

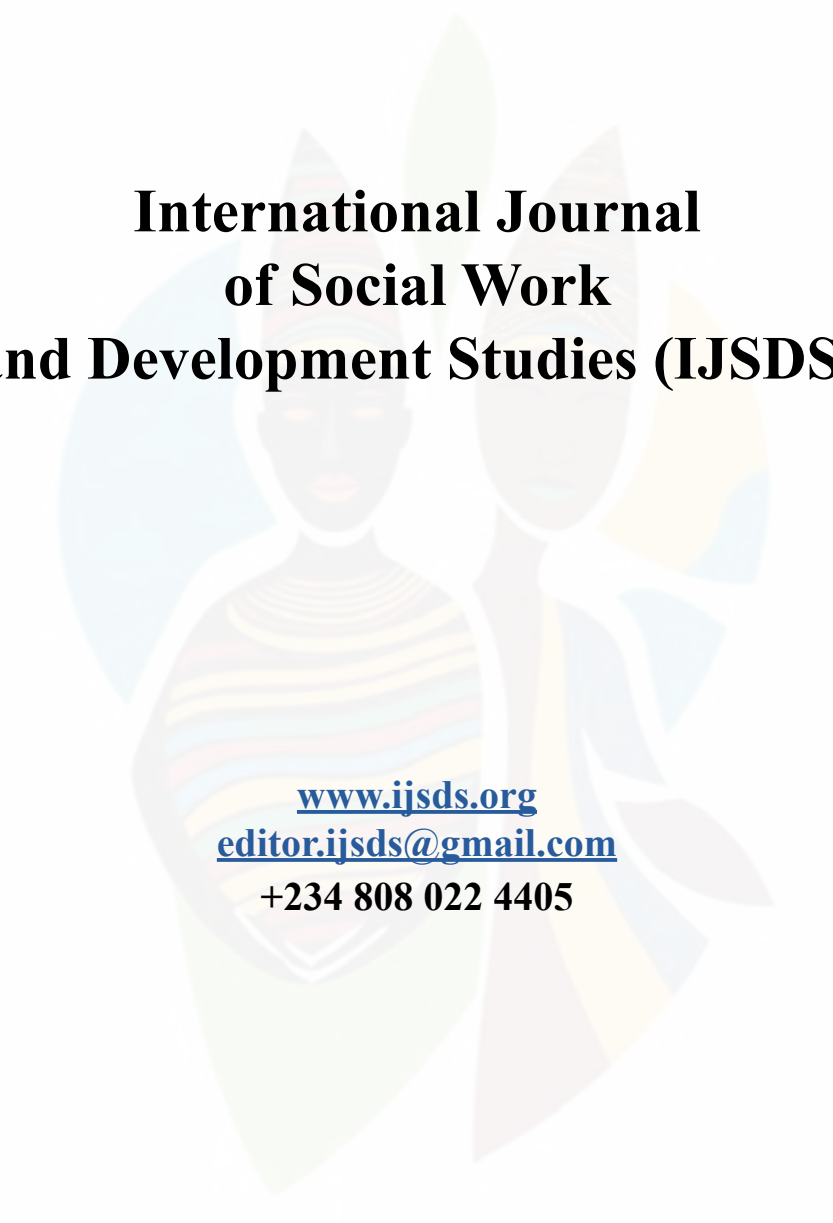
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**IMPACT OF GLOBALIZATION ON INDIGENOUS VALUES
AND INDIVIDUAL AUTONOMY AND COLLECTIVE CULTURAL HERITAGE
IN NIGERIA**

