

EVENT TOURISM: ENHANCING DESTINATIONS AND THE VISITOR ECONOMY
CONFERENCE PROGRAMME

Wednesday 10 January: Conference Day 1 MORNING SESSION

09:00-10:00	ROOM	REGISTRATION AND WELCOME DRINKS		
10:00-10:10	PG145	Conference Introduction		Alan Fyall, Bournemouth University and Member, Bournemouth Tourism Management Board
10:10-10:30	PG145	<i>Welcome to Poole! Surf, Rest and Play</i>		Bruce Grant-Braham, Chair, Poole Tourism Management Board
10:30-10:50	PG145	<i>Welcome to the South West! Events, Culture and Marketing in the South West</i>		Maureen McAllister, Head of Culture and Tourism, South West of England Regional Development Agency
10:50-11:10	Jumbucks	TEA / COFFEE		
	PG145	Event Tourism: Chair, Martin Robertson		
11:10-11:30	PG145	<i>London: Events in the Capital</i>		Katy Stevenson and Martin Green, Events for London
11:30-11:50	PG145	<i>Events: Beyond Economic Impacts</i>		Norman Ireland, Events and Special Projects Manager, The City of Edinburgh Council
11:50-12:10	PG145	<i>Festivals, Tourism and Cities</i>		Paul Gudgin, Director, Edinburgh Festival Fringe
12:10-12:30	PG145	<i>Branding and Sense of Place</i>		Tom Buncle, Managing Director, Yellow Railroad International Destination Consultancy
12:30-12:50	PG145	Panel Questions		
12:50-14:00	Jumbucks	LUNCH		

Wednesday 10 January: Conference Day 1 AFTERNOON SESSION

12:50-14:00	Jumbucks	LUNCH		
14:00-15:30	PG141	Parallel Session: Events and Destination Branding Chair, Anna Leask		Parallel Session: Managing Events Chair, Adele Ladkin
14:00-14:25	PG141	O'Connor, Flanagan and Gilbert (Waterford Institute of Technology, Dublin Institute of Technology and University of Surrey) The relationship between destination branding and the media: a case study of Yorkshire	PG143	Brown (University of South Australia) Olympic sponsor hospitality programmes: maximising benefits for tourism
14:25-14:50	PG141	Robertson, Ali-Knight and Anastasiado (Napier University) The capital of Scotland, Edinburgh: Out with the old, in with the new? Testing branding narrative of festivals in the Festival city	PG143	Elbe and Larsson (Dalarna University) Analysing resource mobilization for events
14:50-15:10	PG141	Finkel (Queen Margaret University College) Repositioning the capital city through events: a case study of the Cardiff Festival	PG143	Laitinen (Savonlinna Institute for Regional Development and Research) Festival development in Eastern Finland: questions of competitiveness and professionalism
15:10-15:30			PG143	Papageorgiou (University of Surrey) Day-to-day hospitality operations on a grand scale: the case of the Athens 2004 Olympic village
15:30-16:00	Jumbucks	TEA / COFFEE		
16:00-17:30	PG141	Parallel Session: Event Tourism Chair, Jane Ali-Knight		Parallel Session: Policy and Destination Management Chair, Alan Fyall
16:00-16:25	PG141	Azara (University of Derby) Easter rites in Sardinia: <i>s'incontru</i> , exploring events tourism in a small rural community	P143	Thomas (Leeds Metropolitan University) Local politics and tourism policy: why and how the 'Bollywood Oscars' came to Yorkshire
16:25-16:50	PG141	Schofield and Thompson (University of Salford and Strathclyde University) Visitor motivation and satisfaction: the 2005 Naadam Cultural Festival, Ulaanbaatar	PG143	Robbins and Dickinson (Bournemouth University) Sustainable transport, destinations and special events
16:50-17:10	PG141	Bowdin, Thomas, Wood and Robinson (Leeds Metropolitan University) An investigation into the contribution of community festivals and events in Wales	PG143	Stevenson (University of Westminster) Destination managers: the poor relations in the local policy arena
17:10-17:30	PG141	Fox and Edwards (Bournemouth University) 'Celebrity' flower shows: understanding the market	PG143	Hartl (CEUS School of Business) Marketing tourism products in a destination context

