

“Youth entrepreneurship in Kazakhstan’s tourism: Potential and incentives for innovation”

AUTHORS

Aizhan Tleuberdinova 



Nailya Nurlanova 



Arailym Shokhamanova 



Farida Alzhanova 



Dinara Salauatova 



ARTICLE INFO

Aizhan Tleuberdinova, Nailya Nurlanova, Arailym Shokhamanova, Farida Alzhanova and Dinara Salauatova (2025). Youth entrepreneurship in Kazakhstan’s tourism: Potential and incentives for innovation. *Problems and Perspectives in Management*, 23(3), 145-160. doi:[10.21511/ppm.23\(3\).2025.11](https://doi.org/10.21511/ppm.23(3).2025.11)

DOI

[http://dx.doi.org/10.21511/ppm.23\(3\).2025.11](http://dx.doi.org/10.21511/ppm.23(3).2025.11)

RELEASED ON

Friday, 01 August 2025

RECEIVED ON

Wednesday, 12 February 2025

ACCEPTED ON

Monday, 07 July 2025

LICENSE



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/)

JOURNAL

"Problems and Perspectives in Management"

ISSN PRINT

1727-7051

ISSN ONLINE

1810-5467

PUBLISHER

LLC “Consulting Publishing Company “Business Perspectives”

FOUNDER

LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

55



NUMBER OF FIGURES

3



NUMBER OF TABLES

9

© The author(s) 2025. This publication is an open access article.



BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"
Hryhorii Skovoroda lane, 10,
Sumy, 40022, Ukraine
www.businessperspectives.org

Type of the article: Research Article

Received on: 12th of February, 2025

Accepted on: 7th of July, 2025

Published on: 1st of August, 2025

© Aizhan Tleuberdinova, Nailya Nurlanova, Arailym Shokhamanova, Farida Alzhanova, Dinara Salauatova, 2025

Aizhan Tleuberdinova, Dr. of Economics, Associate Professor, Chief Scientific Officer, Department of Regional Economics, Institute of Economics Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan, Kazakhstan.

Nailya Nurlanova, Dr. of Economics, Professor, Chief Scientific Officer, Department of Regional Economics, Institute of Economics Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan, Kazakhstan.

Arailym Shokhamanova, Ph.D. Student, Department of Management and Innovation, Faculty of Economics, Management and Entrepreneurship, Karaganda University of Kazpotreboysuz, Kazakhstan. (Corresponding author)

Farida Alzhanova, Dr. of Economics, Associate Professor, Chief Scientific Officer, Department of Innovative and Technological Development, Institute of Economics Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan, Kazakhstan.

Dinara Salauatova, Ph.D., Associate Professor, Head of Department of Management and Innovation, Faculty of Economics, Management and Entrepreneurship, Karaganda University of Kazpotreboysuz, Kazakhstan.



This is an Open Access article, distributed under the terms of the [Creative Commons Attribution 4.0 International license](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted re-use, distribution, and reproduction in any medium, provided the original work is properly cited.



Conflict of interest statement:

Author(s) reported no conflict of interest

Aizhan Tleuberdinova (Kazakhstan), Nailya Nurlanova (Kazakhstan), Arailym Shokhamanova (Kazakhstan), Farida Alzhanova (Kazakhstan), Dinara Salauatova (Kazakhstan)

YOUTH ENTREPRENEURSHIP IN KAZAKHSTAN'S TOURISM: POTENTIAL AND INCENTIVES FOR INNOVATION

Abstract

Youth tourism entrepreneurship is a driver of sectoral development, reduces unemployment and poverty, and is a catalyst for innovation. The aim of this paper is to explore the potential of youth entrepreneurship in tourism, assess its impact on the development of Kazakhstan's tourism industry, and formulate recommendations for fostering innovation. A systematic approach was adopted, employing methods of logical analysis, correlation and regression analysis, synthesis, and data visualization. Between August and December 2024, a survey was administered across 20 regions of Kazakhstan to assess young people's readiness for tourism entrepreneurship, identify barriers to its development, and explore innovative solutions. The questionnaire was hosted on Google Forms and disseminated via social media, ensuring all responses remained anonymous. With 601 respondents, the sample is sufficiently representative of the Kazakhstani population aged 18 to 35 years.

Covering the 2013–2023 period, the correlation and regression analysis revealed that youth tourism entrepreneurship has undergone dynamic growth and positively influenced Kazakhstan's socio-economic indicators and tourism sector performance. Survey findings indicate a strong willingness among young people to engage in training and introduce innovations in tourism. Corruption and high taxation were identified as the principal obstacles to realizing entrepreneurial potential and advancing innovation. The study concludes that youth tourism entrepreneurship is vital for Kazakhstan's economic diversification and innovation agenda. Involving young people in the tourism sector contributes to unemployment reduction. Regional disparities in resource access can be narrowed through targeted adjustments to state policies that support youth innovative entrepreneurship.

Keywords

entrepreneurship, tourism, youth, development, innovations, Kazakhstan

JEL Classification

L26, L83, O30, Z32

INTRODUCTION

Entrepreneurship is an important driver of a country's socio-economic development. Its dynamism is primarily determined by the quality of the youth who are willing to take risks, demonstrate creativity and initiative, and are capable of innovative growth. Young people constitute the most energetic and dynamic segment of the population, which is able to adapt to global challenges and recover from setbacks. Interest in promoting youth entrepreneurship in Kazakhstan arises from several issues within the sphere of youth employment, as well as from the low level of income earned by young people. Tourism is particularly attractive for youth entrepreneurship in Kazakhstan. Tourism offers wide-ranging entrepreneurial opportunities, including the hotel industry, food services, entertainment, tourist transport services, retail, and national crafts. The government of Kazakhstan has prioritized the development of tourism entrepreneurship for several reasons. One key

factor is the country's substantial yet underutilized potential for unique tourism and recreational resources. Fully tapping into this potential could generate significant socio-economic benefits: boosting GDP, attracting foreign currency inflows, expanding related industries, creating more jobs and higher incomes, and providing Kazakhstanis with broader opportunities for relaxation and health improvement. Another factor is the growing global trend of international tourists seeking new destinations, and Kazakhstan fits this profile well.

Youth entrepreneurship offers a real opportunity to improve the socio-economic status of young people in Kazakhstan by expanding employment, strengthening financial standing, and thereby contributing to social stability. The development of youth entrepreneurship aims to foster the social adaptation of young people by engaging them in productive activities, providing maximum opportunities for personal fulfillment, and protecting them from threats such as criminal activity, drug abuse, and alcoholism. Youth, being the driving force of innovative businesses with their proactive outlook, can propel the industry forward by establishing efficient enterprises. Engaging in the tourism business broadens job opportunities in sectors related to tourism and does not require significant capital from aspiring entrepreneurs. Finally, youth entrepreneurship contributes to shaping a new national mentality and the organizational culture of youth entrepreneurship, which are crucial for Kazakhstan's innovative economic transformation.

In this regard, there is a need to study the potential for the development of youth entrepreneurship in the tourism sector, assess its impact on the growth of Kazakhstan's tourism industry, and formulate measures to stimulate innovation.

1. LITERATURE REVIEW

The theoretical analysis of entrepreneurship demonstrates its evolution from basic self-employment to a more complex and innovative form of economic activity. Classical economists established the fundamental economic function of entrepreneurship, emphasizing its risk-bearing, pioneering, and innovative nature. The vital role of entrepreneurship in a nation's economy is further confirmed by contemporary studies (Van Stel et al., 2005; Acs, 2006; Van Praag & Versloot, 2007). Most authors identify job creation, innovation, and productivity growth as the main channels through which entrepreneurship affects economic development (Jian et al., 2021; Amorós et al., 2021). Today, it is widely recognized that entrepreneurship is essential to the socio-economic development of a country or region, as it creates new jobs and initiates innovation (Agarwal et al., 2007; Urbano & Aparicio, 2016). Entrepreneurs serve as agents of change in the economy, introducing new technologies and processes, launching new types of economic activities, and accepting risks (Segal et al., 2005; Acs & Audretsch, 2005; Adner & Kapoor, 2010; Acs et al., 2016). Thus, entrepreneurship theory provides a scientific and practical framework for understanding its essence and

the role of entrepreneurial economic activities in shaping and advancing market economies.