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ABSTRACT

This study examines the impact of globalization on indigenous values and individual autonomy and collective cultural heritage in Nigeria. The impact of globalization on Nigeria's cultural heritage is complex and multifaceted. On the one hand, globalization has enabled the dissemination of Nigerian cultural expressions and customs to international arenas. Two research questions were formulated in the study. The study is a qualitative and quantitative survey using a cross-sectional design. The survey attempts to collect data from members of a defined population in order to determine the current status or condition of that population with respect to one or more variables. It aims at having a general assessment of people about a particular problem. The sample used for this study was 150 participants in the study area. A simple random sampling technique was used in the study. A self-developed instrument titled "Impact of Globalization on Indigenous Values and Cultural Heritage Questionnaire - IGIVCHQ" and interviews were used as the instrument to collect data from participants. A Four point Likert scale was used. The options are Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD). The reliability coefficient was determined via a pilot study using test re-test reliability technique with a coefficient index of 0.85 was used. The researcher administered a total of 150 questionnaires to randomly selected participants and 15 participants were interviewed. Simple percentage, Mean scores, standard deviation and Thematic was used to analyse the data. The findings revealed that globalization has both positive and negative impacts on indigenous values and cultural heritage in Nigeria. In conclusion, globalization is rapidly shaping the cultural practices of the Nigerian people. Those who fail to adapt quickly are being left behind, and it appears that everyone is in a hurry to keep up. The cultural practices of developed economies have largely supplanted local culture, with many Nigerians preferring the cultural norms of these countries. This era has brought about a dual impact. While it has opened doors for international recognition and celebration of Nigerian culture, it has also posed substantial threats to the preservation of traditional values and practices. There is the crave for a more global than indigenous cultural identity that ought to be promoted.

Keywords: Globalization, Indigenous Values, Autonomy, Collective, Cultural Heritage, Nigeria

1.0 INTRODUCTION

In the current era of the 21st century, globalization has emerged as a transformative force reshaping societies, economies, and cultures across the globe. This phenomenon, marked by increasing connections among people, ideas, technologies, and economies, has facilitated the rapid exchange of cultural elements and practices across national boundaries. However, as nations navigate this interconnected world, preserving cultural heritage becomes a vital issue, as they work to maintain their distinct identities against the backdrop of increasingly homogenizing influences (Walter, 2020). The effects of globalization on Nigeria's cultural heritage are intricate and varied. While globalization has opened avenues for Nigerian cultural expressions to gain international recognition—such as music, literature, and filmmaking it has also raised concerns about the preservation of cultural integrity as foreign influences permeate local traditions (Odigwe, 2022).

As noted by Olaniyan (2018) Nigeria's cultural assets have become appealing to tourists, prompting efforts to protect these traditions. The preservation and transmission of cultural heritage have gained prominence in recent years, as fears of traditional practices, languages, and values fading due to globalization have intensified. Adeniyi and Adeniyi (2021) highlight that the influx of foreign ideas and customs has weakened traditional values. This is evident in the growing popularity of Western fashion and lifestyle choices, overshadowing indigenous attire and customs. Furthermore, the introduction of foreign religions has diminished the practice of indigenous spiritual beliefs.

As globalization progresses, Western societies continue to exploit its channels, leading to the erosion and dominance of Nigerian culture through cultural imperialism. This has resulted in a barrage of Western films, music, and television programs that not only alter cultural practices but also contribute to societal is-

ues such as increased crime and violence, driven by the lifestyles depicted in media (Babatunde & Ifedayo, 2023). Consequently, many Nigerians find themselves distanced from their own cultural identities, sometimes viewing them as outdated. The youth, who are crucial for transmitting cultural values across generations, are increasingly drawn to and adopt Western lifestyles in their dress, music, films, language, and more, as the new norm.

Oni (2024) asserts that "Nigerian youths are rapidly losing touch with cultural values, which is reflected in the foreign cultures they embody; their unconventional clothing, dancing, and language negatively affect various aspects of social life." More so, the conflict between individual independence and collective cultural heritage represents a significant issue in understanding globalization's effects on indigenous values. In many indigenous cultures, autonomy intertwines with community interests and the environment.

The individualistic ideals brought about by globalization often clash with indigenous concepts of interdependence and communal welfare. Younger generations exposed to globalized media may prioritize personal ambitions over community commitments, leading to tensions within those communities (Obadan, 2024). Indigenous cultural heritage, which includes languages, traditions, spiritual practices, and ecological wisdom passed down through generations, is inherently collective and shaped by communal histories and connections to the land. Globalization's influences, like cultural homogenization and land dispossession, pose threats to this heritage by interrupting the flow of knowledge and practices. Protecting cultural heritage is vital for sustaining indigenous identities and resilience, which can involve revitalizing languages, preserving oral histories, and asserting land rights through legal and political measures (Oluikpe, 2022).

Moreover, parenting styles in Nigeria play a crucial

role in sustaining indigenous values and cultural heritage (Olele, 2020). Nigerian parents prioritize respect for elders, discipline, and education as reflections of the nation's rich cultural diversity. Children learn to honor and obey elders, particularly their parents and grandparents. Strict disciplinary practices, sometimes including mild physical punishment, are employed to ensure appropriate behavior, though such methods are increasingly criticized according to Western norms. For instance, a child can be punished for not eating his/her food, crying too much, eating too much, eating too slow, eating too fast, talking while eating, etc (Oni, 2024).

