

# DROMOLAND 2013



## Fourth Annual Tourism Policy Workshop

**15th to 17th November 2013**

## Speaker Profiles



**Jim Deegan** is an economist and Head of the Economics Department and 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 a member of the editorial board of *Tourism Economics* and regularly acts as an academic referee for the major journals in tourism. He is the organiser of the workshop.



**Dr. Steve MacFeely** is Assistant Director General at the Central Statistics Office and Adjunct Professor at the Centre for Policy Studies in University College Cork. He is a member of the Technical Advisory Board to the UNWTO and the Scientific Committee of InRouTe. He chaired the International Statistics Institute Committee on Tourism & Travel Statistics between 2011 - 2013 and was very involved in assisting the OECD in developing their 'Indicators for Measuring Competitiveness in Tourism'. Steve is also a member of the Oversight Board of the new Irish Government Economic and Evaluation Service (IGEES).



**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. John was involved in the strategic planning of the original Scottish Homecoming event on behalf of Scottish Government and has been involved in the conception, development and monitoring and evaluation of festivals since 1999.



**Dr. Lisa O'Malley** is an experienced academic with a distinguished track record in education, research and consultancy. Having worked at a number of prestigious UK universities she returned to Ireland in 2002. She is currently Head of the Department of Management and Marketing at the University of Limerick. Her expertise allows her to contribute to initiatives designed to enhance the consumer experience, and to formulating and implementing innovative marketing strategies. Lisa will consider how cutting-edge marketing thought on experiences, value co-creation, and brand stories can inform the tourism policy review.



**Margus Tiru** is a CEO of Positium. Since 2002 Margus has been participating in projects involving mobile positioning data, location-based services, GIS and human mobility analyses. His academic research in the University of Tartu has been focused on the specifics of the use of ICT data like mobile phones in human geography, social sciences, economics, marketing and tourism. Positium, a spin-off company of University of Tartu, is an Estonian company developing technology for analyses based on mobile positioning data from cellular networks.



**Jim Miley** is Project Director of The Gathering Ireland 2013 which is tasked with attracting an additional 325,000 tourists to Ireland by connecting citizens, families and communities with the vast network of Irish diaspora and friends across the world. Jim is a qualified Chartered Director and has worked in a broad range of sectors over the last three decades including development aid worker, Concern Ethiopia, reporter /producer, RTE radio and TV, CEO, Dublin Chamber of Commerce, founder and CEO MyHome.ie, 2000-2009. Jim has also acted as interim CEO at 4FM radio station and served as Chairman of Concern Worldwide, Ireland's largest charity, from 2007 to 2010.



**Caeman Wall** is Head of Research and Evaluation at Failte Ireland. He, along with his colleagues, oversees a wide range of visitor research projects. These projects are designed: to profile overseas tourists; to understand better their reasons for visiting Ireland; and to assess tourists' satisfaction levels with their experience in Ireland. Caeman is an experienced economist, qualified accountant and well-practised management consultant. He has been in his current position since the start of 2012. He joined Fáilte Ireland in 2008 as a senior economist having spent almost ten years working in business advisory roles, mostly management consultancy, project appraisals and business case evaluation.



**Mary Mulvey** of Ecotourism Ireland CEO is a graduate of St Patrick's College Maynooth. Mary has considerable senior management experience ranging previous employments which includes the English Tourist Board, Bord Fáilte, Heritage Towns of Ireland and Irish Peatland Conservation Council. Mary is passionate about raising the profile of Ecotourism at national and international level with relevant government agencies, tourism bodies and stakeholders to ensure that ecotourism is on Ireland's tourism agenda and ensuring a credible policy is developed and promoted. The Greenbox Project was Irelands first Ecotourism Destination and was recognised by Tourism for Tommorow Awards, Virgin Responsible Travel Awards and Green Apple awards.



**John Moran** is the Secretary General of the Department of Finance having previously been Head of Banking at the Department. Mr. Moran is a member of the Commission of the Central Bank of Ireland, a Board Member of the European Investment Bank, a member of the Advisory Board of the National Treasury Management Agency, Co-chair of the EFC Expert Group on Long Term Financing and he is also a member of the Activating Dublin Steering Group. Mr. Moran has also been CEO and Board Member for Zurich Bank, CEO of Zurich Capital Markets and worked at GE Capital, GPA, McCann Fitzgerald and Sullivan & Cromwell.



**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. Two collections of her political columns for RTE Radio 1's 'Drivetime' programme have been published by O'Brien Press