

Day 1 - Thursday 15th June 2017

Time		Location
8.30 - 9.15	Registration	
9.15 - 9.30	Conference Welcome and Official Opening	Aurivo Auditorium
9.30 - 10.15	Keynote Speaker 1: Mark Henry Director of Marketing, Tourism Ireland <i>Tourism in Post Brexit Ireland in 2025</i>	Aurivo Auditorium
10.15 - 11.00	Morning Refreshments	Food Court
11.00 - 12.30	Parallel Session A	Lecture Theatre B1082, B1201, B1202
12.30 - 14.00	Networking Buffet Lunch	Food Court
14.00 - 15.00	Keynote Speaker 2: Professor Michael Hall University of Canterbury, Christchurch, New Zealand. <i>'Tourism and Hospitality Entrepreneurship in the Age of Disruption'</i>	Aurivo Auditorium
15.00 - 15.30	Afternoon Refreshments	Food Court
15.30 - 17.00	Parallel Session B	Lecture Theatre B1082, B1201, B1202
19.00	Drinks Reception	Radisson Blu Hotel
19.30	Conference Dinner	Radisson Blu Hotel

Day 2 – Friday 16th June 2017

Time		Location
8.30 - 9.15	Registration	
9.15 - 10.00	Keynote Speaker 3: Dr Philip Alford Bournemouth University, England <i>Entrepreneurial Marketing in a Digital Economy: Enablers, Challenges and Opportunities</i>	Aurivo Auditorium
10.00 - 10.30	Morning Refreshments	Food Court
10.30 - 12.00	Parallel Session C	Lecture Theatre B1082, B1201, B1202
12.00 - 12.45	Panel Discussion	Aurivo Auditorium
12.45 - 13.30	Closing Address David McGowan <i>Quirky Glamping Village transport themed accommodation park The journey of a Boeing 767 aeroplane to Enniscrone.</i> WIT Invitation to THRIC 2018	Aurivo Auditorium
13.30 - 14.15	Networking Buffet Lunch	Food Court
14.15 - 15.00	THRIC Committee Meeting	B1202

Parallel Session A – Thursday 15th June 11.00 – 12.30

Time	Theme: Local Sustainability and Tourism Accommodation Chair: Prof. Stephen Boyd B1082	Theme: Innovation in Event and Hospitality Management Chair: Dr. Tony Johnston B1201	Theme: Destination Management Chair: Dr. Sean Duffy B1202
11.00:11.20	<p>The role of the Local Producer in the Sustainability of Cultural Traditions</p> <p>Lisa O’Riordan Aisling Ward Margaret Linehan</p> <p><u>Cork Institute of Technology</u></p>	<p>Local Authorities Support for Entrepreneurs who wish to Sustainable Plan for Event Management in Ireland</p> <p>Kelly Maguire James Hanrahan</p> <p><u>Institute of Technology Sligo</u></p>	<p>Local Tourism Entrepreneurs as Drivers of Destination Competitiveness- Case Study of the Wild Atlantic Way</p> <p>Shirley Barrett Joan Crawford</p> <p><u>University of Ulster</u> <u>Fáilte Ireland</u></p>
11.20-11.40	<p>Home Exchange Versus Airbnb</p> <p>Maria Murphy</p> <p><u>Galway-Mayo Institute of Technology</u></p>	<p>Event Entrepreneurship –The Growth of Féile an Phobail</p> <p>Adrian Divine Frances Devine</p> <p><u>University of Ulster</u></p>	<p>Measuring the Economic Impact of ‘Brexit’ through Evidence Based Planning for Tourism</p> <p>Emmet McLoughlin James Hanrahan</p> <p><u>Institute of Technology Sligo</u></p>
11.40-12.00	<p>An investigation into the Impact of Airbnb on hotel accommodation in the Cork City Area</p> <p>Aisling Ward Margaret Linehan</p> <p><u>Cork Institute of Technology</u></p>	<p>An exploration of customer roles and experiences in the context of tourism self-service technology use</p> <p>Petranka Kelly Jennifer Lawlor Michael Mulvey</p> <p><u>Dublin Institute of Technology</u></p>	<p>Communities – Doing it for Themselves</p> <p>Marie Taylor Catriona Murphy</p> <p><u>Limerick Institute of Technology</u></p>
12.00-12.20	<p><u>It’s written in the stars: Exploring the potential for dark sky tourism in South Kerry</u></p> <p>Fiona Tobin Feargus Dunne</p> <p><u>Institute of Technology, Tralee</u></p>	<p>Owner/Manager Entrepreneurial Capability and Innovation in the Irish Tourism Micro Firm: A Framework Based on an Absorptive Capacity</p> <p>Arthur Kearney Denis Harrington Felicity Kelliher</p> <p><u>Waterford Institute of Technology</u></p>	<p>The Potential of Entrepreneurs to Mitigate Tourism Biosecurity Risk in Ireland</p> <p>Domhnall Melly James Hanrahan</p> <p><u>Institute of Technology Sligo</u></p>

