SUSTAINABLE DEVELOPMENT AS A STRATEGIC GUIDING PRINCIPLES

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ABSTRACT

Due to the pursuit of profit, individuals, and communities, often forget where their roots are actually coming from. It is frequently forgotten that a man is a part of the nature and that he should live in accordance with its laws. However, contrary to this idyll is the term "risk society", which characterizes today's society. The consequence of this way of thinking and living has led to the fact that there is no synthesis between the natural and social life. They are seen as two sides of human existence. While on the one hand there is a tendency for the realization of a large wealth, on the other hand nature suffers. This problem was counteracted by the introduction of a comprehensive concept of "sustainable development" that should be the main guiding principle in contemporary business.

Keywords: sustainable development, small hotels, family hotels, business

1 INTRODUCTION

Sustainable development implies the preservation of the physical and social environment and the application of the concept of sustainability, which is of vital importance to tourism, while the less points out in various other activities, only because tourism depends on the preserved nature which is the basic resource.

Sustainable development is defined in numerous ways. The most frequently quoted definition of sustainable development is certainly of Brundtland's report which describes sustainable development as "development that allows meeting the needs of present generations without compromising the needs of future generations". The concept of sustainability promotes growth and development with the largest conservation and rational use of resources to achieve long-term economic and social development, also known as "zero development". Sustainability should always be monitored on a global, worldwide level. In this way individual projects have a positive contribution but unless a global development is in compliance with the principles of sustainability, the concept will not be fully integrated within.

Sustainable development requires a longer period of time and can not be applied immediately and that leads to conflicts with political authorities who are trying to win over voters with fast and efficient solutions. Human needs should be satisfied with taking care of equality and justice. Everyone has an equal right to satisfy their needs and desires without harming others and the environment. To improve the quality of life today and tomorrow is the essence of the concept of sustainable development.

Sustainable development is based on three main principles that constitute environmental sustainability; socio-cultural, economic and technological viability. These principles
specifically describe and elaborate additional, final principles. Sustainability is usually related to environmental protection, however, for their effective implementation it is necessary to comply with the other three principles. Environmental sustainability promises a balanced development, in line with the preservation and maintenance of essential ecological processes, biological diversity and biological resources. Socio-cultural sustainability guarantees compatibility of development with the preservation of the culture and value system of people that this development affects, and permanently preserve and emphasize identity of the local community. Economic sustainability promises that the development is economically efficient and that the management of resources is such that it could be used in the future. Technological sustainability implies the development and application of technology in a way that the use of technology in addition to economic effects contains elements of the environment protection.

It is important to point out that human beings are the focus of sustainable development, and have the right to a healthy and productive life in harmony with nature. Sustainable development is most easily achieved by the participation of all concerned citizens at all levels and the state should encourage public awareness and provide all necessary information so that sustainable development becomes a strategic guideline.

2 SUSTAINABLE DEVELOPMENT

2.1. Defining and characteristics

Sustainable development can be defined as "development that meets the needs of the present generations without compromising future generations" (Črnjar and Ćrnjar, 2009). From the definition it is possible to conclude that this is a term that implies equality between this and the next generations. However, although this definition is accurate and comprehensive, it is important to point out that the term sustainable development implies a much broader context that this definition has not highlighted. Sustainable development can be described as a development that takes into account economic, social, cultural and social aspects. Sustainability must be understood as a concept that operates internationally and even globally, and the challenge of this century. Figure 1 shows one of the possible interpretations of sustainable development which was pointed out that sustainable development implies harmonization of nature, society and economy. At the point where the interests of all three fields meet, we can talk about the presence of sustainable development.

![Figure 1: Sustainable development - an adjustment of nature, society and economy (Črnjar and Ćrnjar, 2009).](image)

In this display environmental, social, and economic components are included. It is a simple and colorful way to describe what sustainability is. All three components should be seen as a whole and this the way to define the concept of sustainability and to implant in the consciousness this way of thinking. Although these terms seem opposed, for example, the pursuit of economic benefits
sometimes requires "trampling" of the interests of nature, the opposite is true. This connection allows finding new ways of development that will tend to preserve the living conditions and thus enable the benefits for all parties involved. So, even though sustainable development is a homogeneous whole, in a broader sense, it covers three aspects of sustainability (Črnjar and Črnjar, 2009, pp. 89):

1) Social sustainability,
2) Economic sustainability,
3) Environmental sustainability.