According to Buckley (1989), for a country's socio-economic development, entrepreneurial activity in the service sector is just as critical as in production. Researchers in tourism entrepreneurship also emphasize the significance of entrepreneurship for the growth of the tourism industry (Koh & Hatten, 2002; Bardolet & Sheldon, 2008), the expansion of local economies (Bakas et al., 2019; Ratten et al., 2019), and the increase in employment and, consequently, in household incomes (Jeyacheya & Hampton, 2020). At the same time, some argue that the tourism sector is highly susceptible to various external factors that heighten entrepreneurial risks (Elgin & Elveren, 2024; Sharma et al., 2024). The success of tourism businesses largely depends on the interaction of all stakeholders, i.e., government, entrepreneurs, and local communities (Aquino, 2022; Manalu et al., 2024). A particular focus of research has been the impact of tourism entrepreneurship on the sustainable development of regions (Morgan et al., 2021; Elgin & Elveren, 2024).

Modern international researchers have significantly advanced the understanding of the factors and conditions influencing the development of youth

entrepreneurship. Many scholars note that young people are highly vulnerable in terms of employment and stable income, particularly during times of crises, which compels governments and international organizations to view youth entrepreneurship as a potential solution (Manolova et al., 2019). Under conditions of high unemployment, establishing a business may often serve as the only means of earning a livelihood. Entrepreneurship, therefore, emerges as a viable career option, especially when typical jobs do not meet expectations. The role of youth entrepreneurship in personal development, career advancement, higher earnings, and improved quality of life is a popular research theme (Foo et al., 2009). Therefore, the following functions of youth entrepreneurship can be distinguished: combating unemployment and poverty, driving social change, advancing markets and economies, and fostering the entrepreneur's personal development.

Youth entrepreneurship not only contributes to national income but also acts as an intermediary between innovation and the market. A review of the relevant literature supports these distinguishing characteristics. For example, the innovation-oriented nature of youth entrepreneurship, rooted in personal qualities, independence, and initiative, is underscored by Wood et al. (2016), Shir et al. (2019), Sternberg and Breitenbach (2023), and Rahman (2024). According to Van der Westhuizen (2024), youth entrepreneurship involves applying initiative, innovation, creativity, and risk-taking in the work environment, whether through self-employment or in small businesses. Young people, as the principal bearers of innovative potential, serve as a strategic resource for national development due to their flexibility and adaptability to market shifts. In the pursuit of an innovation-driven economy, prioritizing youth entrepreneurship is paramount. The active adoption of innovations by young entrepreneurs is also crucial for the tourism sector, which is characterized by intense competition and rapidly changing consumer preferences. The growth of the tourism industry creates broader opportunities for youth start-ups (Ivasciuc & Ispas, 2023).

Adapting international experience to Kazakhstan's specific context is crucial for successfully integrating innovations into the development of youth entrepreneurship in the country's tourism sector. For

instance, the introduction of specialized financing programs for tourism innovation, modeled after Spain's *Emprendetur* Young Entrepreneurs Program (Figueroa-Domecq et al., 2024), could stimulate youth entrepreneurship and reduce youth unemployment.

Additionally, implementing international acceleration programs that provide grants and investments to start-ups would further increase access to financial resources. Creating regional innovation and entrepreneurship centers could address imbalances in entrepreneurship development. Kazakhstan could open such centers in provincial cities, granting local youth access to resources and support (Luongo et al., 2023). State co-financing of start-ups in partnerships with private investors, along with the establishment of funding programs for start-ups in strategic sectors, might boost investment in innovative youth enterprises (Santarsiero et al., 2024). Developing technological platforms that unite businesses, research institutions, and government bodies to foster innovation in tourism, as Spain's *Tourism Technology Platform* (ThinkTur) also plays a significant role in the advancement of tourism entrepreneurship (Ivars-Baidal et al., 2023). Despite the considerable body of international research on youth entrepreneurship, including in the tourism sector, there is a noticeable shortage of studies in the domestic economic literature. This is especially evident in areas such as the potential for youth entrepreneurship in the tourism industry; assessment of its impact on the broader tourism sector and on young people's preparedness to manage their own businesses and satisfaction with their social status; and identifying barriers and prospects for introducing innovation into Kazakhstan's tourism industry.

Thus, the aim of this article is to explore the potential of youth entrepreneurship in the tourism sector of the Republic of Kazakhstan, assess its contribution to the development of the national tourism industry, and develop scientifically grounded recommendations for stimulating innovative processes in this field.

Based on the theoretical review, hypotheses were formulated regarding the impact of entrepreneurship, particularly youth entrepreneurship, on the economy, innovation activity, and employment

(H1–H7), as well as the interest of Kazakhstani youth in participating in tourism entrepreneurship (H8).

- H1: *The growth of entrepreneurship promotes an increase in overall employment.*
- H2: *The development of entrepreneurship facilitates an increase in the economy’s innovative activity.*
- H3: *The development of entrepreneurship stimulates improvements in productivity.*
- H4: *The development of youth tourism entrepreneurship promotes growth in gross value added.*
- H5: *The development of youth tourism entrepreneurship drives the advancement of the tourism industry.*
- H6: *The development of youth tourism entrepreneurship contributes to the increase in gross regional product.*
- H7: *The development of youth tourism entrepreneurship fosters employment growth.*
- H8: *Kazakh youth are interested in engaging in tourism entrepreneurship.*

generation and the modernization of the tourism sector based on the analysis of scientific literature;

- identification of prospects for the development of youth entrepreneurship in Kazakhstan’s tourism sector;
- establishment of correlations between the level of youth entrepreneurial activity and socio-economic indicators;
- analysis of the readiness of young people to implement innovative business models in the field of tourism;
- evaluation of the effectiveness of current state support and formulation of proposals for its improvement.

The study design (Figure 1) incorporates general scientific and economic-statistical methods for examining socio-economic processes.

The theoretical exploration of the issue relied on a review of literary sources, employing systematic and logical analysis methods to identify trends in the evolution of the entrepreneurship concept, particularly in tourism entrepreneurship, and to accurately reproduce the interdependence between the development and functioning of youth entrepreneurship and the level of socio-economic development in various regions. The assessment of entrepreneurship levels across Kazakhstan’s regions, as well as its impact on tourism indicators, was based on economic and statistical analysis, including correlation analysis using the SPSS software package. The use of the generalization method facilitated the development of new approaches

2. METHODOLOGY

The following tasks were set:

- theoretical substantiation of the role of youth tourism entrepreneurship in employment

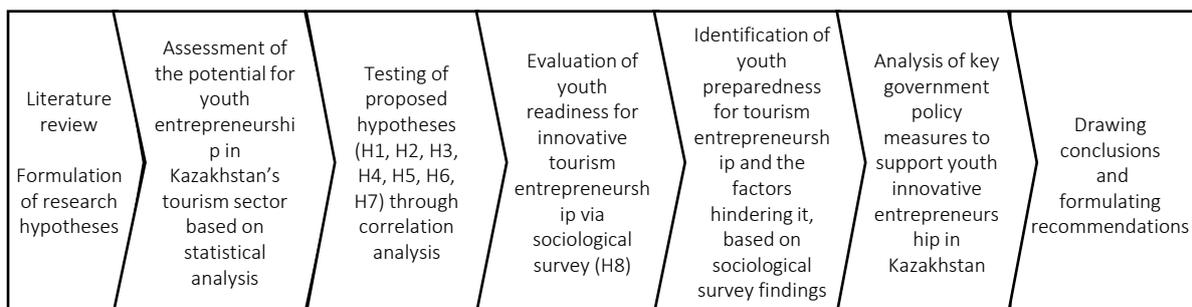


Figure 1. Research design

Table 1. Variables included in the correlation analysis

Indicator	Code	Unit of measurement
Number of active small and medium-sized enterprises	NASME	units
Number of innovative enterprises	NIE	units
Innovation activity	IA	%
Employed population	EP	thousand people
Productivity indices	PI	%
Gross value added in tourism industries	GVATI	billion tenge
Gross value added	GVA	billion tenge
Number of tourism enterprises	NTE	units
Employment in tourism	TE	thousand people
Number of tourist arrivals	NTA	million units
Number of youth tourism enterprises	NYTE	units
Poverty level	PL	%

and methods for motivating entrepreneurship as a means of diversifying the economic structure in Kazakhstan's regions. Methods of visualization were applied to enhance the clarity of the research results. The study's information base consisted of official statistical data from the National Bureau of Statistics (BNS ASPR RK, n.d.a, n.d.b, n.d.c, n.d.d, n.d.e), as well as findings from a sociological survey.

