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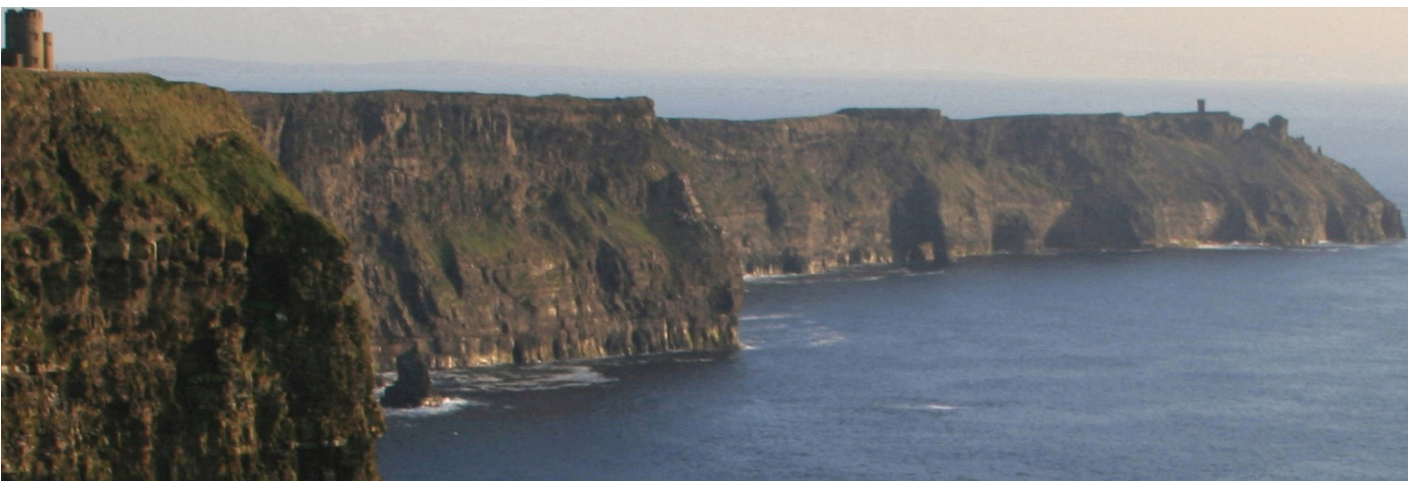
KEMMY  
BUSINESS SCHOOL  
University of Limerick



# Fifth Annual Tourism Policy Workshop November 21st - 23rd Dromoland Castle 2014

## ‘Consolidating Tourism’s Contribution to National Economic Recovery’

This fifth 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 workshop is an initiative of the National Centre for Tourism Policy Studies, University of Limerick. For further details visit: [www.dromolandannaltourismpolicyworkshop.wordpress.com](http://www.dromolandannaltourismpolicyworkshop.wordpress.com)



‘Consolidating Tourism’s Contribution to National Economic Recovery’

# Tourism Policy Workshop Programme



## Friday 21st November

16.00 Registration at Dromoland Castle

18:00 Welcome Address

### Session 1

18:05 (A) **“The Crisis - Are We Finally Out Of The Woods?”**

*Dr Donal Donovan, Member of Irish Fiscal Advisory Council*

18:50 (B) **“Reacting To Marketplace Dynamics: The Key Elements Of New Tourism Policy”**

*Prof. Jim Deegan, Head of Department of Economics & Director of National Centre for Tourism Policy Studies, University of Limerick*

19:30 Question & Answers

20:00 Dinner in The Earl of Thomond Dining Room, Dromoland Castle

## Saturday 22nd November

### Session 2

9:45 (A) **“Competitiveness - Should We Be Concerned?”**

*Dr Don Thornhill, Adviser, Royal College of Surgeons in Ireland and  
Conor Hand, Assistant Principal Officer, Strategic Policy Division,  
Department of Jobs, Enterprise and Innovation.*

10:20 (B) **“Ireland Strategic Investment Fund: Opportunities For The Tourism Sector?”**

