

## TTRA Europe 2007 Conference - Nice KEYNOTE SPEAKERS

---

The TTRA Europe 2007 conference is pleased to present an excellent group of keynote speakers. They represent a vast array of skills and experience in travel and tourism, in technology, and in destination management. Their expertise has been used and recognised throughout the world. We are thankful for their support of this conference.

---

**Philippe Der Arslanian** is Global Director, Suppliers & Agencies for Amadeus e-Travel in Nice - Sophia Antipolis. In this role he has the overall responsibility for commercial, implementation, and customer support activities to serve the e-commerce needs of hundreds of online travel agencies, airlines, and other providers. Previously, he was managing a customer portfolio of over 60 airlines. Prior to e-Travel, he served as Amadeus Sr. Manager e-Commerce Corporate Strategy where he defined and launched high-end e-CRM offerings for airlines. Prior to joining Amadeus in 1999, Philippe built up 15 years of cross-border managerial experience. He was Head of Marketing and Services at RoweCom, selling knowledge management services to corporations, where he helped lead them from start-up to a publicly-traded company. Previous to joining RoweCom, Der Arslanian served as Director of Worldwide Product Marketing at AltaVista. He also held a variety of senior management positions in IT and consulting companies in Europe and in the U.S. Philippe holds an engineering Master's degree from ENSAM, France, and a "Cum Laude" MBA at Babson, MA, USA.

**Jacques Gros** is Director of the IBM site *La Gaude* in Nice Sophia Antipolis. *La Gaude* delivers world-class solutions and services and supports customers and business partners the world over: approximately 1000 IBM engineers, technicians and partners provide industry leading business solutions based on open structures and open architecture. Jacques recently launched the European Industry Solution Centre which helps many industries to innovate with customer solutions. Jacques GROS is the Vice-President and past-President of the Sophia Antipolis Telecom Valley, one of the most important technology parks in Europe (10,000 employees working in R&D on telco, wireless, electronics, IT domains). He created the M-Tourism® Project and co-founded the Tourism@ Event ([www.tourisma.org](http://www.tourisma.org)). Jacques GROS is an engineer in Data Processing and in electronics. He has a MBA and a degree in psychology. He worked a couple of years at the IBM Corporate Headquarters in Armonk (New-York, USA) as the telecom consultant of the IBM Corporate Management. He started his career as programming engineer in Toulouse working for EADS for the first Concorde aircraft flight.

**Ernie Heath** is a Professor and Head of the Department of Tourism Management at the University of Pretoria and serves on the World Tourism Organization Education Council. He has extensive tourism experience, particularly in the spheres of community tourism development and strategic destination marketing. Prior to joining the University, he was Director of the Institute for Planning Research at the University of Port Elizabeth and Deputy Executive Director of South African Tourism. He is co-author of six books on tourism; has delivered more than forty papers at international conferences and has published more than one hundred research, consultancy and other reports in this field. He is a fellow of the Tourism Society of Britain and of the Institute for Marketing Management. Recognition that he has received for his tourism work include the Skål International Presidential Award for his contribution to the development of tourism in South Africa; the Chairman's Award from the Indian Ocean Tourism Organisation (IOTO) for compiling IOTO's first strategic plan; inclusion in the international "Who's Who in the World"; and a World Tourism Organization (WTO) Themis Award for his contribution to the global development of research, education and training in tourism.



## TTRA Europe 2007 – Nice Sophia Antipolis

**Tim O'Neill** holds a Bachelor's degree in Computer Graphic Design. In 1997 Tim co-founded Reactive Media, a digital agency headquartered in Melbourne, Australia. Over the past ten years Reactive has grown to employ over 35 staff and now boasts offices in Melbourne, Sydney and London. Since August 2006 Tim has been based in London, establishing the business in the UK. Tim's passion for the Internet encompasses both visual and technical spheres, and he has vast experience with Web site usability, accessibility, social media and Web 2.0, in particular working with travel and tourism brands such as Peregrine Adventures, Tourism Tasmania, McCabe Travel, Melbourne Airport, Geckos Adventures, Australian Pacific Touring brands, Top Deck Travel and STA Travel. [www.reactive.com](http://www.reactive.com)

**Terry Stevens**, MD of Stevens & Associates, has worked in 25 countries including many in Eastern Europe. His clients include the UNWTO, UNESCO, the EU, national tourist boards and leading private tourism businesses. He has undertaken many international benchmarking studies and has received numerous awards for his work (see: [www.stevensassoc.co.uk](http://www.stevensassoc.co.uk)). His co-author, **Yvonne Crook**, is MD of the award winning tourism, marketing and branding consultancy, View Marketing. The Company has an established reputation for finding creative solutions to meet the needs of its clients. Over the past three years she has led several destination marketing strategies and has been instrumental in establishing and developing a number of DMOs (see: [www.viewmarketing.co.uk](http://www.viewmarketing.co.uk)). [Terry@stevensassoc.co.uk](mailto:Terry@stevensassoc.co.uk)

**Noel Sweeney** is founder and managing director of Tourism & Transport Consult International (TTC). Over the past 20 years TTC has been serving a range of public and private sector clients across the globe, including the European Commission, the World Bank, national governments, airlines, airports, shipping lines, hotels, tour operators, tourist boards, visitor attractions and industry associations. A recognised specialist analyst of tourism industry trends and strategies, Noel is a psychology graduate of the National University of Ireland. He is a former Director of Marketing at the Irish Tourist Board and also served as Marketing Rapporteur of the European Travel Commission. He is currently directing projects for a number of tourism and aviation clients in Europe, the USA, the Caribbean and Africa. Noel has considerable understanding of business strategies and market dynamics of air and sea passenger transport. He has carried out many assignments in respect of access transport to Ireland and the UK in recent years for Government Ministries, Civil Aviation Authorities, Airports and Airlines. A past President of the European Chapter of TTRA, he currently serves as President of TTRA International – the first European to be elected to this position. He spends lots of time on airplanes, travelling on over 100 flights per year. When on the ground he enjoys good wine!



EUROPE | Travel and Tourism  
CHAPTER | Research Association

---