

RESEARCH ARTICLE

Integrated socioeconomic responsibility for the sustainable use of European lagoons

Vitkiene E.

Klaipeda University,
H. Manto 84, LT-92294, Klaipeda, LITHUANIA,
Telephone: +370 698 01776
Fax: +370 46 398999
E-mail: rtk.svmf@ku.lt.

Abstract

- 1 - Due to impending changes coming from the integration into the EU Regional Environmental Policy, the restoration and conservation of European lagoons coastal habitats and its relation to the development of the recreation and tourism business is likely to become a major area of research in the future. In accordance with the priorities of the EU Regional Policy and the Environmental Action Programme, sustainable management practices will have to be implemented in managing the coastline of EU, European lagoons. The results indicate that integrating the EU coastal zone management process into the larger EU Regional Policy Programmes must be connected so that recreation and tourism, lagoons environmental restoration and development in European coastal habitats can be balanced sustain ably.
- 2 - In order to integrate socioeconomic responsibility into the management of coastal areas within the European economic integration, it is necessary to formulate their integrated responsibility conception. As empirical and practical evidence suggests, the bulk of ideas in model integrated socioeconomic responsibility into the coastal, lagoons management strategies and development perspectives after the accession of the new EU members.
- 3 - It is necessary to analyze problems and potential solutions in balancing habitat restoration, recreation and tourism development in the European coastal habitats. Additionally, there is a need to examine propositions of socioeconomic responsibility. Thirdly, environmental issues in the European Regional Policy must be projected. Lastly, there is a need to prepare a model of study to solve these problems in future.

Keywords: ethical responsibility, situational ethic algorithm, EU Regional environmental policy, model integrated socioeconomic responsibility

Introduction

Globalization and competition, harmony and productivity, natural recourses and protection, environment pollution, profit and aspiration to benefit are ordinary standards of business world behavior for integrated environment management.

Environmental pollution, water treatment technologies, water quality management in rivers, lagoons and seas basins are the most precarious threats for natural costal recreation environment. To resolve these problems seizure

adapt progressive, pollution environmental technologies, integrated ethic, and socioeconomic responsibility.

Integrated management development research is a part of a set to become a major field in the future due to impending environmental changes of integration in the European Union Regional Policy, its principles, priorities, the European Union Environmental Action Programme will be integrated on the management of coastal recreation and tourism business destinations and environment management.

The main goal of this article is to describe the ways and methods of the solution of the problems of the integrated socioeconomic responsibility of the lagoons, coastal areas, ethical, integrated responsibility regional management under the European economic integration, for the development of recreation and tourism and conservation of European lagoons, and coastal habitats.

The analysis of the theme and actuality of the problem is defined in the research object in this article: the ways and methodology of the ethical, integrated socioeconomic responsibility, and integrated responsibility of the environment management. These and other problems existing today in the environment management will help us to formulate the frameworks of this paper:

- First, to define alternatives of special methods and approaches of this research;
- Second, to analyze the EU Regional Policy, its principles, priorities, structural funds, their usage and purpose for development of integrated lagoons, coastal areas management.
- Third, to give description of special framework of levels of the socioeconomic responsibility problems and solution of analyses.
- Fourth, to determine propositions of the evolution of responsibility.
- Fifth, to describe definitions of ethical responsibility of European lagoons and coastal habitats.
- Sixth, to formulate the conception/ model of the integrated responsibility of the environment management, and development recreation and tourism, and conservation of European lagoons, European habitats.

The providence of a multidisciplinary unifying conception idea of methodology helps us to identify:

- Measures of the philosophy – for the formation a vision and model of the integrated socio-economic responsibility for the sustainable use of the nature heritage of the transitional landscapes, also including European lagoons, for the historical, cultural, socio-economical perspectives.
- Methods of management – for integrated coastal areas management use grounded in

integrated responsibility are well suited for the sustainable use of European lagoons resources, landscape ecology.

- Principles of ethics – for the moral responsibility, for the solution of ethical problems in the all-round levels moral responsibility, for the sustainable water basins in the Europeans lagoons.
- Basic economy and macroeconomics, laws and ecology – for description the socioeconomic responsibility, where dominating on purpose to profit by highest in spite of everything in European lagoons, in European coastal areas heritage employment.

