

Akureyri - Iceland

September 22nd – 25th 2005

The 14th Nordic Symposium in Tourism and Hospitality Research

Conference Program

Thursday September the 22nd 2005

16:00 - 18:30	Registration
18:30 - 18:45	Conference Opening
18:45 – 19:30	Keynote Speaker – Dr. Simon Milne, Professor of Tourism & Director of NZTRI, at the Faculty of Applied Humanities, Auckland University of Technology
19:30 – 21.00	Opening reception

Friday September the 23rd 2005

09:05 – 10:15	A Split keynote Speaker Session - Dr. Dirk Glaesser, Chief of Publications, World Tourism Organization and Dr. Stephen Ball, Chair of the Council for Hospitality Management Education, UK
10:15 - 10:45	Coffee break
10:45 – 12:45	Parallel paper sessions
12:45 – 14:00	Lunch
14:00 – 15:10	Keynote Speaker and Discussant – Key Note Speaker Ragnhildur Geirsdóttir, CEO of the FLGroup, and Professor Mike Danson, Economics & Enterprise University of Paisley, Scotland
15:10 – 15:40	Coffee break
15:40 – 17:40	Parallel paper sessions
19:00	Dinner at the University of Akureyri (UNAK)

Saturday September the 24th 2005

09:05 – 10:15	Keynote Speaker and Discussant – Key Note Speaker Dr. John Hull, a researcher from Intervale Associates in Canada and Ragnheidur Ólafsdóttir, Environmental Manager of Landsvirkjun (The National Power Company of Iceland)
10:15 - 10:45	Coffee break
10:45 – 12:45	Parallel paper sessions
12:45 – 14:00	Lunch
14:00 – 15:30	Parallel paper sessions
15:30 – 17:00	Coffee Break, workshop and other meetings
17:00 – 18:00	Nordic Academy for Tourism and Hospitality Research
19:30	Conference Dinner at Hotel KEA



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Optional Excursion Guided Tour to Lake Mývatn - Lunch included

Sunday September the 25th 2005

- 09:00 Departure from Akureyri (Hotel KEA)
A direct drive to Lake Mývatn District
- 10:15-11:15 Vogafjós: The Cow Shed Café
The first stop will be at Vogar Farm where Ólöf Þ. Hallgrímsdóttir, farmer and tourism entrepreneur, will welcome us. She will tell us about her tourism business and serve some homemade refreshments
- 11:30-12:00 Mývatn Nature Baths
A short visit to the newest large-scale addition to the district's tourism industry (opened on the 30th of June 2004). Mývatn Nature Baths's facilities include a 5000m² geothermal bathing pool and three natural steam baths. Stefán Gunnarsson, Executive Director, will give us a short presentation and a guided tour. Unfortunately there will not be time for bathing
- 12:15-12:45 Námaskarð - Hverir
We travel on for a view of Hverir, with its sizzling and bubbling sulphur mud pots. We make a very quick stop just to get a "quick smell" of the surroundings
- 13:00-14:15 Lunch at Hotel Reynihlíð
We will have lunch in Reykjahlíð Village. During lunch we will have a visit from Þorkell Lindberg Þórarinnsson, Director of the Northeast Iceland Nature Center, who will tell us a bit about the district's ecosystem and how tourism and the natural environment of Mývatn Lake are interconnected
- 14:30-15:00 Dimmuborgir
Before we leave Lake Mývatn District we stop at Dimmuborgir (Dark Castles), where towering lava formations characterize the landscape
- 15:40-16:10 Fosshóll - Goðafoss
On our way back to Akureyri we will stop at Fosshóll. Fosshóll is small service center including a market for local handicrafts. The service center is located in around 5 minutes walking distance from Goðafoss, which is one of Iceland most beautiful waterfalls
- 17:00 Arrival to Akureyri We will make a stop at Akureyri airport on our way into town.

Please note: Warm clothes, a waterproof overcoat and comfortable shoes are recommended



THE ICELANDIC TOURISM RESEARCH CENTRE