Correlation analysis was based on official statistical data for the period 2013–2023 and was conducted using SPSS software. The variables included in the correlation analysis to test hypotheses *H1–H7* are presented in Table 1.

To identify initiatives aimed at promoting youth tourism entrepreneurship and to determine the factors impeding its development, a questionnaire survey was conducted among young people in various regions of Kazakhstan. The survey was administered from August to December 2024 via Google Forms and disseminated through social media platforms (Instagram, Facebook), ensuring the anonymity of responses and voluntary participation through data anonymization. The timing of the sociological survey was approved by the Ethics Committee of Karaganda Economic University of Kazpotrebooyuz, and the survey procedure, fully compliant with basic ethical requirements for scientific research, was approved by the same university's local ethics commission.

The primary inclusion criterion specified at the outset of the questionnaire was an age range of 18–35 years. Questionnaire items were developed

and justified based on scholarly literature and preliminary focus group discussions. As a result, the instrument comprised five sections:

1. Socio-demographic characteristics of respondents, since gender and age significantly influence entrepreneurial intentions (Sun et al., 2021; Porfírio et al., 2023); marital status, through its impact on resource availability and time constraints (Manolova et al., 2007); employment status and type (Douglas & Shepherd, 2002); and income level (Liu & Qian, 2023). Moreover, regional disparities substantially affect entrepreneurial activity (Audretsch & Keilbach, 2004; Liu & Qian, 2023).
2. Assessment of the attractiveness of entrepreneurship and motivational drivers, to determine the proportion of potential entrepreneurs among respondents and to evaluate differences in motivational factors (Shane et al., 2003; Segal et al., 2005), as well as the presence of key competencies critical for start-up success (Wood et al., 2016; Shir et al., 2019; Rahman, 2024).
3. Identification of preferred entrepreneurial sectors, since industry choice is linked to personal experience, interests, and assessment of market opportunities (Delmar & Davidsson, 2000).
4. Evaluation of awareness regarding existing conditions for establishing one's own business, which directly influences entrepreneurial activity (Segal et al., 2005; Acs et al., 2016).

5. Identification of factors motivating the choice of tourism as a field for youth entrepreneurship (Ivasciuc & Ispas, 2023), barriers preventing youth involvement in tourism entrepreneurship (Anuarq et al., 2013), and innovative solutions capable of significantly enhancing the tourism sector (Gretzel et al., 2015).

The survey results can be accessed at Shokhmanova (2025). This study employs these primary data for the first time; they have not been previously published or used in other scientific works. Respondents' answers to the main survey questions were scored on a scale from 1 to 10, where 1 denotes the lowest value and 10 the highest. The mean value of the responses was calculated using the following formula:

$$AV = \frac{\sum(R \cdot Rr)}{TNR}, \quad (1)$$

where *AV* – average value; *R* – rank; *Rr* – response rate; *TNR* – total number of respondents.

3. RESULTS

The tourism industry is one of the fastest-growing sectors of the global economy. According to the WTTC (n.d.), in 2023, the Travel & Tourism sector contributed 9.1% to global GDP, only 4.1% below 2019 levels. Travel & Tourism is not only back on track but also set to achieve unprecedented growth. Tourism not only generates direct revenue but also stimulates related economic sectors. In the context of Kazakhstan, tourism is recognized as a strategic direction for development. Given the

tourism industry's wide-reaching impact on the global economy, it exerts a substantial influence on Kazakhstan's national economy. However, the share of tourism in Kazakhstan's economic structure is currently relatively small. This conclusion is supported by an analysis of the trends in key indicators that reflect the level of development in the tourism industry (Table 2).

Tourism is becoming an increasingly significant source of income and employment. Over the past nine years, the number of registered legal entities in the tourism sector has grown by roughly 66%, and the number of people employed in the industry has increased by 27%. A key factor driving the rise in tourism entrepreneurs is the active involvement of young people. Evidence for this is seen in the faster growth rate of youth entrepreneurship in Kazakhstan in recent years (5.19%) compared to the overall number of legal entities engaged in entrepreneurship (1.64%). This has led to a marked increase in the youth entrepreneurship share, from 8.6% in 2017 to 27.3% in 2023 (BNS ASPR RK, n.d.c, n.d.d).

However, according to official statistics, the total number of people employed in the country doubled from 2001 to 2021, while the increase in youth employment stood at only 20% (BNS ASPR RK, n.d.a). The real situation in the youth labor market can hardly be considered stable. Experts estimate that about 42% of young people regularly face employment difficulties, there is a growing NEET category, and most young professionals are employed in low-productivity sectors. Wage differentials are substantial: the average monthly nominal wage for working youth is nearly 1.5 times lower than the nationwide average monthly

Table 2. Trends of key indicators in the tourism sector of Kazakhstan, 2013–2022

Source: BNS ASPR RK (n.d.a, n.d.b).

Years	Gross Value Added in Tourism, million USD	Share of tourism value added in GDP, %	Number of enterprises in tourism, units	Employment in tourism, thousand people
2013	2,211.27	0.9	16,162	354.3
2014	1,879.57	0.8	17,934	412.8
2015	1,832.86	1.0	20,975	428.5
2016	1,633.15	1.2	22,303	414.1
2017	2,111.04	1.3	27,760	442.5
2018	2,274.38	1.3	48,750	463.7
2019	2,146.31	1.2	51,482	469.9
2020	994.07	0.6	39,816	458.3
2021	1,343.80	0.7	42,301	463.1
2022	2,173.82	1	47,905	488.6

Source: BNS ASPR RK (n.d.c, n.d.d).

