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CURRENT RESEARCH

Ongoing Research

O'Connor, N. and Hassanien, A. (2010-Pres.) Repositioning

O'Connor, N. and White, L. (2010-Pres.) Australia and film related destination branding.

O'Connor, N. and Sangkyun, K. (2010-Pres.) An International Evaluation of the Screen Tourism Literature

O'Connor, N. and Bolan, P.: The Irish Film Tourism Industry.

Book Chapters

O'Connor, N., Flanagan, S. & Gilbert, D. (2010, In Press) *Promoting tourism destinations: A film tourism model*, The 5th Annual Tourism and Hospitality Research Book– Contemporary Issues in Irish & Global Tourism & Hospitality, Dublin Institute of Technology, Dublin.

Conferences

O'Connor, N. and Conway, A. (2010): *The contribution of Irish Higher Education Institutions in meeting the recessional needs of the Irish Tourism Industry*. Shannon College of Hotel Management; “The 6th Annual Tourism & Hospitality Research Conference – *Current Challenges and Future Opportunities*”, Shannon.

O'Connor, N. & Conway, A. (2010): *The contribution of Irish Higher Education Institutions in meeting the recessional needs of the Irish Tourism and Hospitality Industry: a theoretical view*. Shannon College of Hotel Management; “The 6th Annual Tourism & Hospitality Research Conference – *Current Challenges and Future Opportunities*”, Shannon.

O'Connor, N. and Sangkyun, K. (2010). *Constructing the Screen-Tourist Experience: A Popular Television Drama Production Perspective*. 4th International Tourism and Media Conference (ITAM), La Trobe and Monash Universities, Prato, Italy;

O'Connor, N. & Stafford, M.R.(2010): *An evaluation of the health and safety issues relating to a UNESCO World Heritage Site (Skellig Michael, Co. Kerry)*. Shannon College of Hotel Management; “The 6th Annual Tourism & Hospitality Research Conference – *Current Challenges and Future Opportunities*”, Shannon.

Journals

O'Connor, N. & Macionis, N. (Theme Editors) (2011): *How can the film induced tourism phenomenon be sustainably managed?* Worldwide Hospitality and Tourism Themes (WHATT), 3(4).

O'Connor, N., Flanagan, S. & Gilbert, D. (2010): *Devising a Film Marketing Action Plan (FMAP) for film tourism destinations*, Journal of British Cinema and Television. (Under consideration).

O'Connor, N., Flanagan, S. & Gilbert, D. (2010): The positive and negative impacts of film induced tourism on a destination featured in a popular film and/or television series, *Anatolia*. (Under consideration).

PREVIOUS RESEARCH UNDERTAKEN

Journals

O'Connor, N., Flanagan, S. & Gilbert, D. (2010): A Film Marketing Action Plan for Film Induced Tourism Destinations - Using Yorkshire as a case study, *European Journal of Tourism Research (EJTR)*, 3(1): 80-82.

O'Connor, N., Flanagan, S. & Gilbert, D. (2010): *Film Induced Tourism in Yorkshire, UK – A Case Study Approach*, e-Review of Tourism Research (eRTR), Vol. 8 (1): 1-11.

O'Connor, N., Flanagan, S. and Gilbert, D. (2010) The use of film in re-imagining a tourism destination: A Case Study of Yorkshire, UK, *Journal of Vacation Marketing*, 16(1): 61–74.

O'Connor, N., Flanagan, S. & Gilbert, D. (2009): Stakeholders' perspectives of the impacts of film and television induced tourism in Yorkshire, U.K. *Tourism Review International*, 13(2) October: 121-127.

O'Connor, N. & Baum, T. (2008): An investigation into the tourism and hospitality scholarly activity currently been undertaken in Irish Higher Education (HE) institutions. *Journal of Hospitality, Leisure, Tourism and Sport Education*, 7(2): 15-23.

O'Connor, N. & Bolan, P. (2008): Creating a sustainable brand for Northern Ireland through film induced tourism. *Tourism Culture and Communication*, 8 (3): 147-158.

O'Connor, N., Flanagan, S. & Gilbert, D. (2008): The integration of film induced tourism and destination branding in Yorkshire, U.K. *International Journal of Tourism Research*, 10(5): 423-437.

