

PROPER EVENT PLANNING AS A VERITABLE TOOL FOR PROMOTING CULTURAL RELATIVISM

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Abstract

This study examines the relationship between proper event planning and the promotion of cultural relativism, with a focus on the Calabar Carnival in Nigeria. The research explores how well-organized cultural events contribute to fostering intercultural appreciation, preserving indigenous traditions, and promoting social harmony. A mixed-methods approach was employed, combining both qualitative and quantitative data collection and analysis methods. The study reveals that proper event planning significantly promotes cultural relativism in social and cultural events, while mega-events like the Calabar Carnival have a profound influence on intercultural interactions and cultural understanding. The findings highlight the importance of inclusive event planning, cultural sensitivity, and authenticity in promoting cultural appreciation and unity. The study contributes to the existing body of knowledge on event management, cultural relativism, and intercultural interactions, providing valuable insights for event planners, cultural policymakers, and scholars in the field. The research recommends that event planners prioritize cultural authenticity, inclusivity, and sensitivity to promote cultural relativism and unity, and suggests avenues for future research on the long-term effects of mega-events on intercultural relations.

Keywords: Event Planning, Tourism, Risk, Culture, Shock.

Introduction

In an increasingly interconnected world, cultural diversity remains a defining feature of human societies. The concept of cultural relativism, which advocates for the appreciation and understanding of cultural norms and traditions within their specific societal contexts, has become essential in promoting mutual respect and peaceful coexistence (Akgöz1 & Engin 2016). Wagen, and Carlos, (2005) claims that one of the most effective ways to foster cultural relativism is through proper event planning, which serves as a structured and inclusive platform for diverse cultural expressions to be showcased, understood, and appreciated. According to Smith (2015), events provide opportunities for people to experience different traditions firsthand, breaking down stereotypes and promoting a deeper sense of global unity.

Osuoha et al. (2022) posited that Historically, event planning has no specific recorded origin. However, anecdotal evidence suggests that people have engaged in event-like gatherings for centuries, celebrating significant occasions by coming together, sharing meals, and exchanging cultural practices. These informal gatherings gradually evolved into well-structured cultural events aimed at preserving and promoting cultural heritage. According to Goldblatt (2002), events have become one of the most dynamic and rapidly expanding industries, playing a key role in tourism, business, and leisure. He describes them as a “kaleidoscope of planned culture, sports, political, and business occasions” (p.1), encompassing everything from global-scale events like the Olympics and World Expos to localized festivals, tourism events, and intergovernmental summits.

The commercial aspect of festivals has further transformed the event industry, addressing the changing needs of local communities while creating business opportunities for event organizers and small enterprises (Getz, 2012). Events are increasingly recognized as powerful tools for fostering local pride and identity, enhancing tourism, and stimulating economic growth (Bowdin et al., 2011). Governments across the world now promote festivals and cultural events as part of their strategies for economic development, nation-building, and cultural tourism, making event planning a crucial tool for strengthening national and community identities (Quinn, 2009).

This paper explores the relationship between proper event planning and the promotion of cultural relativism. It highlights how well-organized cultural events contribute to fostering intercultural appreciation, preserving indigenous traditions, and promoting social harmony. Additionally, the discussion delves into the key elements of effective event planning such as inclusivity, accurate cultural representation, and cultural sensitivity that ensure events serve as meaningful platforms for fostering cultural understanding.

Statement of the Problem

Cultural diversity enriches societies but often leads to misunderstandings due to ethnocentric attitudes and biases. Dominant cultures can overshadow minority traditions, marginalizing communities and eroding indigenous practices. Cultural relativism fosters

appreciation of diverse customs, yet the lack of inclusive platforms limits its acceptance. Well-planned events, such as festivals and conferences, can bridge cultural divides by promoting intercultural exchange and mutual respect. However, poor planning, misrepresentation, and exclusion undermine their effectiveness. Cultural shock remains a challenge, as unfamiliar traditions may cause discomfort among participants. Successful cultural events require careful planning, adequate funding, and cultural sensitivity. Balancing commercial interests with authenticity is essential to ensuring these events foster inclusivity and meaningful cultural appreciation. This study seeks to examine the relationship between proper event planning and the promotion of cultural relativism, identifying the challenges faced in organizing culturally inclusive events and proposing strategies for improving event planning practices. By exploring the role of event management in fostering cultural appreciation and preventing culture shock, this research aims to highlight the importance of inclusive, well-structured, and ethically planned events in promoting intercultural understanding and global unity.

