



DROMOLAND

2010

OLSCOIL LUIMNIGH
UNIVERSITY OF LIMERICK

 KEMMY
BUSINESS SCHOOL
University of Limerick



First Annual Tourism Policy Workshop

23rd to 25th April 2010

Speaker Profiles



Dr Alan Ahearne is special advisor to Finance Minister Brian Lenihan. He is currently on leave from positions at NUI Galway and at Bruegel, the influential Brussels based economics think tank. Alan is a former senior economist in the International Finance division of the Federal Reserve Board in Washington DC. His areas of expertise are macroeconomics and international finance.



Steve MacFeely is Director of Business Statistics in the Central Statistics Office and is responsible for the development and compilation of Agriculture, Construction, Industry, Services, Tourism, Transport, R&D, Innovation and Energy data. He is a member of the UNWTO Council and the InRoute Scientific Committee.



John Lennon is the Moffat Professor and Director of the Moffat Centre for Travel and Tourism Business Development at Caledonian University, Glasgow. He has undertaken over 500 tourism and travel projects in 35 nations. John is a specialist Policy Advisor to Visit Scotland, a non-executive director of Historic Scotland and a Board member of the Canadian Tourism Commission European Marketing Group. He is the author of five books and over 100 articles.



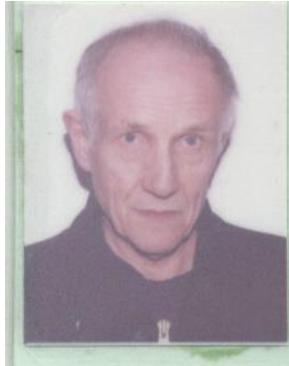
Dr Don Thornhill is a former top civil servant and is a consultant and adviser on strategy and policy. He has been a board member of various organisations in the public and private sectors and currently chairs the National Competitiveness Council. Don is an elected member of the Royal Irish Academy and an honorary life member of the Royal Dublin Society.



Dr John O'Connell (Frankie) is an aviation expert and currently lectures Airline Management at Cranfield University. He works in an advisory capacity to many of the world's leading airlines in areas such as marketing (branding, frequent flyer programmes); distribution, cost reduction, deregulation and alliances. Frankie is a regular speaker on the BBC and at international conferences dealing with aviation issues.



Jim Deegan is an economist and is the Professor of Tourism Policy at the Kemmy Business School, University of Limerick. Jim is also Director of the National Centre for Tourism Policy Studies which is Ireland's leading research Centre in all facets of tourism policy. Over the last 20 years he has contributed research papers on many facets of Irish tourism policy and has undertaken research reports for many national and international agencies. Jim is the organiser of the conference.



Tony Seaton is Emeritus Professor of Tourism at the University of Bedfordshire. He has a first class honours degree in the Social Sciences, a Masters in Literature from Oxford University and a Ph. D. in Tourism Marketing from Strathclyde University. After leaving Oxford he worked in brand management with Procter and Gamble before moving into academia.

His international marketing consultancy and research clients have included: UNWTO, ETC, EU, and USAID, and many national and regional tourist organisations. He has written/edited 5 books and published over 70 articles and papers

Robert Hamilton is a product manager at Google and is responsible for the development and in-life management of several Google products for mobile devices. Previously he worked as a strategy consultant for clients including BT, Shell and Virgin before founding Scan mobile in 1999. Scan raised 10m dollars in June 2000 and created the world's first SMS shopping service. When Scan was acquired in 2003 Robert joined Orange Group and designed new products and services before joining Google.



Olivia O'Leary has presented television and radio programmes over the last three decades for RTE, the BBC and ITV, and has been a political writer for the Irish Times and the Sunday Tribune. She also presented the "Between Ourselves" discussion programme for BBC Radio 4. 'Party Animals', a second collection of her weekly political columns for RTE Radio 1's Drivetime, was published by O'Brien Press.

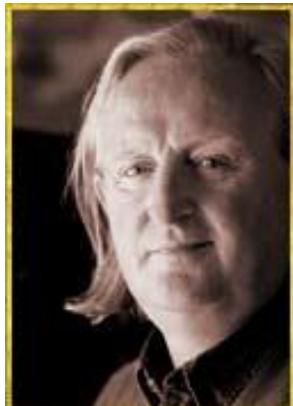




Stephen Wanhill is Professor of Tourism Economics, University of Limerick and a Visiting Professor of at the Universities of Nottingham and Swansea. He has written extensively on public sector intervention in tourism, tourism impact methodology, and project appraisal and development in academic journals and books. He has acted as a tourism consultant in more than 50 countries. Steve is the founding editor of the *Tourism Economics Journal* and is a member of the editorial board of virtually all the main journals in the tourism field.



David Collopy has been involved in senior management positions in the cultural and creative industries for 30 years. An accountant by profession he has been the Chief Executive of Opera Ireland and has produced over one hundred and twenty opera productions. He has broadcast on RTE, BBC and many other media and has addressed numerous international opera conventions. David is currently General Manager with the UL concert hall.



Professor Mícheál Ó Súilleabháin is one of Ireland's best known musicians and has performed in many illustrious venues across the world. In 1994 he founded the Irish World Music Centre at UL, which has rapidly become the most active research centre in Irish traditional music and dance in the world. In 2005 he was appointed first Chair of Culture Ireland, a new body established by the Government to promote Irish Arts internationally.



Dr Eoin Devereux is Senior Lecturer and Head of the Department of Sociology at the University of Limerick. His is author of the academic best-seller "Understanding the Media" and the editor of *Media Studies: Key issues and Debates*-both published by Sage. The latter will be published in Cantonese in 2010. A co-organiser of the Morrissey Symposium at UL, he is co-editing a book of 20 essays on Morrissey entitled "THE Songs That Saved Your Life (Again) which will be published in early 2010.