

PhD dissertation council member's

REVIEW

completed for doctoral thesis by Mahmoud Ibraheam Kotb Saleh titled: “Managing tourism resorts through destination social responsibility and information adequacy lenses: Attribution theory perspective”, submitted for the degree of *candidate* of economic sciences (*candidate* of sciences in economics) in scholarly specialisation 5.2.6. Management.

The reviewed doctoral thesis is a commendable scholarly endeavour that navigates the complex terrain of tourists' tourist resort destinations' SCR through attribution processes. The structure of the thesis reflects a systematic and comprehensive approach to unravelling the nuances of this multifaceted phenomenon. The introduction sets the overarching research logic and introduces the subsequent chapters, providing a context for exploring tourists' attribution, a crucial and often understudied aspect in the tourism domain.

Chapter 1 unfolds as a theoretical framework, establishing a solid foundation by delving into the core concept of tourist attribution using the utilisation theory. The elucidation of the locus of causality theory and its subsequent exploration within various scenarios demonstrates a profound PhD candidate's understanding of the theoretical groundwork. Notably, examining scholars' confusion about the theory and the study's viewpoint on different scenarios adds depth to the theoretical framework of the reviewed thesis. Including attribution shifting mechanism perspectives further broadens the scope, covering aspects like the perception of destination social responsibility and the information adequacy of destination activities. The chapter adeptly connects the theoretical dots by exploring the relationship between the locus of causality theory and attribution dimensions, examining stability, controllability, and the nature of the tourist experience. Additionally, considering

demographic factors, such as gender, previous experiences, and the length of stay, adds a layer of complexity to the theoretical discourse.

Transitioning to Chapter 2, the methodology section showcases a meticulous approach to research design and execution. Discussing construct measurements, pre-testing procedures, and the survey method of data collection altogether highlight the researcher's commitment to methodological rigour. The clarity in outlining the steps taken to ensure the validity and reliability of the study, as well as addressing common method variance, mitigates concerns with imminent research bias and thus underscores the robustness of the research design.

Chapter 3 marks a pivotal juncture where the empirical analysis and results come to the forefront of the thesis. A thorough examination of the sample profile provides sufficient comprehension of the research context and settings. At the same time, the discussion on the study's validity and reliability improves the credibility and plausibility of the findings. The presentation of model fit statistics and H1-H7 research hypotheses verification results demonstrates the comprehensive statistical analysis accomplished by the PhD candidate. Furthermore, reporting moderated mediation results, the analysis of tourism experience type differences regarding attribution shifting mechanisms, and the subsequent tests of H8-H10 hypotheses showcase the author's analytical prowess.

Chapter 4 unfolds with a systematic discussion of the obtained results, offering insights and elucidations that bridge the theoretical and empirical properties of the thesis study. The author's ability to connect the findings to the theoretical framework demonstrates a holistic understanding of the studied field, research settings, and context. Moreover, the nuanced examination of the moderated mediation results and the analysis of tourism experience type differences contribute to the depth and rigour of the discussions around the studied issue.

In Chapter 5, the author navigates the implications, limitations, and conclusion with a scholarly

finesse that adds depth to the doctoral research project. The theoretical contribution section contributes to the academic discourse, offering new insights and perspectives and making this thesis a valuable piece of knowledge that implies value to the scholarly field of management. The practical implications underscore the applicability of the research findings to realistic management routine scenarios, adding more value positioned far beyond the theoretical realm. The acknowledgement of study limitations and the proposal of future research directions showcase a reflective stance, acknowledging the boundaries of the current study while paving the way for future scholarship. The conclusion serves as a fitting culmination, summarising the doctorate research project implementation, the most significant findings and their broader implications in management and business strategies.

In summary, the doctoral thesis not only addresses a significant gap in the literature concerning tourists' attribution processes but also does so with a level of academic rigour and depth that is, again, commendable. The scrupulous theoretical exploration, methodological robustness, and insightful empirical analyses contribute to the scholarly landscape in tourism and, possibly, hospitality management studies. The structured and comprehensive approach, as reflected in the table of contents, positions the thesis as a valuable contribution to the academic community.

Nonetheless, several tiny areas of concern may be addressed by the author in his thesis presentation and future scholarly endeavours, including the following:

1. In developing H4n research hypotheses, the author mentions 'the online shopping process' (p. 32) thus comes across the notion of customer journey in the realm of tourist product search and purchase (pp. 32-36). However, such a concept remains scarcely explicated in the thesis. Being one of the core notions in tourist marketing, it demands more light and review;
2. Although the author exhibits a solid degree of data collection method delineation, the thesis still lacks a sound description and justification of the sampling procedure. What was considered as a population? What random or non-random was applied in this study? It would be more beneficial to get this information straightforwardly from the thesis instead of guessing what the sample method has been favoured by the author.
3. In the data analysis, the thesis would benefit from reporting the SEM model according to the

recommendations by Haier et al. (2022), which is presently recognised as a scholarly standard. Also, it is unclear which (CB or PLS) SEM method has been employed by the author. Next, the author is supposed to report and speculate on the predictive power of the developed model. Finally, it will be beneficial to see a Figure in the thesis depicting a bootstrapped outer model visualising all factor loadings, R-squares, and path coefficients in one place to have a brief outlook of the estimated framework.

Concluding, with the above-here-delineated thesis strengths and flaws, the reviewed dissertation is

A scientific qualification for work that resolves a scientific problem is important for the
development of the relevant field of science.

No violations of paragraphs 9 and 11 of Order No.11181/1 as of November 19, 2021, "On the Procedure for Awarding Academic Degrees at St. Petersburg State University", have been detected.

The dissertation meets the criteria of dissertations for the academic degree of the candidate of sciences, established by the specified Order. The dissertation is recommended for presentation and defence at St. Petersburg State University.

Member of the dissertation council
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«11» January 2024

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Usuarios

Dr. Kazakov's signature is electronically confirmed by Dr. Pedro Cuesta-Valiño, PhD, profesor catedrático of the University of Alcalá, Department Chair of the Department of Economics and Business Management, Faculty of Economics, Management and Tourism Sciences

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