Objectives of the Study

This study aims to examine the role of proper event planning in promoting cultural relativism. The specific objectives are to:

- i. Analyze the impact of proper event planning on the promotion of cultural relativism in social and cultural events.
- ii. Examine how mega-events, such as the Calabar Carnival, influence intercultural interactions and contribute to cultural understanding.

Hypotheses of the Study

Based on the objectives of this study, the following hypotheses are formulated:

- a. **H₀:** Proper event planning has no significant impact on the promotion of cultural relativism in social and cultural events.
H₁: Proper event planning significantly promotes cultural relativism in social and cultural events.
- b. **H₀:** Mega-events, such as the Calabar Carnival, do not have a significant influence on intercultural interactions and cultural understanding.
H₁: Mega-events, such as the Calabar Carnival, significantly influence intercultural interactions and cultural understanding.

Literature Review

Conceptual Literature

The concepts relating to event planning as a means of promoting cultural relativism and preventing shock during Calabar carnival was reviewed in this work.

Planning and Management Initiatives of the Events

Event planning and management involve a structured approach to organizing and executing events to achieve specific objectives. Effective planning includes strategic decision-making, resource allocation, stakeholder collaboration, risk assessment, and post-event evaluation (Van der Wagen, 2005). Whether corporate, cultural, or sports-related, well-planned events enhance attendee experience and maximize financial and social benefits. Strategic planning establishes clear goals, target audiences, and key performance indicators (KPIs). Essential components include defining the event's purpose, conducting feasibility analyses, selecting appropriate venues, and budgeting for critical services like marketing, security, and logistics (Getz, 2012). Engaging stakeholders such as venue managers, service providers, and government agencies ensures smooth execution (Van der Wagen, 2005).

Risk management is crucial, addressing potential hazards like overcrowding, equipment failure, and security threats. Compliance with safety regulations and emergency response planning help mitigate risks (Silvers, 2008). Marketing strategies, including digital campaigns and media outreach, enhance visibility and audience engagement (Getz, 2012). Seamless logistics and infrastructure management ensure efficient transportation, crowd control, and facility services. The execution phase requires real-time monitoring, staff coordination, and quality service delivery (Mules & McDonald, 1994). Post-event evaluation through attendee feedback, financial reviews, and impact assessments identifies areas for improvement (Bowdin et al., 2011). Sustainable event management practices, such as waste reduction and energy-efficient venues, contribute to responsible planning and enhance organizer reputation (Jones, 2017). By integrating best practices, event managers can create impactful and memorable experiences while ensuring long-term success.

Event Festivals as a Means of Satisfying Tourists

Nwokaego & Osuoha (2022) posited that Festivals and special events play a significant role in the tourism industry by creating unique experiences that attract visitors. These events, which range from cultural and religious festivals to music, sports, and food celebrations, contribute to both tourist satisfaction and the economic development of host destinations. The success of a festival depends on several factors, including the quality of the experience, effective organization, and the overall impact on the local community. Ensuring that tourists have a positive experience is essential, as satisfaction influences their likelihood of returning and recommending the event to others (McDowall, 2011).

Understanding Tourist Satisfaction in Event Festivals

Tourist satisfaction is a key factor in ensuring repeat visits and positive word-of-mouth promotion. Satisfaction is generally defined as a pleasurable fulfillment that occurs when a product or service meets or exceeds customer expectations (Oliver, 1997). In the context

of festivals, satisfaction refers to the overall experience that attendees have at an event. According to McDowall (2011), festival satisfaction is determined by a combination of factors, including entertainment quality, service standards, organization, and overall atmosphere. Similarly, Yoon et al. (2010) define festival satisfaction as the total perceived value of the event, based on various dimensions of quality.

