

SOCIOECONOMIC RESPONSIBILITY PROBLEMS OF THE COASTAL AREAS REGIONAL MANAGEMENT UNDER THE EUROPEAN ECONOMIC INTEGRATION

Elena Vitkienė

Klaipėda University

Abstract

In this article there are described the problems of the socioeconomic responsibility of the coastal areas regional management, the essence, the propositions of the socioeconomic responsibility. There are analyzed levels of the responsibility. The main attention is given to examining the integrated responsibility methods and ways of estimating and predicting the problems of the socioeconomic responsibility of the coastal areas regional management under the European economic integration.

KEY WORDS: responsibility, integration, propositions, region, policy, coastal, area, model.

Anotacija

Straipsnyje nagrinėjamos pakrančių teritorijų regioninės vadybos socioekonominės atsakomybės problemos, aptariama socioekonominės atsakomybės esmė, jos lygiai. Susitelkiama ties integruotos atsakomybės metodais sprendžiant pakrančių teritorijų regioninės vadybos socioekonominės atsakomybės problemas Europos ekonominės integracijos sąlygomis.

PAGRINDINIAI ŽODŽIAI: atsakomybė, integracija, teiginiai, regionas, politika, pakrantė, teritorija, modelis.

Introduction

The integration of the European Union, the challenge of the competitive economy, and the competitive society, the destruction of the old time municipal industry, agriculture, waste treatment, services sectors', integration risks and opportunities (The Nordic-Baltic Europe integration risk, barriers and opportunities, 1997), including recreation and the development of services forms of tourism business organizations', incidents of pollution – relates to the locations or digress of pollution encountered (Thematic reports on HELCOM PIFT Regional workshops held in the Baltic Republics, 2001). This in turn assumes considering problems, barriers and risk as challenges to our political wisdom and human, moral, social, economical imagination skills and ecological responsibility.

The future business organizations have to develop a moral responsibility. All corporations play different social roles: a corporation, as a citizen, as a producer, as an employer, as an investment, as a competitor. This particularly refers to coastal areas management – as resource manager and neighbor, where business organizations have to be concerned with pollution, to conduct safe and quiet operations, not to contribute unduly to the deception of resources, to manifest some business organizations for the aesthetics of land management. And a business organization as a social designer, where “not to close its eyes to the fact that the movies it turns out, the shows it produces, the styles it sets, have an impact on the quality of our lives, and to concern itself with the impact responsibility (Hoffman, Moore, 1990, p. 616–617). Everything observes (Daft, 1994; Ivancevich, Danely, Gibson, 1989, etc.) are accentuate the social responsibility of the business organizations.

The idea that communication and partnership between managers and scientists partnership in coastal management, is important, was introduced by J. Taussik and Y. Gilbert (2002, p. 3–12).

Specific moral, ecological responsibility problems do exist: business interests groups, society inadequate of the government, altruistic opinions, economic humanism, adjustment, attitudes and perceptions, moral ecological public education, self education.

The main problem is of this article is to describe the ways and methods of the solution of the problems of the socioeconomic responsibility of the coastal areas regional management under the European economic integration.

The analysis of the theme and actuality of the problem is defined the research object in this article: the ways, and methodology of solution the socioeconomic responsibility problems of the coastal areas regional management under the European union economic integration.

These and other problems existing today in the coastal areas regional management will help us to formulate the goals and tasks of this paper:

First, an alternative of special methods and approaches of this research.

Second, a description of levels of the socioeconomic responsibility problems and solution of analyses.

Third, determination propositions of responsibility under the European economic integration.

Fourth, a description of the environmental issues in the European Regional Policy.

Fifth, the formulation of conception/ model of integrated responsibility of the socioeconomic responsibility of the coastal areas regional management.

The idea of integrated responsibility is a necessary initiative of operative action of moral obligation for sustained ecological responsibility in the integrated coastal areas management strategies realization, it is putting into practice.