O'Connor, N., Stafford, M.R. and Gallagher, G. (2008). The impact of global terrorism on Ireland's tourism industry: An industry perspective. *Tourism and Hospitality Research*, 8(4): 351-363.

Books

O'Connor, N., Flanagan, S. & Gilbert, D. (2010): *A Film Marketing Action Plan for Film Induced Tourism Destinations - Using Yorkshire as a case study*, Lambert Academic Publishing, Germany.

O'Connor, N. (Chair of Editorial Board), Keating, M., Malone, J. & Murphy, A. (eds.) (2007): *Tourism and hospitality research in Ireland – Concepts, issues and challenges*, Waterford Institute of Technology, Cork Road, Waterford.

Book chapters

O'Connor, N., Flanagan, S. & Gilbert, D. (2010, In Press) *Promoting tourism destinations: A film tourism model*, The 5th Annual Tourism and Hospitality Research Book– Contemporary Issues in Irish & Global Tourism & Hospitality, Dublin Institute of Technology, Dublin.

O'Connor, N. & Bolan, P. (2007): Northern Ireland and the Chronicles of Narnia - The Lion, the Witch and the Wardrobe: An innovative destination branding partnership, In O'Connor, N., Keating, M. Malone, J. & Murphy, A. (eds.) *Tourism and hospitality research in Ireland – Concepts, issues and challenges*, Waterford Institute of Technology, Cork Road, Waterford: 125-146.

O'Connor, N. & Flanagan, S. (2002): The sociocultural impacts of *Ballykissangel* on the village of Avoca, County Wicklow. In Andrews, A., Convery, F., S. Flanagan and Ruddy, J. (eds.) *Tourism and the environment – Sustainability in tourism development*, Dublin Institute of Technology, Dublin 1: 255-265,

O'Connor, N., Radcliffe, J., Bailey, M., Coghlan, R., Hynes, A., Leahy, M., McMorrough, L., Ni Dhireann, C., O'Brien, P., O'Higgins, C. & Ridgeway, O. (2002): *Sustaining the tourism industry: Constructing scenarios for learning and planning*. In Andrews, A., Convery, F., S. Flanagan and Ruddy, J. (eds.) *Tourism and the environment – Sustainability in tourism development*, Dublin Institute of Technology, Dublin 1: 314-328.

O'Connor, N. & Flanagan, S. (2001): The effect of television induced tourism on the Village of Avoca, County Wicklow. In Andrews, A., S. Flanagan and Ruddy, J. (eds.), *Tourism destination planning*, Tourism Research Centre, Dublin Institute of Technology: 145-159

Conference publications

O'Connor, N., Flanagan, S. & Gilbert, D. (2009): Using innovative research approaches in film tourism destinations, BAM (British Academy of Management) Conference - *The End of the Pier? Competing perspectives on the challenges facing business and management*, University of Brighton, U.K;

O'Connor, N., Flanagan, S. & Gilbert, D. (2009): Promoting Yorkshire as a film tourism destination 3rd Advances in Tourism Marketing Conference (ATMC) - *Marketing Innovations for Sustainable Destinations: Operations, Interactions, Experiences*, Bournemouth University, U.K;

O'Connor, N., Flanagan, S. & Gilbert, D. (2009): A Film Marketing Action Plan (FMAP) for Film Induced tourism destinations, *The 5th Annual Tourism and Hospitality Research Conference – Contemporary Issues in Irish & Global Tourism & Hospitality*, Dublin Institute of Technology, Dublin;

Stafford, M.R. & O'Connor, N. & Gallagher, G. (2009): A study of tourist travel behaviour in the event of a terrorist attack, *University of the Aegean 4th International Scientific Conference - Planning for the Future – Learning from the Past: Contemporary Developments in Tourism, Travel and Hospitality*, Rhodes Island, Greece;

Stafford, M.R. & **O'Connor, N.** & Gallagher, G. (2008): A chronological review of the tourism industry's reactions to terrorist attacks, using Bali (2002), London (2005), Madrid (2004) and New York (2001) as case studies, *EuroCHRIE Conference*, The Emirates Academy, Dubai, United Arab Emirates;

