

# ABSTRACT SUBMISSION

Abstracts are invited for papers from anyone with an interest in rural entrepreneurship; we encourage contributions from academics and practitioners alike. Please indicate which of the conference themes you think is/are most appropriate and limit your abstract to 400 words.

## Your Details

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Please use the following headings: (boxes will expand as you type)

<p><b>Title:</b> Lifestyle entrepreneurship within the lifestyle sports sector: Exploring the literature on opportunity and necessity entrepreneurship in the rural tourism setting.</p>
<p><b>Purpose of this paper (please also indicate whether empirical, conceptual or case study etc)</b></p> <p>The purpose of the presentation is to evaluate a specific section of the literature currently available on lifestyle entrepreneurship within the lifestyle sports sector, focussing on the understanding of the relationship held within the rural tourism setting. This conceptual presentation will focus on the current research depicting the relationships between the lifestyle sports industry, physical location, and resulting necessity and opportunity entrepreneurship.</p>
<p><b>Design/methodology/approach (including limitations if applicable)</b></p> <p>This presentation will be formed of an aspect of the current literature review being undertaken for the PhD study.</p>
<p><b>Findings</b></p> <p>Location is seen as central to research in both lifestyle entrepreneurship and lifestyle sports. It has been recognised as a primary reason in a number of studies as to why entrepreneurs have chosen to start their businesses (see for example, Marchant, n.d; Siemens, 2015), and yet can be a significant restraint in the pursuit of a success business (see for example Siemens, 2015). Furthermore, there is an interest in how the location and setting is used as a tool in the entrepreneurship function, though marketing appeal. While there is much focus on the attraction of the entrepreneur that led to them working in these areas, there is an opportunity for extending research to look at how location is used as a tool by the entrepreneur. The idea of 'lifestyle washing' is presented.</p> <p>(References:</p> <p>Marchant, B. (n.d) The case of lifestyle entrepreneurs in Ireland; an examination of surf tourism entrepreneurs in Bundoran and Lahinch. [Online] Available at: <a href="http://www.shannoncollege.com/wp-content/uploads/2009/12/THRIC-Full-Paper-Ben-Marchant-paper-only.pdf">http://www.shannoncollege.com/wp-content/uploads/2009/12/THRIC-Full-Paper-Ben-Marchant-paper-only.pdf</a> (Accessed: 10/11/2015).</p>

Siemens, L. (2015) "We moved here for the lifestyle": A picture of entrepreneurship in rural British Columbia. Journal of Small Business and Entrepreneurship. 27 (2), pp. 121-142.)
<p><b>Practical implications</b></p> <p>It is anticipated that this work will contribute to the understanding on the variation and heterogeneity in entrepreneurship types, specifically within the understanding of lifestyle entrepreneurship. This aspect of the review of the literature forms part of a larger literature review of lifestyle entrepreneurship and lifestyle sports, providing a basis for which to develop my PhD thesis.</p>
<p><b>Policy Implications (if applicable)</b></p>
<p><b>What is the originality/value of paper</b></p> <p>It is anticipated that this body of work will contribute to the academic understanding of lifestyle entrepreneurs, and may provide an insight into how these entrepreneurs can be better understood in the context of their regional economies.</p>
<p><b>Please state if your paper is a:</b></p> <p>Refereed research paper      Practitioner Paper      <b>Presentation only</b></p>
<p><b>Please indicate the theme(s) that you consider most appropriate for your paper:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Entrepreneurship, farming and the natural environment</li> <li><input type="checkbox"/> Digital Rural Entrepreneurship</li> <li><input type="checkbox"/> International dimensions of rural entrepreneurship</li> <li><input type="checkbox"/> New approaches in rural theory, method and measurement</li> <li><input checked="" type="checkbox"/> <b>Opportunities and challenges for rural development</b></li> <li><input type="checkbox"/> Rural Innovation, EU funding and the role of Universities</li> <li><input type="checkbox"/> Rural Social Entrepreneurship</li> <li><input checked="" type="checkbox"/> <b>Rural Place Marketing</b></li> </ul>

**Are you interested in the Early-Career researcher development seminar on the 14<sup>th</sup> June?**

**Yes**  No

To apply to participate in the Early-Career research development seminar, PhD applicants must submit a short project description (max 4 pages) with name, project title, affiliation, outline of methodology(ies) and a letter of recommendation from their supervisor. Post-doctoral researchers should submit a short description of their current research interest (max 1 page).