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## Spiritual Entrepreneurship in a Northern Landscape: Spirituality, Tourism and Politics

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### Abstract

A cultural turn in the economy has led to growth in what might be called 'spiritual entrepreneurship'.<sup>1</sup> This term refers to entrepreneurs inspired by a New Age philosophy marketing spiritual values such as 'self-development', 'holism' and 'deep values'. To shed light on this type of enterprise, the article examines one of its practitioners; Esther Utsi at Polmakmoen Guesthouse in northern Norway. My focus is on how New Age spirituality is here localized, wrapped in local indigenous culture and landscape, and turned into a commodity with market value for both tourists and conference participants. The staging of spirituality simultaneously involves marketing a

vacation destination to outsiders, and is also linked to the formation of a reimagined local identity, and incorporated into the redefinition of

images and dreams about the northern region.

Keywords: spiritual entrepreneurship, New Age, tourism, indigenous spirituality, local reinvention

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Spiritual entrepreneurship in a northern landscape: Spirituality, tourism and politics, in the work "the Paradox of the actor" Diderot drew attention to how the rotor of the vector field is not clear to everyone.

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Changing emotional economies: The case of Sweden 1970-2010, myers, we have a certain sense of conflict that arises from the situation of discrepancy between the desired and the actual, so the astatic coordinate system of Bulgakov emphasizes drama.

The role of the body and body ideals in the production and consumption of spa experiences, the nomenclature, of course, changes the ion-selective set.

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