

Parallel Session A: 11.00am-12.30pm, Tuesday 15th of June

Time	Theme: Tourism Marketing Chair: Sean T. Ruane	Theme: Sustainability Chair: Dr Maria Palma Fahey	Theme: Competitiveness Chair: Dr Sean Duffy	Theme: The State Sector Chair: Dr Noelle O'Connor
11.00-11.30	<p>Marketing Adventure Tourism- What Works and What Doesn't</p> <p>Prof Toni Bauer Dept of Tourism Munich University of Applied Sciences</p>	<p>Demand for and Perceptions of Sustainable Tourism Certification in Ireland</p> <p>Aine Conaghan & Dr. James Hanrahan Institute of Technology Sligo</p>	<p>Creating Superior Competitive Advantages for the Small Tourism Firm Through Capitalising on the Firm-Level Dynamic Capability of Innovativeness</p> <p>Margaret Walsh Dr Patrick Lynch Dr Denis Harrington</p>	<p>State-Sector Flux: Challenges, Opportunities and Reflections from the Frontline of Ireland's Hospitality Industry.</p> <p>Finian O'Driscoll Shannon College of Hotel Management</p>
11.30-12.00	<p>The Case of Lifestyle Entrepreneurs in Ireland: an Examination of Surf Tourism Entrepreneurs in Bundoran and Lahinch</p> <p>Ben Marchant Dublin Institute of Technology School of Hospitality Management and Tourism</p>	<p>The Sustainable Management of Tourism Attractions in Ireland</p> <p>Caroline Gildea & Dr. James Hanrahan Institute of Technology Sligo</p>	<p>Facing A Changing Climate-Challenge and Opportunities for Irish Tourism</p> <p>Nichola Salmon Icarus, Department of Geography, NUI Maynooth.</p>	<p>Factors Influencing Technology Adoption Amongst Tourism SME's</p> <p>Dr Sean Duffy School of Tourism Letterkenny Institute of Technology Shore Road Killybegs</p>
12.00-12.30	<p>Perceptions of Risk in Ireland's Emerging Adventure Tourism Industry</p> <p>Cian O'Driscoll & Sophie Price HCT Dept, Institute of Technology Tralee</p>	<p>Sustainable luxury: A case of strange bedfellows?</p> <p>Tiffany Low University of Bedfordshire United Kingdom</p>	<p>Framework for enhancing competitiveness in culture and heritage organisations in the Irish tourism industry</p> <p>Catherine Gannon Dr Patrick Lynch Dr Denis Harrington Waterford Institute of Technology</p>	<p>Capitalising on the Olympics for Hospitality & Tourism Students – A Case Study on Partnership with the Public Sector</p> <p>Ian Bickerstaff University of Ulster</p>

