GLOBALIZATION AND LOCAL CULTURE: ADAPTATION AND ADOPTION FOR SUSTAINABLE DEVELOPMENT IN NIGERIA

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ABSTRACT: In the midst of globalization, the indigenous culture could undergo a transformation that could either hamper or enhance the development process of the local culture due to several issues, such as the inability of the imported tradition or development effort to fit into the local environment. Therefore, this paper examined how adapting or adopting globalisation could transform the local culture towards attaining sustainable development in Nigeria. It adopts a systematic review method, using search engines such as google scholar, Google, ResearchGate, among others, considering articles between 2010 and 2023, and content analysis was used to group materials into major themes, thereby subjecting them to thematic analysis towards addressing the objective of the study. The findings of the study revealed that when globalisation and its elements transcend into local culture they do not synchronise with or fit into the local culture, such efforts could deter and distort local culture and its development in the long run. However, when they are tailored to fit into the local culture, such efforts could enhance development and, hence, sustainable development. In conclusion, globalisation and its elements tailored to the mainstream local culture could either be adopted or adapted into the local environment, depending on the peculiarity of the local culture, to be able to enhance sustainable development in such local culture.

Keywords: Adapting Globalisation, Globalization Deployment, Local Culture, Sustainable Development, Nigeria

INTRODUCTION

The transformative role of culture in society towards achieving sustainable development has attracted much attention and has also been increasingly recognized not only at the local levels but also at the regional and global levels (United Nations, 2019). This is because culture is an essential component of human existence hence, must not be disregarded in any development effort, because it represents a major source of identity, enhance innovation and creativity thereby providing sustainable solutions to cushion local and global challenges; hence, its roles cannot be overemphasised (United Nation, 2019; Ordonez-Ponce, 2022).

Also, achieving sustainable development is one of the greatest global agreed achieved across countries, but local, regional and international policies such as those related to Sustainable Development Goals (SDGs) usually neglect to take into consideration the roles of local cultural factors towards enhancing the propensity of achievement of sustainable development (Ordonez-Ponce, 2022). UCLG Committee on Culture (2018) noted that components that strengthen culture and makes it important in any development issue are cultural rights, heritage, equity, inclusion, diversity and creativity hence they tend to foster human and sustainable development. In addition, even if the culture is put into consideration in the midst of

globalization and the drive for attaining sustainability, the structure and capability of the local culture failed to be put into consideration, which is very germane if such development effort would work or not.

In the integration of sustainable development efforts into the local culture, the Indigenous culture could undergo a transformation that could either hamper or enhance the development process of the local culture due to several issues, such as the inability of the imported tradition or development effort to fit into the local environment (Omiunu, 2012). This is because, often, the imported development efforts or innovations and the local indigenous culture are alien to each other and may or may not fit into each other. To this end, if it fits, such development effort or strategy could be adopted into the local culture, and if it is not, it is to be adapted. Adopting or adapting development efforts are two major aspects and framework that much be put into consideration in importing sustainable development plans, strategies and efforts to local culture (Omiunu, 2012).

Ordonez-Ponce (2022) noted that there are significant evidences of the relationship between cultural dimensions and countries' Sustainable Development Goal (SDG) scores when approached from general perspective and also when groups of countries such as those in Sub-Sahara Africa is also put into consideration. However, this cultural relationship with the attainment of sustainable development could vary across countries, regions and also across the attainment of the SDGs. However, not much is known about how local culture could influence or pose a significant influence on sustainable development, particularly in a culturally diverse economy like Nigeria. Therefore, this article focuses on examining whether adapting or adopting globalization promotes sustainable development in Nigeria while preserving local culture.

Aim and Objectives

This study investigates whether adapting or adopting globalization promotes sustainable development in Nigeria while preserving local culture

Conceptualising of the Problem

Erhun (2015) examined the relevance of culture to the socio-economic growth and development of Nigeria from a legal perspective and noted that the Nigerian culture had been neglected in many development efforts; hence, even in the effort to achieve sustainable development goals. This has led to underdevelopment, and a development cannot be sustained over time as evidenced from the low socio-economic status and development of the people despite the laudable development efforts that are put in place towards attaining socio-economic development in Nigeria. This implies that those development programme and efforts do not take into account the cultural diversity and the difference between the imbibed developmental culture with the local culture hence, achieving less result.

