

ROUTLEDGE ADVANCES IN EVENT RESEARCH  
SERIES

# Rituals and Traditional Events in the Modern World

Edited by  
Jennifer Laing and Warwick Frost



## Rituals and Traditional Events in the Modern World

Many events have evolved over centuries, drawing on local customs and conditions. However, as the world becomes increasingly globalised, traditional events and the identities they support are increasingly being challenged and rituals may be lost. Reacting against this trend towards homogeneity, communities strive to preserve and even recreate their traditional events, which may require rituals to be resurrected or reinvented for a new audience.

The aim of this book is to explore the role of traditional events and rituals in the modern world. The 16 chapters cover a range of case studies of the performance of ritual through events, including their historical antecedents and development over time, as well as their role in society, link with identities both seemingly fixed and fluid and their continued relevance. The cases examined are not museum pieces, but rather vibrant festivals and events that continue to persist. Drawing on the power of history and cultural tradition, they are manifestations of heritage, existing in three temporalities: celebrating the past, occurring in the present and aiming to continue into and influence the future. Iconic events including Chinese New Year, Hogmanay and the New Orleans Mardi Gras are examined and examples are drawn from a diverse range of countries such as South Korea, China, the United States, Scotland, Italy, India and Haiti.

This volume provides a deep understanding of the role of tradition and ritual within events from a global perspective and will be valuable reading for students, researchers and academics interested in events, heritage and culture.

**Jennifer Laing** is a Senior Lecturer in Tourism and Events at La Trobe University, Australia. Her research interests include travel narratives, the role of events in society and heritage tourism. She has co-written books with Warwick Frost on the influence of books on travel, commemorative events and explorer travellers and adventure tourism.

**Warwick Frost** is an Associate Professor in Tourism and Events at La Trobe University, Australia. His research interests include heritage, events, nature-based attractions and the interaction between media, popular culture and tourism. He has co-written books with Jennifer Laing on the influence of books on travel, commemorative events and explorer travellers and adventure tourism.

**Routledge advances in event research series**

Edited by Warwick Frost and Jennifer Laing

*Department of Marketing, Tourism and Hospitality, La Trobe University, Australia*

**Events, Society and Sustainability**

*Edited by Tomas Pernecky and Michael Lück*

**Exploring the Social Impacts of Events**

*Edited by Greg Richards, Marisa de Brito and Linda Wilks*

**Commemorative Events**

*Warwick Frost and Jennifer Laing*

**Power, Politics and International Events**

*Edited by Udo Merkel*

**Event Audiences and Expectations**

*Jo Mackellar*

**Event Portfolio Planning and Management**

*A holistic approach  
Vassilios Ziakas*

**Conferences and Conventions**

*A research perspective  
Judith Mair*

**Fashion, Design and Events**

*Edited by Kim M. Williams, Jennifer Laing and Warwick Frost*

**Food and Wine Events in Europe**

*Edited by Alessio Cavicchi and Cristina Santini*

**Event Volunteering**

*Edited by Karen Smith, Leonie Lockstone-Binney, Kirsten Holmes and Tom Baum*

**The Arts and Events**

*Hilary du Cros and Lee Jolliffe*

**Sports Events, Society and Culture**

*Edited by Katherine Dashper,  
Thomas Fletcher and Nicola McCullough*

**The Future of Events and Festivals**

*Edited by Ian Yeoman, Martin Robertson,  
Una McMahon-Beattie, Elisa Backer and  
Karen A. Smith*

**Exploring Community Events and Festivals**

*Edited by Allan Jepson and Alan Clarke*

**Event Design**

*Edited by Greg Richards, Lénia Marques and Karen Mein*

**Rituals and Traditional Events in the Modern World**

*Edited by Jennifer Laing and Warwick Frost*

Forthcoming:

**Events in the City**

*Using public spaces as event venues  
Andrew Smith*

**Approaches and Methods in Events Studies**

*Tomas Pernecky*

# Rituals and Traditional Events in the Modern World

**Edited by Jennifer Laing and  
Warwick Frost**

 **Routledge**  
Taylor & Francis Group  
LONDON AND NEW YORK