



DROMOLAND

2010



First Annual Tourism Policy Workshop

This first annual workshop brings together senior decision makers in the public and private sectors, and academics with the clear objective of stimulating the economic contribution of tourism to the Irish economy. The initiative is led by the National Centre for Tourism Policy Studies, University of Limerick.

23rd to 25th April 2010

PROGRAMME

Friday 23rd April

4:00pm Registration at Dromoland Castle

5:45pm WELCOME ADDRESS

6:00pm Session 1

(A) Rebalancing the Irish Economy Towards Export Led Growth
Dr Alan Ahearne – Adviser to Minister of Finance

(B) The Changing Role of Tourism in the Irish Economy
Steve MacFeely – Director, Business Statistics, CSO

7:20pm Discussion and Questions

8:00pm *Dinner in Earl of Thomond diningroom*
Dromoland Castle

Saturday 24th of April

9:20am Session 2

**(A) The Changing Nature of Destination Competitiveness
in International Tourism**
*Professor J. John Lennon, Moffat Centre, Glasgow
Caledonian University*

(B) Competitiveness in Irish Tourism - A Review
*Dr Don Thornhill, Chairman,
National Competitiveness Council*

10:25am Discussion and Questions

10:45am *Coffee*

11:15am

Session 3

- (A) **The Changing Trends in the International Airline Industry - How is Ireland being affected by Changes in the Marketplace?**
Dr John O'Connell, Air Transport Management, Cranfield University, UK
- (B) **Understanding the Innovation Process in Tourism - Some Issues for Irish Policy**
Professor Jim Deegan, Professor of Tourism Policy, University of Limerick
- (C) **Developing Innovative Products for Irish Tourism - The McNally Tourism and Travel Archive**
Professor Tony Seaton – Emeritus Professor of Tourism, University of Bedfordshire, UK

12:45pm

Discussion and Questions

1:15pm

Session Concludes

Afternoon Free

5:45pm

Session 4

- (A) **There and Back Again - How Tourists and Businesses can benefit from Technology**
Robert Hamilton – Produktchef, Google

6:15pm

Discussion and Questions

6:45pm

Industry Panel – Questions and Answers Session

Moderated by Olivia O'Leary, Broadcaster and Journalist

7:50pm

Drinks Reception

8.15pm

Dinner in Earl of Thomond dining room

Sunday April 25th

10:15am Session 5

(A) **Creative Industries and Tourism - The Need for Some Integrated Policy**
Professor Stephen Wanhill, Professor of Tourism Economics, University of Limerick and David Collopy, General Manager, University Concert Hall, Limerick

(B) **“Sing yourself to where the singing comes from”**
(*Séamus Heaney – At the Wellhead*) - **Source and Sustainability**
Professor Mícheál Ó Suilleabhadháin, Director Irish World Academy of Music & Dance

(C) **“All Over the Town....”**
Morrissey and Cultural Tourism – A Case Study
Dr Eoin Devereux, Head of Sociology Department, University of Limerick

11:45am Discussion & Questions

12:30pm Concluding Remarks

1:00pm Conference Ends

Accommodation

Bed, Breakfast and Dinner for delegates will be at Dromoland Castle

Cost per person sharing (Lunch not included) **€310**

Single supplement (**if available**) - € 60 per night **€120**

Conference Fee

Early Bird Registration Fee including conference documentation,

tea / coffee (**before 31st March 2010**) **€120**

Registration Fee (**after 31st March 2010**) **€160**

Conference fee for non-residents **€160**

(incl. documentation, tea / coffee and Drinks Reception)

Non-Resident dinner per night **€65**

**** Early registration is strongly advised ****

Railtours Ireland have kindly offered to provide a return train ticket from Dublin Heuston with all transfers to Dromoland for €30. Contact: alex@railtoursireland.com for further information.

PLEASE RETURN THE APPLICATION FORM WITH PAYMENT TO:
Brid Henley, Kemmy Business School, Room KB2-12
University of Limerick, Castletroy, Limerick