Methods

Several different methods and frameworks, which may be useful to study and solve these problems, are:

- Looking at the overall objectives of the EU Environmental Systems for integrated coastal zone management and sustainable development, which were provided to the Commission of the Communities (1992, 1993, 1994), and the European Commission (2000) in a package of documents detailing environmental issues in the European Regional Policy.
- Studying a particular region, using three different conceptual frames provided by Ryden (2002): a) Regional development as a political process focuses on regional institution building, where a long common history of political interaction exists. A situation has finally evolved where we find much cooperation in many different fields, from regional politics and economy to culture, education and environment protection to mention but a few. b) Regional development as economic process focuses on recreation and tourism development as a process– or even progress – focusing on trade, human society, and ethical responsibility. c) Regional development as a so-called spatial process also includes recreational development, which may be seen as a spatial process focusing on resource use. The communication infrastructure, combined with the laying of roads, railroads, ferry lines, also involves the use of natural resources and the

environmental impact of the use of these resources. The concept of developing sustainable recreation and tourism opportunities combines political, socio-economic, ethical and lagoons environmental aspects.

- Analyzing the ethical responsibility of development according to Situational ethic algorithm proposed by Hoffman and Moore (1990), in which the basic tenet underlying situational ethics is that circumstances alter cases. According to the principles of the European Regional Policy and the EU Environmental Action Programme, which has demonstrated the need for integrating conservation of European lagoons, coastal habitats with sustainable development, managing coastal recreation, and the demands of the tourist industry can be negotiated by applying the EU Environmental management systems, and Situation ethic algorithm, idea of model integrated socioeconomic responsibility developed by author (Vitkiene 2001, 2005a, 2005b, 2005c).

Author provides a multidisciplinary unifying the methods of a several sciences of different fields (ethics, economics, philosophy, management, laws and ecology) in which all aspects presented and discussed about levels of the ethical problems, the development of responsibility, ethics and decision making definition, model of the vision integrated socio-economic responsibility for the sustainable use of natural heritage of transitional landscapes also with European lagoons.

Results

The European Union Regional Policy

Regional Policy of the European Union is a range of economical, social and political measures, which are taken for the less developed regions and promote interregional processes. This will stimulate the growth of economics and raise the quality of community (population) life style, development environment protection integrated management systems. The goal of the European Union Regional Policy is to reduce differences in economic and social development between

different European Union regions and to stimulate competition of the less developed countries according to their infrastructure and human resources. The idea of the European Union Regional Policy is realizing within its principles, within its three goals (priorities), within its structural funds and four initiatives.

Principles of the European Union Policy

Regional Policy of the European Union refers to the principles, priorities, structural funds and four community initiatives mentioned above. The principles of the EU Regional Policy are shown in the Table 1.

There are three goals (priorities) submitted to the Regional Policy of the European Union, which are financed: the first goal - to stimulate development of less developed regions and their adaptation to economic changes; the second goal - to support those industrial regions that suffer from crisis; the third goal – to support education, re-qualification and qualification improvement.

Table I: Principles of the European Union Regional Policy

<i>Principles</i>	<i>The EU Regional Policy</i>
Concentration	The principle of concentration - prior sectors that are mentioned in the National plan of development are promoted;
Programming	The principle of programming - programs that are prepared according to the European Committee's criteria are promoted;
Partnership	The principle of partnership - close co-operation between the European Committee and national, regional and local institutions of a member-country is promoted;
Supplement	The principle of addition (supplement) – the European Union is more willing to supplement contribution of a member - country than to reduce it.

The support is directed to those European Union regions, where GDP for one person is less than 75% of the European Union average, and regions that have particularly small number of population, regions that suffer from long-term unemployment. Also, the development of the country-side regions and their adaptation to economic changes is supported.

Priorities in the Regional Policy

There are three goals (priorities) submitted to the Regional Policy of the European Union, which are financed: First goal - to stimulate development of less developed regions and their adaptation to economic changes; Second goal - to support those industrial regions that suffer from crisis; Third goal – to support education, re-qualification and qualification improvement.

The support is directed to those European Union regions, where GDP for one person is less than 75% of the European Union average, and regions that have particularly small number of population, regions that suffer from long-term unemployment. Also, the development of the country-side regions and their adaptation to economic changes is supported.