Sustainability is from this aspect perceived as a three-dimensional phenomenon. Social sustainability means management of resources, the relationship of the community and the individual, respect for moral principles and other components that affect the creation of social justice, and reducing inequality. Closely related to social sustainability is the economic sustainability which primarily emphasizes the sustainable exploitation of the stock of capital. It is important to point out that the definition of capital includes not only natural but also the social and human capital. It is important that the concept of sustainability takes into account the environmental sustainability which indicates compliance with the limits of the natural capacity, optimal use of energy resources and appropriate waste disposal. Such a notion of sustainability is easily explained by the image of reality. There are discussions on a daily basis about inequality between different countries in the world, and creating a growing gap between rich and poor which imposes the necessity of creating social sustainability.

It is important to consider the social aspect. It is known that rich countries daily throw away huge amounts of food, and swarming obese people, while on the other side of Africa children die every day from hunger and disease. Is not that unfair? It is very easy to explain the economic unsustainability for which three words are sufficient: world economic crisis. Improper attitude towards financial resources led to this problem that occurred in developed countries, and then spread to the whole world. Newspapers are full of terrifying negative figures that affect development. So, despite the fact that a man appears to be smarter every day, it seems that he is not. How else to explain this situation in which we have brought ourselves? The Almighty computer will not give an answer this time, the man himself has to save the sinking ship. It can be very simple to explain what environmental sustainability and unsustainability are. Good proof are piles of garbage that are continually becoming larger, the ozone hole, global warming, melting glaciers. However, although human activity has created such problems, the question is whether we will be able to solve this. When describing the concept of sustainable development it is inevitable to mention its principles (Črnjar and Črnjar, 2009, pp. 84):

Respect and care for the community,
Improving the quality of life,
Protecting the vitality and diversity of the Earth,
Minimize the depletion of non-renewable resources,
Respect the limits of acceptable capacity of the Earth,
Changes in personal attitudes and practices,
Enable communities to care for their own environment,
Creating a national framework for integrating development and protection,
The creation of a global alliance.

Principles are numerous and comprehensive, and are related to the planet Earth, and they emphasize
the protection of biological and animal diversity and respect for the capacity of the Earth, which means that the business environment and the lives of individuals should be in accordance with the possibilities that the planet provides, because in case of exceeding exploitation of a given capacity we will exhaust the resources. It is important to emphasize that the principles respect the global level of environmental protection and conservation communities, but it is also important to look at sustainability from the national, local aspect and from the aspect of the individual. It is necessary for each country to create a legal framework to regulate environmental issues and community, guided by the social aspect and moral principles. But it is also important that each individual strives to change personal attitudes and actions and thereby contribute to preserving the environment.

2.2. From the preservation of resources to sustainable development

Sustainable development implies intrageneration and intergenerational equity, which means that resources should be optimally used to be sufficient for the needs of this and future generations. This understanding of the concept of sustainable development primarily points to the aspect of how organizations use resources. It is important to single out several types of resources. First of all it is important to emphasize the role of natural resources, including those which renewable and non-renewable ones. Every day threads are opened regarding the use of renewable resources, which each socially responsible company should take into account. Except material, it is necessary to take into account the human resources, which are the engine of the entire business and whose satisfaction indirectly affects the profit increase.

To understand the essence of preserving resources, it is important to explain the difference between renewable and non-renewable resources. "The main feature of renewable resources is that their stocks are not permanent and may increase or decrease. The resources will be increased if they are allowed the "regeneration", but it can not go on forever because the limited capacity of ecosystems "(Črnjar, 2002, pp.113). Renewable resources are for example, forests, solar energy, wind, waves etc. However, although this group is renewable, as the name implies, if the rate of exploitation is higher than growth of such resources it will lead to their exhaustion indicating a need for their rational utilization. Despite the existence of the possibility of their complete elimination, it is important to point out that it is desirable to use such resources as this will help to conserve the environment.

