

Review of: "Politics of Representation in Rural Tourism Micro-Entrepreneurship"

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Potential competing interests: No potential competing interests to declare.

Overall, the paper is well constructed and presented. The research questions are well supported by a deep literature review and applications. The research approach shows a robust and systematic application of the Q methodology, “quantifying” the subjectivity of images perceptions.

Some concerns:

- It would be better to contextualize and profile the North Carolina microentrepreneurs.
- The scree plot is suggesting a 3-factor solution too. Did you test and compare results?
- It would be beneficial to develop concrete applications of the results in terms of marketing strategies and communications.

I am in favour of publication.