Ananti and Madubueze (2014) also investigated religion, society, culture and sustainable development in Nigeria, looking at the problems and prospects, and noted that there is a nexus among religion, society, culture and sustainable development. However, in Nigeria, it seems there is a lack of religion, society, and culture that could foster sustainable development, hence emphasizing the inadequacies in the religion, society and cultural system of the nation despite its contributory potential to sustainable development.

Deekor and Maekae (2015) examined culture and cultural diversity in sustainable development, focusing on the Nigerian experience, and found that Nigeria tends to lack culture compass to interaction with the dynamics of globalization. They added that, several globalization and development efforts in Nigeria neglect the cultural system of the nation hence, in several occasions, in trying to drive the nation through sustainable development, the culture and cultural heritage are lost into the mainstream of globalization where the nation is either here or there in the long run.

Juxtaposing the findings of Ananti and Madubueze (2014); Deekor and Maekae (2015) and Erhun (2015), that the cultural system of Nigeria has been neglected in trying to achieve sustainable development in the nation, it should be clearly stated that, this has led to the nation and the government adopt several development strategies through globalization into the local cultural system without evaluating the fitness of the imported strategies in consonance with the local Nigeria cultural system. Therefore, this, in the long run, has led to achieving development that is not sustainable over time, hence, underdevelopment sweeping the nation.

In addition, Adesina (2012) examined the negative impact of globalisation on Nigeria, and found that although globalisation which includes the science and technology, the Internet, among others, provides several benefits and opportunities; it has also posed different challenging issues, which include environmental, social, economic related issues in developing countries such as Nigeria. Also, Onyemaechi, Suleiman and Nwoga (2018) examined the effect of globalization on the Nigerian economy and its culture, and posited that globalization has affected the culture of Nigeria negatively, particularly affecting the younger generation of the nation. Also, globalization, in practice is ambiguous hence; governments and policy makers in local perspective fail to understand it better towards its utilization. This ambiguity has made globalization be deployed from different perspectives and dimensions particularly in relation to different interests, subject areas and scope hence its adoption tends to silence local culture and their heritage in the drive for sustainable development.

Also, Boyi (2022) examined socio-cultural and economic challenges of globalization on the Nigerian social structure and way forward for sustainable development, and posited that globalization has posed several challenges to the Nigeria society hence, its cultural heritage such as providing a wide gap between Nigeria and advanced nations, marginalization, dependence on raw materials, privatization, the removal of subsidy, the reduction of sovereignty, change in the cultural norms and values, the change in the nature of food, the language, the change in the mode of dressing, among others. This could affect sustainable development attainment in the long run.

Juxtaposing the works of Adesina (2012); Onyemaechi et al. (2018); Boyi (2022) that although, globalization is good, it has led to several challenging issues in Nigeria, affecting the culture, which could also adversely affect the attainment of sustainable development in the long run. This effect could be hinged on the fact that globalization deployment in the Nigeria environment or culture fails to put into account the place of culture in the Nigeria environment hence, tends to adopt the development effort that is imported into the strange culture. The end product of such globalization, according to Adesina (2012); Onyemaechi et al. (2018); Boyi (2022), has led to several challenging social, economic, political issues in Nigeria that could impede sustainable development in the long run. Nevertheless, it is important to further examine and evaluate how globalization could be deployed in the local Nigeria culture towards achieving sustainable development in Nigeria- this is a major objective of this article.