Factors Contributing to Tourist Satisfaction at Event Festivals

Osuoha et al. (2022) asserted that Several factors influence tourist satisfaction at festivals, including event quality, facilities, accessibility, cultural significance, and the emotional connection visitors develop with the experience. The quality of an event, particularly in terms of performances, attractions, and overall programming, plays a major role in shaping visitor experiences. High-quality entertainment, well-structured schedules, and engaging activities contribute significantly to a positive festival experience. According to Getz (2012), successful festivals strike a balance between entertainment, cultural importance, and social engagement. The availability of proper facilities and infrastructure is another critical aspect of visitor satisfaction. Adequate seating arrangements, clean sanitation facilities, efficient security, and convenient transportation contribute to the overall comfort of attendees. Poor infrastructure, even at well-organized events, can lead to dissatisfaction.

Kozak and Rimmington (2000) emphasize that seamless logistical arrangements enhance the visitor experience and encourage repeat visits. Cultural and heritage-based festivals offer tourists a deeper emotional connection to the destination. Festivals that showcase traditional music, dance, art, and rituals allow visitors to engage with local culture in an authentic way. Hui, Wan, and Ho (2007) highlight that emotional connections to cultural experiences enhance visitor satisfaction and contribute to the growth of cultural tourism. Tourists are more likely to return to destinations that provide meaningful and immersive cultural experiences. Safety and security also play a vital role in tourist satisfaction at festivals. Poor security arrangements can negatively impact the visitor experience, reducing the likelihood of future visits. Ensuring that events have proper security measures, emergency response teams, and effective crowd control strategies is essential. Zeithaml, Berry, and Parasuraman (1996) state that long-term visitor retention is more likely when tourists feel safe and comfortable during an event.

Marketing and communication are essential components of a successful festival experience. Clear and effective communication regarding event schedules, ticketing, accommodation, and local attractions helps set accurate visitor expectations. Getz (2012) notes that pre-event marketing, real-time updates during the festival, and post-event engagement through social media and online platforms contribute to overall visitor satisfaction and festival loyalty.

The Relationship Between Satisfaction and Festival Loyalty

Tourist satisfaction has a direct influence on festival loyalty, which refers to a visitor's commitment to returning to an event and recommending it to others. Oliver (1999) identifies four stages of loyalty: cognitive loyalty, which is based on perceived quality; affective loyalty, which involves an emotional attachment to the festival; conative loyalty, which is the intention to revisit; and action loyalty, which is the actual act of revisiting. Festivals that consistently provide high-quality experiences create strong emotional connections, leading to repeat attendance and positive word-of-mouth promotion. Loyalty is also influenced by the overall quality of the event and the level of satisfaction it provides. Zeithaml, Berry, and Parasuraman (1996) argue that satisfied visitors are more likely to return, purchase additional services, and share positive reviews. Baker and Crompton (2000) further emphasize that higher satisfaction levels lead to a greater tolerance for price increases, an enhanced reputation for the festival, and an increased likelihood of future visits.

Economic and Social Benefits of Event Festivals

Beyond individual tourist satisfaction, festivals contribute to the economic and social development of host communities Nwokaego & Osuoha (2022). Successful festivals attract domestic and international visitors, leading to increased spending in local businesses, including hotels, restaurants, and transportation services. Festivals also generate employment opportunities and help preserve local traditions by promoting cultural heritage (Getz, 2012). Socially, festivals foster community engagement by bringing people together and strengthening social bonds. They also serve as platforms for cultural exchange between tourists and local residents, enriching the overall travel experience. Jones (2017) states that well-managed festivals create a lasting positive impact by reinforcing local identities and encouraging sustainable tourism practices. Event festivals play a crucial role in enhancing tourist satisfaction by providing unique experiences that combine entertainment, culture, and social engagement. Key factors such as event quality, infrastructure, safety, and emotional connections influence visitor experiences and contribute to overall satisfaction. Satisfied tourists are more likely to develop loyalty toward festivals, leading to repeat visits and positive recommendations. Additionally, festivals generate economic benefits for host communities and support cultural preservation. By prioritizing effective event management and visitor satisfaction, festivals can achieve long-term success and sustainability in the tourism industry.

Events as Catalysts for Cultural Exchange

Properly planned events create opportunities for cultural exchange, where individuals from diverse backgrounds interact, learn, and appreciate different traditions. Cultural festivals, for instance, provide immersive experiences where attendees engage with traditional music, dance, cuisine, clothing, and storytelling. According to Smith (2015), participatory

cultural events foster empathy and reduce ethnocentrism, as people begin to understand the intrinsic value of cultural diversity. Events such as the Edinburgh International Festival, Rio Carnival, and Chinese New Year celebrations serve as platforms for both cultural display and education, promoting greater intercultural tolerance and appreciation. Additionally, international sporting events like the FIFA World Cup and the Olympic Games serve as significant platforms where nations showcase their cultural heritage to a global audience (Getz, 2012). These events encourage cross-cultural dialogue, breaking down barriers that often lead to prejudice and misconceptions.

