GABRIELLA KING

An Exploration of Lifestyle Migrant Entrepreneurs in Tavira, Algarve

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UNIVERSIDADE DO ALGARVE
FACULDADE DE ECONOMIA

UNIVERSITY OF ALGARVE

FACULTY OF ECONOMICS

2022-2023

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Masters in Management

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Universidade de Algarve.

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Work Authorship Declaration

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references.

Gabriella KING

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ACKNOWLEDGEMENTS

I would like to acknowledge the role of my supervisor, Kathryn Mary Torkington who guided me and supported me throughout the whole process of the research.

I would also like to thank all those who took part in helping me gather relevant data for the purpose of the research.

I would like to acknowledge the academic staff who aided in the completion of this work.

ABSTRACT

In recent years, the Algarve has seen an increasing amount of foreign residents moving for purposes of lifestyle affordances, including the good climate and 'search for a better way of life'. In their processes of lifestyle migration, many new residents have decided to establish their own businesses in order to gain a good work and lifestyle balance. In the case of Tavira in the Eastern part of the Algarve, there is a considerable amount of new foreign-run businesses showing an increasing trend in this sector. The goal of this research is to gain deeper understanding of the key factors of motivation leading to migration and entrepreneurship.

The main exploratory objective of this research is to offer new insight onto the lifestyle migrant entrepreneurs (LMEs) of Tavira specifically as no research has yet been carried out for such a niche area of the Algarve. This study offers knowledge on the motivations for migration and entrepreneurship of the LMEs based in Tavira. Moreover, networking practices of LMEs are examined, along with the relevant partnerships.

The study takes a qualitative approach using semi-structured interviews to gather data from a range of lifestyle migrant entrepreneur informants. The data is then analysed through narrative and thematic analysis.

The key findings of the study reveal that LMEs cannot all be categorised with the same motives for migration and entrepreneurship, but the selection of a specific place is one of the most important decisions. The social contexts of lifestyle migrants and their work environments are intrinsically linked to each other.

Keywords: Lifestyle migration; lifestyle migrant entrepreneur; Tavira; motivations; networking.

RESUMO

Durante os últimos 10 anos, no Algarve tem-se verificado um aumento no número de imigrantes por motivos de estilo de vida, nomeadamente, em busca de um bom clima e da "procura de uma vida melhor". Para a decisão de migração por motivos de estilo de vida, surgem várias histórias sobre o processo de migração em si. Esta tendência crescente migração de estilo de vida ("lifestyle migration"), aparece associada à ideia de os migrantes abrirem o seu próprio negócio como uma ocupação para sustentar o seu estilo de vida, para o qual contribuem vários fatores de motivação. A decisão de abrir um negócio no local para onde imigram permite aos migrantes manter um estilo de vida confortável, com um bom equilíbrio entre trabalho e lazer. No caso de Tavira, uma pequena cidade turística e cultural, no este do Algarve, há uma quantidade considerável de novos negócios administrados por estrangeiros. Sendo um destino muito procurado pelos turistas, Tavira tem assistido a um grande aumento no número de visitantes que escolhem esta cidade para sua residência primária. Do total dos 24.294 habitantes em Tavira, 29,79% são de nacionalidade estrangeira, e destes, 1773 vieram do Reino Unido (Urbistat 2023).

Vários *Lifestyle Migrants* ao decidir abrir o seu próprio negócio, procuram recriar uma sensação da sua própria cultura e ideias de empreendedorismo para fornecer novos serviços ou produtos dos quais sentem falta.

Migrar com o objetivo de melhorar o estilo de vida é um tema que tem sido amplamente estudado na última década. Além disso, parece haver uma tendência migratória crescente nas zonas costeiras de Portugal. Os perfis mais frequentes em migrantes de estilo de vida são os nacionais do norte de Europa que se deslocam para o sul. Estes são os migrantes que procuram um clima melhor e situações socioeconómicas favoráveis para as suas economias.

Também a par da tendência de migração de estilo de vida, verifica-se um aumento na quantidade de novas pequenas empresas com o principal objetivo de sustentar o estilo de vida escolhido. Dessa forma, o "turismo residencial" (um termo usado para descrever os residentes a tempo parcial que também se consideram visitantes ou turistas) pode ser facilmente sustentado financeiramente, para além de oferecer um bom equilíbrio entre trabalho e lazer.

Ao decidirem abrir os seus próprios negócios, muitos dos *Lifestyle Migrants* identificam uma necessidade no mercado que acreditam que podem preencher. Neste sentido,

fornecem algo que outros membros da mesma comunidade estrangeira solicitam. Assim, é por meio de uma rede social cuidadosa que estas lacunas são identificadas, e a economia destes negócios permanece entre os migrantes que têm o mesmo objetivo de encontrar um bom estilo de vida. Adicionalmente, as conexões criadas formam um forte vínculo entre todos os estrangeiros, onde o compartilhamento de informações importantes pode ser conduzido, bem como amizades para partilhar experiências semelhantes e, por sua vez, um benefício comum ao nível do comércio.

O principal objetivo desta pesquisa exploratória é oferecer novas perspetivas sobre as empresas de migrantes de estilo de vida, visto que até ao momento nenhuma pesquisa foi realizada sobre este nicho no Algarve. Este estudo fornece conhecimento sobre as motivações para a migração e o empreendedorismo dos *Lifestyle Migrants*, com negócios baseados em Tavira. O maior desafio encontrado nesta pesquisa foi as potenciais diferenças entre cada experiência pessoal, razões para a migração, e na criação de um negócio próprio. Tais diferenças intensificam a necessidade de explorar as motivações que ligam a migração pessoal e o empreendedorismo. Por isso, este estudo procura analisar os fatores de motivação que levaram à decisão de mudar-se do próprio país de origem, assim como de abrir um negócio na zona selecionada, e se estas ideias ocorreram em conjunto, ou se uma influenciou a outra. A análise explora as características dos negócios bem-sucedidos, mencionados nas suas histórias e os caminhos que lhes trouxeram ao ponto da vida em que se encontram. Alem disso, as práticas de networking dos *Lifestyle Migrants* são examinadas numa perspetiva de negócio e numa perspetiva social. Foi realizada uma investigação, para explorar se estes participantes tinham criado uma rede para o seu negócio. Uma avaliação também foi realizada sobre a conexão entre os negócios nas comunidades locais e nas estrangeiras.

A abordagem metodológica deste estudo foi constituída por dois processos, o primeiro, uma revisão da literatura existente e relevante ao tema de Lifestyle Migration e Lifestyle Migration Entrepreneurs. Foi utilizado um total de cinquenta-e-sete artigos, de diversas bases de dados online, como Research Gate, ScienceDirect e B-on, outros também foram encontrados no Google Scholar. Esta pesquisa decorreu entre fevereiro 2022 e fevereiro 2023, e teve como objetivo encontrar dados relevantes aos temas, e contextualizar o que já foi pesquisado.

 De seguida, foram realizadas onze entrevistas semiestruturadas para recolher dados de vários migrantes empreendedores na cidade de Tavira. As entrevistas foram gravadas,

com o consentimento dos empreendedores, transcritas em ficheiros, codificadas e divididas em padrões e categorias, para além de terem sido analisadas de duas formas distintas. A primeira, e possivelmente a mais importante, foi a análise narrativa, mantendo-se fiel às palavras dos narradores; depois seguiu-se a análise temática, mostrando qualidades comparáveis e contrastantes das entrevistas.

Na parte final desta dissertação, é apresentada uma visão de como os *Lifestyle Migrants* pretendem continuar as suas venturas de migração, e empreendedorismo, e também como se preveem eles próprios e os seus negócios nos próximos 5 anos. A maior parte expressou interesse em manter-se em Tavira, no entanto, um terço quis mudar, mas ainda com intenções de ficar em Portugal, havendo apenas um empreendedor com ideais de mudar para outro país, mostrando um elevado nível de satisfação com a decisão de migrar para Portugal, e Tavira em geral. Em termos de negócio, as ideais para o futuro foram muito variadas, geralmente disseram que teriam o mesmo negócio, com algumas mudanças ou nenhuma mudança. Uns com intenções de vender a empresa, e outros prestes a mudar de localização, mas mantêm o negócio.

As principais conclusões do estudo sugerem a natureza muito complexa das motivações que levam à migração e ao empreendedorismo. Os Lifestyle Migrants não podem ser categorizados com só um fator motivacional, mas com uma variedade de decisões, escolhas e razões para abrir um negócio e migrar. O raciocínio mais comum, e também um grande fator motivacional para migrar para Tavira, foi o clima, sendo que muitos procuram condições melhores do que as presentes nos seus respetivos países maternos. Foi notado um padrão de criação de identidade pública, na migração e no empreendedorismo, ambos são formados simultaneamente e um não pode ser considerado sem o outro, pois fazem parte da imagem que dão ao seu negócio.

 Existem várias camadas em qualquer pesquisa, e este estudo em particular foca-se numa cidade específica no Algarve, com vários casos diferentes. Seria interessante ver o estado destes negócios dos Lifestyle Migrants daqui a dez anos, como um estudo longitudinal. Além disso, compensaria utilizar este mesmo método de estudo com diferentes cidades no Algarve, para a realização de uma análise comparativa entre os Lifestyle Migrants das outras cidades e as apresentadas nesta dissertação.

Palavras-chave: Migração do estilo de vida; LME; Tavira; motivações; networking.

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LIST OF ABREVIATIONS

B2B – Business to Business

LME – Lifestyle Migrant Entrepreneur

SEE – Self Employed Expatriates

SEF – Serviços de Estrangeiros e Fronteiras

UK – United Kingdom

1. INTRODUCTION

The research sets out to explore the lifestyle migrant entrepreneurs (LMEs) in the municipality of Tavira in the Algarve. The concept of 'lifestyle choices' as a motivation for migration has been the basis of a growing trend since the start of the 21st century (Benson & O'Reilly, 2009; 2016). In a sub-sector of this so-called 'lifestyle migration' are those inclined to choose specific occupations in the course of their migration, with many creating their own businesses to be able to uphold their lifestyle choices. Thus, entrepreneurship is becoming a lifestyle choice itself.

The biggest challenge faced in researching entrepreneurial lifestyle migration is the potential vast differences between everyone's own personal stories and their reasons for migration and starting their own businesses. Such variations intensify the requirements to explore personal migration and entrepreneurial stories. This study therefore seeks to analyse the key motivational factors for lifestyle migration entrepreneurship, considering both the factors leading to wanting to move away from one's own home country, as well as wanting to open a business in the destination location. An exploration of which idea came first is also considered in this research as one of the key elements to migration processes.

Furthermore, this research aims to provide insight into LMEs networking practices in their working environment as well as in their personal social lives. The sought after desire to balance work and lifestyle in order to achieve a 'quality of life' is a pertinent topic in the lives of LME's (Benson & O'Reilly, 2009, 2016). It embodies all social relations where they can practice their beliefs, aspirations, and values. This strengthens the need to explore further than solely a migration event, but rather a process with different stories and practices within a new settlement. Different stories lead to different outcomes of success, in finding a slower pace of life, with the sense of freedom and leisure (Torkington & Ribeiro, 2019).

In order to achieve this, a thorough literature review was conducted, based upon existing literature across the same themes as this topic. The goal was subsequently to find relevant literature on all the factors leading to lifestyle migration choices and how one conducts

their life after moving abroad. Secondly with the use of interviews to analyse the migration and entrepreneurial stories of some LMEs in Tavira.

1.1 Contexts

Lifestyle Migration

The concept of an international move in search of a better and more fulfilling way of life has given birth to the concept of a 'lifestyle migrant' (Benson & O'Reilly, 2009; 2016). Many tourists having visited the Algarve enjoy the way of life and the appeal of foreign communities, and thus decide to become lifestyle migrants themselves. In this dissertation, the focus will be on the lifestyle migrant community with a specific analysis of migrants who are entrepreneurs with their own businesses in the Algarve municipality of Tavira.

Entrepreneurship

General entrepreneurship refers to the creation of new businesses with a sense of innovation. Finding a gap in a market and filling is part of what entrepreneurs seek out to accomplish. It is not solely in the sight of business ownerships, but entails other aspects such as creativity, individuality, and management. An entrepreneur will aim to establish themselves alongside a created brand identity as going hand in hand. In the context of this research, the linked identity and the networking practices are a key element to successful entrepreneurship.

Lifestyle Migrant Entrepreneurs

This exploration offers insights into the different motivations of lifestyle migrant entrepreneurs (LMEs) in choosing Tavira as their preferred location to move to and where they have commenced their business activities. In its investigation, this research will look into a variety of businesses set in the municipality of Tavira opened within the last decade. Some LMEs don't necessarily have any prior experience in the sector of their chosen business and the success rates of the businesses vary accordingly. In some cases, lifestyle migrants decide to open their own small businesses to sustain a certain way of life and reflect their lifestyle choices in the sense of better 'quality' and 'balance' (Benson &

O'Reilly, 2009, 2016). This is the aimed profile for the purpose of this research. It will enable ideas to be formed upon on how these migrants and their businesses affect the communities found in Tavira (both foreign and Portuguese locals) from a social and a business perspective. An investigation was conducted to study how the selected LMEs who took part in this research interact, both amongst foreigners and locals.

Tavira

Tavira is an historical town of the Algarve, throughout the years, Tavira has gone from being a tuna fishing town to a loved tourist destination where its strong cultural heritage, history and architecture is appreciated (Gonçalves et al., 2022). Being such a popular travel destination, it is no mystery that Tavira has increasingly attracted its visitors to migrate making Tavira their primary residence. In the latest Servicos de Estrangeiros e Fronteiras' (SEF) report of 2021, it was stated that in the Concelho of Tavira there are 7,238 foreign inhabitants of the 105,142 total foreigners living in the Algarve (sefstat.sef.pt). Of the 24,294 total inhabitants of Tavira, 29.79% were foreign nationals of which 1773 people were from the United Kingdom (UK) (Urbistat, 2023). The aim of this exploratory research chose Tavira as a location to gain more awareness of foreign owned businesses in this municipality of the Algarve as no research has yet covered these profiles. With such a vast number of foreign residents, it is no wonder that some of the many small businesses run in the town and the rural areas of the region are run by foreign nationals.

Networking

Networking is the action of interaction with other social entities, it is an exchange of information and contact in either social or work contexts. The need for social interactions is an essential part of human lifestyle to connect and communicate with other entities. A network can be created in both a social context as well as in a business environment. The two differ from each other but in the themes of lifestyle migration, it has appeared as if both the social and the work sociability have merged into being one and the same (David & Schäfer, 2022). This is especially considered in lifestyle migration linked to entrepreneurship where working position were built in the aim of developing social relationships (Eimermann & Kordel, 2018).

1.2 Research Gap

Many researchers have studied the trend of migrating in the purpose of lifestyle with entrepreneurship (e.g.: Torkington *et al*. 2020; Bredvold & Skalen, 2016; Carson & Carson, 2018; Rauhut, 2021). There is still a lack of studies going into the depth of analysing the motivations to migrate and open a business has not yet shown many results in the Algarve and much less for a chosen town in the East Algarve. Migration being a rich story part of people's lives is not solely an event that occurs, it is a course of life decisions and paths taken (Stone & Stubbs, 2007). Opposed to a normal motivation for entrepreneurship, these migrants open their own premises in the purpose of being able to sustain their chosen ways of life (Getz & Carlson, 2000). This is something that needs further data analysis on specific cases.

Moreover, in the lifestyles chosen by these migrants is a recurring theme of sociability (Rodes & Rodriguez, 2021). This is further given importance to when considering they are opening their own businesses, very often in the sector of tourism and hospitality (Cunha *et al.,* 2020). The link between meeting and greeting people in the context of work, relationship building and networking business to business (B2B) between Portuguese local business as well as other foreign owned businesses is a growing tendency which ought to be evaluated.

1.3 Aims, Objectives and Research Questions

The main exploratory objective of this research was to offer new insight into the LMEs of Tavira specifically as no existing research had yet been made for such a niche area of the Algarve. Tavira has increasingly been gaining in attractiveness for migration with opportunities to set up small businesses. Being located on the 'other side' of the Algarve, and as such being a less densely populated region, the space for unexplored business ventures appears to be more extensive. Moreover, it has been observed during a personal five-year period and being part of an LME family in Tavira, there are a considerable number of new LMEs in this location but there exists no clear scientific research on the subject matter.

The first objective of this research is thus to gain knowledge of the motivations for migration and entrepreneurship of the LMEs based in Tavira. To achieve this objective, a discussion on the key motives will take place based upon the results realised in the interviews. An analysis of the decision process upon which idea came first, the migration or the business idea will also occur.

The second objective is to analyse the networking practices in their migration both from a business perspective and a social point of view. For this objective, an investigation will take place to explore if these LMEs have created a network for their business (i.e. a community, or partnerships). An evaluation also will be made on the link between businesses in local and foreign communities.

Therefore, the main research questions aim to be answered in this dissertation are: 1) what are the motivational factors leading up to migration and entrepreneurship of the lifestyle migrant entrepreneurs in Tavira? 2) what are the networking practices among foreign-owned businesses, and other lifestyle migrants and local Portuguese businesses in Tavira?

Finally, as an addition to these objectives an outlook onto how these LMEs intend to continue their migration and entrepreneurial ventures will be shown in their vision for themselves and their businesses in the next five years.

1.4 Research Design

In order to achieve its goals and exploring the themes of Tavira's lifestyle migration entrepreneurship, this dissertation follows a framework of organisation. Figure 1 below illustrates the journey of the research starting by the main exploration followed by the two main objectives: Motivations and Networking Practices. Each of these lead to main questions on migration and entrepreneurship to discover the motives that led to those decisions, and business networking practices as opposed to the social context of lifestyle in migration.
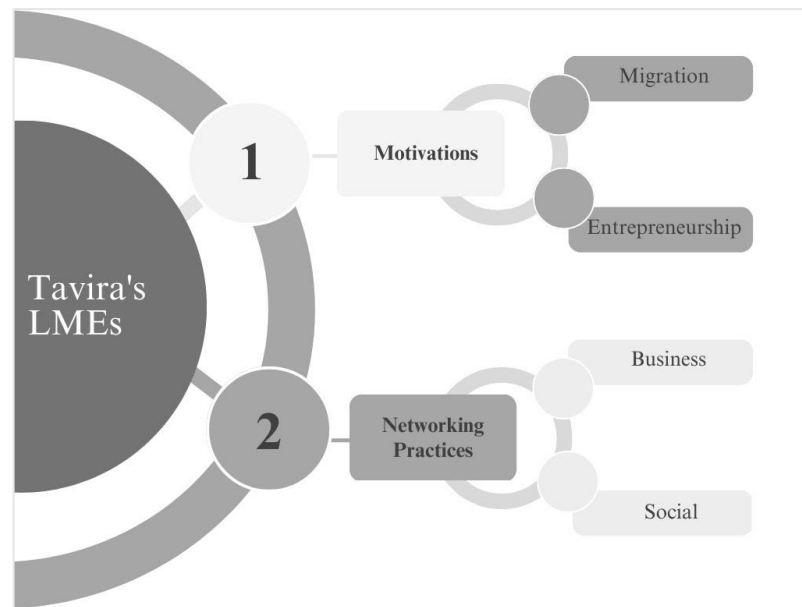
Figure 1: Conceptual Framework of Research Organisation

In a more precise breaking down of the research phases, figure 2 below illustrates the course of the study from choosing the topic of Lifestyle Migration Entrepreneurs (in Tavira), to the Literature Review in Phase 1. Phase 1 is about the initial phases of the research and understanding the topic at hand. Early questions are asked, thoughts about the context are considered and decided. Entering Phase 2, the methods of research are selected. In this case it was semi-structured interviews with their transcriptions and data analyses. The data analysis after concise reflection, leads to coding the answers of the interview, selection of relevant citations and rewording of the narratives given making use of the thematic and narrative methods, followed by a discussion on all results. Themes and patterns are compared across the different cases of the interview participants. Each participant's migration and entrepreneurial stories are analysed case per case. The networking practices both social and business oriented are examined in the same methodology. Phase 3 takes place after all results and discussions are presented, where potential conclusions are drawn to this research, and opens to future topics of research.
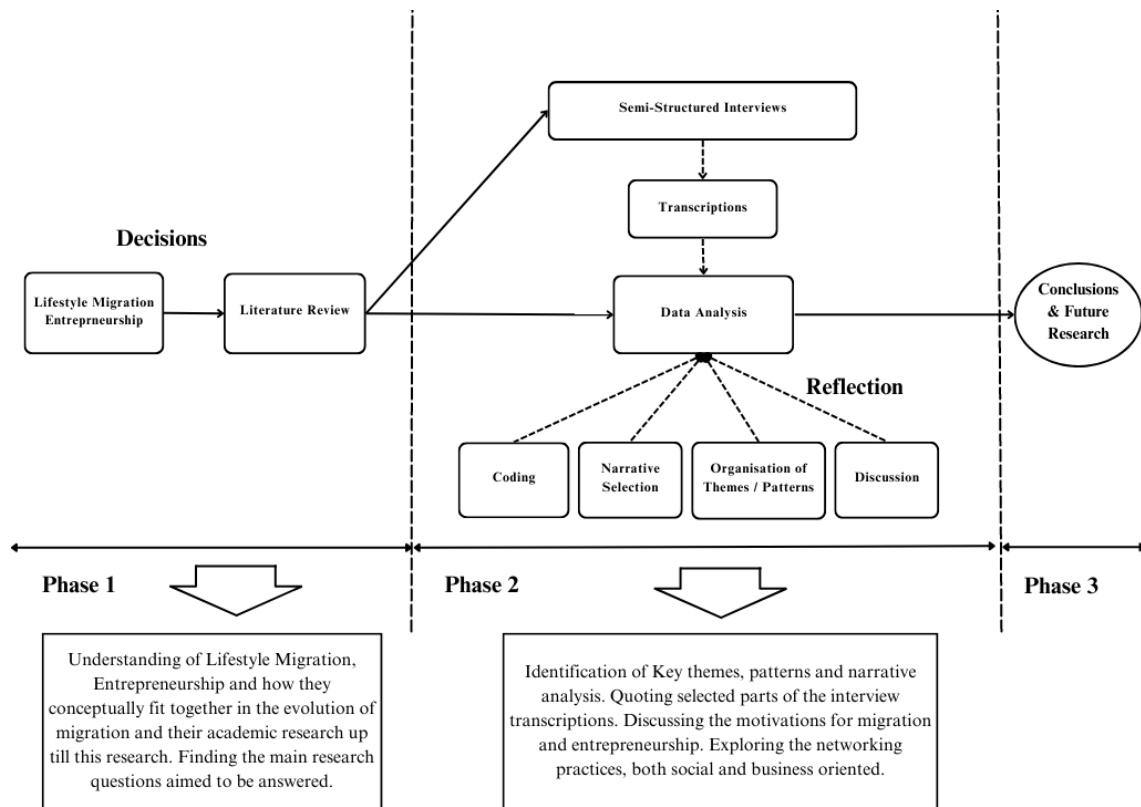
Figure 2: Conceptual Representation of the Research

1.5 Significance of the study

The methodological framework used in this research increases the awareness of the niche case of Tavira and a select few of its lifestyle migrant entrepreneurs. The migration and entrepreneurial stories of those people studied can facilitate future LMEs when they are to consider their position and their decisions in learning about past cases. For other researchers, this study can offer insight into different paths for further research while providing valid data on cases in 2022 and 2023.

