

Dundalk Chamber
 Hagan House, Ramparts Road
 Dundalk, Co. Louth

Tel.: +353 (0)42 933 6343
 Fax: +353 (0)42 933 2085

Email: brenda@dundalk.ie
 Web: www.dundalk.ie



Eures Cross Border Partnership Tourism Conference

What it takes to succeed in the Tourism Sector

Wednesday 28.03.2012, 8.45am to 1.30pm, Ballymascanlon House Hotel, Dundalk, Co. Louth



Dr. Sheila Flanagan, Head of Learning Development at DIT pioneered the development of postgraduate education in tourism through the development MBS Programme in Travel & Tourism Management. Working in urban tourism visitor research and rural tourism development planning in Ireland and the EU, the DIT ACHIEV Model of sustainable destination management following her research in Sustainable Tourism Indicators is now tested in three locations. Sheila is President of the Travel & Tourism Research Association, USA, board member of the Dublin Chamber of Commerce Tourism Committee, Dublin Zoo, Fota Wildlife Park and various Local Authority Enterprises.

Dr. Kevin Griffin, BEd, MA, PhD, Lecturer in Tourism at the DIT is an experienced educator with research interests in academic, local studies and commercial spheres. With a twin background in geography (tourism / historical) and education, his research has always been based on both academic and practical field-based research, ranging from sustainability to heritage management and local history to religious tourism. Kevin was a research manager on a major EPA funded project which identified a model of sustainable tourism indicators and has led a number of follow-on projects. He has been actively involved in embedding sustainability principles which he teaches to tourism students.



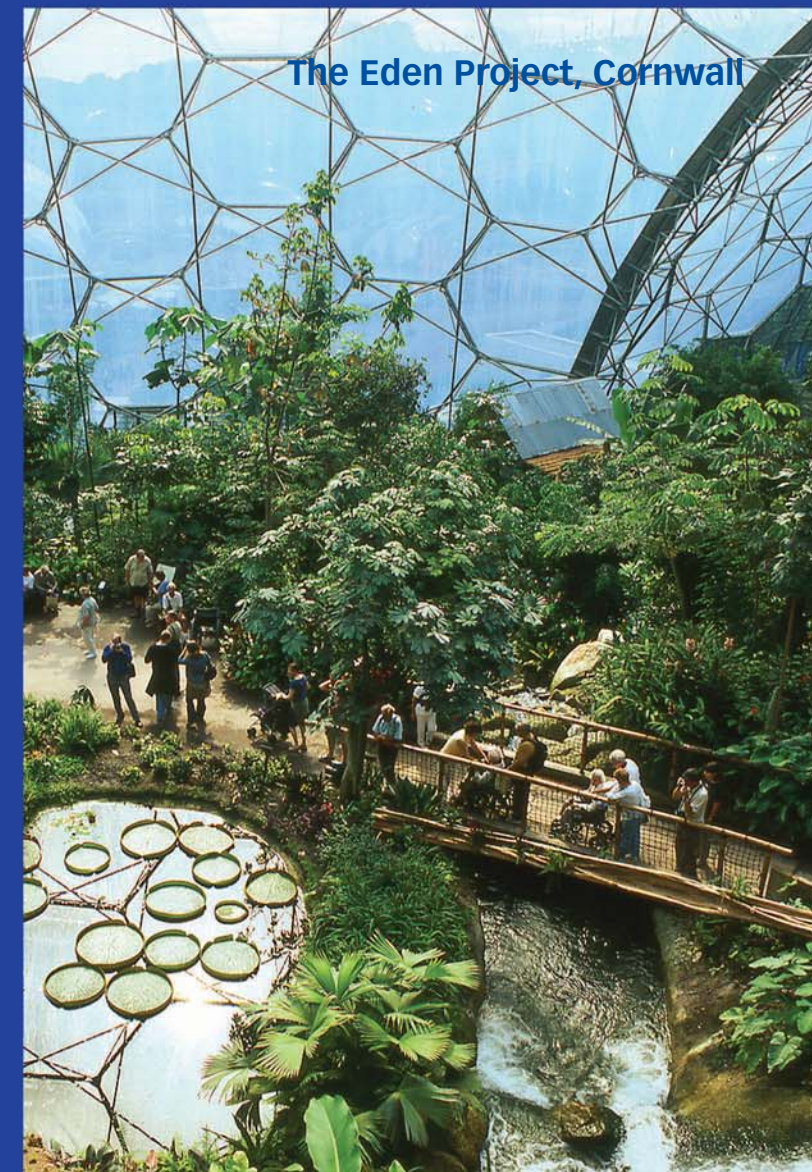
Malcolm Bell became Head of Visit Cornwall in January 2010. His previous appointment was as Chief Executive of South West Tourism and Director of Economic Development for Devon & Cornwall prior to that. He is an expert advisor to the European Commission and a member of the EC's Tourism Sustainability Group and is leading a working group to establish a core set of indicators to measure sustainable tourism. Other appointments include membership of the Forestry Commissions Regional Advisory Board and a Director of South West Lakes.

