



DROMOLAND 2011



Second Annual Tourism Policy Workshop

This second 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.

November 4th to 6th 2011

PROGRAMME

Friday 4th November

4:00pm Registration at Dromoland Castle

5:30pm WELCOME ADDRESS

5:45pm Session 1

(A) **Performance and Prospects of the Irish Economy: What Role for Tourism?**

Joe Durkan, Economic and Social Research Institute (ESRI)

(B) **Reeling in the Years: Twenty Five Years of Change in Irish Tourism.**

Brian Maher, Head of Policy and Futures, Fáilte Ireland

(C) **Preliminary Results from Ireland's First Tourism Innovation Survey.**

*Professor Jim Deegan, Professor of Tourism Policy,
University of Limerick*

7:30pm Discussion and Questions

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

Saturday 5th November

9:30am Session 2

(A) **Tourism and the Public Policy Agenda.**

Professor Stephen Wanhill, Adjunct Professor of Tourism Economics, University of Limerick

(B) **Business Survival and Employment: A National and Regional Analysis of Tourism in Ireland.**

Steve MacFeely, Director, Business Statistics (CSO)

10:45am Discussion and Questions

11:00am *Coffee*

11:20am Session 3

- (A) **New Directions for Tourism in the West: Irish Tourist Industry Confederation Report (ITIC).**
Noel Sweeney, Managing Director Tourism and Transport Consult International

- (B) **Future Shock or Back to Basics: Evaluation of Tourism Promotion in 2011 and Beyond.**
Professor Tony Seaton, Emeritus Professor of Tourism, University of Bedfordshire, UK and McAnally Scholar, University of Limerick

12:30pm Discussion and Questions

1:00pm Session Concludes

Afternoon Free

5:45pm Session 4

- (A) **Consumer and Technology Trends that are Changing Travel.**
Robert Hamilton – Produktchef, Google

6:30pm *Address by Dr. Leo Varadkar, T.D., Minister for Transport, Tourism and Sport*

**7:00pm Industry Panel – Questions and Answers Session
Moderated by Olivia O’Leary, Broadcaster and Journalist**

8:00pm *Drinks Reception*

8.30pm *Main Conference Dinner in Earl of Thomond Diningroom*

Sunday 6th November

10:15am Session 5

(A) **A New Political Framework for Tourism in Europe: What Should Ireland Be Doing?**
Ray Keaney, Institute of Technology, Tallaght

(B) **Exploiting the Potential of Tourism to Ireland from Emerging Markets.**
Peter Nash, Head of Strategy Development & Insights, Tourism Ireland

Response: Fiona O'Sullivan, President, Irish Tour Operators Association

(C) **Making Better Sense of Culture, the Arts and Tourism: Opportunities for Harmony.**
Dermot McLaughlin, CEO, Temple Bar Cultural Trust Ltd. [TBCT]

12:15am Discussion & Questions

12:30pm Concluding Remarks

12:45pm Conference Ends

Accommodation

Bed, Breakfast and Dinner for delegates at Dromoland Castle

Cost per person sharing (Lunch not included)	€310
Single supplement (if available) - € 60 per night	€120 (2 nights)
(Limited availability in Dromoland, priority given to early bookings with payment)	

Conference Registration Fee

(incl. conference documentation, tea/coffee and Drinks Reception) **€160**

Conference Fee for Non-Residents **€160**

(incl. documentation, tea / coffee and Drinks Reception)

Non-Resident dinner per night **€65**

(pre-booking with advance payment advisable)

**** Early registration is strongly advised ****

PLEASE RETURN THE APPLICATION FORM WITH PAYMENT TO:

Brid Henley, Kemmy Business School, Room KB2-12
University of Limerick, Castletroy, Limerick.