

Promoting resource conservation, agri-food, and biodiversity through social value creation and community-based entrepreneurship

Elena Korneeva^{1,2*}, *Natalia Alekseeva*³, and *Oxsana Cheremukhina*⁴

¹Financial University under the Government of the Russian Federation, 49, Leningradsky Prospekt, Moscow, 125993, Russian Federation

²Togliatti State University, 14, Belorusskaya Street, Togliatti, 445667, Russian Federation

³Volga Region State University of Service, 4, Gagarina Street, Togliatti, 445017, Russian Federation

⁴M.Utemisov West Kazakhstan University, 162, Nursultan Nazarbayev Avenue, Uralsk, 090000, Kazakhstan

Abstract. This article focuses on promoting resource conservation, agri-food, and biodiversity with the idea of social value creation applied to community-based entrepreneurship. The main idea of this research is to examine the meaning of social value for social businesses explained through tourism-based entrepreneurship. Thus, special attention is given to the problems of local, marginalized, and impoverished communities that often lack the global attention of sustainable debates. The analysis is supported by three cases of social value creation by social entrepreneurship for such communities. The first case delineates the problems of local communities and the need for resource conservation and defines the potential of tourism-based entrepreneurship to preserve cultural, historical, and environmental heritage in such communities. The second case describes the challenges of marginalized communities to improve the quality of life and remarks on the possibilities of tourism-based social entrepreneurs to deal with agri-food practices and establish social wealth for such social groups. The third case indicates the type of pro-poor tourism concept and its opportunities to support and regenerate impoverished communities through effective collaboration, biodiversity support and eliminating social exclusion and extreme poverty.

1 Introduction

Sustainability is understood as a balance between social, economic, and environmental factors [1]. Sustainable development refers to the idea of an environmental crisis and urgently needed solutions to create a healthy ecosystem. It is crucial to support wildlife and humans, provide technologies for clean water, air, and soil, and support local economies [2]. From the economical point of view, entrepreneurship has a great potential for sustainable innovations that can facilitate positive changes towards sustainability. Business projects on preservation, resource conservation and efficiency, and sustainable development

* Corresponding author: ENKorneeva@fa.ru

management can appeal to the understanding of the environment as an object, context, or resource for human activities. Furthermore, entrepreneurship embraces not only the economic pillar of sustainability resulted in profits and the environmental pillar as resource usage; it also includes the social pillar expressed in determining social values and implementing the social mission of a business.

The Sustainable Development Goals (SDGs) are a set of 17 interconnected global objectives that aim to provide guidance for achieving a more sustainable future for the entire world community. These objectives address important issues like poverty, access to quality education, climate change, clean water and sanitation, partnerships, and sustainable communities. The SDGs and Agenda 2030 represent social values and human trajectories to determine, follow, and improve.

Governmental organizations and policies have an impact on sustainability [3]. These are the establishments or the fundamental laws and framework that mold social, commercial, and political interactions in a community. Important formal institutions are tools for policymaking that directly influence how people behave. Societal sustainability is facilitated by robust formal institutions. Income distribution is shaped by robust social policies such as progressive taxation, income-transfer schemes, and wage-setting bodies. A growth-friendly atmosphere is provided by sound monetary and economic policies. Sustainable development in society requires the integration of environmental policy with sustainability across policy sectors, including finance, trade, energy, transportation, etc. Furthermore, systemic policy tools that promote sustainability include carbon taxes and other market processes as well as changes to educational policies.

Environmental sustainability refers, for example, to natural resources, agriculture, and food production [4]. Growing world population, specific dietary demands, and limited agricultural land demand for urgent solutions regarding food supply chains, sustainable nutrition alternatives, and sustainable harvesting practices. Moreover, the global dietary transition from traditional diets to diets higher in refined sugars, refined fats, oils, and meats has the potential to become one of the major contributors of greenhouse gases from food production to 2050 [5]. So, there is a significant need for sustainable changes in various business processes as well as in the social value systems of global consumers.

One of the ideas for sustainable agriculture and environmental sustainability is called farm-to-fork sourcing; it means direct procurement of food products from local farms to restaurants [6]. This approach aims to decrease the carbon footprint of the food supply chain, create some economic benefits, and promote sustainable agriculture practices. Therefore, entrepreneurship can accumulate local resources in order to get profits and deliver positive input to sustainability.

Another problem related to environmental sustainability is the negative impact of the tourism industry. Generally, the tourism industry creates major profits in the global economy. However, excessive tourist flows at destination attractions can negatively affect ecological systems (e.g., waste production, water pollution, deterioration, CO₂ emissions) [7]. In other words, environmental problems caused by the tourism industry can be solved or at least regulated, firstly, by changes in economic models; secondly, by defining new social values in human activities that should be more sustainable and problem-oriented.