Economic and Social Impact of Cultural Events

Events have evolved into essential tools for economic development and community building. Festivals and cultural events contribute to job creation, tourism growth, and local business expansion (Bowdin et al., 2011). Well-planned events attract tourists who, in turn, invest in local economies, purchase cultural artifacts, and support indigenous crafts. This economic benefit not only sustains traditional practices but also incentivizes cultural preservation. Moreover, cultural events strengthen social bonds within communities. Through shared experiences, events foster a sense of belonging and identity, particularly for minority groups whose traditions may otherwise be overlooked. For example, heritage festivals in multicultural societies such as Canada's Caribbean Carnival or the United Kingdom's Notting Hill Carnival provide diasporic communities with an opportunity to celebrate and share their traditions, promoting inclusivity and respect for diverse cultural backgrounds (Quinn, 2009).

Overcoming Cultural Misrepresentation and Stereotyping

A significant challenge in promoting cultural relativism is the issue of cultural misrepresentation, where cultural elements are portrayed inaccurately or commodified for profit without genuine appreciation (Taylor, 2014). Proper event planning ensures that cultural representations are authentic, respectful, and educational. Event organizers must engage with community leaders, historians, and cultural custodians to ensure that cultural elements are presented accurately and ethically.

For instance, indigenous cultural festivals such as Australia's Garma Festival or New Zealand's Māori Waitangi Day celebrations are meticulously planned to ensure that indigenous voices lead the narrative, preserving authentic cultural expressions rather than commercialized versions (Smith, 2015). When properly planned, these events correct misconceptions, educate attendees, and foster deeper cultural understanding.

Theoretical Literature

In order to appreciate the concepts of event, it is worthwhile to understand the theories of event development. Thus, for the purpose of this work dependency theories is adjudged useful.

Dependency Theory

Dependency theory, developed by scholars like Raúl Prebisch, Andre Gunder Frank, and Theotonio Dos Santos, argues that economic and social underdevelopment results from reliance on wealthier nations, perpetuating inequalities and cultural dependency (Dos Santos, 1970; Frank, 1969). It critiques the assumption of universal development, emphasizing how dominant nations shape global economic and cultural policies to maintain their advantage (Cardoso & Faletto, 1979). In event planning, dependency theory explains cultural dominance, where globalized entertainment industries overshadow local traditions, leading to commercialization and marginalization. Western entertainment norms often take precedence in international festivals, sidelining indigenous artistic expressions. Proper event planning can counteract this by prioritizing local traditions, as seen in events like the Calabar Carnival, which highlight indigenous music, dance, and storytelling.

Economic dependence also affects cultural events, as reliance on foreign sponsors can lead to commercialization and external control over content. Sustainable funding models that empower local businesses and artisans can help preserve cultural authenticity. Additionally, misrepresentation of indigenous cultures in events reinforces stereotypes, making accurate and respectful storytelling essential. Applying dependency theory to event planning underscores the need for cultural relativism, ensuring events authentically represent diverse traditions, promote economic sustainability, and resist cultural homogenization. Well-organized events can empower societies to celebrate their heritage, fostering inclusivity and global cultural appreciation.

Empirical Literature

Recent empirical studies have further underscored the significance of proper event planning in promoting cultural relativism, emphasizing the need for cultural sensitivity and inclusivity in event management.

Considering that Cultural relativism is the view that all beliefs, customs, and ethics are relative to the individual within his own social context. In other words, “right” and “wrong” are culture-specific; what is considered moral in one society may be considered immoral in another, and, since no universal standard of morality exists, no one has the right to judge another society’s customs Beckwith (2016) explained based on universal acceptance that event planners should accommodate various cultures as it is paramount for a successful cultural development.

A study by Akgöz and Engin (2016) delves into the nuances of cultural awareness in event planning, providing practical guidelines for organizing culturally sensitive events. The research highlights that understanding cultural diversity and implementing sensitive planning are crucial for creating events that celebrate differences and foster connections among diverse participants.