Theoretical Perspective

A major theory of significance in this article is the Rostow's stages of growth model by Rostow (1960), which is a Modernization theory. This theory postulated that growth or development follows a linear path which is encapsulated in five stages through which developing countries had to pass to develop their society. These stages are the traditional society, preconditions for take-off, take-off, drive to maturity, and the age of high mass consumption. In addition, Rostow added that economic development could be driven by certain strong sectors. According to Rostow's model, a country, such as Nigeria need to follow some rules of development to reach the take-off, for example, there should be increase in investment rate of the nation to at least 10% of its GDP, (establishment of one or two manufacturing sectors with an increasing growth, possession of institutional, political and social framework towards promoting the expansion of local sectors.

A major emphasis that made this article to focus on the use of Rostow's model is that it assumes that development can be achieved, by following basic sequence of stages for all countries- this may not hold for all countries because of the differences in cultural system and local institutions hence, it is a doubtful assumption; secondly, it tends to focus on achieving development solely by means of the increase of GDP per capita, leaving out the cultural aspect of the local environment. Thirdly, it focuses on characteristics of development but does not identify the causal factors, such as the cultural factors and heritage, which could affect development in the long run; as such, it tends to neglect the social structures or culture of the local environment.

The Modernization theory postulated that traditions and pre-existing institutions, which could also include the traditional culture of "primitive" societies, could serve as obstacles to modern development. This is because modernization is forced from outside, due to globalization, upon a local society and might induce violent and radical change, which could distort the local culture and this could also affect development in the long run. Modernization theorists have argued that the interaction between local culture and the imported modernization due to globalization could lead to several side effects that could hamper the outcome of the globalization effort.

METHODOLOGY

The paper adopts a systematic review method, using search engines such as Google Scholar, Google, and ResearchGate, among others, considering articles between 2010 and 2023. Also, Information and materials used were obtained from journal articles, books, and other similar materials, including online materials that tend to address the objective of this study. Also, the study uses Cochrane reviews style of reviewing literature by Chapman (2014), particularly in the searching process to obtain useful materials that are used in the study. This also follows the use of PICOS representing (Richardson, 1995):

P –Problem or Population

I – Intervention

C –Control or comparator

O – Outcome(s)

S - Study type (e.g., quantitative, qualitative, etc.)

Also, the search engine used for this systematic review yielded several results and outcomes but very few were selected that were fit and used towards meeting the goal of the study. Moreover, the information and materials were subjected to thematic analysis where they are grouped into various themes of the objectives and content analysis was also used to synthesise the information resources obtained towards addressing the objective of the study.

Adapting or Adopting Globalization into Local Culture and Sustainable Development: Nigeria Scenario