O'Connor, N. and Pratt, S. (2008): Using movie maps to leverage a tourism destination - *Pride and Prejudice (2005)*, *The 4th Tourism & Hospitality Research Conference – Reflection: Irish Tourism & Hospitality - A success story*, Tralee Institute of Technology Conference, Tralee, Co. Kerry;

O'Connor, N., Bolan, P. & Crossan, M. (2008): An investigation into the film and television induced tourism phenomenon in Ireland - *Ryan's Daughter* and *Ballykissangel*, *The 4th Tourism & Hospitality Research Conference – Reflection: Irish Tourism & Hospitality - A success story*, Tralee Institute of Technology, Conference, Tralee, Co. Kerry;

Stafford, M.R., **O'Connor, N.** & Gallagher, G. (2008): The impact of global terrorism on Ireland's tourism industry: An industry perspective, *CHME (Council for Hospitality Management Education) Research Conference*, Promoting excellence in research, scholarship, teaching and learning in hospitality, leisure and tourism, University of Strathclyde, Glasgow, Scotland;

O'Connor, N. & Baum, T. (2007): The development of a tourism and hospitality a scholarly activity model for Irish higher education institutions, *EuroCHRIE (Council on Hotel, Restaurant and Institutional Education) Conference*, Leeds Metropolitan University, UK;

O'Connor, N. & Baum, T. (2007): Creating a scholarly activity model for Institutes of Technologies undertaking tourism and hospitality research: An Irish Approach, *The 3rd Tourism and Hospitality Research Conference - Working Together*, Dundalk Institute Of Technology, Dundalk, Co. Louth;

O'Connor, N., Bolan, P. & Crossan, M. (2006): Film and television induced tourism in Ireland: A comparative study of *Ryan's Daughter* vs. *Ballykissangel*, *The 5th DeHaan Tourism Management Conference - Culture, Tourism and the Media*, University of Nottingham, UK;

O'Connor, N. & Baum, T. (2006): The development of a tourism and hospitality scholarly activity model for Irish third level educational establishments, *ATHE (Association for Tourism in Higher Education) Members Annual Conference - Knowledge, communication, networking: Locating tourism knowledge*, University of Cambridge, UK;

O'Connor, N., Flanagan, S. & Gilbert, D. (2006): A stakeholder perspective: The impacts of television induced Tourism in Yorkshire, U.K., *2nd International Tourism and Media Conference (ITAM)*, La Trobe and Monash Universities, Melbourne, Australia;

O'Connor, N. & Bolan, P. (2006): How television induced tourism has influenced *Ballykissangel's* residential community, *IAM (Irish Academy of Management) Conference - New models of management in the knowledge economy*, University College Cork;

O'Connor, N. & Bolan, P. (2006): The branding of Northern Ireland as a tourist destination using C.S. Lewis's the Chronicles of Narnia - The Lion, the Witch and the Wardrobe, *The 2nd Tourism and Hospitality Research Conference – Addressing the Issues*, Waterford Institute of Technology Conference, Waterford;

O'Connor, N., Flanagan, S. & Gilbert, D. (2006): The importance of destination branding in movie induced tourism locations, *University of Surrey Conference - Cutting edge research in tourism: New directions challenges and applications*). Guildford, UK;

O'Connor, N., Jackson, N., Bibbings, L., Page, S., Robinson, N., Martin, A., Tribe, J., Botterill, D., Airey, D., Mitsche, N., Graves, S., Chan, B., Wilkes, K., Walmsley, A., Maitland, R., Woods, M., Stevenson, N., Burns, P.M., Wheeler, B., Pritchard, A., Jordan, F., Agarwal, S., Lyon, A., & Ateljevic, I. (2005): Creativity in tourism and tourist education, *ATHE Members Annual Conference - The future of tourism in higher education*, Wirral, Merseyside, UK;

O'Connor, N., Flanagan, S. & Russell, P. (2005): Tourism planning and the impact of filming on the branding of a tourist destination, *University of Ulster Conference - Tourism and Hospitality Research in Ireland: Exploring the Issues*, Portrush, Northern Ireland;

O'Connor, N. (2003): The effect of television induced tourism on the village of Avoca, County Wicklow, *ISAI Community Impact Lecture Series*, National College of Ireland (IFSC), Dublin;

