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## Tourism: Destination and Product Marketing Planning: Glasnevin Trust Museum, Glasnevin, Dublin.

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students learning with communities



Students Learning with Communities

# Tourism: Destination and Product Marketing Planning: Glasnevin Trust Museum, Glasnevin



‘Preserve the Past for Future Generations’

## Module:

Destination and Product Marketing Planning in Tourism

## The Students:

B.Sc in Tourism Marketing Year 2  
B.Sc in International Hospitality Management Year 2

## Aim:

To develop a tourism marketing plan for Glasnevin Trust Museum, Glasnevin, Dublin 9.

## Approach:

- Develop and allocate marketing plan component themes
- Visit and get a sense of space and place
- Observe, question and research
- Engage and reflect
- Formulate and present

Famous for its Tower, and the resting place for some of Ireland most famous sons and daughters, Glasnevin Cemetery is unique in both its operation and offering. Glasnevin provides Dublin with a working cemetery and with a place that connects with its past through its awarding winning visitor centre and café. It is managed by a charitable Trust.

## Benefits to students:

learning through real life experience  
gain understanding of the practicalities of working in the tourism industry  
appropriate decision-making and application of theoretical material  
Transferable skills of Teamwork, evaluation and planning

## Benefits to the Community Partner:

Perception of the place from a student demographic perspective  
A tourism marketing plan which included developing a mission statement, customer and competitive analysis, positioning and methods of communication.



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Many thanks to Mervyn Colville, Alison Crinion and the staff of Glasnevin Trust Museum for facilitating this project





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## AREAS COVERED:

- The development of a mission statement and objective setting
- PESTE/ environmental factors
- Internal Environment
- Forecasting future demand/ research
- Customer Demand and Analysis
- Customer analysis
- Market Segmentation
- Target Market
- Product Positioning
- Competition analysis
- Product development
- What is the experience?



- How New Product Ideas can be Implemented
- Innovation and differentiation
- Product differentiation
- Service Differentiation
- Innovation Differentiation
- Pricing
- Methods of promotion/ marketing tools
- Implementation and performance
- Impact on Local Area
- Marketing ethics



[www.glasnevintrustmuseum.ie](http://www.glasnevintrustmuseum.ie)

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