

THRIC 2018

Waterford Institute of Technology

June 18th – 19th



‘The evolving smart tourism landscape – organisational priorities and possibilities’

CONFERENCE THEME The influence of the Web on tourism has been immense from enabling the tourist to co-create, narrate and review the tourist experience via social networks and review sites to the use of virtual reality, touch points and digital media to market, navigate and interpret this experience.

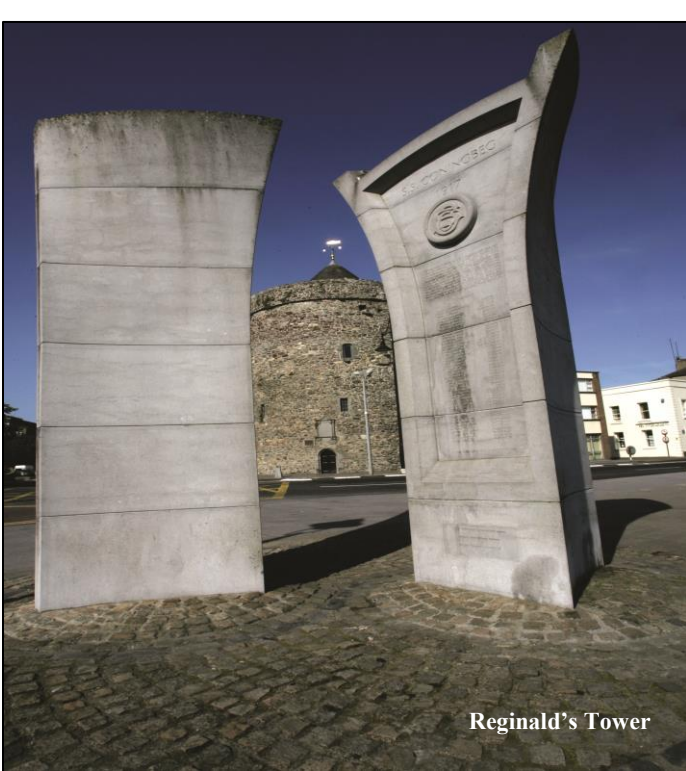
What has been missing though is a managerial lens at tourism provider and destination level for the industry to navigate this new digital landscape. Smart tourism with its focus on data to enhance and capture consumer connectivity with the tourism experience through digital touchpoints, and the emphasis on sustainability of the destination, may provide that lens.

Recent attempts to improve understanding of innovation in the smart tourism context have utilised frameworks from the service dominant logic and open innovation literature. Though ecosystems for smart innovation are heavily shaped by ICT, greater understanding of the leadership and managerial capabilities underpinning the emergence and maintenance of smart innovation is required. Merging of research from smart cities and smart tourism has resulted in considerable research interest in smart destinations, the requirement to better understand the processes underpinning the emergence of smart destinations at more regional level and at the level of the smaller town.

THRIC 2018 will therefore adopt as its theme the development of managerial insight into smart tourism. Papers on aspects of this multi-disciplinary topic are especially invited, and will be supplemented by a special seminar session, as well as a keynote address on smart tourism from an international authority.



City Boardwalk



Reginald's Tower



Lismore Castle



Waterford at Night Time



Fun at Tramore Beach



Cycling the Waterford Greenway

WATERFORD INSTITUTE OF TECHNOLOGY

The conference will be hosted jointly in WIT by the Department of Graduate Business (Professor Denis Harrington) and Department of Languages, Tourism and Hospitality (Mr Ray Cullen). WIT is a university-level institution in the South-East of Ireland with over 10,000 students and 1,000 staff. WIT offers tuition and research programmes in various areas from Higher Certificate to Degree to PhD. WIT is the major provider of higher education in the SouthEast region of Ireland and one of the largest IOT's in Ireland. The Institute's range and scope reflect the changing needs of the southeast as well as the country as a whole.

CONFERENCE PROGRAM

Conference Theme: **The Evolving Smart Tourism Landscape – Organisational Priorities & Possibilities**

Why not take the opportunity to challenge the limits in any one of the following areas, all of which provide ample opportunity for thought-provoking presentations:

- Smart Tourism, Travel & Hospitality
- Culture & Heritage Tourism
- Smart Management, Innovation & Practices
- Collaborative Economy Trends
- Place & Destination Management
- Rural Tourism & Regional Development
- Ethical & Sustainable Tourism
- Experiential Tourism
- Tourism & Hospitality Education
- Tourism Futures & SMEs

For further details on the Conference Program, contact the Conference Chair, Dr Patrick Lynch, WIT Business School and Director of the RIKON Research Centre at plynch@wit.ie. A full conference programme will be published on the conference website

CONFERENCE WEBSITE

The Conference Website will go live in September 2017 and regular updates will be provided on the conference programme; key note speakers; links to accommodation in and around the conference venue; and suggestions for pre and post conference touring in the beautiful county of Waterford.

*We look forward to welcoming you to Waterford for THRIC 2018.
We are confident that it will be an enjoyable, educational & tourism
experience for all*

