

“Examining the authenticity and impact of cultural-religious tourism when exploring ‘Indo-Trinbagonian’ festivals and celebrations”

1

DIWALI



PHAGWA



THE UNIVERSITY OF THE WEST INDIES
AT ST. AUGUSTINE, TRINIDAD AND TOBAGO

Ms. Shinelle J. Smith

Order of Presentation

2

- An examination of the theme and foci of presentation
- A review of the objectives of the presentation
- A contextual look at Trinidad and Tobago's industry and product offering
- A discussion on: cultural/festival/religious/spiritual tourism.



Order of Presentation

3

- Reference to the Indo-festivals of '**Diwali**' and '**Phagwa**'
- Determining the competitive advantage of these festivals
- Conclusions and recommendations
- Question and answer segment



Presentation

4

- “Examining the *authenticity* and *impact* of cultural-religious tourism when exploring ‘Indo-Trinbagonian’ festivals and celebrations”
 - ▣ How do these festivals contribute to or impact on local/regional tourism development?
 - ▣ Is there an adequate distinction among the niche markets?
 - ▣ What role does authenticity play in creating a competitive advantage?
 - ▣ How do we determine the relative success or failure of these festivals?



Objectives

5

1. To determine if culture and festivals can be a differentiating factor and viable niche market for Trinidad and Tobago's tourism industry.
2. To identify two Indo-Trinbagonian festivals and to collectively determine if there is regional and domestic appeal.
3. To utilize models* of competitive theory to illustrate the relative strengths and weaknesses of the Indo-Trinbagonian festival product.



Demographic Outlook

6

□ Population

- The 2010 World Development Indicators tallied the population at 1.3415 million (Trinidad and Tobago)
- According to the local Central Statistical Office, the ethnic composition: Indian (South Asian) 40%, African 37.5%, Mixed 20.5%, Other 1.2%, Unspecified 0.8% (2000 census)
- Hindu: 22.5%



Trinidad and Tobago's Tourism

7

- -The National Tourism Policy (2010) identified Trinidad's **cultural diversity** as its unique selling point.
- Tobago accommodates leisure oriented tourism hosting independent events such as The Tobago Heritage Festival.
- Indo Festivals for future consideration*



Present Tourism Offering

8

□ The following represent leading niches:

□ Festival Tourism: **Carnival**



□ Eco Tourism

□ Sport Tourism

□ Cruise Tourism

□ MICE

□ How sustainable is this approach?



