



EUROPE | **Travel and Tourism**
CHAPTER | **Research Association**

TTRA European Chapter Conference 2016
April 20-22, 2016, Shannon, Ireland

***People, Process and Performance – Working
Together Towards Tomorrow***



Practical Information

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Conference Programme

Wednesday, 20th April 2016

11.00 – 12.00	Registration	College Atrium
12.00 – 13.30	Lunch and Welcome Greetings	O' Regan Restaurant
13.30 – 14.30	Opening Keynote by Prof Frederic Dimanche (Director, Ted Rogers School of Hospitality and Tourism Management, Ryerson University, Toronto Canada)	Forte Auditorium
14:30 – 16:30	Parallel Session A (20 mins Presentation, 10 mins Discussion)	

<p>Topic: Destinations</p> <p>Chair: Dr Finian O'Driscoll</p> <p>Location: Forte Auditorium</p>	<p>Topic: Tourism and Technology</p> <p>Chair: Dr Mike Peters</p> <p>Location: Banfi Room</p>
<p>Dr Dan Musinguzi - A Systematic Review of Qatar Tourism Research in Academic Journals.</p>	<p>Dr Carl Marcussen - Airbnb at Danish destinations.</p>
<p>Dimitrios Diamantis & Dr Detlev Remy - Ecotourism management in periods of crisis: lessons from the biosphere reserves in Central and Eastern Europe.</p>	<p>Aileen McGrath, Dr Noëlle O'Connor - Examining social media usage by small and medium enterprises (SMEs) in the services sector – a content analysis approach.</p>
<p>Dr Kir Kuščer - Young Tourists' Preferences in European Road Transport</p>	<p>Dr Petranka Kelly, Dr Jennifer Lawlor & Dr Michael Mulvey - A Dynamic Value Network Perspective on Customer Usage of Self-Service Technologies in Tourism.</p>
<p>Dr Jaejeon Choe & Dr Michael O' Regan - Chinese Gamblers as Performing Playful Pilgrims in Macau.</p>	<p>Emma Nash, Dr Noëlle O'Connor & Dr Sinead O'Leary, - The Force Awakens! – Film induced tourism in Ireland.</p>

16.30 – 17.00	Coffee Break	College Atrium
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17.00 – 18.30 **Parallel Session B** (20 mins Presentation, 10 mins Discussion)

<p>Topic: Service Innovation</p> <p>Chair: Dr Frederic Dimanche</p> <p>Location: Forte Auditorium</p>	<p>Topic: Hospitality Management</p> <p>Chair: Dr Michael Mulvey</p> <p>Location: Banfi Room</p>
<p>Emma Reardon & Dr John Ryan - Mapping service processes: a critical comparison of service blueprinting and value stream mapping in the Irish hotel sector</p>	<p>Olga Goncalves, Aurélie Corne & Nicolas Peypoch - Competitiveness of French ski resorts: the use of hierarchical DEA model.</p>
<p>Dr Astrid Kemperman, Dr Theo Arentze, Dr Petr Aksenov - Measuring dynamic needs and preferences for a personalized tourist recommender system.</p>	<p>Dr James Hanrahan & Emmet McLoughlin - Longitudinal Analysis of Tourism Planning in Ireland: The Methodological Approach.</p>
<p>Dr Laurent Botti, Aurélie Corne, Nicolas Peypoch & Mustafeed Zaman - Benchmarking of hospitality sector operational performance and consumer satisfaction</p>	<p>John Carty & Maria Murphy - Fashion designer hotels – Are they in vogue?</p>

18.30 **Coaches depart for hotels** Outside College

20.00 **Dine at leisure** **Dining Suggestions**
 JP Clarkes
 Gallagher's
 Bunratty Castle Hotel
 Dirty Nelly's
 Bunratty Manor Hotel

Thursday, 21st April 2016

08.30	Coaches depart from hotels	Collection Points Bunratty bus stop Oakwood Arms Hotel
09.00 – 09.30	TTRA International President’s Address (Mr Jeffrey Eslinger)	Forte Auditorium
09.30 – 10.15	Keynote Address by Dr Sheila Flanagan On behalf of Dr Suzanne Cook (Past Senior Vice President of Research US TA)	Forte Auditorium
10.15 – 11.00	Keynote Address by Ms Sarah Catlett (Senior Vice President The Futures Company)	Forte Auditorium
11.00 – 11.30	Coffee Break	College Atrium
11.30 – 13.00	Parallel Session C (20 mins Presentation, 10 mins Discussion)	

