<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session</th>
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<tbody>
<tr>
<td>8.30 - 9.15</td>
<td>Registration</td>
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<tr>
<td>9.15 - 9.30</td>
<td>Conference Welcome and Official Opening</td>
<td>Aurivo Auditorium</td>
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<tr>
<td>9.30 - 10.15</td>
<td>Keynote Speaker 1:</td>
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<tr>
<td>9.30 - 10.15</td>
<td><strong>Mark Henry</strong></td>
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<td>9.30 - 10.15</td>
<td>Director of Marketing, Tourism Ireland</td>
<td>Aurivo Auditorium</td>
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<tr>
<td>9.30 - 10.15</td>
<td><em>Tourism in Post Brexit Ireland in 2025</em></td>
<td>Aurivo Auditorium</td>
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<tr>
<td>10.15 - 11.00</td>
<td>Morning Refreshments</td>
<td>Food Court</td>
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<tr>
<td>11.00 - 12.30</td>
<td>Parallel Session A</td>
<td>Lecture Theatre B1082, B1201, B1202</td>
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<tr>
<td>12.30 - 14.00</td>
<td>Networking Buffet Lunch</td>
<td>Food Court</td>
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<tr>
<td>12.30 - 14.00</td>
<td>Keynote Speaker 2:</td>
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<tr>
<td>14.00 - 15.00</td>
<td><strong>Professor Michael Hall</strong></td>
<td></td>
</tr>
<tr>
<td>14.00 - 15.00</td>
<td>University of Canterbury, Christchurch, New Zealand.</td>
<td>Aurivo Auditorium</td>
</tr>
<tr>
<td>14.00 - 15.00</td>
<td><em>‘Tourism and Hospitality Entrepreneurship in the Age of Disruption’</em></td>
<td>Aurivo Auditorium</td>
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<tr>
<td>15.00 - 15.30</td>
<td>Afternoon Refreshments</td>
<td>Food Court</td>
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<tr>
<td>15.30 - 17.00</td>
<td>Parallel Session B</td>
<td>Lecture Theatre B1082, B1201, B1202</td>
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<td>19.00</td>
<td>Drinks Reception</td>
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<tr>
<td>19.30</td>
<td>Conference Dinner</td>
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**Day 2 – Friday 16th June 2017**

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>8.30 - 9.15</td>
<td>Registration</td>
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<tr>
<td>9.15 - 10.00</td>
<td>Keynote Speaker 3:</td>
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<tr>
<td>9.15 - 10.00</td>
<td><strong>Dr Philip Alford</strong></td>
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<tr>
<td>9.15 - 10.00</td>
<td>Bournemouth University, England</td>
<td>Aurivo Auditorium</td>
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<tr>
<td>9.15 - 10.00</td>
<td><em>Entrepreneurial Marketing in a Digital Economy: Enablers, Challenges and Opportunities</em></td>
<td>Aurivo Auditorium</td>
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<tr>
<td>10.00 - 10.30</td>
<td>Morning Refreshments</td>
<td>Food Court</td>
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<td>10.30 - 12.00</td>
<td>Parallel Session C</td>
<td>Lecture Theatre B1082, B1201, B1202</td>
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<tr>
<td>12.00 - 12.45</td>
<td>Panel Discussion</td>
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<td>12.45 - 13.30</td>
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<td>12.45 - 13.30</td>
<td><strong>David McGowan</strong></td>
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<td>12.45 - 13.30</td>
<td>Quirky Glamping</td>
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<td>12.45 - 13.30</td>
<td>Village transport themed accommodation park</td>
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<tr>
<td>12.45 - 13.30</td>
<td>The journey of a Boeing 767 aeroplane to Enniscrone.</td>
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<tr>
<td>13.30 - 14.15</td>
<td>Networking Buffet Lunch</td>
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<tr>
<td>14.15 - 15.00</td>
<td>THRIC Committee Meeting</td>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Theme: Local Sustainability and Tourism Accommodation</th>
<th>Theme: Innovation in Event and Hospitality Management</th>
<th>Theme: Destination Management</th>
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</thead>
<tbody>
<tr>
<td>11.00:11.20</td>
<td>The role of the Local Producer in the Sustainability of Cultural Traditions</td>
<td>Local Authorities Support for Entrepreneurs who wish to Sustainable Plan for Event Management in Ireland</td>
<td>Local Tourism Entrepreneurs as Drivers of Destination Competitiveness- Case Study of the Wild Atlantic Way</td>
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<tr>
<td></td>
<td>Lisa O’Riordan</td>
<td>Kelly Maguire</td>
<td>Shirley Barrett</td>
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<td>Aisling Ward</td>
<td>James Hanrahan</td>
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<td>University of Ulster</td>
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<td>Adrian Divine</td>
<td>Emmet McLoughlin</td>
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<td>Frances Devine</td>
<td>James Hanrahan</td>
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<td>11.40-12.00</td>
<td>An investigation into the Impact of Airbnb on hotel accommodation in the Cork City Area</td>
<td>An exploration of customer roles and experiences in the context of tourism self-service technology use</td>
<td>Communities – Doing it for Themselves</td>
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<td>Aisling Ward</td>
<td>Petranka Kelly</td>