Babatunde and Ifedayo (2023) emphasizes that language is fundamental in preserving indigenous values and cultural heritage. It conveys cultural identity, traditions, and values, serving as a repository of collective community memory. Maintaining native language skills fosters belonging and unity, distinguishing communities from others. However, many minority cultures in Nigeria are becoming more proficient in English than in their native languages. The principle of respecting elders is deeply entrenched in indigenous values and cultural heritage.

In numerous indigenous communities, elders are celebrated for their wisdom, cultural insight, and community roles. They significantly influence cultural rituals, ceremonies, and community responsibilities and act as guardians of traditional knowledge, passing down stories and cultural practices. Elders guide various aspects of community life, from land management to cultural observances (Obadan, 2024). However, contemporary changes have altered these dynamics, with elder authority increasingly tied to wealth rather than age, leading to situations where economically disadvantaged elders may lack influence in discussions led by affluent younger individuals.

The study of the impact of globalization on indigenous values and individual autonomy and collective

cultural heritage in Nigeria is crucial for several reasons. It explores how globalization influences Nigeria's indigenous cultures, highlighting both opportunities and challenges. The research sheds light on preserving indigenous values and cultural heritage amidst globalization's pressures. It examines respect for individual autonomy and collective cultural rights, essential for indigenous communities' self-determination and dignity. It provides insights into how globalization interacts with Nigeria's diverse indigenous cultures, enriching understanding of cultural dynamics in a globalizing world. Its findings would shape policies promoting cultural preservation, respect for indigenous heritage and balanced approaches to globalization in Nigeria.

Globalization, characterized by the rapid integration of economies, cultures, and societies through advancements in technology, trade, and communication, has significantly impacted indigenous communities worldwide. While it has facilitated cultural exchange and economic opportunities, it poses profound challenges to indigenous values, which are deeply rooted in communal ties, spiritual connections to the land, and sustainable practices. The encroachment of globalized norms, often driven by Western-centric individualism and consumerism, threatens to erode indigenous cultural heritage, including languages, traditions, and ecological knowledge. There is a drift from the highly cherished cultural values and sense of identity to a Western culture which could impact perception of local cultural heritage. There is urgent need to tackle the impact of globalization on indigenous values and the potential for dialogue that respect individual autonomy and collective cultural heritage in Nigeria.

The following research questions were raised in the study:

- What is the impact of globalization on indigenous values and cultural heritage in Nigeria?

- What are the approaches to sustaining indigenous values and cultural heritage in Nigeria?

1.1 Review

1.1.1 Positive Impacts of Globalization on Nigeria's Cultural Heritage

The positive impacts include (a) integration of Nigerian culture (b) speedy access to Nigerian culture on the internet, (c) digitization and preservation of cultural artefacts, (d) economic opportunities, and (e) promoting tourism.

- **Integration of Nigerian Culture:** The incorporation of Nigerian culture into the global landscape has played a crucial role in its cultural development. Nigerian artists, musicians, and writers have adeptly blended traditional cultural elements with contemporary styles, creating a distinctive fusion that resonates with a worldwide audience. For example, Afrobeats, which originated in Nigeria, has achieved global fame through collaborations by artists like Wizkid and Davido with international stars. Likewise, authors such as Chimamanda Ngozi Adichie and Ben Okri have infused their literary works with Nigerian cultural themes, earning international praise and recognition (Oni, 2024).
- **Digitization:** The advent of digital technology has revolutionized the preservation and sharing of Nigerian culture, facilitating the establishment of digital archives, repositories, and museums accessible worldwide. This advancement has helped protect Nigeria's cultural heritage for future generations while enabling broader dissemination of cultural knowledge and artifacts. Also, digital technology allows for the creation of virtual tours, 3D models, and immersive experiences, letting individuals explore and interact with Nigerian cultural sites, monuments, and artifacts remotely. It has also aided in documenting and preserving intangible cultural elements, such as oral tradi-

tions, music, and dance (Olele, 2020).