O'Connor, N., Flanagan, S. & Bayliss, D. (2002): The importance of integrated tourism planning in reducing

the sociocultural impacts of movie induced tourism: *XVI AESOP (Association of European Schools of Planning) Congress – Tourism Planning*, Volos, Greece;

O'Connor, N. & Flanagan, S. (2001): The effect of television induced tourism on the village of Avoca, County Wicklow, *ATLAS (Association for Tourism and Leisure Education) Conference - Ireland: Innovation, tourism and regional development*, Dublin;

O'Connor, N. & Flanagan, S. (2001): The sociocultural impacts of Ballykissangel on the village of Avoca, County Wicklow, *Working Paper*, University College Dublin;

O'Connor, N. & Flanagan, S. (2000): The sociocultural impacts of *Ballykissangel* on the Village of Avoca, County Wicklow, *Dublin Institute of Technology / University College Dublin - Sustainability, tourism and the environment conference*, Dublin;

O'Connor, N., Radcliffe, J., Bailey, M., Coghlan, R., Hynes, A., Leahy, M., McMorrough, L., Ni Dhireann, C., O'Brien, P., O'Higgins, C. & Ridgeway, O. (2000): Sustaining the tourism industry: Constructing scenarios for learning and planning, *Dublin Institute of Technology / University College Dublin - Sustainability, tourism and the environment conference*, Dublin.

Newspapers articles

O'Connor, N. (03/08/06): Shaking up our quiet movie image, *The Irish Times*;

O'Connor, N. (04/12/05): Tourist chiefs 'fail to capitalise' on locally filmed hits, *The Sunday Business Post*;

O'Connor, N. (03/04/01): Tourist spin-off from Ballyk a mixed blessing for villagers, *The Irish Independent*;

O'Connor, N. (04/04/01): We're so pleased the show is Ballykissover, *The Irish Mirror*.

In house educational journal articles

O'Connor, N. (2006): The 2nd Tourism and Hospitality Research Conference – Addressing the Issues, *Research Matters Publication*, Issue 6, Winter 06/07, Waterford Institute of Technology;

O'Connor, N. (2006): The impact of movies on tourism, *Research Matters Publication*, Issue 5, Winter 05/06, Waterford Institute of Technology;

O'Connor, N. (2002): The impacts of film induced tourism, *Tourism Times Publication*, 5th Edition, February 2002, The Tourism Research Centre, Dublin Institute of Technology;

O'Connor, N. (2001): The sociocultural impacts of Ballykissangel on the Village of Avoca, County Wicklow, *Tourism Times Publication*, 4th Edition, February 2001, The Tourism Research Centre, Dublin Institute of Technology.

In house educational talks

2010 *A Film Marketing Action Plan (FMAP) for Film Induced tourism destinations*, Edinburgh Napier University Research Seminar;

2010 *My PhD Journey*, Limerick Institute of Technology Research Seminar;

2010 *A Film Marketing Action Plan (FMAP) for Film Induced tourism destinations*, Limerick Institute of Technology Research Seminar;

2007 *Creating a scholarly activity model for Institutes of Technologies undertaking tourism and hospitality research: An Irish Approach*, Fáilte Ireland Tourism Forum;

2001 *Getting published in tourism and hospitality*: Dublin Institute of Technology Seminar Series.

Student Academic Dissertations

2000 The sociocultural impacts of *Ballykissangel* on Avoca, County Wicklow, Ireland: *Masters Degree (Level 9) dissertation*;

1996 The feasibility of opening a restaurant beside the Crescent Holiday Hostel and the bus and railway station Athlone, Co. Westmeath, Ireland: *Degree (Level 8) dissertation*, Real Life Venture;

1995 Off-peak campus accommodation and conferences (Ireland vs. the U.K.) - A marketing opportunity?: *Diploma (Level 7) dissertation*.

Research chairing experience

Book

2007 Waterford Institute of Technology Book, *“The 2nd Tourism and Hospitality Research Conference – Addressing the Issues*, Cork Road, Waterford.

Conference

2006 Waterford Institute Of Technology Conference Chair; *“The 2nd tourism & hospitality research conference – Addressing the issues”*, Waterford.

Conference Sessions

2009 Dublin Institute of Technology; *“The 5th Annual Tourism & Hospitality Research Conference Contemporary Issues in Irish & Global Tourism & Hospitality”*, Dublin.

