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INVESTIGATING THE MOTIVATING VALUES OF MICRO AND SMALL SIZED
ACCOMMODATION OWNER/MANAGERS TO ENTER INTO (SUSTAINABLE)
ENTREPRENEURSHIP

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ABSTRACT

This research project looks at the motivating values of owner/managers of micro and small-sized accommodations for entering into business. According to theory, it may either be because of self-enhancement motives, for self-transcendent motives, or a combination of the two. Both types of motives may lead to the entrepreneur implementing sustainability measures in his operations, only the extent and depth to which this is done depends on the underlying values of the person. Explorative semi-structured interviews amongst micro and small sized hotels that are part of a chain or independent were carried out. Results show that indeed the primary reason for entrepreneurs to enter into business is for self-enhancement reasons. Notwithstanding, a number of entrepreneurs mention both self-enhancement and self-transcendent reasons. Values mostly seen as important to the entrepreneur, are freedom, pleasure, enjoyment and helping others. Most entrepreneurs do not mention sustainability as part of their business goal, but have implemented several sustainability measures. This goes from basic actions like LED lights and separating waste, until solar panels, waste prevention and educating guest about sustainable behaviour. When referring to sustainability, the entrepreneurs mostly explain it as actions that are good for the environment. Actions that are good for society are not seen as belonging to sustainability, even though the entrepreneur undertakes several actions that add value to it. Further research is needed to get a better understanding of the types of sustainability actions that are implemented in their accommodations, and how this connects to the dominant values of the owner/manager.

KEYWORDS: Sustainable entrepreneurship; Sustainability stance; Values; B&B; Hotel