

THE CONTEXT OF EVENTS IN DESTINATION DEVELOPMENT: A CASE OF THE OSUN-OSOGBO CULTURAL FESTIVAL

Ekundayo I. Mejabi PhD

Department of Leisure & Tourism Management
Federal Polytechnic, Idah
Kogi State, Nigeria
Email: emajebi@yahoo.com

ABSTRACT

In recent years, planning, promotion and hosting of events have been premised upon their socio-economic benefits towards sustainable development of the host city. Hence, this article focuses on the impact of events in destination development, with specific evaluation of the Osun Osogbo Cultural Festival Event as a case study. The study analysed the perceptions of visitors and other key stakeholders regarding the socio-economic contributions of the Osun Osogbo Cultural Festival to the development of Osogbo the Osun state capital. A mixed method approach was adopted with survey questionnaires, interviews and direct observation carried out as methods of obtaining data. Altogether, 150 visitors, and 15 key stakeholders ranging from community leaders, organisers and government functionaries took part in the investigation. The result indicated that the festival attracted visitors across the world, with huge economic spin offs as a result of their spending during the festival. It also shows that the festival projects a positive image for the city of Osogbo and Osun State in general. Furthermore, the study also identified lack of innovation and strategic plan towards the planning and marketing of the festival to the outside communities as one of the major challenges confronting the event. The study therefore concludes by recommending mutual partnership and collaboration amongst the key stakeholders in the planning, organisation and promotion of the festival in order to derived optimum benefits from it.

Key Words: Festival, Event, Stakeholders, Impacts, Heritage

Introduction

With the capacity to serve as catalyst for destination infrastructure and microeconomic development, events are becoming a popular means for cities to reach their strategic goals. Evidently, such developmental goals could be achieved with events contributing towards increasing tourist traffic (Getz, 2007), and by way of profiling and branding the destination as an attractive tourism place to visit (Jago & Dwyer, 2006). Destinations use events to redefine their global status and socio-political composition (Turco et al, 2003; Cornelissen, 2008). Hosting of major events is one way that cities can create an image internationally and attract different visitors. Therefore, events have a tremendous effect on the growth and development of cities and regions. These effects include job creation, enhancement of community cultural development, which prompted many destinations to bid for, organise and host events. It is widely agreed that events have a meaningful potential to be partly responsible for the positive improvement of the destination that hosts them (Getz & Page, 2015). Quinn (2009) then argues that the destination development engendered by an event is largely driven by the attendance it is expected to attract.

Within the purview of events are festivals. Festival serves an important function for society, providing communities with the opportunity to assert their identities and to share rituals and celebrations with each other. Festival events stem from cultural and historical values, and have

played a major role in ensuring that a dull daily existence was enlivened, and that people were entertained. Most festivals are local events and are hence categorised as small events with low tourist demand, unlike mega sporting events. Nevertheless, Matheson (2005), stressed their advantages compared with mega-events. Small events may induce visitor spending without the cost of displacement at the host region.

Osogbo is the capital of Osun state, an ancient town and very prominent cultural, craft and art centre in the country. Osogbo plays host to the Osun Osogbo festival which is a unique annual celebration in honour of the River goddess. The festival is an expression of the traditional, religious, historical and cultural heritage of the people of Osogbo. In view of the prominent status the festival has attained over the year, this study aims to unearth the impact of the festival in the socio-economic development of Osogbo in Osun State.

Literature Review

Types of Events

In the context of event tourism, the term ‘event’ is used to describe the different categories of events ranging from mega-events to small events. Jago and Dwyer (2006) argue that there are many types of events and it is quite difficult to find an all-embracing definition. For instance, events can be classified according to their size and scale, which Getz (2007) refers to as the portfolio model or approach to events classification. This classification takes the shape of a pyramid that comprises of ‘mega events’ at the zenith of the pyramid, followed by ‘hallmark events’, ‘regional events’ and local events occupying the base levels of the portfolio pyramid.

Mega-events

Within this portfolio model are mega-events, which is the term used to describe events of large magnitude, such as the Olympic Games and the Football World Cup. These kinds of events are of fixed-term duration and on a short-term basis. The event has a high profile and there is worldwide interest linked to the event, which could result in sustainable and quantifiable economic outcomes. According to Getz (2007) mega-events are typically global in their orientation and require a competitive bid to ‘win’ them as a one-time event for a place. Mega-events are very large events with crowded audiences and a good management team behind its organisation. Allen, O’Toole, McDonnell & Harri, (2002:34) define mega-events as “those that are so large they affect whole economies and reverberate in the global media. They include Olympic Games, FIFA World cup and World Fairs.” Mega-events require many years of organisation and they target tourists as well as the host population organising the event.

