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Opponent report

Opponent report on the doctoral thesis Mrs. Nga Thi VO entitled **Customer attitude and customer satisfaction towards luxury hotels in Vietnam.**

The importance and actuality of the topic.

The thesis deals with the interrelations among customer satisfaction, customer attitude and service quality on the example of the luxury hotels in Vietnam. The topic is still relevant as the subject of the research, as customer satisfaction and the service quality are the basic precondition for economic sustainability of hotel industry.

Objectives of the thesis

The objectives of the thesis are formulated on p. 17. Partial objectives formulated in the thesis were achieved.

Research Methodology

The research methodology is based on the deep literature review and formulated in the conceptual model of the study. The study is strong focused on the impact of the guest on – line review, hotel web site and room rate strategy on the perceived service quality. It should be more stressed, that the study is focused mainly on the pre-purchase stage of the travel behaviour and is less connected with the satisfaction of the guests during and after stays in the hotels.

The research hypothesis are formulated properly, but on the other hand, the statements formulated in the hypothesis are based on common sense, such as service quality affects customer satisfaction or customer loyalty etc. Variables and indicators applied in the primary survey are derived from the literature review dealing with the topic. The research procedure is clearly described in figure 4.1. The research sample is calculated and the procedure of conducting the primary research is described. The data are evaluated by means of SPSS analysis tool. The research results are formulated and presented in Figure 5.4.1 and hypotheses are tested.

The contribution of thesis to the development of theory and praxis

The thesis is trying to solve the research gap among customer attitude, customer satisfaction and service quality as it is my understanding in the pre-purchase stage of the travel behaviour. In this aspect, the thesis is contribution to the theory of hotel management and marketing. It provides some recommendations for the hotel industry, mainly for luxury hotels in Vietnam, so it has also practical implications. It pays great emphasise on the e marketing, which is very important trend in hotel industry.

Formal requirements

The thesis is written in understandable manner. It has minor grammatical mistakes. The structure of the thesis is very detail and sub-chapters are relatively small, more complex text would be probably more useful. In this case, the thesis would not be so much fragmented. The citations are properly written and are in the list of references. Some calculations supporting text could be maybe part of the annexes, so that the reader of the thesis could more better concentrate on the explanatory text.

Publications

The author has published 9 articles in the scientific journals, 2 of them are accepted for publication. The author has published 6 articles in the international conference proceedings, 5 of them abroad.

Remarks and Questions to the thesis

1. The abstract should comprise also the main results of the research.
2. P. 13 – How would you characterize customer attitude and customer satisfaction in the process of travel behaviour? How and in which way could be customer attitude and customer satisfaction implemented in the marketing of the hotel? Provide please the examples.
3. P. 17 - Tourists cannot be measured in US dollars, but in numbers. It would be useful to correct the data on p. 17 and following the data on p. 43. Could you please explain, which factors had impact on the high level of increase in tourism incomes in 2018 (15,5 mil.) in comparison with 2,7 mil. In 2017?
4. P. 18 – Why do you state, that the VN tourism performance was dramatically declining in a shortage in both quality and quantity in 2018?
5. P. 25 – customer loyalty – what is the role of customer loyalty programs in the customer attitude and customer satisfaction.
6. P. 38 – it would be useful more deeply to elaborate the model of service quality and the gaps formulated in this model. There can be differences among perceived, awaited service quality, high expectations due to e-marketing and recognized service quality during and after consumption of services.
7. P. 58 – are people working in hotel industry the typical target group in luxury hotels in Vietnam? Why do you have so many respondents from this sector?

The doctoral thesis meets the criteria for the level of elaboration of the doctoral thesis; therefore, I recommend the thesis for the defence. In case of the successful defence, I recommend to award Mrs. Nga Thi Vo the tittle PhD.

In Banská Bystrica, 24.01.2020

