOR’S ASSESSMENT OF DIPLOMA THESIS

I. Author: Ivana Knežević
   Title: Green marketing

II. Objective of the thesis and its fulfilment
Hereby I declare that the objective of the thesis stated in the official assignment has been fulfilled.

III. Content processing and approach to diploma work conception
The text of the thesis is divided in the standard way into theoretical and empirical part. The theoretical part is very compact and offers very solid background for the own research. I would like to highlight several points:
1. Quality of problem statement with strong argumentation what the problem is and for whom it should be solved;
2. Excellent review.
3. Methodology which is perfectly sophisticated – especially if we consider the fact that qualitative research is not covered in the curricula of master degree study.
4. Carefully conducted research and perfect synthesis of findings which leads to the well formulated recommendations for several stakeholders in green marketing tourism in Bosnia and Herzegovina.

IV. Formal particulars of the diploma thesis and layout
All formal requirements are fulfilled in accordance to the requirements together with citing resources used. The list of references dedicates the interest and energy of the author put into the elaboration of the thesis. Also the quality of layout is in harmony with the overall very high quality of the text.

V. Comments about the thesis
I do not have any comments to both content of the thesis and the process of thesis writing. I would like recommend to my student to try to publish some results in the academic journal as I strongly believe that both the theme and some other factors could be interesting for researchers’ community worldwide.

VI. Questions recommended to detailed explanation during defence
1. Tourism university education – to my level of knowledge – in Bosnia and Herzegovina – is at a good level. If I am right why there is such a low knowledge spread about green marketing across the entrepreneurs? As you write in your thesis, this is very important issue for country and individual business competitiveness.

VII. Conclusion

_The master thesis meets both content and formal requirements for a master thesis, as the supervisor I do not regard the work as plagiarism and I do not know about any plagiarism committed by the author. I suggest the grade A._

Ass. Prof. Alena Klapalová, Ph.D.

In Brno, on 20th June 2017