In explaining of the importance of non-renewable resources it is inevitable to start from the very definition of the term. "The main characteristic of non-renewable resources is that their quantity is constant so the concept of sustainable use of resources can not be applied, for renewable resources the rate of disappearance and the total amount of resources is more important" (Črnjar, 2002, pp.121). It is especially important to emphasize responsible access to such resources to avoid their disappearance which would have many negative consequences. It is necessary to provide guidelines on the utilization of resources in the form of law to "force" their optimal use. It is especially important to emphasize responsible access to such resources to avoid their disappearance which would result with many negative consequences. It is necessary to to provide guidelines on the utilization of resources in the form of law to be "forced" on their optimal use.

In addition to natural resources, we should emphasized the role of produced resources. In fact, they are created by human labor, from natural resources, and increasing their amount reduces the amount of natural resources. Their role is significant because the natural resources are not
always suitable for use. In addition to the material, human resources should be taken into account. Human resources are a significant cost or a business expense, but without people not a single company can accomplish their goals. Human resources must be satisfactory, not only from the quantitative, but also the qualitative point of view, and from the standpoint of personnel who have appropriate qualifications, knowledge and skills to perform their organizational tasks (Pupavac and Zelenika, 203, pp. 787-808).

Emphasis should be put on the appropriate deployment of available human resources. The goal is to make the most of the potential, but at same time to avoid a negative attitude towards the employees while benefiting from them. Quite the contrary, it is necessary to increase employee satisfaction by providing earned awards and bonuses for the work. For the fair treatment of employees managers are primarily responsible and therefore is introduced the term "social responsibility manager which means social sensitivity, which means simply the ability of managers or corporations to connect their actions and harmonize them with the social environment in ways that benefit society and the corporation, or management" (Črnjar and Črnjar, 2009, pp. 184). It is also important to emphasize that in addition to material and human resources other stakeholders should be taken into account, primarily because it is socially responsible business concept in which an entity decides voluntarily to contribute to a better society and a cleaner environment, interacting with other stakeholders. The term stakeholders include individuals, communities or organizations that interact with the company. They can be internal, the most important are employees, which has already been mentioned, and owners who create a scheme of operations of the company and determine whether they will respect the principles of sustainability. External stakeholders comprise customers, suppliers, shareholders, local communities and the like.

2.3. Seven sustainability problems

In the mid-80s of the twentieth century began the search for solutions to the problem of the growing environmental pollution and social inequality. There are three key questions: why is it so difficult to effectively implement measures for achieving sustainability, why is it so difficult to move from the story to work, and why, even when organizations decide to introduce such measures, they quickly become "dead letter on paper"? Since then numerous studies have been conducted, and it is interesting to single out the research of Bob Dopplet. It was conducted in a way that the author has explored the way in which 25 public and private organizations have joined the issue of sustainability (Doppelt, 2008). Doppelt in his research separates seven problems of sustainability and seven interventions to address them, which are listed in the following Table 1.

Table 1 lists the seven problems of sustainability and seven interventions for their solution. It may be concluded that the problems identified are in a close relation with the knowledge or lack of knowledge. The first problem, which is considered the largest refers to old-fashioned thinking that leads to false security. Specifically, this problem occurs in companies that use autocratic leadership style, which hinder the freedom of individuals. This problem can be remedied by intervention, which describes the way in which it is possible to change the dominant thinking by emphasizing the imperative of achieving sustainability. With this intervention it is pointed out that legal standards are needed in the company, but are not the only criteria by which companies should be guided in their operations. In contrast, it is necessary to encourage companies to develop new methods and ways of working, to introduce democratic style and accept the innovation and creativity of employees. Another problem that occurs in companies is that the access to environmental and socio-economic issues is perceived as a particular program, it is separated as a separate link. Sustainability should become...
comprehensive in the company, as a part of every business function, as a principle to which all should aspire. This problem was solved intervention which emphasizes how different structures and changes in the mindset of all employees should be the solution of the existing problems. It stresses the need for reorganization and modern management approach. The third problem arises from the fact that sustainability is a relatively new concept and it is not incorporated into the vision of enterprises, and in general there is no clear picture on how to implement sustainability. Organizations are trying to comply with laws, but that is not enough, it is necessary to set sustainability as one of the main goals of the company. Therefore, the mentioned problem could be solved by creating a vision and guiding principles of sustainability.

