



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**

Professor Jim Deegan, University of Limerick

- (B) Tourism Satellite Accounts: What are They and Why
Ireland should have One**

Dr Steve Mac Feely, Central Statistics Office

7:30pm Discussion and Questions

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

Saturday 16th of November

9:30am **Session 2**

(A) Using Mobile Positioning Data to Assess Tourism on National and Regional Levels

Margus Tiru, Positium, Estonia.

(B) Towards Co-Creating Authentic Tourist Experiences

Dr Lisa O' Malley, Kemmy Business School, University of Limerick

10:40am **Discussion and Questions**

10:55am *Coffee*

11:15am **Session 3**

(A) The Changing Nature of Tourism Demand: What Role now for National Tourism Organisations?

Professor John Lennon, Caledonian University

(B) Gathering Ireland 2013 : Some Lessons for Tourism Policy

Jim Miley, Gathering Ireland 2013 Project

12:45pm **Discussion and Questions**

1:05pm **Session Concludes**

Break For Relaxation

- 2.45pm** **Address by John Moran, Secretary General,
Department of Finance**
- 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