

First Submitted: 28 October 2023 / Accepted: 10 December 2023

DOI: <https://doi.org/10.61707/sbwdmq86>

Spiritual Capital Tourism Economy Creative Woman Entrepreneur

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Abstract

Spiritual capital plays a significant role in the journey of creative entrepreneurship. It serves as a valuable resource that influences innovative thinking, decision-making, and overall business performance for entrepreneurs. The integration of beliefs and spiritual practices empowers entrepreneurs to tap into their inner creativity, develop unique solutions, and successfully navigate challenges in the dynamic business landscape. This study employs bibliometric research methodology to analyse the relationship between the spiritual capital economy and women's entrepreneurial creativity. This research examines 370 document publications gathered from Google Scholar from 2005 to 2020 to identify issue clusters associated with the spiritual capital economy and creativity in women entrepreneurs. The findings indicate a great potential for further exploration of the relationship between spiritual capital and women's entrepreneurial creativity. Spiritual capital can serve as a valuable resource in fostering creativity, innovation, and performance for women entrepreneurs in the business context. However, direct research exploring this connection is still limited, necessitating further investigation to gain a deeper understanding of the influence of spiritual capital tourism economic factors on women's entrepreneurial creativity.

Keywords: *Spiritual Capital, Women's Entrepreneurial Creativity, Tourism Economics*

INTRODUCTION

For more than a century, social scientists have sought to understand the role of religion and values in the formation of modern capitalism and democracy. Although it was only in the last two decades that sociologists began to use the term "social capital" to describe the role of religion in this development, the concept has been implicit in analyses carried out by a leading figure in modern economic and societal theory, Max Weber. Weber held the neoclassical Austrian theory of economic action to be the primary influence on the rationality and conduct of economic actors. In particular, in his work entitled "The Protestant Ethic and the Spirit of Capitalism," Weber argues that values such as independence, self-discipline, and spiritual life instilled by Protestant Christianity, especially Calvinism, played a central role in the development of modern capitalism in Europe. Conversely, in his writings on religion and economic development in China, India, and the Muslim world, Weber also suggests that local traditions in these regions also contributed greatly to spiritual capital, but with an orientation largely at odds with the rationality and achievements of modern capitalism.

Spiritual capital has been put forward by some experts, such as Berger and Redding (2011), who view spiritual capital as "a set of resources derived from religion and available for use in economic and

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political development." Our conception of spiritual capital goes beyond the collection of beliefs and practices associated with religion. Spirituality, as a feeling of connection with the divine or transcendent, is often associated with religion but can be experienced outside the religious context (Chan-Serafin et al., 2013; Zinnbauer & Pargament, 2005). Thus, the definition and scope of aspects contained in spiritual capital are not limited to the influence of traditional religion.

In the realm of spiritual capital economics, known as Spiritual Capital Economy (SCE), it refers to a concept that emphasizes the importance of spiritual resources and values in economic and social development. This indicates that, in addition to financial and physical capital, intangible elements such as beliefs, shared values, moral principles, and ethical behavior play an important role in shaping economic activity and its outcomes. Spiritual capital includes collective beliefs, norms, and practices that guide individuals and communities in economic interactions, decision-making processes, and the pursuit of common goals (Sala & Artadi, 2004). SCE recognizes the linkage between material well-being and spiritual well-being, highlighting the potential synergy between economic prosperity and the fostering of spiritual virtues and values. The economic concept of spiritual capital expands the understanding of economic systems by integrating the spiritual dimension and recognizing the influence of spiritual resources on human behavior and economic dynamics.