Hallmark events

Another notable term in the portfolio approach to events classification is the hallmark event. The term hallmark event refers to “a recurring event that possesses such significance, in terms of tradition, attractiveness, image, or publicity, that the event provides the host venue, a community, or destination with a competitive advantage” (Getz, 1997). Those events that become so identified with the spirit or ethos of a town, city or region, become synonymous with the name of the place, and gain widespread recognition and awareness (Allen et al. 2002). It was Brent Ritchie (1984) who first defined hallmark events as “major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination”. Within this form are events such as the Osun-Osogbo festival, and Argungul Fishing Festival in Kebbi State all in Nigeria., the Comrades Marathon in Durban, South Africa, Rio Carnival in Rio de Janeiro, Brazil, and Edinburgh festival carnival all fall within this category. Hallmark events are not on such a huge scale but take place repeatedly in

the same destination. Hence, they are one way that cities can create an image internationally and attract internal investment with the aim of promoting long-term growth.

Regional and local events

Regional and local events occupy the base levels of the portfolio pyramid. The events that fall under this category include community cultural celebrations, in the form of festivals, carnivals, religious events and the arts and entertainment. Some of these events are difficult propositions from a tourism perspective, albeit that some of them have tourism potential that can be developed with the necessary investment, while some are not interested in tourism, and perhaps even feel threatened by it (Getz, 2008). If local events are primarily community based or culturally oriented, there is a great deal of argument for such events not to be exploited. In this case (Getz & Page, 2015) the issue of preserving cultural authenticity and local control emerges whenever tourism goals are attached to local and regional events. Hence, in terms of economic value, most of these events attract low tourism demand and low value. However, since they rely on locally-sourced audiences, the economic impact may not be much, but the prospect of huge social impact in the form of community cohesion and social integration is high, and this is key to sustainable tourism development. The Ogani-Angwa cultural festival in Idah, Ovia-Osesse festival in Ogori all in Kogi State are examples of such local event.

Apart from the above classification which is based on size and scale of the event using the portfolio approach, events can also be classified according to their purpose and the motivation for holding them, as indicated below:

Business events

This form of event tourism is one of the fastest growing segments in the tourism industry. The MICE industry is known as a service industry that combines trade, transportation, travel and finance. It is also known as business tourism, where people come to attend conferences, for example. MICE tourism attracts invaluable business to a region and in return brings high returns to local economies in the sense that business tourists spend more, not only on hotels and restaurants but even on leisure activities such as visits to retails and local attractions such as museums and theatres (Clark, 2006). Hence, it is the blue chip of the event tourism industry. Attendees of MICE activities are known as ‘high spend’ travellers that meet the needs of yield driven tourism strategies. For instance, a business dinner is one of the most traditional business events. They can be held for a range of reasons, from celebrating milestones to simply getting together with employees and clients. The defining factor in the business event is the dominance of extrinsic motivators in explaining travel

Festival and cultural events

The word festival is derived from feast and implies a unique time for celebration. Cultural celebrations include festivals, carnivals and religious events, and the arts and entertainment in general. Festivals connect landscape to lifestyle and complex ways by introducing the human dimension. Those events entertain locals and offer recreational activity in and out of season for visitors. Media coverage generated by events helps destinations build assurance and a positive image in the tourism marketplace. Festivals are particularly attractive to communities striving to tackle issues of civic design, local pride and identity, heritage, urban renewal, employment opportunities and economic growth. The more an event is seen by its host community as emerging from within rather than imposing on them, the greater that community’s approval of the event will be. Festivals and events generally represent the host community’s sense of itself and sense of place. Quinn (2009:5) noted that the festive and public celebratory characteristics contained in this definition and argues that they are important because festivals and events have

long existed as significant cultural practices devised as forms of public display, collective celebration and civic ritual.

