

DEVELOPING EUROPEAN MOUNTAIN ENTREPRENEURSHIP THROUGH EMPLOYMENT SUSTAINABILITY. REALITIES AND PERSPECTIVES 2030

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Abstract. *Mountain entrepreneurship is a defining dimension of scientific research on the mountain economy. At European level, the general situation of mountain entrepreneurship is ensured through defining business coordinates, such as the population of active enterprises and the degree of employability in the mountain area. The fluctuations of the mentioned coordinates characterize the general picture of the mountain entrepreneurship. The paper presents the degree of employability in the mountain area, establishing what are the current realities and forecasts for 2030. The statistical data are taken from Eurostat and processed in SPSS, respectively Excel. The results of the study show that the economy of mountain areas, especially mountain entrepreneurship, has developed significantly in recent years. The perspectives for the year 2030 present the defining ascending mountain area both in terms of the indicators regarding the population of active enterprises, as well as those related to the degree of employability.*

Keywords: European mountain entrepreneurship, mountain employee, employment and sustainability, mountain industry, mountain services

8. Introduction

The development trends of mountain entrepreneurship are supported by the major investments made for this area, but also by ensuring the repopulation of mountain areas. At the level of the European Union, the mountain area is considered to have a special potential for organic farming and human health, the air-water-soil ecosystem of this area being less polluted than the other relief areas. This is also the reason why European countries have legislated on issues related to the mountain area, as no other country or group of countries outside Europe has specific mountain regulations. Europeans believe in the development of the economy through the sustainability of mountain science. In this context, mountain entrepreneurship, especially on employability, is a permanent subject of studies and applications for the public and corporate governance of European countries.

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