

Embodiment, place and possessions in extraordinary experiences

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Abstract

Despite prior research on embodiment and extraordinary experiences, which focused on the role of pain, yet it seems that there are opportunities to investigate broadly the concept of embodiment throughout extraordinary experiences. By designing a sensory ethnography approach across four different pilgrimage touristic destinations in Europe (Lourdes – France, Camino de Santiago – Spain) and Latin America (Juazeiro do Norte and Círio de Nazaré – Brazil), this paper aims to investigate the pivotal position of embodiment in pilgrimages in a broad way, and also intertwining it with the concepts of place and materiality. It intends to bring a macro and new perception of how individuals live this kind of experiences looking for solutions to their body and minds when they can't find it in ordinary solution services.

Keywords: *Embodiment; Place; Materiality*

Track: Consumer Behaviour