Sporting events

Sport events tourism is growing enormously around the world with an increasing number of events at all levels being held in increasingly diverse locations. In recent years large-scale, high-profile sporting events have been increasingly critically positioned in the marketing, decision-making and strategic development of tourism destinations (Gibson, 1998). Specifically, mega sport events, such as the FIFA World Cup and the Olympic Games, draw significant numbers of domestic and international tourists, attract television and corporate sponsorship and showcase the host location (Lee & Taylor, 2005). The opportunity to leverage business opportunities in export and new investments, advertise products to a global audience, enhance the tourist industry of the host country, and boost citizen morale and pride, are factors which motivate both corporate involvement and public support for such events. There has been growing recognition of event sport tourism as both a popular leisure experience and an important economic activity (Ritchie & Adair, 2002). Suffice it to say, therefore, that the economic value accruing to the host is commonly used as the basis for gathering public backing for such events, and to justify the initial expenditure of public funds in the bid process and the subsequent operational costs.

Arts and entertainment events

In contemporary city life, arts and entertainment now play major roles in attracting audiences and visitors to the cities. Various forms of arts and entertainment, such as music concerts, comedy shows, live performances, dances, cinema and film premieres, take place across cities and at any period of the year. For instance, there is evidence that the power of films (film-induced tourism) to motivate travellers, create new images, alter negative images, strengthen weak images, and create and place icons, is recognised by many as a major factor in tourism promotion (Beeton, 2006).

Impacts of Event on Host Community

According to Getz (1997), the range of potential activities associated with events is enormous, which is accompanied by various impacts on the hosting destination. The hosting of events in each destination generates both benefits and costs for different groups and stakeholders within the destination. Events can therefore be termed a mixed blessing since, although they may bring the promise of numerous economic benefits and the hope of uplifting the host nation in many ways, these events also tend to be the source of much controversy, and if not carefully planned, can lead to enormous financial losses. Undoubtedly, the main justification to host major events is the economic benefit; however, there are other impacts which are manifest because of hosting of events in an area; some of which are discussed below.

Physical/environmental impacts

Today, the motivation to host major events (especially mega or hallmark events) is based on many factors, including global exposure, prestige and legitimacy which a successful hosting offers to the host city and the entire country. Secondly, there is the promise of an economic windfall in addition to a substantial urban makeover that accompanies the event. However, numerous environmental impacts can emerge because of such hosting of events. Events are a pivotal way to showcase the unique features of host environments. In the interest of sustainability, cost-effectiveness, sound strategic management and maximising sponsorship/funding, it becomes important to consider environmental impacts of events. Today's business environment increasingly emphasises eco-friendly products. Hence, events market the environment in which

they are held. Hall (1989) states that “selling the image of an event comprises of the marketing of intrinsic properties of the destination”.

Events have numerous positive effects on the natural and physical environments. The infrastructure at the destination is re-organised, proper road network is ensured, lighting and other facilities are set up to accommodate events. There is an improved transport and communication facility in the region. For example, leading up to the 2003 All-African Games in Nigeria, basic infrastructure was enhanced in Abuja the host city. Brand new 60,000 sitting capacity stadium was built in the capital city, while major investment was directed at road construction, airport refurbishing, hotel and other accommodation upgrades, water and electricity improvement to meet the standard required of the event.

However, negative environmental and physical impacts of events occur when the level of visitor use is higher than the carrying capacity of the region. Major issues such as crowd movement and control, noise levels, access and parking are crucial elements. Other important aspects include wear and tear of the physical and natural environment, heritage protection and disruption of the local community. Events pose potential threats to natural and built areas. This puts enormous pressure on the area and leads to impacts such as land degradation (erosion), since event visitors generate waste and pollution (air, water, solid waste, noise and visual). The increased pollution and discharges into the soil could result in loss of the natural habitat. It often puts a strain on water resources and in the long run can force locals to compete for the use of critical resources. The different forms of travel used by delegates, attendees, performers and organisers of events could impact on traffic congestion. Nevertheless, careful and sustainable management, effective communication and consultation with communities and local authorities can help resolve these issues.

Economic impacts

The economic impact is gauged according to all the cash inflows and outflows that accrued because of the event (Jago & Dwyer, 2006). Lee and Taylor (2005:599) raise a few issues, one of which being the economic value accruing to the host that is commonly used as the basis for gathering public backing for events. Hence, the economic benefits that events bring to host destinations are diverse. Events bring an increase in employment and high income among the community, increased tax receipts and infrastructure. Hosting events requires work force, the host city's population therefore benefits from temporary as well as permanent jobs. Money spent by the tourist during an event is injected into the local economy. Hence, events enhance the quality of life of people since the positive changes brought to the locality will remain even after the event has been held. Jago and Dwyer (2006:39) stated that the first stage in the economic evaluation of an event is the identification of the direct cash flows into and out of the region that are directly attributable to the event. They further attributed the total new expenditure that occurs because of an event as the ‘in scope expenditure’.