Structural Funds of the European Union

To accomplish the European Union Regional Policy, the resources of structural funds are used, not for loans, but for financial support. There are four structural funds: European Regional Development Fund, European Social Fund, European Agricultural orientated fund guarantee, and Financial Instrument of Fishery support. European Regional Development Fund: Less developed regions, where GDP for one person is less then 75 % of the European Union average may expect the support from this fund. The support is given for investments, manufacture and services, infrastructure, the development of small and medium businesses. European Social Fund: The support is given to professional education, qualification improvement and rising the level of employment.

European Agricultural Guaranty and Guidance Fund, which supports national agricultural schemes and the strengthening of rural areas.

Financial Instrument of Fisheries Guidance Support Fund. This fund helps to restructure the fisheries sector. In 2000-2006 the budget of these funds makes 195 billions Euro, and this is allocated among 15 member states, considering the number of population, GDP for one person and unemployment level

3.1.4 Four initiatives

The programmes prepared for the EU Regional Policy concerning the resources of structural funds can be implemented at two levels: national and the Community level.

At present, the following initiatives are being implemented: INTERRED, LEADER, EQUAL and URBAN. The initiatives of the European Union Regional policy, the usage of structural funds is shown in the Table 2.

The Monitoring Committee evaluates programmes prepared by the member states; the evaluation procedure is made jointly with the European Commission and regional representatives responsible for the realization of the programmes, also including problems for the sustainable use of the European lagoons

Table II: European Union Community initiatives and financial support.

<i>Initiatives</i>	<i>Financial support</i>
1. INTERRED	Stimulates the co-operation of international and frontier regions. In 2000-2006, 4875 millions EURO are given to develop the INTERRED initiative.
2. LEADER	Stimulates the innovations in the country-side.
3. EQUAL	Provides new measures in the fight against discrimination.
4. URBAN	Initiates the economical and social regeneration of cities, towns and suburban regions that suffer crisis. In 2000-2006, 700 millions EURO are allocated for the implementation of this initiative.

Levels, evolution and definitions of ethical responsibility

Levels of the ethical problems

The investigation of the problems of the ethical behavior and some – like moral responsibility estimation the levels of the ethical problems and their solution of analysis helping the ethics methodology from time immemorial.

Methodology of ethics is a starting point in the responsibility of several different levels. The generic options for responsibility problems of society, business organizations are: problems of an individual responsibility; problems of the business interests groups responsibility; problems of the community responsibility; problems of the society responsibility; the national and international problems of the responsibility; regional and global problems of the responsibility. The author in Figure 1 shows the levels of the ethical problems.

The analysis of the problems of responsibility may help to realize the responsibility within theoretical practical examples. Starting any individual responsibility conciliating with reconcile points of view of society and of business organizations interests. Further, organizations reconcile points of view society, businesses interests groups, they – with community and society interests in the environment of the national, international, regional or global environmental levels and so on.

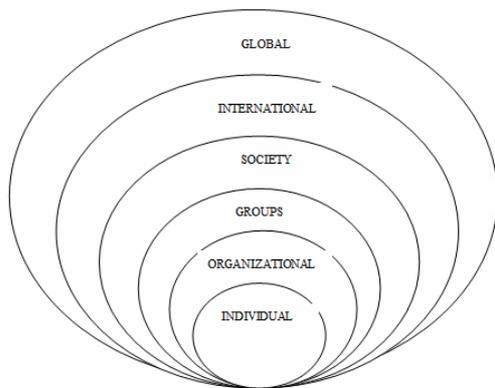


Figure 1. Levels of the ethical problems

Evolution of the responsibility

The responsibility of the society, of the business organizations has several evolution aspects. Basing it on theoretical and practical analysis of evolution of the responsibility of the society, of the business organizations the author has a chance to develop and present in Figure 2.

First of all, from time immemorial ethics researchers assert, that economic profit is a basic interest of the society, of the business organizations, as well as individual use, society benefit, or the society, or the business organizations. Above all, are money and property? The only basic ultimate end of society, of the business organizations goals is maximization of the profit.

The second time, for society, for the business organizations functioning truthful conditions are necessary. There primary conditions are legal behavior of the society and of the business organizations.

Sometimes it is explained that maximization of the profit and legal behavior of the business organizations are short of these responsibilities. The money, manpower, machines (technologies) are very important.