1.6 Research Presentation

This dissertation is composed of five sections, the first being a literature review of all past research relevant to this exploration. The literature review is composed of four sub-sections: defining lifestyle migration; lifestyle migration motivations; lifestyle migration entrepreneurship; and lifestyle migrant entrepreneurs' networking practices. It is then

followed by a thorough explanation of the methodology used for the research. This section is written in four sub-sections: the methodological approach; the method of data collection; method of analysis; and finally, the evaluation and justification of the methodological choices. After the methodology, are the results section alongside the discussion. As per the structure of the conducted interviews, this section has five sub-sections: demographic profile of interviewees; migration motivations; entrepreneurial motivations; networking practices; and expectations, plans and future perspectives. The conclusions and limitations are then considered. Finally, the references for the entire dissertation are followed by the appendices.

2. LITERATURE REVIEW

This section consists of the presentation of the scientific developments of the theme of the work through the review of literature considered relevant to the theoretical basis of the research. In this way, its main functions are to demonstrate the relevance of the study and to facilitate the interpretation of the results obtained. The literature review critically reflects on some key contributions thus demonstrating that the works are not merely catalogued, but objectively examined and commented upon. A research gap in the literature is also identified, which serves as an entry point for this study into the development of understanding the concept of lifestyle migration.

2.1 Introduction

The research linked to lifestyle migration and lifestyle migration entrepreneurship makes use of the following keywords: 'lifestyle migration', 'lifestyle migrant entrepreneur', 'motivations', 'tourism', 'mobility', 'rural entrepreneurs', 'entrepreneur community' and more variations. Throughout the past two decades, researchers have aimed to define what this type of migration is, who is concerned and where the lifestyle migrants move to and from. There is a further body of work looking more closely at the types of work-related occupations these migrants undertake after their decision to emigrate. This is where the concept of entrepreneurship becomes a significant lifestyle changer. The terminology of a 'lifestyle migrant entrepreneur' was first used in 2000 in three key studies: Ateljevic and Doorne (2000), Blackwood and Graham (2000) and Getz and Carlsen (2000). The concept of lifestyle migration, and more specifically the lifestyle migrant entrepreneur, thus became a subject of focus in the field of global migration studies in the 21st century. There are still many research gaps within this scientific research required to be filled, including the topics concerning this study: motivations for migration and entrepreneurship in the specific geographical context of the Algarve and the networking practices of such migrants.

2.2 Lifestyle migration

Defining lifestyle migration

To properly understand entrepreneurship in lifestyle migration, it is essential to first understand what lifestyle migration is. The definition of lifestyle migration has often been revised by researchers. It is intrinsically linked to motivational factors leading to migration and the decisions to search for a more fulfilling lifestyle and a better quality of life. In general, the migration happens in the later years of one's life, often but not necessarily being linked to retirement migration. It has also been noted that the migration tends to take place in locations where the destination reflects personal tastes both in the way of life of locals, as well as the surrounding scenery (Benson & O'Reilly, 2009, 2016).

The global social phenomenon of lifestyle migration has increasingly gained importance over the past few decades, especially in popular tourist destinations such as Portugal's Algarve (Rauhut, 2021). In such a destination, a certain way of life is presented to tourists as being of a 'better quality' than the urban environment they are taking a break from (Benson & O'Reilly, 2009, 2016). This in turn attracts them into wanting to stay, which may start off as 'residential tourism' where they are spending only some of their 'free' time and holidays in the chosen location (Torkington, 2010). The next step from this residential tourism is becoming a full-time and 'permanent' resident, thus a fully-fledged lifestyle migrant.

Torkington (2010) put forward that there may be a negative perception behind the word 'immigrant'. Therefore, the term 'expatriate' is often used as a replacement by lifestyle migrants to place themselves into a social category (Torkington, 2010). Croucher (2012) insists upon this especially when looking at "social groups" and "media outlets" (Croucher, 2012: 4). However, the term 'expatriate' is usually a person who has plans to return or move away from the location after a certain amount of time. This may also refer to workers who undertake a temporary move to a different country through their jobs. In perhaps a more accurate way of describing lifestyle migrants, David (2014: 2) suggests calling them "self-designated expatriates".

Although considered a somewhat simplistic terminology, the difficulty in defining what a lifestyle migrant is lies in the fact that no one single lifestyle migrant is in fact the same (Dinis, 2021). Each of these people have defining factors that either bring them together or differentiate them to such an extent that they could be categorised in different ways (Bell, 2015). After very concise research and defining of the framework of lifestyle migrants, Benson and O'Reilly (2009) offer a conclusion to the defining of a lifestyle migrant, suggesting they are:

> Relatively affluent individuals, moving either part-time or full-time, permanently, or temporarily, to places which, for various reasons, signify for the migrants something loosely defined as quality of life. (Benson & O'Reilly, 2009: 621).

In a later study to the first conceptualisation of 'the better way of life', Benson (2011) re-engaged with the theory effectively concluding that in the post-migration stage, a lifestyle migrant hardly travels any longer and wishes to remain in the chosen location as they feel as if they are on a leisurely holiday, but on an everyday-life basis. In a further study, Benson (2012) states that lifestyle migration cannot be understood without getting to know the immigrants in their day-to-day lives and their daily practices. This is a concept that Winkler and Matarrita-Cascante (2020) more recently have also suggested, however saying that practices of lifestyle migration have changed and will indeed continue to change throughout the years.

The issue with this definition is the fact it excludes the reasons as to why lifestyle migrants actually wanted a 'better quality' lifestyle and what brought them to making the final decision of moving away (Torkington & Ribeiro, 2019). As a result, the definition of what a lifestyle migrant is cannot be separated from the motives for their move but must also consider their ongoing lifestyle practices in the post-migration stage.

2.3 Lifestyle migration motivations

Many different motives lead people to lifestyle migration, including motives relating to economic factors, political factors (e.g. the situation after Brexit), social factors and many more. One of the key aspects to consider is the decision-making process for the chosen location and how this is related to the way they want to conduct their lives (Hoey, 2005; 2009). In turn, the "change of residential place will lead not simply to better opportunities in life, but rather to what is perceived as a better and more fulfilling way of life" (Torkington, 2011: 6). Lifestyle migrants are people who are happily settled into

their new lives in locations which appeal to them, "migrants are attracted by the weather, opportunities for leisure, cheap prices on real estate and other commodities" (Croucher, 2012: 3).

a. Economic factors

Although initially, economic factors were not considered to be very relevant in lifestyle migration, scientific research has started to analyse the economic status of those moving for purposes of lifestyle. There is a suggestion that those who make the ultimate decision to emigrate for these purposes are those who are more financially affluent and that their motives may be led by their imagination on how a lifestyle is in a certain destination (Benson, 2011, 2012). Croucher (2012) argues that it is not necessarily very wealthy people that migrate, however it is rather that the chosen destinations for such migration trends are places where the cost of living is 'lower' than their home country, thus amplifying their own economic opportunity (i.e., through the housing market) as well as other costs of living (i.e., groceries and other life essentials) (Croucher, 2012).

In Hayes' (2015) research, many of his interviewees responded that their main motives for moving abroad (from America to Cuenca in Ecuador) were for economic reasons. The majority of his interviewees were in the ages of retirement (60's +) and some had been forced into early retirement as the economic crisis of 2008 led to them losing their jobs, thus their financial situations changed. This in turn, forced an entire re-thinking of their livelihoods, either changing their work environments, or enticing them to move away as an easier option to find "cheaper homes" and live off "life savings" (Hayes, 2015). Benson (2012) called this type of motive for migration "watershed moments" (Benson, 2012: 10).

There are many issues that may arise in people's lives after becoming lifestyle migrants. This is especially true when considering socioeconomic factors (Sardinha, 2013). Generally, when the decision is taken to move away from their own country, lifestyle migrants choose a place where their current financial situation will benefit them in a way that they can get more for less (Torkington et al., 2015). This means that the places they choose to live in have a lower cost for everyday essentials. In keeping their perceptions of the cost of living in their 'home' countries, prices are rapidly increasing and as Croucher (2012) states, "locals complain that the wages have not kept pace with the rising

costs in the immigrant towns" not only on the property market, but also "basic foodstuffs" (Croucher, 2012: 6). However, as Rauhut's (2021) research demonstrates, in the case of Swedish residents, although there are some "well-off" Swedish lifestyle migrants, most people who moved here "are ordinary people who have worked in ordinary professions for ordinary salaries" (Rauhut, 2021: 350).

For other lifestyle migrants, the need for a change of lifestyle and gaining a new identity is so strong that they decide to open a business and become lifestyle entrepreneurs to enable this (Bredvold & Skålén, 2016). In creating these businesses, Bredvold and Skalén argue that these entrepreneurs "enact cultural and social values and use these values as resources for their own constructions of identity" (Bredvold & Skålén, 2016: 97). Eimermann and Kordel (2018) studied the affect these decisions have on socio-economic norms of lifestyle migration locations. They concluded that "Their relatively privileged status and their ongoing quests for better lives have resulted in various degrees of temporality and mixed embeddedness in the studied locations" (Eimermann & Kordel, 2018: 10). Which leads to a discussion about the social factors of motivation as they are essentially linked.

b. Social factors

In continuation on the topic of identity, Etrillard (2015) examined the behaviours of lifestyle migrants. Once more, the results showed that many had mentioned their need to gain a new identity moving away from their past, believing they could become a new person in a new place of residence (Etrillard, 2015). However, key elements will always link the lifestyle migrants to their past selves, especially when considering loved ones, they left behind who can easily go to visit them (Rauhut, 2021).

As a part of a social reason to move away from one's home country there is a distinct theme linking some of the migrants' stories in much of the scientific literature. There is a conceptual perception lifestyle migrants have if they have visited a place as a tourist prior to moving. On a day-to-day basis, the holiday sensation of being a tourist is not necessarily the same as the expectations they set (Von Reichert, 2011). Cohen *et al.* (2015) express this as: "extended episodes of touristic experience, or temporary mobility, blur conceptions of geographic migration" (Cohen *et al.*, 2015: 6). Therefore, expectations of

the relaxed, laidback way of life are slightly less prominent post-migration. Due to economic benefits of moving to a country where commodities are less costly, lifestyle migrants may be able to pay services for everyday chores such as gardening or cleaning (Hayes, 2015). Croucher (2012) stated that the incoming of lifestyle migrants creates jobs for locals especially "concentrated in the service sector: maids, cooks, gardeners, restaurant workers, and construction" (Croucher, 2012: 6).

The social aspect of their lifestyle is a key factor for these migrants. The warm welcoming of tourists and 'expats' in the hospitality sector (e.g. in restaurants and bars) makes for these social hubs to become friendly, public meeting places for the lifestyle migrant community (Bell, 2015). Berg (2020) argues that migration "highlights people's relationships with places and their geographies of wellbeing" (Berg, 2020: 439). This is related to the different motives given from past interviewees throughout the last decade, reasons Berg mentions as being "life course events" and "lifestyle aspirations" (Berg, 2020: 439).

c. Political factors

In some cases, migration is necessary for some people due to a change in politics in their home countries. They then seek for a new life and purpose in a different country (Holland & Martin, 2015). For instance, during the course of the Brexit process (United Kingdom's departure from the European Union), it has been examined that some of the UK nationals decided to leave the country either for an early retirement abroad or simply did not agree with the political decisions that were made, not wanting to remain in Britain (Dinis, 2021). Such places as Portugal are accepting of foreigners to reside and easily give visas where necessary (S.E.F, 2023). When comparing the process of becoming an EU Citizen, Portugal shows that becoming a citizen is also slightly easier compared to countries such as France or Italy and may be a good option for some people to access a passport that would offer freedom to move between European Union countries.

Perhaps not initially a political issue, the recent COVID 19 pandemic created an emergency state in different governments of the world deciding to close their borders and restrict moving between location to protect their citizens from further infections. This has put into perspective new factors that influenced motivations for migration (Choe &

Lugosi, 2022). Gustafson et al. (2022) studied that "households were moving to cheaper, less populous locations" during the time of Covid and are "moving less for work-related reasons and more for non-work, lifestyle reasons" (Gustafson et al., 2022: 5). With the growing number of remote jobs at the time, moving to a better environment with less pollution and a more social environment needed less long decision making (Gamlen, 2020). Others, having lost their jobs due to political changes needed to find a way of re-establishing a way of life for themselves and opted for the decision to start their new lives elsewhere as they found new opportunities in another location (Carson et al., 2018). This leads us into motives of opportunity in migration.

d.   Opportunity factors

When a life-changing event arises, (such as being made redundant) it may be a rare moment in life where a situation that initially seems to be a disadvantage can be transformed into an opportunity (Benson, 2012). The impact of life changes was studied in one of Benson's (2012) interviewee's cases, the disadvantage was turned into an opportunity to move away with his wife using the redundancy fund to purchase a property in France. Benson (2012) describes this as being a "unique way of combating dissatisfaction" (Benson, 2012: 10). Some lifestyle migrants had not previously thought about migrating until they found a certain "spontaneous and coincidental" opportunity abroad for themselves (Carson et al., 2018: 191). Opportunities such as finding a valuable property on the market for a reduced price, appeals as a motive to migrate (Carson et al., 2018). In turn, this type of migration is also aided by estate agents in regions looking for foreign buyers in the idea of "self-realisation"(Eimermann & Kordel, 2018: 8). They seek for buyers to purchase old ruins in order to restore them to their own liking (Eimermann & Kordel, 2018). There may also be "business aspirations" such as "self-employment" that led to the decision of migrating (Carson et al., 2018: 184). Others may have entrepreneurial opportunities where a 'need' or 'gap' in the market has been evaluated by a future migrant during their touristic visit (Carson et al., 2018). This, however, will be discussed in a later part of this literature review.

Cunha *et al.* (2017, 2020) mention that it is important not only to consider past motivations for migration prior to moving, but also to analyse the lifestyle that motivates them to keep residing in the chosen location of migration (Cunha et al., 2017, 2020). In

some cases, it may be an opportunity of a work or business development that motivates a migrant to stay rather than pack up and leave to another new location.

Key Locations of Lifestyle Migration

There are many different places across the world chosen for lifestyle migration. Some specific aspects such as weather conditions and economic status may affect the decision processes of migrants prior to moving (Eaton, 2010; Hayes, 2015; Barbosa et al., 2021). This is shown in the literature on lifestyle migration throughout the last decade stating these are some of the main aspects' migrants are looking for in the destinations (Barbosa et al., 2021).

a. Global Lifestyle Migration

Most research conducted on lifestyle migration is observant on the trend being European northern country nationals, migrating to southern European countries with better climate, both meteorologically, as well social (Torkington & Ribeiro, 2019). Countries such as Spain, Portugal, Malta, Greece and Turkey, have often been selected the perfect location for retirement migration, or residential tourism, and thus lifestyle migration (Rauhut, 2021).

France is often seen as a popular destination for lifestyle migration, the decisions taken are most often to reside in a coastal province or more rural areas seeking to avoid the more touristic destinations (Benson, 2013). In Hayes' (2015) qualitative study, a key location for lifestyle migration in South America: Cuenca (Ecuador), multiple people were interviewed to capture their story and motives for migration. These resulted mostly from a financial crisis at the times where the interviewees described that they were searching for lower financial costs of living (Hayes, 2015).

In many cases, following the theme of 'lifestyle' as the main factor for moving led people to migrate to locations where the levels of tourism are high to achieve a lifestyle change with the sense of holidaymaking, and leisure occupations (Benson & O'Reilly, 2009, 2016; Cunha *et al.*, 2020). Not only this, but these locations are ideal for migrants to open their own business for social motivations, whilst profiting from the high need of tourism-

related businesses such as restaurants, hotels, or even private home rentals (Cunha *et al.*, 2020).

b. Lifestyle Migration in Portugal

Not only a popular country due to all its local products, authenticity and "sun searching" weather conditions, Portugal is an optimal choice for international lifestyle migrants (Sardinha, 2013: 1). Many schemes to welcome international migration have been put in place over the years to attract wealthy migrants to purchase property either as secondary homes or make investments for retirement (Montezuma & McGarrigle, 2019): There is an increasing number of pro-rural migrants, moving to parts of Portugal where the population is aging, and the territory is of very low population density (Dinis, 2021). Places such as Penamacor (an old, abandoned ghost town in central Portugal) are growing in reputation and more foreigners are taking up permanent residency (Dinis, 2021). "Data shows that between 2008 and 2018, and especially since 2016, year of the Brexit referendum, the percentage of foreign residents in Penamacor increased from 1 to 4.1" (Dinis, 2021: 163). The search for the rural idyll, coastal retreat and cultural or spiritual migration expressed by Benson and O'Reilly, are all non-economic motives for lifestyle migration in Portugal (Montezuma & McGarrigle, 2019). In the same light, Nijhoff and Torkington (2022) noted that more Northern European migrants, since the Pandemic, have started to move to more rural areas of the country and not solely the touristic coastline.

c. Lifestyle Migration in the Algarve

The Algarve has been identified as one of the main places where lifestyle migrations takes places, as it has often been presented as the perfect "place in the sun" by Northern Europeans migrants (Torkington & Ribeiro, 2019). The type of migration that takes place here is rather a "beach-going and sun-worshipping" (Sardinha, 2013: 11) thus differing from their past lives considerably. In the Algarve, the majority of foreign residents are from the United Kingdom (UK), making up for 20770 of the 105142 total foreign residents (19.75%) (SEF, 2021). In this light, the search for 'better weather' is an amplified concept as the Algarve has been a place in high demand for tourism from UK nationals (Ribeiro, 2015). The language most heard from foreign residents in this part of Portugal then results to English, where some also make use of their own native languages

(Torkington & Ribeiro, 2018). The lifestyle migration that takes place in the Algarve is a type of 'residential tourism' in the sense that the location being highly developed in tourism creates a sense that these new international residents are in fact only partially citizens, but also tourists (such as visitors) in a temporary mobility (Torkington *et al.,* 2020). Due to the development in tourism, the widespread spoke language generally results to English, not only between foreigners, but local with non-Portuguese citizens (thus in services, commerce and other activities) (Torkington *et al.,* 2020). Some lifestyle migrants may even choose to not integrate with the culture that surrounds them as well as not learning the local language. For instance, David (2014) analyses the media present for 'expats', found online, on the radio and even in newspapers and magazines sometimes owned by a lifestyle migrant (David, 2014). This type of behaviour restricts the foreign community to staying among themselves in a close-knit society and not venturing into interaction with Portuguese locals. Moreover, the foreign residents create strong bonds between themselves in social networks, interacting with each other on daily activities (Torkigton *et al.* 2020). Finally, there is another common point between the lifestyle migrants in the Algarve of age relevance. Generally, their migration tends to happen after they have achieved retirement from a lengthy career (Torkington *et al.,* 2020).

d. Lifestyle Migration in Tavira

Not much is known about the specifics of lifestyle migrants in the *concelho*[1] of Tavira, however, as numbers show, there has been an increasing number of foreign residents in this part of the Algarve. In a recent study, Nijhoff and Torkington (2022) chose Tavira alongside two other concelhoes of the East Algarve as their focus points for rural lifestyle migration entrepreneurship, however their study focuses on the Bed and Breakfast (B&B) accommodation type of businesses and how the Covid-19 pandemic has affected them. The lack of research on information about lifestyle migration alone in Tavira creates a gap in the data provided for this demographic of migrants giving this exploratory work a stronger purpose.

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[1] A '*concelho*' is municipality within a district in Portugal which itself is composed of multiple 'Freguesias' (which is a smaller division).

Economic Aspects of Lifestyle Migration

One of the main motives for lifestyle migration are opportunities on the property market as well as lower living costs (Sardinha, 2013). However, Torkington (2012) stated that the motives for lifestyle migration were not caused by economic or political factors. In a more recent study David and Schafer (2022) argue that economic activities post-migration are "embedded in social relations and cannot be understood as disassociated from the social environment" (David & Schäfer, 2022: 132). Meaning that lifestyle migrants meet and socialise in a social context with other lifestyle migrants in a small, owned business. Stone and Stubbs (2007) called this type of lifestyle migrant self-employed expatriates (SEEs). In their study, some of their participants became business owners to form a social integration into their local community (Stone & Stubbs, 2007). Moreover, settling into a tourist destination may create financial opportunities for businesses related to holiday trends in the purposes of lifestyle decisions (Getz & Carlsen, 2000). Rather than the traditional concept of migrating for work purposes, this type of lifestyle migration offers a chance to have a balance between the tourist concept of "leisure, pleasure, and adventure" as well as an income to live comfortably (Dinis, 2021).

A great deal of research was conducted on the reasons for lifestyle migration, one intrinsically linked motive leading to lifestyle and economic migration is a recurring theme of owning one's own business to sustain a certain chosen lifestyle. Bredvold and Skålén's (2016) link the economic reasoning to an important factor of lifestyle in migration as entrepreneurship:

> the dichotomy between commercial and lifestyle goals in tourism entrepreneurship is a simplification. Our position is to some extent supported by previous tourism research which contains studies of 'hard-core' lifestyle entrepreneurs, entrepreneurs motivated by economic factors, and entrepreneurs motivated by both lifestyle and economic factors (Bredvold & Skålén, 2016: 98).

This whole section bringing economy into migration leads to the next section of the literature research for this research which focuses on the theme of a work-life balance whilst enjoying the rewards and benefits of lifestyle migration in practice.

2.4 Lifestyle Migration Entrepreneurs

There seems to be an emerging trend among lifestyle migrants of the Algarve of entrepreneurship. The profiles of these migrants vary from different nationalities to different ages and occupation groups, so much so that it is challenging to put these lifestyle migrants into one single defining category. For those in retirement migration, they may be people still in need of an adventure and want to pursue their beliefs through new experiences, investing their own capital into new entrepreneurial ventures (Klapper et al., 2018). For others, in search of different and new lifestyle, perhaps middle-aged people, they might be looking for a way of sustaining a chosen way of life by some financial means without having too many work-related burdens (Getz & Carlsen, 2000). The younger profiles (between their 20's and 30's), are those seeking opportunities outside of the bustling busy urban environments of big and overpopulated cities. This type of lifestyle migrant is defined as a 'Lifestyle Entrepreneur' or a Lifestyle Migrant Entrepreneur (LME).