- **Economic Opportunities:** Globalization has opened a range of economic opportunities for Nigerian artists, musicians, writers, and cultural entrepreneurs (Ekeh, 2021). The worldwide interest in Nigerian cultural products—such as music, films, and literature has fostered the flourishing of a cultural industry that generates income and creates employment (Okpewho, 2023). For instance, Nollywood, Nigeria's film industry, significantly contributes to the nation's GDP, producing over 1,000 films annually and providing jobs for thousands (McCall, 2017).
- **Promoting Tourism:** The global spread of Nigerian culture has boosted tourism, attracting visitors from across the globe to explore the country's rich cultural heritage (Akindele, 2023). The Nigerian government has acknowledged tourism's potential as an engine for economic development, investing in infrastructure, marketing, and the preservation of cultural assets (Federal Republic of Nigeria, 2019). Many tourists are drawn to Nigeria's vibrant cultural festivals, like the Osun Osogbo festival, which welcomes thousands of visitors each year (Omojola, 2024).

1.1.2 Negative Impacts of Globalisation on Nigeria's Cultural Heritage

Globalization of cultural heritage has some negative impacts in some areas. The following are some of the negative impacts of globalization on Nigeria's cultural heritage.

- **Commercialization of Culture:** One major consequence of globalization in Nigeria is the commercialization of culture and values (Ekeh, 2021). The exploitation of Nigerian culture for monetary benefits has led to the commodification of cultural practices, traditions, and artifacts (Okpewho, 2023). For example, traditional Nigerian music and art are often marketed as exotic goods, over-

looking their cultural significance and the rights of their creators (Adejunmobi, 2024). This commercialization has resulted in the erosion of cultural values and the dilution of cultural authenticity (Omojola, 2024).

- **Religion:** Globalization has also influenced religion in Nigeria, as traditional beliefs and practices are being affected by foreign religions and ideologies (Adepoju, 2016). The growth of Christianity and Islam has contributed to a decline in traditional practices, with many Nigerians converting to these religions (Ekeh, 2021). Ikejiaku (2017) notes that this shift has led to a decline in cultural heritage and traditional knowledge, along with altered values and beliefs. Furthermore, globalization has fostered the commercialization of religion in Nigeria, with religious leaders and groups seeking to profit from their followers (Nwosu, 2022). This focus on material wealth has overshadowed spiritual growth. Additionally, the clash of foreign religions has sparked religious conflicts and tensions, as different groups vie for followers and resources (Adegbite, 2017). According to Okoye (2021), these conflicts detract from Nigeria's development by diverting resources and attention from economic and social progress.
- **The Family:** Globalization has impacted family values in Nigeria, resulting in changes to traditional family structures and relationships (Adepoju, 2016). The influence of Western culture has diminished traditional family values, such as respect for elders and communal living (Ekeh, 2021). Ikejiaku (2017) asserts that this shift has weakened family cohesion and social support systems.
- **Marital Values:** In traditional African culture, marriage customs involve a man formally requesting a woman's hand, paying the bride price, and fulfilling other rites before she is welcomed into his family. However, modern times have seen a shift

away from these practices. Today, individuals may engage in intimate relationships without formalizing their union, sometimes practicing "trial marriages." Traditional views strongly discourage childbirth outside of wedlock, yet contemporary society has adopted terms like "baby mama" for women who have children outside of marriage. Terms like "single fathers" and "single mothers" have emerged, and some opt for surrogacy to circumvent the physical aspects of pregnancy. Notably, divorce rates are rising as long-standing customs lose their significance. These practices are not rooted in African culture but rather reflect Western influences. Alarming, divorce rates are rising as once-celebrated traditions become increasingly rejected.

- **Nigerian Languages:** The use of foreign languages, particularly English, has long been a significant aspect of the official language in Nigeria. Despite high illiteracy rates in rural areas, local languages have limitations. Many elite families prioritize English language proficiency over local languages for their children. Consequently, Nigerians tend to read and comprehend books written in foreign languages more quickly and fluently than those written in local languages. Cultural globalization has also impacted Nigeria's film industry, Nollywood. English-language movies far outnumber those produced in Igbo and other Nigerian languages. The proliferation of information technologies has accelerated the globalization of cultural values. As Omekwu (2021) noted, the internet has revolutionized globalization, enabling the imposition of national and international cultures on local cultures. Libraries now preserve foreign cultures, making them accessible to users nationwide, regardless of their ethno-cultural background.
- **The Loss of Traditional Skills and Values:** The loss of traditional skills and values is a signif-

icant consequence of globalization in Nigeria, as the country's rapid modernization and urbanization have led to a decline in the practice and transmission of traditional skills (Adepoju, 2016). Many traditional skills, such as weaving, pottery, and blacksmithing, are being replaced by modern technologies and foreign imports. The loss of traditional skills has resulted in the erosion of cultural heritage and the loss of indigenous knowledge. More so, the loss of traditional skills has also had economic implications, as many Nigerians who previously relied on these skills for their livelihoods are now struggling to adapt to a modern economy. Furthermore, the loss of traditional skills has also led to a decline in cultural diversity and creativity, as modern technologies and imports are often standardized and lack the unique cultural significance of traditional skills. According to Okoye (2021) the preservation of traditional skills is essential for Nigeria's cultural and economic development.

