



Soca Music: A competitive cultural tourism product?

Can the soca music cultural asset be transformed into an internationally competitive cultural tourism product?

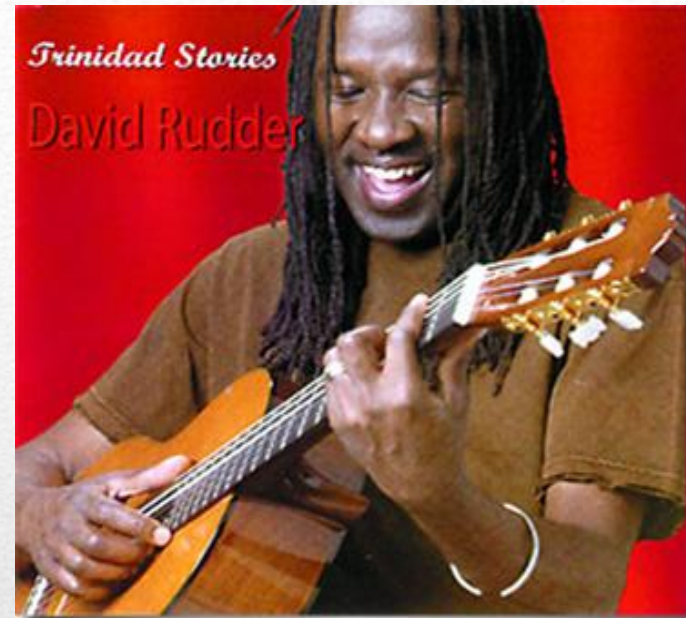
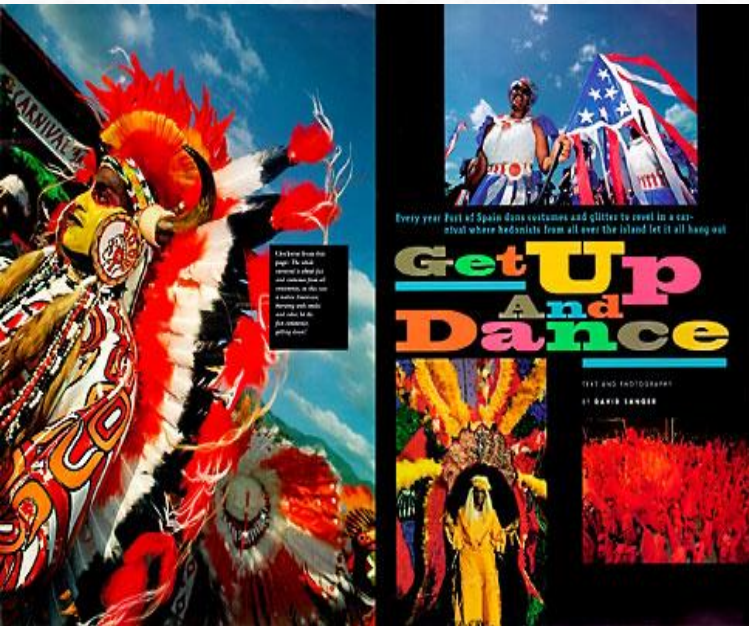
Presentation Outline

- **Introduction/Background**
 - **Literature Review**
 - **Methodology**
 - **Findings/Discussion**
 - **Recommendations**
 - **Contribution and Significance of the study**
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Introduction

- An opportunity exists for the development of cultural industries in Trinidad and Tobago
 - An opportunity for introducing international competitiveness to cultural tourism product development of the soca music asset.
 - The research question concerns a transformation process that merges competitiveness with cultural tourism product development.
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WHAT IS SOCA MUSIC?