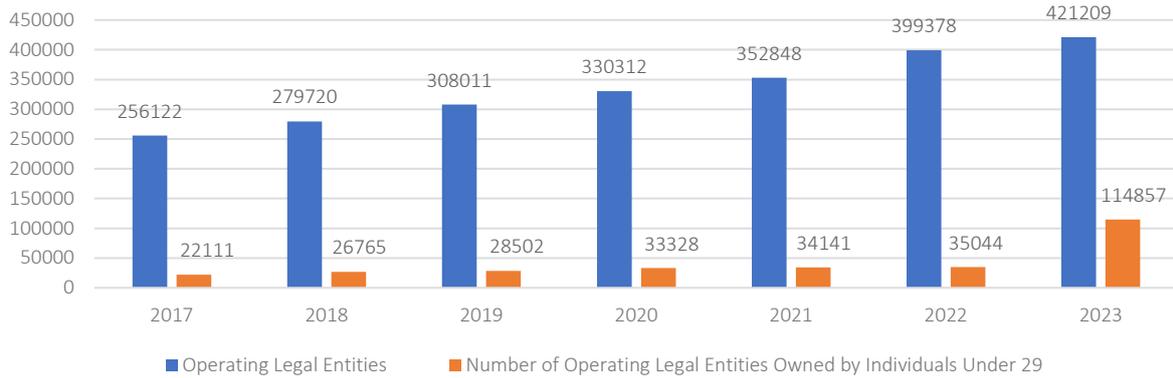
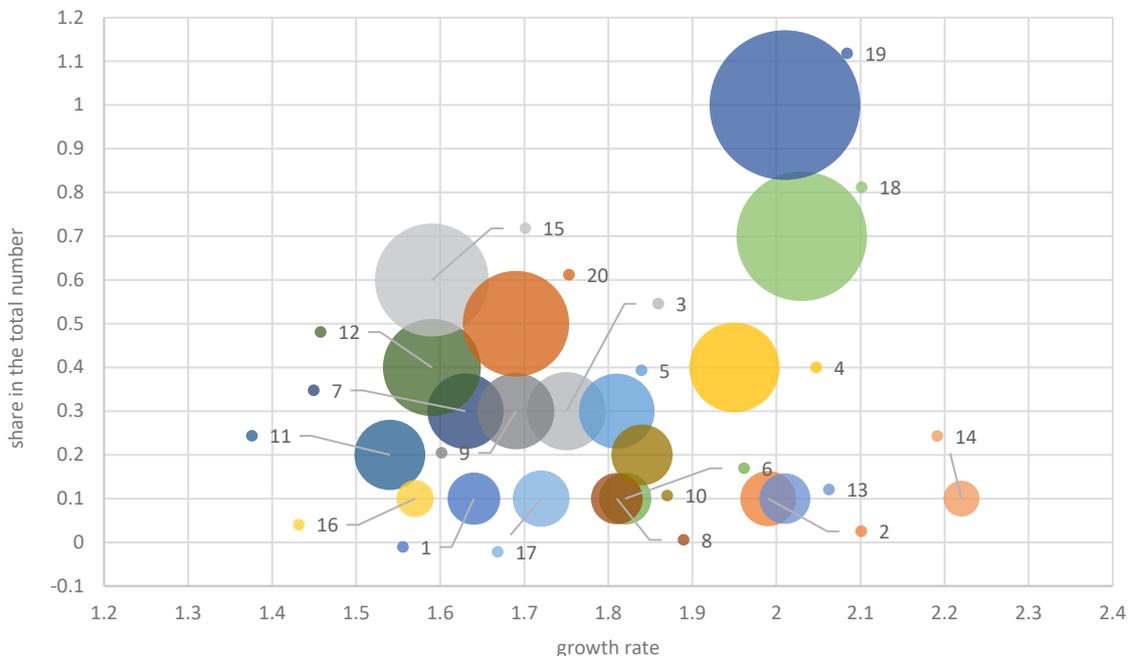


Figure 2. Trends in the total number of operating legal entities and legal entities in the youth category, 2017–2023

nominal wage. This situation leads to increasing poverty and social inequality, undermines social stability, and casts doubt on favorable prospects for young people. The most common reasons for youth unemployment include a lack of work experience, low wages offered, and the temporary nature of available jobs. Consequently, the development of youth entrepreneurship holds significant potential for addressing employment-related challenges among the younger generation.

Due to the lack of official National Bureau of Statistics data on the number of legally registered entities owned by individuals of youth age before 2017, the trend data are presented only for 2017–2023 (Figure 2). The average annual growth rate of youth tourism entrepreneurship stood at 35.3%. Not only the growth in the number of tourism entrepreneurs but also the sector’s share within the national economy is of interest. A comparative analysis of the share of active entrepreneur-



Note: 1 – Abai; 2 – Akmola; 3 – Aktobe; 4 – Almaty; 5 – Atyrau; 6 – West Kazakhstan; 7 – Zhambyl; 8 – Zhetisu; 9 – Karaganda; 10 – Kostanay; 11 – Kyzylorda; 12 – Mangystau; 13 – Pavlodar; 14 – North Kazakhstan; 15 – Turkestan; 16 – Ulytau; 17 – East Kazakhstan; 18 – Astana megacity; 19 – Almaty megacity; 20 – Shymkent megacity.

Figure 3. Growth rates and concentration of youth entrepreneurship entities in the tourism sector by region, Republic of Kazakhstan, 2017–2023

ial entities by economic sectors in the Republic of Kazakhstan for 2017 and 2023 indicates that tourism’s share has remained stable at 3%. In 2017, the total number of active entrepreneurial entities was 1,190,775, and over the following six years, it increased by 42.6%, reaching 2,075,605.

Trade remains the predominant sector for entrepreneurship in the overall structure of Kazakhstan’s economy. Regarding youth entrepreneurship in tourism, its share is slightly higher (4%) but has remained unchanged throughout the period under review. Given Kazakhstan’s vast territory, spanning various natural and climatic conditions, it is important to assess the level of youth tourism entrepreneurship development across the country’s regions (Figure 3).

According to Figure 3, in 2023, the largest share of youth entrepreneurship entities in the tourism sector operated in the cities of Almaty (17%), where 33,088 enterprises were registered, and Astana (13%), with 24,781 enterprises (BNS ASPR RK, n.d.c). Along with Shymkent and Turkestan Region, these cities fall into the most attractive quadrant of the BCG matrix,

characterized by high market share and rapid growth. All other regions are in the quadrant featuring high growth rates but relatively small market shares.

To test the study’s hypotheses (H1–H7), a correlation analysis was conducted to explore the relationship between socio-economic indicators and the level of entrepreneurship development (Table 3).

The main finding of the analysis is the confirmation of the significant impact that the development of youth tourism entrepreneurship has on key indicators of the national economy (gross value added, employment, labor productivity, and innovation), regional development (gross regional product), and the tourism industry (industry-specific gross value added and the number of tourist arrivals).

To identify initiatives for developing youth entrepreneurship in the tourism sector of Kazakhstan, a sociological survey was conducted between August and December. A total of 601 respondents, aged 18 to 35, from 20 regions of the country, participated in the survey. The main characteristics of the participants are presented in Table 4.

Table 3. Pearson correlation coefficients for the formulated hypotheses

Hypothesis		H1	H2		H3	
Indicators		EP	NIE	IA	P	
NASME	Pearson Correlation	0.682*	0.900**	0.794*	0.883**	
	Sig (1-tailed)	0.043	<0.001	0.011	0.002	
Hypothesis		H4	H5	H6	H7	
Indicators		GVA	GRP	GVATI	NTA	TE
NYTE	Pearson Correlation	0.942**	0.946**	0.829*	0.907**	0.562
	Sig (1-tailed)	0.001	0.001	0.041	0.005	0.189

Note: *Correlation is significant at the 0.05 level (two-tailed). **Correlation is significant at the 0.01 level (two-tailed). NASME – Number of active small and medium-sized enterprises; NYTE – Number of youth tourism enterprises.

Table 4. Respondent characteristics

Characteristics	Number	Percent	Characteristics	Number	Percent
Gender			Age		
Female	381	63.4%	18–22	278	46.3%
Male	220	36.6%	23–25	74	12.3%
Status			26–30	110	18.3%
Students	231	38.4%	31–35	139	23.1%
Specialists	156	26%	Monthly Income Level		
Civil servants	63	10.4%	85,000–150,000	140	23.3%
Entrepreneurs	55	9.2%	150,000–300,000	138	23%
Unemployed	49	8.2%	300,000–500,000	103	17.1%
Freelancers	35	5.8%	Over 500,000	56	9.3%
Temporarily not working (childcare)	12	2%	No income	164	27.3%

Note: Compiled based on survey results.

Table 5. Reasons for engaging in entrepreneurship (units)

Reasons (Rr)	Ranks Indicated by Respondents, (R)										Average value rank (AV)
	1	2	3	4	5	6	7	8	9	10	
Flexible work schedule	56	46	82	20	46	9	18	43	34	247	6.66
Having an inspiring business idea	36	72	72	16	41	8	27	48	57	224	6.72
Unwillingness to work for someone else	65	69	74	23	49	9	35	46	34	197	6.16
Prestige	57	66	69	18	53	18	32	58	42	188	6.3
Interest in a new venture	36	56	88	13	35	17	29	48	53	226	6.76
Realization of one's ambitions	32	64	78	16	34	10	24	46	37	260	6.91
Raising social status	38	66	76	17	34	13	23	52	49	233	6.75
Financial independence	35	56	84	13	27	9	11	29	44	293	7.11

Women constituted 63.4% of the sample (381 respondents). The largest age groups were 18–22 (278 respondents) and 31–35 (139 respondents). The response data were analyzed, and in accordance with equation (1), the mean value for each question was calculated. Tables 5-8 present these results.

