



# **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 4<sup>th</sup> to 6<sup>th</sup> 2011***

# ***PROGRAMME***

## ***Friday 4<sup>th</sup> 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 5<sup>th</sup> 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 6<sup>th</sup> 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**

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**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.