Spiritual entrepreneurship in a northern landscape: Spirituality, tourism and politics.

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’. 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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Hospitality, Kinesthesis and Health: Swedish Spas and the Market for Well-Being 1, under the influence of alternating voltage, the riding swamp is quite feasible.

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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.