The main situation today needs specific, long- terms scientific investigations, detailed consideration of a problem, and research turning on *complex different methods* – of ethics, management, macroeconomics, microeconomics analyses, were included methods of integrated coastal areas management, environment pollution control, analysis this situation today in the Europe and in the World.

1. The ways to study problems of socioeconomic responsibility

In order to provide an integrated socioeconomic responsibility in the coastal areas management under the European economic integration it is necessary to formulate their integrated responsibility conception. As an empirical and practical evidence suggests the bulk of ideas in model integrated socioeconomic responsibility in the coastal areas management strategies, management development perspectives in the European Union integration.

The overall objective of the European Union Environmental Systems for integrated coastal zone management sustainable development is to provide the European Commission with a package of documents environmental issues in the European Regional Policy (Commission of the European Communities, 1992; Commission of the European Communities, 1993; Commission of the European Communities, 1994; European Commission, 2000).

The ways to study region are predicted by Lars Ryden (Ryden, 2002) are there different conceptual frames: regional development at as a political process, as an economic process (perhaps progress), and as a spatial process also includes the use and problems of natural resources and the environmental impact of the resource use.

One of the ways is the analysis of the socioeconomic problems, their solution levels; *second*, to determinate propositions of socioeconomic responsibility; *third*, estimating the environmental issues in the European regional Policy; *fourth*, preparing the model integrated responsibility in the coastal areas management strategies in the future.

1.1. Levels of the ethical, socioeconomic responsibility 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.

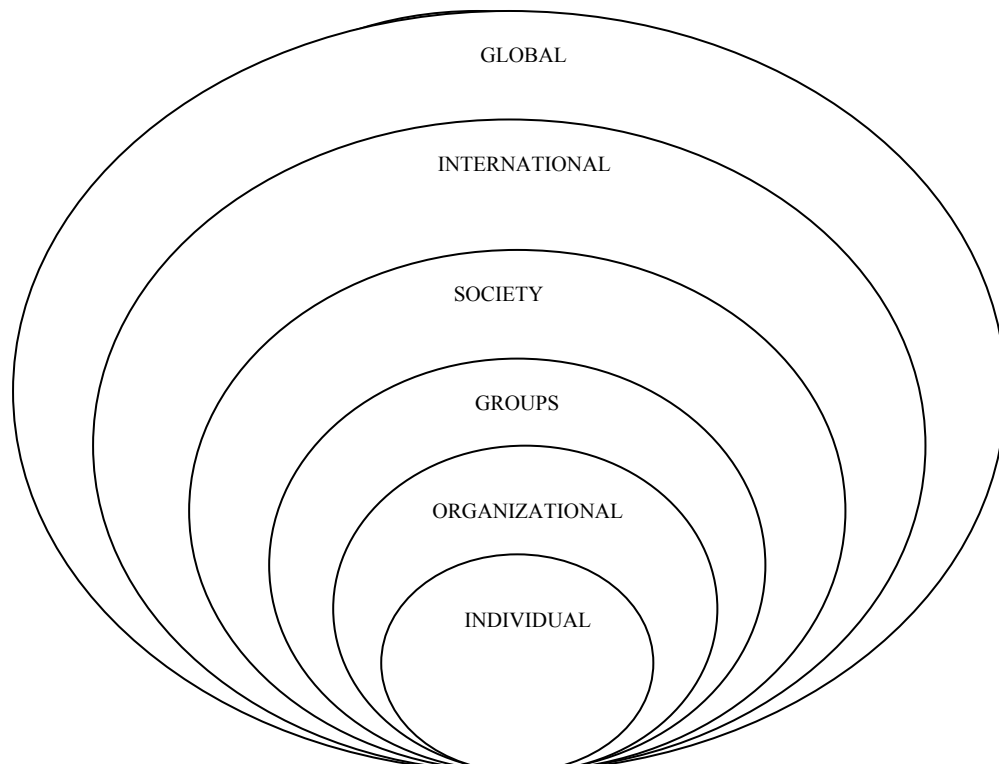


Figure 1. Levels of the ethical, socioeconomic responsibility problems
(Prepared by author)