<table>
<thead>
<tr>
<th>Problems</th>
<th>Interventions</th>
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<tr>
<td>Old-fashioned thinking that leads to false security</td>
<td>Change the dominant thinking emphasizing the imperative of reaching sustainability</td>
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<tr>
<td>&quot;Silo&quot; approach to environmental and socio-economic issues</td>
<td>The reorganization of parts of the system with the help of &quot;teams for a change&quot;</td>
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<tr>
<td>The lack of a clear vision of sustainability</td>
<td>Changing objectives by developing the ideal vision and guiding principles of sustainability</td>
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<td>Uncertainties related to the causes and consequences</td>
<td>The restructuring of the rules through the adoption of new strategies</td>
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<tr>
<td>Insufficiency of information</td>
<td>Change of information flow to ensure continuous and tireless communication of purpose, vision and strategy of achieving sustainability</td>
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<td>Insufficiency of mechanisms for learning</td>
<td>Correct feedback in a way that learning and innovation are supported and rewarded</td>
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<tr>
<td>Unsuccessful institutionalization of sustainability</td>
<td>Adjust parameters by adjusting organizational system and the structure to sustainability</td>
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Table 1: Seven sustainability problems and interventions for their solution (processing according to author Bob Doppelt: Seven sustainability problem, Quantum 21, July 2008, http://portal.wlw.hr/Uploads/1461/1/3/884/1156/q21-doppelt-%EF%BF%BDlanak.pdf)

The next issue relates to the lack of clarity regarding the causes and consequences. The logic requires that it should be necessary to prevent the cause in order to prevent the consequences, rather than to sanction the consequences. This problem is linked to the previous one, because the vision of the ideas that are oriented to the future should adapt to the principles of sustainability, and thereby prevent the causes that lead to negative consequences for the environment and the community. The fifth problem refers to insufficiency of quality information. This is a consequence of lack of communication in the company, particularly between superiors and subordinates. That definitely leads to ignorance, so employees do not know the advantages of doing business based on the principles of sustainable development. In pursuit of change and transition to a sustainable business, companies should take into account
the need for education of employees, which is discussed in the sixth problem. They should be given the opportunity to present new ideas and the creativity and innovation so they could contribute to goals of the company. The organization must reward their employees, their innovations, projects, skills and knowledge. Last, the seventh problem which Doplett lists actually combines all the previously mentioned problems, and actually indicates that the concept of sustainability should become the cornerstone of thinking and behavior in the organization, that is the foundation of daily activities, processes, policies and culture. We should bear in mind that achieving sustainability is not a fixed point in time, but a continuous process that assumes constantly changing and adapting the company dynamic environment.

3. SUSTAINABLE DEVELOPMENT AS A RESULT OF THE GLOBALIZATION PROCESS AS A STRATEGIC GUIDING PRINCIPLE

The term globalization is derived from the word "global" meaning the totality, and globalism is a way of looking at events in general. Globalization would also imply a social process that tends to universality and unity of the world (Tufek, 1999). Globalization of which we speak and write a lot today could be set up as a model of development that does not represent a choice, but it is the reality of contemporary international relations. Without going into a different analysis of the concept, content and main actors of globalization, perhaps at this point it is best to quote lapidary definition by Deputy Secretary of State, S. Talbot, who said: "what happens there has a meaning here." The head of the World Trade Organization (WTO), Renato Ruggiero has set a formula that should link economic and political aspects of globalization, and in his view globalization = growth, development and peace of mind, international relations grounded in the cooperation. In any case, the ideology of globalization is ideology of rich and developed countries, primarily the United States. Although the contemporary process of globalization may talk about the structure of the global system, which has the shape of polycentricity, leading global power, the United States possess especially important role (Vukadinovic, 1999). Everyone suggest that the world has become a global village, but what does it really mean? (Frankel, 2000, pp.55). Globalization as a concept refers to the "reduction" of the world, but also to raising awareness of the world as a whole. For globalization one can argue that it is one of the consequences of the development of science, modern technology, the market economy, democracy. Globalization has allowed the free movement of capital, goods, information and people through the expansion and the elimination of borders. Ecological, cultural and social side of globalization is often ignored in relation to its political and especially economic dimension, but in recent times they get more and more space. We should mention anti-globalists, human rights activists, animal rights, Greenpeace. Globalization has both negative and positive aspects, but it certainly introduces significant changes. The developed world is the holder of the globalization process and it took the best advantage of the current global circumstances. With the development of information and communication technologies the world has become a single system, and the connection between the two subjects in different parts of the world is made within a few minutes (Lončar, 2005, pp. 91).