2008 Tralee Institute of Technology Conference; *“The 4th Tourism & Hospitality Research Conference – Reflection: Irish Tourism & Hospitality - A success story”*, Tralee, Co. Kerry;

2007 Dundalk Institute of Technology Conference; *“The 3rd Tourism and Hospitality Research Conference - Working Together”*, Dundalk, Co. Louth;

2006 Waterford Institute Of Technology Conference Chair; *“The 2nd tourism & hospitality research conference – Addressing the issues”*, Waterford;

2005 AOIFE Conference: *“The culture of festival events”*, Waterford, Ireland.

2001 Dublin Institute of Technology / ATLAS: *“Ireland: Innovation, tourism and regional development conference”*, Dublin.

Group

2008 Limerick Institute of Technology, Moylish Park, Limerick.

- Institute’s Research and Development Committee

2005 Waterford Institute of Technology, Department of Languages, Tourism and Hospitality, School of Humanities:

- Tourism and Hospitality Research Group.
- Doctoral Research Group.

Scientific research committee participation

2010 Shannon College of Hotel Management; *“The 6th Annual Tourism & Hospitality Research Conference – Current Challenges and Future Opportunities”*, Shannon.

2010 8th Asia-Pacific CHRIE Conference 2010 *“Integrating Hospitality & Tourism in Asia and Pacific”*, Phuket, Thailand.

2009 Dublin Institute of Technology; *“The 5th Annual Tourism & Hospitality Research Conference – Contemporary Issues in Irish & Global Tourism & Hospitality”*, Dublin.

2008 Tralee Institute of Technology Conference; *“The 4th Tourism & Hospitality Research Conference – Reflection: Irish Tourism & Hospitality - A success story”*, Tralee, Co. Kerry;

2007 Advances in Tourism Marketing Conference (ATMC), *“Destination and event marketing: Managing networks”*, Valencia, Spain;

2007 Dundalk Institute of Technology Conference; *“The 3rd Tourism & Hospitality Research Conference - Working Together”*, Dundalk, Co. Louth;

2006 Waterford Institute Of Technology Conference; *“The 2nd tourism & hospitality research conference – Addressing the issues”*, Waterford.

Journal Editorial Review Board Membership

- 2010 – Pres. Journal of Travel & Tourism Marketing
- 2010 – Pres. Event Management
- 2010 – Pres. European Journal of Tourism Research
- 2009 – Pres. International Journal of Sport Management
- 2009 – Pres. Current Issues in Tourism
- 2009 – Pres. Anatolia
- 2009 – Pres. The International Hospitality Student Journal
- 2009 – Pres. Journal of Hospitality Application and Research
- 2009 – Pres. International Journal of Sport Management
- 2008 – Pres. Tourism Management
- 2008 – Pres. Tourism Analysis
- 2008 – Pres. Journal of Vacation Marketing
- 2008 – Pres. International Journal of Hospitality and Tourism Administration
- 2008 – Pres. Annals of Tourism Research

Book Review

- 2010 Roesch, S. *The Experiences of Film Location Tourists*, Aspects of Tourism, Channel View Publications, UK. ISBN-13: 978-1-84541-120-6.
- 2010 Clancy, M. *Brand New Ireland – Tourism, Development and National Identity in the Irish Republic*, New Directions in Tourism Analysis, Journal of Educational Travel, Ashgate Publishing Limited, Surrey, UK. ISBN 978-0-7546-7631-7
- 2009 Pforr, C. and Hosie, P. (Ed.) *Crisis Management in the Tourism Industry - Beating the Odds*, International Journal of Contemporary Hospitality Management Ashgate Publishing Limited, Surrey, UK. ISBN 978-0-7546-7380-4.

Postgraduate supervision

- 2003 The sociocultural impacts of tourism on the village of Slane, Co. Meath, Ireland. Masters Degree (Level 9) dissertation.

Conference poster judging

- 2008 Tralee Institute of Technology Conference; “The 4th Tourism & Hospitality Research Conference – Reflection: Irish Tourism & Hospitality Research Conference – Reflection: Irish Tourism & Hospitality - A success story”, Tralee, Co. Kerry.
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