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<td>Michael Mulvey</td>
<td>Limerick Institute of Technology</td>
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<td>12.00-12.20</td>
<td>It’s written in the stars: Exploring the potential for dark sky tourism in South Kerry</td>
<td>Owner/Manager Entrepreneurial Capability and Innovation in the Irish Tourism Micro Firm: A Framework Based on an Absorptive Capacity</td>
<td>The Potential of Entrepreneurs to Mitigate Tourism Biosecurity Risk in Ireland</td>
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<td></td>
<td>Fiona Tobin</td>
<td>Arthur Kearney</td>
<td>Domhnall Melly</td>
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<td>Felicity Kelliher</td>
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<td>Time</td>
<td>Theme: Tourism and Hospitality Pedagogy: Student Placement</td>
<td>Theme: Tourism and Hospitality Pedagogy: Education</td>
<td>Theme: Social Media Technology</td>
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<tr>
<td>15.30–15.50</td>
<td>The student Voice-undergraduate student insights and pre-placement experience</td>
<td>Towards a personalized education: Investigating the learning styles approach to establishing hospitality student’s learner profiles</td>
<td>Net-Nographic Research on Tourist Created Content as a Tool to Improve Destination Image</td>
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<td></td>
<td>Geraldine Gorham</td>
<td>Andrew Keohane</td>
<td>Zoe Dunne</td>
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<td>Colin O’Connor</td>
<td>Martin Senior</td>
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<td>Dublin Institute of Technology</td>
<td>Michael Macdonald</td>
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<tr>
<td>15.50–16.10</td>
<td>A study of student’s expectations and experiences of placement/internship in third level institutions in Ireland</td>
<td>Informal learning in the tourism and hospitality industry</td>
<td>Attracting the American Holiday Maker to Ireland using Social Media as a Digital Marketing Tool</td>
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<tr>
<td></td>
<td>Maria Roddyfreyne</td>
<td>John Carty</td>
<td>Colm Barcoe</td>
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<td>Grainne Daly</td>
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<td>Daphne Barcoe</td>
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<td>16.10–16.30</td>
<td>Lecturers’ perceptions of e-portfolios as a means of assessing hospitality student placement</td>
<td>An examination of Assessment Practices</td>
<td>Engaging Social Media Communities within the Irish Hotel Industry: A Pilot Study</td>
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<tr>
<td></td>
<td>Patrice Duffy</td>
<td>Patrick Brennan</td>
<td>Dean Creevey</td>
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<td>Etain Kidney</td>
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<td>16.30–16.50</td>
<td>An examination of pre, period of and post placement experiences of students</td>
<td>Closing the Feedback Circle: An Examination of Student Perception and Use of Assessment Feedback</td>
<td>Concept and Context of a Holiday from its Irish Origin</td>
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<td>Ann Conway</td>
<td>Geraldine Gorham</td>
<td>Susanne O’Reilly</td>
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<td>Emma Reardon</td>
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### Parallel Session C – Friday 16th June 10.30 – 12.00

<table>
<thead>
<tr>
<th>Time</th>
<th>Theme: Destination Marketing</th>
<th>Theme: Hospitality Management</th>
<th>Theme: Niche Tourism</th>
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<tbody>
<tr>
<td></td>
<td>Chair: Dr. Sophie Price B1082</td>
<td>Chair: Dr. Geraldine Gorham B1201</td>
<td>Chair: Prof. Denis Harrington</td>
</tr>
<tr>
<td>10.30</td>
<td>The Wild Atlantic Way: 2,500 km, One Destination</td>
<td>Attracting and Retaining staff for the Irish Hotel Industry – An Intergenerational Perspective</td>
<td>Market-orientated Design and Strategic Marketing of New Pelagic Fish Products in Ireland</td>
</tr>
<tr>
<td>10.50</td>
<td>Ann M. Torres Eileen Kennedy National University of Ireland Galway</td>
<td>Donagh Davern Cork Institute of Technology</td>
<td>Elizabeth McKenzie Joe Bogue Letterkenny Institute of Technology</td>
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<tr>
<td>10.50</td>
<td>Steady as She Goes: - Building an effective Integrated Tourism Brand</td>
<td>Poshtels – The Boutique Hostel Concept</td>
<td>The Irish Hospitality Industry: exploring the perceptions of senior cycle pupils in Ireland</td>
</tr>
<tr>
<td>11.00</td>
<td>Catherine McGuinn Angela Bartlett John Bartlett Institute of Technology Sligo</td>
<td>John Carty Maria Murphy Galway-Mayo Institute of Technology</td>
<td>Finian O'Driscoll Kate O'Connell Sean T. Ruane Helena Doody National University of Ireland Galway</td>
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<tr>
<td>11.30</td>
<td>County Sligo: The Creation of a Destination Brand along the Wild Atlantic Way</td>
<td>Exploring the Psychological Contract and the Commitment of different Generations on work performance and retention in the North West Region (An Exploratory Case Study)</td>
<td>“SHLIGO-SHTYLE”- Opportunities to Develop Ethnomusicology tourism along the Wild Atlantic West</td>
</tr>
<tr>
<td>11.30</td>
<td>Andrew Higgins Catherine McGuinn Institute of Technology Sligo</td>
<td>Rosemary Dewhirst Letterkenny Institute of Technology</td>
<td>Joanna Sweeney Institute of Technology Sligo</td>
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<tr>
<td>11.30</td>
<td>Motivations of Visitors to the Waterford Greenway</td>
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