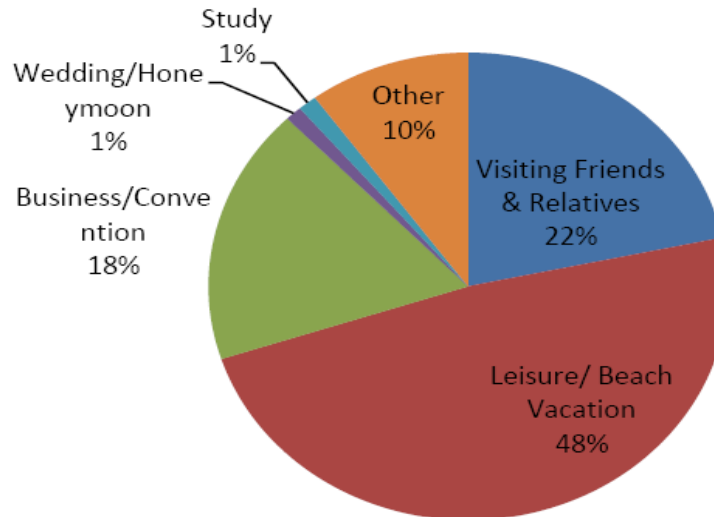
Purpose of Visit to T&T

9



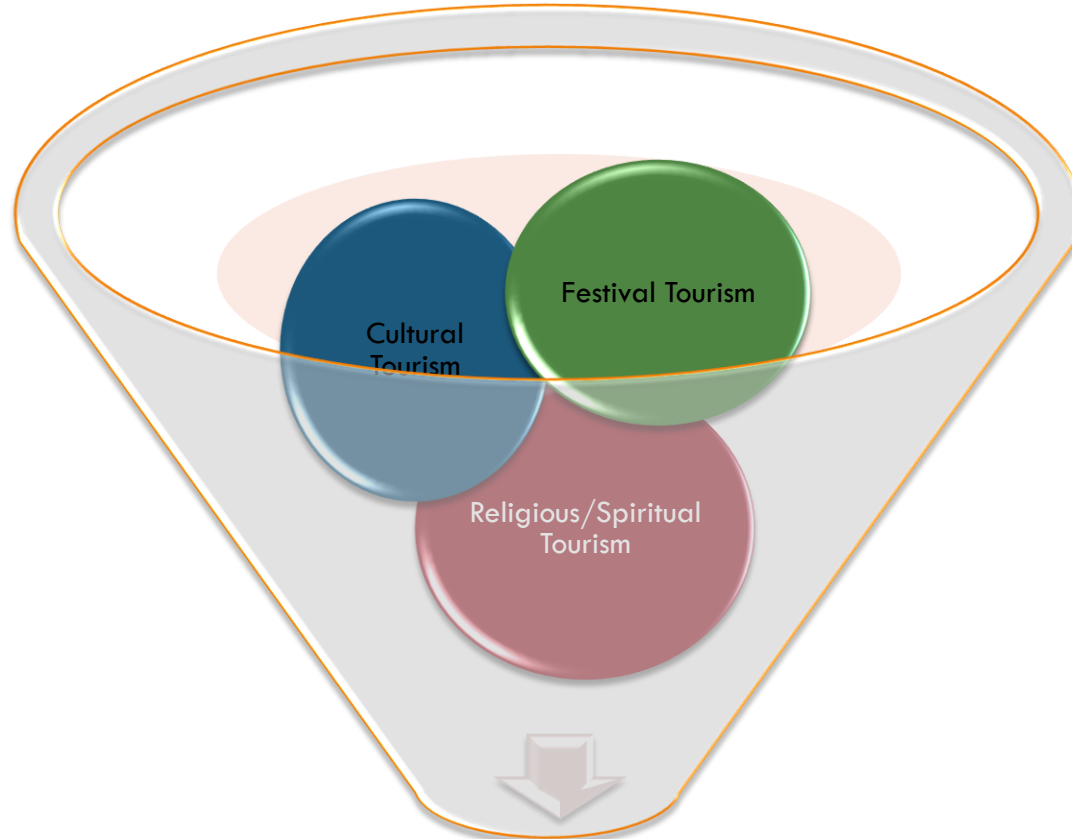
Revised as at: June 6, 2011

Stay-over Visitors to T&T by Purpose of Visit - 2010



Targeted Research

10



Leading Niche Segment



A theoretical perspective

11

- Governments now support and promote events as key elements in their marketing strategies for **economic development, nation building** and **destination marketing**.

(Allan et al, 2008)



A theoretical perspective

12

- Among the attributes that he (Getz) believes create the special atmosphere are festive spirit, **uniqueness**, quality, **authenticity**, tradition, hospitality, theme and symbolism.
(Getz, 2005)



Diwali

13

- ❑ Who: Everyone
- ❑ What: The Festival of Lights
- ❑ Where: Everywhere
- ❑ Why: Religion/Exploration
- ❑ When: mid-October and mid-December*
- ❑ How: 5 day celebration

- ❑ Authentic? Unique?



Diwali

14

- Consists of:
- Nau Raatam
- Ramleela
- Diwali Nagar
- Diwali



Noel P.Norton



Diwali Nagar

15

- ❑ The Diwali Nagar site was established in 1986
- ❑ First Hindu Theme Park in the world
- ❑ Site of commerce and prayer
- ❑ An estimated 150,000 visitors
- ❑ Flea market operated by about 25 businessmen from India
- ❑ Is this approach sustainable?



