

Does Entrepreneurship under Social Innovation Impact Sustainable Development? An Empirical Study in The Context of a Small Heritage Town

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Abstract

This study examines the interplay between socio-economic development, social innovation, and entrepreneurship, focusing on how socially driven entrepreneurial activities influence sustainable development in small heritage towns while balancing economic revitalisation and cultural preservation. Using a mixed-method survey design, the research integrates qualitative and quantitative analyses to evaluate the effects of Social Innovation in Tourism (SIT), Social Innovation in Social Enterprise (SISE), and Government Support for Entrepreneurs (GSE) on sustainable development outcomes. Findings indicate that social innovation and entrepreneurship play a critical role in enhancing economic sustainability and community well-being. SIT, SISE, and GSE emerge as key drivers of long-term socio-economic resilience. The study highlights the need for supportive policy frameworks, local entrepreneurial initiatives, and heritage conservation strategies. By proposing an integrated framework, this research contributes to the literature on sustainable heritage development and demonstrates how economic progress can be aligned with cultural preservation.

Keywords

Cultural Heritage, Heritage Entrepreneurship, Social Innovation, Sustainable Development.