Parallel Session B – Thursday 15th June 15.30 – 17.00

Time	Theme: Tourism and Hospitality Pedagogy: Student Placement Chair: Dr. Adrian Devine B1082	Theme: Tourism and Hospitality Pedagogy: Education Chair: Dr. Catriona Murphy B1201	Theme: Social Media Technology Chair: Adrian Gregan B1202
15.30:15.50	<p>The student Voice-undergraduate student insights and pre-placement experience</p> <p>Geraldine Gorham Jennifer Lawlor Colin O'Connor</p> <p><u>Dublin Institute of Technology</u></p>	<p>Towards a personalized education: Investigating the learning styles approach to establishing hospitality student's learner profiles</p> <p>Andrew Keohane Margaret Godwin Martin Senior Michael Macdonald</p> <p><u>Glion Institute of Higher Education Switzerland</u></p>	<p>Net-Nographic Research on Tourist Created Content as a Tool to Improve Destination Image</p> <p>Zoe Dunne James Hanrahan</p> <p><u>Institute of Technology Sligo</u></p>
15.50-16.10	<p>A study of student's expectations and experiences of placement/internship in third level institutions in Ireland</p> <p>Maria Roddyfreynne Grainne Daly</p> <p><u>Dundalk Institute of Technology</u></p>	<p>Informal learning in the tourism and hospitality industry</p> <p>John Carty <u>Galway-Mayo Institute of Technology</u></p>	<p>Attracting the American Holiday Maker to Ireland using Social Media as a Digital Marketing Tool</p> <p>Colm Barcoe Daphne Barcoe</p> <p><u>Institute of Technology Tallaght</u></p>
16.10-16.30	<p>Lecturers' perceptions of e-portfolios as a means of assessing hospitality student placement</p> <p>Patrice Duffy Ciaran O'Hanrachain</p> <p><u>Letterkenny Institute of Technology</u></p>	<p>An examination of Assessment Practices</p> <p>Patrick Brennan</p> <p><u>Letterkenny Institute of Technology</u></p>	<p>Engaging Social Media Communities within the Irish Hotel Industry: A Pilot Study</p> <p>Dean Creevey Glenn Mehta Etain Kidney Blath McGeogh</p> <p><u>Institute of Technology Tallaght</u></p>
16.30-16.50	<p>An examination of pre, period of and post placement experiences of students</p> <p>Ann Conway</p> <p><u>Dublin Institute of Technology</u></p>	<p>Closing the Feedback Circle: An Examination of Student Perception and Use of Assessment Feedback</p> <p>Geraldine Gorham Zienne Mottiar Emma Reardon</p> <p><u>Dublin Institute of Technology</u></p>	<p><u>Concept and Context of a Holiday from its Irish Origin</u></p> <p>Susanne O'Reilly</p> <p><u>Galway-Mayo Institute of Technology</u></p>

Parallel Session C – Friday 16th June 10.30 – 12.00

Time	Theme: Theme: Destination Marketing Chair: Dr. Sophie Price B1082	Theme: Hospitality Management Chair: Dr. Geraldine Gorham B1201	Theme: Niche Tourism B1202 Chair: Prof. Denis Harrington
10.30-10.50	<p>The Wild Atlantic Way: 2,500 km, One Destination</p> <p>Ann M. Torres Eileen Kennedy</p> <p><u>National University of Ireland Galway</u></p>	<p>Attracting and Retaining staff for the Irish Hotel Industry – An Intergenerational Perspective</p> <p>Donagh Davern</p> <p><u>Cork Institute of Technology</u></p>	<p>Market-orientated Design and Strategic Marketing of New Pelagic Fish Products in Ireland</p> <p>Elizabeth McKenzie Joe Bogue</p> <p><u>Letterkenny Institute of Technology</u></p>
10.50-11.10	<p>Steady as She Goes: - Building an effective Integrated Tourism Brand</p> <p>Catherine McGuinn Angela Bartlett John Bartlett</p> <p><u>Institute of Technology Sligo</u></p>	<p>Poshtels – The Boutique Hostel Concept</p> <p>John Carty Maria Murphy</p> <p><u>Galway-Mayo Institute of Technology</u></p>	<p>The Irish Hospitality Industry: exploring the perceptions of senior cycle pupils in Ireland</p> <p>Finian O’Driscoll Kate O’Connell Sean T. Ruane Helena Doody</p> <p><u>National University of Ireland Galway</u></p>
11.10-11.30	<p>County Sligo: The Creation of a Destination Brand along the Wild Atlantic Way</p> <p>Andrew Higgins Catherine McGuinn</p> <p><u>Institute of Technology Sligo</u></p>	<p>Exploring the Psychological Contract and the Commitment of different Generations on work performance and retention in the North West Region (An Exploratory Case Study)</p> <p>Rosemary Dewhirst</p> <p><u>Letterkenny Institute of Technology</u></p>	<p>“SHLIGO-SHTYLE”- Opportunities to Develop Ethnomusicology tourism along the Wild Atlantic West</p> <p>Joanna Sweeney</p> <p><u>Institute of Technology Sligo</u></p>
11.30-11.50	<p>Motivations of Visitors to the Waterford Greenway</p> <p>Lisa Groshong Felicity Kelliher</p> <p><u>University of Missouri Waterford Institute of Technology</u></p>		