

10th Annual
**Tourism & Hospitality Research
in Ireland Conference (THRIC)**



10

Years of THRIC

...the Past, Present and Future of
Tourism and Hospitality Research

KEYNOTE SPEAKERS

This booklet contains a provisional list of speakers and will be confirmed at a later date. Further speakers to be announced.

***David Mac Nulty –
Tourism Development International***

David Mac Nulty is a Director of Tourism Development International, specialist consultants to the travel and tourism industry. The company was founded in Ireland in 1988, and has consistently endeavoured to provide consultancy advice which is pragmatic and sustainable for the tourism and leisure industries worldwide. They do this through their own team of experts and with the support of specialist consultants. They offer a range of services which include strategic tourism master planning, feasibility studies, business plans and economic studies, market research, and marketing, to many sectors in many countries and their work has taken them throughout Europe and into Asia, the USA, the Middle East, and Africa.

Mr Mac Nulty has been a Director of Tourism Development International since 1990, having previously spent 12 years in the hotel industry at management level in Ireland, USA and Switzerland. He has extensive experience of conducting consultancy assignments in Ireland, the UK and Europe, relating to accommodation and leisure. He has been marketing advisor to many of the company's major private sector clients, working closely with the Irish Tourist Board on overseas promotions.

Mr Mac Nulty will discuss the development of the tourism product, giving real-life examples of development projects which the company have handled and how their research guided them to a solution.

***Professor John Lennon –
Moffat Chair in Travel and Tourism Business Development***



Professor John Lennon is the founding Director of the Moffat Centre and has full responsibility for all consultancy and research projects undertaken there. He is a well-known commentator and academic, who has an international reputation for practical and realisable tourism solutions. He has worked in more than 35 nations on more than 500 projects undertaking business development, research and consultancy in the South Pacific, the Caribbean, New Zealand, Ireland, Singapore, China, Nepal, India, Russia, Canada, USA, France, Germany, Norway, Denmark, South Africa, Malawi, the Czech Republic, Poland, and the Baltic States.

Professor Lennon is a UK government accredited tourism consultant and acted as the Principal Advisor in the Scottish Government's All Party Tourism Inquiry (2008-2009). He has been a Specialist Policy Advisor to 'Visit Scotland' since 2003; he is a member of the Canadian Tourism Commissions International Marketing Board (Europe) and a Non-Executive Director of Historic Scotland.

Professor Lennon is a United Nations World Tourism Organisation recognised Tourism Consultant and has undertaken assignments for UNWTO, International Labour Organisation (ILO) and United Nations Development Programme (UNDP) and is the author of seven books and over 100 research articles, along with numerous reports on the travel and tourism industry. As a Department of Trade and Industry accredited tourism consultant, he provides income generation, business and marketing support to attractions throughout the UK.

Professor Lennon will speak about the area of 'dark tourism'

***Professor Mark Saunders –
Head of Research at the University of Surrey***



Professor Saunders joined the Surrey Business School in January 2009 as Professor in Business Research Methods. He is also Faculty Director of Postgraduate Research Programmes. His research interests are Research Methods, Trust and Small and Medium sized Enterprise (SME) success and these are reflected in his teaching. Professor Saunders also undertakes consultancy in the public, private and not for profit sectors.

Professor Saunders began his career in academia after a variety of research posts in local government. He lectured at the Gloucestershire Business School, University of Gloucestershire, in Research Methods and Human Resource Management between 1990 and 2001. During this period he was Head of the Human Resource Management Research Centre. He subsequently worked at Oxford Brookes University Business School between 2001 and 2009 where he was Assistant Dean (Director of Research and Doctoral Programmes) and Professor of Business Research Methods.

Professor Saunders is co-author of seven management text books. His co-edited books combine his research interests in methods and trust. Mark's recent consultancy clients include Kingston Smith (one of the UK's top twenty audit and chartered accountancy firms), Worcestershire County Council, Cambridge University, the National Health Service and West Midlands Learning and Skills Council.

Professor Saunders will discuss the research process

Dr Niall Smith PhD –

Head of Research at the Cork Institute of Technology



Dr Niall Smith (PhD 1990) was a lecturer in the Department of Applied Physics and Instrumentation at Cork Institute of Technology from 1988 until 2006 when he became Head of Research. He has been an active researcher throughout that time and currently leads the Astronomy and Instrumentation Group (AIG) at Blackrock Castle Observatory. During the last 8 years Dr Smith's group has managed over €1m in funding from exchequer sources (SFI, HEA and EI), EU sources (FP5,7) and directly from enterprise. He is the founding director of the internationally award-winning science centre and working observatory at Blackrock Castle, Cork (an €8.2m project). The site now welcomes approximately 100,000 visitors annually.

As Head of Research, Dr Smith has responsibilities for the strategic development of research in the Institute. In the last six years he has been the Institute lead on two successful bids for funding under the Programme for Research in Third Level Institutions. The two awards amounted to over €21m in funding and enabled the Institute to establish two new research buildings - the NIMBUS Centre for Research in Embedded Networked Systems and the Centre for Research in Advanced Therapeutic Engineering (CREATE). The PRTLTI funding also initiated the Institute's first in-house Structured PhD in the life sciences area. Research and Innovation expenditure in 2012/13 was €17.9m. In 2013 Dr Smith lead a restructuring of the research framework within CIT to better position the Institute's growth in this area and in anticipation of the Technological University designation process.

Dr Smith is a member of a number of national committees, has co-published 26 peer-reviewed papers and conference proceedings, is a member of the International Astronomical Union and has been an invited speaker at a wide range of national and international events including at the EU Parliament in Brussels.

Dr Smith will speak about the research process.

***Dr John F. O'Connell –
The Department of Air Transport, Cranfield University***



Dr O'Connell is currently airline lecturer in the department of Air Transport at Cranfield University. He comes from Co. Cork in Ireland and completed an MSc in Air Transport Management from Cranfield University and an MBA (Aviation) from Embry-Riddle Aeronautical University, later returning to Cranfield to complete a PhD on airline management. He is also a certified IATA instructor and holds a pilot's license.

Previously, he worked for the Boeing commercial aircraft company as an analyst for a number of years and then for Embry-Riddle Aeronautical University (extended campus in California) as an airline lecturer for a further five years. While at Embry-Riddle, he regularly lectured at the NASA Ames research facility at Moffett Field. He spends a large amount of his time travelling to the world's airlines on behalf of IATA, the Arab Air Carriers Organisation and Cranfield University, in both an advisory and training capacity on areas such as strategy, management, marketing, cost reduction, distribution and low cost carrier operations.

Dr O'Connell will discuss the international aviation and transport industry.

Professor Stephen Boyd -

University of Ulster and a founder organiser of the THRIC



Professor Stephen Boyd was born in Northern Ireland and did his undergraduate studies at Queen's University, Belfast, graduate studies in Canada at the University of Regina and obtained his PhD from the University of Western Ontario, Canada. He is an ex- geographer who moved quickly into tourism, teaching tourism at Staffordshire University, England, the University of Otago, New Zealand and the University of Ulster, Northern Ireland, where he holds the chair in tourism.

Professor Boyd's research has covered many areas, but he is best known for his work on heritage tourism, marketing and managing World Heritage Sites and the relationship between national parks and tourism. He is currently researching political tourism and the interconnections between religious and political tourism. His latest book with Dallen Timothy (Arizona State University) entitled 'Tourism, trails and recreation: Cultural Routes, Nature Corridors' will be published in 2014 by Channel View Publications.

Professor Boyd will present a review of research that has taken place across the history of THRIC (2005-2013).