

Exploring the Motivations, Abilities and Opportunities of Young Entrepreneurs to Engage in Sustainable Tourism Business in the Mountain Area

Link to the article :

<https://www.mdpi.com/2071-1050/15/3/1956>

This article examines how young entrepreneurs in Romania's mountain areas engage in sustainable tourism through the lens of the Motivation–Ability–Opportunity (MAO) framework. Findings reveal that intrinsic motivations, such as aligning sustainability with personal lifestyle, innovation, and environmental responsibility, dominate over external incentives. Abilities are shaped by non-formal education and a strong commitment to sustainability, supported by leadership, creative thinking, and risk-taking. Young entrepreneurs demonstrate deep environmental awareness and apply sustainable practices in daily operations, from using alternative energy to preserving cultural heritage. Opportunities stem from enabling technologies, community support, and shifting tourist expectations favoring eco-friendly businesses. Natural assets like landscapes and biodiversity also serve as strong business foundations. The study emphasizes that fostering young entrepreneurship in mountain tourism requires integrated support systems, educational pathways, and policies that leverage intrinsic motivations and local opportunities to build sustainable, resilient mountain economies.

