

# 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: Exploring the roles of women in the development and management of multi-functionality on family farms.</b></p>
<p><b>Purpose of this paper (please also indicate whether empirical, conceptual or case study etc)</b></p> <p>The research reported for this paper investigates farm tourism in North East England and explores the challenges and barriers experienced by women providers of farm based hospitality. The research investigated if multi-functionality changed the position of women in farming and contributed to their empowerment, by exploring the implications of establishing and running a hospitality business on a working family farm.</p>
<p><b>Design/methodology/approach (including limitations if applicable)</b></p> <p>An interpretative approach was undertaken to understand the lived experiences of 17 women providing commercial hospitality on the family farm. Thematic analysis was used to elicit the key themes to identify the challenges and barriers experienced by the women in developing and managing their farm based hospitality business.</p>
<p><b>Findings</b></p> <p>Findings from the research provided much greater appreciation of the implications for women of establishing and managing a hospitality business on the family farm, in terms of gender dynamics within the farming community and the ownership of a rural tourism business. From an identity perspective, the research also indicated the value the women participants placed on their business ownership in relation to their position and contribution financially to the family and the farm.</p>
<p><b>Practical implications</b></p> <p>The research contributes to practice through identification of the challenges and barriers experienced by women hospitality providers in relation to the family farm and their personal relationship with the hospitality business.</p>
<p><b>Policy Implications (if applicable)</b></p>
<p><b>What is the originality/value of paper</b></p> <p>The research is based upon a case study of 17 women providers of commercial hospitality on family farms in the North East of England and provides greater understanding of the important role of women within farm tourism and the implications for women business</p>

owners from both a personal perspective as well as the economic contribution to the survival of family farms.

**Please state if your paper is a:**

Refereed research paper      Practitioner Paper      Presentation only      X

**Please indicate the theme(s) that you consider most appropriate for your paper:**

- Entrepreneurship, farming and the natural environment
- Digital Rural Entrepreneurship
- International dimensions of rural entrepreneurship
- New approaches in rural theory, method and measurement
- Opportunities and challenges for rural development
- Rural Innovation, EU funding and the role of Universities
- Rural Social Entrepreneurship
- Rural Place Marketing

**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).