



## THRIC 2010

Shannon College of Hotel Management  
Shannon Airport, Co. Clare, Ireland

June 15<sup>th</sup> and 16<sup>th</sup> 2010

### *Current Challenges and Future Opportunities*

Shannon College of Hotel Management is delighted to host the 6<sup>th</sup> Annual Tourism and Hospitality in Ireland Research Conference (THRIC).

Given the current challenging times for the tourism and hospitality sector the main theme for this conference is '*Current Challenges and Future Opportunities*'.

The conference sub-themes include, but are not limited to, the following areas:

- Eco-tourism
- Tourism and hospitality education
- Human resources in tourism and Hospitality
- Leisure/sports tourism
- Food tourism
- Events tourism
- Tourism/hospitality planning and development
- Entrepreneurs/innovation
- Volunteer tourism
- Sustainability
- Heritage and regeneration
- SMEs
- Niche tourism (spa, adventure, urban, religious, rural)
- Tourism and hospitality marketing/branding
- Tourism and experiences
- Geography and Tourism
- Quality and Political Challenges

#### **ABSTRACT REQUIREMENTS**

- Abstracts for papers and posters to be presented at THRIC 2010 must be emailed to [THRICpapers@shannoncollege.com](mailto:THRICpapers@shannoncollege.com) on or before **Monday February 15<sup>th</sup> 2010**. Please refer to abstract guidelines and the abstract cover sheet on [www.shannoncollege.com/thric.htm](http://www.shannoncollege.com/thric.htm)
- Abstracts will be double blind refereed and acceptance confirmation will be communicated to authors by Monday March 1<sup>st</sup> 2010.
- Only abstracts received by February 15<sup>th</sup> and that comply with the THRIC 2010 guidelines will be considered for inclusion in the conference programme.
- Once abstract acceptance confirmation is received, full conference papers must be emailed to [THRICpapers@shannoncollege.com](mailto:THRICpapers@shannoncollege.com) on or before Tuesday April 6<sup>th</sup> 2010. Conference papers must meet the paper guidelines outlined on [www.shannoncollege.com/thric.htm](http://www.shannoncollege.com/thric.htm)
- For further information please contact Dr. Maria Palma Fahey or Mr. Sean T. Ruane - [THRICPapers@shannoncollege.com](mailto:THRICPapers@shannoncollege.com) or check the conference website [www.shannoncollege.com/thric.htm](http://www.shannoncollege.com/thric.htm)