*Representative from The Strategic Investment Fund.*

10:55 Questions & Answers

11:10 Coffee

## Session 3



- 11:30 (A) **“Aviation Policy Is The Key To Tourism Success”**  
*Michael Cawley, Chairman, Fáilte Ireland & Non-Executive member, Board of Ryanair Plc & Non-Executive Director, Paddy Power Plc & Kingspan Group Plc*
- 12:15 Questions and Answers

## Session 4

- 17.30 (A) **“The New Travel World We Live In”**  
*Kevin May, Editor & Co-founder of Tnooz*
- (B) **“Technology & The Next Gen Traveller”**  
*John McQuillan, President, OpenJaw Technologies*
- (C) **“The CarTrawler Story: Aligning Technology To Customer Behaviour In The Travel Sector”**  
*Mike McGearty, CEO CarTrawler*
- 19.10 Questions & Answers session with the Speakers.  
Moderated by *Olivia O’Leary, Broadcaster & Journalist*
- 19:45 Drinks Reception
- 20:15 Main Conference Dinner in The Earl of Thomond Dining Room

**Sunday 23rd November**

## Session 5

- 10.30 (A) **“Sports Tourism: A Real Economic Driver”**  
*Karen Brosnahan, General Manager, Shannon Region Conference & Sports Bureau, Fáilte Ireland*
- 11:05 Questions & Answers
- 11:15 (B) **“Tourism & The Creative Economy: Essentials From The OECD Study On Tourism & The Creative Economy”**  
*Jane Stacey, Policy Analyst, The Organisation for Economic Co-operation & Development (OECD)*
- 12:00 (C) **“Re-imagining A City: Cultural Industries & Cultural Tourism”**  
*Dr Eoin Devereux, Senior Lecturer, Department of Sociology, University of Limerick*
- 12:45 Questions & Answers

# Speakers



**Prof. 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 Donal Donovan** received his BA from Trinity College Dublin and PhD in economics from the University of British Columbia, Canada. He was a staff member of the International Monetary Fund from 1977-2005. During his IMF career he worked on many financial crisis countries in several regions of the world. He retired from the IMF in 2005, having served as Deputy Director of the IMF's African and Policy Development and Review Departments, respectively. Dr Donovan is Adjunct Professor at the University of Limerick and a Visiting Lecturer at Trinity College Dublin. He is the co author of "The Fall of the Celtic Tiger: Ireland and the Euro Debt Crisis" originally published in May 2013. Dr Donovan was appointed by the Minister of Finance a member of the Irish Fiscal Advisory Council in June 2011.



**Don Thornhill** chairs the National Competitiveness Council, Board of Hibernia College, Chartered Accountants' Regulatory Board (CARB) & the Standing Committee of Dublin Maternity Hospitals. He previously served on boards including Irish Payments Services Organisation, the Irish Management Institute, Forfás, the Digital Hub & Science Foundation Ireland. A former top civil servant – Secretary General of the Department of Education & Science & Executive Chair of the Higher Education Authority - he was involved in the transformational policy developments in Ireland in education and research. He is a graduate of UCD and TCD and a former Fulbright Scholar at the Brookings Institution in Washington DC. He was awarded honorary life membership of the RDS for his services to Ireland.

**Conor Hand** is an Assistant Principal Officer in the Strategic Policy Division (SPD), Department of Jobs, Enterprise and Innovation. The SPD provides executive, research and analytical support to the National Competitiveness Council. Previously Conor worked as an economist in the Competitiveness Department in Forfás where he was engaged in projects relating to migration policy, labour market affairs and international competitiveness. Conor has also served on the secretariat of both the Expert Group on Future Skills Needs and the Management Development Council, and has co-authored a range of reports including the National Skills Strategy. "Catching The Wave: A Services Strategy for Ireland" and "Making It Happen: Growing Enterprise for Ireland".