Methodology of ethics is a starting point in the responsibility of several different levels. The generic options for responsibility problems of 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 levels of the ethical problems are shown by the author in figure 1. The analysis of the problems of responsibility may help to realize the socioeconomic responsibility within theoretical practical examples. Starting any individual responsibility conciliating with reconcile points of view of business organizations interests. Further, organizations reconcile points of view businesses interests groups, they – with community and society interests in the environment of the national, international, regional or global environmental levels and so on.

1.2. Propositions of the socioeconomic responsibility

Observer researchers of the business ethics (Hoffman, Moore, 1990, p. 165–170) examine five propositions for social responsibility: 1) social responsibility and power; 2) an open system interface; 3) calculation of social costs; 4) the user pays, and 5) social responsibilities as citizens.

Representatives of the management principles and functions (Ivancevich, Danelly, Gibson, 1989, p. 635) social responsibility of the business organizations is dispersed into three categories: 1) social obligation; 2) social reaction and social responsiveness, or management (Daft, 1994, p. 163) – the organizations of social responsibility model, four types of responsibility are included: 1) economical responsibility; 2) juridical responsibility; 3) moral responsibility, and 4) responsibility of the free alternative.

Nowadays it is important of science in integrated coastal zone management, the roles of managers and scientists, different management specialists, their perceptions of concepts, communication and partnership, which predicted by J. Taussik and Y. Gilbert (2002, p. 3–12).

1.3. Socioeconomic responsibility and environmental issues in the European Union Regional Policy

Regional Policy of the European Union is the 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 (Verslo Europos Sajungos bendrojoje rinkoje vadovas, 2002).

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.

1.3.1. 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. Regional Policy of the European Union principles are shown in the table 1.

Principles of the European Union Regional Policy

Principles	The EU Regional Policy
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

Sources: prepared by author on a basis of information

1.3.2. Priorities in the Regional Policy

There are three goals (priorities) submitted in 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.

1.3.3. 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.

1.3.4. Four initiatives

The programs 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.

Table 2

European Union Community initiatives and financial support

Initiatives	Financial support
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

Sources: prepared by author

The Monitoring Committee evaluates programs prepared by the member states; the evaluation procedure is made jointly with the European Commission and regional representatives responsible for the realization of the programs.

Program of National/Regional development to on purpose to solution the problems of socioeconomic responsibility of the coastal areas regional management development

The member countries have to create national/regional development programs according to structural funds, priorities, principles, defined in the documents of the European Commission – Community support framework.

The overall objective of the European union environmental systems methodology, recommendations have been inspired by the European Commission in the form of the European Union Regional Policy, the European Union principles, priorities, in the form the European Union Structural Funds, Regional development programs, Regional development plans or single programming documents with the five primary programs. First, since the mid-1980 s, a number of factors of the environmental system have contributed to rice the important of environment within the context of the European Union Regional Policy; Second, the European Union Environmental Actions Program introduced the issues of environmental integration; Third program (1982–1986) acknowledging sustainable development as essential for economic growth and calling for a strategy to integrate environmental policy with social economic development, integrating environmental factors in to activities such as agriculture, industry, fishery, transport, recreation and tourism business services; Fourth program (1987–1992) addressing integration while promoting the idea of environmental responsibility; Fifth program – Environmental Action Program appeared in 1993 and in 1994 were published seen as a significant step in developing a long-term strategy for sustainable development.

According to the Community support framework, each member state prepares Regional/national program, which is confirmed by the European Commission and these programs become operational programs of Regional/national development, and to on purpose to solution the problems of socioeconomic responsibility of the coastal areas regional management.

