

1. Record Nr.	UNISA996433049703316
Autore	Zhu Yujie
Titolo	Heritage and Romantic Consumption in China / Yujie Zhu
Pubbl/distr/stampa	Amsterdam : , : Amsterdam University Press, , [2018] ©2018
ISBN	90-485-3682-0
Descrizione fisica	1 online resource (169 pages)
Collana	Asian Heritages ; 4
Disciplina	338.4/79151
Soggetti	Soziokultureller Wandel Tourismus Idealisierung Brauchtum Kulturerbe Nationale Minderheit Tradition (Philosophy) Heritage tourism Heritage tourism - China Electronic books. China
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 151-159) and index.
Nota di contenuto	Frontmatter -- Table of Contents -- List of Illustrations -- Prologue: Somewhere in Time -- 1. Introduction -- 2. Stage -- 3. Scripts -- 4. Local Actors -- 5. Guests -- 6. After the Show -- 7. Conclusion -- Epilogue: The Show Must Go On -- Acknowledgments -- Bibliography -- Index
Sommario/riassunto	The drums beat, an old man in a grand robe mutters incantations and three brides on horseback led by their grooms on foot proceed to the Naxi Wedding Courtyard, accompanied, watched and photographed the whole way by tourists, who have bought tickets for the privilege. The traditional wedding ceremonies are performed for the ethnic tourism industry in Lijiang, a World Heritage town in southwest China. This book examines how heritage interacts with social-cultural changes and

how individuals perform and negotiate their identities through daily practices that include tourism, on the one hand, and the performance of ethnicity on the other. The wedding performances in Lijiang not only serve as a heritage 'product' but show how the heritage and tourism industry helps to shape people's values, dreams and expectations. This book also explores the rise of 'romantic consumerism' in contemporary China. Chinese dissatisfaction with the urban mundane leads to romanticized interests in practices and people deemed to be natural, ethnic, spiritual and aesthetic, and a search for tradition and authenticity. But what, exactly, are tradition and authenticity, and what happens to them when they are turned into performance?

2. Record Nr.	UNINA9910797753403321
Autore	Urban Hugh B.
Titolo	Zorba the Buddha : sex, spirituality, and capitalism in the global Osho movement // Hugh B. Urban
Pubbl/distr/stampa	Oakland, California : , : University of California Press, , 2015 ©2015
ISBN	0-520-96177-3
Descrizione fisica	1 online resource (261 p.)
Disciplina	299/.93
Soggetti	Gurus New Age movement - Oregon - History - 20th century New Age movement - India - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Illustrations -- Preface -- Introduction: Gurus, God-Men, and Globalization -- Chapter 1. "India's Most Dangerous Guru" -- Chapter 2. "Beware of Socialism!" -- Chapter 3. "From Sex To Superconsciousness" -- Chapter 4. The Messiah America Has Been Waiting For" -- Chapter 5. "Osho" -- Chapter 6. OSHO®? -- Conclusion -- Notes -- Selected Bibliography -- Index
Sommario/riassunto	Zorba the Buddha is the first comprehensive study of the life,

teachings, and following of the controversial Indian guru known in his youth as Bhagwan Shree Rajneesh and in his later years as Osho (1931-1990). Most Americans today remember him only as the "sex guru" and the "Rolls Royce guru," who built a hugely successful but scandal-ridden utopian community in central Oregon during the 1980's. Yet Osho was arguably the first truly global guru of the twentieth century, creating a large transnational movement that traced a complex global circuit from post-Independence India of the 1960's to Reagan's America of the 1980's and back to a developing new India in the 1990's. The Osho movement embodies some of the most important economic and spiritual currents of the past forty years, emerging and adapting within an increasingly interconnected and conflicted late-capitalist world order. Based on extensive ethnographic and archival research, Hugh Urban has created a rich and powerful narrative that is a must-read for anyone interested in religion and globalization.

---