Many lifestyle migrants either prior or post migration decide to find a work-life balance to sustain their new lifestyle. Some of whom decide the best solution for them is to open their own business. Research focusing on LMEs started around the early part of the 21st century as the number of 'expatriate-owned' businesses was growing. Blackwood and Mowl (2000) aimed to analyse the business development and success rates of LME businesses in Costa del Sol in Spain. Eaton (2010) was also interested in this theme of lifestyle migration and both studies explored the LME industries found within the context of a tourism-oriented location (Blackwood & Mowl, 2000; Eaton, 2010). Moreover, they discussed how foreign residents utilised these spaces as a part of their everyday lifestyle (Blackwood & Graham, 2000; Eaton, 2010). Getz and Carlsen (2000) studied the rural small family-owned businesses in the tourism and hospitality industries in rural Western Australia.

Eaton's (2010) research focussed on businesses development in the Algarve in a couple of different towns, Alvor and Albufeira. The entrepreneurial motives in Eaton's research, showed that people in Alvor wanted to strengthen the tourist market whilst finding a Portuguese partner, whereas in Albufeira, it was more based on market opportunities and socio-economic reasons too (Eaton, 2010). The importance of learning the local language

for these entrepreneurs was an important factor to gain trades and led to employment situations of local individuals (Eaton, 2010). In light of this, the research at hand in a more up-to-date relevance, shows a shift in the focussed importance of lifestyle migrants, and may be due to the different town of the Algarve, or due to the increase of foreign-owned businesses in the Algarve.

LMEs tend to not want to work for anybody else but themselves as they may previously have worked in stressful environments in their home countries (Eaton, 2010). They want to earn a minimum income to support their chosen lifestyle in the Algarve: "a sufficient and comfortable way of living and less focussed on profit and growth" (Dinis, 2021: 157). This means that generally the future development of the business is not the main focus, as long as it gives them the financial support necessary to enjoy the pleasant side of their migration. Thus, it is possible to say, the working environment becomes an occupation which helps finance whims and social lifestyle (Holland & Martin, 2015). However, some lifestyle entrepreneurs may even not realise the difficulties in opening an own small business and the responsibilities behind it as they lack in entrepreneurial experience, thus potential management skills (Dinis, 2021).

Opening a Business Abroad

Stone and Stubbs (2007) conducted one of the first qualitative interview studies on lifestyle migrants who had opened their own businesses abroad. In their study, they analyse the different influential factors leading to starting up one's own business, the different types of businesses opened as well as the patterns of development (Stone & Stubbs, 2007). As opposed to a normal entrepreneurial endeavour, LMEs tend to have different aims and purposes for wanting to open their own venture. An LME can be considered solely interested in the type of lifestyle they conduct in their new 'home' country, thus, an LME's main achievement in having a business may be to sustain their chosen way of life (Peters *et al.,* 2009). When considering opening a business in a foreign country where the national language is different and the social context also, a lifestyle entrepreneur may consider their surroundings in a view of enjoying themselves without envisaging a large-scale business plan (Mendoza et al., 2020). Thus, the chosen 'rural' lifestyle offers the possibility for "innovative and entrepreneurial milieu for small-scale enterprises" (Mendoza *et al.,* 2020: 11).

Locations for Lifestyle Entrepreneurship

Often the locations chosen by LMEs are based upon tourism-oriented destinations (Holland & Martin, 2015). The opportunity for work in such places is high, although it can be limited by the temporality of high and low seasons. In some cases, the migration itself follows holiday trends moving toward a 'seasonal migration'; however, this is a whole theme to be discussed as it has its own lifestyle characteristics (Holland & Martin, 2015). However, generally a tourist destination gives a sense of being on holiday and thus the idea of living permanently in a holiday location and putting in minimal effort for work might appeal to many LMEs (Holland & Martin, 2015). Not only this, but the opportunity to open a tourist aimed business (i.e., catering industry, hospitality etc.) is much broader. This type of LME can thus even be called a tourism lifestyle entrepreneur (Cunha et al., 2017). In creating businesses in these locations, the LMEs in question aid the development of certain areas in terms of economic growth and architectural re-developments (Carson & Carson, 2018). While some lifestyle migrants search for popular places to conduct their new lifestyles, others decide to go toward more remote places where there are many identifiable aspects to be developed (Dinis, 2021). Eimermann and Kordel (2018) discuss that "the migrants' desires to become locally embedded were combined with both consumption (geographical accessibility, differences in education systems, cheaper housing, and affordable healthcare) and production (tax rules for employers, legal security issues)" (Eimermann & Kordel, 2018: 252).

Lifestyle Migrant Entrepreneur's Languages

Torkington (2011) argues that lifestyle migrants have a certain expectation for their future lifestyle prior to moving. This is most often appreciated once the move is completed, however there are some exceptions who have stated that there are difficulties faced by language barriers and some locations are not quite as developed as their own 'home' countries (Torkington, 2011). There is a perception that the lifestyle migrants work ethic toward the culture they inhabit does not integrate itself properly to their adoptive land. In addition to this, Torkington (2011) demonstrates that the involvement and engagement of lifestyle migrants within the local communities are in fact not very immersive. In towns such as Tavira, Albufeira, Vilamoura, Almancil and Faro, there are many small businesses that can be found where the owners hardly speak the national

language, their business is given a name in their own native language, the whole concept is taken from their home (Ribeiro, 2015). Ribeiro (2015) argues that 100% of Northern European lifestyle migrants use the English language at work, where only 80% use Portuguese, adding that:

> The "lifestyle" migrant community has built up a whole range of business services catering for themselves and for tourists, who interact mainly using the English language (Ribeiro, 2015: 251).

As per the majority of lifestyle migrants, the dominant language used by Algarve's LMEs is English as it is such a widespread language or the "lingua franca" (Torkington et al., 2020: 60). Many British nationals move there for purposes of lifestyle. This however also brings its own complications when considering the communication processes between the foreign community and the local throughout these destinations (Torkington et al., 2020). The idea that when moving to a new country (where the local language is completely different to one's own) offers the possibility to communicate in a language understood by most of the world helps in the final decision process prior to making a permanent move. This is especially true when the possibility to open a business within this location does not necessitate the understanding and speaking of the local language. It is also a way for the foreign community to feel as if they can take part in extra-curricular activities and events locally (Torkington et al., 2020).

Ribeiro (2015) argues that these communities form themselves around their native language, their behaviours are also as a result affected, creating social judgements and this 'self-marginalisation' can in turn create social divisions. This may lead to the creation of mini communities where the same nationalities regroup, speaking only their own native language, where charity or activity-based societies are created and, may also include tourists themselves from their home countries (Ibrahim & Tremblay, 2017). Albeit living amongst nationals and being interested in tasting different local foods and cuisine, or appreciating music genres, some lifestyle migrants never fully adapt and immerse themselves in the culture that surrounds them (Zummo, 2018). The learning of Portuguese is thus not an essential for LMEs but rather a choice they can freely make to add to their list of occupations. Moreover, LMEs may use their workspace for reasons other than financial motifs, to improve their way of life (Sun et al., 2020). This can be for activities such as "communication tactics", 'spatial and temporal' and 'behavioural' controls (Sun

et al., 2020: 3). The 'workplace' in this case becomes a location where it is possible to meet new people, socialise, and interact with other lifestyle migrants to find common ground of interest (MacClancy, 2019). Mendoza *et al.* add that "social relations in rural areas can be fostered when both locally born residents and immigrants are fluent in several languages" (Mendoza et al., 2020*: 11)*.

The Types of LME Businesses

In 2010, Eaton (2010) described the new trend of migrants in the Algarve in opening their own small businesses. The described businesses were opened with the main goal of bringing a sense of familiarity of 'home abroad' for other foreign residents and incoming tourists:

> International tourists gravitate for a taste of home comforts (for example, 'a cup of tea, pint of beer', and so on. These businesses are unique in offering convenience, familiarity, and traditional fare; are invariably English-speaking, and can act as informal holiday advice/'drop-in' centres for tourists, expatriates, and international retirees alike. They are also hybrid phenomena acting as re-creations of selected aspects of a home society (for example, the 'British pub', 'English tea-room', and so on), which draw upon images and products more popularly associated with theBockTM') (Eaton, 2010).

In more recent years, the most common type of businesses that lifestyle migrants open are inclined toward tourist activities in the restauration and hospitality sectors (Holland & Martin, 2015). There are those who purchase one or multiple properties after liquidating their assets in their home country, they then make minimal renovations to their property to turn them into easy cleanable spaces which can accommodate short-term guest rentals (Croucher, 2012). This is the most straightforward way for lifestyle migrants to earn an income with minimal working hours. Dinis (2021) comments on the property prices being so low studying that whilst wanting to sustain a certain 'lifestyle' these migrants find entrepreneurial opportunities even without previous expertise in a field, some endeavoured into the property selling market to "fill a gap" (Dinis, 2021: 172). Then there are those who are more adventurous and decide to open a restaurant or bar (some more successful than others depending on the dedication given to the business). The responsibility in running a restaurant or bar, is held in the skills of management, in a restaurant's case, it would be to manage people, staff, the supplies and stock, as well as quality control, which in some cases of non-experience or managerial skills may not be considered (Cunha et al., 2020). Cunha *et al.* (2017), argued in an earlier study that LMEs

actually do bring "new skills, additional capital, ideas and market knowledge" and should be "welcomed"(Cunha et al., 2017: 54). For this reason, many of these business endeavours have a short-term life, and turnover to other ownership rapidly, onto another lifestyle migrant who wants their own turn in business ownership, they are successful as long as it contributes to the lifestyle in a "means to an end" manner (Holland & Martin, 2015: 35). Montezuma and McGarrigle (2019) went a step further in their research and found that many of their respondents "frequently end up investing in one or more properties with some moving into property development" as their lifestyle career path (Montezuma & McGarrigle, 2019: 227).

Some other types of small businesses run and opened by LMEs in the Algarve in 2019 were described as "small-scale construction and property maintenance, gardening services, cleaning and domestic services, small transport companies, hairdressing salons, sewing services, cafés and grocery stores" (Torkington & Ribeiro, 2019: 10). These businesses tend to aim to help the 'expatriate' community, but increasingly for the local too.

Lifestyle Entrepreneur Identities

Bredvold and Skålén (2016) in their research express that they have found four different types of LME narratives based on their values and identity constructions socially and in their business environments.

The first of these types is the "**modern** lifestyle-entrepreneur" where the identity of the LME is in an embedded flexible situation where they identify different opportunities in trends and in the market of their surroundings (Bredvold & Skålén, 2016).

The second is identified as "The **loyal** lifestyle-entrepreneur" which is also an embedded type of migrant, however their identity is not as flexible as the last one. They want to implement their skills learn through life experiences and adapt them to their new enterprises. They respect the local community's history and traditions in the working context (Bredvold & Skålén, 2016).

The third type is named "The **freedom-seeking** lifestyle-entrepreneur" which differs considerably from the first two as it focusses mostly on the idea that they are not bound by their new venture. They are "free" to leave if the business does not satisfy them any longer or they have found a new opportunity elsewhere. This type of LME is also solely focussed on their own project and does not engage in networking between other social entities (Bredvold & Skålén, 2016).

And finally, the last type described by Bredvold and Skålén is "The **post-modern** lifestyle-entrepreneur". This type of LME was not as present in their research; however, they express that they have "ever-changing inner values" and "a multitude of social and cultural contexts" (Bredvold & Skålén, 2016: 103).

Their matrix model for identifying these different types of LME narratives is shown in Figure 3 below:
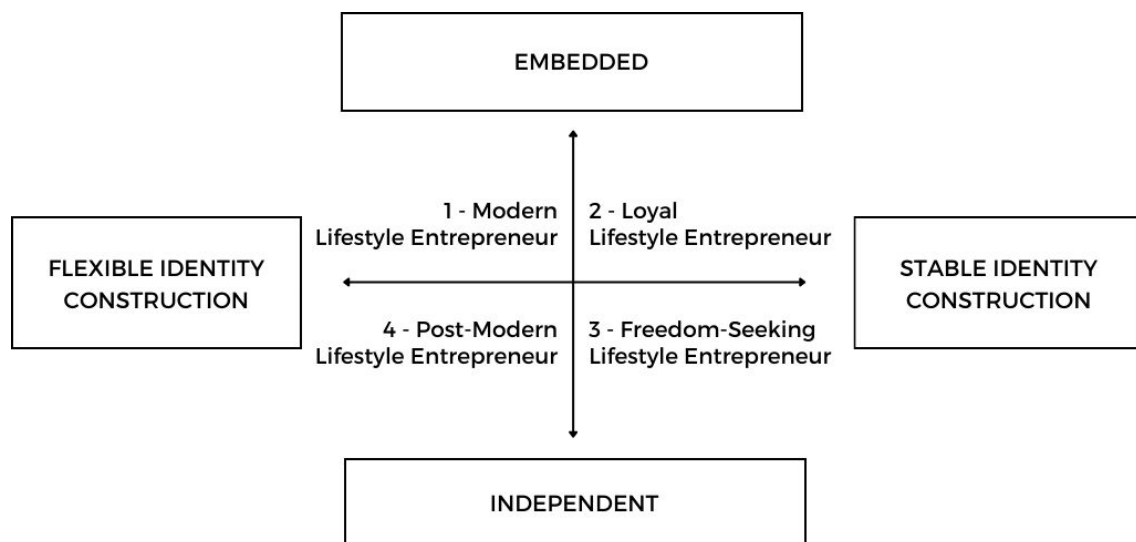
Figure 3: Bredvold & Skalén's Model "Four different narrative types of lifestyle entrepreneurs"
Source: (Bredvold & Skålén, 2016)

2.5 Lifestyle Migrant Networking Practices

In considering the identities built in their new lifestyles and businesses, it is essential to understand how the social contexts are formatted in the lifestyle migration entrepreneurial locations. There are indeed two different contexts to be considered between the social and the business networking which offer different stories.

Social Context

Within a social context in lifestyle migration, people of the same age groups, the same interests, the same language can form mini communities within a lifestyle migration location (Rodes & Rodríguez, 2021). In many cases, the people in their migration do not change their ways of thinking from their home countries thus the interaction with other foreigners from their home country is facilitated (Rodes & Rodríguez, 2021). Leisure activities such as social events, creative events and other similar social gatherings are a popular way for the retiree lifestyle migrants to meet and interact with one another (Rodes & Rodríguez, 2021). Similarly, in the Swedish community of lifestyle migrants in Portugal, Rauhut and Laine (2020) expressed that in creating this network of people from the same country, the integration into the new social context is made easier for the migrants. It can therefore feel less complicated to receive important information, obtain good advice and it has helped migrants in developing mutually beneficial kinship (Rauhut & Laine, 2020).

In the same light as this account, Mendoza *et al.* (2020) stress the idea that while lifestyle migrants bring to a community "new knowledge, resources and international contacts" they do not lose their connection to their past home countries and may create a direct networking with these places as an extra social and interactive link (Mendoza et al., 2020: 4). However, Rodes and Rodríguez (2021) see the limiting factors of such networking:

> In many cases, social and political integration is hindered by limiting factors such as the social networks built at destination, the cultural and ethnic background, the length of time abroad, the lack of interest in benefitting from the integration. (Rodes & Rodríguez, 2021: 3).

Networking does not only happen in person as Zummo (2018) expresses, there are also many online forums, pages, blogs where these lifestyle migrants can ask questions on how certain paperwork works, or to express their shared culture. Zummo describes it as being "a tool for maintaining ties among the expat community, as well as maintaining symbolic meaning attached to the old life and the new" (Zummo, 2018: 8). This type of networking system is a sort of guidebook for living and experiencing lifestyle as a joint community, bringing similarities of their individuals' stories together (Zummo, 2018).

Condevaux et al. (2016) express that in more rural areas of lifestyle migration, it is essential for lifestyle migrants to create a network of people as this can contribute largely to the development of tourism. Not only this but a network of people can help people who are setting up their own businesses be aware of the latest trends and adapt their tourist services accordingly. Which lead into the theme of the work context being directly associated to the social networking.

Work Context

In some sense, there is no business networking without initial formation of personal relationships with clients (Mendoza et al., 2020). In Mendoza et al.'s (2020) case studies:

> Personal networking and relationships were critical in order to shift from one economic activity to another. To this respect, for some interviewees, business, friendship, and social life go hand in hand (Mendoza et al., 2020: 10).

This means that the links between a personal relationship and the working context are intrinsically associated to each other as it affects the economic values of business-related activities.

Carson and Carson (2018), during their interview process asked the participants about their networking practices in the work environment. Their responses showed that many of them said that "the networking with other immigrants was described as 'easier' and more straight-forward because they were usually speaking the same language" (Carson & Carson, 2018: 238). Not only this, but between different similar businesses, the competitor aspects were put aside, and they valued the concept that they were targeting the same markets (Carson & Carson, 2018).

With keeping in mind that these businesses were subsequently created for the purpose of lifestyle choices rather than economic ones, the success of business relies on social interaction to achieve this lifestyle goal (Mendoza et al., 2020). Thus, "social contacts and social incorporation are key aspects for the development/success of businesses in the area" (Mendoza et al., 2020: 10). In other cases, the business was created for means of occupation in the chosen lifestyle, and thus the industry selected to work in is more of a "passion" rather than burden (Guercini & Ceccarelli, 2020). Thus, the networking for these enterprises would be a connection between like-minded passionate people as a form of "passion-networking" (Guercini & Ceccarelli, 2020: 378).

3. METHODOLOGY

3.1 Methodological Approach

The undertaken research was made by use of two main methodological approaches. The first process involved extensive thorough research of studies on the theme of lifestyle migration and lifestyle migrant entrepreneurs in the field of research. The data collected for the review was sourced from online databases such as Research Gate, ScienceDirect and B-on, some others were found on Google Scholar. There was a total amount of fifty-nine articles which were used. This search was conducted over the course of a year between February 2022 and February 2023. The purpose of this review was to find relevant existing data on the key themes and contextualise what has already been researched. The results of this review were shown and discussed in chapter 2 of this dissertation. The second part involved conducting qualitative interviews with lifestyle migrant entrepreneurs (LMEs) which would provide detailed and rich data to address the research questions.

This exploratory dissertation aimed to gain more insight into the situation of the LMEs in Tavira in the Algarve through use of interviews. Exploratory research is defined by Stebbins as:

> a broad-ranging, purposive, systematic, prearranged undertaking designed to maximize the discovery of generalizations leading to description and understanding of an area of social or psychological life. Such exploration is, depending on the standpoint taken, a distinctive way of conducting science - a scientific process - a special methodological approach (Stebbins, 2001: 1).

This leads to qualitative data collection. The data collection for this study is based upon the methodology used by Carson and Carson (2018) that provides a high-quality example of similar research on international lifestyle migration. In their research methodology, interviews were conducted face to face, these lasted approximately forty-five to ninety minutes. Following a set guideline for conducting their interviews, they prepared in advance a questionnaire to gain the insights and stories of their interviewees. They were interested in gaining knowledge on "people's migration and business motivations" (Carson & Carson, 2018: 242). However, their research was focussed on tourism development, whereas this research required different questions to achieve its objectives.

In this research, the data was collected via selective interviews with LMEs in the region of Tavira. The interviews were between two parties: the researcher herself and the LME directly.

Prior to conducting the research, it was clear that Tavira had not yet been a focal point for study. Previous research carried out in the Algarve in Portugal focussed on other parts of the region, particularly the Western Algarve or the region as a whole.

This research aimed to provide more information about some of the small businesses opened by LMEs in Tavira, in the Eastern Algarve. It is an exploration of key motives for migration to Portugal (and Tavira) as well as the entrepreneurial decision making. The interviewees' criteria for choosing this specific part of the Algarve were further examined. Additionally, there is an analysis of LMEs' networking practices, socially and professionally.

3.2 Method of Data Collection

The data collection method used for the research was semi-structured interviews. "Semi-structured interviews consist of several key questions that help to define the areas to be explored" (Gill et al., 2008: 291). This method was selected as it allowed participants flexibility in providing information about their own stories that lead them to the moment of the interview.

Using the semi-structured interview method, the interviewees were enabled to freely tell their migration and entrepreneurial stories whilst being guided by the pre-determined questions. The questions were open-ended and consequently, this permitted the data collection to open potential new themes or patterns not previously anticipated (DeJonckheere & Vaughn, 2019). Thus, each interview was conducted in a personalised manner in a conversational style to engage the interviewees and made them feel comfortable recounting their personal stories as per DeJonckheere and Vaughn's (2019) guidance. On the other hand, by using a previously constructed interview guide, the interviewer can ensure that the same topics are covered, so as to enable comparison among the cases (see appendix).

The interviews were conducted during November 2022 through to January 2023. The participants were contacted after an initial criterion of selection: they needed to be foreign (non-Portuguese) business owners in Tavira and have also migrated for reasons of lifestyle. The number of interviews required amounted to approximately twelve participants to gather data across a broad range of variable LME profiles. This was later narrowed down to eleven participants after the analysis of the data and determination that the final interviewee did not qualify as an LME. Some of the selected interviewees were in personal or professional partnerships and thus two interviews were conducted for the same owned business, although providing very different backgrounds and stories. All participants gave informed consent to be interviewed, recorded, and allowed the data to be used for this research, in accordance with standard ethical procedures. The interviews were digitally recorded and later transcribed through various free transcription software (i.e., Otter.ai; Trint; Descript, Audext; Wreally and HappyScribe) and subsequently checked and revised by the interviewer/researcher. The recording of the conversation was an important part of the process in order to be able to accurately record everything that was said during the interview and "protect against bias" whilst analysing the data later (Gill et al., 2008). Some interviews were conducted in French and accordingly needed to be translated into English by the researcher following transcription.

During the interviews, the researcher was primarily supportive, listening to the interviewees as they recounted their migration and entrepreneurial stories. Most interviews took place at the LMEs business site; however, one was conducted online. In some cases, the interview location was not optimal as there was a lot of noise disturbance and interruptions which could not be avoided due to lack of available time for the interviewees. As per Gill et al. (2008) advice on how to conduct an interview, the researcher adopted an "open and emotionally neutral body language, nodding, smiling, looking interested and making encouraging noises (e.g., 'Mmm') during the interview" (Gill et al., 2008: 292). These responses were then removed in the transcription as they did not add any relevant information. The general feedback from the interviewees was positive and they were happy to have taken part in the research.

Each interview had various lengths, averaging around thirty minutes. Some of the questions prepared in advance weren't necessarily asked as they had already been answered through the interviewees initial story telling. To offer a little more insight of the

questions asked, refer to the appendix. Overall, there were four key question themes. The first part of the interviews concerned the general information of the interviewees, their profile, age, nationality, life stage and so on as well as key information about their businesses. The first question was always to gather their story as to why they had decided to migrate to Tavira in Portugal and about themselves. If the migration story was detached from the decision process of opening a business, further questions would be asked to gather the story about that too. One of the questions that sometimes gave more information than expected and sometimes none at all was if they enjoyed what they did (see pages 67-70). The second part of the interviews focused on social aspects, such as the surroundings of their business and the social context of Tavira both personally and professionally. The third part concentrated on the economic aspects of their businesses, the employment situation, financial issues, and networking. Lastly, the final part was about expectations, future plans and perspectives, for example if everything had happened as planned and expected in an evaluative manner, as well as what they might have done differently if they had known otherwise. The last question of "where do you see yourself / the business in five years' time" almost always surprised the interviewees and most often they didn't initially know how to answer it.