Dervla O'Neill is has been Programme Managing the Training Strategy for the Irish Travel Agents Association (ITAA) since 2006. Activities include tendering of trainers, development and roll out of industry specific courses, and the selection of a trainer panel of industry experts. Highlights of the programme include the development of the first accredited CPD programme for the sector, the innovation of real-time web based training on a wide range of topics and the current development of an innovative online BA Degree aimed at the Travel and Transport Sectors for 2012.

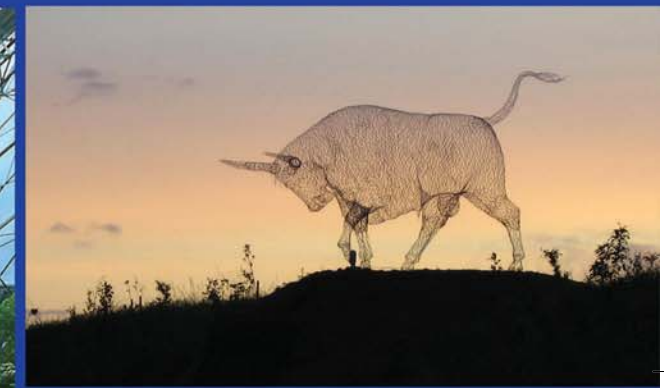


Liz Kennedy-Burke is an Independent Research Consultant with 20 years experience of working with the tourism sector. Liz was previously Manager of a Research Consultancy Centre in the DIT, working closely with government departments, public sector bodies, SMEs and trade associations. Under her guidance, the Centre won and completed many EU and National funded projects. She has provided project direction to the Irish Hospitality Management Institute's Hospitality Management Skillnet Programme since 1999. Liz has also been involved in various locally based tourism development programmes throughout Ireland. She is a researcher with DIT on a part-time basis.

Brendan McSherry is the heritage officer with Louth Local Authorities, a post he has held since July 2006. Brendan has more than 20 years' experience in the fields of biodiversity, community development and heritage in Ireland, Northern Ireland and Britain, including more than 10 years as a heritage officer with Irish County Councils. Since 2006 Brendan has been working with colleagues to realise the tourism potential of the north Louth uplands and adjacent areas in the North, including promoting the area to academic audiences in North America and Taiwan. Brendan will update the conference on exciting, recent developments.



The Eden Project, Cornwall





Conference Programme

8.45am-9.15am
Registration & Tea/Coffee

9.15am
Official Welcome
Paddy Malone, President Dundalk Chamber of Commerce

9.20am
Keynote Address
Peter Nash, Head of Strategy, Development and Insights
Tourism Ireland

SESSION 1:

9.40am - 10.30am
**"Implementing the DIT ACHIEV Model -
A Carlingford Case Study"**
Dr. Sheila Flanagan and Dr. Kevin Griffin,
The College of Arts and Tourism, DIT

10.30am-11am
**"Tools for assessing and managing
sustainable tourism"**
Malcolm Bell, Head of 'Visit Cornwall',
Eden Project Destination of Excellence

11.00am to 11.15am
Tea/Coffee Break

SESSION 2:

11.15am- 11.45am
**"Developing skills through accredited courses for
professionals in the travel sector in order to upskill
labour to a common standard"**
Dervla O'Neill, Programme Manager, ITAA Travel
Professionals Skillnet

11.45am-12.15pm
**"Innovative Training Solutions: up-skilling
employees to a standardised level in the Irish
Hospitality Sector"**
Liz Kennedy-Burke, Kennedy Burke & Associates,
Independent Tourism Consultant

12.15pm-12.45pm
**"The role of Heritage in driving the economic
development of a cross-border area"**
Brendan McSherry, Heritage Officer, Louth County Council

12.45pm
Q& A Session

1pm
Lunch & / Networking

Eures Cross Border Tourism Conference What it takes to succeed in the Tourism Sector

Date: Wednesday 28th March 2012, 8.45am to 1.30pm
Venue: Ballymascanlon House Hotel, Dundalk, Co. Louth

Registration Form:

Organisation:
Address:
Telephone:
Mobile:
Fax:
Email:

Please reserve places for:

Name 1:
Name 2:
Name 3:
Name 4:

**This is a FREE event. However, since places are limited and in order to
make arrangements for the conference, please return the completed
booking form by 14.03.2012 to:**

Dundalk Chamber, Hagan House, Ramparts Rd., Dundalk, Co. Louth

For further information contact Brenda at Tel: 042 933 6343, Fax: 042 933 2085
or e-mail: brenda@dundalk.ie

Accommodation:

Should you wish to book accommodation for the event, you may wish to avail of
the special conference rate at the Ballymascanlon House Hotel:

Single Room: Euro 90.00 Bed & Breakfast
Double Room: Euro 140.00 Bed & Breakfast



The Ballymascanlon House Hotel

The Ballymascanlon House Hotel
Dundalk
Co. Louth
Ireland

t: +353 (0)42 935 8200
f: +353 (0)42 937 1598
e: info@ballymascanlon.com
w: www.ballymascanlon.com