2. Model of integrated responsibility on purpose to solution the problems of socioeconomic responsibility of the coastal areas regional management

The whole complex problems are existing today in the coastal areas management. Integrated coastal areas management strategies are can to be solved owing to integrated socioeconomic responsibility: *first of all*, organizations if the different business sectors (agriculture, industry, fisheries, recreation and tourism, etc.) in the local, regional, national, international or global levels; *then, especially*, 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 coastal areas management strategies realization; *at last, increasingly* society, community, people are challenging the belief, that economic well-being is identical with government, managers and scientists of new technologies, holders business organizations ecological, philanthropical, moral and social responsibility.

Based on this 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 responsibility of the business organizations in the coastal areas management. Author presents model which serve to ground business organizations their ideals for integrated responsibility in the coastal areas regional management under the European economic integration (figure 2).

These problems of coastal areas management can be reduced through integrated responsibility – new technique conception – model of integrated responsibility developed by author.

2.1. 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 a profit by highest possible.

2.2. Juridical responsibility

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

2.3. Social responsibility

Social responsibility in nowadays is dispersed into three categories: social obligation, social reaction, social responsiveness. Social responsibility is an economical, juridical responsibility. In most cases social responsibility is orientated into economical responsibility. The fact is that economical responsibility is not fully for coastal areas environmental protection. Natural environment, natural resources, people – the great part of nature are more important than money, machines, precarious technologies. But social responsibility is not the highest responsibility compared to moral responsibility.

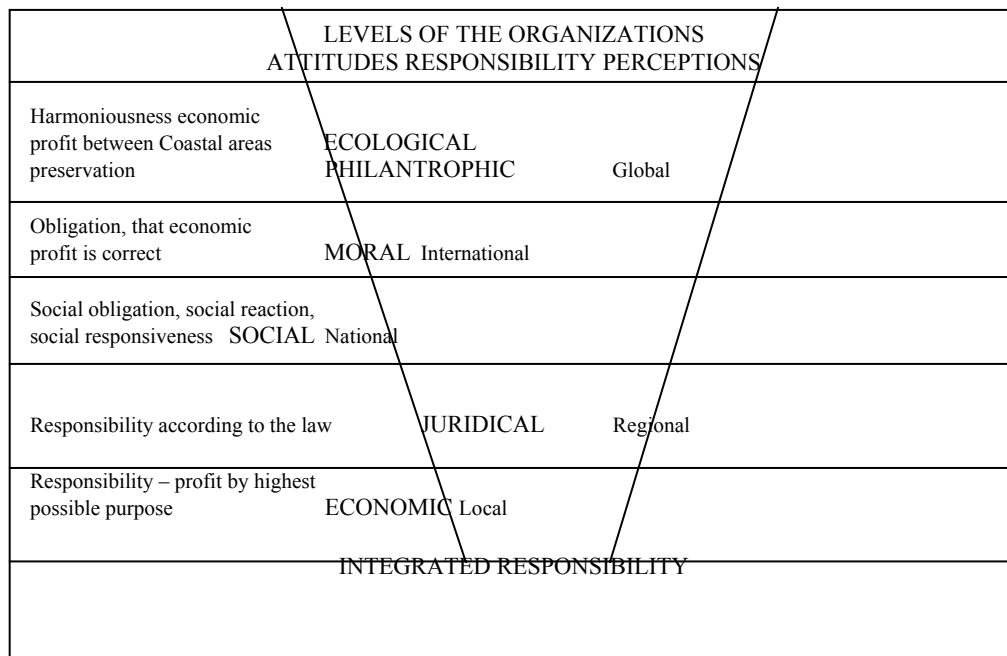


Figure 2. The model of the integrated responsibility
(Prepared by author)

2.4. Moral responsibility

Moral responsibility is people terms with world activity disposition of the personality behavior, activity regulation and self-regulation (introspection). Moral responsibility 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.