Spiritual Capital Economy (SCE) is a set of media attached to every religious entrepreneur who carries out spiritualist values as one of the most important capitals in running a business well and does not conflict with the moral values taught in the religion he adheres to. Nowadays, the increasing number of people who carry out gender equality attitudes have provided many equal opportunities for women to pursue careers, work, or do business as men. In this world, there have been many women who have succeeded in becoming entrepreneurs by realizing their creativity into valuable work. In the context of SCE's relationship with women entrepreneurs, it is still not widely studied, and there are some limitations. Existing research on the role of women's spiritual and entrepreneurial capital is still very limited. Existing research on the role of women's spiritual and entrepreneurial capital is still very limited. However, women's entrepreneurship is regarded as one of the most effective markers of economic development and social inclusion. Entrepreneurship is increasingly regarded as a vital driver of economic growth, productivity, innovation, and employment and is universally accepted as a critical component of economic dynamics (Investment, 2011).

The incorporation of New Age philosophy and its role in certain business circles go hand in hand with the broader tendency to utilize spirituality to enhance productivity (Aupers & Houtman, 2014). Understanding the application of one's spirituality to the entrepreneur is one of the concerns in the effort to develop oneself in line with religion. 'Spiritual entrepreneurs,' provide valuable insights into an important aspect of religion in contemporary society: how religion adapts to consumer culture and its values. Terms such as 'spirit,' 'holism,' 'deep values,' and 'self-development,' which are central to New Age thinking, play an important role in creating unique experiences for consumption. This phenomenon can be observed in the tourism industry, particularly in the spa and wellness sector (O'Dell, 2010), pilgrimage tourism (Kraft, 2007; Bowman, 2007; Selberg, 2011; Stausberg, 2011), the 'Slow Movement' of slow food and slow experiences (Honoré, 2009), and indigenous tourism (Stausberg, 2011; Alison, 2006; Hinch, 2004). The extent and manner in which spiritual entrepreneurs embrace New Age philosophy varies. It is not always their primary marketing platform. More commonly, entrepreneurs in the religious field offer a combination of spiritual and secular products and services, which likely facilitates financial sustainability.

Several studies on women's business and spirituality have been undertaken. Gray and Hervey (2005), for example, urge additional research to explore alternative sources of entrepreneurial impact and analyze a broader range of cultures in a study of female entrepreneurship in Morocco. Pio (2010) states in his essay on Muslim sisterhood, spirituality, and ethnic entrepreneurship in Sweden that the themes of spirituality and entrepreneurship are especially essential in the worldwide understanding of changes in women's employment. Several other studies have found that spirituality has a substantial impact on a person's life. (King & Crowther, 2004; Enander, 2000; Hutson, 2000; King, 2007). In addition, spiritual and religious values also have an important effect on human behavior, life, and work (Osman-Gani, Hashim, & Ismail, 2012). Based on the explanation above, the author is interested in studying the Spiritual Capital Economy for women entrepreneurs.

RESEARCH METHOD

The research method used in this study is bibliometric analysis. The bibliometric research method is an approach that uses quantitative analysis of scientific publications and academic literature to reveal patterns, trends, and relationships between these works. According to Roemer and Borchardt (2015), bibliometrics is a measurement technique that uses bibliographic data and statistical calculations to produce quantitative information about scientific research and communication activities. This method involves collecting and analyzing data regarding publications, including journals, articles, books, and references, as well as measuring and mapping characteristics such as frequency of writing, citations, and collaboration between researchers. Using this method, researchers can identify research trends, track influences between publications, and gain insight into the development of science in a particular field (Roemer & Borchardt, 2015; Glänzel & Moed, 2002).

Through the use of appropriate procedures and techniques, bibliometric analysis can be used to analyze rapidly developing and trending research topics. Through this analysis, new insights can be generated that are beneficial for the development of science and technology (Sarjana Najib and Khayati, 2021). The bibliometric analysis in this study follows the opinion of Reyes & Arturo (2015): Other researchers can use this procedure in a systematic manner and with various steps. In addition, bibliometric analysis may also involve the use of mind-mapping techniques that illustrate the boundaries of knowledge (Tranfield et al., 2003). The purpose of this bibliometric analysis is to conduct analytical investigations in journal articles, books, and other written media (Heersmink et al., 2011). Figure 1 illustrates the five stages of bibliometric analysis that will be used in this study, namely determining search keywords, initial search results, improving search results, compiling preliminary data statistics, and analyzing data. These five steps were taken to obtain comprehensive data and an in-depth assessment in the study of Spiritual Capital Economy Creative Woman Entrepreneur.