Literature Review

- **Conceptual Framework**
 - **What are the determinants of international competitiveness?**
 - **What are the strategies that transform a cultural asset into a cultural tourism product?**
 - **How can a merger of these concepts be applied to the soca music asset within a Trinidad and Tobago context?**
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Determinants of International Competitiveness

Resources

Clustering

Domestic Demand
Conditions

Multinational Activity

Technology

Innovation

Government

Cultural tourism product development Strategies - COMMUNICATION/ MARKETING

Identify how to make
asset relevant to tourist

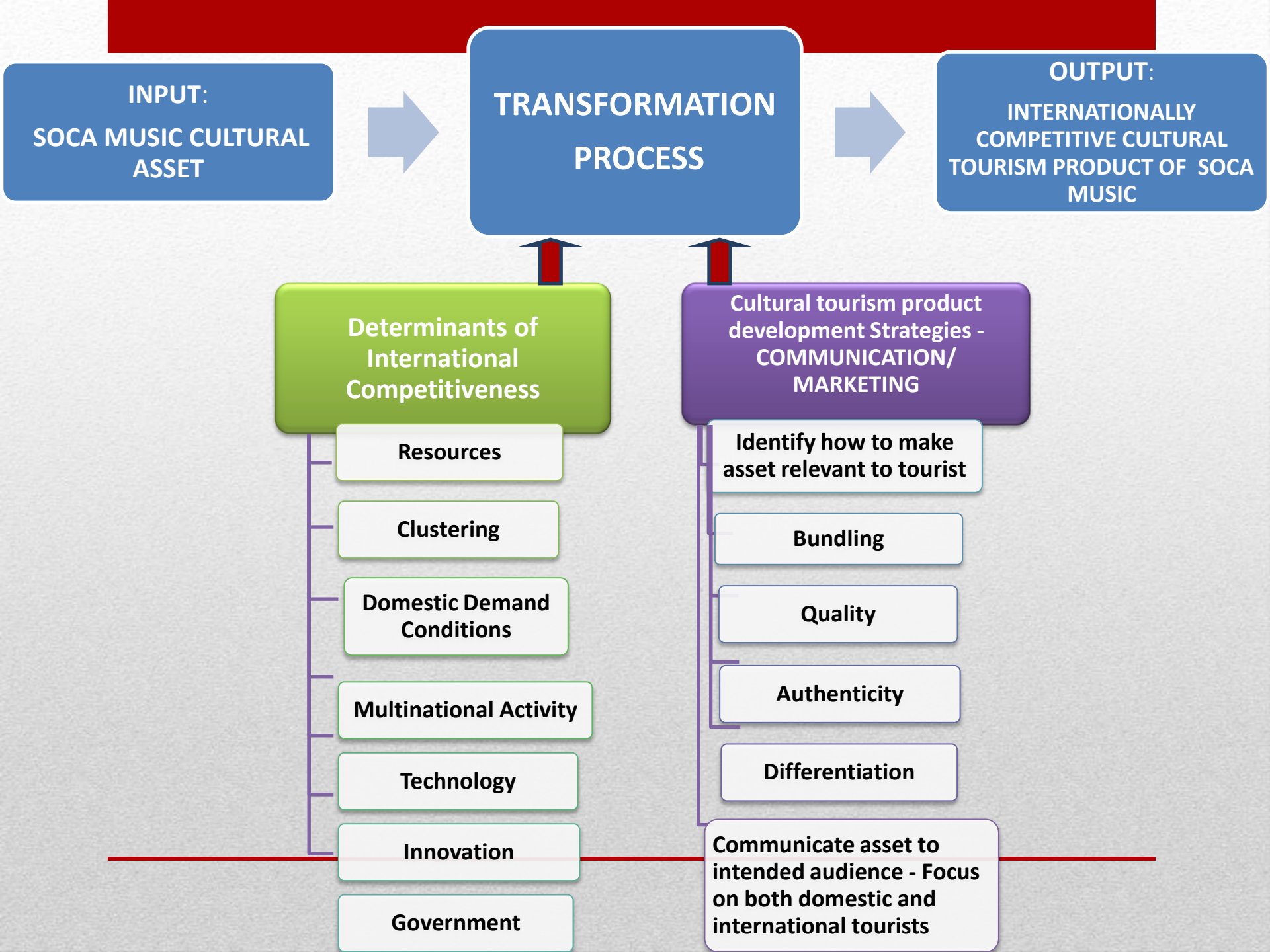
Bundling

Quality

Authenticity

Differentiation

Communicate asset to
intended audience - Focus
on both domestic and
international tourists