The paper examined how adapting or adopting globalization could transform the local culture towards attaining sustainable development in Nigeria. Naibei (2014) examined the relationship between culture and sustainable development and revealed that culture could be best understood in its wide ethnographic sense, and includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man in a society. In recent times, the component of its existence has metamorphosed from its previously popular known culture, which is folkways as used in an earlier stage, to be known as "high culture", which is recently referred to as special intellectual or artistic endeavours or products of man and the society. In addition, it houses patterns, explicit and implicit, of and for behaviour that are acquired and transmitted by symbols, and also denotes the distinctive achievements of human groups; couple with their embodiment in artifacts, which all pose significant effect on sustainable development attainment in a society. Also, Naibei (2014) revealed that culture exists and operates at different levels which are provided in Figure 1 below.
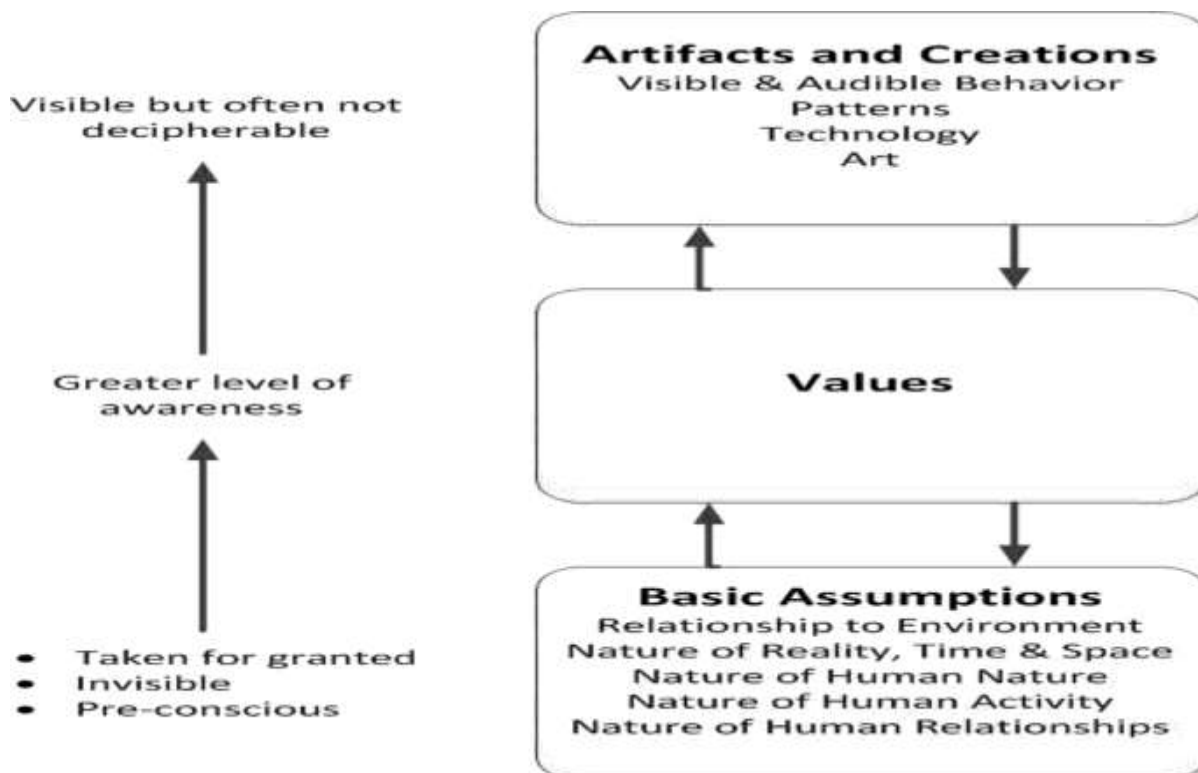

Figure 1: levels of interactions of Culture (Naibei, 2014)

Zheng et al. (2021) examined the consideration of culture in achieving the Sustainable Development Goals and provided a graphical representation of the role which culture plays in the achievement of sustainable development, as presented in Figure 2. Zheng et al. (2021) also revealed that culture mediates the attainment of 17 SDGs by assisting in achieving 79% of the SDG targets and also explains approximately 26% of the variations in the achievement of the SDGs across countries, regions or across the globe.

Figure 2: Effect of Culture on sustainable development

Source: Zheng et al. (2021)

The information in figure 2 revealed that cultures through its functional and constituent interpretation are drivers and mediators of achieving sustainable development in Nigeria.

Moses (2023) examined culture and sustainable development in Nigeria, and revealed that development, which in this context could also imply sustainable development is premised on values, world views, ideological beliefs and vision. It is also an act of culture that impacts, benevolently or adversely the culture of its target beneficiaries hence it is an imported culture that focuses on being absorbed into another culture. Therefore, it involves two basic processes, which are: The first has to do with improving and refining the existing or local culture into which the development culture would be displacing or remodelling, hence, the concept of

adapting the local culture to contemporary requirements. The second involves the searching of solutions to new problems or new forms of solutions to old problems, which could also be in the form of adapting. Therefore, to achieve sustainable development and to make it a major key driver in the country, it is imperative to take into consideration the local cultural aspect of our people to either adapt or adopt the imported development culture.

Also, Omiunu (2012) examined deploying indigenous knowledge for sustainable development, focusing on Nigeria, and noted that cultural systems differ in development efforts towards achieving sustainable development; hence, what worked in the Western countries, it may be difficult for such to work in Nigeria or Africa. Therefore, several development strategies and innovations imported from other countries or, rather, from the Western world may be difficult to fit into the local Nigeria environment due to differences in cultural system and values; hence, such efforts could deter and distort local culture and its development in the long run. This makes several developments principal act seem to be like a square peg in a round hole because they are alien to the culture which they come to displace or civilise. Therefore, there is a need for a restructuring model to evaluate development efforts such as those related to SDG and tailor them in line with the cultural system and values of Nigeria, hence, could either adapt or adopt them where need be towards achieving sustainable development in Nigeria.