The interviewees were all met on previous occasions by the researcher on a personal basis. This perhaps helped make them feel more comfortable to tell their stories as they were in confidence with the interviewer. The majority of the interviewees were either French or English with the exception of a Scot, a Brazilian and a Swedish national. For the interviews conducted in French, the reason for deciding to translate the questionnaire was to render the whole experience of the interview more agreeable with a good flow of conversation for the participants. Some of the other identified and selected nationalities of LMEs in Tavira were not able to participate in the interviews due to a lack of available time. This was unfortunate as different national backgrounds would have potentially provided further data to be analysed and potentially show any differences in motivational factors.

3.3 Method of Analysis

The method of analysis used to analyse the data gathered from the interviews used a combination of narrative and thematic analysis. Adhering to the suggestions by Lincoln (2005), it seemed to be a good idea to analyse the interviews using two methods as they offered a very different way of collating and evaluating the responses.

The first and perhaps the most important method is the narrative analysis as it is key to exploring the primary objectives of this research: gathering Tavira's LMEs personal stories about their migration and entrepreneurship. McAlpine (2016) in her research underlines the importance of narrative analysis especially when analysing interviews. She emphasises the idea that different experiences lived by individuals create their own personal stories thus needing to be analysed individually whilst "preserving the individual's voice" (McAlpine, 2016: 36). In the case of the researcher, the difficulty lies in the familiarization with each given story, in the social contexts of each participant (McAlpine, 2016). In turn, interpretation of the researcher may take place. McAlpine suggests that this analysis followed by a thematic one would cover all that needs to be explored in the provided narratives. One of McAlpine's recommendations involves the creation of "cameos" for the interview transcripts, thus creating smaller narratives written by the researcher whilst keeping the intended "fullness and complexities of people's lives" (McAlpine, 2016: 44).

Sfard and Prusak (2005) argue that human beings make their own decisions in life, creating new characters for themselves in social contexts, thus generating their own identities. This is how "the dynamics of social life" and "social activities" are decided through different methods of communication (Sfard & Prusak, 2005: 16). In the same light, Ahmed (2013) suggests that individual's stories are subject to change with different audiences, thus the narratives given to an interviewer may differ from other social contexts. The creation of an "identity" when telling one's own story is made in the process of describing, presenting, and constructing through a personal point of view and perspective (Ahmed, 2013). Therefore, all given data collected from an interview is necessarily a "partial representation" of actual events (Ahmed, 2013: 240). However, in the context of this research, the statement below is essentially relevant:

> A structural narrative approach centring on a plot can allow for the complexity of decision-making processes, actions, and experiences of lifestyle migration to be understood and placed in context (Ahmed, 2013: 241).

Ahmed, as well as McAlpine proposes the "experience" factor as an essential element leading to a narrative analysis.

Riessman (2008) suggests that people tell stories in a temporal manner, going through their stories from a starting point to an end point relevant to a question asked. In the same light as the researchers mentioned above, Riessman expresses that a personal account is a good way of making sense of different identities, thus enabling for specific categorization of individuals (Riessman, 2008). She adds that "a good narrative analysis prompts the reader to think beyond the surface of a text" (Riessman, 2008: 13). This once again guides the researcher back to an interpretative analysis which leads to the use of the mixed method between the narrative analysis alongside a thematic one.

Secondly, the thematic analysis as per the guide of Kiger and Varpio (2020), is one of the most common ways of analysing data in qualitative research. It offers a flexible way of organising people's thoughts, experiences and behaviours on a given topic (Kiger & Varpio, 2020). Deciding to use a multi-method of research between the narrative and the thematic analysis gives more opportunity for the reader to gain insights into the different themes that have emerged through patterns given in the thematic analysis, whilst also staying true to the narratives of the stories told. This can provide more 'trustworthiness' towards the work and collected data. As Kiger and Varpio declare, there may be too many interpretations and transformations in a thematic analysis.

The first step to analyse the data was to create thematic categories based on the questions asked throughout the interviews. A table was constructed in regard to the four main aspects to be considered (see appendix). Each interviewee was given a new name/number to ensure anonymity for the research. The profiles were ordered in the following categories: For the General Information, there was a separation between the business information and their personal information. For the Interviewee Profile: gender; nationality; age group; industry experience; work history; education level; marital status; parental situation; previous place of residence; previous migration; level of spoken Portuguese; 1st business venture; reason(s) for opening a business, why Tavira? For

Business Details: Start date; location / venue; reasons for starting a business; client nationalities; marketing; partnerships. Figure 4 below illustrates this:
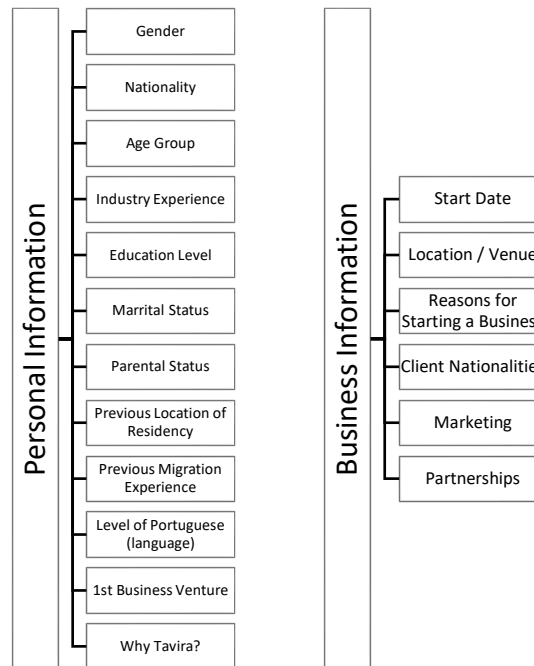
Figure 4: General Information

For the Social Aspects, the categories were divided as: social integration; local community involvement; use of local services; and how the local community's impressions (personally & the business). Figure 5 below illustrates this:
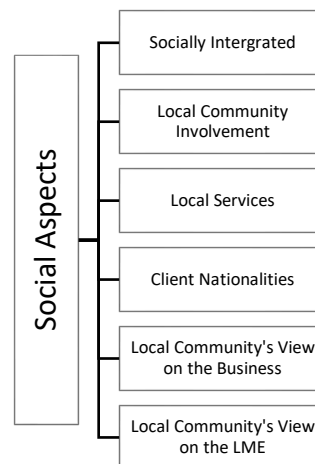
Figure 5: Business Information

The Economic Aspects were also divided into two parts, the first being Employment and Financial Issues, with: business growth; plans for future expansions; staff; services used; financial support; how clients interact with them/their business. In the Networking part:

local business partnerships (with other businesses); the services/suppliers used (subdivided into local, national, and international); and developing future partnerships. Figure 6 below illustrates this:
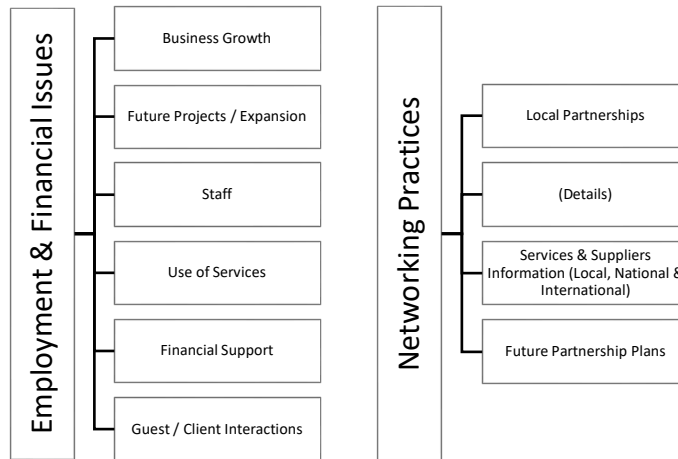
Figure 6: *Economic Aspects*

Finally, the Expectations, Future Plans and Perspectives: level of perceived success of business; if initial expectations were met; barriers or obstacles; if they would have done anything differently; if they would give any advice to somebody who wanted to do the same; and where they see themselves and their business in 5 years' time. Figure 7 below illustrates this:
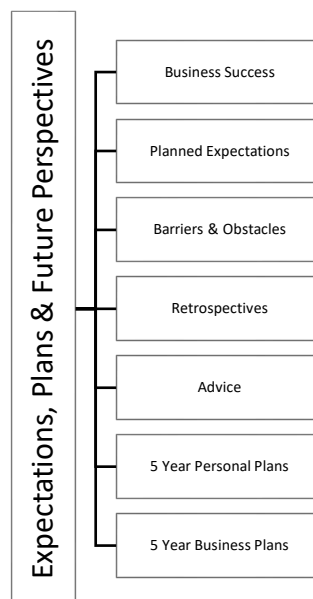
Figure 7: *Expectations, Future Plans & Perspectives*

With help of the data analysis software Atlas.ti, some of the most frequently used words of the interviewees were identified and using this software, it made the coding process easier to identify relating themes and occurring patterns among the interviewees.

3.4 Evaluation and Justification of the Methodological Choices

It was important to gather data via interviews as it is not only the most effective way of gathering qualitative data, but it also helped to gain insight into specific individual's stories of migration and entrepreneurship. "Semi-structured/in-depth interviews are commonly used in qualitative research" (DeJonckheere & Vaughn, 2019: 1). Interviews were also considered to be the best way of exploring personal viewpoints, opinions, and beliefs of each individual for different matters related to the research (Gill et al., 2008).

For the objective of analysing the motivations of migrant entrepreneurs it was not a matter of one result or another as each participant came up with their own personal ideas leading to migration and entrepreneurship. There is not one single reason that linked them all to and they needed to be brought together separately and given their own responses. Despite the recent trend towards conducting research online, it was decided to conduct face-to-face interviews. The opportunity to meet somebody in person can help them gain confidence in telling their story, since "it is possible that adults, who may not be as experienced or comfortable interacting in an online venue, might not share as openly or thoroughly about themselves in an interview that was conducted online" (Shapka et al., 2016: 365). In the case of the second research objective, it was possible to send out questionnaires to gather data, however, as was observed during the interviews, there was a need to clarify some terms of partnership and networking. As per the suggestion of Gill *et al.,* (2008), further information was provided that had not been anticipated:

> The flexibility of this approach, particularly compared to structured interviews, also allows for the discovery or elaboration of information that is important to participants but may not have previously been thought of as pertinent (*Gill et al.*, 2008: 291).

When considering other methods of data analysis, quantitative research would not have been appropriate as the data collected by the eleven interviewees is not enough to warrant statistical analysis for themes and patterns; there would not be sufficient results to enable

a specific conclusion, especially with "open-ended" data results (DeJonckheere & Vaughn, 2019). For a quantitative method of analysis, it would have been important to identify and interview all the business in Tavira owned by foreigners, as well as conducting structured interviews rather than semi-structured. Ultimately, the interview process "provides a 'deeper' understanding of social phenomena than would be obtained from purely quantitative methods" (Gill et al., 2008: 292). The qualitative method was therefore more suitable for the research objectives of this study.

The approach allowed for an exploratory development of the objectives of this research as it was able to open discussions on the profile of LMEs in a niche environment of the Algarve. It also contributes new knowledge to businesses and their owners within the context of Tavira. It has the potential to provide some useful information to future LMEs of the East Algarve giving real examples of cases found in Tavira.

Although generalisations are not possible from this type of exploratory research, it is nonetheless envisaged that this case study can make a valuable contribution to the growing body of literature on lifestyle migrant entrepreneurship.

4. FINDINGS

This chapter presents the data analysis of the interviews conducted for the research. A mixed method between the narrative and thematic were used to analyse the data gathered in the interviews. The interview answers were all written in table format shown in the appendix. Interpretation and categorization of key themes and links between patterns was made. Theoretical discussions on the topics presented were accomplished. For the narrative analysis part, 'cameos' referred to in the previous Methodology chapter were made, as well as being supported by quotes inserted from the interview transcriptions.

Eleven interviews were conducted during the period of November 2022 – January 2023. The profiles and business identified targeted a variety of different individuals and business types. For confidentiality reasons, new names were given to each interviewee. Table 1 below shows the amount of business types and their given names:

Type of Business:	Number of businesses:	Interview Code:
Restaurant Businesses	2	ATF02
		CLC04
		CLB05
Guest House	1	LSD06
		LSM07
Bakery	1	BOU03
Interior Design Studio	1	BRI11
Marketing Magazine	1	EAM09
Online Web Design & SEO Strategy Company	1	AUD08
Interior Décor Shop	1	OLI10
Art Gallery	1	ATS01

Table 1: Interviewee Confidentiality Names

Forty-four questions were pre-planned in the interview guide, however approximately twenty questions were directly asked during the interviews if the interviewees' migration and entrepreneurial stories had not already addressed or answered all the topics and questions. The questionnaire was composed of four parts: the demographic profile of both

the interviewees and their business; the social aspects; the economic aspects; and expectations, perspectives and future plans.

The research initially aimed to gain an understanding of the different motives leading to lifestyle migration and entrepreneurship, aiming to answer which decision came first; to open a business or to migrate? And furthermore, to explore the networking practices post-migration; if they felt socially integrated and had made use of partnerships with other businesses or people.

4.1 Demographic Profile of Interviewees

Prior to selecting the migrant business owners for the interviews, a criterion of selection was used to properly identify who was an actual LME. This meant that the respondents had to be originally from a different country to Portugal and own their own business. Moreover, the reasons for them to migrate to Portugal could not include solely family reasons and must have had some aspect of occupation or lifestyle.

The age demographic was not something initially set out; thus, the interviews could be any age range. The graph in Figure 8 shows the collected data separating age groups into three different categories: 20's and 30's together, 40's and 50's together, and finally 60's and above together.
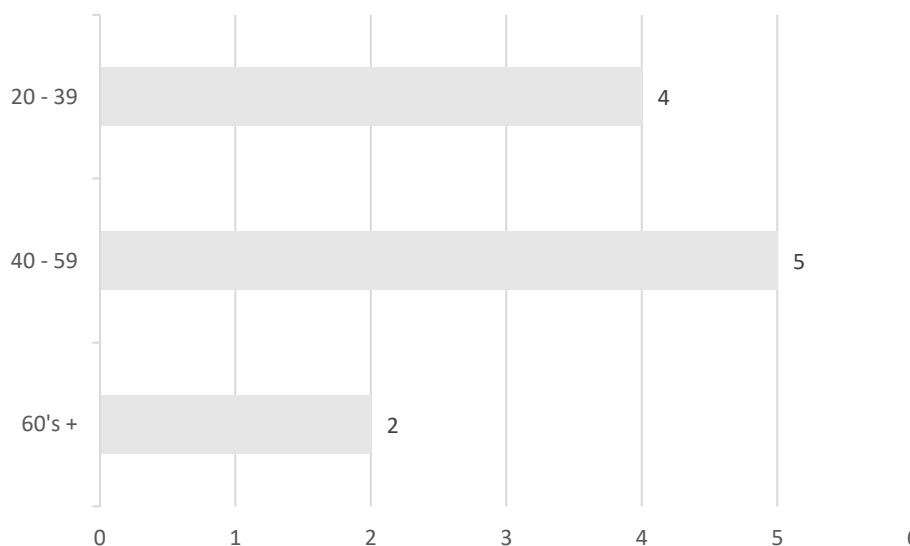
Figure 8: Age Groups

The graph shows that in the eleven interviewed profiles, four are of the 20's and 30's age group; five of the 40's and 50's age group; and two of the 60's and over. This assists in giving a broad idea of the different LME profiles present in Tavira.

The next step was to then identify their countries of origin. Figure 9 shows these:
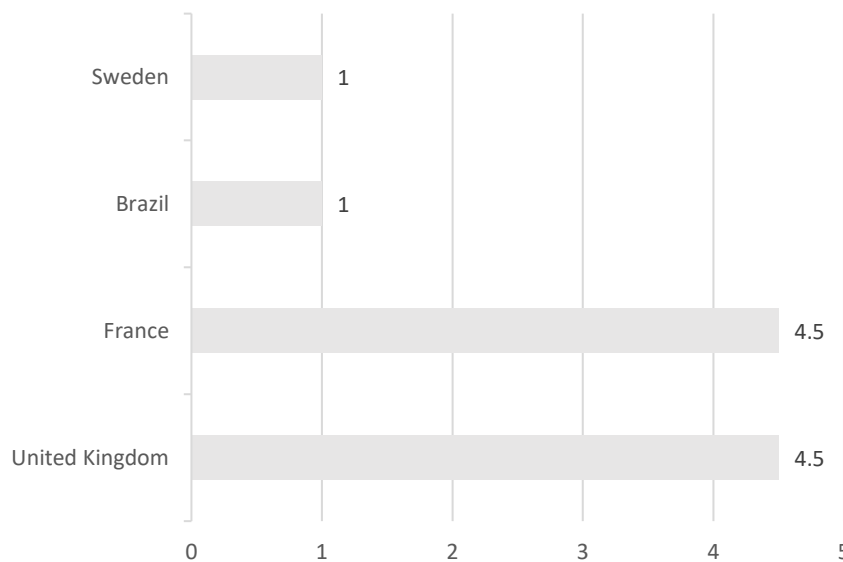
Figure 9: Nationalities

One of the respondents had dual British and French national, thus it was marked as 2 halves for each country. One Swedish person took part in the research, one Brazilian, four from France, and also four from the UK. As the sample size of the interviews is relatively small it is not possible to determine what is the major nationality for foreign-owned businesses. This, however, would be an interesting demographic to explore in understanding the amplitude these businesses have on the economic situation of Tavira.

4.2 Migration Motivations

Most of the LMEs' during their interviews wanted to share in their stories how they had found out about Tavira, although the question had not been directly asked at this point. The results in Table 2 below show the five main ways these LMEs got to know about the town of Tavira:

	Friends	Family	Holiday	From the Media and Promotional Algarve Notices	Personal Research
ATS01			X		
ATF02		X			
BOU03					X
CLC04	X				
CLB05	X		X		
LSD06		X			
LSM07		X			
AUD08		X	X		
EAM09					X
OLI10				X	
BRI11				X	
Totals	=2	=4	=1	=2	=2

Table 2: *How they found out about Tavira*

Table 2 shows the ways in which the interviewees found out about Tavira. As per McAlpine's (2016) suggestion to re-create the narrative given in the storytelling of the interviewees, here are the migration stories that were given of each participant during the interviews:

For ATS01, the migration story was that this person and their partner were living in Morocco at the time when they had visited Tavira during a holiday they were taking in the Algarve.

> "We had toyed with the idea of setting up a business there. Probably a gallery or a shop, a design shop, or something like that. But we didn't get very far with the idea because it was difficult in Morocco" (ATS01).

They had both felt that the community in the different towns of the Algarve was quite different to where they were living whilst enjoying the similar climate.

Moreover, they thought there was an ease of the language, a warm welcome from both foreign residents and local Portuguese: "We liked the lifestyle and the way that people live here and the way they that people treated us, which is a lot nicer than the way people treated us in Morocco". They then decided to try out a few different towns for a while, renting properties to 'test' the best place for them.

> "We rented house in Villa Real and Tavira and over two winters and decided it was quite fancy living in Southern Portugal. It was partly, to be honest, climate, I mean we did not want to go further north, as simple as that" (ATS01).

In the end, Tavira was their favourite location for both the architectural similarities to Morocco as well as the 'expat' community where they felt comfortable and were already

starting to meet new people and build relationships. During their extended visit, they had identified that there were many artists, including the interviewee's partner, thus finding a 'gap' in the market in Tavira, and having the idea of setting up a relevant business.

For ATF02, their story differs considerably from the first interview. Their partner knew of Tavira and actually came from Tavira. The couple were living in London when they decided to move to Tavira. The partner of this LME had just inherited a farm and having both lived busy bustling city lives in London, decided it was time for a life change:

> "It was family that made us come to Tavira. Even if the idea of opening a restaurant didn't come right away, we settled down. We had the farm… we had worked in restaurants all our lives. So, we said to ourselves, 'we're going to take the opportunity to change departments a bit'" (ATF02).

Thus, Tavira was a choice offered to them, however, this would also have been the only town in the Algarve they would have selected as stated: "Even if it is calm, quiet in the winter, we can still work". This was emphasised as being a very important aspect. The idea that even if there were many restaurant businesses in this town, they felt as if there was still, from their experience in restaurants in London, space for something slightly different from what was being offered:

> "I discovered the Algarve. And we realized that, in the end, it was so small there is still room for everyone, that is to say someone who is going to do something different, who can bring something new to Tavira" (ATF02).

Therefore, in the experience of this couple, the decision of migration and entrepreneurship, as well as the town of Tavira, all go hand in hand.

BOU03's way of finding about Tavira was different to other interviewees. They were searching to move away from France. They were looking for a safe place where the cost of living was lower and the climate warmer: "it's true for children in terms of safety, there's no comparison, it's still more calm. And after the weather of course". At first, they were looking in places such as Costa Rica, but claimed the nature was not suitable, especially for their family with children of young age:

> "It's a bit complicated when you weren't born there because there is a flora and fauna that you don't control at all. So, me, with children, I did not see myself living there at all. I thought it was not safe" (BOU03).

They then looked at Thailand but were advised by friends to look more into Europe as they would be able to travel easily back to their home country, France, if they needed to. They ended up finding out about the Algarve through various research focussing on the best weather locations of Europe and safest places to bring up their family. Of all the

different towns in the Algarve, they decided Tavira would be a good place as there was already an established community of French residents and other international residents. With the intention of opening their own business, they believed this would be an advantage.

CLC04 was also living in London prior to moving to Tavira. This person's story was that London's weather was not suitable enough for them and instead of returning to Brazil, they wanted to find a place in Europe.

> "I didn't choose Tavira to be there to be honest. I was moving from Brazil to go to England, because I returned to Brazil after leaving Australia, and then moved to England. I stayed there for three months, and I found that it was too cold for me, so I decided to look for somewhere else" (CLC04).

Speaking Portuguese as their mother tongue made Portugal the most logical place to explore. They went to visit a friend's place in Tavira and started working with them. They met many people in their work environment and decided they wanted to stay permanently to grow their own profession and started a small catering business as their first business venture.

CLB05 was on holiday in Sevilla in Spain during September, they had never heard of Tavira before but the friend they were on holiday with had already visited many years before and wanted to go for a short week:

> "It was Tavira who adopted me, I tend to say. I lived in Morocco, and I wanted to take a short vacation. I went with a friend to Seville to discover a little bit of Spain and Seville, which is a city that I love. And with the weather being a little bit capricious in September, we decided to go to Tavira because he already knew Tavira from ten years ago. He told me 'Come on, we're going to Tavira', I had never set foot in Portugal and I really liked this little town which is very, very similar to where I lived in Morocco" (CLB05).

At the time they were colleagues both living in Morocco and owned a restaurant business together. They were planning on moving away from Morocco and opening a new business in property restoration. This LME fell in love with Tavira, enjoyed its similarities to Morocco, further enjoying its community. They met the Portuguese locals of different generations and enjoyed the pace of life of this touristic town.