Some of the costs associated with the economic impacts of events are the exploitation of resources, inflated prices and opportunity costs. Sellers choose to augment their prices, making more profit to the detriment of the local population. Participants at events can make inefficient use of the resources or infrastructure, for example, in a sporting event, in a moment of excitement some facilities may be damaged, and once the infrastructure is damaged it results in extra cost on the local economy. For a local economy that depends entirely on hosting events, its economy suffers. Dwyer (2002:30) points out that we must consider the leakage phenomenon consisting in the fact that not all expenditure related to an event remains within the host destination. For example, this occurs when a host destination must import goods and services from abroad, because it is unable to produce it themselves or such are not present within the local area. This is often the case of developing nations like Nigeria.

Socio-cultural impacts

In addition to economic consequences, Hall (1992:24) points out that all events have direct socio-cultural impacts on participants as well as the host community. Events increase pride of its residents, which results from some community events, national day celebrations, and the validation of specific groups in the regions. Some events leave a legacy of greater awareness and involvement in sporting and cultural activities. Others widen people's cultural horizons and uncover them to new and challenging people, traditions and values. Events can revive the cultural and social life of the local people, build community pride, provide a sense of identity, or enhance the image of a destination. It has been suggested that socio-cultural impacts occur because of the unique interaction between tourists and a destination area with its population. Small, Edwards and Sheridan (2005:67) posit that the "whole destination becomes visible as an event takes place, and since host community dissatisfaction can threaten the long-term success of an event, thus the acceptance by the locals is vital for the continuity of the event". Getz (1997:24) maintains that festivals and events provide an opportunity for community cultural development, while Fredline, Jago and Deery (2003:27) affirm that events bring a sense of belonging and sharing to the community, excitement, spectacle and self-esteem brought about by being the focus of international attention.

Shone and Parry (2001:17) identify the negative socio-cultural impacts to include a range of anti-social behaviours, crime, congestion, crowding, prostitution, disruption of community life, community alienation and displacement. For instance, mega sporting events draw attention of large numbers of spectators and there is a great possibility of anti-social behaviour emergence. Davidson and Rogers (2006:56) and Getz (2005:15) all raised the issue that some events could adversely affect local business or cause private damages. In fact, about displacement effect caused by mega-events, Getz (2005:16) points out that some activities associated with mega-events, such as traffic congestion, closed roads, higher security or restricted access to some public areas in the city could seriously detract from normal business activities (non-touristic). Yet, displacement effects could lead residents (runaways or changers) to avoid the area or even leave the town.

Methodology

A mixed method research methodology was adopted to collect data for this study. Hence, for the qualitative data collection, 15 stakeholders were purposively selected as respondents for in-depth interviews from major locations within Osogbo such as; the palace of Ataoja of Osogbo (the paramount ruler of the capital city), Osun shrine and world heritage centre, some selected hotel administrators etc. This provided the qualitative data of the study.

While for the quantitative data of the study, a total of 150 semi-structured questionnaires were self-administered through visitor/on-site survey. The structured questionnaire contained close-ended questions. The respondents were the events attendees who were non residents of Osogbo. Convenience sampling was used to target the respondents at the event which was held between 10th and 17th August, 2018. Convenience sampling is a type of non-probability sampling whose selection of guests is based purely on the fact that they were easily and conveniently available (Creswell, 2013; Patton, 2002). This approach was considered appropriate, hence adopted, because random sampling is difficult within the context of an event, due to the peculiarity and itinerant nature of event attendees. For instance, rather than approaching a given number of persons to pass a point, it was more convenient and practicable for researchers to move about a dispersed crowd and select a target that appeared approachable and ready to be surveyed.

In terms of the data analysis, the data collected from the survey questionnaires was edited, coded and processed using the Statistical Package for Social Scientists (SPSS Statistics 24), which was

analysed through descriptive statistics. The presentation was done in written statements, tables, and chart. For the qualitative data of the study, the analysis started with full transcription of the recorded interviews. The data was further analysed by way of inductive analysis whereby research findings emerge from the frequent, dominant or significant themes inherent in the raw data.

Findings and Discussion

The analysis and discussion of the data gathered from the visitors' attendees within the events precincts is hereby presented. This is further enhanced by interview comments of the stakeholders.