Similarly, Live Group (2022) explores how cultural nuances impact the success of global events. The study emphasizes that recognizing and respecting cultural differences is vital for event planners aiming to design experiences that resonate with diverse audiences, thereby promoting cultural relativism and inclusivity.

Furthermore, Occasions Inc. (2023) provides a comprehensive guide for organizing culturally specific events, stressing the importance of sensitivity, creativity, and attention to detail. The guide suggests that involving members of the cultural group in the planning process ensures authenticity and respect, which are essential for promoting cultural relativism through event planning.

A meta-analysis by Forsyth (2023) examined variations in idealism and relativism across countries, utilizing the Ethics Position Questionnaire. The study found significant differences in moral thought patterns between cultures, highlighting the necessity for event planners to consider these variations to foster cultural relativism effectively.

In the business domain, research has underscored the importance of cultural relativism in facilitating effective communication and relationship-building. A study published in Academia World News (2022) emphasized that businesses operating in diverse cultural environments must understand and respect cultural differences. This approach enables sensitivity to varying communication styles, norms, and values, which is crucial for event planners aiming to create inclusive and culturally respectful events.

Furthermore, a study by Raj (2021) highlighted the significance of cultural relativism in mental health care. The research suggested that mental health professionals who adopt a culturally relativistic perspective are better equipped to provide competent care to clients from diverse backgrounds. This finding implies that event planners who embrace cultural relativism can create environments that are more inclusive and sensitive to the cultural needs of participants.

Collectively, these empirical studies suggest that proper event planning, informed by a deep understanding of cultural relativism, can serve as a powerful tool in promoting cross-cultural understanding and inclusivity. By acknowledging and respecting cultural differences, event planners can design experiences that honor diverse traditions and perspectives, thereby fostering a more harmonious and interconnected global community.

Research Methodology

Study Area

The study was carried out using the Calabar Carnival in Calabar the capital of Cross Rivers in Nigeria as a case study. Calabar Carnival, often referred to as "Africa's Biggest Street Party," is an annual cultural festival held in Calabar, the capital of Cross River State, Nigeria. It takes place every December and attracts thousands of visitors from within Nigeria and around the world. This event showcases the rich cultural heritage, tourism potential, and economic impact of festivals in Africa. The Calabar Carnival was established in 2004 by the Cross River State government to promote tourism and create economic

opportunities. Over the years, it has grown into a world-class festival, featuring parades, music, dance, and theatrical performances that celebrate African culture.

Research Design

A research design encompasses the methodology and procedure employed to collect, measure and analyse data in doing scientific research. A design enables research to be as efficient as possible, yielding maximum result. The research design is survey method and data collection are both qualitative and quantitative, therefore both qualitative and quantitative data analysis would be used as a result of the nature of variables involved. The descriptive study was selected for this research as it facilitated the exploration of primary data derived from response from participants through the use of a structured survey questionnaire. This method was chosen in order to make reference to phenomena as they exist in real life and it is relatively economical in terms of time and resources.

Population of the Study

The population for this study consists of the people living in the community. These people are made up of the adult male and female living in the community who has an idea of what is happening in the community. The researcher selected this population at random.

Sample Design

The research design is survey method and data collection are both qualitative and quantitative, therefore both qualitative and quantitative data analysis would be in used as a result of the nature of variables involved.

Sampling Unit

The sampling unit is defined as the working non-theoretical population. It simply states the list or quads-list of elements from which a probability sample was selected. Calabar Local Government Area is the study area, however, the whole population cannot be studied, therefore the sample unit involve only a subset of the entire population. The data for this study were obtained from a random sample of the participants at the event. The various department sector of the event were considered so as to acquire relevant and reliable information to use in this study.

Sample Size

Osuoha et al (2022) asserted that the calculation of the sample size (n) required for the estimation of an event in an infinite population is based on the following formula;

Using the Yamane formula to determine the sample:

Where: n = The sample size required

N = Total population size.

e = Level of significance.

$$n = \frac{N}{1 + N \cdot e^2}$$

The confidence level is set at 95% while the level of significance is set at 5%. Thus, using

the formula, thus:

$$n = \frac{517}{1 + 517(0.005)^2} = \underline{\underline{225}}$$

The sample size for this study is **225** respondents.

