



16-06-2022

IREGE

INSTITUT DE RECHERCHE
EN GESTION ET ECONOMIE



12h30 — Salle 103 — Comodal

Participer à la réunion Zoom :

[https://zoom.us/j/99328444342?](https://zoom.us/j/99328444342?pwd=eDJpTWpKTDZHTTBzQ2xLdnQydUJFUTQ9)

[pwd=eDJpTWpKTDZHTTBzQ2xLdnQydUJFUTQ9](https://zoom.us/j/99328444342?pwd=eDJpTWpKTDZHTTBzQ2xLdnQydUJFUTQ9)

ID de réunion : 993 2844 4342

Code secret : 4Rx09R

Agenda

23/ 06/2022, PhD seminar on socially relevant research - IREGE / GEM et plénière Gazi ISLAM (Grenoble)

Calendrier des séminaires

<https://urlz.fr/gvi5>

Alain DECROP (CeRCLe, Université de Namur), Déconnecter pour mieux se reconnecter: le rôle de la pleine conscience dans les expériences de loisirs hypermodernes

In a hypermodern world of continuous speed, acceleration and pressure, consumers are longing for bubbles in their lives where they can disconnect and recover from their everyday burdens. This need motivates them to seek temporary escapes in transcendental experiences set outside time, space and society. Recent years have witnessed such a quest for recovery through the increasing demand for spiritual retreats, pilgrimages, silence hotels, yoga, meditation holidays, etc. The thirst for these forms of consumption has been defined as a “slowed down temporal experience achieved via a decrease in certain quantities (travelled distance, use of technology, experienced episodes) per unit of time through altering, adopting, or eschewing forms of consumption” (Husemann and Eckhardt, 2019, p. 1142). Such experiences signal a deep need from contemporary consumers to escape temporarily their everyday lives’ environment, in order to refresh and to get restored. This paper aims to better understand such a disconnection- reconnection dialectic in the context of holiday. More specifically, the empirical study investigates how different holiday components (the hiking activity, the refuge accommodation, and the wilderness context) contribute to disconnect consumers from their daily environment and help them reconnect with other social objects.

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