

# 11

# Temporality and the Lifestyle Operator

*Claire Holland*

---

## Learning outcomes

---

This chapter will provide you with:

1. An understanding of how we define lifestyle operators and the different typologies of lifestyle operators.
  2. An appreciation of the role of temporality in the work and life of lifestyle operators.
  3. An understanding of how lifestyle operator relationships with work can enhance understanding of the interactivity between operator typologies, notions of temporality and subsequent temporal strategies employed.
  4. An appreciation of how lifestyle goals, temporality and orientations to work interact to create different forms of lifestyle operators that may change over time.
- 

## Introduction

Globalisation and an increasingly fluid world have given rise to a greater focus on lifestyle and identity development. The desire for a better lifestyle has seemingly continued to increase as individuals search for ways to bring greater meaning to their lives (Stone & Stubbs, 2007; Walmsley, 2003). Such shifts in societal dynamics have in turn seen an increase in the integration of work as part of a wider lifestyle choice in which non-work and work

activities amalgamate to create an overall assimilated lifestyle (Duncan et al., 2013; Shaw & Williams, 1994). Resulting from this, we now see a range of lifestyle operators, who are making work choices with varying degrees of lifestyle focus. Many such lifestyle operators are seen within tourism and hospitality, attracted by low barriers to entry and flexible work offered by temporal trading. Whilst previous studies of temporality in tourism have largely focused on temporality as a problem (Baum & Lundtorp, 2001), there are now indications of some individuals proactively using temporality to facilitate a desired lifestyle, through having redefined the conventions of delineated 'work' and 'non-work' time.

This chapter will explore typologies of lifestyle operators, the motivations driving these individuals and the varying levels of lifestyle focus utilising Reed's (1997) Orientations to Work Framework. It will also explore the nature of temporal trading in different sectors and the relationship that lifestyle operators have with temporality. A systematic review of the current literature on lifestyle operators and operations will then be undertaken, supported by empirical case histories of British tourism lifestyle operators working in Chamonix, France, whose life histories reveal a range of lifestyle operator typologies, each of whom has a differing relationship with temporality.

## Defining lifestyle business operators

The concept of lifestyle operators in tourism and hospitality is a growing phenomenon. The desire for a better lifestyle continues on an upward trajectory, spawned from societal shifts towards individualism and identity formation in which individuals search for ways to bring meaning to their lives (Stone & Stubbs, 2007; Walmsley, 2003). Lifestyle can be defined as "*the way in which people live*" (Oxford Dictionary, 2011) and so it may be a way of life or style of living that reflects the attitudes of a group of people or an individual. Within the realms of this definition lifestyle can include all aspects of life whether work or non-work. Despite this, many believe a good lifestyle to be made up of those things outside of paid work and often centred around caring (Evans, 2001). Yet in the modern world of work it is difficult to separate work and non-work (Donkin, 2010). Therefore, lifestyle operators may be seen as a by-product of the modern world with the search for individualism and fulfilment of dreams resulting in the desire to change a way of life (Oliver