



# The Globalization of Indigenous Cultural Festivals: A Global South Residents' Perspectives

Buy Article:

The full text article is not available for purchase.

The publisher only permits individual articles to be downloaded by subscribers.

**Authors:** Aleshinloye, Kayode D. <sup>1</sup>; Novelli, Marina <sup>2</sup>; Omitola, Adetola A. <sup>3</sup>; Kaufman, Emily Beeland <sup>1</sup>; Tkatch, Juliana R V <sup>1</sup>;

**Source:** Event Management

**Publisher:** Cognizant Communication Corporation

**DOI:** <https://doi.org/10.3727/152599525X17385344274531>



Abstract



References



Citations



Supplementary Data

The globalization of indigenous cultural festivals has increasingly been affecting the way Intangible Cultural Heritage (ICH) is portrayed and utilized as tourism products due to the deconstruction and reconstruction of cultural meanings and productions. Meanwhile, the role of residents in festivals' planning, management, and marketing is minimal at best, and non-existent at worst, despite the very essence of these festivals being deeply rooted in their own community culture, beliefs, and shared history. Framed by stakeholder and resource dependence theories and Indigenous Knowledge Systems thinking, this empirical study sought to investigate the interplay between residents and other stakeholders involved in the production and consumption of the Osun Osogbo festival (Nigeria). The findings revealed new theoretical and applied understandings about indigenous cultural festivals planning and management and proposed a stakeholder's framework to foster a better-informed planning and management process that is economically viable, socially just, and environmentally sustainable in the long term.

**Keywords:** Globalization; Indigenous Cultural Festival; Indigenous Knowledge Systems; Osun Osogbo Festival; Resource Dependence Theory; Stakeholder Theory

**Affiliations:** 1: Department of Tourism, Events & Attractions, Rosen College of Hospitality Management, University of Central Florida 2: Nottingham University Business School, University of Nottingham, Nottingham, United Kingdom 3: Redeemers University, Department of Tourism Studies, Ede, Osun State, Nigeria

Appeared or available online: March 25, 2025