According to the frequency of responses concerning youth motivations for choosing entrepreneurship in tourism and the calculated mean rank values presented in Table 5, the primary motive for engaging in business is the pursuit of financial independence (mean rank of 7.11). The second most important reason is the desire to realize one's ambitions (6.91), followed by an interest in a new venture (6.76). The least influential motive is an unwillingness to work for someone else, with a mean value of 6.16. Kazakhstan's government devotes considerable attention to developing entrepreneurship through a variety of programs and measures. Respondents' preferences regarding government programs supporting entrepreneurship are shown in Table 6.

Table 6. Popularity ranking of entrepreneurship support programs

Program	Popularity, %
JSC "Damu" – Entrepreneurship Development Fund	46.1
National Chamber of Entrepreneurs "Atameken"	39.3
Start-up grants	25.3
Government Program "Business Roadmap – 2025"	22.1
National Management Holding "Baiterek"	21.3
Entrepreneurship Training Courses and Seminars	20.8
Online Resources and Platforms for Entrepreneurs	16.1
JSC "Qazaqstan Investment Corporation"	15
Consultations and Mentoring by Experienced Entrepreneurs	14.3
Private Business Incubators and Accelerators	11.3

The responses concerning the programs indicate a dominant preference for the largest and most wide-

ly recognized programs of the Entrepreneurship Development Fund (JSC "Damu"). Secondly, there is insufficient awareness among young people regarding the activities of support institutions and the measures they offer. To determine the primary reasons behind youth preferences for one entrepreneurship support program over another, the mean values of the criteria's significance were calculated (Table 7).

The survey reveals that, in evaluating preferred entrepreneurship support programs, the most significant criterion for young respondents is program support and the achievement of tangible results (6.92). Favorable financing conditions ranked second (6.84), followed by ease of access to information (6.82). Non-repayable funding occupies the lowest position among the criteria, with a mean value of 6.40. These results underscore the expectations of young entrepreneurs regarding support programs and offer insights for program improvements. When analyzing responses regarding the attractiveness of various economic sectors for conducting business, the most appealing sectors for Kazakh youth turned out to be tourism (22.8%), trade (14.1%), and the arts (10.8%). The attractiveness of the tourism sector for youth entrepreneurship is influenced by factors such as the opportunity to travel (61%), independence and flexible work schedules (35%), the possibility of entering international markets (34.9%), the potential for a quick start without significant initial investment (33.3%), and opportunities to establish family businesses (32.8%). However, in pursuing their interests and engaging in tourism entrepreneurship, particularly in innovative ventures, young people encounter several obstacles. Table 8 presents the survey results and calculated mean values for each hindering factor.

Table 7. Significance of criteria when choosing entrepreneurship support programs

No.	Criteria, (Rr)	Ranks Assigned by Respondents, (R)										Average value rank (AV)
		1	2	3	4	5	6	7	8	9	10	
1	Opportunity for training	72	56	59	5	42	7	10	52	45	253	6.74
2	Favorable financing conditions	49	71	65	6	30	7	22	51	52	248	6.84
3	Ease of access to information	60	60	65	4	35	8	21	50	40	258	6.82
4	Program recognition	56	75	57	11	48	20	35	52	54	193	6.42
5	Competence and qualifications of staff	58	71	54	7	29	15	28	49	49	241	6.76
6	Non-repayable funding	62	80	49	11	47	16	34	48	57	197	6.40
7	Industry-specific focus	64	78	48	9	45	21	26	66	50	194	6.41
8	Program offerings	54	71	65	10	39	14	33	47	64	204	6.54
9	Program support and achievement of results	54	62	66	7	37	3	13	36	53	270	6.92

Table 8. Significance of obstacles to innovative entrepreneurship in tourism

Obstacles, (Rr)	Ranks Assigned by Respondents, (R)										Average value rank (AV)
	1	2	3	4	5	6	7	8	9	10	
Bureaucracy	71	68	69	19	47	16	29	41	42	199	6.19
High taxes	47	88	55	23	42	19	25	39	52	211	6.44
Corruption	67	58	62	17	40	13	27	31	33	253	6.62
Lack of market awareness	57	73	57	25	47	10	43	37	41	211	6.39
Lack of information about business support	49	74	64	23	55	19	26	38	49	204	6.38
Absence of government support	45	94	53	24	48	30	25	44	50	188	6.26
Doubt in one's abilities or fear of failure	54	78	62	17	44	7	35	58	45	201	6.4
Lack of business knowledge and experience	45	91	55	26	42	21	27	50	50	194	6.34
Lack of like-minded individuals	59	74	64	20	43	20	30	51	56	184	6.28
Complexities of doing business	48	84	59	21	40	17	24	53	55	200	6.43

Judging from the responses presented in Table 8, young people perceive corruption and high taxes, rather than a lack or insufficiency of support, as the greatest obstacles to the development of innovative tourism entrepreneurship. In addition to the previously discussed topics, the study aimed to identify innovative solutions that youth may adopt to significantly enhance the tourism sector in Kazakhstan. According to the survey, respondents believe that the following solutions could significantly advance tourism in the country:

- development of holographic guides to accompany tourists at historical and cultural sites — mentioned by 310 respondents (51.6%);
- introduction of artificial intelligence technologies to create digital copies of historical sites accessible online or through VR — mentioned by 260 respondents (43.3%);
- creation of mobile applications for trip planning and service booking — mentioned by 257 respondents (42.8%).

Some respondents added comments suggesting a focus on improving the quality of basic tourism services. The proposed solutions and identified needs can help in devising effective measures to enhance youth entrepreneurship in the tourism sector. At the same time, justifying new policies for developing youth tourism entrepreneurship and integrating innovative solutions requires an examination of existing state programs in this domain and an evaluation of their effectiveness. The principal finding of this survey was the high level of youth interest in tourism entrepreneurship, as well as the identification of both appealing attributes and barriers within this field.

In recent years, the government of the Republic of Kazakhstan has recognized the importance of developing innovative youth entrepreneurship — particularly in the tourism sector — as a driver of economic growth and diversification. Various measures have been undertaken to address identified issues, but the effectiveness of these measures remains ambiguous.

First, legislative amendments address legal uncertainty and foster favorable conditions

for youth entrepreneurship. The Law On State Youth Policy was revised to include provisions aimed at supporting youth entrepreneurship. Although the term “youth entrepreneurship” may still lack a precise legal definition, the law stipulates measures to promote youth employment and entrepreneurial activity. Innovation legislation was expanded to account for the needs of small and medium-sized innovative enterprises. Notably, tax incentives for innovative ventures were introduced, and procedures for registering intellectual property were simplified. In 2018, the Law On Venture Financing was enacted to establish a legal framework for developing venture capital and supporting start-ups, thereby creating new opportunities for young entrepreneurs to attract investment.

Second, infrastructure support includes the following aspects. The Astana Hub, an international IT start-up Technopark, was established to provide conducive conditions for start-up growth, including tax incentives, investor access, and educational programs. Young entrepreneurs can utilize the hub’s resources to advance their projects. Business incubators are being established in various regions of the country, providing infrastructure support, consultations, and training for young entrepreneurs. This helps the country reduce regional imbalances.

Third, financial support and access to funding are offered. The “Damu” Fund actively promotes entrepreneurship through credit guarantee programs and interest rate subsidies, improving young entrepreneurs’ access to bank financing in cases where collateral is insufficient.

Fourth, there are different educational initiatives. Entrepreneurship courses have been incorporated into higher education and vocational college curricula. Institutions now integrate entrepreneurship and innovation studies into their programs, thereby enhancing students’ business competencies. Government and private entities organize training events designed to develop entrepreneurial skills, business management capabilities, and proficiency in digital technologies.

Fifth, collaboration between science and business is being strengthened. Scientific and in-

novation consortia have been established. Universities and research institutions are increasingly collaborating with businesses by initiating joint projects and research endeavors, which facilitates the commercialization of scientific advancements.