Demographic Profile of the respondents

Table1: Profile of the Respondents

Variables	Frequencies	Percentage
Gender		
Male	109	72.7
Female	41	27.3
Age		
18-20	3	2
21-30	14	9.3
31-40	58	38.6
41-50	30	20
51-60	40	26.7
61-above	5	3.3
Education		
No schooling	4	2.7
Primary	12	8
Secondary	47	31.3
Tertiary	87	58
Marital Status		
Single	49	32.7
Married	75	50
Divorced	17	11.3
Widowed	9	6
Place of Origin		
Nigeria (aside Osun State)	84	56
West Africa	24	16
Other African Countries	28	18.7
Latin America	8	5.3
Europe	2	1.3
North America	4	2.7
Asia	-	0

N=150

As indicated in Table 1 above, there were more female respondents (72.7%) than male (23.3%), this is significant in the sense that the festival's main figure is a River goddess (Osun) a feminine character who is said to have the power of making barren women fertile; this might have informed the reason of having more female visitors at the event as some of them indicated they were at the event for spiritual reason. The 31-60 years age groups constituted 85.3% of the total population of the respondents. Most of the respondents were married (71.3%). Majority of the respondents were quite educated with 58% of them of tertiary education level. Leiper, 1979 asserts that the fundamental framework to unpack the rate of tourism development in a destination is taken from the geographical point of view starting from the analysis of tourist movement and flows, as well as the interactions of components within the tourism system. Hence, Table 1 illustrates that the festival attracted visitors across the world, with 56% of the respondents coming from other states

of the Nigerian federation. A sizeable number of the respondents were foreign visitors. A breakdown of continents of origin of the foreign respondents of our sample population shows that 34.7%% are from other African countries, 2.7% from North America, 1.3% from Europe, and 5.3% from Latin America. This data indicates that Africa remained the principal source market of international visitors attending the Osun Osogbo cultural festival.

Table 2: Respondents, views of the impacts of the festival on Osogbo (n=150 in %)

1=Strongly Disagree, 2=Disagree, 3=No view, 4=Agree, 5=Strongly Agree

Construct	Elements (n=150)	Response in %				
		1	2	3	4	5
Economic Impacts	The festival enhanced the economic Development of the city of Osogbo	3.0	5.0	0.5	63.0	28.5
	The festival enhanced local skills, creative and innovation woks of the locals	3.0	7.0	16.0	44.0	30.0
	The event induced tourism and other businesses in Osogbo	2.0	7.0	13.0	50.0	28.0
	The event induced Development & Construction of Public Infrastructure in the city	9.0	12.0	8.0	37.0	34.0
	The festival drew global attention and investment to the State of Osun	10.0	2.0	3.0	54.0	31.0
Social Impacts	The festival Projected a positive image for the city of Osogbo and Osun State in general	1.5	4.5	13.0	69.0	12.0
	The festival helped in Promoting mutual understanding between the visitors and the locals	2.0	2.0	3.0	56.0	37.0
	The festival enhanced improvement in positive cultural exchange between the visitors and locals	3.0	2.0	2.0	50.0	43.0
	The festival helped in the promotion of Osun tradition and culture	0.5	0.5	1.5	47.5	50.5
Environmental Impacts	The festival helped in promoting the conservation and restoration of historical sites and monuments in the city of Osogbo	2.5	2.0	2.5	51.5	41.5
	The festival induced the patronage of the nature based attractions in Osogbo	1.5	2.0	3.5	49.5	43.5
	The festival helped to improve the physical and aesthetic of the city of Osogbo	15.0	17.5	19.0	29.5	19.0
	The festival drew attention and create awareness of environmental preservation in Osun State	11.0	2.0	3.0	54.0	30.0

One of the findings of this study as illustrated in Table 2 above was that majority of the respondents (91.5%) were of the view that the Osun Osogbo cultural festival enhanced the economic development of the city of Osogbo. This is an indication that events are of immense benefits to the host community. In line with this finding, Reid (2002) affirms that events that draw tourists can draw outside investment and financial resources into local communities, leading to positive economic benefits that may sustain the communities and the people. Within the tourism stakeholder paradigm, Van der Borg (1992) notes that the development of tourism must contribute to the well-being of both the local population and those directly interested: the local tourist industry, including the tourists. In this context, one of the stakeholders in the study, who is directly involved in the organisation of the festival explained the benefits of the festival to the locals and the city's economy as follows:

“The Osun Osogbo not only bring an injection into the local economy of Osogbo through direct spend, but, the events also create jobs. It allows local businesses to benefit for example during the festival local food sellers make a lot of money, other small scale businesses like photography, local transportation, filling stations, hotels and other

accommodation establishments, and souvenirs makers all experienced booms in their businesses during the weeklong event”.

