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OPPONENT REVIEW

of the habilitation thesis.

Author of the habilitation thesis: Eng. Stefan Nowak, PhD.

Study branch: 6289 Management

Topic of the thesis: Pilgrim city development index in community management

A) REVIEW OF THE FORMAL ASPECTS

Assessed habilitation thesis is processed into 180 pages. Author demonstrates sufficient professional erudition in the issue of tourism management. He uses scientific language, style and clearly formulated ideas. The number of cited authors is sufficient for this type of theses. Quality of habilitation thesis meets the requirements that are defined at the Faculty of Management. Thesis contains 55 figures, 6 tables and 15 formulas.

B) CONTENT ASSESSMENT OF THE HABILITATION THESIS

1. Topicality of the thesis

Tourism, as an important branch of the economy across the world, strongly affects the development of the regions. The specificity of religious tourism, the need for pilgrimages to place that are important for the adherents of a religion cause. Subject of the research in the thesis is very current. I wish to the author to go on in this research area.

2. Scientific objectives

Author of the habilitation desis defines four objectives. All of them are clearly defined, related to the topic of the thesis. I note that all of the defined objectives were fulfilled.

C) QUESTIONS AND RESUME

There are some recommendations for improving the thesis:

- p. 6: H 2.1 can be considered an axiom, since it is obvious for any tourism region. There are many studies already proofing that the lack of infrastructure is one of the main deterrents of tourism development;
- p. 7: H 3.2: again can be considered an axiom not a hypothesis; every partnership enables the flow of information;
- I liked the emphasis on the issue of distinguishing pilgrims from tourists. Arguments were presented clearly and examples were provided (2nd chapter);
- p. 71: Figure 11 provides limited amount of examples of marketing activities. Moreover the title of the figure does not properly describe its content.

Please, answer these questions in the discussion:

- p. 87: Figure 15: title is incomplete. Moreover it only provides information about administrative costs. Are there no other types of costs?
- p. 115: How many questionnaires were completed? Only % were provided, but not a total numbers.
- p. 120: Figure 25: If some people did not use any “means of information” how is it possible that they even know that such place exists? How did they travel there?...
- p. 123: Figure 29: What does “hospitality” exactly mean? How can it be measured?
- p. 126: Figure 35: It is definitely not sufficient to state that respondents plan or do not plan to visit the place again. Many factors can play a significant role in their decision, other than the quality of the experience. None of such factors were considered. For example, Santiago de Compostela was said to be the place with least amount of people planning to re-visit. What is the level of difficulty of journey to this place? Is it accessible by many means of transportation? What are the prices of basic services there? At least, it would be interesting to correlate the

results of this question with some of the data about respondents (mainly occupation).

- p. 128 and further: I do not understand what “uniformity of pilgrims arrivals” mean.
- p. 136: Where did author get the data for calculating the index? Consequently the validity of index is questionable.

Habilitation thesis „Pilgrim city development index in community management” written by Eng. Stefan Nowak, PhD.

= I recommend =

for final presentation and

= I suggest =

to grant the title „associate professor (docent)“.

Poprad 09.11.2015

prof. Ing. Ján Závadský, PhD.