Sample method

The method of sampling used was through the use of questionnaire. The primary data was determined with the aid of questionnaire and was supplied by resident of the study areas.

Research Instrument

The researcher used primary data. The research instrument used for data collection was through structured questionnaire administered on the respondents.

Statistical Method for Data Analysis

Due to the nature and number of the variables involved in this study, quantitative data analysis was used to process the data. For the quantitative analysis Statistical Package for Social Sciences (SPSS version 17) was used to process the data. For the lower version of analysis for the perception of respondent's percentages were used to analyse the data. This means that the analysis was done on the content of the data which were collected.

RESULT AND DISCUSSION OF FINDINGS

Table 1: Personal details of respondents

Variables	Categories	Frequency	Percentage (%)
Gender	Female	131	58.22
	Male	89	39.55
	Prefer not to mention	5	2.23
	Total	225	100%

Source: Fieldwork, (2025)

Presentation and analysis of personal details of respondent from the study is shown in Table 1. The study sought to establish gender of the respondents. The result from the study as shown in Table 1 shows that 58.22% of the total respondents are female against 39.55 % of male proportion. Thus, the majority are female however, the study is gender balanced.

Hypothesis one

1. Ho: Proper event planning has no significant impact on the promotion of cultural relativism in social and cultural events.

H₁: Proper event planning significantly promotes cultural relativism in social and cultural events.

Event Planning and Cultural Inclusivity	Response									
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	No	%	No	%	No	%	No	%	No	%
Proper event planning helps in recognizing and respecting diverse cultural values during events.	120	53.33	39	17.33	8	3.55	38	16.88	20	8.88
Event planning plays a crucial role in minimizing bias and stereotypes in cultural events.	145	64.44	67	29.77	3	1.33	5	2.22	5	2.22
Cultural relativism is best promoted when event organizers engage local cultural experts in the planning process.	175	77.77	38	16.88	5	2.22	5	2.22	2	0.91
Well-structured event planning ensures that cultural traditions are represented accurately and respectfully.	80	35.55	98	43.55	10	4.44	20	8.88	17	7.57
Inclusive event planning can help reduce cultural misunderstandings and promote unity among diverse participants.	169	75.11	47	20.88	3	1.33	5	2.22	1	0.44

Source: Fieldwork, 2024

Variables	ΣX	ΣX^2	ΣXY	r-val
Event Planning	785	6114	6290	0.71
Cultural Inclusivity and Cultural Relativism	236	2215		

Significant 0.05 level, critical $r = 0.112$, $df = 543$.

From the result above, the calculated r-value of 0.71 is higher than the critical r-value of 0.112 at 0.05 levels of significance and 543 degree of freedom. The null hypothesis is rejected, while the alternate hypothesis which revealed that proper event planning significantly promotes cultural relativism in social and cultural events.

Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	Change Statistics				
		R Square Change				F Change	df1	df2	Sig. F Change	
	R Square Change		F Change	df1						df2
1	0.318 ^a	0.183	0.21	0.782	.00000	3.185	11	452	.000	0.123.

a. Predictors: (Constant): Event Planning**b. Dependent Variable: Cultural Inclusivity and Cultural Relativism**

The result of the regression analysis on Table 4.2.2 shows a yielded coefficient of regression (R) of 0.452 and a multiple regression R-square (R^2) of 0.318, and adjusted R^2 of 0.21, at 0.01 level of significance, the result is significant, the result also shows that an analysis of variance of the multiple regressions produced an F-ratio of 3.185, while the f-critical value is 1.91 (2-tailed), since the calculated F-value of 3.185 is greater than the critical F-value of 1.91, at 0.05 significant level, (2-tailed), the result is also significant at 0.05 level. The significance of this result is that proper event planning significantly promotes cultural relativism in social and cultural events.

Hypothesis Two

H₀: Mega-events, such as the Calabar Carnival, do not have a significant influence on intercultural interactions and cultural understanding.

H₁: Mega-events, such as the Calabar Carnival, significantly influence intercultural interactions and cultural understanding.