Methodology

- **Choice of Research Approach: Qualitative Research**
 - **Classification of Research: Descriptive**
 - **Method of Data Collection: Primary and Secondary Data Collection**
 - **Sample Technique: Snowball Sampling**
 - **Sample was selected to be a reflection of a cross section of the Soca music industry – a representation of soca music industry stakeholders**
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RESULTS

DETERMINANT OF INTERNATIONAL COMPETITIVENESS

RESOURCES

- Lack of funding and financing facilities
 - Stakeholders' Revenue is highest during the carnival season.
 - Lack of training and education facilities
 - A history of inertia towards public investment and corporate sponsorship
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Identify How To Make The Asset Relevant

- The process begins with an identification of the resources to be offered.
- The core product of soca music asset already exists for the satisfaction of domestic consumers.
- The core of a product is located within the fulfilment of consumers' needs and wants
- Point of departure: an identification of how to make the asset relevant to the tourist with an aim to satisfying his needs and wants.

Recommendations - Resources

- Private sector led approach in which industry stakeholders organize themselves towards creating the industrial and structured business framework
 - A joint public and private sector approach towards investment in human and capital resources.
 - Tourists' needs and wants to be utilized as inputs into the tourism development process to identify how to make the asset of soca music relevant to the tourist to ensure satisfaction.
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CLUSTERING

- Improvised and unstructured approach to intra-industry clustering
 - The reported **benefits** of intra-industry collaboration included:
 - ❖ raising awareness of the given stakeholder
 - ❖ shared learning experiences
 - ❖ synergistic outcomes
 - ❖ expanding audience & listenership
 - ❖ additional revenue.
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BUNDLING

- No **inter-industry** clustering between soca music industry stakeholders and agencies of the tourism industry as well as associated government agencies.

Recommendations – Clustering and Bundling

- Formalized approach to intra-industry networking
 - Foster greater inter-industry networking - Inter-sectoral linkages can be strengthened with the tourism, IT, telecommunications, and other productive sectors
 - Communicate the imperative of networking to all stakeholders to address challenges of lack of shared vision and aversion to collaboration
 - Package the soca music product with festivals and events - wrapping up the cultural asset in fun and entertainment
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TRANSFORMATION PROCESS

DETERMINANTS OF INTERNATIONAL COMPETITIVENESS

Resources

Clustering

**MULTINATIONAL
ACTIVITY**

CULTURAL TOURISM PRODUCT DEVELOPMENT STRATEGIES

Identify how to make asset relevant to
tourist

Bundling

QUALITY

AUTHENTICITY

Multinational Activity

- International alliances exist in the production and distribution of soca music products to a limited extent through stakeholders' own efforts.
- There were **benefits** derived from incorporating international entities in the production and distribution processes of soca music material – suggests value added
- Marketing and distribution is for the most part done locally with very little attempts to incorporate multinational activity.
- Barriers to incorporating international activity in the production, marketing and distribution of soca music:
 - ❖ lack of experience in incorporating an international element
 - ❖ lack of access to adequate funding and unpopularity of the soca music and the Trinidadian artiste
 - ❖ External barriers: attaining licenses and other clearances
 - ❖ unwillingness to overcome these barriers.

CULTURAL TOURISM PRODUCT DEVELOPMENT STRATEGIES

QUALITY

- The introduction of quality is a determining factor in adding value and success for soca music material
 - Although stakeholders understand that quality music is a determinant of success, it is seen as being separate and apart from marketing activities
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AUTHENTICITY

- Authenticity is absent in the marketing of soca music product.
 - Stakeholders explained that the true nature of soca music is difficult to pin point hence the difficulty in its marketing “”
 - Marketing authenticity of soca music product – communicate and associate soca music as a product of Trinidad and Tobago.
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Recommendations - International Activity, Quality, Authenticity

- Strategies are needed to introduce and incorporate international activity at every stage of the music production, especially with regards to marketing and distribution.
- Regional collaboration to strengthen soca music network in the Caribbean. This can be in the form of a regional organization that promotes and lobbies for the soca music cultural product.
- Authenticity should be central to the marketing strategy of soca music as authenticity involves associating elements of the Trinidad and Tobago identity with the soca music product.
- Emphasize the need for and use of quality in the production of the soca music asset.