The positive effects of globalization are (Čečuk, 2002, pp. 20):

- good organization of work,
- development of new technologies and manufacturing techniques,
- rationalization and development of new materials,
- development of new sources of energy,
- restructuring of production where labor-intensive manufacturing is being located in developing countries because of a cheaper labor cost, and capital-intensive manufacturing is located in areas of developed countries,
- transfer of knowledge, technology, education workers, the possibility of technological and productive education of young people,
- free movement of persons, the transfer of knowledge and know-how.
Even though globalization has positive, innovative and dynamic aspects, it also has negative, eruptive and marginalized aspects (Staničić, 2000, pp. 919):

- uniformity of taste, customs, habits, and even encounter of various world cultures,
- the gap between rich and poor countries,
- the increasing connectivity of organized international crime, terrorism and illegal migration and corruption,
- destruction of the environment.

The biggest environmental pollutants are the largest industrialized countries, but the third world is also compelled to exhausting nature to provide at least a basic survival. The market has developed in the last 200 years into the market without any understanding of the ecology. Natural disasters in recent centuries suggest that this rate of attrition of nature will not be able to continue for a long time and that we are destined to the global catastrophe of gigantic proportions, if it we do not change a lot in the very near future.

3.1. The importance of sustainable development in the globalization process

Despite numerous integration, networking and similar benefits of globalization, it entails many negative consequences. In fact, globalization and sustainability become opposites that can not be carried out in parallel. Humanity is on an accelerated path to spend all the social, cultural and ecological value. The process of economic globalization today, boosted primarily by information technology, leads us strongly in the wrong direction of development, primarily due to lack of appropriate framework conditions of the world economy focused on sustainability (Radermacher, 2003, pp. 22). It is generally known that globalization connects the developed countries, but that fact all the more increases the gap between developed and underdeveloped countries. As a result, global economic and ecological status is deteriorating. The importance of sustainable development is increasingly recognized, as well as links that can save a chain that is intertwined in the wrong direction. To understand the significance of the constant emphasis of the concept of sustainable development and its importance, it should be compared with the related terms of economic growth and economic development.

Economic development is defined as the broader concept of economic growth and "covers the process of economic growth while improving the standards and quality of life of people by increasing income and changing economic and social structures" (Novalić, 2003, pp. 96). However, it is evident that this term does not emphasize the quality and sustainability of meeting the needs of individuals, businesses, or the community. Therefore, it is necessary to go a step further, and look for a comprehensive term. Precisely the answers to the previous definition, and ambiguous questions reveals the concept of the sustainable development. Sustainable development implies a very broad concept, and in today's conditions can be regarded as the only outlet for mankind. Hence the importance of acting in accordance with the given principles and inevitable connection of the concept of sustainable development in terms of economy and globalization. The quote of Herman Kahn is quite suitable, he says that "the key to accelerating economic development is not primarily in the natural resources that can be exploited, or in economic aid, or birth control. This key is in education, inventions, savings and investments, and the institutional changes that encourage the development of products in a creative, innovative activities that create new sustainable human values" (Novalić, 2003, pp. 97).

It is clear that sustainable development involves a constant series of changes, but with the continuous improvement and respect for the limited resources that support the development and
progress. It is important to emphasize the relationship of quantitative and qualitative growth. Even though one term implies the existence of the other and complement each other in terms of sustainable development it is important to point out that the quantity is a precondition for the existence of quality. The quantitative expression implies the existence of sufficient quantities of natural resources to meet the increased needs of the population. While in the case of decomposition, the qualitative aspect takes into account the ability of ecosystems to withstand the pace at which the inputs are worn out and find a way to absorb the piles of waste generated by the use of output, in order to avoid a gap between quantitative and qualitative sense of development and the key role has a constant acquire of new knowledge, better organization, technological efficiency and the pursuit of innovation and finding new solutions. Otherwise, if they fail to match all components of development there is going to be an imbalance. Therefore, sustainable development is the only way out of the ecological and social crisis that has taken on global proportions, and it is the only way out for the survival of modern society. "The aim is to overcome poverty, reduce the gap between rich and poor, reducing conflict and violence, reducing environmental damage, reducing the use of resources, stop population growth at a certain level, increase solidarity among the people" (Novalić, 2003, pp. 98).

