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

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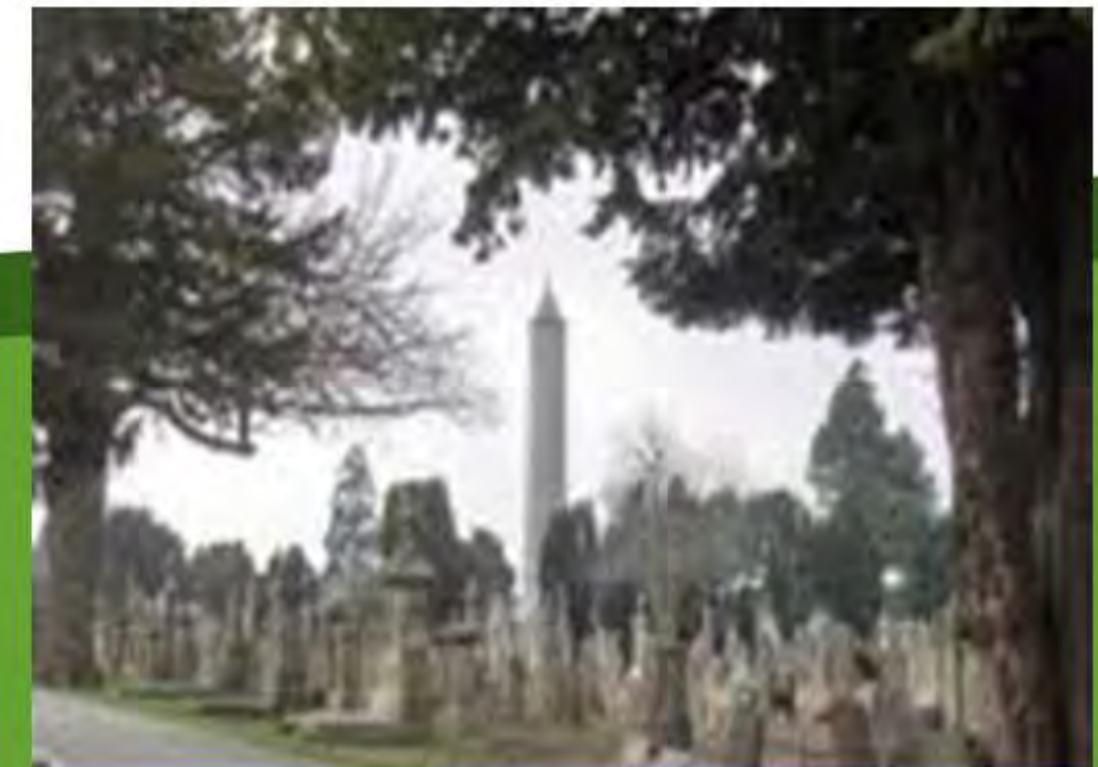
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students learning with communities

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.

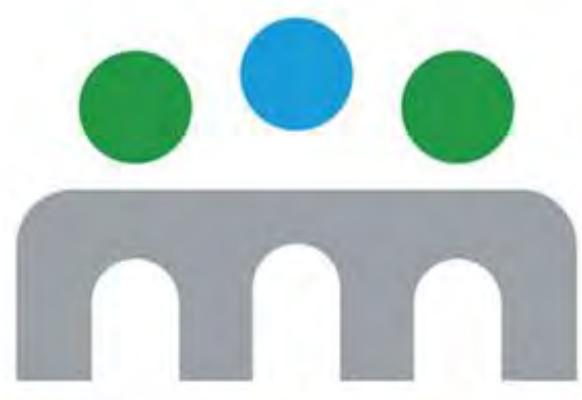
Benefits to students:
learning through real life experience
gain understanding of the practicalities of
working in the tourism industry
appropriate decision-making and application of
theoretical material
Transferable skills of Teamwork, evaluation and
planning

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.

Facilitator: Dr. Catherine Gorman
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catherine.gorman@dit.ie

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

Students Learning with Communities





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Students Learning with Communities



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

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