TECHNOLOGY

- ICTs - improved and changed the music patterns and sounds of soca music that appealed to consumers
 - ICTs present value adding facilities to the soca music industry:
 - ❖ **Improved access** and an ability **for new industry creators** as entrepreneurs to emerge in the market - provides competition, improvements in quality and cost reductions
 - ❖ Allowed stakeholders to **stay in touch** with current and emerging market trends
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TECHNOLOGY

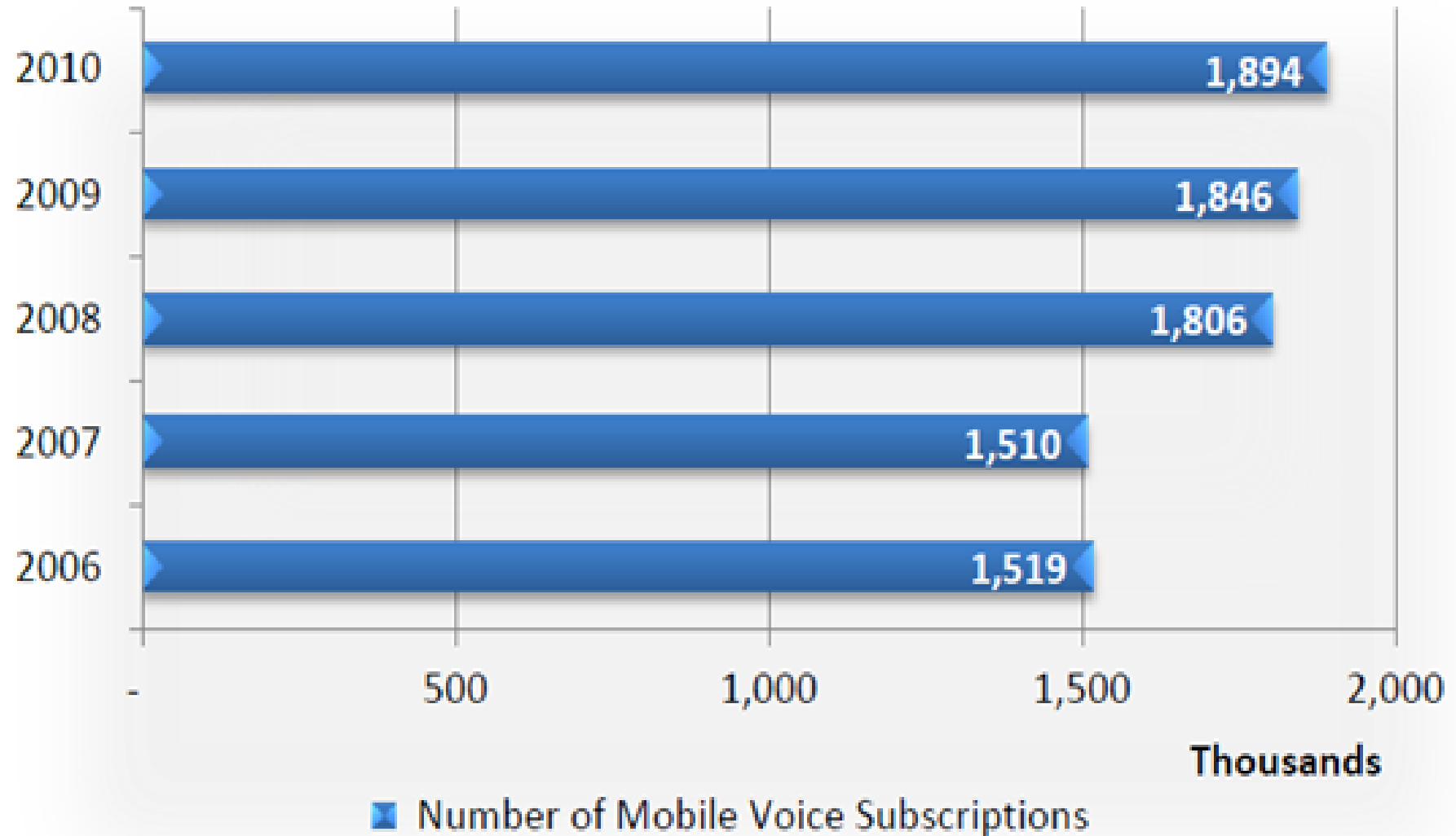
- ICTs have changed marketing, distribution and consumption - a paradigm shift from CDs to a more digital existence.
 - There appears to be inertia and ignorance towards presenting soca music material online
 - Internet, and Facebook and twitter phenomenon simultaneously adds value while exacerbating the problem of copyright infringement
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INNOVATION

