

## BACHELOR'S THESIS EVALUATION

Institution: **UTB Zlin, Vyssi odborná škola ekonomická Zlin, BSP**

Student: **Petra Nawratova**

Thesis topic: **Adventure travel marketing mix analysis of AKA travel agency**

Thesis leader: **Mgr. Jozef Novacek**

Bachelor's thesis reflects by its title and content recent trends in travel industry as a whole. The student has described travel industry from broader perspective and then more specifically focused on adventure travel industry, which is becoming increasingly popular worldwide. Significant emphasis was put on creating effective and efficient planning and implementation of marketing mix in above mentioned segment.

Clear structure of the work starting from theoretical knowledge which is consequently applied in environment of AKA travel agency, which is a real company from Houston, TX, USA gives this bachelor's thesis a unique spirit and value.

The thesis is divided into three main sections.

First section of thesis is describing general theory of travel industry defining types and nature of travel industries worldwide as well as the tourism. It clearly defines all main terms such as subject, object and services of the travel industry.

Second section focuses on the AKA Travel Agency itself, providing short profile of the company. This section also includes market segmentation and external environment description. The student has also provided the S.W.O.T. analysis which is considered essential in any company growth planning or re-engineering. It defines the current position of AKA Travel Agency in the U.S. market.

Third section describes marketing mix for adventure travel in AKA Travel agency. It consists of pricing, service distribution and communication mix planning. This part is valuable because student herself has designed and suggested steps and actions towards product portfolio enhancement and price differentiation. It demonstrates that the principles of marketing mix had been fully comprehended.

I have come to a conclusion that this thesis has accomplished its objective and I recommend it to State Bachelor's exam for argumentation.

Therefore I recommend positive (A) evaluation of this bachelor's thesis.

Houston, TX, USA December 8<sup>th</sup> 2005

  
Mgr. Jozef Novacek