

# 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.**

***23<sup>rd</sup> to 25<sup>th</sup> April 2010***

# ***PROGRAMME***

## ***Friday 23<sup>rd</sup> 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 24<sup>th</sup> 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 diningroom***

*Sunday April 25<sup>th</sup>*

**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 Míchéal Ó Suilleabháin,  
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 31<sup>st</sup> March 2010) €120

Registration Fee (after 31 <sup>st</sup> March 2010)	€160
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Conference fee for non-residents	€160
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(incl. documentation, tea / coffee and Drinks Reception)

<b>Non-Resident dinner per night</b>	<b>€65</b>
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**\*\* 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](mailto: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