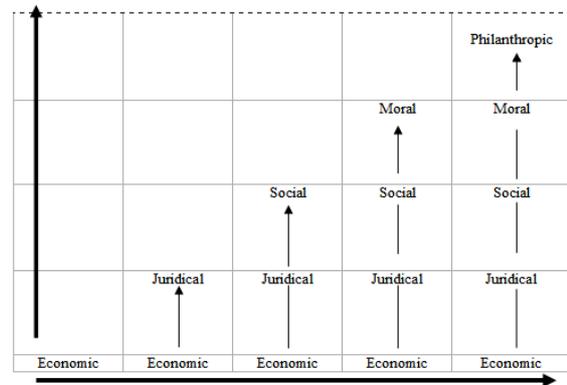


Figure. 2 The development of responsibility

It is clear that there are social problems in the society, in the business organizations and among the environments of the business organizations. So to say, that forms are conception for indispensable condition for social responsibility. It goes without saying, that social responsibility includes these responsibilities: social obligation, social reaction and social responsiveness. However, this view is fundamentally mistaken. The business organizations are economic

institutions, but like our economy as a whole, it has a moral foundation. It is true, that the goal of the business organizations is profit, but profit making is not morally neutral activity. Because of social responsibility includes only economic responsibility, juridical responsibility produces an impression on social responsibility.

After all, philanthropic responsibility links free alternatives of business organizations responsibility, with interests of the society, with quality of the society life, with environmental protection.

Definitions of ethical responsibility

Shifting values increase individuals' and firms' uncertainty regarding ethical issues. The Puritan ethic, which allegedly inspired the spirit of capitalism, is dying. In the past this ethic promoted hard work, thrift, saving, moderation, and equality of opportunity or means, the conceptual framework described and showed in Figure 3.

However, commercial success has spawned contradictory values that emphasize leisure, spending, debt accumulation, hedonism, and equality of condition or ends.

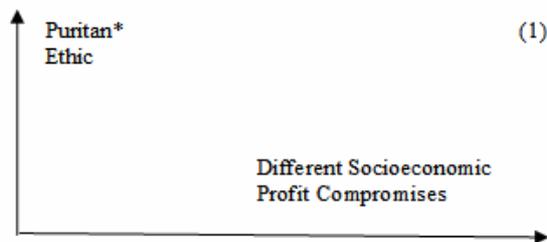


Figure 3. Ethics and Decision Making Definition (1)

The death of Puritan ethic, the different socio-economic profit compromises as the dominant ethical force in society has left us visionless.

According to EU Regional Policy, its principles, priorities, the EU Environmental Action Programme, which had shown its point for integrated coastal zone management sustainable development, was in fact valid provided that integrated management of European lagoons, of

¹ * Puritans – Supporters of strict moral principles and rules behavior.

coastal recreation and tourism business destinations can be reduced through an implementation of the EU Environmental management systems and Situational ethic algorithm, developed by ourselves (Vitkiene 2001, 2005a), where conceptual framework described the model of the integrated responsibility above is summarized in Figure 4. According to Situational ethic algorithm, the basic tenet underlying situation ethics is that circumstances alter cases.

Complex significant ethical decisions are made based on the situation at a given moment in time. The factors of a situational ethic algorithm are included goals, methods, motives, and the consequences in the integrated coastal areas, European lagoons management.

The goals of organization should be examined from the perspectives of goal multiplicity, constituency priority, and goal compatibility.

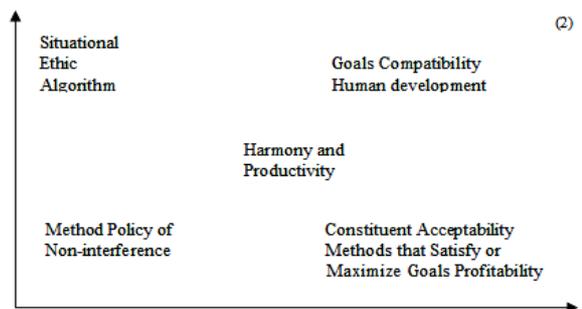


Figure 4. Ethics and Decision Making Definition (2)

Methods. Before selecting appropriate methods to achieve goals of an organization, it's a must carefully to consider the acceptability of various methods to constituents. In addition, the organization should decide whether these methods are intended to maximize goals or merely to satisfy them, whether the methods are essential, incidental, or extraneous to the goals themselves.