> "I went around a lot of real estate agencies to see a little bit, looking at the market while still having the business in Morocco. I visited convents, I visited restaurants, I visited houses in the countryside to find accommodation and in the end, here, I continued to talk with the people of Tavira because I really wanted to introduce myself to Portugal and by talking with people from here it allowed me to find my first restaurant in Tavira" (CLB05).

They decided to stay, separating from their existing business partner and opened their own small restaurant business from the savings built in their first business venture.

LSD06 and LSM07 as they are partners have the same story on how they had found out about Tavira. One of the two just started their career retirement from the police and they were starting their search to move away from the busy city life of London. They were searching in the South of France, in places such as the Provence, or around Nice. They were also looking into the Atlantic coast of France but didn't find what they were after. Another of their family members owned a holiday home in Cabanas de Tavira and told them to go and visit this place. They visited many properties, enjoying the nature of the area, being close to the Atlantic Ocean, but having the climate of the Mediterranean. It was a combination between the two areas in France they were looking for.

> "By chance, we came to visit the Algarve for the first time. We had never been to Portugal at all with my partner and we loved it. There was everything we were looking for with the sea, the blue skies, good weather, good food. We were warmly welcomed and so it was evident we absolutely had to come and live here. It was everything we were looking for in France, but here in Tavira" (LSM07).

Then they found a market opportunity for a property and fell in love with it. They decided to move there after just three days visiting. It was not only the sight of the property that affected their decision, but it was also the combination between Tavira and the house:

> "We absolutely adored the area. It had to be Tavira for sure, nowhere else. It wasn't great to be anywhere else but here because it was everything we were looking for. It was the good weather. It was the views, the sea, and also the fact that there was already a community of French people, of English people. And it felt very welcoming" (LSD06).

AUD08 has another story. They had just completed their double degree in law in France and visited their family who had just moved to Tavira that summer. During their holiday, they joined a small LME owned business in Cabanas de Tavira as a summer job however they enjoyed the pace of life of this area and saw an opportunity of self-employment development.

> "I wasn't sure whether I would go back to France to find a new job, or if I would go into further studies somewhere else. Basically, I really enjoyed the pace of life here and saw that there was still a lot to be developed in terms of businesses, so I did go into further studies in Faro for business management, and when the course was completed, I launched my own business. This was the ideal place to do that" (AUD08).

They decided it was the best place to set up their first business venture as it was financially easier to set up. They managed to help develop various new business ventures of Tavira

within the entrepreneurial community they had met in their lifestyle migration. This was alongside a vision of a good lifestyle. In David and Schäfer's (2022) research, this type of entrepreneurship straight after a graduation is directed an "opportunity-driven" lifestyle migration business endeavour (David & Schäfer, 2022: 131).

EAM09 were looking for a place to develop a business. They searched in France where the climate was good. However, France was too expensive for the aim of their business as well as having a shorter season for good photography, and they started searching in the Algarve instead. They found the perfect property to build their hospitality dream:

> "We were looking for a business, a family business. It was going to be based towards sort of a hotel or bed and breakfast. That's how we found the place in Santa Catarina, just online. And so it was that actual place that brought us here, we'd looked at a few across the Algarve. And when this one came up, it ticked every box" (EAM08).

They then created a support business of a magazine to promote it with marketing. They searched events, got to know multiple businesses and generally the foreigners of the East Algarve. In this part of the Algarve, they deemed the largest foreign population with business interests was in Tavira. Thus, they settled there for the purpose of expanding their business.

Having lived for an extended period in Thailand, OLI10 returned to England and decided it was time to find a different place to live in Europe with the same pace of life as previously experienced.

> "The reason for coming to Portugal is to try a new life somewhere else, hopefully in the sun. So that was why I came to Portugal. Tavira, I'd been a couple of times before and I really preferred this side of the Algarve, the East compared to the West, and Tavira itself is a beautiful little town. Nice vibe about it. So yeah, I decided this would be a base for the foreseeable future" (OLI10).

They had found out about the Algarve through promotional advertising from the government. Although not living in Tavira, OLI10 set up their business with a business partner in Tavira as they identified it to be the best place to fill a 'gap' in the market:

> "My now business partner mentioned that her and a lot of friends and family were struggling to find a certain type of furniture and home decoration. And my experience was that it was a little bit one dimensional, certainly in the East Algarve. So, we decided to try a furniture store in Tavira" (OLI10).

With a growing number of incoming foreign residents, they believed it was essential to set up an interior décor shop in this part of the Algarve to compete with those found in Almancil.

And finally, BRI11 was looking for a place to have their retirement holidays away from Sweden where the cost of living was lower and where they could enjoy a good social environment.

> "We were looking for a holiday home abroad at first, we wanted to find a place where we could have a 'part time retirement' with Sweden. That's how we found Tavira" (BRI11).

Although enjoying a pleasant climate this wasn't their primary focus in finding the Algarve and Tavira. They identified through social meetings during a two month rental a gap in the market:

> "During our extended visit, we rented a property for a few months, met many other Swedish people, and saw that there was a high demand for interior design. So, the idea came with my partner to move here full time and make a business out of it. We thought this was a better way to occupy ourselves during our retirement" (BRI11).

Having started to establish themselves into the Swedish community of Tavira, they realised they were already integrated into a community of the area. They later found the perfect property for them to live in dividing their assets sold in Sweden to invest into both the business and their new personal lives.

Of all these stories results, a combination of the key reasons was established, shown in figure 10:

Figure 10: *Key Reasons for Choosing to Migrate to Tavira*

The main reasons for migrating to the South of Portugal stated in the interviews was the weather. This is backed up by many researcher's data results throughout the last decade of research (Benson & O'Reilly, 2009, 2016; Torkington *et al.,* 2015; Torkington & Ribeiro, 2019). Every person interviewed considered Algarve's climate and how it was better than their country of origin. Then the other major consideration for them was the type of lifestyle they would lead, and how economically they would be more comfortable as they all had some savings from previous work experiences or careers. Then as a part of the decisions to migrate, Tavira itself played a major role for both its architectural features as well as its social community and how 'welcoming' it felt. Other aspects that played a part in the decision process are market properties on the market; the scenery; the proximity to their countries of origin; business opportunities. The fact that Tavira itself has played a part in each of these migration stories is an interesting fact that could be explored further.

4.3 Entrepreneurial Motivations

The Business Profiles

During the interview, questions concerning the business were asked to gather data on different choices made and individual's reasoning. In order to fully understand what brought the interviewees to where they were at the time of the interviews it was important to collect this information to draw different themes and patterns that might connect them. Some of the information was already provided in the reasons why they found and chose Tavira. Other than these answers, the missing information is shown in this section. To initially prepare to analyse all the data given in the interviews, the opening years of these businesses were asked. The graph below in figure 11 shows these:
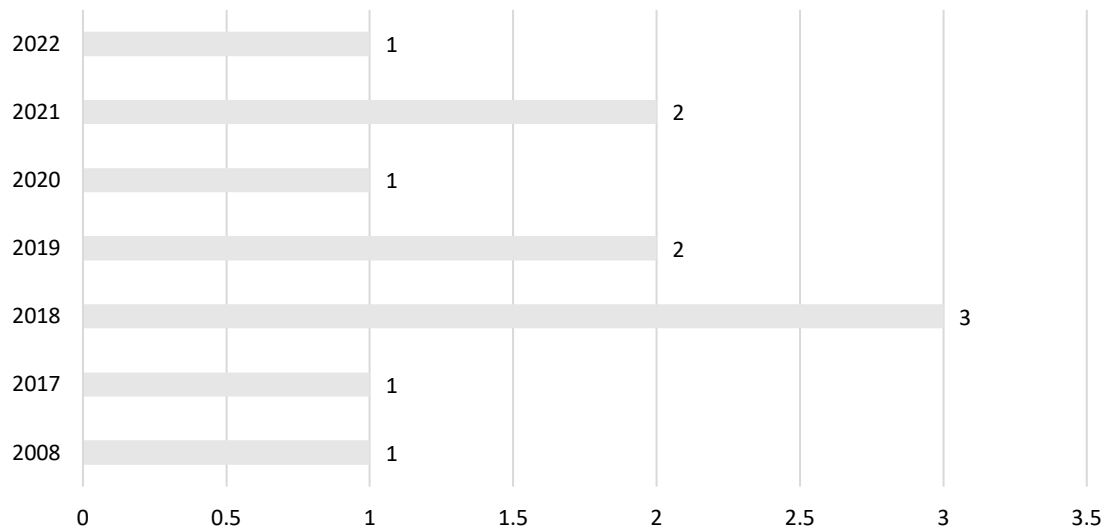
Figure 11: *Year of Business Opening*

In the graph above is demonstrated that most of the participant's businesses started within the last five years. Only one of these has been established for more than 10 years, set up in 2008. All the others started the business after 2017. The latest business is shown as starting in 2022, only about a year ago. Does this data show that there is an increasing number of businesses being set up by lifestyle migrants?

Most of the presented businesses were in different industry sectors, however they are not necessarily the same industries as these LMEs' previous work experiences. The graph in figure 12 below analyses this:
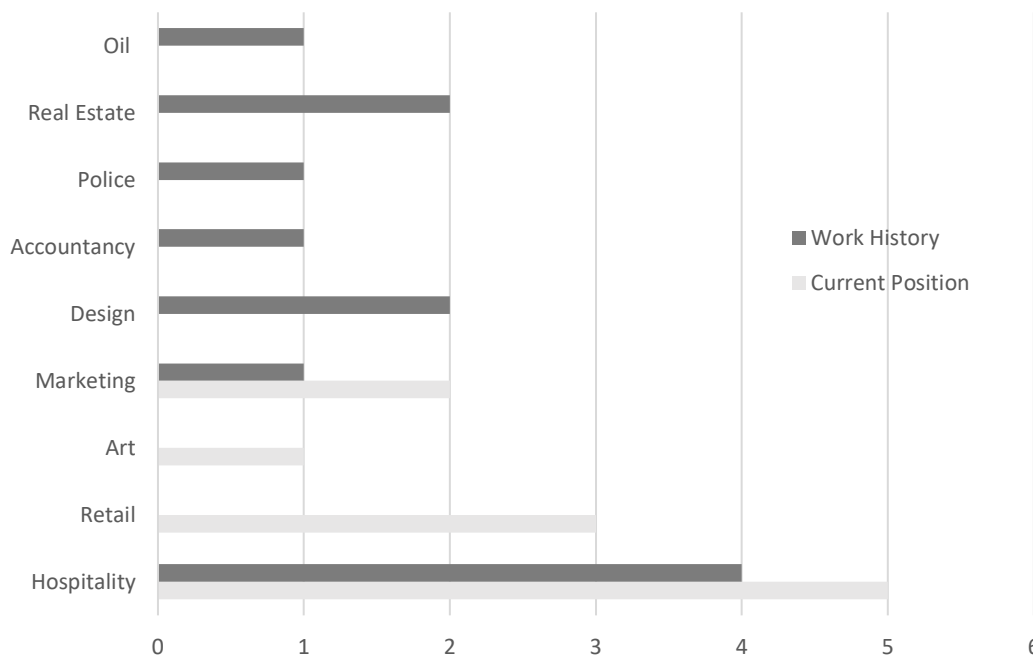
Figure 12: *Current Business & Past Experiences*

In Figure 12 we see that there are many different past experiences for these LMEs across various sectors. The most common being in the hospitality industry. Many of the interviewees who had been in restauration previously, have opened their own business in this sector later. Hospitality experience combines with the guest houses too; thus, the graph shows that there are more LMEs in a hospitality position now than there were from their previous work experience. This suggests a setting up of this type of business is due to being in a tourist location and the ease to set up this type of business.

Some of the responses given stated that they made use of their past experiences in their new businesses. For instance, EAM09 used to work in a company that owned their own magazine design department in promotional needs. They managed to apply their skills to their own business as a result as well as aid themselves and other business to advertise locally.

> "My background is obviously magazines. And so, what I did in in the UK, it wasn't publishing magazines, I was just in charge of the design. So, I thought that if we needed that type of thing for our business, or simply local advertising, then other people would too. So, I just asked a few people if they would be interested in advertising in a magazine, the sort of thing that would look like a monthly magazine and if they were, then I'd go ahead and print an issue. If they liked what they saw, then they pay for the ad, and they did. So that's how it started. Really from that. It was from us really needing to advertise locally".

However, some others who had no experience in their business say it is a completely different way of working but still managed to implement some of their knowledge into what they were newly doing.

> "I'd been involved in sales and marketing my whole career, so I suppose the principles of selling remain the same. However, furniture has its own idiosyncrasies, which I sort of learnt as I went. But yeah, no real experience of this particular business".

Locations of Businesses

Different work areas across the interviewees profiles showed different results in their businesses' locations in Tavira. The 'municipality' (council) of Tavira is a combination of six different 'Freguesias' since 2013 (Direcção-Geral do Território, 2013) and the one focussed on in this research is the Freguesia of Tavira itself. Figure 13 shows these different parts for more understanding:
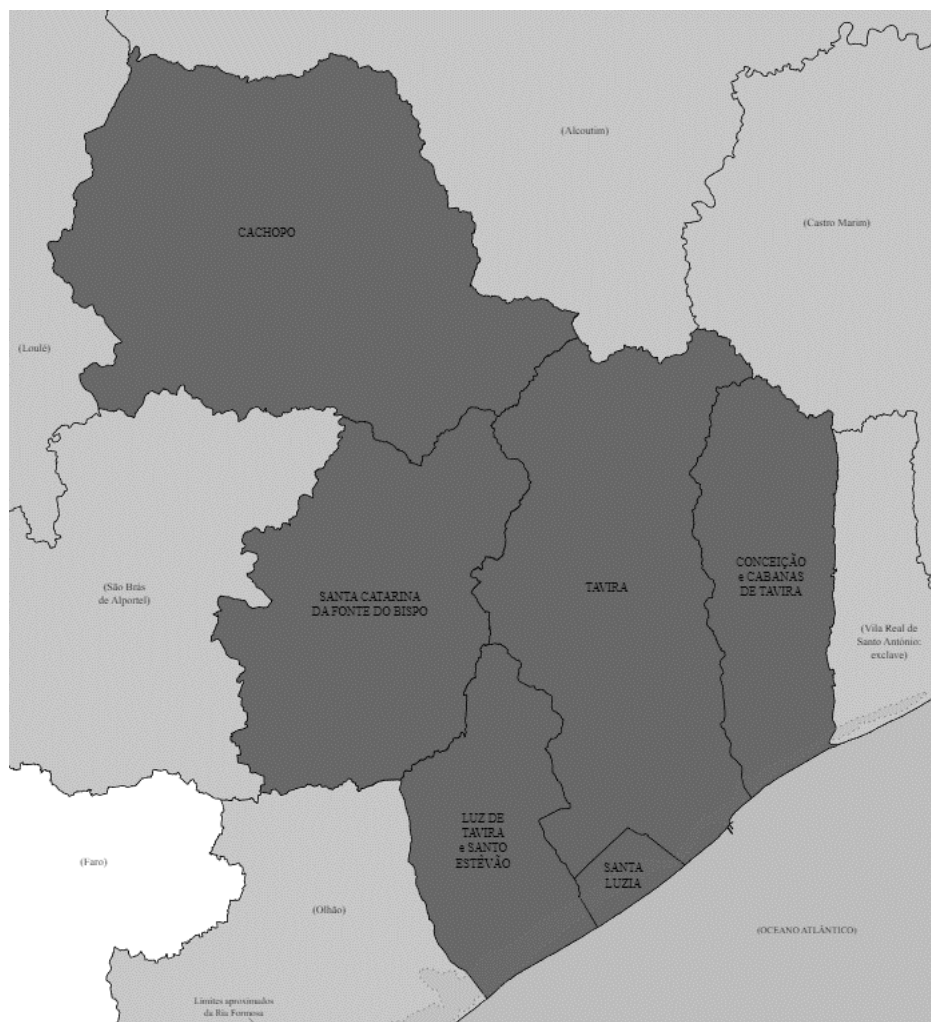
Figure 13: Freguesias do Concelho de Tavira after the re-organising of 2013
Source: Direcção-Geral do Território, Official Administrative Chart of Portugal (CAOP), 2013

Within the Freguesia, different areas were also analysed in the data given in the interviews. For this reason, the already pre-defined historical zone was newly drawn out for this research. In figure 14, the map of the town of Tavira was separated into five different zones: Zone 1 and Zone 2 are both within the defined historical centre of the town. However, they were separated as the interviewee's answers lead to a conclusion of two different 'hubs' for tourism and commercial activities. Thus Zone 1 would be defined as the main 'busy' part of the town and zone 2 the secondary "just outside the main town area". Zone 3 is still part of the inner town circle however even less busy than the first two zones. In this zone are still many commercial premises, however it is mostly residential buildings. Zone 4 is the start of the rural area of the municipality but is close enough for a short walking distance to the centre with only very few businesses. No profiles from this zone took part in this research. And finally, Zone 5 are all other rural areas of the municipality. This was illustrated on a map in figure 14 below:
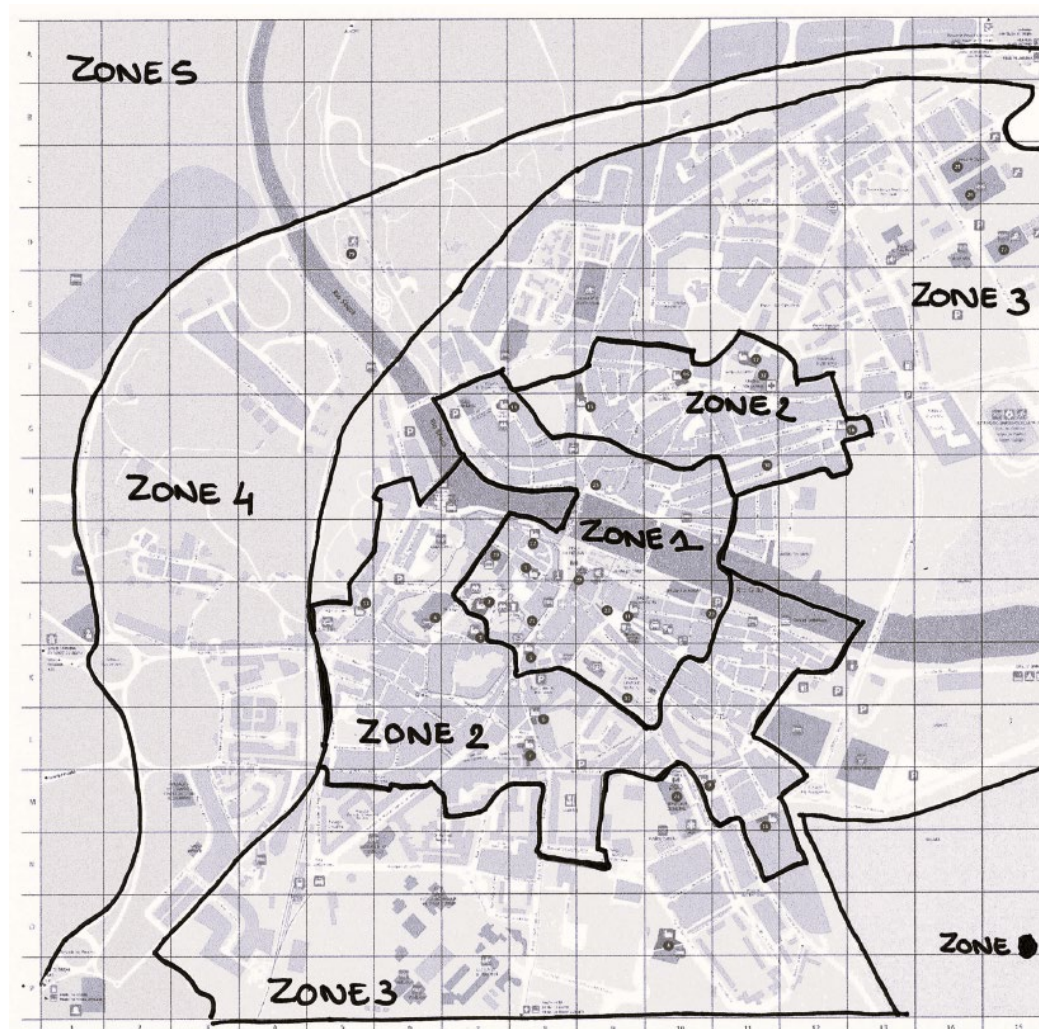
***Figure 14**: Tavira's Zones*
Source: AlgarveTouristGuide.com & Own Elaboration, 2023

In Zone 5, two profiles were interviewed. In Zone 3, four profiles were interviewed. In Zone 2, one profile was interviewed; in Zone 1, two profiles were interviewed, and 2 were based online / in non-fixed locations. The bakery and the art gallery, although both being located within the primary historical zone of the town both claimed they were located in complicated places to own a commerce where 'footfall' did not necessarily lead to business. Zummo (2018) stated the importance in the consideration of location in the minds of lifestyle migrants, especially to set up their businesses. This is also a consideration of prices and opportunities on the market.

Only a short walking distance from these two businesses is a restaurant which specifically chose to place themselves there. They made use of no marketing and are happy they are not in the centre of Tavira as people need to search for them:

"It had to be a place with charm because we knew we wanted to make a restaurant where people feel good. And as we say in France, we wanted to make a 'nice table' to do something really good, something cocooning where people feel good… I had learned with an executive chef in London that I really adored, that every time we've opened a great restaurant in London, it already felt good. It was always something hidden. That person explained to me that people have to look for you, even if it's hidden. The day your restaurant will be full, that means people came for the restaurant and not just because you were opposite a square facing the sea. People are looking for the restaurant. And so, it's true that when we looked, we told ourselves we would prefer to have something a little more remote, hidden. But we wanted to be within walking distance of the centre. And here it is" (ATF02).

Cunha et al. (2017) had already made an observation of LMEs in regard to marketing strategies for their businesses. Although in each of these three instances, they all answered that people who used their businesses or services were satisfied with what they had to offer.

In the light of what Ahmed (2013) discussed on identities created in lifestyle migration entrepreneurship, the types of identity given to a specific brand is also part of the process. These LMEs are intrinsically linked to their businesses as a form of identity. It is how people who surround them will recognise them and make reference to them. It would no longer be solely them with their names, it would be them referred to alongside their business (i.e., Person A, the *specific* restaurant owner).

Table 3 shows the data of the different interviewees based on their locations and the final column shows the business set online or if there is an additional online part to another's business:

	Zone 1	Zone 2	Zone 3	Zone 5	Online
ATS01	X				
ATF02		X			
BOU03	X				
CLC04			X		
CLB05			X		
LSD06				X	
LSM07				X	
AUD08					X
EAM09					X
OLI10			X		
BRI11			X		
Totals	=2	=2	=4	=2	=2

Table 3: Business Locations

Table 3 shows that there are two businesses inside the historical town of Tavira; two in the rural areas of the region (not too far away from the town); five located just outside the main historical centre of Tavira; two set up online and two others that have an addition of an online platform.