- Innovations in technology and telecommunications spurred innovations in the soca music industry
- New computer software to produce soca music has resulted in an **influx of new producers** and the opportunity to source the right type of soca music production services in terms of **quality, price and fit** “”
- Innovations enable creators, distributors and even consumers to be **less dependent on the traditional barriers to entry** which faced soca music stakeholders in the past
- **Fusion** of soca music “” – introduces **quality and international activity. However**, it runs the risk of eroding the authenticity of sound which characterizes soca music. - may potentially result in soca becoming something else entirely...“the new pop?”

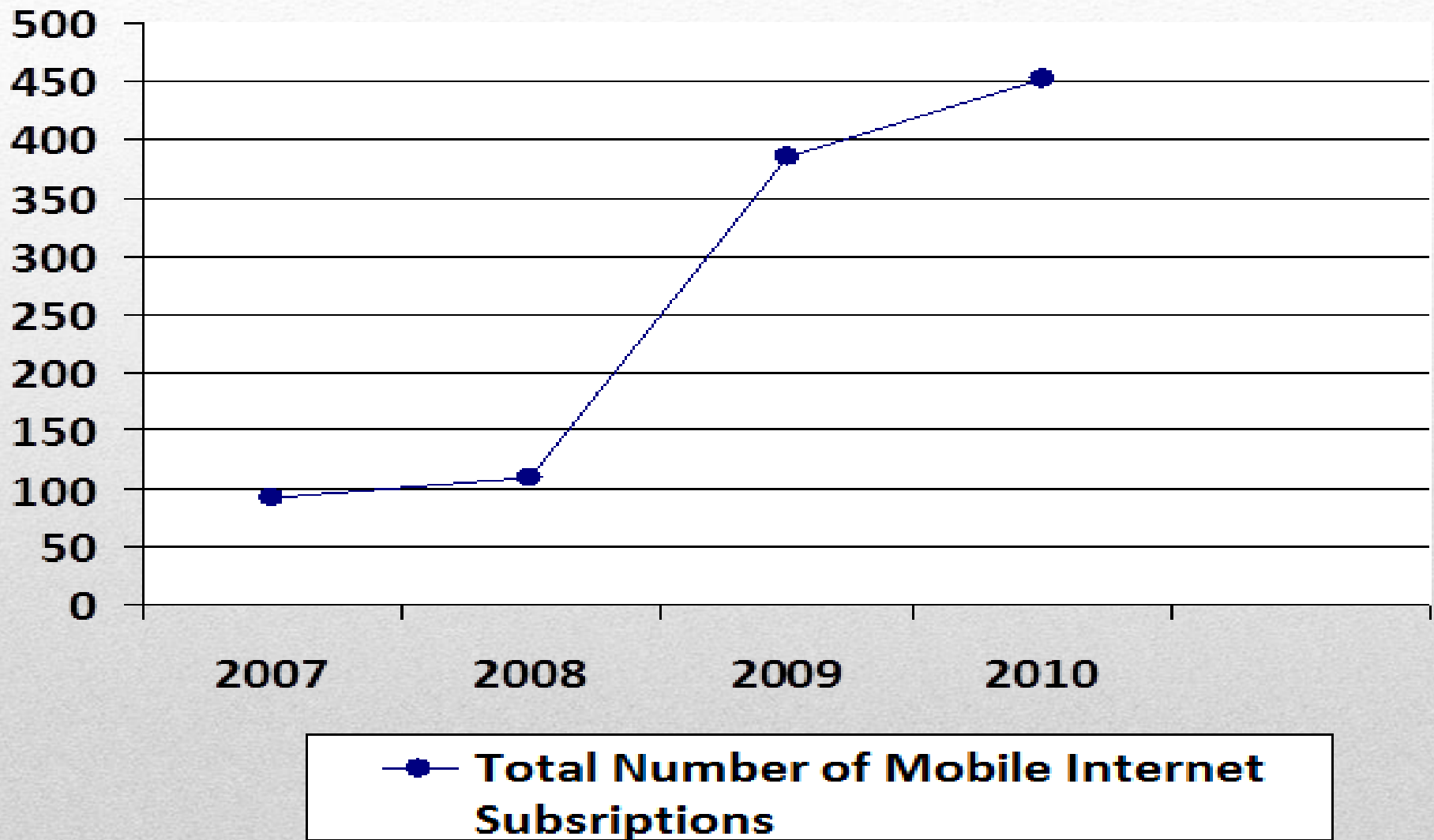
- New online marketing and distribution means via mobile applications
- New online marketing and distribution means via social networking sites – opportunities afforded by Facebook and Twitter
- These represent innovations that allowed stakeholders to reach wider audiences and establish their presence in the market

