

DROMOLAND

2013



Fourth Annual Tourism Policy Workshop *November 15th to 17th 2013*

This fourth 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. This year the specific focus will be to provide an important input to the ongoing Tourism Policy Review. This workshop is an initiative of the National Centre for Tourism Policy Studies, University of Limerick.

PROGRAMME

Friday 15th November

4:00pm	Registration at Dromoland Castle
5:45pm	Welcome Address
6:00pm	Session 1
	A) Reflections on Irish Tourism Policy and Performance: Learning from the Past can inform Future Policy
	<i>Professor Jim Deegan, University of Limerick</i>
	(B) Tourism Satellite Accounts: What are They and Why Ireland should have One
	<i>Dr Steve Mac Feely, Central Statistics Office</i>
7:30pm	Discussion and Questions
8:00pm	<i>Dinner in Earl of Thomond Diningroom, Dromoland Castle</i>

Saturday 16th of November

9:30am	Session 2
	(A) Using Mobile Positioning Data to Assess Tourism on National and Regional Levels
	<i>Margus Tiru, Positium, Estonia.</i>
	(B) Towards Co-Creating Authentic Tourist Experiences
	<i>Dr Lisa O’ Malley, Kemmy Business School, University of Limerick</i>
10:40am	Discussion and Questions
10:55am	<i>Coffee</i>
11:15am	Session 3
	(A) The Changing Nature of Tourism Demand: What Role now for National Tourism Organisations?
	<i>Professor John Lennon, Caledonian University</i>
	(B) Gathering Ireland 2013 : Some Lessons for Tourism Policy
	<i>Jim Miley, Gathering Ireland 2013 Project</i>
12:45pm	Discussion and Questions
1:05pm	Session Concludes
	<i>Break For Relaxation</i>

3:30pm Session 4

(A) The Industry Priorities for the Tourism Policy Review

Eamonn McKeon, Chief Executive of the Irish Tourist Industry Confederation

Ruth Andrews, Chief Executive of the Irish Tour Operators Association

Tim Fenn, Chief Executive of the Irish Hotels Federation

Adrian Cummins, Chief Executive, Restaurant Association of Ireland

4.30pm **Industry Leaders join the Panel for Discussion and Questions**
Moderated by *Olivia O’Leary, Broadcaster & Journalist*

5.30 pm Session Ends

Ireland versus Australia

Broadcast on the Big Screen Live from Aviva Stadium

7.45pm *Drinks Reception*

8.15pm *Main Conference Dinner in Earl of Thomond Diningroom*

Sunday November 17th

10:45am

Session 5

(A) Is the Industry's Challenge - Skills Shortage or Skills Retention?

Caeman Wall, Head of Research and Evaluation, Failte Ireland

(B) Embracing Sustainability for Irish Tourism: The Policy Reality and Potential for Destinations, Business and Customers

Mary Mulvey, Chief Executive Officer, Ecotourism Ireland

11:55am

Discussion & Questions

12:20pm

Concluding Remarks

12:45pm

Conference Ends