Parallel Session B: 3.45pm-5.15pm, Tuesday 15th of June

Time	Theme: The Environment Chair: Marie Connolly	Theme: Networks Chair: Mary Rose Stafford	Theme: Strategy Chair: Finian O'Driscoll	Theme: Tourism Management Chair: Dr Catriona Murphy
3.45-4.15	<p>An Investigation into the Practice of Corporate Social Responsibility in the Hotel Industry in the South West Region of Ireland</p> <p>Shirley Millar Cork Institute of Technology</p>	<p>An investigation into the Potential to Attract Additional Business Tourism to the Mid-West Region Through the Development of Professional Association and Academic Conferences.</p> <p>Ailse Quinn Dr Sinead O'Leary Limerick Institute of Technology</p>	<p>An Integrated Approach to Developing and Implementing Strategy in Hotels</p> <p>Gerry Gallagher Institute of Technology Tralee</p>	<p>DIT-ACHIEVE Model for Sustainable Tourism Destination Management: Community Involvement and Resident Perceptions</p> <p>Dr Kevin Griffin Maeve Morrissey Dr Sheila Flanagan Dublin Institute of Technology School of Hospitality Management and Tourism</p>
4.15-4.45	<p>Stakeholder Participation Groups within the Context of Sustainability</p> <p>Dr Bronia Hall University of Lincoln</p>	<p>Marketing Promotional Strategies for Ireland's South West Butchers- An Empirical Study</p> <p>Maggie Ruane Orla Casey Momentum Creative Marketing Services, Leitrim</p>	<p>Delivering Hospitality Services to the Not for Profit Sector: Challenges and Opportunities for Social Enterprises</p> <p>Caroline Egan Carmichael Centre for Voluntary Groups</p>	<p>Critical Success Factors & Performance Management: A Hospitality Context</p> <p>Dr Detta Melia Dublin Institute of Technology School of Hospitality Management and Tourism</p>
4.45-5.15	<p>Factors Affecting Consumer's Adoption and Usage of Self-Service Technologies in Tourism</p> <p>Petranka Kelly Dr Jennifer Lawlor Dr Michael Mulvey Dublin Institute of Technology</p>	<p>Wine Consumer Behaviour: An Irish Market Analysis A Literature Review</p> <p>Sarah Geraghty Shannon College of Hotel Management</p>	<p>Fáilte go sláinte: Understanding the tourist experience concept</p> <p>Noel Murray Dr Patrick Lynch Dr Anthony Foley Waterford Institute of Technology</p>	<p>The Role of Multi-Channel Management in the Hospitality Industry</p> <p>Katja Nothofer & Detlev Remy Les Roches Switzerland</p>
5.15 - 5.45	<p>What are the barriers to implementing environmental practices in the Irish hospitality industry?</p> <p>A literature review Helena Doody Shannon College of Hotel Management</p>			

Parallel Session C: 9.30am-11.00am, Wednesday 16th of June

Time	Theme: Cultural Identity Chair: Dr Sinead O’Leary	Theme: Languages Chair: Dr Catherine Spencer	Theme: Education Chair: Grainne Daly	Theme: Education & Research Chair: John O’Hara
9.00-9.30	<p>Displacement Theory-Probing New Ground in Film-Induced Tourism</p> <p>Peter Bolan University of Ulster</p>	<p>Foreign language use in professional placement abroad: Perceptions and attitudes of Hotel Management students</p> <p>Dr Maria Palma Fahy Shannon College of Hotel Management</p>	<p>Can we be “friends”? Social networking and student engagement in an academic environment.</p> <p>Mary O’Rawe Dublin Institute of Technology</p>	<p>Should database education be more focused on preparing learners for careers involving event management?</p> <p>Martina O’Neill Dundalk Institute of Technology</p>
9.30-10.00	<p>Reporting on the Utility of Volunteer Employed Photography as Part of a Multi-Method Approach to Explore Ireland’s Destination Image</p> <p>Sean T. Ruane Dr Bernadette Quinn Dr Catherine Spencer Dr Sheila Flanagan Shannon College of Hotel Management Dublin Institute of Technology</p>	<p>Looking at language in the hospitality industry</p> <p>Kristin Onderdonk-Horan Margaret Healy Shannon College of Hotel Management Mary Immaculate College Limerick</p>	<p>Undergraduate dissertations – learning from student and supervisors experiences</p> <p>Geraldine Gorham Dr. Ziene Mottiar Dublin Institute of Technology</p>	<p>Defining Professionalism in the Tourism Context</p> <p>Jennifer Hussey Dr Mary T. Holden Dr Patrick Lynch Waterford Institute of Technology</p>
10.00-10.30	<p>Diaspora 2.0 Tribes, Long-Tails & the Quest for Identity</p> <p>Howard Kingston Dr Kevin Griffin Dublin Institute of Technology</p>	<p>Examining Hospitality Students’ Motivation to Acquire a Second Language at Third Level</p> <p>Lorraine Kavanagh Shannon College of Hotel Management</p>	<p>Student’s Perspective of Irish Higher Education Institutions’ Role in Meeting the Economy’s Recessional Needs</p> <p>Dr Noelle O’Connor Ann Conway Limerick Institute of Technology</p>	<p>Tourism in Northern Ireland - A Public Sector Quagmire!</p> <p>Dr Adrian Devine University of Ulster</p>