

Opponent review of dissertation

Title: **Indicators of sustainable tourism and their application to Pakistan**

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The present dissertation's topic is the theoretical and practical aspects of sustainable tourism development. Tourism is a fast-growing segment the development of which, however, brings about certain risk and negative impact on local society and environment. Sustainable development of tourism is the only way of making the most of reaping its benefits without leaving irreversible scars on the planet. Continuous scientific research and detection of sustainable tourism indicators are of utmost importance. The present work is highly relevant for tourism.

The main research purpose of dissertation is *...to develop a tool that provides meaningful decisions to local authorities to advance sustainable tourism and improve the image of destinations*. To fulfill research objectives, four research questions / research gaps have been formulated:

- To develop and validate sustainability indicators
- To develop the multidimensional sustainable tourism index
- To compare the multidimensional sustainable tourism index among selected cities in Pakistan
- To provide practical suggestions for local authorities

Based upon the work's conclusions, its main and partical goals can be stated as fully achieved.

Research Methodology is duly described in the appropriate chapter. Partial goals have been met by means of appropriate methods and tools, frequently utilised for similar studies. The selection of methods is founded on relevant argumentation based on a thorough literature review. Illustrative and meticulously processed tables, *Proposed Research Methodology in Short (Table 2)* and *Process of the Research Methods (Table 4)* stick out as the work's highlights.

The author is well-versed in the field, as his *Summary of studies related to indicators of sustainable tourism (Table 1)*, clearly demonstrates. The literature review proves the author's respectable knowledge and his super-standard orientation in professional scientific literature, strategic documents and topical secondary sources; 226 of which are mentioned in the work.

The author's conclusions serve to compare three destinations in Pakistan, using Multidimensional Sustainable Tourism Index. This is the present dissertation's practical outcome.

At the theoretical level, the author's main contribution is the extension of the three dimensions of sustainability by new items, namely Infrastructural Dimension and

Technological Dimension, as well as a development of sustainability indicators of tourism. Further theoretical and practical Contributions and limitations of the present study are elaborated in the last chapter of the thesis.

The work's formal execution is praiseworthy. The dissertation reads well, is clearly structured and overall, compliant to the requirements of a doctoral dissertation.

I consider the author's existing publishing activities to be more than sufficient. Upon viewing the list of publications submitted it can be concluded that the author has had ample experience in the publishing field.

I present the following question for discussion at the thesis defence:

- Has the confrontation of the thesis results with the main participants of the destination management taken part yet? What is the result?

The resulting thesis demonstrates the author's interest in the given issue as well as his ability to apply his theoretical knowledge to the execution of a practical task. The content of the work meets the requirements for a doctoral thesis.

I recommend the submitted dissertation for a defence session and, if it is a successful event., the author obtaining a Ph.D. degree.

Brno, January 12, 2021


Doc. Ing. Ida Rašovská, Ph.D.