

**University of Huddersfield  
Business School**

**BMS0013 Dissertation Feedback Sheet**

<b>Student Name</b>	Veronika Ancincova
<b>Marker's name</b>	Sabrina Thornton
<b>Specific criteria</b>	
<b>Research problem</b> Formulation Focus Rationale	Problem framing section is well thought-out, referenced and justified. The research question and objectives are well articulated. However, they could have been discussed in a greater depth.
<b>Literature review and use of theory</b> Critical awareness of relevant theory Range of reading Relation to research question Independent research	The literature review has a clear framework, logical flow and aim. It is comprehensive, yet concise and purposeful. It shows the student's extensive reading and independent thinking process. The different models of destination competitiveness could have been more analytically compared and contrasted. The choice of a conceptual framework is well discussed and justified.
<b>Subject related conceptual framework and methodology</b> Development of subject related conceptual framework Appreciation of methodological issues Rational for research approach Conduct of data collection Awareness of strengths and weaknesses	This chapter shows the student's ability to link the research objectives, literature to the methodology needed. The research design is thorough and well executed. The justification of the method used is well argued and written. The process of data collection is detailed and well documented. The use of Nvivo is commendable.
<b>Analysis</b> Data presentation Appropriate analysis	Data analysis is appropriate. The presentation of this chapter is overall clear and is organised in between quotations, interpretations and some aspects of existing literature. The comparison of experts and locals using quantitative data is very interesting and insightful.
<b>Presentation and expression</b> Referencing Presentation Use of language	The writing and presentation of this dissertation is excellent.
<b>Discussion and Conclusions</b> Evaluation of findings Reference back to the literature Placing of work in its broader context	The organisation of this chapter is slightly unintuitive. It precedes conclusion with a recommendation. The discussion in conclusion will benefit from having some key arguments in the literature to compare and contrast the empirical findings with the existing literature.

<b>Internal consistency of dissertation</b>	<b>Comments and justified grade</b>
Argument Internal consistency Use of information to sustain argument Awareness of strengths and weaknesses	Overall, this is an intelligent, well-conceived and well-executed piece of work. It demonstrates the student's passion and dedication to this research. It also shows this student's ability to think critically, independently and thoroughly.
<b>Grade</b>	

Percentage mark

Agreed mark 72

A - VERBORNE