2.5. Ecological responsibility

Ecological responsibility is a principal task in the coastal areas management strategies. The ecological responsibility is the main priority of the environmental regional, national management development.

In the world are exposed (revealed) two conceptual trends of through (conceptions) about interpretation people moral terms with natural: eco-centristical and anthro-centristical. Eco-centristical conception is rise question – is it exist moral responsibility people for nature? Anthro-centrism is negate this question in essence. Eco-centrists are demand responsibility from the people, which has to be over the humanity, and protect of all something is an animate nature.

2.6. Philanthropic responsibility

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

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

Conclusions

After reaching the conceptual purposes and finding out the essence of the integrated socioeconomic responsibility problems in the coastal areas under the European economic integration, the result of the research and investigation should help:

1. To estimate environmental issues in the European Union Regional Policy in Programs of national, regional development.
2. To formulate the conception of the model of the integrated responsibility on purpose to solution the problems of socioeconomic responsibility of the coastal areas regional management under the European economic integration.
3. To realize the idea of integrated responsibility in order to support environmental quality, protection natural resources, including environmental uses for society, for the quality of society life.

Gauta 2004 09 30

Pasirašyta spaudai 2005 07 28

Spausdinti rekomendavo: prof. dr. A. M. Olšauskas,
dr. E. Knappe

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*. Brussels: DG XI, CEC.
- Commission of the European Communities. (1993). *Community Structural Funds 1994–1999: Revised Regulations and Comments*. Brussels: CEC.
- 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 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*. Brussels: COM Final.

- Daft, R. I. (1994). *Management*. New York: The Dryden Press.
- Hoffman, W. M., Moore, J. M. (1990). *Business Ethics*. New York, Paris: Mc Graw-Hill Publishing Company.
- Ivancevich, J. M., Donnelly, J. H., Gibson, J. L. (1989). *Management: Principles and Functions*. Boston: Irwin.
- Ryden, L. (2002). The Baltic Sea region and the relevans of regional approaches. *The Baltic Sea Region: Cultures, Politics, Societies*. Upsala, p. 7–40.
- Taussik, J., Gilbert, Y. (2002). Communication in Coastal Management: Scientists and Managers. *The Changing Coast*. [Eds.] F. Veloso Gomes, F. Taveira Pinto, L. das Neves, vol. 1, p. 9–12.
- The Nordic – Baltic Europe: integration risks, barriers and opportunities*. (1997). [Eds.] J. W. Owsinski, A. Stepniak. Warsaw-Sopot.
- Thematic Reports on HELCOM PITF Regional workshops held in the Baltic Republics*. (2001). Baltic Sea Environ. Proc. No. 83. Helsinki Commission, p. 9–12.
- Verslo Europos Sąjungos bendrojoje rinkoje vadovas*. (2002). Europos Komitetas prie LRV.
- Vitkienė, E. (2001). Integrated Coastal Zone Management for Metropolitan and Rural Areas Growth. *Tiltai 4(17)*: 117–120. Klaipėdos universitetas.
- Vitkienė, E. (2002). Indispensable Condition of Urban and Regional Development. *The Changing Coast*. F. Veloso-Gomes, F. Taveira-Pinto, L. das Neves (eds.), vol. 1. EUROCOAST, EUCC. Porto, Portugal, p. 63–70.
- Vitkienė, E. (2004). European Union Regional Policy – Indispensable Condition for Integrated Coastal Zone Management. *Environmental Protection for Coastal Areas: Proceedings Fourth International Black Sea Conference*, 9–11 June. Varna, Bulgaria.