Phagwa

16

- ❑ Who: Hindus
- ❑ What: Symbolic of “Parched Grains”
- ❑ Where: Concentrated venues
- ❑ Why: Cleansing/Exploration
- ❑ When: March/April
- ❑ How: 5 day celebration

- ❑ Authentic? Unique?

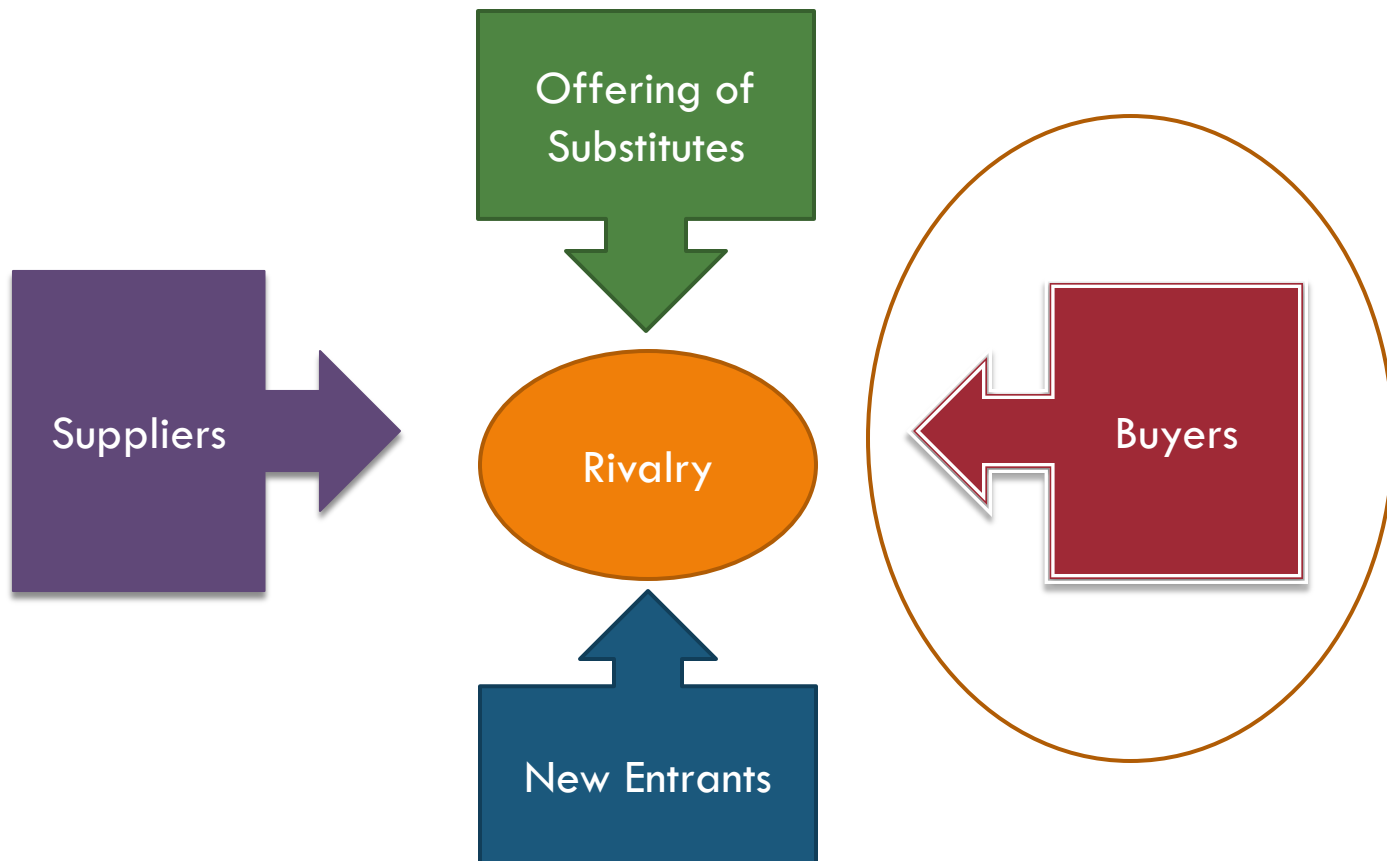


Porter's Five Forces Model

17

- The Five-Forces Model of Competition: Analytical Tool

A Key



Recommendations: Live

18

□ LIVE with a
Hindu Family during
Divali

Pray

Cook

Celebrate



Recommendations: Educate

19

- Learn to 'Ben & Buss de Bamboo'



Recommendations: Educate

20

□ Learn to Make Roti



Recommendations: Plan

21



Recommendations: Innovate

22

The Phagwa Art Festival



"SHADES OF PHAGWA" 2012



Recommendations: Promote

23

I-HOME for Phagwa!!!



Recommendations: Packaging

24

- ☐ Airfare
- ☐ Accommodation
- ☐ Activities
- ☐ 'Edutainment'
- ☐ Events
- ☐ Access, Access, Access



Future Considerations

25

- ❑ Involvement of the Community: Entrepreneurs
- ❑ Involvement of Religious Authorities
- ❑ Environmental Audits
- ❑ Political Involvement vs. Policy Formulation
- ❑ Targeted Data Collection
- ❑ Continuous Event Evaluation



[Home](#) » [News](#) » **Govt gives \$3M for Divali****Latest**[News](#)[Politics](#)[Crime & Court](#)[Business](#)[Sport](#)[Saturday Spotlight](#)[Sunday Special Report](#)[2011 Year in review](#)[Carnival 2012](#)[1990 Enquiry](#)[Hotline](#)[Archives](#)**Entertainment**[Features](#)[Mentality](#)[Movies & Cinemas](#)[TV Guide](#)[Cable Guide](#)**Opinion**[Editorial](#)[Inbox](#)[Commentary](#)[Send your letter](#)**Newsday Archives**[Archives by date](#)**Classifieds**[Business \(63\)](#)[Employment \(161\)](#)[Motor \(84\)](#)

Search for:

in news

Find

Govt gives \$3M for Divali