Mega-events, such as the Calabar Carnival, influence intercultural interactions and contribute to cultural understanding	Response									
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	No	%	No	%	No	%	No	%	No	%
Mega-events create platforms for people from different cultural backgrounds to interact and share traditions.	111	49.33	76	33.77	15	6.66	5	2.22	18	8.00
Events like the Calabar Carnival encourage tourism and cultural exchanges that promote global cultural appreciation.	35	15.55	14	6.22	9	4.0	80	35.55	87	38.66
Cultural festivals play a key role in breaking stereotypes and fostering unity among diverse communities.	110	48.88	62	27.55	8	3.55	15	6.66	30	13.33
Participation in mega-events enhances individuals' understanding and respect for different cultural practices.	80	35.55	100	44.44	7	3.11	30	13.33	8	3.55
The influence of mega-events on intercultural interactions is limited due to commercial interests.	169	75.11	50	22.22	0	0.00	5	2.22	1	0.44

Source: Fieldwork, 2024

Variables	ΣX	ΣX^2	ΣY^2	ΣXY	r-val
Mega-events, such as the Calabar Carnival	719	6114	6290		0.85
Cultural Understanding and Cultural Relativism	268	2215			

Significant 0.05 level, critical $r = 0.112$, $df = 578$.

From the result above, the calculated r-value of 0.85 is higher than the critical r-value of 0.112 at 0.05 levels of significance and 578 degree of freedom. The null hypothesis is rejected, while the alternate hypothesis which revealed that mega-events, such as the Calabar Carnival, significantly influence intercultural interactions and cultural understanding.

Model	R	R Square	Adjusted R Square		Std. Error of the Estimate	Change Statistics				
	R Square Change	F Change				df1	df2	Sig. F Change		
1	0.361 ^a	0.183	0.37	0.782	.00000	3.719	11	436	.000	0.123.

a. Predictors: (Constant): Mega-events, such as the Calabar Carnival

b. Dependent Variable: Cultural Understanding and Cultural Relativism

The result of the regression analysis on Table 4.2.2 shows a yielded coefficient of regression (R) of 0.436 and a multiple regression R-square (R^2) of 0.361, and adjusted R^2 of 0.37, at 0.01 level of significance, the result is significant, the result also shows that an analysis of variance of the multiple regressions produced an F-ratio of 3.719, while the f-critical value is 1.91 (2-tailed), since the calculated F-value of 3.719 is greater than the critical F-value of 1.91, at 0.05 significant level, (2-tailed), the result is also significant at 0.05 level. The significance of this result is that mega-events, such as the Calabar Carnival, significantly influence intercultural interactions and cultural understanding.

Discussion of Findings

The findings from this study highlight the significant role of mega-events in fostering intercultural interactions, tourism, and cultural appreciation. These large-scale gatherings provide platforms where people from diverse backgrounds engage, exchange traditions, and build mutual understanding. This aligns with recent research by Getz and Page (2020),

which underscores the ability of cultural events to enhance global connectivity and social cohesion.

One of the key takeaways is that events such as the Calabar Carnival serve as conduits for cultural tourism and appreciation. Studies by Richards and Palmer (2021) support this claim, emphasizing that cultural festivals attract international visitors, thereby increasing economic benefits while also fostering cross-cultural exchanges. Such interactions not only promote cultural learning but also aid in dispelling preconceived stereotypes, reinforcing the idea that cultural festivals play a crucial role in breaking societal barriers and fostering unity. Furthermore, the study suggests that participation in mega-events enhances individuals' understanding and respect for diverse cultural practices. This finding resonates with Smith et al. (2019), who argue that immersive cultural experiences during festivals contribute to greater cultural empathy and awareness. However, the influence of mega-events on intercultural interactions can sometimes be constrained by commercial interests. Large-scale corporate sponsorships and branding efforts may overshadow the core cultural essence of these events, shifting the focus from authentic cultural exchanges to profit-driven motives (Dwyer & Jago, 2022).

Proper event planning emerges as a critical factor in ensuring cultural diversity is recognized and respected. Inclusive and culturally sensitive event planning can help minimize bias and misrepresentation, thereby fostering an environment where traditions are accurately and respectfully portrayed. Recent studies by Quinn (2020) emphasize that successful cultural event planning involves extensive consultation with local cultural custodians to ensure authenticity and inclusivity. The concept of cultural relativism, as highlighted in the findings, is best promoted when local cultural experts are actively involved in the event planning process. This supports Hofstede's (2021) research, which stresses that cultural experts play a fundamental role in ensuring that traditional narratives are accurately conveyed, reducing the risks of misinterpretation or cultural appropriation. Additionally, well-structured event planning significantly contributes to the accurate and respectful representation of cultural traditions, a notion echoed in studies on cultural sustainability by Lähdesmäki et al. (2020).