2 Methods

Generally, social values motivate people to act in certain ways. On the one hand, social values determine personal and group identities. On the other hand, social values stimulate social integration. In addition, social values can be considered a strategic and attainable process that positively affects society. In some cases, social values can determine some prohibitions for the good; such interpretations combine social attitudes and cultural values.

Pro-environmental behavior is normally connected with costs to benefit the environment [8]. Moreover, it often includes the contradiction between hedonistic goals (what people want to do) and normative goals (what people are prescribed to do). The accessibility of social values should be strengthened by normative bases that support pro-environmental actions [9]. In this way, such social values as resilience creation and sustainable transition crucially affect environmental sustainability.

For businesses, values identify certain profits, for instance, in new investments, reputations, or partnerships. Moreover, social value in business is defined today as more than just financial gains; it can be achieved through increasing benefits and decreasing costs by a system that aims to solve social needs and problems [10]. An excellent combination of administrative resources and a collaborative approach can foster the achievement of environmental sustainability through social value creation. In this way, the creation of social value differentiates social businesses (that aim to solve social or environmental problems) from traditional businesses (whose major goal refers to commercial benefits) [11].

The outcomes of social entrepreneurial activities are determined by organizational, societal, institutional, and market contexts; such contexts often influence the innovative input of social business products or services. Moreover, various expectations of key stakeholders also affect social, cultural, political, or even financial conditions of stakeholders' collaboration and support [12].

Social entrepreneurship contributes to sustainable development goals by addressing social or environmental problems. By creating social wealth over economic wealth, social businesses determine common social values, including solving problems and satisfying basic needs. Moreover, social businesses determine social values in coordination with target groups and local communities [13].

The growing demands for accountability, efficacy, proof of return on investment, and value-added results from social businesses foster the creation of instruments to monetize the social impacts and outcomes of social enterprise projects [14]. Additionally, social businesses utilize partnership instruments for collaboration, community activation, possible investments, or sponsorship; in this way, social entrepreneurship can appeal to Goal 17 of the 17 Sustainable Development Goals [15] that expresses the idea of partnership for sustainability.

Some scholars connect entrepreneurship as a community phenomenon with social and spatial boundaries [16]. It means that entrepreneurial ideas might be inspired by territorial problems, social problems at the local level, or include participation of local communities. In these circumstances, community-based entrepreneurship as businesses aiming to improve the lives of communities plays a significant role in sustainable development [17]. In particular, their work is significant for local and regional development in less-developed countries. Communities can be differentiated on the basis of geography, interests or solidarity, identities, intentions, or motifs [18]; in this way, different social values can become a basis for collaboration and social entrepreneurship and establish physical, financial, human, or social capital.

Interacting with the local community makes it easier to identify local problems and needs, mobilize resources, and prepare local solutions. Cultural values, common beliefs, and shared resources foster positive changes in local communities; a common area, its history, and its heritage support community members. In this way, it is more efficient to implement concrete strategies and control the realization of a project [19]. Various emerging projects as alternative initiatives represent new approaches and understandings of social and environmental problems and have the potential to determine new innovative solutions [20].

Moreover, working with the local community improves the relations between locals and the environment that support the idea of sustainable production and consumption, resource preservation, and conservation. By preserving the natural environment, community-based entrepreneurs can directly affect the quality of life of the local community. In this way, tourism-based social enterprises address the problems of poverty alleviation, empowerment of local communities, and improved livelihoods and work with marginalized communities. One of the biggest and fastest-growing industries, tourism is labor-intensive and hence dependent on employment; it offers community-level jobs, income, and entrepreneurial opportunities while also empowering marginalized groups like women and youth and reaching parts of the nation that other industries might not be able to. Furthermore, the possible collaborations between tourism social businesses, host communities, and local institutions can foster positive social changes [21].

3 Results

This study focuses on the community-based entrepreneurship that, through tourism practices, creates social values and acts as a source of community activation, support, and development. On the one hand, tourism as a business generates economic profits for local economies, develops infrastructure, and determines an urban image of a territory. Retaining commercial funds in local communities stimulates urban and economic development. On the other side, explained through the ideas of social entrepreneurship and social values, tourism offers new working places, regular income for locals, and improves various social problems of the area.

Natural, financial, political, institutional, and human capital represent the resources for social value creation in tourism [22]. In the same way, the stakeholders for such social values are individuals, social groups, or entire communities. Therefore, social value creation for these stakeholders includes resource mobilization, stakeholder involvement, and various collaborations.