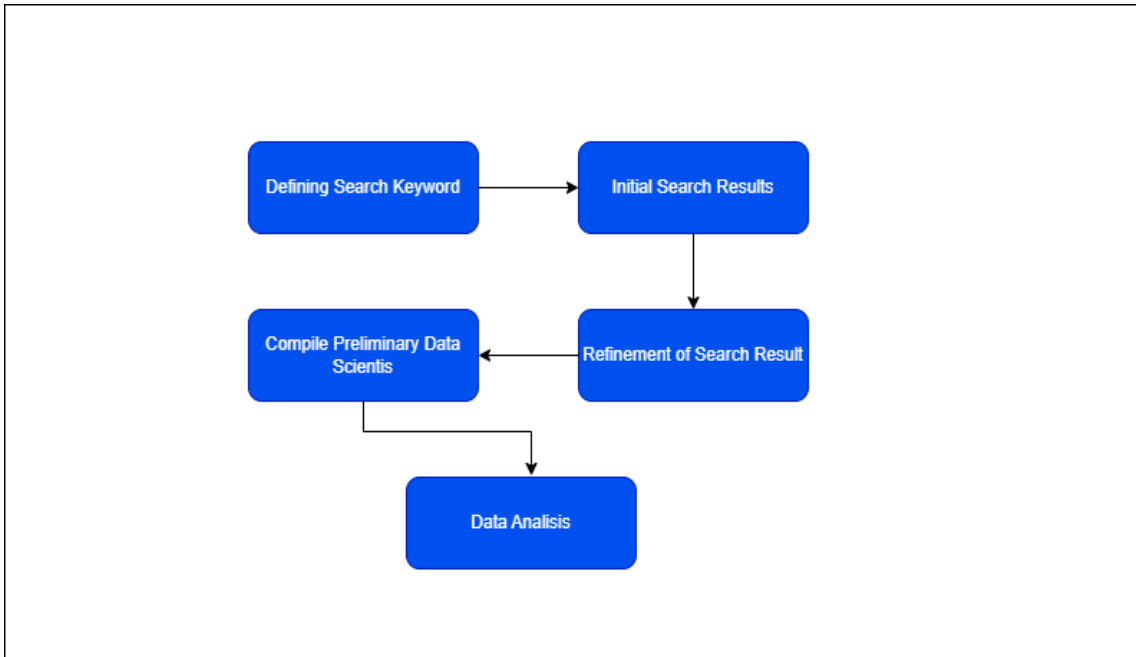


Figure 1 Five Stages of Bibliometric Analysis by (Reyes & Arturo, 2015).

Defining Search Keyword

The implementation of this research will be carried out in 2023. The keywords used in finding research data sources are keywords related to Spiritual Capital Economy Creative Women Entrepreneurs. Keywords searched by title, abstract, and keywords: TITLE-ABS-KEY ("Spiritual Capital Economy" OR "Spiritual Capital Economy Creative Women Entrepreneurs") AND (LIMIT-TO (PUBSTAGE, "final") AND (LIMIT-TO (DOCTYPE, "ar") AND (LIMIT-TO (LANGUAGE, "English") AND (LIMIT-TO (SRCTYPE, "j"))).

Initial Search Results

Based on the initial search results of keywords or keywords that have been determined, the results of journal publications were found in as many as 639 journals or publication documents. In this data, the author limited it to 370 document publication data points with a range of publication years from 2005 to 2020.