In the explanations given by the participants for choosing certain location of the town, often it was found that the locations chosen were mostly based on availability, price, and opportunity. Only two of the eleven interviewed were actually renting their commercial spaces. Although one of them was initially looking for a place to buy, they could not find a building which would allow them to practice their business, due to the need for specific authorizations (i.e., the heat that would come off from an oven cannot be placed in a building which is too old). One of these three renters' business partners already had a long-term agreement for a commercial rental space. They had locked the place into a low-price rental (from the market six years ago) and are still renting the space for this same amount even if the rent today would be at least twice the amount. This was an empty space that needed to be repurposed. This is the business that is currently looking for a new building, one they would hope to buy with investor assistance. All the other interviewees (except the two not requiring a space) found opportunities on the market for a repossessed building or a property needing to be fully or partially restored thus offering them a cheaper acquisition or somewhere less expensive than its surroundings. Nijhoff and Torkington (2022) mention the market opportunities in property purchases in the minds of lifestyle migrants as an investment opportunity. This type of purchase is a lesser risk as the value permits for a re-sale. Whereas having a rent may cause more risks to the entrepreneur if the venture does not turn out as expected. The fact that some LMEs such as the gallerist having mentioned they do not need to focus on any revenue coming from their business, made it clear it was more beneficial for them to buy a building as a way of placing their money into a wise investment. They said that the apartment above the commercial space had doubled their rental price since they had acquired the building and believed it was a good idea to have bought. They also declared that if they had a monthly overhead of rental payments, they would have had to stop the business long ago.

Reasons to Open a Business

With this data we can start considering the initial phases of the choices made by the interviewees. Some of which provided specific answers as to why they chose that specific area, others had an opportunity to purchase land and property and others believed this would be the optimal location to set up their business. Some of the answers concerning the locations were in fact negative and explained that a different location for the business would perhaps offer more clients and footfall.

The general responses on the different reasoning behind deciding the open a business vary considerably between all participants. Table 4 shows the six different primary reasons identified in the interview data:

	Lifestyle	Financial	Need / Gap in the Market	Opportunity	Passion	Occupational
ATS01	X		X		X	X
ATF02		X				X
BOU03		X	X			X
CLC04	X	X		X		
CLB05		X		X		
LSD06	X	X		X		X
LSM07	X	X				X
AUD08		X	X		X	X
EAM09			X	X		
OLI10	X	X	X	X		X
BRI11		X			X	X
Totals	=5	=9	=5	=5	=3	=8

Table 4: *Reasons for Opening a Business*

Table 4 shows that many of the interviewees had multiple reasons for opening a business: five of the eleven interviewees mentioned "lifestyle" as a motivation for opening their business; The majority of the interviewees also had financial motives (nine) although not being considered the primary reason for opening; five claimed they had seen a "gap" in the market and wanted to fill it; Five of them saw a business opportunity, in this case all of which were in property purchases; and finally, eight of them also claimed they wanted to open their own business to stay busy (in an occupational way). Carson and Carson (2018) discussed the theme of this 'opportunity' as being linked not to a purchase of a financially cheaper property, but the identified 'gaps of the market' both for products and services as was discussed by some of these interviewees. "Each individual has created

their own opportunities in the destinations where they settled, as well as filling a perceived 'need' in the market" (Carson & Carson, 2018: 247).

The recurring theme of "occupation" for LMEs was seen in the data. As the demographic shows the different age groups, each of the interviewees may see 'occupation' as very different things. Those of which were in their retirement may have seen an opportunity for a change in career, as going from a thirty-year career to a completely different lifestyle, thus the pace of life may not have been the most suitable for them. One of the interviewees had an early retirement due to the career sector they were working in previously and emphasised on the need to find a new occupation:

> "We were always going to look for an occupation and to have such a big house that had a specific place which could be converted into a studio. It just made sense to open a business there" (LSD06).

Others who had no financial need highlight the occupational reasons for a business, especially if they were retired pensioners: "We did not expect it to be a gallery that made money […] we were not motivated to create a second career out of it", linked into the motive of passion, thus a passionate occupation and love of art.

For one of the interviewees, they knew they wanted to open a business in their decision to migrate, however, they had no idea what they would open. They were initially thinking about trying something directed toward tourism and hospitality. This idea quickly changed as they started to gain insight into the wants of the people in Tavira.

> "The idea was to leave France and open a business afterwards, did we go back to a bakery? We didn't know. We had considered making rentals; to buy houses and make bed and breakfasts. Because at the time, in fact, when we started looking ten years ago, there were very few Bed and Breakfasts in Portugal. It wasn't here. It's not something that was really exploited. And then, in the end, as we found nothing that suited us, we said "no, we are going to open a bakery" Because it's true that a lot of people told us 'Ah, we miss French bread' so we said 'well, ok, we know how to do it, so we're going to do that'" (BOU03).

In an opposite path to opening a business, this interviewee had no intention to open a business at all. It was during settling into the pace of their new lifestyle that they realised they needed to do more than just look after a farm. This person is in the younger age bracket and having moved away from high end restaurant in Central London, they needed to have a 'busier' occupation.

> "We didn't know at all if it was going to work or not. It's true that it was... it was a bit of an adventure. It was me; I was bored at home because having a farm is working

at home, living at home, eating at home, sleeping at home. And in fact, without leaving the house really… I thought when I left the restaurant, 'great, I'm going to work on a farm' then I realized it was not good for me. I had to get out" (ATF02).

Another found a slower pathway leading to entrepreneurship. This LME started by working for other people. During these work experiences, they began to meet many people, mostly foreign residents of Tavira. Through work sociability, they started to create a portfolio of loyal return-clients. This helped them gain confidence in creating their own brand identity.

> "A friend of my family had a store in Tavira and asked me if I could stay. My main idea was never to stay in Tavira. So, I didn't choose Tavira at the beginning, I worked for other people, I worked in a pub, I did other jobs as well, and then after I started working with now partner in his own restaurant. After that, I started to do my own business on the side (which was my first own business here), it was in catering whilst aiding in the development of my partner's restaurant" (CLC04).

The new business venture of catering was what launched them into becoming entrepreneurs. They were initially focussing on special events other people were organising, such as birthdays or weddings, until they decided they wanted their own venue to make events.

> "The catering led me to explore more things that I was not sure if I was capable of. It was more challenging; it was more responsibilities because it was on my own since I decided to go to the catering it did at the beginning" (CLC04).

Over one whole summer they rented a space in Tavira where they could present different artists, make concerts, have art exhibitions, and explore further their catering business venture. During this period, they and their partner (CLB05) were searching for a location to set up their own business in a new venue as a joint venture.

> "Our main idea was to leave Tavira. That was our first idea. So, we started looking for place in Lisbon and other places as well. So, we really wanted to buy a place not to rent a business we actually sold for renting as well. But that was not the main idea for us. And then what we did was we realized that after being in Tavira for a long time, we had already established a client base that would be quite hard to develop again to start from 0 in another town. So, we decided to stay and at the same time there was an opportunity to buying this place" (CLC04).

They then found a building in Tavira in Zone 3 and completely restored it to their needs. They set up a restaurant where both their entrepreneurial skills were put to good use.

Figure 15 below illustrates all the different main motives that were given by the interviewed LMEs:

Figure 15: *Reasons for Opening a Business*

The key recurring themes for the motives given by the interviewees are as follows: Occupation (main reason); Lifestyle and Financial reasons (equal weight for the focus of the business); Passion and the Market (equal weight); and Support business (the lesser reason).

Although 'occupation' is a part of lifestyle choices, it may be possible to link both these motives to each other. This is because generally motives for opening one's own business should be for financial reasons. The fact that the Algarve offers a different way of life may suggest better personal situations if one owns their own business. This would mean the 'leisure' aspect of life would an important aspect to be considered by LMEs. Dinis (2021) analysed a similar case of the 'leisure' motif. Although not mentioned directly by the interviewees in this research, in essence the occupational work would lead to having more time for 'other occupations. Dinis (2021) describes this form of migration as being "associated to pleasure, adventure, discovery, or other "positive" sensations/experiences" compared to other types of migration being for "motives of work, i.e., associated with lack of work opportunities in the region/country of origin" (Dinis, 2021: 153). In the case of the explored LMEs of Tavira, the migration motive was a lifestyle choice, and the entrepreneurial decisions were to sustain the chosen lifestyle.

4.4 Networking Practices

Social integration into a community is a subjective matter as people tend to have different views on what integration is. People's involvement in different events happening in a municipality might be considered as a form of social integration. Others may feel as if it is their own personal sociability that would make them more or less integrated. In some cases, even when one person isn't personally integrated, it may be their own owned business that makes them a part of a community.

In the interview process for this research, the questions for both personal and business integration were asked, and the responses gathered from the interviews were very varied. Figure 16 reveals the common results from this query:
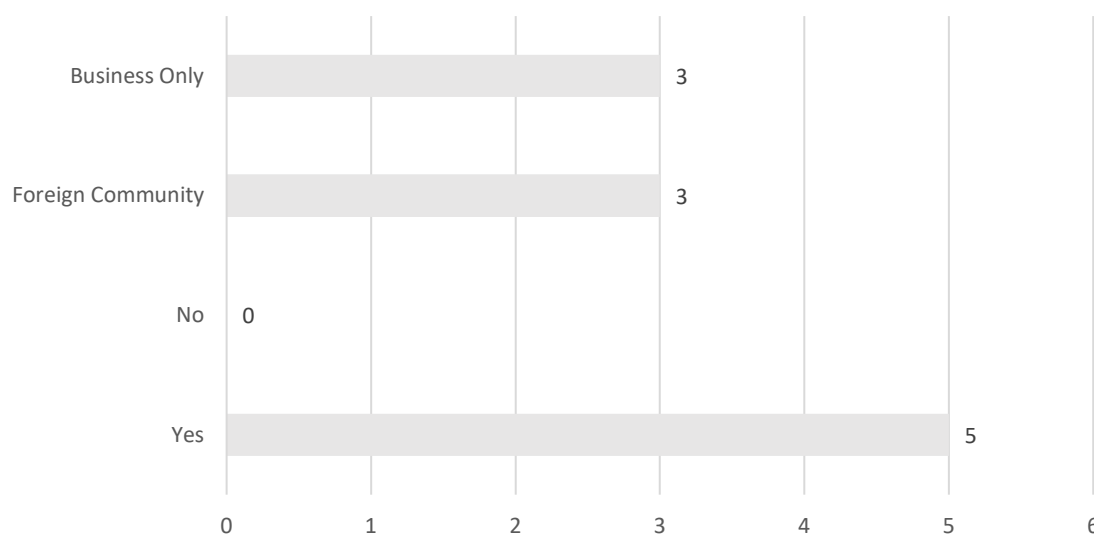
Figure 16: Social Integration

In the graph we can see no responses stating they did not feel integrated both professionally and personally. This is a positive response as it shows there are no cases in this research where 'isolation' was present. The majority of the interviewees answered that they and their businesses felt integrated (five). Some answered that it was only the business that was integrated (three) and others answered that it was only the foreign community with whom they themselves and their business were integrated with (three).

For those who said that it was solely the business, a majority of these are working in restaurants environments. They say that it is because of the 'unfriendly' hours they work they are unable to socially engage with the town's people.

> "We're not... We're quite discreet. Also knowing that we only have one day off per week because we work 6 days. We have a rhythm; we are upside down from all the other people. That is to say that we live at night, we sleep during the day, generally. So, it's true, we can't say that we are socially integrated. As soon as there is something at the town hall or an exhibition, we are not the first, we might be the last. After 5 years, we have known the same people. We have people from here who have come to eat at the restaurant. We made our place, but I think the restaurant, the brand of the restaurant, has found its place in Tavira. We as people, I don't think it's that... We didn't make an effort either. Not to say we weren't part of a community. But the restaurant yes, I think that the restaurant has made its way". (ATF02)

Another showed that there was no need for them to try to be involved with the Portuguese locals due to the foreign community being reasonably broad and their difficulties to get to grips with the language acted as a barrier.

> "Oh, so less so with the Portuguese. I mean, my Portuguese is very limited. My partner is getting pretty good and as a result, it is noticeable by how many more Portuguese friends they have. And the fact that Tavira is such an international community is one reason that I can take advantage of that and not boost my Portuguese" (ATS01).

The language issue was stated in multiple answers. Although some of the LME participants were learning or trying to communicate better in Portuguese, their lifestyle migration did most often lead to being involved with the foreign community rather than the Portuguese one.

Another said it was only with a specific community they were both themselves and their business integrated with as a result from the language and more common interests:

> "We all come from the same place, it's just easier to understand each other. And for the business, I mean if they aren't Swedish clients, they are English or American at most. So yeah, I do feel integrated, but perhaps not in a conventional way" (BRI11).

In Rauhut and Laine's (2020) research on Swedish migrants, they also point out the same idea that having this shared type of community with people from your home country really can help in the migration permanence.

In a specific case, the only business identified in the rural part of Tavira (Zone 5), both interviewees said they were integrated in a certain way with the local community of the rural area they were located. Thus, the Portuguese farmers.

> "We do have our neighbour at the top of the road here. We get along very well with. But of course, she speaks French, so it's quite an easy way of getting integrated. I mean, I will speak with the people because they have a little bar up there. A lot of the agricultural workers go there, have a little coffee, beer, and we'll have a chat as much as I can in Portuguese because they don't speak English or French. So yes, I get along well with them" (LSD06).

They added that it helped them in the start that the main 'Donna' of the area spoke perfect French and had introduced them to some of their Portuguese friends. The reason for meeting these people is because they themselves were owners of small businesses. One was a bar owner and the other has a small boutique in town. They both have a farm where the bar is. Similarly, Cunha *et al.* (2020) discuss the importance of small businesses in rural areas and their potential contribution to the development of these areas. The Portuguese locals in this rural place fully accepted these LMEs as neighbours and as part of the community there. They were also very included in the foreign community:

> "We have a lot of British friends. Some, let's say, English speaking community in Tavira for sure. Yes, that, that we are integrated in. But of course, they are a little bit older than us. We're in our fifties with my partner and everybody else is above sixty or more. So, there is a little bit of a difference between our interests. We try to be there, be sociable, but not all the time because there is a big gap between generations" (LSD06).

However, their business is directed to tourism only it did not feel socially integrated to the community but did encourage some visitors to becoming themselves LMEs hosting peer to peer holiday accommodation inside Tavira.

The youngest participant of this research (AUD08) had a different issue to the others in this research. Although the business was working well and they were integrated with other businesses in Tavira, they felt as if there were not enough younger people in Tavira to socialise with on a personal level:

> "There are not many young people in Tavira in the same age bracket as me, so my own 'integration' is mostly in Faro where it is more international. I met people at the university there and we're still friends. But the business is well established in Tavira" (AUD08).

This suggests that there is an older population demographic of lifestyle migrants in Tavira, and that the local Portuguese youth is possibly moving to other places (either abroad or to different regions) to find work opportunities outside of the tourism sector. As per Bredvold and Skalén's (2016) suggestion that certain types of LMEs are able to leave the tourism industry for other business ventures elsewhere.

The only native Portuguese speaker who participated in this research gave a sense that the language was a factor that helped the integration into the society:

> "There is a different type of integration I believe in my case of being a non-European person. There are good sides and bad sides, the bad side is trying to receive official

paperwork, it's a bit hard. However, being Brazilian helps a little bit because we have the same language and there is a lot of [language] agreement between Brazil and Portugal" (CLC04).

This shows that language learning would be a key element for lifestyle migrants to feel entirely included and integrated into the society of their new residency. However, based upon Ribeiro's (2015) research and the narratives previously given, this is not an essential element.

Business Partnerships

As part of this research, an aim to explore networking practices between the LMEs in Tavira was sought. Table 5 shows the responses given by the interviewees to being in a partnership:

	Yes	No	Informal	Personal
ATS01			X	X
ATF02			X	X
BOU03			X	X
CLC04				X
CLB05				X
LSD06			X	X
LSM07			X	X
AUD08		X		
EAM09		X		
OLI10	X			
BRI11	X			X
totals	=2	=2	=5	=8

Table 5: *Business Partnerships*

As mentioned in the methodology chapter, many of the interviewees profiled were in personal partnerships (either marriage or other similar relationships). Accordingly, this means they are already in a form of partnership, and the entrepreneur is not managing this business completely alone. Here, there were four people who were interviewed who were together in a personal relationship, therefore two interviewed couples had different data and backgrounds: CLC04, CLB05, LSD06 and LSM07. An additional four interviewees started their business with their personal partners who were not interviewed in this research for various reasons: ATS01, ATF02, BOU03 and BRI11.

Although many of the participants stated that they were in personal partnerships, some also acknowledged they had a form of informal partnership with other businesses or friends in Tavira (who also owned businesses). Each would refer other clients as a type of shared local economy offering similar services. One of these LMEs even declared they were not after any form of formal partnerships as they "love their freedom":

> "We work with traders from Tavira, we have some form of partnership, informal, but otherwise no, it's just us. We just want to avoid having partnerships, even with suppliers. We try to have a minimum of contracts to sign with them. We love our freedom and that's important to us" (CLB05).

The Bakery has clients with whom they would make verbal agreements with as a form of partnership based on good faith. This mostly takes place between them and restaurant owners. These 'clients' or partners as such, may even ask for exclusivities made especially for their restaurant.

> "We work with restaurants; we go to them, sell bread. They take bread from us, they take pastries, cakes, desserts... We make desserts for some restaurants, breads, burgers. And then there are things that we make exclusively for restaurants, at the request of restaurants. And it's true, it's that for them, they ask to have it exclusively. But there is not contract" (BOU03).

This type of relationship is built upon trust as each of these parties rely upon each other to complete their duties. This type of partnership is more frequently seen in smaller communities as the demand for such connection makes this type of community mutually respectful of each other. Another one of the LMEs explained it was "just a friendly thing" as they would learn from friends that they were hosting a live music event or a special themed night in their restaurant. They would then let their guests know about it and even sometimes book the event for them. "We don't get anything out of it, just that our guests enjoy even more their experience here in Tavira".

Two of these LMEs claimed they were also in a form of informal partnership with other businesses in Tavira by sending their own clients to other similar businesses in Tavira (such as other restaurants, guesthouses or shops in town).

Two stated that they were in formal, contractual, and legally binding partnerships. One of these businesses is owned by two equal weight partners and are on the brink of expanding with further partners and investors. The other business, which has a personal partnership, also has a legally binding contract with multiple suppliers overseas and nationally. They

also have agreement clauses for leasing their own products to sell in various other shops in Tavira where they work on a consignment basis.

> "We deliver our products to their stores, give them a price that we sell them for, they can put any price above that they believe they can sell. Of course, we give a recommendation price, but it's up to them essentially" (BRI11).

This company also helps new similar companies to set themselves, sharing some of their suppliers and their knowledge for a return over a period of time as the company grows.

Some of the LMEs said they could consider future prospective partnerships if they were to expand into a different location:

> "If I had a project to set up a restaurant on the farm, we would have a really big space, we would do events. In which case, it is true that yes, we would need partnerships with companies and with the town hall to develop all this a little. But again, as long as we're in this space, I don't think that's going to happen" (ATF02).

However, this was only said as an exploratory idea and wouldn't take shape in the near future.

4.5 Barriers, Obstacles and Expectations

Business Main Issues

In the process of opening, operating, and building their brands, the LMEs interviewed each faced some issues, barriers, or obstacles they needed to find solutions for. The main recurring issues were revealed in the figure 17.

Figure 17: *Main Challenges & Obstacles of Businesses*

In the sector of restaurant hospitality, the major problem was linked to staffing. The issue was not to do with bad work per-se, perhaps more of a challenge was finding good staff who would stay for longer than solely just a summer (peak) season. The Algarve is a region of Portugal established as a popular tourist destination during the summer, thus having more available 'summer jobs' in the summer season than in winter. In fact, many businesses still only operate seasonally (Carson et al., 2018).

> "We also had some issues with staff. That was an obstacle. For example, the Rooftop bar could not be opened this summer due to lack of staff. That was an obstacle, but we couldn't get over it. I preferred to concentrate all the services on the ground floor in the end, rather than running around the three floors and in the end, you would spend a lot more energy for the same amount of customers" (CLB05).

One of the two restaurants managed to surmount this barrier by selecting a staff they could properly train given them the 'passion' for the job and offering them a slightly better pay for their work.

The other problems some faced in trying to open their businesses was construction planning permission, contracts to legally open and 'commerce authorizations'. "The main obstacle was the town hall of Tavira, in terms of authorizations. We were thrown a spanner in the works".

One of the businesses had issues with payments. All their previous sale agreements to advertise in their magazine were 'verbal' through personal and social relationships and thus they found themselves often without the pay for the advert placement:

> "The biggest issue is because of the way the magazine works, anywhere else, you would have agreed to advertise, you'd have to pay then and there. But because it's me, it's not a big company, it's just me there are a lot of people that I know, when we speak to them, it's no big contract that has to be signed. A lot of times people haven't paid. So that's been the biggest problem I've had" (EAM09).

Moreover, some of the businesses opened in 2020, (see Figure 10). These businesses struggled in their first year of launch to create a loyal customer base as the COVID-19 lockdowns were directly affecting established business measures (Nijhoff and Torkington, 2022). The other businesses created before this period also struggled in many cases during this period. However, for the past year they have seen their revenues slowly start to increase or they are now back to where they used to be.

> "The first-year trading was severely impacted by the remnants of COVID. So, despite that, we virtually broke even on our first year of trading, which was pleasing because as a first year in trading and given all the sort of problems we face, such as covid, such as the store location and size and operational difficulties, we were really pleased with that" (OLI10).

Another stated issue was language. Due to some of these LMEs not fully speaking Portuguese (see Appendix), there were some challenges for them to explain what exactly they were seeking for their business development. One of the interviewees expressed that "for people who come here and want to open a business but don't speak the language, it's very complicated", and another said that they had to study the different laws, rules and regulations alongside an accountant to understand all the differences between Portugal and UK businesses:

> "The biggest barrier is how businesses operate in. I've run businesses in the UK pretty much for my whole career, and the way that, certainly from a legal and financial administrative point of view businesses work or have worked for me in the UK compared to how things are, uh, done in Portugal is very, very different. So legal matters take a lot longer and are much more expensive. Accountancy again, works differently. So, we've had to adapt to the Portuguese way of financials for the business. And I think that's been the, the biggest obstacle. Simple changes to the business such as adding new trade categories, how the taxing system works, etc… It's been a steep learning curve and obviously we've had to build that into our financial model as well, because it's also much more expensive to operate a business here than I'm used to previously in the UK" (OLI10).

Ribeiro's (2015) research on lifestyle migrant's entrepreneur's languages in the Algarve, expresses that northern European migrants' language practices tend to make use of

English or their own native languages in their work and social environments. When juxtaposing the results of this research with this account, it is possible to suggest that learning the host language (in this case Portuguese) would potentially help avoid issues and might even offer the potential to broaden not only commercial values (as it would be inclusive of Portuguese locals), but also aid in getting approvals for contracts and authorizations.