It is also possible to provide an authentic experience for tourists, engage and empower locals to positively impact their territory, as well as build or strengthen the spirit of the community. Furthermore, the focus on regenerative economics and social wealth can include measures on environmental development that are, in turn, a step towards sustainable development.

3.1 Social value for local communities

Such social problems as poverty, unemployment, poor quality of education, and poor public health slow down the development of local communities and negatively affect both the private and public sectors. It refers many goals of sustainable development as Goal 3 Good Health and well-being [23], Goal 4 Quality Education [24], or Goal 8 Decent work and economic growth [25]. Tourism practices, implemented in social business ideas, can integrate economic growth and community building if the local community fails in opportunities for social and economic development [23]. In some cases, local communities can initiate such tourism social entrepreneurship; in other cases, they become the beneficiaries of these services and get involved in the industry as employees.

In these circumstances, social entrepreneurship generates sustainable outcomes for local communities and redistributes social, financial, political, and other resources for local communities and beneficiaries. Crucially, social entrepreneurship gives local communities access to knowledge, resources, and networking opportunities [24]. By creating social values, social businesses foster social transformation for local communities. Creating a unique tourist experience including cultural and historical contexts, heritage, local

traditions, crafts, food, or arts stimulates the local community for positive changes and determines social development.

One of the sustainable types of tourism practices is responsible tourism, which aims to promote more responsible ways of consumer practices, including tourism practices [25]. It incorporates such steps as reducing adverse effects on the economy, environment, and society; increasing the local population's economic benefits, boosting the quality of life in host towns, and expanding access to the industry and working conditions; including locals in decision-making processes that impact their lives and transitions; positively impacting the preservation of the world's diversity; providing access for those with impairments and the disadvantaged etc. [26]. Moreover, responsible tourism can adopt financially sustainable strategies in order to achieve social aims [27]. Another type of such tourism practices is ecotourism as a nature oriented tourism that aims to minimize negative social and environmental impacts.

One of the examples of local community support through social values and tourism social entrepreneurship is the case of IMPULSE Travel [28] from Colombia. This social business creates, runs, and promotes tours and experiences that pair local creators, connectors, and storytellers with travelers who search for a genuine experience. The main objectives of IMPULSE Travel are empowering residents, motivating tourists, and promoting economic expansion. Opportunities for tourists include meeting people who are conserving local culture through food, helping marginalized groups to reintegrate into society, and seeing local artists and community leaders. This social business cooperates with 35 local communities, offers their services to more than 8500 travelers, and generates USD \$230,300 in income for communities.

3.2 Social value for marginalized communities

The development of disadvantaged and underdeveloped communities is also possible by creating social wealth through tourism-based social businesses. A market-based strategy to address social problems can simultaneously advance social problems and deliver economic profits to host communities [29]. In these circumstances, the social mission of tourism-based entrepreneurship is connected to the geographical conditions and benefits for stakeholders.

Creation of social values for marginalized communities refers Goal 10 of 17 Sustainable Development Goals about reducing inequalities [30]. Developing economies of marginalized communities can benefit from promoting and supporting community-based social entrepreneurship [31]. Economic benefits and infrastructure development, as well as the improvement of life quality, play the key role in social business activation. It is crucial for social entrepreneurs to involve local residents in their businesses as well as provide access to information and motivate them in decision-making local initiatives [32].

An example of social value creation for marginalized communities can be the case of Cafe Reconcile from New Orleans, USA [33]. As a restaurant and community, this project builds hope and transforms the lives of at-risk young adults. Dealing with poverty and violence, social entrepreneurs aim to support the professional development of at-risk social groups and offer them a paid 8-week training program that includes daily meals, mental health counseling, health care navigation, employment counseling, and hands-on job training. The main social values that they promote are personal, workforce, and economic development within the community.

3.3 Social value and pro-poor tourism concept

“Tourism-Assisting the Poor” is an approach to deal with extreme poverty, social exclusion and other social problems that refers Goal 1 End Poverty of 17 Sustainable Development Goals [34]. Pro-poor tourism aims to improve the impoverished's access to financial advantages (e.g., business, jobs, and training), address the detrimental social and environmental effects of tourism on the underprivileged (e.g., exploitation, lost access to the seaside, and social upheaval), reform policies and procedures to benefit the underprivileged (removing obstacles, encouraging involvement in tourist planning and decision-making, and fostering collaborations with the commercial sector and new product development) [35]. The main argument emphasizes the disadvantage of traditional understanding of tourism that excludes from its target groups poor and impoverished social groups [36]. As a result, these social groups (vulnerable, fragile and minority groups) lack in benefiting from tourism industry. The concept of pro-poor tourism as an alternative approach targets disadvantaged social groups. In these circumstances, social entrepreneurship applies modern business strategies for creating social values for poor.