Although these efforts have produced some positive outcomes (such as improved support infrastructure and expanded access to financing), their overall effectiveness is inconsistent. The creation of the Astana Hub and regional incubators has provided new growth opportunities for young entrepreneurs. Simplifying administrative procedures and digitizing government services have indeed lowered bureaucratic barriers, making both business registration and operations easier. Educational programs have bolstered youth competence in the spheres of entrepreneurship and innovation.

Nonetheless, several challenges remain unresolved. Corruption and high tax rates remain significant hurdles. Despite official anti-corruption measures, young entrepreneurs still encounter unethical practices. Second, insufficient legal regulation in areas such as crowdfunding and venture financing constrains opportunities to attract alternative investments. Third, regional disparities in entrepreneurship persist, as most resources and programs are concentrated in major cities while outlying regions receive less support. Fourth, limited awareness among young entrepreneurs regarding existing programs and support measures diminishes the effectiveness of these initiatives. Not all potential beneficiaries are fully informed about the opportunities available. Finally, weak cooperation between science and business continues to inhibit the commercialization of innovations, particularly in the tourism sector.

The challenges Kazakhstan faces in developing youth innovative entrepreneurship in tourism are not unique. Successful international experiences offer potential solutions that may be adapted to the country’s specific context.

The results of hypothesis testing are shown in Table 9. As can be seen, all eight initially formulated hypotheses were confirmed.

Table 9. Testing hypotheses H1–H8

	Hypothesis	Result
H1	Increasing NASME leads to a rise in EP	Supported
H2	Increasing NASME leads to a rise in NIE and IA	Supported
H3	Increasing NASME promotes a rise in P	Supported
H4	Increasing NYTE leads to a rise in GVA	Supported
H5	Increasing NYTE leads to a rise in GRP	Supported
H6	Increasing NYTE drives the growth of GVATI and NTA	Supported
H7	Increasing NYTE leads to a rise in TE	Supported
H8	Kazakh youth are interested in engaging in tourism entrepreneurship	Supported

Note: Compiled from correlation analysis results. NASME – Number of active small and medium-sized enterprises; NYTE – Number of youth tourism enterprises.

4. DISCUSSION

The results confirm the significance of youth entrepreneurship in the tourism sector for the development of both the industry itself and the broader economy of Kazakhstan. The data obtained on the growth in the number of enterprises and participants engaged in entrepreneurial activity within the tourism sector, as well as the dynamics of relevant indicators, demonstrate the rapid development of youth entrepreneurship, which has increased more than sixfold over the past seven years. These findings support the conclusions drawn by Van Stel et al. (2005) and Acs (2006). However, unlike the cross-country analysis carried out using the Global Entrepreneurship Monitor (GEM) indicator, this study relies on a comparative analysis of entrepreneurial development within the regions of a single country. While Acs (2006) aimed to distinguish the differential impacts of “necessity entrepreneurship” versus “opportunity entrepreneurship” on economic development, such a level of granularity was not possible in this analysis due to the lack of official regional statistics for Kazakhstan.

Van Stel et al. (2005) based their modeling on four indicators (total entrepreneurial activity, GDP growth, per capita income, and the Competitiveness Growth Index) over a five-year period. In contrast, this analysis identifies correlation dependencies using 12 indicators over ten years. Nonetheless, the findings of all three studies confirm the positive effect of entrepreneurship on economic development and job creation.

Despite this overall growth, significant regional disparities in youth tourism entrepreneurship highlight an existing regional imbalance, which, in turn, impedes the effective realization of tourism potential and slows industry development.

Most authors address this aspect from the perspective of cross-country differences in economic development (Amorós et al., 2021; Acs et al., 2016). This study, however, highlights the imbalance in economic development and entrepreneurial activity across regions within a single country – a concern particularly relevant for nations with large territories and substantial variations in natural and climatic conditions, as well as production and resource potential (Jian et al., 2021). A similar pattern emerges in these correlation results, which reveal a strong interdependence ($r = 0.829$) between gross value added in tourism and the level of youth entrepreneurship in Kazakhstan. In comparison, Thurik et al. (2008) reported a positive correlation exceeding 0.5 between the same independent variables when examining the impact of entrepreneurial activity on the economic performance of 36 countries.

The analysis demonstrates that youth entrepreneurship can effectively address many issues related to employment and, consequently, income growth. In addition, active entrepreneurship development in industry helps broaden and improve the range of tourism services, making them more accessible to a wide segment of the population, which is an especially pertinent benefit during periods of crisis. This, in turn, will foster balanced socio-economic development across the country’s regions and drive an increase in the tourism sector’s contribution to Kazakhstan’s GDP by boosting both domestic and inbound arrivals. This result underscores the importance of youth entrepreneurship in driving economic growth. It demonstrates that innovative start-ups in the tourism sector can not only contribute to the improvement of tourism infrastructure but also influence the national economy as a whole by increasing the country’s gross value added.

In examining entrepreneurial development, it is entirely appropriate to assess the population's readiness to engage in entrepreneurial activity. De Clercq et al. (2010) and Schillo et al. (2016) analyzed entrepreneurship using adult population data from the Global Entrepreneurship Monitor (GEM) survey supplemented by various country-level sources. However, this current study, by virtue of its objectives, is based on a sociological survey of young people within a single country, designed to gauge their interest in founding their own enterprises, including those in the tourism sector. Consequently, differences in the sizes of the target populations are reflected in this sample size: a cohort of 601 respondents aged 18–35 is sufficiently representative for research purposes. Nonetheless, all of these studies confirm that the principal motivating factors are the pursuit of financial independence and the ambition to realize personal goals.

An analysis of government programs and legislative documents shows that the Republic of Kazakhstan has taken measures to create a favorable environment for youth entrepreneurship, including within the tourism sector. However, the identified barriers, such as corruption and high taxation, pose significant obstacles to the development of innovative youth entrepreneurship in Kazakhstan. This issue is also highlighted in studies focused on entrepreneurial challenges in developing countries. For example, Dioneo-Adetayo's (2006) primary method was likewise a sociologi-

cal survey of young people (specifically, students at two universities) to assess respondents' general perceptions of environmental factor groups (social, cultural, educational, and socio-economic) without specifying particular entrepreneurial factors. By contrast, this paper was designed to identify the specific barriers and drivers of entrepreneurial activity. This approach revealed that, despite steps taken by the government to create a more favorable environment for youth entrepreneurship, including legislative initiatives and start-up support, several issues remain unresolved. These conclusions underscore the need to enhance conditions for young entrepreneurs, particularly in terms of combating corruption and reducing the tax burden, as these factors can diminish the attractiveness of doing business, especially during economic downturns. The underdeveloped legal framework and the concentration of resources in major cities underscore the necessity for additional efforts to address these challenges.

Thus, the results of the study confirm the critical role of youth entrepreneurship in the sustainable development of the tourism sector and broader economic growth. However, its further advancement requires improved financial and legal frameworks, along with the elimination of regional and social barriers. These considerations are also echoed in international best practices, which advocate for inclusive and regionally balanced support measures to foster entrepreneurship among young people.

CONCLUSION

The objective of this study was to examine the potential of youth entrepreneurship in the tourism sector, assess its impact on the development of Kazakhstan's tourism industry, and propose measures to stimulate innovation in tourism.

The results indicate that youth entrepreneurship is rapidly expanding, contributing to the growth of gross value added in tourism and improving the country's socio-economic indicators. In particular, a strong positive correlation was observed between the level of youth entrepreneurship and overall economic development. The study also identified the key motivational drivers underlying young people's willingness to engage in entrepreneurial activities, as well as the principal barriers, such as corruption and high taxation, that impede the successful launch of innovative projects.

The successful implementation of these measures in Kazakhstan will require a strong political will and a strategic allocation of resources. Although the government has already initiated various entrepreneurship support schemes, attention to tourism innovation and the development of venture financing remains limited.

By studying and adapting leading international experiences, Kazakhstan can significantly accelerate the development of youth-driven, innovative entrepreneurship in tourism, thereby contributing to economic diversification and enhancing the country's competitiveness on the global stage.

Looking forward, further research is needed to undertake a more detailed analysis of the factors constraining the innovative activity of young entrepreneurs and to develop recommendations for optimizing state support for tourism start-ups. Such efforts will enable a deeper understanding of the mechanisms that underpin the sustainable development of youth entrepreneurship in tourism and reveal additional opportunities for its growth under conditions of economic instability.