1.2 Approaches to Sustaining Indigenous Values and Cultural Heritage

Stakeholders in cultural heritage management in achieving cultural sustainability in Nigeria include:

1.2.1 Government Agencies: Key players in Nigeria's cultural heritage management are government bodies. The National Commission for Museums and Monuments (NCMM) is the main entity tasked with preserving cultural heritage sites and artifacts (NCMM, 2020). The NCMM focuses on identifying, documenting, and safeguarding these sites while also educating the public through awareness initiatives (Afolabi, 2017). Additionally, the Nigerian National Commission for UNESCO contributes significantly to cultural heritage management through policy development and international collaboration (UNESCO, 2019). This agency actively promotes Nigeria's

cultural heritage on a global scale and facilitates international partnerships for its preservation (Ekeh, 2021). Furthermore, the Federal Ministry of Art, Culture and Creative Economy oversees policies related to culture and tourism, playing a vital role in cultural heritage management.

1.2.2 Community and Local Stakeholders: Community members and local stakeholders are also critical in managing cultural heritage in Nigeria. Traditional leaders and community figures hold essential knowledge about the cultural importance of heritage sites and artifacts, aiding in their preservation (Ikejiaku, 2017). Local governments play a key role in executing heritage management policies and programs (Nwosu, 2015). Moreover, community-based organizations collaborate closely with local populations to protect heritage sites and promote cultural consciousness (Adepoju, 2016). For instance, the Osun Osogbo Sacred Grove, recognized as a UNESCO World Heritage Site, is managed by a local organization devoted to its preservation and cultural tourism initiatives (UNESCO, 2019).

1.2.3 Private Sector and NGOs: The private sector and non-governmental organizations (NGOs) are instrumental in the cultural heritage management landscape in Nigeria. Private enterprises, including tourism operators and cultural organizations, contribute to the preservation and promotion of heritage through sponsorship and collaboration. For example, the Nigerian organization Terra Kulture has worked with private companies to restore and manage cultural heritage sites in Lagos (Terra Kulture, 2020).

1.2.4 Educational Institutions: Universities and research institutions play an important role in managing values and cultural heritage in Nigeria. Institutions like the University of Ibadan and the University of Lagos offer specialized programs in cultural heritage studies, archaeology, and museum studies, which help train future professionals in the field (University

of Ibadan, 2020; University of Lagos, 2020). These academic bodies also engage in research and offer expertise concerning cultural heritage management, conservation, and preservation (Afolabi, 2017).

1.2.5 Media and Communication: The media and communication is an effective tool in cultural heritage management in Nigeria. Media outlets, such as newspapers, radio, and television stations, help to raise awareness about values, cultural heritage and artifacts, and promote their preservation and conservation (Afolabi, 2017). For example, the Nigerian Television Authority (NTA) has produced documentaries on Nigeria's cultural heritage sites, such as the Osun Osogbo Sacred Grove (NTA, 2020). Social media platforms, such as Facebook, Twitter, and Instagram, also play a significant role in promoting cultural heritage in Nigeria (Ekeh, 2021). Social media influencers and cultural bloggers help to raise awareness about cultural heritage sites and artifacts, and promote their preservation and conservation (Ekeh, 2021).

1.2.6 Experts and Professionals: Experts and professionals who are effective in cultural heritage management in Nigeria, include archaeologists, anthropologists, historians, conservators, curators, and cultural heritage managers. These experts possess specialized knowledge and skills necessary for preserving, conserving, and managing cultural heritage sites and artifacts (Ekeh, 2021).