Folorunso (2021) examined globalization, cultural heritage management and the sustainable development goals in Sub-Saharan Africa, by focusing on Nigeria, and suggested that there is need for the protection of African / Nigerian cultural heritage, particularly within the process of trying to achieve sustainable development goals because culture and its heritage are core element of community well-being and a tool to achieve sustainable economic development in any nation, Nigeria inclusive.

DISCUSSION OF FINDINGS

This paper examined how adapting or adopting globalization affects local culture and sustainable development in Nigeria through a systematic review of studies from 2010-2023. The findings of the works of Naibei (2014); Zheng et al. (2021); Folorunso (2021) and Moses (2023) suggested the need for the synchronization between globalization elements and local culture, to better achieve sustainable development without distorting cultural identity. Hence, globalisation and its elements need to be tailored to the mainstream local culture by either adopting or adapting globalization and its elements into the local culture such as the social, environment, economic, and others depending on the peculiarity of the local culture, towards an enhanced sustainable development in such local culture.

This supports the works of Ananti and Madubueze (2014); Erhun (2015); Deekor and Maekae (2015); United Nation (2019); Ordonez-Ponce (2022) that the role of culture cannot be overemphasized, particularly in achieving sustainable development in developing countries such as Nigeria. Drawing from the findings of Deekor and Maekae (2015) and Boyi (2022) that Nigeria lacks the culture compass to interaction with the dynamics of globalization, it could affect the attainment of sustainable development negatively in the long run. This could be why Adesina (2012) and Boyi (2022) noted that despite with the elastic benefits and opportunities provided by globalization, globalization has posed certain environmental, social, economic related challenges in Nigeria. This also supports the work of Onyemaechi et al. (2018) that globalization has affected the culture of Nigeria negatively, especially the younger generation of the nation.

This could in the long run affect the linear path of growth or development as postulated by Rostow's (1960), modernization theory hence, development may not be achieved. Ordonez-Ponce (2022) stated that when the role of local culture is neglected at the local, regional and international level to drive SDGs, development efforts towards achieving sustainable development would be fruitless. This corroborates with the findings of Omiunu (2012) that development achieved to this regard may not be sustainable.

Conclusion and Recommendations

The paper examined how adapting or adopting globalization could transform the local culture towards attaining sustainable development in Nigeria. The findings of the study revealed that when globalization and its elements transcend into local culture, when they do not synchronize with or fit into the local culture, such efforts could deter and distort local culture and its development in the long run. However, when they are tailored to fit into the local culture, such efforts could enhance development hence, sustainable development. In conclusion, globalization and its elements tailored into mainstream of local culture could either be adopted or adapted into the local environment, depending on the peculiarity of the local culture system to be able to enhance sustainable development in such local culture.

Thus, there could be need to imbibe the adoption or adaptation of globalization to suit the present local culture of Nigeria, during the formulation of policy by policy makers and government. There could be also the need for further empirical research in understanding the elasticity of adapting and adopting globalization in a local culture, and which could be most suitable towards ensuring better achievement of sustainable development in the long run. Therefore, the study recommends that:

i. Globalization or development and its subsequent elements, should be subjected to evaluation and analysis before assimilating it, towards making it fit into the local system and environment, towards sustainable development in the local culture.
ii. Sustainable development policies could be tailored to, but not captive to, local cultural context towards ensuring better propensity to achieve sustainable development in a globalised transformation.
iii. Government should endeavour to include and imbibe people and all cultures at the grassroots' level, (because in most cases, it is in them culture resides) in all matters of human, natural and national development, to obtaining cultural unity and equity within the cultural diversities towards better achievement of sustainable development in Nigeria.

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