



Multi-country fieldwork experience in Italy and New Zealand

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Abstract

This study presents the challenges and advantages of conducting fieldwork in rural areas across different countries, cultures and languages. As part of a wider research on rural tourism and entrepreneurial networking, the researcher interviewed 15 rural entrepreneurs in Italy and 12 in New Zealand. In order to elicit the conversations a scenario card game (SCG) has been combined with the semi-structured in-depth interviews to collect the data. This paper presents the outcomes of researcher's reflections upon strengths, weaknesses, opportunities and threats experienced during field activities. This experience has shown that there are some challenges to consider during the fieldwork in rural settings and multi-country research, but also advantages as having different viewpoints.

Keywords

Multi-country research, scenario card games, elicitation, field work, research methods.