Even though sustainability is a problem that manifests itself at the global level, it is important to think about the solution to the well known principle of "think globally, act locally", ie that individuals do the best they can, and that each individual can contribute. Also a big role is on the economy and businessmen. "The process of globalization makes many companies become aware that the leading industrial nations can permanently remain competitive only if they use knowledge as a production factor in a better way. Structural changes to the labor-intensive business fields based on knowledge are constantly happening. Companies are increasingly selling knowledge or intelligent products" (North, 2008, pp. 1). It is clear that globalization is bringing numerous changes, and requires a continuous adjustment, while companies must direct their power toward survival and strive to constantly increase the competitiveness by the adoption of new knowledge, while it is inevitable to operate under to the principles of sustainability. Even the global crisis that is currently being felt in nearly all parts of the world shows the need for a different way of thinking. Globalization brings more risks and it is important to emphasize the need for the optimum utilization of resources, financial, physical and human.

4. CONCLUSION
At the end of the 1980s, a growing problems in the world, related to the impact of economic development on public health, natural resources, environment, and quality of life in general, have led to the creation of the concept of sustainable development. The very concept of sustainable development is defined as "development that meets the needs of the present, while not compromising the ability of future generations to meet their own needs" (Kandžija, 2003, pp. 27). Sustainable development achieves a balance between the demand for improvement in quality of life (economic component), for achieving social welfare and peace for all (social component) and the requirements to protect environmental components as a natural resource which present and future generations depend upon. Respect for the principles of democracy, gender equality, social justice and solidarity, legality, respect for human rights and the preservation of natural resources, cultural heritage and the environment contribute to the preservation of the Earth to sustain life in its entire diversity. In this way sustainable development is achieved through a dynamic economy with full employment, economic, social and territorial cohesion, a high level of education of citizens, high level of health protection and the preservation of the environment. The right of of the present generation to exploit the resources and the environment, should not compromise the same rights of future generations.
Today the world has fully accepted that sustainable development and economical efficiency because it involves the rational use of natural resources, economical use of energy and space,. At the same time, it recognizes the efficient allocation of results of economic activities in the communities, in order to increase the general welfare, to protect human health and reduce poverty that affects certainly the global economic crisis. The strategy of sustainable development defines sustainable development as a goal-oriented, long-term, comprehensive and synergetic process that affects all aspects of life (economic, social, environmental and institutional) at all levels. Sustainable development is focused on the development of models in a quality manner which meets socioeconomic needs and interests of citizens, but at the same time eliminates or significantly reduce the influences that pose a threat to or damage the environment and natural resources.

Long-term concept of sustainable development implies continual economic growth which, in addition to economic efficiency and technological progress, higher participation of clean technologies and innovation of the entire society and socially responsible operations, ensuring the reduction of poverty, better use of resources in the long term, improving health conditions and quality of life, while reducing pollution levels the level of absorption capacity factors of the environment, prevention of future pollution and preservation of biodiversity. Creation of new jobs and decrease in unemployment rate, as well as reducing gender and other inequalities, stimulating employment of youth and persons with disabilities, and people from marginalized groups, are among the key challenges of sustainable development. Sustainable development implies the realization of three general objectives (Strategy for Sustainable Development of the Republic of Croatia, 2009, pp.2):

- stable economic development,
- social equity and
- environmental protection.

In the realization of these goals following should be achieved (Strategy for Sustainable Development of the Republic of Croatian, 2009, pp.3):

- protect the earth's capacity to support life in all its diversity, respect the existing limits on the use of natural resources and ensure a high level of protection and improvement of environmental quality, prevent and reduce environmental pollution and promote sustainable production and consumption as economic growth does not necessarily mean the degradation of the environment;
  - respect national specificities;
  - promote the economy based on prosperity, development changes, spirit of competition and the social responsibility, an economy that ensures the quality of life and full employment;
  - promote democratic, social, inclusive, cohesive, healthy, safe and just society with respect for fundamental rights and cultural diversity that creates equal opportunities and combats discrimination in all its forms;
- use scientific and technical knowledge to develop a system of protection of human health, including the remediation of existing environmental burdens;
  - encourage the establishment of democratic institutions in the region and the world and defend their stability, based on the universal right to peace, security and freedom
- actively promote sustainable development in the region and the world;
  - strengthen partnership among all segments of the community.
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