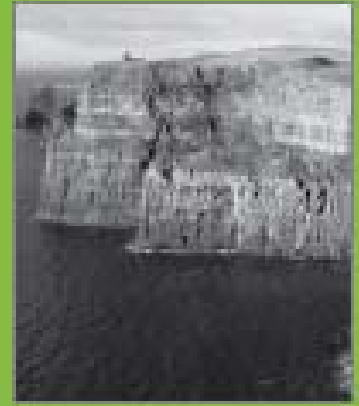
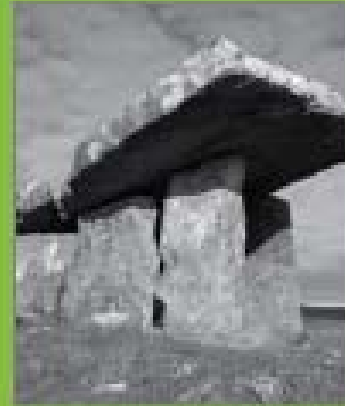


THRIC 2010

Tourism and Hospitality Research in Ireland Conference



THEME:

“Current Challenges and Future Opportunities”

HOSTED BY:



Shannon College of Hotel Management
A Recognised College of the National University of Ireland

June 15th & 16th, 2010

Conference Schedule

Day 1: Tuesday, June 15th

Time	Event	Location
8.00 - 9.00	Registration and Tea/Coffee	College Atrium
9.00 - 9.45	Welcome and Official Opening Mr. Phillip Smyth <i>Director, Shannon College of Hotel Management</i>	Forte Theatre
9.45 - 10.30	Keynote Speaker 1 Mr. Gerald Lawless <i>Executive Chairman, Jumeirah Group, Dubai</i> Topic: Current Challenges	Forte Theatre
10.30 - 11.00	Coffee Break	College Atrium
11.00 - 12.30	Parallel Session A	Murray Room, IMRO Room Jurys Doyle Room, Banfi Room
12.30 - 13.45	Lunch <i>(Prepared & Served by the Students of Shannon College)</i>	Burren Room, Park Inn Hotel
13.45 - 14.15	Keynote Speaker 2 Dr. Des O'Mahony <i>Founder and Chief Executive, Bookassist</i> Topic: Using Technology to Gain Strategic Advantage	Forte Theatre
14.15 - 15.15	Round Table Discussion Chair: Professor Thomas Garavan <i>Kemmy Business School, University of Limerick</i> Panel: <ul style="list-style-type: none"> • Professor Abraham Pizam <i>Dean and Chair in Tourism Management, Central Florida University</i> • Mr. Gerald Lawless <i>Executive Chairman, Jumeirah Group, Dubai</i> • Mr. John King <i>Assistant Chief Executive, Shannon Development</i> • Dr. Des O'Mahony <i>Chief Executive and Founder, Bookassist</i> 	Forte Theatre
15.15 - 15.45	Coffee Break	College Atrium
15.45 - 17.15	Parallel Session B	Murray Room, IMRO Room Jurys Doyle Room, Banfi Room
17.15 - 18.00	ATHRIC Committee Meeting	College Library
19.30	Pre-Banquet Drinks Reception	Bunratty Manor Hotel
20.30	Medieval Gala Banquet	Bunratty Castle
23.00	Drinks, Piano and Sing-Along	Bunratty Manor Hotel

Conference Schedule

Day 2: Wednesday, June 16th

Time	Event	Location
9.30 - 11.00	Parallel Session C	Murray Room IMRO Room Jurys Doyle Room Banfi Room
11.00 - 11.30	Coffee Break	College Atrium
11.30 - 12.15	<p>Keynote Speaker 3</p> <p>Professor Abraham Pizam <i>Dean and Chair in Tourism Management, Rosen College of Hospitality Management, University of Central Florida</i></p> <p>Topic: Future Opportunities</p>	Forte Theatre
12.15 - 12.45	<p>Keynote Speaker 4</p> <p>Mr. Brian O'Connell <i>Chairman, Ireland's Atlantic Way</i></p> <p>Mr. Michael Vaughan <i>Tourism Pillar Facilitator, Ireland's Atlantic Way</i></p> <p>Topic: Outward Looking Without Barriers</p>	Forte Theatre
12.45 - 13.15	<p>Closing Address</p> <p>Professor William Golden <i>Dean, College of Business, Public Policy and Law, J.E. Cairnes Business School, NUI Galway</i></p>	Forte Theatre
13.15	<p>Lunch (Prepared & Served by the Students of Shannon College of Hotel Management)</p>	Burren Room, Park Inn Hotel
End of Conference		

Shannon College of Hotel Management
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