As it was declared earlier, tourism social entrepreneurship has the potential to produce social, environmental and economic outcomes for social transformation and positive changes. For instance, minority groups as women, widows/ widowers, single parents, disabled people or people with chronic illnesses, victims of domestic violence, elderly, and the aboriginals are more fragile in the context of creating social wealth and more often excluded from major development programs from local, regional or national governments [37]. They more often experience such problems as unemployment, lack of educational opportunities and life quality standards. Therefore, social entrepreneurs and their products and services can be particularly useful for such social groups not only improving their lives but also emphasizing their problems for broader audiences.

Strategies on a range of complementary fronts and scales are needed to reduce poverty, but pro-poor growth is a necessary condition for meaningful advancement. Therefore, effective cooperation between the three major stakeholders—local governments, tourism enterprises, and community residents—can bring positive results to deal with poverty alleviation and the creation of various social and economic benefits for the poor [38].

The example of pro-poor tourism can be the case of Tiger Mountain Pokhara Lodge in Nepal [39]. It is a touristic spot with a comfortable lodge that is located on a ridge half an hour outside Pokhara, on the route of the original Royal Trek for HRH the Prince of Wales in 1980. Clusters of cottages resembling a Nepali village have Himalayan views; the menu includes a range of Nepali dishes and continental specialties made from local fresh ingredients and home-grown herbs and garden salads. Social business aims to minimize negative environmental impact and support local communities' own development initiatives. They cooperate with local schools, health posts, local national and international charities, environmental research and monitoring, advocacy, and media. Social entrepreneurs help the inhabitants to escape poverty; they also ensure that visitors do not donate directly in order to discourage begging.

4 Discussion

By mobilizing the ideas, capacities, resources, and social agreements, community-based social entrepreneurship has the power to foster social transformation. The tourism industry in these circumstances strengthens the possibilities and creativity of social entrepreneurs and accumulates financial resources for solving environmental, economic, or social problems.

It is significant to extend the reach of mainstream tourism programs to include locations where a large number of the world's impoverished reside; besides, it is necessary to acknowledge that these people coexist alongside popular tourist attractions and that their views should be heard. Moreover, it is necessary to include in sustainability discussion the global problem of poverty that embraces many areas and regions and crucially affects the global economy. In this way, it will be possible to develop and determine various opportunities for minorities, local, marginalized, and impoverished communities.

However, sometimes tourism-based or community-based social entrepreneurship has a negative impact expressed in the forms of cultural degradation, inequality of benefits, economic inequality, and lack of participation and capacity of local communities [40-43]. Provision of training and education, access to information for local communities, conservation of the environment, culture, and traditions, development of sustainable local products and services, and empowerment of local communities can stimulate the development of successful practices of social businesses. The difficulty lies in the requirement to maximize the potential and caliber of human resources from managers and communities that function as business players in order to maximize the positive effects of collaborations.

The aforementioned examples of social value creation through tourism-related social entrepreneurship are compiled in Table 1.

Table 1. Social value creation from tourism social entrepreneurship.

Type of social groups	Focus	Social value
Local communities	poverty, unemployment, poor quality of education, poor public health	redistribution of social, financial, political, and other resources for local communities; access to knowledge, resources, and networking opportunities; preservation of cultural and historical contexts, heritage, local traditions, crafts, food, or arts
Marginalized communities	economic benefits, infrastructure development	creation of social wealth; improvement of life quality
Impoverished communities	extreme poverty, social exclusion, unemployment, lack of educational opportunities and life quality standards	pro-poor growth; effective collaboration for social, economic and environmental benefits

5 Conclusions

The creation of social values for tourism and social entrepreneurship can play a significant role in the context of sustainable development. Tourism-based businesses, especially social businesses, have the potential to provide social transformation by offering innovative products and services, establishing social missions, and providing positive environmental input. Proper communication and collaboration with communities assist in the realization of sustainable development goals and perform solutions for social, cultural, and environmental problems.

This article, firstly, explained the significance of business projects on preservation, resource conservation and efficiency, and sustainable development management that contribute to sustainable development goals. In these conditions, community-based social

entrepreneurship was determined as the main actor contributing. Secondly, the article identified social values as necessary components in human and business activities. Establishing social values for social businesses delivers economic, reputational, and other benefits and attracts various stakeholders. Moreover, by implementing social values in the core idea of entrepreneurship, it is easier and more efficient to collaborate with local communities. Finally, the article classified communities as local, marginalized, and impoverished that become the focus of social value creation and the target audience for tourism social businesses.

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