**Michael Cawley** is a chartered Accountant and has worked in a number of industries including distribution and manufacturing. Prior to joining Ryanair he was the Finance Director of the Gowan Group and also worked with Athlone Extrusions. In Ryanair since February 1997, he has held roles of Commercial Director, Chief Operating Officer & Deputy Chief Executive. In March 2014 Michael stepped down from his full-time Executive role and joined the Board of Ryanair Plc in a Non-Executive capacity in August 2014. He also serves as a Non-Executive Director of Paddy Power Plc, Kingspan Group Plc and is Chairman of Fáilte Ireland



**Karen Brosnahan** is a General Manager of the Shannon Region Conference and Sports Bureau. A graduate of the Kemmy School of Business in University of Limerick, Karen has an extensive background in business and sports tourism with over 20 years' experience in the Tourism industry in Ireland and internationally. Karen has managed the Shannon Region Conference and Sports Bureau for over ten years. The bureau has a unique partnership with Failte Ireland. Karen sits on a number of local and national working groups for business and sports tourism.

**Kevin May** is editor and a co-founder of Tnooz. He was previously editor of UK-based magazine Travolution for nearly four years and web editor of Media Week UK from 2003 to 2005. He has also worked in regional newspapers (Essex Enquirer) and started his career in journalism at the Police Gazette at New Scotland Yard in London. He has a degree in criminology and a postgraduate diploma in magazine journalism. Tnooz is a global provider of news, analysis, commentary, education, data and business services to the travel, tourism and hospitality industry. It is the leading voice to the industry for all areas related to travel technology. Launched in September 2009, Tnooz focuses on distribution, marketing, systems, devices, startups, social media and commerce in the travel sector.



**Mike McGearty** joined CarTrawler in 2006 when the business was still in its infancy. Under his leadership, CarTrawler has consistently recorded high double digit year on year growth which has been recognised with numerous travel and technology industry accolades. As well as developing a robust and expanding business, Mike has successfully led CarTrawler through the successful completion of two major private equity investments and the acquisition of the online assets of Holiday Autos from Sabre Inc. A qualified Chartered Management Accountant, prior to joining CarTrawler Mike worked for eWare a leading developer of CRM software which was acquired by the software accounting giant, SAGE plc. Mike also worked at POINT information Systems, a CRM provider, which was acquired by S1.



**John McQuillan** is one of the founders of OpenJaw Technologies. As President, John has guided the Company through continual growth to being a leading online technology partner of the world's biggest travel brands. For over 25 years, John has been a senior executive at the forefront of travel technology working for companies such as Datalex and Westinghouse Canada. During his career, he has worked with many of the world's leading travel companies, including Airlines, Online Travel Agencies, Hotel Groups and Loyalty Programmes, gaining considerable insight into their specific industry requirements and providing expert insight on successful eCommerce strategies. John graduated from Trinity College Dublin with a degree in Electronic Engineering.

**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.



**Jane Stacey** is a Policy Analyst with the OECD, where she supports the work of the Tourism Committee. The Tourism Committee helps member and partner countries develop policies that address major challenges faced by the industry such as green innovation, competitiveness, travel facilitation and promoting an integrated governmental approach. Before joining the OECD, Jane worked as a research analyst, consultant and lecturer in Ireland. Jane holds a primary degree in Economics and Political Science from the Trinity College Dublin, a masters degree in Tourism Management from Dublin Institute of Technology and a post graduate diploma in Education from the National University of Ireland.

**Dr Eoin Devereux** is a Senior Lecturer in Sociology at University of Limerick. He is the author of the academic bestseller "Understanding The Media" 3<sup>rd</sup> edition (2014) London: Sage. His forthcoming co-edited book (with Martin Power and Aileen Dillane) is "David Bowie: Critical Perspectives" for Routledge (New York). He has co-organised symposia on Morrissey, The Smiths, Riot Grrrl and David Bowie. In 2014 he chaired Indie Week Ireland (a competition for rock bands) and he curated the written word for The Pigtown Fling a major Limerick City of Culture funded music legacy project. He is the co-founder of the Popular Music and Popular Culture Research Cluster at UL.