2.0 METHODS AND MATERIALS

The study is a qualitative and quantitative survey using a cross-sectional design. The survey attempts to collect data from members of a defined population in order to determine the current status or condition of that population with respect to one or more variables. It aims at having a general assessment of people about a particular problem. The sample used for this study was 150 participants in the study area. A simple random sampling technique was used in the

study. A self-developed instrument titled "Impact of Globalization on Indigenous Values and Cultural Heritage Questionnaire - IGIVCHQ" and interviews were used as the instrument to collect data from participants. A Four point Likert scale was used. The options are Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD). The reliability coefficient was determined via a pilot study using test re-test reliability technique with a coefficient index of 0.85 was used. The researcher administered a total of 150 questionnaires to randomly selected participants and 15 participants were interviewed. Quantitative data were analyzed using simple percentages, mean scores, and standard deviation.

3.0 RESULTS AND DISCUSSION

Table 1: Responses to impact of globalization on indigenous values and cultural heritage in Nigeria

S/N	Items	SA	A	D	SD	Remark
1	Integration of Nigerian values and culture	23 (15.33%)	65 (43.34%)	45 (30%)	17 (11.33%)	Agree
2	Digitalization has transformed the preservation and dissemination of Nigerian values and culture	33 (22%)	40 (26.67%)	42 (28%)	35 (23.33%)	Agree
3	The globalization of Nigerian values and culture has promoted tourism in Nigeria	47 (31.34%)	30 (20%)	50 (33.33%)	23 (15.33%)	Agree
4	The commercialization of values and culture is a significant consequence of globalization in Nigeria	61 (40.67%)	29 (19.33%)	18 (12%)	42 (28%)	Agree
5	The loss of traditional skills and values is a significant consequence of globalization in Nigeria	49 (32.67%)	55 (36.67%)	25 (16.66%)	21 (14%)	Agree

From table 1, 23 (15.33%) and 65 (43.34%) participants agreed that integration of Nigerian values and culture is one way globalization has impacted indigenous values and culture while 45 (30%) and 17 (11.33%) participants disagreed. In addition, 33 (22%) and 40 (26.67%) participants agreed that globalization has transformed the preservation and dissemination of Nigerian values and culture while 42 (28%) and 35 (23.33%) participants opposed. Also, 47 (31.34%) and 30 (20%) participants agreed that the globalization of Nigerian values and culture has promoted tourism in Nigeria while 50 (33.33%) and 23 (15.33%) participants had another view. Furthermore, 61 (40.67%) and 29 (19.33%) participants agreed that the commercialization of values and culture is a significant consequence of globalization in Nigeria while 18 (12%) and 42 (28%) participants disregarded the statement. Finally, 49 (32.67%) and 55 (36.67%) participants agreed that the loss of traditional skills and values is a significant consequence of globalization in Nigeria while 25 (16.66%) and 21 (14%) participants disagreed.

Table 2: Responses to approaches to sustain indigenous values and cultural heritage in Nigeria

S/N	Items	SA	A	D	SD	Remark
1	The government works to identify, document, protect values and cultural heritage sites, as well as provide education and awareness-raising programs for the public	41 (27.33%)	38 (25.33%)	31 (20.67%)	40 (26.67%)	Agree
2	Traditional rulers and community leaders are essential in preserving cultural heritage sites and artifacts	84 (56%)	4 (2.67%)	30 (20%)	32 (21.33%)	Agree

S/N	Items	SA	A	D	SD	Remark
3	Private companies contribute to the preservation and promotion of values and cultural heritage sites through sponsorships and partnerships.	35 (23.33%)	38 (25.34%)	50 (33.33%)	27 (18%)	Disagree
4	Educational institutions play a vital role in Nigeria's values and cultural heritage management	50 (33.33%)	30 (20%)	23 (15.33%)	47 (31.34%)	Agree
5	Media outlets, such as newspapers, radio, and television stations, help to raise awareness about values, cultural heritage and artifacts, and promote their preservation and conservation	45 (30%)	35 (23.33%)	46 (30.67%)	24 (16%)	Agree

From table 2, 41 (27.33%) and 38 (25.33%) participants agreed that the government works to identify, document, protect values and cultural heritage sites, as well as provide education and awareness-raising programs for the public while 31 (20.67%) and 40 (26.67%) participants opposed. Also, 84 (56%) and 4 (2.67%) participants agreed that traditional rulers and community leaders are essential in preserving values and cultural heritage while 30 (20%) and 32 (21.33%) participants disagreed. More so, 35 (23.33%) and 38 (25.34%) participants are of the view that private companies contribute to the preservation and promotion of values and cultural heritage sites through sponsorships and partnerships while 50 (33.33%) and 27 (18%) participants disagreed. In addition, 50 (33.33%) and 30 (20%) participants agreed that educational institutions play a vital role in Nigeria's values and cultural heritage management while 23 (15.33%) and 47 (31.34%) participants disregarded the statement. Finally, 45 (30%) and 35 (23.33%) participants agreed that media outlets help to raise awareness about values, cultural heritage, artifacts, and promote their preservation and conservation while 46 (30.67%) and 24 (16%) participants disagreed.