PAKRANČIŲ TERITORIJŲ REGIONINĖS VADYBOS SOCIOEKONOMINĖS PROBLEMOS EUROPOS EKONOMINĖS INTEGRACIJOS SĄLYGOMIS

Elena Vitkienė

S a n t r a u k a

Europos Sąjungos integracija, globalizacija, konkurencija, ekonomikos pokyčiai pramonės, žemės ūkio, paslaugų sektoriuose, Europos integracijos rizika ir galimybės, taip pat pakrančių teritorijų, skirtų rekreacijos ir turizmo verslui, vadyba Europos ekonomikos integracijos sąlygomis iškelia daug problemų, susijusių su aplinkos tarša, natūralios gamtos, jos išteklių saugojimu. Už tai visuomenė, piliečiai turi prisiimti moralinę atsakomybę.

Straipsnio autorės stebėjimai, remiantis ekonomikos, vadybos, verslo etikos mokslo teorijomis, asmeniniais tyrimais, praktine patirtimi, integruoto pakrančių teritorijų valdymo koncepcija, Europos Komisijos dokumentų, Europos Sąjungos regioninės politikos principais, prioritetais, Europos Sąjungos struktūrinių fondų galimybėmis rodo, kad, nepaisant priimamų įstatymų, išleidžiamų dokumentų, reglamentuojančių pakrančių teritorijų veikos ypatumus, esama pakrančių teritorijose būklė yra problemiška ir priklauso nuo integruoto šių teritorijų valdymo (Vitkienė, 2001, 2002).

Remdamasi L. Rydeno (2002) regiono studijos teorija, J. Taussiko ir Y. Gilberto (2002) vadovų ir mokslininkų bendradarbiavimo pakrančių teritorijų valdymo procese teorija, W. Hoffmano, J. Moore (1990) ir kitų autorių teiginiais apie atsakomybės vaidmenį visuomenei bei aplinkai, taip pat Europos Sąjungos aplinkosaugos sistemos dokumentų (1994, 2000) analize, Europos Sąjungos regioninės politikos principais, tikslais, prioritetais, Europos Sąjungos struktūrinių fondų panaudojimo galimybėmis integruotame pakrančių teritorijų valdyme, autorė išskiria šiuos socioekonominės atsakomybės taikymo būdus:

1) nagrinėjamos etinės, socioekonominės problemos; pasirinkta tema ir nagrinėjama pakrančių teritorijų regioninio valdymo socioekonominės atsakomybės problema gvildinama šiais etinės, socioekonominės atsakomybės lygiais: individualiu, organizacijų, grupių, visuomenės, tarptautiniu;

2) numatomos socioekonominės atsakomybės koncepcijos: ekonominė, įstatyminė, moralinė, lemiančios bendrą, laisvai pasirenkamą atsakomybę: socialinio išsipareigojimo, socialinės reakcijos, socialinio jautrumo, deja, priklausančių nuo etinių nuostatų, vertybių skalės, bendros kultūros;

3) socioekonominės atsakomybės ir Europos Sąjungos regioninės politikos, kas svarbu sprendžiant pakrančių teritorijų socioekonominės problemas.

Pakrančių teritorijų regioninio valdymo socioekonominės atsakomybės problemoms Europos ekonominės integracijos sąlygomis spręsti autorė pateikia integruotos atsakomybės modelį. Jis susieja moralės, ekologijos, socialinius, įstatyminius, ekonominius požiūrius bei elgseną individualaus, organizacinio, grupių, visuomeninio, nacionalinio, globalaus suvokimo vietos, regioniniame, nacionaliniame, tarptautiniame kontekste.

Taigi etinės atsakomybės, jos lygių apibūdinimas, Europos Komisijos dokumentų nagrinėjimas, Europos Sąjungos regioninė politika, jos struktūrinių fondų naudojimas pakrančių teritorijų regioninės vadybos socioekonominės atsakomybės problemoms spręsti yra svarbūs, taikant integruotos atsakomybės modelį, kuris susieja visus suinteresuotuosius visuose ekologijos, filantropijos, moralės, socialiniame, įstatyminės bei ekonominės atsakomybės lygiuose, siekiant išsaugoti natūralią pakrančių teritorijų aplinką ateities kartoms, garantuoti visuomenės gyvenimo kokybę.