Expectations

In the interview, the question "did everything turn out as expected?" was asked. This led to some very different conclusions. There were some cases where the outcomes of their business appeared better than any expectations they had previously held: "it worked out better than expected because we never thought they'd be so interested in spending time with us and getting to know us and become friendly and friends". Others simply achieved their goals for the business: "it does exactly what it needs to". Some had results of the complete opposite where nothing at all turned out as expected:

> "Whether it is at the level of the town hall, whether it is at the level of the staff, whether it is at the level of the suppliers. It was a test year. We tried a lot of things, we had thought of a lot of things, and there are a lot of things that we need to review because it was not what we had imagined. But it was a great experience, a year of experimentation" (CLB05).

As an analysis of the results given from this question, the graph shows in figure 18 below was created:
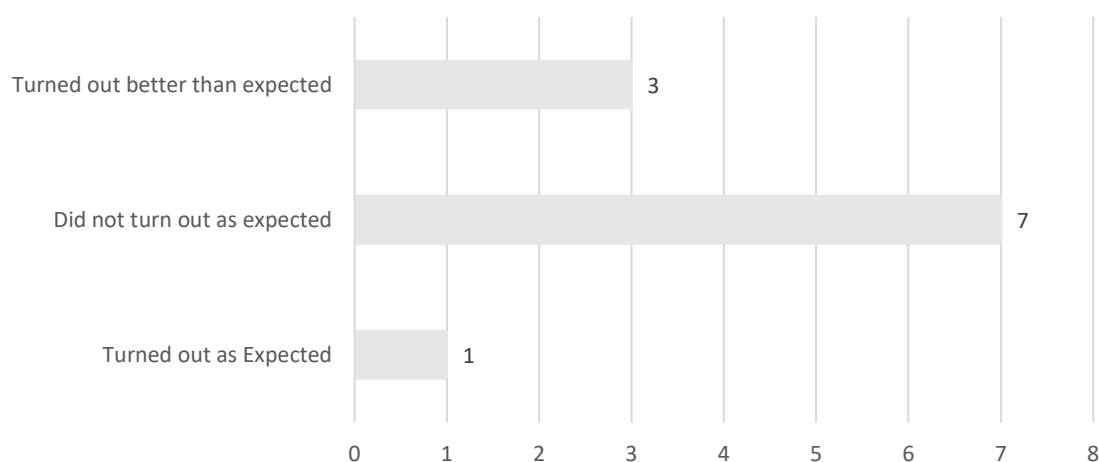
Figure 18: Expectations

This graph shows that seven of the eleven interviewed businesses stated that the business did not turn out as expected. This was the majority result in response to this question. One solely stated they had everything as expected, and three others concluded they had better results than expected.

One of the businesses stated that all they had expected to happen did. Some said that their businesses had been affected by the Covid 19 Pandemic. These results may show that going into a business for the purposes of lifestyle should not hold too many expectations as there may be too many ideas that cannot be put to use. However, when asked what advice they would give others many different answers were given:

- "Consistency is key" (ATF02)
- "Different location" (ATS01)
- "Patience" (CLB05)
- "Be inspired" (CLC04)
- "Get to know the place beforehand" (LSM07)
- "Make sure you know a local person you can trust" (LSD06)
- "Take your time" (BRI11)
- "Research is key" (OLI10)
- "Choose who to work with" (AUD09)

With these results, perhaps we could consider the differences in the business industries of these LMEs as influencing the responses? However, they often relate to time advice, between taking your time and patience, as well as research and getting to know the place. All this advice led to the answer of not rushing into starting a business blindly without first knowing the place and what is required to be done in preparation beforehand. However, as a lifestyle choice, these stories lead to different viewpoints in reaching their desired goals.

Success Stories

As with everything in life, different answers were given relating to the success of their businesses. Not only this but when asked if they enjoyed what they did, some answers revealed some unexpected results.

The interview with the gallerist showed that the work was beneficial to other people rather to themselves. This was a major aspect of their work as they believed they would not continue with the gallery if they did not feel it was giving something to the artistic community of Tavira:

> "If it wasn't working as a gallery, if we weren't selling things, if the artists weren't getting something out of it… the artists are getting some benefit from it. The exposure they're getting, some sales they get, they get better known. Also get some satisfaction, there's encouragement. And if, we weren't taking lots of those boxes, I don't know how we would continue. But because we seem to be successful in a number of those fewer financial measures" (ATS01).

The possibility to run a business without considering the finances behind the operation is only possible in this type of retirement entrepreneurship in a chosen location, in this case the small town of Tavira. In the case of the online digital marketing company, the interviewee spoke about the new success of his client's own companies after having built their online marketing strategies and possibly the re-designing of their websites. For them this was something that they were happy about and pushed them to continue their business route:

> "When I get contacted by my clients saying how many new sales they've been getting, that they have never seen so many people reach out to them online, that makes me very proud of what I do" (AUD08).

In the same light as the gallery, the help provided for the community of Tavira B2B is once more of strong importance for these profiled LMEs. The owner of the marketing magazine had a similar viewpoint with his own business' success:

> "People go into these new businesses with a magazine underneath their arm. So that, to me, is the best thing. It really worked, my god, and I still can't believe it's just this thing that we did when we put it out there but it's working for people, which is one of the best things about it" (EAM09).

In another case, the 'successful' aspects of their business in their opinion were in the identity they had given to their business alongside their employees and team creation:

> "I think it's the reputation of the restaurant, the development of the brand then. The fact of having managed to create a team where everyone has their mission. Everyone has their role, their goal. And it works, it rolls" (ATF02).

The fact that restaurants have such a complicated time to find loyal and efficient staff is an important element to emphasise the success of the business as a team effort.

In the bakery, their success depended upon their return clients, similarly to the interior décor shop "we have developed a fairly friendly and pleasant clientele" (BOU03). The

interior décor shop revealed a more financially driven growth and discussed how the relationships built with certain customers had led to increased sales volumes.

> "We've been able to develop relationships with our customers and sell in our entire range and range of services and things like that. And that's dramatically increased the sort of 'spend per customer' rate that we first thought of. So, you know, we don't have a huge amount of customers, but the customers we do have tend to commit to fairly significant purchases" (OLI10).

This recalls the study of Mendoza *et al.* (2020) regarding how the social is linked to the business side of matters in lifestyle migration for the way in which they are both intrinsically linked.

The clients of the company, themselves being lifestyle migrants, were not only searching to fill their homes with decor, but they also wanted to invest their time and money in the people of their company (Creating new social relationships). Being able to relate to the persons of the operation alongside the quality of the selected products offered by the company, made for loyal client relations. In turn, this led to larger sales for the company. Which is comparable to the answer of the other restaurant:

> "The restaurant in general, to have managed to retain customers and customers who come every week, even several times a week. I managed to retain the current team. That's a good point, a very, very good one" (CLB05).

In keeping with the theme of relationships built and friendships created in the business environment, the final three participants gave relevant answers. The guest house couple, although owning the same business, provided varying responses on the successful aspects of their business. On the one hand, one of them discussed the returning guests:

> "Having return guests in one or two occasions is really showing that out of all the options they have, they really wanted to come back to our property, which is it's really quite impressive actually, because even me as a guest, I would want to see something new, not go back to the same place. It just proves how much they really appreciated our hospitality and what we provide for them" (LSD06)

And on the other, there was an aspect of the relationships made with the clients during their stays at the guest house. Where some of their guests have even bought houses in Tavira and many have remained as good friends: "The friendships that came out of that. And we are invited almost everywhere in the world with people who have stayed with us" (LSM07).

The interior designer's success lies in the community's recommendations through social 'word of mouth'. They expressed their content with how people themselves were satisfied with the service they provided:

> "I think the fact that people keep recommending us to their friends or people they have just met to decorate their interior shows there is a high satisfaction with what we do. That for me is something that really makes me happy" (BRI11).

Regarding the few answers where the respondents didn't simply answer "yes" to the question "do you enjoy what you do?" there were some answers that provided a little more depth on their thoughts about the industry they were in, their customers, Tavira itself and the amount of work they have to do themselves.

CLC04 suggested that they did still enjoy it but enjoyed it more before. Being in their first year of operation in the restaurant, owning a larger space than their first restaurant, they had to adapt to the new routine and the checks to be done daily. They believe the Pandemic changed the type of tourism that comes to Tavira, and they feel it in this hospitality. They also believe in terms of people who work in hospitality that many people are not well trained anymore, and don't work in this for the passion or the love of the job. They know for a fact they will want to work in a different department in the future.

EAM09 said it had been going on for too long. Being the business set up for the longest time of all the research participants, they said that ten years was a long time to be doing the same thing, but that they would miss it if they stopped.

One of the owners of the guest house declared it was a lot of work, a lot of maintenance of the property, between the garden, the pool and the guest's studio itself. They have a few services they employ to have a bit of help, but it is not nearly enough for the amount they need to look after. And the final interesting response was the emphasis of OLI10 on how they were getting positive feedback on what they did to help people with creative idea for their homes.

4.6 Future Plans and Perspectives

a. Personal Plans

As a lifestyle migration theme, there seems to be throughout the research a pattern established that lifestyle migrants are open to moving elsewhere to try out different destinations. The question "where do you see yourself in five years' time?" was asked to those interviewed within this research, leading to three apparent plans shown in figure 19 below:

Personal Future Plans

Moving Away from Portugal — 1

Still in Tavira or the Algarve — 10

Still in Portugal (not the Algarve) — 1

Don't Know — 0
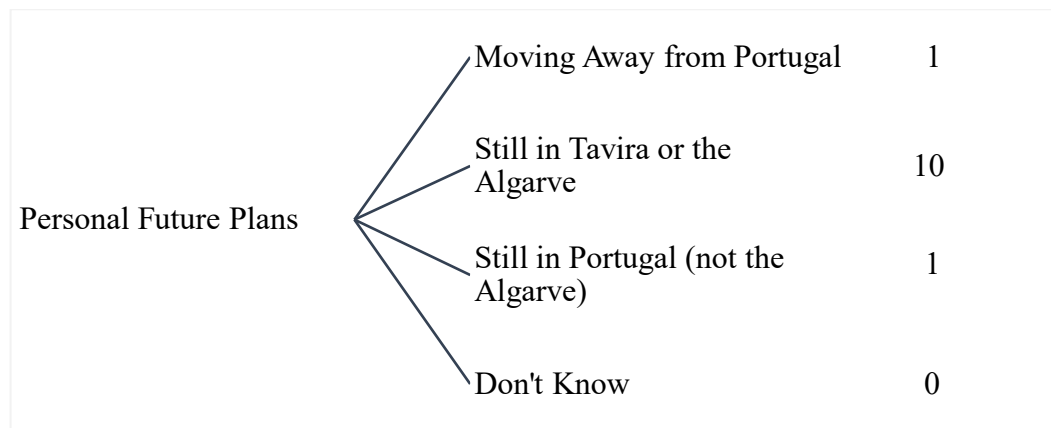
Figure 19: Future Plans (Personal)

Although none of the interviewees answered that they did not know what the future held for them, some stated they were open to see what would happen, but that they enjoyed their life where they were. Although some held regrets of moving to Tavira, others said they would stay anyway as they were well settled into their lives there with their families. Four of the eleven interviewed would like to try a different place than Tavira to live but would still stay in either the Algarve specifically or a different place in Portugal. Only one stated that they would want to leave Portugal completely. This result shows that although wanting to seek out a different adventure, generally the response is that there is a high satisfaction with their initial decisions to migrate to Portugal and Tavira in general. They have managed to settle in properly into this town and made it their home.

b. Business Plans

Although most of the businesses interviewed were very recently set up, the responses to the plans for the next five years of business were also very varied. The graph below shows the five variations of future plans these LMEs had for their businesses:

	Sold / Gone	2
	Change of business (in the same location)	1
Business Future Plans	Same business (in a different location)	2
	No change	5
	Expansion Project	1
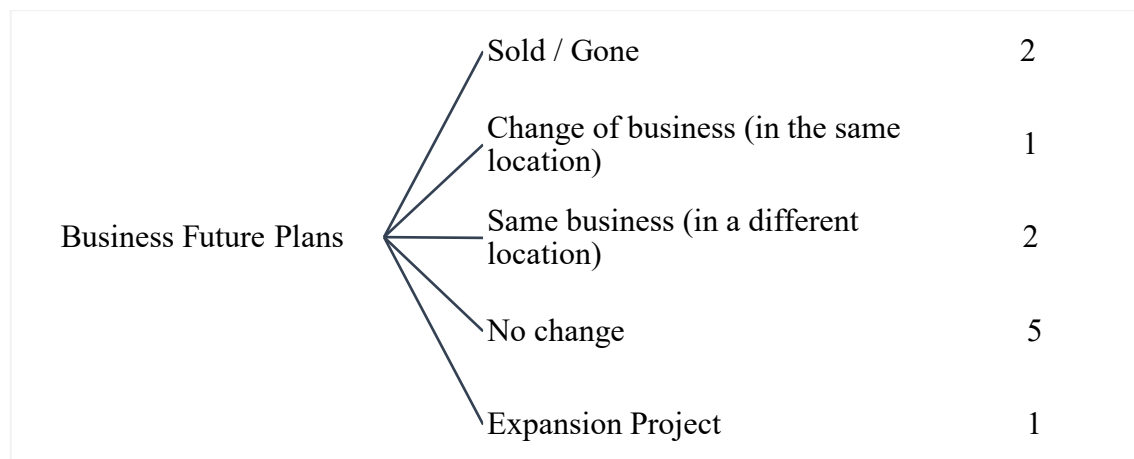
Figure 20: Future Plans (Business)

Most of the answers show that there would be some form of change with only four stating that the business would still be running, and the location wouldn't change. Two answered that before then, they would have sold their business as it is already currently for sale. They want to go into a completely different location and different business industry. One other was satisfied with their location and was considering some expansion if the opportunity would arise, however they said that in the near future the business wouldn't change, and for this reason they were added to the data of 'no change'. One other was happy with their business but did not think the location they set up was ideal and would move whilst keeping the brand identity. Finally, one is currently setting up a large expansion project, thus they would change location to a larger venue as well as the operations of the business being developed.

After the analysis of all the data from the interviews, when put alongside the study of Bredvold and Skalén, it is possible to decipher the four types of lifestyle migrant narratives in the LMEs of Tavira. The matrix below in figure 21 is adapted from figure 3 and has organised the different LMEs of this research, it shows that the majority of the participants of this research are part of the loyal lifestyle entrepreneur narratives as they are embedded in the social context of Tavira, base their businesses on life experiences whilst respecting tradition, history and culture of the town. Their identity construction

remains unchanged by their activities and relationships, and they can make use of their network. Two of the participants were placed in the modern lifestyle entrepreneur narratives as they showed they were not fixed into who they were as people subject to change given a different opportunity. While their identities are flexible, they respect their surroundings and stay open for new projects. Two others were placed in the Freedom-Seeking lifestyle Entrepreneurs as they both declared they were in some sense tired or bored of what they had accomplished. They would like to find new opportunities elsewhere. They also expressed their need directly to be "free" from social norms and networking practices.Only one participant was placed into the Post-Modern Lifestyle Entrepreneur narrative as they showed a varying sense of identities, gave answers full of different social and cultural contexts. They own a business, but have it run by different artistic personalities themselves, making for an ever-changing establishment and thus changing value also.
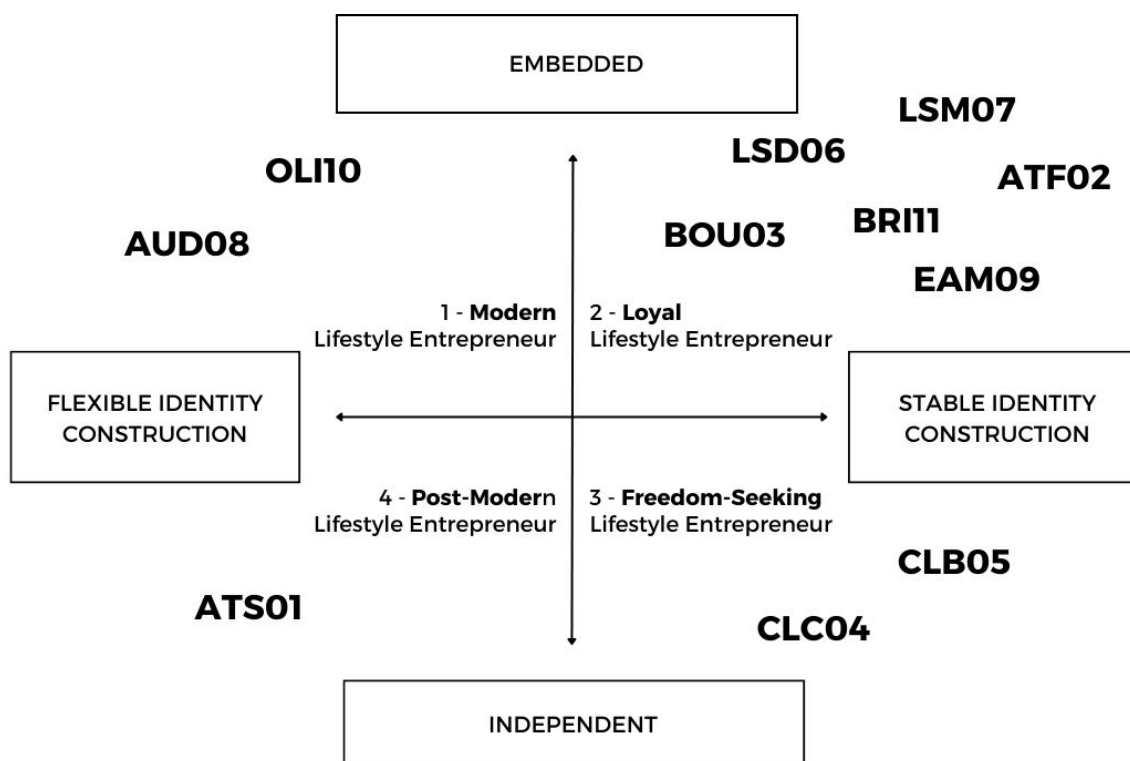

Figure 21: *Bredvold & Skalen's 2016 Model on the Four Types of Lifestyle Entrepreneur Narratives – Adapted to this Research.*

5. DISCUSSION & CONCLUSIONS

This chapter combines the discussion of the findings of this research with the possible conclusions to draw from. It shows what further studies could be drawn from this research and its limitations.

The research undertaken of the LMEs in Tavira has revealed the complex nature of key factor of motivations leading to decisions of **migration** and **entrepreneurship**. The results of the semi-structured interviews conducted during the research have shown that in these LMEs decisions process, the destination place, Tavira, was one of the factors leading to the choice of lifestyle migration entrepreneurship. Another key facilitation to deciding to migrate were the opportunities found on the property market. Available spaces for low financial requirement were often available prior to making key LME decisions and thus helped in facilitating the motivations. This type of factor was often seen alongside a projected economic situation which would be financially beneficial as most of the participants made use of their own finances to open their businesses. Some of the data collected showed results of a pre-considered migration, where others had not expected to move to Tavira until they had visited or heard about it.

The use of the narrative and the thematic analysis as the main methods gave insight into the rich migration stories of the LMEs who participated in this research. Not only were key themes and patterns brought to light, but the actual paths of each individual, their motivations to move away from their home countries, as well as the decisions leading up to entrepreneurship were analysed. The narrative analysis allowed for individuality of each story keeping the created identity of these LMEs true which would not have been so successful in the use of surveys. Additionally, the use of the thematic analysis enabled for a comparative method between these cases showing the differences and similarities faced in setting up their own businesses and settling into their new lives.

The most common reasoning, or a part of the big motivational factors for migrating to Tavira was the climate. This was often studied by researchers as being the initial 'sun-searching' migration, especially true for Norther European migrants (Sardinha, 2013). The softer winter and the warm summer weather has often been referred to in the theme of lifestyle migration (Benson & O'Reilly, 2009, 2016). The search for a new life in better

conditions than their home country, where they can have a laidback lifestyle whilst also keeping an occupation.

The occupation part of their lifestyle is brought up many times in the results as being the key motivational factor for opening a business, rather than the traditional financial motives. Dinis (2021) refers to this in her research as being a lifestyle choice. Meaning that a 'job' is no longer a job, but rather a hobby, a pleasure, and an entertainment all at once. However, the participants of this research, in stating that there were some financial reasons for opening their businesses as a part of their motivations, this adds another layer to the entrepreneurships for the purposes of lifestyle. Earning more money can mean that it helps them to sustain a better lifestyle in their migration.

There is a recurring pattern of identity creation in their migrations and business endeavours. The two are formed alongside of each other and one cannot be considered without the other as they are a part of the image they give to their businesses. Mendoza *et al.* (2020) acknowledge in their research the social links that are created in personal social lives and the business context. They are the way the foreign communities are created in lifestyle migration locations.

Moreover, the business networking is thus also associated with personal friendships, relationships, and social networking. The formation of online communities, charity events and other similar social gatherings aid in the creation of a shared economy of lifestyle migrants and the LMEs' revenues also. A business context is thus no longer solely a service or a product bought, it is a relationship being built, where customer loyalty is shaped and word of mouth 'marketing' becomes the most common and important way for an LME's business to function. In turn aiding them to maintain their chosen lifestyle. Barbosa et al. (2021) stress this matter on the relation between entrepreneurial networking and the social. As a result, partnerships B2B have been studied to mostly remain informal, with verbal agreements. In the case of the networking practices, the participating LMEs all showed a minimum social involvement with the local community of Tavira. Where some only considered their business as integrated, others said it was only with the foreign community, and some said they were fully integrated, thus this was an inconclusive result as all answers differed on personal and business perspectives.

Furthermore, all the participants of this research had very different experiences and issues they faced in setting up their business ventures. Although this did not affect them so much as they all believed their businesses to be successful in achieving their goals. In majority they believe to still be in Tavira in five years' time, perhaps with a newly developed business or a slight change. Some cases were not entirely satisfied with their emigrational situations and want to re-evaluate their decisions. This was more seen in the younger LMEs of this research, as Tavira has a high number of older generations, both in social contexts and in the work environments. The negative feeling is thus mostly towards the migration decisions on a social level, not associated to the created business' success.

4.7 Limitations and further research

Although this research offers insights into different cases through various methodologies there are some limitations to its capacity. The fact that not all the LME cases of Tavira took part in the research, limits its analytical values to only certain specific cases of LMEs. Moreover, there is a lack of detailed data on Tavira's foreign community available, thus some activities and occupations have not been observed in this research. However, with these considerations the success of the method of analysis for this research lies in the explored themes showing new data for the relevant objectives. It achieves its initially aimed goals and may contribute to future research. The narrative analysis permits to keep the voices of the LMEs while giving accurate, un-interpreted data giving to the flexibility of a thematic research an enriched description.

