

Critical Tourism Studies Proceedings

Volume 2017

Article 15

2017

Quality of Life of Lifestyle Entrepreneurs: A Conceptual Model

Maria Joao L. S. Vieira

Edinburgh Napier University, 40128555@live.napier.ac.uk

Follow this and additional works at: <http://digitalcommons.library.tru.ca/cts-proceedings>

 Part of the [Tourism and Travel Commons](#)

Recommended Citation

Vieira, Maria Joao L. S. (2017) "Quality of Life of Lifestyle Entrepreneurs: A Conceptual Model," *Critical Tourism Studies Proceedings*: Vol. 2017 , Article 15.

Available at: <http://digitalcommons.library.tru.ca/cts-proceedings/vol2017/iss1/15>

This Abstract is brought to you for free and open access by Digital Commons @ TRU Library. It has been accepted for inclusion in Critical Tourism Studies Proceedings by an authorized editor of Digital Commons @ TRU Library. For more information, please contact kgaynor@tru.ca.

Title: Quality of Life of Lifestyle Entrepreneurs: A Conceptual Model

Author: Maria Joao Vieira

Affiliation: Edinburgh Napier University

Contact: 40128555@live.napier.ac.uk

Session Type: Presentation

Abstract:

This presentation aims to explore how lifestyle entrepreneurs (LsEs) perceive quality of life (QoL) after engaging with a home-business that operates in the accommodation sector, and also to understand the impacts of that choice on their own QoL. A conceptual model of QoL for LsEs will be suggested based on 38 in-depth interviews with LsE owners of B&Bs in Portugal, conducted as part of an ongoing doctoral study.

Interest in lifestyle entrepreneurs (LsEs) has been growing among academics (Marchant & Mottiar, 2011); still, despite the relevance, studies on the understanding of this complex concept are lacking, whether in regards to its “conceptualization” or “content of current research” (Carlsen et al., 2008, p. 260). Knowledge about the group is scarce and tends to be focused on the motivations to open small tourism businesses (Thomas et al., 2011), being relatively consensual that LsEs’ main motivation is not profit nor desire for growth (Shaw & Williams, 1998; Ioannides & Petersen, 2003). This assumption, as obvious as it appears, does not do justice to the relevance this group of entrepreneurs has in the tourism and hospitality sector. Instead, the lack of understanding of LsEs’ goals, intentions, lifestyle, and perception of quality of life (QoL) allows the creation of discourses that tend to portray stereotypes.

The label LsE has been used in the tourism literature to describe owners of small firms who intentionally choose a particular lifestyle over profit and business growth (Lashley & Rowson, 2010; Skokic & Morrison, 2011). LsEs want to have more control in their own lives and achieve a certain level of QoL and personal happiness (Lashley & Rowson, 2007; Lundberg & Fredman, 2012). The label LsE on its own suggests that the style of life is something of importance to this group of entrepreneurs. To describe the concept of entrepreneur(ship) with the term lifestyle makes the focus shift to lifestyle choices. The lifestyle label is then related to a desire to open a small business, taking into consideration aspects like family, style of life, and commercial concerns (Saxena, 2015); blending lifestyle and work as if they are one and the same (Holland & Martin, 2015); and an ambition of achieving a certain QoL, which may in turn be associated with the possibility of living a pleasant life guided by personal preferences and values (Ateljevic & Doorne, 2000).

Taking into consideration the agreement that seems to exist in the literature regarding QoL as one of the main drivers for LsEs to engage in tourism related entrepreneurial ventures (Shaw & Williams, 2004; Getz & Petersen, 2005; Ateljevic, 2007), it becomes relevant to understand how this particular group perceives QoL and how they self-assess their own QoL. It becomes even more important in a society that is supporting the ideal of living a more healthy and fulfilling life (Rapley, 2003), and where QoL is a global desired result of service delivery for economic, social, and political reasons (Galloway et al., 2006).

References:

- Ateljevic, I., & Doorne, S. (2000). “Staying within the fence”: Lifestyle entrepreneurship in tourism. *Journal of Sustainable Tourism*, 8(5), 378–392.
- Ateljevic, J. (2007). Small tourism firms and management practices in New Zealand: The centre

- stage macro region. *Tourism Management*, 28(1), 307–316.
- Carlsen, J., Morrison, A., & Weber, P. (2008). Lifestyle oriented small tourist firms. *Tourism Recreation Research*, 33(3), 255–263.
- Galloway, S., Bell, D., Hamilton, C., & Scullion, A. (2006). *Quality of life and well-being: Measuring the benefits of culture and sport: Literature review and thinkpiece*. Edinburgh.
- Getz, D., & Petersen, T. (2005). Growth and profit-oriented entrepreneurship among family business owners in the tourism and hospitality industry. *International Journal of Hospitality Management*, 24(2), 219–242.
- Holland, C., & Martin, E. (2015). Lifestyle migration and work choices. *Hospitality & Society*, 5(1), 23–42.
- Ioannides, D., & Petersen, T. (2003). Tourism “non-entrepreneurship” in peripheral destinations: A case study of small and medium tourism enterprises on Bornholm, Denmark. *Tourism Geographies*, 5(4), 408–435.
- Lashley, C., & Rowson, B. (2007). Trials and tribulations of hotel ownership in Blackpool: Highlighting the skills gaps of owner-managers. *Tourism and Hospitality Research*, 7(2), 122–130.
- Lashley, C., & Rowson, B. (2010). Lifestyle businesses: Insights into Blackpool’s hotel sector. *International Journal of Hospitality Management*, 29(3), 511–519.
- Lundberg, C., & Fredman, P. (2012). Success factors and constraints among nature-based tourism entrepreneurs. *Current Issues in Tourism*, 15(7), 649–671.
- Marchant, B., & Mottiar, Z. (2011). Understanding lifestyle entrepreneurs and digging beneath the issue of profits: Profiling surf tourism lifestyle entrepreneurs in Ireland. *Tourism Planning & Development*, 8(2), 171–183.
- Rapley, M. (2003). *Quality of life research: A critical introduction*. London: Sage.
- Saxena, G. (2015). Imagined relational capital: An analytical tool in considering small tourism firms’ sociality. *Tourism Management*, 49, 109–118.
- Shaw, G., & Williams, A. (2004). From lifestyle consumption to lifestyle production: Changing patterns of tourism entrepreneurship. In R. Thomas, ed., *Small Firms in Tourism: International Perspectives* (pp. 99–114). Oxford: Elsevier.
- Shaw, G., & Williams, A.M. (1998). Entrepreneurship, small business culture, and tourism development. In K. Debbage & D. Ioannides, eds., *Economic Geography of Tourism* (pp. 235–255). London: Routledge.
- Skokic, V., & Morrison, A. (2011). Conceptions of tourism lifestyle entrepreneurship: Transition economy context. *Tourism Planning & Development*, 8(2), 157–169.
- Thomas, R., Shaw, G., & Page, S.J. (2011). Understanding small firms in tourism: A perspective on research trends and challenges. *Tourism Management*, 32(5), 963–976.