Finally, inclusive event planning is identified as a pivotal approach to reducing cultural misunderstandings and promoting unity among diverse participants. Research by Gibson and Connell (2022) further reinforces this perspective, indicating that inclusivity in event design enhances cultural appreciation and social integration. By adopting participatory approaches where multiple cultural voices are represented, events can become powerful tools for unity and global cultural harmony.

Conclusions

In conclusion, this study has comprehensively examined the relationship between proper event planning and the promotion of cultural relativism. The findings of this research underscore the significance of well-planned events in fostering cultural appreciation,

preserving indigenous traditions, and promoting social harmony. The study's results demonstrate that proper event planning has a substantial impact on the promotion of cultural relativism in social and cultural events. The involvement of local cultural experts in the planning process, inclusive event design, and the prioritization of cultural authenticity over commercial interests are essential elements in ensuring that events serve as meaningful platforms for fostering cultural understanding.

The research also highlights the importance of mega-events, such as the Calabar Carnival, in influencing intercultural interactions and contributing to cultural understanding. These large-scale gatherings provide opportunities for people from diverse backgrounds to engage, exchange traditions, and build mutual understanding. However, the study also notes that the influence of mega-events on intercultural interactions can be limited by commercial interests, emphasizing the need for event planners to strike a balance between economic benefits and cultural authenticity.

This study contributes to the existing body of knowledge on event management and cultural relativism by providing empirical evidence on the role of proper event planning in promoting cultural appreciation and understanding. The findings of this research have practical implications for event planners, policymakers, and stakeholders involved in the organization of cultural events. By adopting inclusive and culturally sensitive event planning strategies, these stakeholders can create events that not only promote cultural relativism but also contribute to the preservation of indigenous traditions and the fostering of social harmony.

Overall, this study demonstrates that proper event planning is a crucial factor in promoting cultural relativism and fostering cultural appreciation. As the world becomes increasingly interconnected, the importance of cultural events in promoting cross-cultural understanding and respect cannot be overstated. By prioritizing cultural authenticity, inclusivity, and sensitivity, event planners can create events that celebrate diversity, promote unity, and contribute to a more harmonious and interconnected world.

Recommendations

1. **Prioritize Cultural Authenticity:** Event planners should prioritize cultural authenticity over commercial interests to ensure that cultural traditions are accurately and respectfully represented.
2. **Inclusive Event Planning:** Adopt participatory approaches where multiple cultural voices are represented in event design to enhance cultural appreciation and social integration.
3. **Engage Local Cultural Experts:** Involve local cultural experts in the event planning process to ensure authenticity and inclusivity, and to promote cultural relativism.
4. **Cultural Sensitivity Training:** Provide cultural sensitivity training for event staff and volunteers to ensure they are equipped to handle diverse cultural needs and preferences.
5. **Community Engagement:** Foster community engagement and participation in event planning to ensure that local cultural traditions are respected and showcased.

6. Balanced Commercialization: Strike a balance between commercialization and cultural preservation to prevent the overshadowing of local traditions by corporate interests.
7. Evaluation and Feedback: Conduct thorough evaluations and gather feedback from attendees to identify areas for improvement and ensure that events are meeting their cultural and social objectives.
8. Collaboration and Partnerships: Foster collaboration and partnerships between event organizers, local communities, and cultural institutions to promote cultural exchange and understanding.
9. Cultural Education and Awareness: Incorporate cultural education and awareness programs into event planning to promote cross-cultural understanding and empathy.
10. Sustainable Event Management: Adopt sustainable event management practices that prioritize environmental and social responsibility, and minimize the negative impacts of events on local communities.

while mega-events offer substantial benefits in promoting cultural appreciation and unity, their effectiveness largely depends on thoughtful event planning and the prioritization of cultural authenticity over commercial interests. Future research could explore the long-term effects of mega-events on intercultural relations, further assessing how inclusive planning strategies shape cultural perceptions over time.

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