Motives. There are some useful checkpoints in this third step of the ethical algorithm:

- Hidden or know – the situation ethic does not stipulate that all motives should be revealed at all times.
- Shared or Selfish – again the situation ethic does not argue that consensus is always desirable or possible, only that it is an important checkpoint in the ethical algorithm.

- Value orientation – in the future the success of organization will be largely determined by what (business or society) leaders' motives are and by how effectively they can articulate them.

Consequences – each of the multiple goals and methods are matched with one or more consequences. The potential outcomes can be grouped into several categories: time frames, constituency impact, exogenous effects.

As the consequences of business decisions become more complex and unpredictable, the situation ethic algorithm becomes a necessity in the integrated coastal areas, European lagoons management, in the integrated environment management of coastal recreation and tourism destinations' strategy.

The situational ethical algorithm is one of the means of working with this constituency, rather than against it. The singular importance of society to our daily lives and our collective future demands / wants our careful attention and finest efforts.

Discussion

Model of the integrated responsibility of the environment sustainable management

The whole complex problems exist today in the economic development. Integrated economic development strategies can be solved owing to integrated socioeconomic responsibility: first of all, organizations in the different business sectors (agriculture, industry, fisheries, recreation and tourism, etc.) in the local, regional, national, international or global levels; then, society, business organizations interest

groups; then, especially, economist, managers and scientists directed attention, their attitudes and perceptions, all initiatives integration into communication and partnership of the creation idea of the integrated socioeconomic responsibility in the European lagoons sustainable development strategies realization; at last, increasingly society, community, people are challenging the belief, that economic well-being is identical with government, economists, managers and scientists of new technologies, holders business organizations ecological, philanthropic, moral and social responsibility.

Based on this society, in business organizations integrated socioeconomic responsibility situation, which attempted to find conceptions between high business organizations ethical, especially moral, ecological responsibility and high business organizations economic responsibility performance is integrated socioeconomic responsibility of the society, of the business organizations in the economic development. Author presents model, which serves to ground society, business organizations their ideals for integrated socioeconomic responsibility of the society, of the business organizations in the European lagoons development strategies (figure 5).

These problems of European lagoons sustainable development can be reduced through integrated responsibility – new technique conception – model of integrated socioeconomic responsibility of the society and business organizations developed by author.

ATTITUDES	LEVELS OF THE ORGANIZATIONS RESPONSIBILITY	PERCEPTIONS
Harmoniousness economic profit between Coastal areas preservation	ECOLOGICAL PHILANTHROPIC	Global
Obligation, that economic profit is correct	MORAL	International
Social obligation, social reaction, social responsiveness	SOCIAL	National
Responsibility according to the law	JURIDICAL	Regional
Responsibility – profit by highest possible purpose	ECONOMIC	Local
SOCIETY'S INTEGRATED SOCIOECONOMIC RESPONSIBILITY		

Figure 5. The model of the integrated socioeconomic responsibility

Economical responsibility

In business organizations, some argue, profit takes first place. The basic proposition of the business organizations social responsibility is economical interests and economical use. It is that social costs as well as benefits of an activity, product, or services shall be thoroughly calculated and considered in order to decide whether to proceed with it. One basic proposition of the business organizations is that economical responsibility purpose is profit by highest possible.

Juridical responsibility

Juridical responsibility of the business organizations is that responsibility arises from social power and legislative power. Modern business has immense social power in such areas as minority employment and environmental pollution.

Social responsibility

Social responsibility in nowadays is dispersed into three categories: social obligation, social reaction, and social responsiveness. Social responsibility is an economical, juridical

responsibility. In most cases social responsibility of the business organizations is orientated into economical responsibility. The fact is that economical responsibility of the business organizations is not fully responsible for coastal zones environmental protection. Natural environment, natural resources, and people – the great part of nature is more important than money, machines, and precarious technologies. But social responsibility of the business organizations is not the highest responsibility compared to moral responsibility.

Moral responsibility

Moral responsibility in people terms with world activity disposition of the personality behavior, activity regulation and self-regulation (introspection). Moral responsibility of the business organizations for the natural environment protection is a fundamental right category, marking of juridical subject; consider it one's obligation reply to a commit an offence, consequence of harm.

Ecological responsibility

Ecological responsibility is a principal task of the society and the business organizations in the economic development strategies. The ecological responsibility is the main priority of the environmental regional, national management development.