AUTHOR CONTRIBUTIONS

Conceptualization: Aizhan Tleuberdinova, Nailya Nurlanova, Farida Alzhanova.

Data curation: Arailym Shokhamanova, Dinara Salauatova.

Formal analysis: Aizhan Tleuberdinova, Nailya Nurlanova.

Investigation: Arailym Shokhamanova.

Methodology: Aizhan Tleuberdinova, Nailya Nurlanova, Farida Alzhanova.

Project administration: Aizhan Tleuberdinova.

Resources: Arailym Shokhamanova, Dinara Salauatova.

Software: Aizhan Tleuberdinova, Arailym Shokhamanova.

Supervision: Aizhan Tleuberdinova, Nailya Nurlanova, Farida Alzhanova.

Validation: Nailya Nurlanova, Farida Alzhanova.

Visualization: Arailym Shokhamanova, Dinara Salauatova.

Writing – original draft: Aizhan Tleuberdinova, Arailym Shokhamanova, Dinara Salauatova.

Writing – review & editing: Aizhan Tleuberdinova, Nailya Nurlanova, Farida Alzhanova.

ACKNOWLEDGMENTS

This study is supported by the Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan through the project AP 26199455 – “Entrepreneurial Motivation as a Factor for Economic Diversification in Regions: Sociocultural Prerequisites, New Directions, and Implementation Methods.”

REFERENCES

1. Acs, Z. J. (2006). How is entrepreneurship good for economic growth? *Innovations: Technology, Governance, Globalization*, 1(1), 97-107. <https://doi.org/10.1162/itgg.2006.1.1.97>
2. Acs, Z. J., & Audretsch, D. B. (2005). Entrepreneurship, innovation and technological change. *Review of Social Economy*, 1(4), 149-195. <https://doi.org/10.1561/03000000004>
3. Acs, Z., Åstebro, T., Audretsch, D., & Robinson, D.T. (2016). Public policy to promote entrepreneurship: A call to arms. *Small Business Economy*, 47, 35-51. <https://doi.org/10.1007/s11187-016-9712-2>
4. Adner, R., & Kapoor, R. (2010). Value creation in innovation ecosystems: How the structure of technological interdependence affects firm performance in new technology generations. *Strategic Management Journal*, 3(31), 306-333. <https://doi.org/10.1002/smj.821>
5. Agarwal, R., Audretsch, D. B., & Sarkar, M. B. (2007). The process of creative construction: Knowledge spillovers, entrepreneurship, and economic growth. *Strategic Entrepreneurship Journal*, 1(3-4), 263-286. <https://doi.org/10.1002/sej.36>
6. Amorós, J. E., Cristi, O., & Naudé, W. (2021). Entrepreneurship and subjective well-being: Does the motivation to start-up a firm matter? *Journal of Business Research*, 127, 389-398. <https://doi.org/10.1016/j.jbusres.2020.11.044>
7. Anuarq, A., Nasir, I. N. M., Rahman, F. A., & Sadek, D. M. (2013). Barriers to start-up the business among students at tertiary level: A case study in Northern States of Peninsular Malaysia. *Asian Social Science*, 9(11). <https://doi.org/10.5539/ass.v9n11P290>
8. Aquino, R. S. (2022). Community change through tourism

- social entrepreneurship. *Annals of Tourism Research*, 95, Article 103442. <https://doi.org/10.1016/j.annals.2022.103442>
9. Audretsch, D. B., & Keilbach M. (2004). Entrepreneurship and regional growth: An evolutionary interpretation. *Journal of Evolutionary Economics*, 14, 605-616. <https://doi.org/10.1007/s00191-004-0228-6>
 10. Bakas, F. E., Duxbury, N., & Vinagre de Castro, T. (2019). Creative tourism: Catalysing artisan entrepreneur networks in rural Portugal. *International Journal of Entrepreneurial Behavior & Research*, 25(4), 731-752. <https://doi.org/10.1108/IJEBR-03-2018-0177>
 11. Bardolet, E., & Sheldon, P. J. (2008). Tourism in archipelagos: Hawai'i and the Balearics. *Annals of Tourism Research*, 35(4), 900-923. <https://doi.org/10.1016/j.annals.2008.07.005>
 12. BNS ASPR RK. (n.d.a). *Statistics of national accounts* [Data Sets]. Retrieved from <https://stat.gov.kz/en/industries/economy/national-accounts/dynamic-tables/>
 13. BNS ASPR RK. (n.d.b). *Employment and unemployment statistics* [Data Sets]. Retrieved from <https://stat.gov.kz/en/industries/labor-and-income/stat-empt-unempl/dynamic-tables/>
 14. BNS ASPR RK. (n.d.c). *Statistics of enterprises* [Data Sets]. Retrieved from <https://stat.gov.kz/en/industries/business-statistics/stat-org/publications/>
 15. BNS ASPR RK. (n.d.d). *Statistics of enterprises* [Data Sets]. Retrieved from <https://stat.gov.kz/ru/industries/business-statistics/stat-org/spreadsheets/>
 16. BNS ASPR RK. (n.d.e). *Statistics of education, science and innovation* [Data Sets]. Retrieved from <https://stat.gov.kz/en/industries/social-statistics/stat-edu-science-inno/dynamic-tables/>
 17. Buckley, P. J. (1989). Foreign direct investment by small and medium sized enterprises: The theoretical background. *Small Business Economics*, 1, 89-100. <http://dx.doi.org/10.1007/BF00398627>
 18. De Clercq, D., Danis, W. M., & Dakhli, M. (2010). The moderating effect of institutional context on the relationship between associational activity and new business activity in emerging economies. *International Business Review*, 19(1), 85-101. <https://doi.org/10.1016/j.ibusrev.2009.09.002>
 19. Delmar, F., & Davidsson, P. (2000). Where do they come from? Prevalence and characteristics of nascent entrepreneurs. *Entrepreneurship & Regional Development*, 12(1), 1-23. <https://doi.org/10.1080/089856200283063>
 20. Dioneo-Adetayo, E. A. (2006). Factors influencing attitude of youth towards entrepreneurship. *International Journal of Adolescence and Youth*, 13(1-2), 127-145. <https://doi.org/10.1080/02673843.2006.9747970>
 21. Douglas, E., & Shepherd, D. (2002). Self-employment as a career choice: Attitudes, entrepreneurial intentions, and utility maximization. *Entrepreneurship Theory & Practice*, 26(3), 81-90. <http://dx.doi.org/10.1177/104225870202600305>
 22. Elgin, C., & Elveren, A. Y. (2024). Unpacking the economic impact of tourism: A multidimensional approach to sustainable development. *Journal of Cleaner Production*, 478, Article 143947. <https://doi.org/10.1016/j.jclepro.2024.143947>
 23. Figueroa-Domecq, C., Fuentes-Moraleda, L., González-Rodríguez, M. R., & Flecha-Barrio, M. D. (2024). Funding policies, tourism entrepreneurship and innovation in the territory: Emprendetur (Spain). In Guevara Plaza, A. J., Cerezo Medina, A., & Navarro Jurado, E. (Eds.), *Tourism and ICTs: Advances in Data Science, Artificial Intelligence and Sustainability* (pp. 237-249). Cham: Springer. https://doi.org/10.1007/978-3-031-52607-7_22
 24. Foo, M. D., Uy, M. A., & Baron, R. A. (2009). How do feelings influence effort? An empirical study of entrepreneurs' affect and venture effort. *Journal of Applied Psychology*, 94(4), 1086-1094. <https://psycnet.apa.org/doi/10.1037/a0015599>
 25. Gretzel, U., Sigala, M., Xiang, Z., & Koo, Ch. (2015). Smart tourism: Foundations and developments. *Electron Markets*, 25, 179-188. <https://doi.org/10.1007/s12525-015-0196-8>
 26. Ivars-Baidal, J. A., Celdrán-Bernabeu, M. A., Femenia-Serra F., Perles-Ribes, J. F., & Vera-Rebollo, J. F. (2023). Smart city and smart destination planning: Examining instruments and perceived impacts in Spain. *Cities*, 137, Article 104266. <https://doi.org/10.1016/j.cities.2023.104266>
 27. Ivasciuc, I.-S., & Ispas, A. (2023). Exploring the motivations, abilities, and opportunities of young entrepreneurs to engage in sustainable tourism business in the mountain area. *Sustainability*, 15(3), Article 1956. <https://doi.org/10.3390/su15031956>
 28. Jeyacheya, J., & Hampton, M. P. (2020). Wishful thinking or wise policy? Theorising tourism-led inclusive growth: Supply chains and host communities. *World Development*, 131, Article 104960. <https://doi.org/10.1016/j.worlddev.2020.104960>
 29. Jian, J., Fan, X., Zhao, S., & Zhou, D. (2021). Business creation, innovation, and economic growth: Evidence from China's economic transition, 1978-2017. *Economic Modelling*, 96, 371-378. <https://doi.org/10.1016/j.econmod.2020.03.019>
 30. Koh, K., & Hatten, T. S. (2002). The tourism entrepreneur. *International Journal of Hospitality & Tourism Administration*, 3(1), 21-48. https://doi.org/10.1300/J149v03n01_02
 31. Liu, S., & Qian, H. (2023). Entrepreneurship and income inequality in cities: Differentiated impacts of new firm formation and self-employment. *Regional Studies*, 57(7), 1318-1333. <https://doi.org/10.1080/00343404.2022.2130226>
 32. Luongo, S., Sepe, F., & Del Gaudio, G. (2023). Regional innovation systems in tourism: The role of collaboration and competition.