Refinement of Search Results

After getting the initial results, the next step is to select articles based on the inclusion criteria that have been set in this study. The inclusion criteria used to filter search results are that the research must be written in English, the article consists only of final publications, and it is in the form of a journal article. As a result, all documents such as book chapters, conference papers, reviews, books, editorials, conference reviews, erratums, data papers, book series, and trade journals are not included in the data set. The aim is to ensure that only excellent scientific contributions coming from journals

with final articles in English are included in the analysis. In addition, if there are duplicate articles, then the article is also deleted.

Compile Preliminary Data

Analyze statistical data derived from published documents gathered through the Vosviewer application to visualize the interconnections among research titles, examine publication year statistics, and analyze and visualize the density of relationships within a network or cluster. Through this visualization, we can see to what extent the elements in the network are interconnected and form dense or sparse clusters. The use of the Vosviewer application is broadly aimed at gaining a better understanding of network structure and relationships between elements and identifying elements that have a central or influential role in the network.

DISCUSSION

Data Analysis

The collected data is then processed by bibliometric analysis with the aim of finding the results of data visualization from keywords that often appear in the collected publication data. This is very useful because it allows us to look at the subject that has been studied for the last 16 years (2005-2020). VOSviewer also provides cluster analysis illustrating the relationship between these topics (Hamidah et al., 2020; Hudha et al., 2020).

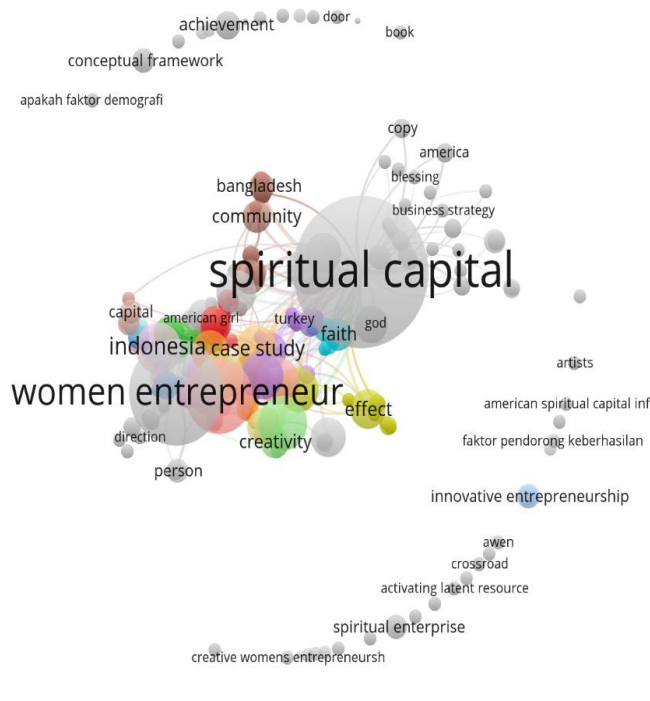


Figure 2. Google Scholar Network Visualization Database via Vosviewer

Based on Figure 4, the visualization results of document publication data taken from Google Scholar with a range of publications from 2005 to 2020 show that there are two main keywords that predominantly appear in the publication of collected documents, namely spiritual capital and women entrepreneurs. This is based on Vosviewer's default symbolism, which indicates that the larger the circle of an object, the greater its magnitude of significance, and the dark or grey color of the circle indicates the density or high intensity of the appearance of the keyword.