This indicates that the festival impacts tremendously on the socio-cultural fabric of the city of Osogbo. For instance, local entrepreneurs in the cottage industry of the city, such as *inter alia* artists, fabric makers, painters, were present at the events venues displaying their materials and artefacts for patronage. Hence, apart from the economic gains from the festival, it also provided a platform for these local artists to be more creative and enabled them to showcase their talents to the visitors.

The study also revealed that the festival helped in projecting a positive image for the city of Osogbo and Osun State in general. As indicated in Table 2 majority of the respondents (81%) held a strong view that events help to project the positive image of Osogbo. This resonates with Lee (2001), who argues that increasing community visibility and enhancement of community image are all common and acceptable postulations in hosting events. The study also corresponds with the findings of Ntloko and Swart (2008) that revealed that events showcased the community in a positive light. According to Bob and Potgieter (2013), the hosting of a mega-event can have major tourism benefits in terms of image enhancement and destination profiling. On how the festival affects the conservation and restoration of historical sites and monuments in Osogbo; Table 2 illustrated that 93% of the respondents agreed or strongly agreed that the Osun Osogbo cultural festival helps in the conservation and restoration of historical sites and monuments. Deccio and Baloglu (2002) assert that hosting events is likely to bring more attention to the natural environment of the area. A stakeholder in the study who was a staff of the National Museum and the UNESCO World Heritage Site highlighted his view this way:

“The Osun festival was the catalyst toward the conservation of heritage sites in Osun state. The Osun Groove was declared a world heritage site by the UNESCO because of the tremendous publicity the festival itself brought to bear in drawing the world attention to the groove”.

Hence, it is instructive to note that the Osun Osogbo cultural festival has being a major catalyst in the protection of tourist sites and other iconic heritage buildings against destruction and dilapidation in Osun State.

The study also contends that the festival helped in the promotion of Osogbo culture and tradition. According to Getz 1997 “festivals and events provide an opportunity for community cultural development”. The people of Osun state are predominantly Yoruba ethnic group who are very proud of their culture. The festival provided the opportunities for the people to showcase their culture and tradition, which also helps them to create and develop their own identity.

Implication of the study

Evidence has shown that most tourists travel to satisfy their intrinsic yearnings and decide where to go based on the attributes of a destination that are appealing to them. Most of the respondents, during the researcher’s personal interactions, expressed their satisfaction with the attributes of Osun Osogbo festival. While attending the events, most of the respondents took the opportunity during their free time to visit the city’s famous attractions, such as the Ataoja of Osogbo palace, the Osun Groove and World Heritage site, Nike Arts Gallery, Erin Ijesha Waterfall on Ilesha-Akure road among others. Chalip and McGuirty (2004) postulate that events can be useful beyond the period of the event itself because they are built into the destination area marketing programmes Hence, the side attractions that the festival offered the events’ attendees in the form of entertainment, sightseeing, and night time festivities, are enough pull factors that could be leveraged by the stakeholders.

The study identified lack of innovation and strategic plan towards the planning and marketing of the festival to the outside communities as a major challenge confronting the event. Another challenge is the lack of institutional framework guiding the development of the festival into a world class festival in the class of Rio carnival in Brazil and Edinburg festival in Scotland. To this effect, this study recognises the roles of the stakeholders in the culture and tourism industry in Osun state and suggests mutual partnership amongst them to leverage on one another's strength that would ultimately lead to optimisation of benefits within the sector. The key stakeholders such as the Osun State government, the Atoaja of Osogbo and his Council of chiefs, the Federal Government represented by the Federal Ministry of Information and Culture through the National Commission for Museums and Monuments, and other private stakeholders must align their strategies towards a common purpose for an effective planning, development and promotion of the festival. The Osun State Government must enhance the institutional framework guiding the festival by enacting a specific law through the state legislature to guide the operation, management and promotion of the festival.

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Appendix 1: Some Foreign Visitors at the 2018 event



Appendix 2: Cultural Performances at the events



Appendix 3: Visitor at the UNESCO World Heritage Site; Osun Grove