

MASTER'S THESIS SUPERVISOR'S REPORT

Student's name: Meryem Ari

Master's Thesis Supervisor (MT): Mohsin Javed, Ph.D.

MT topic: Impact of Smart Tourism Technologies on Tourist Experience Satisfaction and Sustainable Destination
Image: Evidence from Istanbul

Acad. year: 2021/2022

Notes on completing the report:

1. For the evaluation of each criterion, use the following scale: A - fulfilled very well, significantly exceeds the requirements; B – fulfilled with quality; C – fulfilled without reservations; D – fulfilled with minor deficiencies; E - fulfilled but with significant deficiencies; F - not fulfilled.
2. If any criterion is graded F, the thesis must be evaluated as unsatisfactory overall, not meeting the criteria for the MT defence, and such a thesis cannot be recommended for the defence
3. MT Supervisor must comment verbally on each evaluation criterion!

Assessment criteria:

Assessment

Assessment criteria:	Assessment
1. Thesis Objectives and Methods	B
<p><i>The commentary focuses on: clarity of the formulation of the thesis objectives and the methods used in the thesis elaboration; evaluation of the objectives of the thesis following the thesis theme; the methods and procedures chosen to fulfil the thesis objectives.</i></p> <p><i>The thesis objective of this master thesis is clear and in line with the thesis topic. The elaboration of the research problem and clearing stating of the thesis objective is worthy. The collection of the data and measurement of the model has been explained in the section analysis. However, a bit more explanation about the PLS-SEM would definitely be a positive addition.</i></p>	
2. Theoretical Background	C
<p><i>The commentary focuses on: the content of the critical literature research; the appropriateness of the chosen domestic and foreign literature sources; the method of citing sources in an adequate manner.</i></p> <p><i>Theoretical part of this master thesis sufficiently explains the concept of smart tourism destination and related constructs used in this thesis. However, the citations can be improved by taking support from web of science articles, which is lacking. Importantly, the 2.4. smart tourism technologies explain adequately, but still the appropriate meaning used in the thesis is also lacking, which is necessary to grasp the exact meaning used in this thesis. The research context can be explained separately by appropriately providing its current stat and supporting by appropriate citations, instead of mixing in the theoretical section. The explanation of research hypotheses and proposed research model is appreciable.</i></p>	
3. Practical Application – Analysis	C
<p><i>The commentary focuses on: the use of knowledge from theory, its appropriateness of application; sufficient description of the process of application of the methods of work; overall assessment of the current state; sufficient substantiation of the conclusions of the analyses; the difficulty of data collection and processing.</i></p> <p><i>The analysis part of the thesis includes empirical results of partial least square-structural equation modelling (PLS-SEM), which includes information about multicollinearity, consistency and validity along with structural model and hypotheses testing. The inclusion of such analysis is worthwhile and appreciable. However, the statistical analysis lacks link with practice.</i></p>	

4. Practical Application – Project/ Research	C
<p><i>The commentary focuses on: the connection of the solving part of the thesis to the theory and to the analyses results; supporting the proposals with appropriate arguments; meeting the objectives set. For research-oriented MTs, the focus should be on discussion of the results and their evaluation.</i></p> <p><i>The discussion section of lacks comparison with the previous studies. It would be worthwhile to compare results with the literature based on similarities and contradictions. The level of discussion and conclusion is satisfactory however; better linking with the results of this thesis would definitely add value keeping in view the style of scientific writings.</i></p>	
5. Formal Layout	C
<p><i>The commentary focuses on: logical coherence of the text of the thesis; use of correct terminology; use of the prescribed standard of citation of sources; appropriate linguistic and graphic level.</i></p> <p><i>The formal layout of the thesis is on good level and praiseworthy. The list of abbreviations, tables and figures used are mentioned on page 57 and 58. The used questionnaire in the thesis have been given in the appendix section. The use of English language and graphs are adequate.</i></p>	

Overall thesis assessment *	C
<p>The selected topic for this master thesis is very accurate and current. However, definitions of statistical tools will help the readers to understand the results better, which is missing. It is recommended to include recent citations from high quality journals and compare the results, especially if the student intends to publish research article from the thesis. Overall, the thesis is on adequate level and recommended for defence.</p>	

* The final grade is not an arithmetic average of the individual criteria for assessing the thesis.

Questions for the defence:

1. This master thesis uses the context of Istanbul, can you generalize the results for other destinations in Turkey?
2. I feel the role of respondents is important in this study that how well they understand smart tourism technologies. So, how well the elder respondents understand this?
- 3.

The thesis **fulfils** the criteria for the defence of the MT. The thesis **is recommended** for the defence.

The thesis has been checked for the originality of the work in IS STAG. Based on the results of this review, it was concluded that the work **is not** plagiarism.

Date 23.05.2022



Signature of MT Supervisor