

Chapter 4

Green Hotels


Between Circular

Economy Objectives

and Sustainable


Development Goals

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ABSTRACT

The goal to be achieved through the implementation of the concept of sustainable development is to limit pollution. In most European Union countries, sustainable development is one of the key strategies that will be implemented in the coming years in order to achieve satisfactory economic growth and aid the stabilization process. Achieving sustainability in the Republic of Serbia requires a strategic approach that is long-term and integrates and unifies various development processes, in order for them to be as sophisticated as the challenges of development are complex. The European Union has recognized the importance of the circular economy concept and has devoted considerable attention to it in recent years. The hotel industry has direct and indirect impacts on the environment. The pollution generated by this industry has attracted attention in recent years, and consumers are becoming more aware of the importance of environmental protection. As a result, green hotels have

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become a new industry trend.

INTRODUCTION

The concept of sustainable development is particularly relevant in the era of technological advancement, multinational corporation development, and mass production. The contribution to the development of intellectual capital is a contribution to the adoption of proactive strategies for sustainable development. The development of intellectual capital and the use of technology influence people's awareness of the importance of a higher quality and healthier way of life, as well as freedom of expression, creativity, and ideas that support the concept of sustainable development.

The dimensions of sustainable development are economic, social, and environmental goals that have a certain interdependence. These goals complement each other but at the same time represent mutual competitors, so the concept of sustainable development implies establishing a balance between them. This further means that taking measures aimed at achieving one of these goals should consider and respect the minimal standards required by the other two goals.

According to the new concept of sustainable development, the focus is placed on humans and creating an environment in which they have freedom and opportunities for their development. This seemingly trivial idea contradicts the goals of materialism, namely the creation of financial wealth.

On the contrary, sustainable development focuses not only on the quantity but also on the quality of growth. This is what gives sustainable development its special value. The nature of economic growth and the distribution of its results are crucial for the concept of sustainable development. It is aimed at shaping new, sustainable models of economic expansion.

Zero growth would have negative consequences for the environment. Developing countries would be forced to excessively exploit available natural resources and degrade the natural environment, while wealthy countries would have fewer opportunities to develop environmentally safer technology and provide additional resources to assist the poor (Mitrović, 2015; Gligorić & Jovanović-Gavrilović, 2017).

Achieving sustainable development does not mean denying growth but establishing optimal growth, both quantitative and qualitative. Optimal growth is growth that will not lead to waste or excessive consumption of natural and economic resources, or marginalize and degrade underdeveloped countries, which can negatively impact the developed part of the world. Therefore, it can be concluded that sustainable development supports economically, socially, and environmentally quality and sustainable growth.

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