Table 3: Thematic Analysis on impact of globalization on indigenous values and cultural heritage in Nigeria

Variables	#1	#2	#3
Themes	Integration of Nigerian Values and Culture	Tourism	The Loss of Traditional Skills and Values

Variables	#1	#2	#3
	Globalization has influenced the way Nigerians perceive and practices their indigenous value and culture	Tourism promotes cross-cultural understanding and appreciation of Nigeria's indigenous values and cultural heritage	Globalization has adulterated the way Nigerians perceived and practices their traditional values and custom
	I noticed changes in the way traditional practices and customs are observed due to globalization	Sustainable tourism practices help preserve Nigeria's cultural heritage and support local communities	Globalization has resulted to loss of traditional skills and values
	Nigeria's cultural heritage can be preserved and promoted in a way that respects its indigenous values and traditions	Tourism helps to showcase indigenous values and cultural heritage	Crafting and sculpturing skills are at the risk of being loss due to globalization
	Globalization has affected the transmission of indigenous values and culture to younger generations in Nigeria	Tourism shapes the preservation and promotion of indigenous values and cultural heritage	Nigerians can balance the need to preserve traditional skills with the changing global demands of a rapidly changing global economy
	Globalization has facilitated cultural exchange between Nigeria and other countries	Tourism promotes crafts and sculpture	Globalization has impacted Nigerian identity and sense of self
Sub-Themes	Transmission Facilitation	Promotion Preservation Sustainability	Adulterate Loss Identity

Theme #1: Integration of Nigerian Values and Culture

The question was aimed to understand how globalization has influenced the integration of Nigerian values and culture. One of the participants stated that “globalization has influenced the way Nigerians perceive and practice their indigenous value and culture”. Also, another participant agreed that “he noticed changes in the way traditional practices and customs are observed due to globalization”. Another participant noted that “globalization has affected the transmission of indigenous values and culture to younger generations in Nigeria”. More so, another participant agreed that “globalization has facilitated cultural exchange between Nigeria and other countries”. Thus, there are significant impacts of globalization on indigenous values and cultural heritage in Nigeria, as the integration of values and culture help shape, transmit and facilitate cultural heritage.

Theme #2: Tourism

The question was sought to know how globalization has influenced tourism to Nigerian values and culture. One of the participants opined that “tourism promotes cross-cultural understanding and appreciation of Nigeria’s indigenous values and cultural heritage”. More so, another participant stated that “sustainable tourism practices help preserve Nigeria’s cultural heritage and support local communities”. In addition, another participant agreed that “tourism helps to showcase indigenous values and cultural heritage”. In addition, another participant stated that “tourism shapes the preservation and promotion of indigenous values and cultural heritage”. Thus, there is an impact of globalization on indigenous values and cultural heritage in Nigeria, as tourism helps promote, preserve and sustain indigenous values and cultural heritage.

Theme #3: The Loss of Traditional Skills and Values

The question was aimed to understand how global-

ization has resulted to the loss of traditional skills and values. One of the participants opined that “globalization has adulterated the way Nigerians perceive and practice their traditional values and custom”. Also, another participant stated that “globalization has resulted in the loss of traditional skills and values”. More so, another participant agreed that “crafting and sculpturing skills are at the risk of being lost due to globalization”. In addition, another participant noted that “globalization has impacted Nigerian identity and sense of self”. Thus, globalization has resulted in the loss of traditional skills and values as it adulterates traditional values, cultural heritage and loss of identity.