<p>Topic: Education</p> <p>Chair: Dr Patrick Legohérel</p> <p>Location: Forte Auditorium</p>	<p>Topic: Heritage and Nation Branding</p> <p>Chair: Dr Sheila Flanagan</p> <p>Location: Banfi Room</p>
<p>John Carty - Work Based Learning in tourism and hospitality programmes in Irish higher education – the people, process and performance working together towards tomorrow.</p>	<p>Baraili Buddha Singh - The Study of Tourism Development in Nepal: Political and Social Issues to Reconstruct & Modernize the Industry.</p>
<p>Liam Cantwell, Dr Noëlle O’ Connor and Ms Elaine Barry - UL Sport Kids Run - The impact on children’s physical activity habits after participation in a mass participation sports event.</p>	<p>Dr Katalin Lorincz - Sustainable tourism development in historic towns – case study from Hungary, Kőszeg.</p>
<p>Kristin Horan & Margaret Healy - Language in the hospitality industry: case studies from the CLAS corpus</p>	<p>Anita Legerer, Dr Mike Peters & Dr Chung-Shing Chan - Residents’ Attitudes towards Tourism Development: An Austrian Case Study</p>

13.00 – 14.30	Lunch and Keynote Address by Mr Peter Nash (Head of Strategy Tourism Ireland)	O' Regan Restaurant
14.30 – 15.00	Keynote Address by Mr Rolf D. Freitag IPK <i>"European Inbound Travel Trends 2011-2015"</i>	Forte Auditorium
15.00 – 16.00	Parallel Session D (20 mins Presentation, 10 mins Discussion)	

<p>Topic: Environment</p> <p>Chair: Dr James Hanrahan</p> <p>Location: Forte Auditorium</p>	<p>Topic: Chair: Hospitality and Tourism</p> <p>Chair: Dr Kevin Griffin</p> <p>Location: Banfi Room</p>
<p>Dr Oriade Ade & Dr P. Schofield - Assessing attraction visitors' behavioural intentions through perceived service quality, value and visitor satisfaction.</p>	<p>Dr Finian O'Driscoll, Helena Doody, Kate O'Connell & Dr Sean T. Ruane - How the Irish hospitality industry is perceived: a survey of Senior Cycle pupils and the determinants underlying their perceptions."</p>
<p>Dr Judit Sulyok & Dr Katalin Lorincz - Understanding Seniors' Needs - Lessons learned from health tourism development.</p>	<p>Dr Frederic Dimanche, Dr Lidia Andrades-Caldito & Dr Steven Rhoden - Education and Destination Competitiveness: An Importance-Performance Analysis of Young Tourism Professionals in Russia.</p>

16.00 – 17.00	Coffee Break	College Atrium
17.00	Coaches depart for hotels	Outside College
19.30 – 20.30	Pre-banquet drinks reception (Welcome by Mr John Markham, Treasurer, TTRA Int)	Bunratty Manor Hotel
20.30 – 20.45	Delegates and guests walk over to Bunratty Castle	
20.45 – 22.30	Medieval Banquet	Bunratty Castle

Friday, 22nd April 2016

08.30	Coaches depart from hotels	Collections Points Bunratty bus stop Oakwood Arms Hotel
09.00 – 09.30	Keynote address by Mr Olivier Henry Biabaud <i>“Sharing economy impact on visitor experience”</i>	Forte Auditorium
09.30 – 10.00	Keynote address by Mr Ian Henderson TCC	Forte Auditorium
10.00 – 10.30	Coffee Break	College Atrium
10.30 – 12.00	Session E (60 mins and 30 mins)	

Topic: **Film Tourism/Organisational Behaviour**

Chair: Dr Seán T. Ruane

Location: Forte Auditorium

Emeritus Prof Rod Stoneman - A Tourist Excursion to the Burren: Film and Discussion Cinema, Tourism and Indigenous Filmmaking in Ireland plus a screening of A Tourist Excursion to the Burren

Prof Tom Garavan - CEO Values and Visibility, Intensity of Training and Development Practices, Organisational and Individual Outcomes: A study of 4* and 5* Hotels in Mauritius and Ireland

12.00 – 12.30	Keynote address by Prof Sue Beeton (Foundation Chair, College of Eminent Professors William Angliss Institute, Australia) <i>“FILM AND TOURISM: From Moving Images to Moving People”</i>	Forte Auditorium
12.30 – 14.00	Lunch and Conference Close	O’ Regan Restaurant