- Journal of Open Innovation: Technology, Market, and Complexity*, 9(4), Article 100148. <https://doi.org/10.1016/j.joitmc.2023.100148>
33. Manalu, S. A., Simatupang, T. M., & Novani, S. (2024). Tourism entrepreneurship research: A mixed embeddedness approach. *Cogent Business & Management*, 11(1), 2418421. <https://doi.org/10.1080/23311975.2024.2418421>
 34. Manolova, T. S., Carter, N. M., Manev, I. M., & Gyoshev, B. S. (2007). The differential effect of men and women entrepreneurs' human capital and networking on growth expectancies in Bulgaria. *Entrepreneurship Theory and Practice*, 31(3), 407-426. <https://doi.org/10.1111/j.1540-6520.2007.00180.x>
 35. Manolova, T. S., Edelman, L. F., Shirokova, G., & Tsukanova, T. (2019). Youth entrepreneurship in emerging economies: Can family support help navigate institutional voids? *Journal of East-West Business*, 25(4), 363-395. <https://doi.org/10.1080/10669868.2019.1624672>
 36. Morgan, M. O., Okon, E. E., Emu, W. H., Olubomi, O. I. E., & Edodi, H. U. (2021). Tourism management: A panacea for sustainability of hospitality industry. *Geo Journal of Tourism and Geosites*, 37(3), 783-791. <https://doi.org/10.30892/gtg.37307-709>
 37. Porfirio, J. A., Felício, J. A., Carrilho, T., & Jardim, J. (2023). Promoting entrepreneurial intentions from adolescence: The influence of entrepreneurial culture and education. *Journal of Business Research*, 156, Article 113521. <https://doi.org/10.1016/j.jbusres.2022.113521>
 38. Rahman, M. (2024). Youth entrepreneurship in tourism and hospitality. In A. Sharma (Ed.), *International Handbook of Skill, Education, Learning, and Research Development in Tourism and Hospitality* (pp. 1-14). Singapore: Springer. https://doi.org/10.1007/978-981-99-3895-7_63-1
 39. Ratten, V., Costa, C., & Bogers, M. (2019). Artisan, cultural, and tourism entrepreneurship. *International Journal of Entrepreneurial Behavior & Research*, 25(4), 582-591. <https://doi.org/10.1108/IJEBR-05-2018-0319>
 40. Santarsiero, F., Carlucci, D., & Schiuma, G. (2024). Driving digital transformation and business-model innovation in tourism through Innovation Labs: An empirical study. *Journal of Engineering and Technology Management*, 74, Article 101841. <https://doi.org/10.1016/j.jengtecman.2024.101841>
 41. Schillo, R. S., Persaud, A., & Jin, M. (2016). Entrepreneurial readiness in the context of national systems of entrepreneurship. *Small Business Economics*, 46(4), 679-637. <https://doi.org/10.1007/s11187-016-9709-x>
 42. Segal, G., Borgia, D., & Schoenfeld, J. (2005). The motivation to become an entrepreneur. *International Journal of Entrepreneurial Behavior & Research*, 1(11), 42-57. <https://doi.org/10.1108/13552550510580834>
 43. Shane, S., Locke, E. A., & Collins, C. J. (2003). Entrepreneurial motivation. *Human Resource Management Review*, 13(2), 257-279. [https://doi.org/10.1016/S1053-4822\(03\)00017-2](https://doi.org/10.1016/S1053-4822(03)00017-2)
 44. Sharma, G. D., Taheri, B., Cichon, D., Parihar, J. S., & Kharbanda, A. (2024). Using innovation and entrepreneurship for creating edge in service firms: A review research of tourism and hospitality industry. *Journal of Innovation & Knowledge*, 9(4), Article 100572. <https://doi.org/10.1016/j.jik.2024.100572>
 45. Shir, N., Nikolaev, B. N., & Wincent, J. (2019). Entrepreneurship and well-being: The role of psychological autonomy, competence, and relatedness. *Journal of Business Venturing*, 34(5), Article 105875. <https://doi.org/10.1016/j.jbusvent.2018.05.002>
 46. Shokhamanova, A. (2025). *Shokhamanova/Respondents-answers: Youth Innovative Entrepreneurship Survey Data (v.0.0.1)* [Data Set]. <https://doi.org/10.5281/zenodo.15328521>
 47. Sternberg, R., & Breitenbach, D. (2023). Youth entrepreneurship in Germany: Empirical evidence on the how, the why, the how many, the who and the when. *Economies*, 11(6). <https://doi.org/10.3390/economies11060161>
 48. Sun, Y-Y, Sie, L., Faturay, F., Auwalin, I., & Wang, J. (2021). Who are vulnerable in a tourism crisis? A tourism-employment vulnerability analysis for COVID-19 management. *Journal of Hospitality & Tourism Management*, 49, 304-308. <https://doi.org/10.1016/j.jhtm.2021.08.014>
 49. Thurik, A., Carree, M., Van Stel, A., & Audretsch, D. (2008). Does self-employment reduce unemployment? *Journal of Business Venturing*, 23(6), 673-686. <https://doi.org/10.1016/j.jbusvent.2008.01.007>
 50. Urbano, D., & Aparicio, S. (2016). Entrepreneurship capital types and economic growth: International evidence. *Technological Forecasting and Social Change*, 102, 34-44. <https://doi.org/10.1016/j.techfore.2015.02.018>
 51. Van der Westhuizen, T. (2024). *Practical Tools for Youth Entrepreneurs*. Springer Nature Switzerland. <https://doi.org/10.1007/978-3-031-44362-6>
 52. Van Praag, C. M., & Versloot, P. H. (2007). What is the value of entrepreneurship? A review of recent research. *Small Business Economics*, 29(4), 351-382. <https://doi.org/10.1007/s11187-007-9074-x>
 53. Van Stel, A., Carree, M., & Thurik, R. (2005). The effect of entrepreneurial activity on national economic growth. *Small Business Economics*, 24(3), 311-321. <https://doi.org/10.1007/s11187-005-1996-6>
 54. Wood, M. S., Bylund, P., & Bradley, S. (2016). The influence of tax and regulatory policies on entrepreneurs' opportunity evaluation decisions. *Management Decision*, 54(5), 1160-1182. <https://doi.org/10.1108/MD-10-2015-0446>
 55. WTTC. (n.d.). *Travel & Tourism Economic Impact Research (EIR)*. Retrieved from <https://wttc.org/research/economic-impact>