There are many layers to any research and this thesis has focussed on a specific town in the Algarve, with various different cases. It may be an interesting idea to see what these businesses and LMEs will become ten years from this dissertation as a longitudinal study. Additionally, it may be worthwhile to use the same method as this research but study other towns in the Algarve to provide a comparative analysis between their LME cases and the ones discussed in this research. Moreover, as per the limitations, a quantitative study could add interesting data to the research, making use of surveys, gathering data on the number of businesses owned by lifestyle migrants in Tavira, creating a statistical value for the stories shown in this research.

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7. APPENDICES

7.1 Interview Guide – English Version

<u>A – General information</u>

A1 - Personal migration story: Could you tell me something about yourself, and what brought you here?

To allow cross-comparisons, try to obtain details on the following:

☐   Nationality

☐   Life stage (young, middle-aged, retired, etc.)

☐   Family (couple? school-aged children? Adult children? Etc.)

☐   Level of education.

☐   Migration history / Previous places of residence: (countries, urban/semi-urban/rural settings)

☐   Length of time lived in Tavira / Algarve (or Portugal)?

☐   Level of Portuguese Spoken + main language used within the business.

☐   Work history.

☐   Do you have any previous experience in this industry?

☐   Is this your first business venture? (If not, get details)

☐   Why did you come to the Algarve? (Motivational factors)

☐   Why Tavira?

If not answered:

☐   Which idea came first? To open a business or to migrate to the south of Portugal?

A2 - Business details: Could you tell me more about your business?

☐   Start Date (year, month).

☐   Did you know Tavira before moving here and deciding to open a business?

☐   Why did you choose this specific location in the town? Was it based on availability, finance or just perfect as a location?

☐   Why did you start this business?

☐   Do you operate all year or seasonally?

☐   What would you say your main client's nationalities are?

☐	Other than passing-by, how do they find out about the business? (internet, word-of-mouth, partnerships with other agents, etc.)

Generic Question:

☐	Do you enjoy what you do?

B – Social aspects

☐	Would you say you are socially integrated in the area in which you live/operate your business?

☐	Are you involved in the local community? In which ways?

☐	Which local services (public and private) do you use on a regular basis?

☐	How do you think the local community views you and your business?

C- Economic aspects

C1 – Employment and financial issues

☐	Has your business grown since you started? Do you intend to expand in the future?

☐	Do you have any other people who work for you, on an 'as needed' basis? Or services you use on a weekly/daily basis?

☐	Have you sought out any outside support (either financial, informational, or other)? If so what kind and why?

☐	Do you use local products / produce / services?

☐	(How) do your guests/clients interact with local products/services/experiences?

C2 - Networking

☐	Are you currently networking or in a partnership with other local businesses?

☐	Can you give some specific information about your networking and/or partnership(s)? (Formal or informal networks/partnerships? Business clusters? Sponsorship of local businesses or individuals?)

☐	Do you use any exterior services? If so which ones?

☐	Do you have any services, networking or partners further away from Tavira (e.g. regional, national, international or transnational)?

☐	Do you network, have a partnership or use the services of the public sector (e.g. municipal, Tourism Board)? What about the private sector (Tour operators, travel agents)?

☐	Are there any networking or partnership activities that you would like to develop, now or in the future?

D – Expectations and future plans & perspectives

☐ Do you believe that your business is successful?

☐ Has everything worked out as you expected?

☐ What were the major surprises or issues you've had to face? Were there any barriers/obstacles?

☐ What have been the most successful aspects?

☐ Is there anything you would have done differently?

☐ What is the one piece of advice you wished you had had (or would give to someone thinking of starting a similar venture)?

Future plans and perspectives

☐ Do you have any idea where you will be in 5 years' time?

☐ How do you see your business in 5 years' time?

7.2 Interview Guide – French Version

A- Informations générales

A1 - Histoire personnelle de migration : Pourriez-vous me dire quelque chose sur vous, et qu'est-ce qui vous a amené ici ?

Pour permettre des comparaisons croisées, essayez d'obtenir des détails sur les éléments suivants :

☐ Nationalité

☐ Etape de la vie (jeune, d'âge moyen, retraité, etc.)

☐ Famille (couple? enfants d'âge scolaire? enfants majeurs? etc.)

☐ Niveau d'études.

☐ Antécédents migratoires / Lieux de résidence précédents: (pays, milieux urbains/semi-urbains/ruraux)

☐ Durée de vie à Tavira / Algarve (ou Portugal)?

☐ Niveau de portugais parlé + langue principale utilisée au sein de l'entreprise.

☐ Antécédents professionnels.

☐ Avez-vous une expérience antérieure dans cette industrie?

☐ Est-ce votre première entreprise commerciale? (Si non, obtenir des détails)

☐ Pourquoi êtes-vous venu en Algarve? (Facteurs motivationnels)

☐ Pourquoi Tavira?

(Si besoin):

☐ Quelle idée est venue en premier? Ouvrir une entreprise ou migrer vers le sud du Portugal ?

A2 - Coordonnées de l'entreprise : Pouvez-vous m'en dire plus sur votre entreprise ?

☐ Date de début (année, mois).

☐ Connaissiez-vous Tavira avant de vous installer ici et de décider d'ouvrir une entreprise?

☐ Pourquoi avez-vous choisi cet endroit précis dans la ville? Était-ce basé sur la disponibilité, les finances ou tout simplement parfait comme emplacement ?

☐ Pourquoi avez-vous créé cette entreprise?

☐ Opérez-vous toute l'année ou de façon saisonnière?

☐ Selon vous, quelles sont les nationalités de vos principaux clients?

☐ Outre le passage, comment découvrent-ils l'entreprise? (Internet, bouche à oreille, partenariats avec d'autres agents, etc.)

Question générique :

☐ Aimez-vous ce que vous faites?

B – Aspects sociaux

☐ Diriez-vous que vous êtes socialement intégré dans la société où vous vivez/exploitez votre entourage?

☐ Êtes-vous impliqué dans la communauté locale? De quelles manières ?

☐ Quels services de proximité (publics et privés) utilisez-vous régulièrement?

☐ Comment pensez-vous que la communauté locale vous perçoit vous et votre entreprise?

C- Aspects économiques

C1 – Emploi et questions financières

☐ Votre entreprise a-t-elle grandi depuis que vous avez commencé? Avez-vous l'intention de vous développer à l'avenir ?

☐ Avez-vous d'autres personnes qui travaillent pour vous? Ou des services que vous utilisez sur une base hebdomadaire/quotidienne ?

☐ Avez-vous recherché un soutien extérieur (financier, informationnel ou autre)? Si oui, quel type et pourquoi ?

☐ Utilisez-vous des produits/produits/services locaux?

☐ (Comment) vos invités/clients interagissent-ils avec les produits / services / expériences locaux?

C2 - Réseautage

☐ Êtes-vous actuellement en réseau ou en partenariat avec d'autres entreprises locales?

☐ Pouvez-vous donner des information précises sur votre réseautage et/ou partenariat(s)? (Réseaux/partenariats formels ou informels ? Clusters d'entreprises ? Parrainage d'entreprises ou d'individus locaux ?)

☐ Utilisez-vous des services extérieurs? Si oui, lesquels ?

☐ Avez-vous des services, des réseaux ou des partenaires plus éloignés de Tavira (par exemple, régionaux, nationaux, internationaux ou transnationaux)?

☐ Êtes-vous en réseau, avez-vous un partenariat ou utilisez-vous les services du secteur public (par exemple, municipalité, Office du tourisme)? Qu'en est-il du secteur privé (tour-opérateurs, agents de voyages) ?

☐ Y a-t-il des activités de réseautage ou de partenariat que vous aimeriez développer, maintenant ou à l'avenir?

D – Attentes et projets futurs & perspectives

☐ Croyez-vous que votre entreprise réussît?

☐ Est-ce que tout s'est déroulé comme prévu?

☐ Quelles ont été les principales surprises ou problèmes auxquels vous avez dû faire face? Y avait-il des barrières/obstacles ?

☐ Quels ont été les aspects les plus réussis?

☐ Y a-t-il quelque chose que vous auriez fait différemment?

☐ Quel est le conseil que vous auriez aimé avoir (ou que vous donneriez à quelqu'un qui envisage de démarrer une entreprise similaire)?

Projets et perspectives d'avenir

☐ Avez-vous une idée d'où vous serez dans 5 ans?

☐ Comment voyez-vous votre entreprise dans 5 ans ?

7.3 Interview Answers
(On the following pages)

Nº	General Information														
	Interviewee Profile									Business Details					
	Gender	Nationality	Age Group	Industry Experience	Work History	Previous Residency	Previous Migration?	Level of Portuguese	1st Business	Why Tavira / Algarve	Start Date	Location / Venue	Reasons for Business	Client Nationalities	Marketing	Partnerships
ATS01	Male	Scotish	60's +	YES	Oil Industry	Morocco	Canada, Libya	Less than A1	YES	Local / Foreign Community and similarities To Morrocco	Apr-19	Central Tavira	Art Interests and occupational	English, German, French and Dutch	Some flyers, posters and social media.	NO
ATF02	Male	French	30's	YES	Hospitality	England		Fluent	YES	Partner has a son who lives here and they inherrited a farm. "I find that Tavira is not like the other towns in the Algarve [...] even if it is calm, quiet in winter, we still work in winter	Jan-18	Outside Main Town Location where "people are looking for the restaurant"	Financial reasons and also occupational	English, French and Swedish mostly	NO	unoffical
BOU03	Female	French	50's	YES	Bakery	France	Costa Rica	A2	NO	Weather (climate), cost of life, security. Proximity to France.	Apr-17	Central Tavira	Wanted to have a business. Need in the Market in Tavira.	Eurpoean	YES, used to use Radio Gilao, now just the East Algarve Magazine and online. They also featured on TF1 in France	Yes, with restaurants. They provide bread and special deserts.
CLC04	Male	Brazilian	30's	YES	Catering	England	Australia	Native	YES	Friends recommendation and work opportunity	Dec-21	Just outside the main town of Tavira	Joined partner on the business opening to sustain a lifestyle.	A bit of everything	Social Media	Personal Partner and 1 financial funder
CLB05	Male	French	30's	YES	Hospitality	Morocco		A2	NO	Holiday visit with a friend, saw the potential (and similarities to Morroco) and decided to move. "It was Tavira who adopted me"	Dec-21	Just outside the main town of Tavira	Sold another restaurant to open a larger one. Stayed in Tavira due to the client list.	Portuguese, French, English, Swedish etc.	Digital paid marketing	Personal Partner and 1 financial funder
LSD06	Male	English	50's	NO	Police	England	France	A1	YES	Visited family and properties over a weekend, found dream property decided to move for retirement	May-18	In the rural areas of the region of Tavira (8 mins from the town)	Sustain a way of life, whilst also having na occupation.	Dutch, French, English, Canadian, German and some others	YES, being a part of Booking.com generates automatic adverts for the property, and also they have na SEO specialist.	Personal Partner
LSM07	Female	French	50's	NO	Estate Agent	England		A1	YES	perfect house, +erfect locxation, everything they were looking for.	May-18	In the rural areas of the region of Tavira (8 mins from the town)	Wanted to create an opportunity for tourism and to sustain a way of life	Dutch, French, English, Canadian, German and some others	YES, being a part of Booking.com generates automatic adverts for the property, and also they have an SEO specialist.	Personal Partner
AUD08	Male	French / English	20's	NO	Hospitality	France		A2	YES	Joined family after finishing Bachelors degree	Feb-22	Online (based in Tavira)	Passion for the job	Portugese, French and English	It's an online marketing firm so they have all the tools to market online.	NO
EAM09	Male	English	50's	YES	Design	England		Less than A1	NO	Was looking for the perfect location to open a business in the hospitality industry, bought a quint in Santa Catarina.	Dec-08	Online & all over East Algarve (based in Tavira)	Opened the magzine as a support business to the Quinta	Portuguese, French and English	Not anymore	NO, just some locations where events or 'meet ups' take place
OLI10	Male	English	50's	NO	Marketing	England	Asia	Less than A1	NO	Was looking for a change in life and a new place where the weather was as good as Asia but in Europe.	Nov-20	Central Tavira	Saw a gap in the market for better quality furniture. Occupational reasons also.	American, Swedish, French, English	Onine SEO Optimization	Yes, a business partner with whom they both opened the business.
BRI11	Female	Swedish	60's +	YES	Interior Decor	Sweden		Less than A1	NO	Retirement and cheaper lifestyle	Jun-19	Online (based in Tavira)	Wanted an occupation whilst also having a passion for the job	English, French, American, Swedish	Online	Some, with furniture shops

Nº	Social Aspects			
	Social Integration	Local Community Involvement	Local Services	How the Local Community views Them / The Business
ATS01	YES	Mostly foreign community, through opening nights	Local Artists	"people come in here and they just love the place and they hang around for ages and then if there's an event, they're all always so happy because the people that they meet are so nice and so interesting... Everyone's so enthusiastic but we don't sell a lot. So, it's a wee bit of a mystery"
ATF02	NO (the restaurant as a brand is well intergrated to Tavira but not the owners)	NO	Some suppliers	People really like the concept built here. The restaurant is always full. There is a trust in the products provided, the service given and also the efforts made in general.
BOU03	Not personally but the business YES. Personally it is ok with the **foreign community**	Some involvement with charity funding throughout the year at different period (i.e. christmas with the Cruz Vermelha)	Some suppliers	The french people tend to keep away from the Boulangerie. This was initially their aimed clients.
CLC04	Yes, both with the portuguese and foreign	Make music events in the restaurant. Had some involvement with the town hall.	They call out to local musician artists.	"The people of Tavira think that I am hardworking and serious and they like that"
CLB05	YES. "When I arrived here, I really arrived with a form of respect [...] I was here pathing my own road, opening my little business. And people saw that I did all the work myself with my little brother. And so, it allowed me to have a certain form of respect from the start, because I had not hired companies, I was not there to spend money. I was really just there to make my life. Starting a life abroad again	NO	Some suppliers	"people see us quite well because we really work with a lot of Portuguese people. Not necessarily from Tavira, it can come from Albufeira, Loulé, Almancil, etc. Having a customer base also from there can bring in other customers"
LSD06	Peronally YES, but the business is a tourism based business so doesn't really mix into the social context of Tavira.	NO	Accountant firm, cleaing services	they see that we're hard working because when we're out in the garden, we're doing everything by hand. We're respecting the Portuguese nature selecting plants that are from the region [...] they can see that we respect our surroundings, we're embracing them.
LSM07	YES and NO, as an **international community** yes but not with the local Portuguese.	"We direct our clients to events. And we show them the restaurants that can go"	Accountant firm, cleaing services	Business is quite discreet locally, but personally they are well viewed as a family.
AUD08	NO, there is not much youth in Tavira in the same age bracket, the intergration is mostly in Faro where it is more international. The business is well based in Tavira and its businesses	NO	NO	"They apreciate the knowledge that I can provide. It also helps them to actually meet somebody who not only works online but lives in Tavira or at least the Algarve. I am always ready to go to meet my clients"
EAM09	YES, not only due to the business but also some **social events** such as gigs.	YES, make meetings for the internationals to speak portuguese, to meet other foreigners and create a sense of community within the East Algarve (mostly Tavira).	NO	"People who read the magazine seem to love it and look forward to seeing it"
OLI10	YES and NO, "It's **growing** - being accepted within the native Portuguese community as a business owner, but that is improving slightly with time, and in terms of the foreign population, I think we have and are building a really good name amongst, amongst that community"	Would look into doing this more.	upholstery, curtain manufacturing and delivery services	"our price point is, I would say, above the opening price point for furniture and home décor [...] Maybe they see us as slightly 'too expensive' for them" - the foreign commuity seems more accepting but they would like to develop this to make it achievable for all residents.
BRI11	YES and NO, there is a **large swedish community** and a lot of them stick together both in business and relationships. But Portuguese locals no.	Between the swedish community they all help each other either in business or personal affairs (i.e. photographers and estate agencies)	Suppliers for fabrics and craftmen. Also some builders and painters to help with some projects.	"most people who know about the business are foreign or know about us by word of mouth, so friends of friends or clients. These people are really looking for expertise, so they do like what we do".

Nº	Economic Aspects											
	Employment & Financial Issues						Networking					
	Business Growth	Furture Expantion Project	Staff	Services	Financial Support	Client / Guest Interaction	Local Business Partnership	Details	Services / Suppliers			Future Plans for Partnership
									Local	National	International	
ATS01	YES	Better artwork	Artists as Volunteers	NO	NO	It's an artists' community, "We sell a lot of art to other artists"	unoffical	Agreement to show art in otherlocal businesses	NO			NO
ATF02	Financially	Maybe	YES (5/6)	YES	NO	One of the best restaurants in Tavira.	friendly	Send clients to other similar restaurants when full	Yes	Yes	Yes **Mainly** France	Maybe
BOU03	Financially	NO	YES, only 1 other person to family memebers	NO	NO	They really love the fact they have something different that is trully French without using product from Portugal.	YES	Restaurants commission them specialised desserts, and also have daily bread deliveries or pick-ups	Some	NO	France as the basis of their product creation	Are open to having more fixed partnerships if they manage to have a better staff
CLC04	Only the 1st year of business	NO	YES, they have 3 in the kitchen and 1 in the bar other than the 2 owners	NO	YES, a business investor	People really like the attmosphere of the place, they get really surprised on event nights too.	NO		YES		NO	NO
CLB05	Only the 1st year of business	NO (only small temporary changes)	YES, they have 3 in the kitchen and 1 in the bar other than the 2 owners	NO	YES, a business investor	"They see us as young folk who just want to get by, who work a lot"	NO		YES		NO	NO
LSD06	NO, the opposite it decreased	Change of business in same venue	NO	YES, a cleaner, a laundry service and na accounting firm	NO	Everybody who stayed was really apreciative. They became often friends with the clients who then decided themselves to move to Tavira	friendly	with local businesses in Tavira. They send their guests to them.	NO			NO
LSM07	NO, the opposite it decreased	Change of business in same venue	NO	YES, a cleaner, a laundry service and na accounting firm	NO	The guests loved the surroundings, the peace a and quiet of the valley, some guests even went back to stay over multiple years.	friendly	Friendly partnerships to local businesses in Tavira. They send their guests to them.	NO			NO
AUD08	Only the 1st year of business	Would like to find other people to join the company in order to gives specif roles for the projects	NO (not yet)	NO	NO	The clients always loved the designs for the websites, although since its such a recent business they sometimes were a little dubious to start with.	YES	with one person to write blog articles for the clients in terms of SEO optimization	NO			Yes, if it can add to to the business
EAM09	YES	NO	NO	NO	NO	People love the magazine, he says "everybody knows the magazine, picks one up" It's free so it's easy for that to happen.	NO		NO			NO
OLI10	YES	Yes, quite toon they are looking to buy a bigger building and expand the area, as well as adding departments withing the business	NO	YES, accounting firm, a lawyer and delivery services	NO (maybe yes for the expansion)	People are really pleased by the quality of services provided and the quality of the furniture being sold, however do find it is perhaps not a mid-range price as the company believes but more luxury and high end.	NO	Used to have a partnership with na interior designer and na agent but these ended as the business grew.	YES, with a seamstress for curtains and na upholsterer	YES, some companies that sell to retailers (such as rugs and fabric)	YES, other international furniture supplier (this is where most of the furniture they sell comes from)	Maybe, they are open to havinng new partnerships, either financial or business related. Maybe for that expansion project they may need investors.
BRI11	NO	NO	YES, 2 to help with deliveries and then the 2 main owners	YES, an accounting firm	NO	The clients love the designs made. Some find it too expensive but the quality of the furniture selected makes them worth it.	YES	Provides furniture and interior decor to shops on a concession price (gets paid when the item is sold)	NO	YES, furniture and home decor suppliers	YES, furniture and home decor suppliers	YES, always open to new suppliers and financially viable partnerships

N°	Business Success	Everything as Expected	Barriers & Obstacles	Retrospective	Advices	5 year Personal Plans	5 year Business Plans
		Expectations, Future Plans & Perspectives					
ATS01	YES	NO, Less busy what they thought	Covid & not enough opening times. Not enough people to buy art. Or just tourists entering and viewing but not buying	Different Location in Tavira		Still here.	Unsure, if artists still need a gallery space then would still operate.
ATF02	YES	YES and NO, Slower to kickstart than planned but then they didnt expect to be always **fully booked**.	Covid, language elements, contracts & staff		"The key is consistency"	Still Algarve	Potential Expantion or re-development
BOU03	YES	NO, "we **expected to work a lot more**. To make more bread and in fact to have to have a larger response from the French Community than what we have had"	The municipality blocking the start date on multiple ocassions and different contracts and permits. Difficulty to get staff.	They wouldn't come to the Algarve to do a business	Don't do it, or just don't expect any help. Must speak Portuguese	Still here	Still here
CLC04	YES	YES, **Better than expected**, client's list is growing and good revenue	Some bad expectations from people that they couldn't meet. Problems with staff.	Would change the disposition of the business between the kitchen and bar.	Do it for the passion and be inpsired.	Wants to be in Portugal still.	Different business.
CLB05	YES	NO, Nothing happened as expected.	Difficulties witht he conctruction phase of the building with its permissions / authorizations etc. Problems to keep staff.	Would choose a different industry to open a business	Patience	Somewhere in a different country.	With a different business.
LSD06	YES	NO, "In terms of the guests, it worked out **better than expected** because we never thought they'd be so interested in spending time with us and getting to know us and become friendly. We've got return guests"	Problems with the garden, problems with moisture	Would take longer to get to know the culture and people before moving.	"make sure you know a local person you can trust"	Still in the Algarve, or France	A different business.
LSM07	YES	NO, small changes were made throughout the years	electricity (have difficulty finding a good electrician)	Would have liked to have known Tavira during the winter season a little more.	"take your time"	Still there.	A different business.
AUD08	YES	NO, there were some complications with older clients. **Needed prove expertise**.	"Due to this being a one person business to kickstart, there are some bottleneck moments where it isn't possible to work on every business at the same time".	Would have worked more on own website from the start before creating portfolio.	Choose which types of clients and businesses you want to work with. Don't waste your time with clients who don't believe in the work.	Still in the Algarve, maybe Faro.	Either a side hustle or fully expanded with a fixed location to meet clients, with other staff members.
EAM09	YES	YES, "Does exactly what it is needed to do"	Payment issues with clients needing the be chassed up.		Keep things new and interesting.	Still there.	Still existing.
OLI10	YES	NO, they **needed to adapt their sales strategies** with time and learning.	The different between a business in the UK and Portugal. The rules and regulations. Legal matters. Taxing System.	Would have researched more into how to operate a buisiness in Portugal	"Research is key"	Still in The Algarve	With a much bigger expanded business
BRI11	YES	NO, "some **clients are difficult to work with** and it's hard to meet their own expectations"	There was a crisis with exportation for a while after the Covid lockdowns.	Think they should have not had so may suppliers across seas and should have focussed on European manufactures	Have a good source of suppliers	Still in the Algarve	Full retirement.