Tuesday, October 25 2011

Minister of Arts and Multiculturalism Winston "Gypsy" Peters yesterday distributed the first three cheques to cultural groups amounting to \$3 million for the hosting of this year's Divali celebrations.

The three organisations receiving cheques were the National Council for Indian Culture (NCIC) who received \$1 million, the Sanatan Dharma Maha Sabha (SDMS) received \$1.8 million and the Hindu Prachar Kendra received \$150,000.

President of the SDMS Sat Maharaj said he was very grateful to the Government for providing funding.

"Compared to the pittance we were getting in the past to the \$1.8 million we got this year we are very grateful. We want to thank the Government for seeing that kind of equality. The money would definitely help us in our celebrations and maybe next year when the economy is better, we could get more which will further improve the celebrations," he said.

He said this year the SDMS has been taking the celebrations to schools and temples.

"We hired three Divali big trucks with speakers so rather than people coming to one central area we are sending the performers out to the temples and schools. So this money we received would really help with the expenses because those trucks are really expensive so again we are just very thankful," he said.

click on pic to zoom in



Miss Divali Nagar: Karissa Jagannan, a dancer with bmobile Shiv Shakti Dance Company, took home the crown of Miss Divali Nagar in Chaguanas on Sunday ...
[« prev photo](#) [next photo »](#)

[Click here to send your comments on this article to Newsday's Ch@tRoom](#)

End of Presentation

Thank You 😊

For a copy of the final paper please email

shinelle.smith@gmail.com