3.1 Findings

The study investigated the impact of globalization on indigenous values and cultural heritage in Nigeria. It revealed that globalization has both positive and negative impact on indigenous values and cultural heritage in Nigeria such as the integration of Nigerian culture into the globalized world. The preservation and dissemination of Nigerian values, culture, enabling the creation of digital repositories, archives, and museums. Tourism attracts visitors from around the world. Globalization has significantly impacted Nigeria’s cultural heritage, bringing about both positive and negative effects including the integration of new values and ideas. This aligns with Oni (2024) who contends that the integration of Nigerian culture into the globalized world constitutes a significant aspect of its cultural evolution. Nigerian artists, musicians, and writers have merged traditional cultural elements with contemporary styles, producing a distinctive synthesis that attracts international audiences. For example, Afrobeats music, originating in Nigeria, has achieved global recognition, with artists such as Wizkid and Davido collaborating with internationally renowned musicians. More so, Nigerian authors including Chimamanda Ngozi Adichie and Ben Okri have embedded Nigerian cultural themes and tradi-

tions in their literary works, resulting in international acclaim.

Tourism in Nigeria has significantly influenced indigenous values and cultural heritage by promoting cultural exchange, economic opportunities and preservation of historical sites; but also poses risks of cultural erosion and commercialization of traditional practices. This is in collaboration with Akindele (2023) and Omojola (2024) who noted that globalization of Nigerian values and culture has promoted tourism in Nigeria, attracting visitors from around the world to experience the country's rich cultural heritage. The Nigerian government has recognized the potential of tourism as a driver of economic growth and has invested in infrastructure development, marketing, and cultural preservation (Federal Republic of Nigeria, 2019). Tourists are drawn to Nigeria's diverse cultural festivals, such as the Osun Osogbo festival, which attracts thousands of visitors annually.

Globalization has contributed to the loss of traditional skills and values in Nigeria as Western culture influences and modernization lead to the erosion of indigenous practices, languages and customs. This is in line with Adepoju (2016) who opined that the loss of traditional skills and values is a significant consequence of globalization in Nigeria, as the country's rapid modernization and urbanization have led to a decline in the practice and transmission of traditional skills. Many traditional skills, such as weaving, pottery, and blacksmithing, are being replaced by modern technologies and foreign imports. The loss of traditional skills has resulted in the erosion of cultural heritage and the loss of indigenous knowledge. More so, the loss of traditional skills has also had economic implications, as many Nigerians who previously relied on these skills for their livelihoods are now struggling to adapt to a modern economy. Furthermore, the loss of traditional skills has also led to a decline in cultural diversity and creativity, as modern technologies and imports are often standardized and lack the unique

cultural significance of traditional skills.

The study also established approaches to sustain indigenous values and cultural heritage in Nigeria. It showed that stakeholders in cultural heritage management in achieving cultural sustainability in Nigeria should be responsible for preserving and conserving values, cultural heritage and artifacts. This is in support of Afolabi (2017); UNESCO (2019) and Ekeh, (2021) who asserted that the NCMM works to identify, document, and protect cultural heritage sites, as well as provide education and awareness-raising programs for the public. The Nigerian National Commission for UNESCO also plays a significant role in cultural heritage management, particularly in the areas of policy development and international cooperation. This agency works to promote Nigeria's cultural heritage globally and facilitate international partnerships for cultural heritage preservation. In collaboration, Ikejiaku (2017) opined that community and local stakeholders play a vital role in cultural heritage management in Nigeria. Traditional rulers and community leaders are essential in preserving values, cultural heritage sites and artifacts, as they possess valuable knowledge and insights into the cultural significance of these resources.

4.0 CONCLUSION

In conclusion, globalization is rapidly shaping the cultural practices of the Nigerian people. Those who fail to adapt quickly are being left behind, and it appears that everyone is in a hurry to keep up. The cultural practices of developed economies have largely supplanted local culture, with many Nigerians preferring the cultural norms of these countries. As observed, globalization is marked by intense competition and a fierce pursuit of dominance among various groups and interests worldwide. Nigeria has witnessed significant transformations in Nigeria's cultural heritage due to globalization. This era has brought about a

dual impact while it has opened doors for international recognition and celebration of Nigerian culture, it has also posed substantial threats to the preservation of traditional values and practices. Many Nigerians may experience cultural alienation and loss of cultural identity with time if the effects of globalization are not well regulated. There is the crave for a more global than indigenous cultural identity that ought to be promoted.

4.1 Recommendations

The study therefore recommends that stakeholders need robust legislative frameworks, increased public awareness, and educational programs that prioritize cultural heritage. Stakeholders must adopt innovative approaches, leveraging digital technologies to document and share cultural practices. Fostering cultural tourism and encouraging the youth to engage with their heritage despite the effects of globalization.

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