Minority languages work nowadays as valuable resources in the tourism industry. The discourses considering minority languages are in the era of globalization moving increasingly towards the domain of economics. Hence, the relations between native speakers and new speakers of minority languages can be tension ridden in tourism events such as festivals that are hallmarks of the post-national economy.

This paper examines the multilingual indigenous Film Festival Skábmagovat in Inari village, Finland, where three Sámi languages are spoken. The data consist of interviews with the festival organizers of which some are native and some new speakers of some of the Sámi languages. The different linguistic repertoires and the relations between festival organizers provide a revealing nexus (Scollon and Scollon 2004) of multilingual language practices. I use the nexus analytical concept of ”historical bodies” meaning the life experiences, goals and purposes of the interviewees as well as the unconscious ways by which language choices are made. Using this concept illustrates more specifically what the motivations reasons are for having studied some of the Sámi languages and how language choices are made in the festival space by each employee.

The study reveals that the application of nexus analysis is beneficial for examining processes that change the traditional values and functions of minority languages. Nexus analysis helps to understand the intersection of tourism where different discourses and ideologies surrounding the use and ownership of Sámi languages meet. The concept of historical body highlights the importance of taking the individual’s life experiences and different backgrounds, including ethnicities, under consideration with respect to how they relate to the trajectories of the processes in which the different values of the minority languages used in tourism are formed.

Keywords: nexus analysis, multilingualism.