No. of Mobile Voice Subscriptions – 1,894,000



Source: TATT, 2011

No. of Mobile Internet Subscriptions – 452,200



23.9% of the mobile population can access internet using their phones

Source: TATT, 2011

Recommendations – Technology & Innovation

- Train industry stakeholders on the value adding facilities afforded by Information and Communications Technologies and Innovation.
 - Public and private sector approach to providing support ICTs and Internet-based business practices.
 - Educate stakeholders on how to incorporate innovation at every stage of soca music production – total & continuous innovation
 - Foster linkages particularly new online marketing and distribution means via mobile applications and other innovative means
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Product Differentiation, Communicate Asset to Intended Audience, Tourist Oriented Focus

- Product differentiation, though determined to be important, is not a priority among stakeholders
- The difference and uniqueness of soca music must be understood in order to successfully market the soca music product “”
- Why is differentiation not a priority?...Complacency due to the nature of domestic demand

Soca music is not originally oriented towards the consideration of the tourist or international consumer because there already exists local demand for the product albeit mainly during the Carnival season.

Recommendation:

Communicate Asset to Intended Audience

- **Marketing should be use to communicate the true nature of the cultural asset to intended audiences.**
- **Tourists' needs and wants can be utilized as inputs into the tourism development process to ensure satisfaction of needs and wants.**

The nature of the product must be communicated effectively to ensure compatibility in terms of not only consumer satisfaction but also in attracting and appealing to the intended audience.

Government Policy

- **A tradition of inertia** w.r.t. development of soca music and musical products
 - Gov't intervention has been centred on the carnival season for local consumption - the **soca music product does not exist for the intention of satisfying tourists' needs and wants**
 - No policy for the development of the cultural tourism product of soca music, as well as **no cultural policy** in general.
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Recommendations – Government

- Joint public private sector approach to develop soca music as an internationally competitive cultural tourism product
 - Formulation of policy with corresponding action plans towards soca music product development with an orientation towards cultural tourism product development.
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Significance

- Trinidad's soca music as a cultural tourism product can become a formidable player in the global music industry.
 - Diversification thrust of the T&T economy
 - It is proposed that this requires an application of those determinants of competitiveness which add value along with the employment of marketing strategies of cultural tourism product development.
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THANK YOU!

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