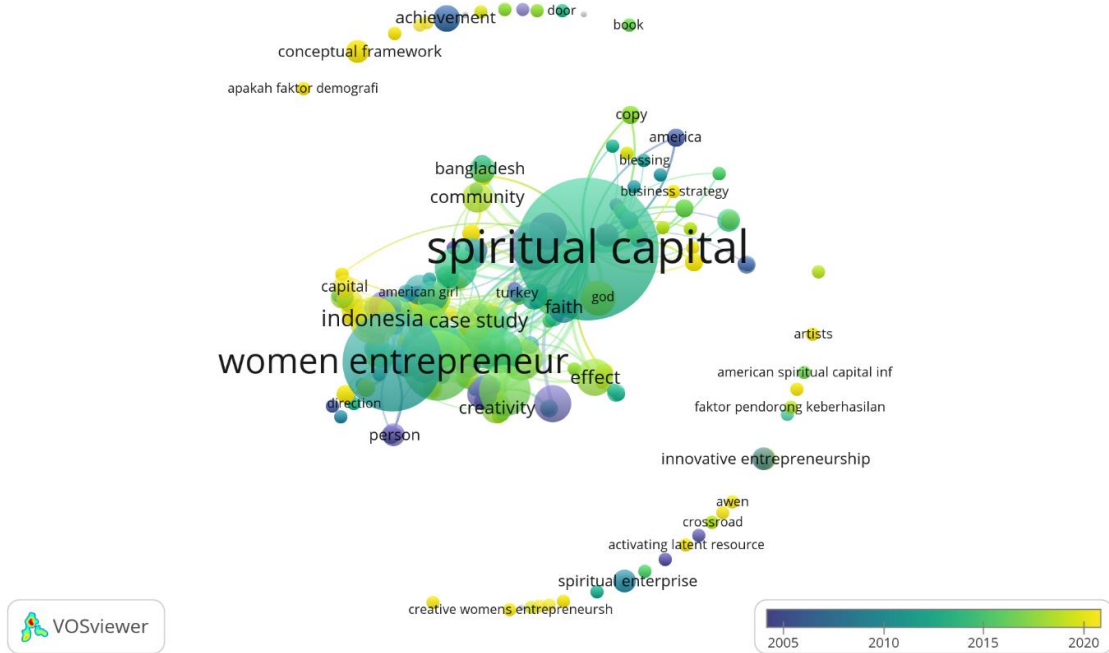


Figure 3 Google Scholar Database Visualization Overlay via Vosviewer

In the data visualization, Figure 3 shows that the keywords spiritual capital and women entrepreneurs were widely published from 2010 to 2015. In addition, the green color shows compatibility and the relationship between spiritual capital, women entrepreneurs, and creative elements.

Potential topics for future studies in the research field of Spiritual Capital Creative Women Entrepreneurs

Figure 3 shows a network that describes two groups or clusters and their interconnection in the topic area under study. Each group consists of various terms that indicate a high degree of structural fit. For each group, there were several keywords that appeared frequently that reflected the research emphasis of previous studies. For example, in the first group indicated by a green circle, the term that often appears is "spiritual capital". This group tends to focus on the role of spiritual capital and its influence on innovation and entrepreneurial performance. Meanwhile, in the second group, the term that appears is "women entrepreneur." Research is more focused on the role of women entrepreneurs, creativity, and their contribution to the creative industry.

Research on spiritual capital economy in the context of creative women entrepreneurship has great potential as an exciting field of research in the future. Delving deeper into how spiritual capital, such as spiritual beliefs, values, and practices, can influence the creativity and performance of women entrepreneurs will provide valuable insights. Understanding the interconnectedness between spirituality and creativity can help in developing effective strategies and approaches to support the growth and innovation of women-led businesses.

Through research on the spiritual capital economy of creative women entrepreneurs, it can be studied how strengthening spiritual aspects in the business context can encourage the creativity of women entrepreneurs. Factors such as confidence, perseverance, sense of purpose, and integrity associated with spirituality can be a strong foundation for women entrepreneurs to face challenges and pave the way to success. Understanding how to harness and strengthen this spiritual capital can provide valuable insights to improve performance and innovation within the creative industries.