Wednesday 10 January: Conference Day 1 EVENING SESSION

19:30-24:00	Westbeach Pier Approach	Evening Drinks Reception and Conference Dinner, Sponsored by the South West of England Regional Development Agency	Mark Smith, Head, Bournemouth Tourism Anna Wallis, Director, The CEM Group
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Thursday 11 January: Conference Day 2 MORNING SESSION – THOMAS HARDY SUITE

09:30-10:00		REGISTRATION AND WELCOME DRINKS		
	PG145	Olympic and Sport Event Tourism: Chair, Dr Ian Jones		
10:00-10:20	PG145	<i>Olympic Tourism – An Overview</i>		Dr. Mike Weed, Professor of Sport in Society, Canterbury Christ Church University
10:20-10:40	PG145	<i>Tourism 2012 – An Olympic Tourism Strategy</i>		Jo Leslie, 2012 Strategy and Communications Unit, VisitBritain
10:40-11:00	PG145	<i>Sport Event Tourism – The Local Agenda</i>		Fiachra O Mathuna, Chief Executive, Active Dorset County Sport Partnership
11:00-11:30	PG145	Panel Questions		
11:30-12:00	Jumbucks	TEA / COFFEE		
12:00-13:00	PG141	Parallel Session: Sport Events – Policy and Impacts Chair, Ian Jones	PG143	Parallel Session: Event Research and Evaluation Chair, Caroline Jackson
12:00-12:20	PG141	Li and Luk (University of Hong Kong) Sport events' impacts and policy implications: the case of the 4th East Asian Games	PG143	Brida and Pereyra (Free University of Bolzano and Universidad de la Republica) Investment on environmental quality of a tourist region: an economic model with vertical differentiation and externalities
12:20-12:40	PG141	Sealy and Wickens (Buckinghamshire Chilterns University College) The potential impact of mega sport media on the travel decision making process and destination choice: the case of Portugal and Euro 2004	PG143	Smith (University of Westminster) The 17 th Commonwealth Games legacy programme (1999-2004): an evaluation of the tourism outcomes
12:40-13:00	PG141	Ohman, Wilkes and Jones (Bournemouth University) Effects of sport tourism events on host cities: the perceived social impacts of the 2006 FIFA World Cup in Munich	PG143	Berridge (Thames Valley University) Image, cycling, reality: perception and meaning of the 2007 Tour de France Grand Depart
13:00-14:00	Jumbucks	LUNCH		

Thursday 11 January: Conference Day 2 AFTERNOON SESSION – THOMAS HARDY SUITE

14:00-15:00	PG141	Parallel Session: Sport Tourism Chair, Martin Robertson	PG143	Parallel Session: Event Research Chair, Janet Dickinson
14:00-14:20	PG141	Shipway and Jones (Bournemouth University) The experience of distance runners as sports tourists	PG143	Bowdin (Leeds Metropolitan University) Analysing research in <i>event management</i> : a content analysis
14:20-14:40	PG141	Wright (Otago University) Planning for the great unknown: identifying the hurdles overcome by New Zealand's RTOs before and during the 2005 Lions Tour	PG143	Jackson (Bournemouth University) Researching the impossible: the event experience?
14:40-15:00	PG141	Morgan (Bournemouth University) Life with the Lions: Understanding the sports tourist experience	PG143	Vaughan and Moital (Bournemouth University) Using online social network communities to study the tourists' experience of events: methodological issues
	PG145	Event Evaluation and Research: Chair, Professor John Fletcher		
15:00-15:20	PG145	<i>The Economic and Environmental Evaluation of Major Events</i>		Dr. Calvin Jones, Welsh Economy Research Unit, Cardiff University
15:20-15:40	PG145	<i>The London Local Area Tourism Impact (LATI) Model</i>		Phil Evans, Tourism Manager, Greater London Authority
15:40-16:00	Jumbucks	TEA / COFFEE		
16:00-16:20	PG145	<i>Contemporary Issues for Event Research</i>		Jacqueline Hill, Research Manager, South West Tourism
16:20-16:40	PG145	<i>Event Evaluation – Perspectives from The National Trust</i>		Celia Mead, The National Trust
16:40-17:00	PG145	<i>The Business Visitor – Needs and Strategies</i>		Rob Davidson, University of Westminster
17:00		Conference Close		Alan Fyall, Bournemouth University and Member, Bournemouth Tourism Management Board Bruce Grant-Braham, Chair, Poole Tourism Management Board