The world is exposed (revealed) in two conceptual trends about interpretation of people's moral terms with natural: eco-centristical and anthropo-centristical. Eco-centristical conception raises question – does people's moral responsibility for nature exist? Anthro-po-centrism is negating this question in essence. Eco-centrists are demanding responsibility from the people. That has to be over the humanity, and protect everything in animate nature.

Philanthropic responsibility

The philanthropy today is modern form of the business organizations behavior. Economists and managers of the corporations are on the understanding that business and society is closely connected. This community of interests is loaded with socioeconomic responsibility organizations in their business activities. Business organizations, which are heeding upon the philanthropic responsibility are in response not only economic responsibility, but also they assume the ethical responsibility, especially aspects of the moral responsibility.

Finally, business organizations have three alternatives of the integrated responsibility. The alternatives are that business organizations actions are independent. The three alternatives responsibilities has characteristic feature to the business organizations with philanthropic responsibility.

Above all, the philanthropic responsibility, ecological responsibility has included ethics primary basic principles of ethical organizations behavior, its morality attitudes, and moral perceptions.

Conclusions

After reaching the conceptual purposes and findings out of the essence of the integrated responsibility environment management, of the

Puritan ethic, situational ethic algorithm, socioeconomic responsibility conceptions, authors' provides a multidisciplinary unifying the methods of a several sciences of different fields in the environment sustainable management under the European economic integration, the results of the research and investigation should help:

To formulate the conception of the model of the integrated responsibility environment sustainable management, on purposes to solve the problems of ethic, socioeconomic responsibility of the European lagoons, coastal areas regional management.

Complex of different methods and significant ethical decisions are made based on the situation at a particular moment in time.

The input factors for the Situational ethics algorithm include: goals, methods, motives, and consequences.

As the consequences of a decision become more complex and unpredictable, situational ethics become a necessity in the recreation and coastal tourism industry if European lagoons, coastal areas are to be conserved and appropriately managed in the future.

To realize the idea/ model of integrated ethical responsibility of the environment sustainable management, benefit of EU Regional Policy in order to support environmental lagoons protection, natural resources, including environmental uses for society and for the quality of society life.

References

- Commission of the European Communities 1992. Memorandum on the Current Environmental Dimension of the Revised Structural Fund Arrangements: A Perspective with Proposals for the Future. DG XI, CEC. Brussels.
- Commission of the European Communities 1993. Community Structural Funds 1994-1999: Revised Regulations and Comments. CEC. Brussels.
- Commission of the European Communities 1994. Interim Review of Implementation of the European Community Program of Policy and Action in Relation to the Environment and Sustainable Development "Towards Sustainability". COM 1994 453 Final. Brussels.

- European Commission 2000. Communication from the Commission to the Council and the European Parliament on Integrated Coastal Zone Management: A Strategy for Europe. COM 2000 547 Final. Brussels.
- Hoffman W M, Moore JM 1990. Business Ethics. McGraw – Hill Publishing Company, New York, Paris. 644. ISBN 0-07-029328-7
- Ryden L. 2002. The Baltic Sea region and the relevans of regional approaches. p.7-29. In: The Baltic Sea Region: Cultures, Politics, Societies. Maciejewski W. (Ed.) Baltic University Press, Uppsala. ISBN 91-973579-8-7
- Vitkiene E. 2001 Integrated Coastal Zone Management for Metropolitan and Rural Areas Growth. BRIDGES: Humanities and Social Sciences 4(17): 117-120. Klaipeda University, Klaipeda, Lithuania. ISSN 1392-3137
- Vitkiene E. 2005a. Integrated quality management coastal recreation and tourism business destinations strategy. Book of Abstracts: International conference on Coastal Conservation and Mangement in the Talantic and Mediterranean: 379-382. Marc AG, Porto, Portugal. ISBN 972-752-076-6
- Vitkiene E. 2005b. Socioeconomic Responsibility Problems of the coastal Areas Regional Management under the European Economic Integration. BRIDGES: Humanities and Social Sciences 3(32): 89-95. Klaipeda University, Klaipeda, Lithuania. ISSN 1392-3137
- Vitkiene E. 2005c. The Role of EU Regional Policy on the ethical responsibility for the development of recreation and tourism an conservation of European coastal habitats. Dunes and Estuaries: Proceedings International Conference on Nature Restoration Practices in European Coastal Habitats: 675-677. Flanders, Marine Institute, Oostende, Belgium. ISSN 1377-0950