The economic potential of spiritual capital in the tourism industry is an interesting phenomenon that has emerged in recent years. This can be an opportunity for women entrepreneurs with good spiritual capital. Spiritual capital, which includes the values, beliefs, and spiritual practices possessed by women entrepreneurs, can be implemented into the tourism promotion activities of a tourism destination. While much scholarly attention has been dedicated to the relationship between tourism and spirituality, notably in the context of pilgrimage and religious tourism, it is argued that the larger spiritual dimension of tourism has gone unstudied (Sharpley, 2009; Sharpley & Sundaram, 2005; Timothy & Conover, 2006). Despite the pioneering work of Cohen (1979), who discussed that every human being is spiritual and forms intangible spiritual connections with various areas, people, and contexts, little effort has been made to empirically explore the extent to which, or how, tourism can provide spiritual experiences to individuals or how tourism experiences are imbued with spiritual meaning by individuals.

Spiritual capital can serve as an innovative approach to attracting more visitors and developing sustainable tourism destinations. Activities such as meditation, yoga, spiritual retreats, religious ceremonies, and other immersive experiences are a major draw for those seeking personal growth, self-awareness, and spiritual healing. One of the advantages of applying spiritual capital in the tourism industry is that it allows destinations to expand their market base and attract new segments of travelers. Travelers seeking spiritual experiences are often willing to spend more time and money to have an experience that is rich in meaning and deepens the connection with the surrounding environment. In addition to direct economic benefits, spiritual capital in tourism can also encourage cultural and environmental preservation in a particular destination. Local communities tend to better understand their spiritual and cultural values and can feel inspired to take better care of their heritage. Involvement in spiritual activities can increase respect for and understanding of local customs, history, and wisdom.

In the context of tourism sector development, women creative spiritual entrepreneurs can participate and take a central role in efforts to offer tourism-related services and experiences, such as holistic wellness retreats, meditation and yoga practices, spiritual counseling sessions, and pilgrimage trips to holy or spiritual places. By combining their spiritual capital with creativity and business innovation, they can create attractive travel packages and cater to the needs of a rapidly growing market segment of travelers seeking spiritual and well-being experiences.

Furthermore, doing study on the spiritual capital economy within the realm of creative women entrepreneurs can aid in identifying issues that impede or restrict the utilization of spiritual capital by

women entrepreneurs. For example, is there a social stigma or cultural norm that prevents women from activating their spiritual potential in a business context? By understanding these constraints and challenges, strategies and policies can be developed that support the role of spirituality in encouraging the creativity and innovation of women entrepreneurs. Research in this field can make a significant contribution to exploring the potential of women entrepreneurs and improving gender equality in the business world.

CONCLUSION

Based on the results of the bibliometric analysis conducted, there are two keywords that appear most often and are divided into two main clusters, namely spiritual capital and women entrepreneurs. In general, research on the relationship between the spiritual capital economy and creativity in women's entrepreneurship is limited, and little research has directly explored this relationship. However, the potential for research in this area is enormous, as spiritual capital can have a significant impact on fostering the creativity and innovation of women entrepreneurs. Understanding how to leverage spiritual capital as a valuable resource in a business context can help improve the performance and success of women entrepreneurs, especially in the creative industries.

For future research, it is crucial to conduct a more comprehensive investigation into the correlation between spiritual capital and creativity in women's entrepreneurship. Exploring the influence of spiritual factors such as beliefs, values, and spiritual practices in a business context can provide valuable insights into developing effective approaches to support the creativity and innovation of women entrepreneurs. Furthermore, it is crucial to consider the potential difficulties that women entrepreneurs may encounter while utilizing spiritual capital. This will enable the development of inclusive strategies and policies that promote the integration of spirituality in the business realm. Furthermore, as there is a growing focus on gender equality and recognizing the capabilities of women in entrepreneurship, there is rising importance in studying the spiritual capital economics of creative women entrepreneurs. In this context, further research is expected to provide a deeper understanding of how to utilize spiritual capital as a powerful resource for women entrepreneurs to encourage their creativity, innovation, and success in the business world.

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