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Editors

Jiri Vopava, Ph.D., Czech Republic
Vladimir Douda, Ph.D., Czech Republic
Radek Kratochvil, Ph.D., Czech Republic
Mario Konecki, Ph.D., Croatia



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Contact

e-mail: info@mac-prague.com
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LOGISTIC PLANNING STRATEGY IN ORDER TO SUSTAIN THE SOLUTION OF THE TOURIST REGION

Riste Temjanovski¹, Monika Arsova²

¹ "Goce Delcev" University – Faculty of Economics – Stip, Republic of North Macedonia,

² "Goce Delcev" University – Faculty of Economics – Stip, Republic of North Macedonia,

¹riste.temjanovski@ugd.edu.mk, ²arsovamonika@gmail.com

Abstract

Tourism is one of the fastest growing industries with an annual average growth rate about 5%. Tourism today accounts for 10 % of the world's economic activity and is one of the main generators of employment. If it is managed well, tourism can contribute significantly to regional development, if not, it can have devastating effects on nature and society.

On the other hand, the more important logistical requirements related to industrial zones and urban centers, as carriers of logistics services with short and strict delivery deadlines, accuracy and flexibility are a obstacle and a collision for tourist guests. A growing number of demands for the rational business of industrial entities in the context of greater economic development, are seeking a quality logistics service, which implies, above all, faster and more reliable movement of goods, transport, financial and information flows, through and within these areas.

In order to eliminate the negative effects in the realization of the logistics flows and not to disturb the natural-geographic and ambient conditions in the tourist zones, the idea for the improvement of the existing distribution system solutions is impinged, which would lead to a win-win situation for all participants in the appropriate geographical region.

Keywords: logistic services; regional development; tourist zones; economic development

Main Conference Topic: Transport policy, Logistic, Tourism

Introduction

Undoubtedly, today's tourism industry is experiencing real expansion, which is perceived as in the realized tourist turnover, but also in the basic and additional contents of the realized tourist turnover. Every visitor's aspiration is to enjoy the beautiful natural ambience and there is no disturbance in his residence from noise or traffic jams.

The transport is an integral and inseparable part of the tourism and tourism industry. The very fact that the conceptual definition of tourism is related to a temporary change of residence, and as a rule, a vehicle is used for this purpose. After all, the very term tourism, its terminological meaning from an international aspect, expresses a journey, that is, it signifies the permanent movement of the tourist population. Hence, any clarification of the essence of tourism in itself inevitably fits the traffic in the form of tourist transport. Considering the importance of traffic for tourism development, in literature it is often referred to as "an unrivaled vanguard of tourism". In modern conditions, their interconnections are so strongly

expressed that tourism identifies it in a kind of "travel industry", which is no longer universally achievable at the global level and so far, so that it becomes unavailable for tourists. "

Transport can be a lucrative and essential source of revenue for a destination, but it can also have major negative impacts on it. These impacts are not only physical, but also healthier. The impacts vary according to the number and the nature of tourists as well as the characteristics of the site at which tourism activities take place. These negative impacts can only be managed effectively if they have been identified, measured and evaluated.

Tourism is in comparison with other industries dependent on national, regional and local resources (e.g. destinations, attractions, etc.) of a country and It is an industry which is bound to territory. Some economic activities that may or must not be related to the tourism sector take place in a specific territory or city core. They all function with the help of the logistics sector in the exchange of raw materials, goods, services or final products. Often depending on the branch industry and the degree of finalization of products, transport logistics creates certain traffic jams that negatively affect the development of the tourism sector. Combining these resources to produce well managed tourism that works well is often difficult, because there is a collision between the healthy environment, necessary for a quality tourist activity, on the one hand, and the transport logistics that serve the production facilities in the city cores on the other.

The main topic in this research is how to balance between these two activities and achieve a particular win-win situation for the benefit of regional or urban development.

Tourism - fastest growing industries

Tourism is one of the fastest growing industries with an annual average growth rate about 5%, and numbers of international travel might nearly double until 2020 compared to 2006. Exact quantification of world tourism masses is difficult. According to the World Travel and Tourism Council, "tourism and its related economic activities generate 11% of Global Domestic Product, employ 200 million people (tourism supports 215 million jobs indirectly), and transport nearly 700 million international travellers per year". It represents 10.4% of the worlds total GDP (\$4218 billion US) and 12 % of trade exports. Tourism is also one of the top 5 exports in 83% of countries worldwide and is the main source of foreign income for 38%. (UNESCO, p.4)

According to the UNWTO:

- International tourist arrivals grew by 3.9 % in 2016 to 1,235 million
- Some 46 million more tourists (overnight visitors) travelled internationally last year compared to 2015.
- In 2015, international tourism generated US\$ 1.5 trillion in export earnings
- By 2030, UNWTO forecasts international tourist arrivals to reach 1.8 billion (UNWTO Tourism Towards 2030)

In the last four decades in the world, tourism has been producing good results. An enormous army of "modern nomads" where Europe has the highest demand for international tourism in the world – current 60% of the international market. With over one billion international tourist arrivals per year, forecast to rise to 1.5 billion per year by 2020, transport is an essential component of the tourism system. Transport connects tourism generating regions (both domestic and international) to destinations, and facilitates the internal movement of visitors between attractions, accommodation, and commercial services.

In principle, both in our and in the international methodology, tourism does not only refer to the supply and demand market for annual vacations, but tourism refers to the world travel market, that is, in general, the mobility and movement of the population. Thus, tourism encompasses activities of persons traveling or staying in places which are not places of their

permanent residence for a period of not more than one year, but not only for vacation, but also for business and other reasons, provided that the purpose of the trip is not the pursuit of an activity for which the person would receive compensation in the place he is visiting.

In the tourism business, natural resources and environment are intensively used and consumed, and tourism has major impacts but and relate on environment, ecosystems, economy, societies and culture. If it is managed well, tourism can contribute significantly to regional development, if not, it can have devastating effects on nature and society. On this point, the location, capacity, efficiency and connectivity of transport, can therefore play a significant role in the development of tourist attendance and visitor mobility and linking tourist experiences in tourist regions.

Tourism also undergoes continuously high fluctuations in terms of in new demands of tourists, giving an emphasis on friendly environment and environmentally sound products. The market of tourism products is constantly changing trying to keep up with tourist trends for an environmentally sound environment. New specialized products are introduced every year on tourist markets. In the hospitality industry, the lifespan of the product is short-lived. Different products become in the "basket" of the desired, while other products fall out. Every year, many travel companies fail to keep up with this change and come out of this business or fail.

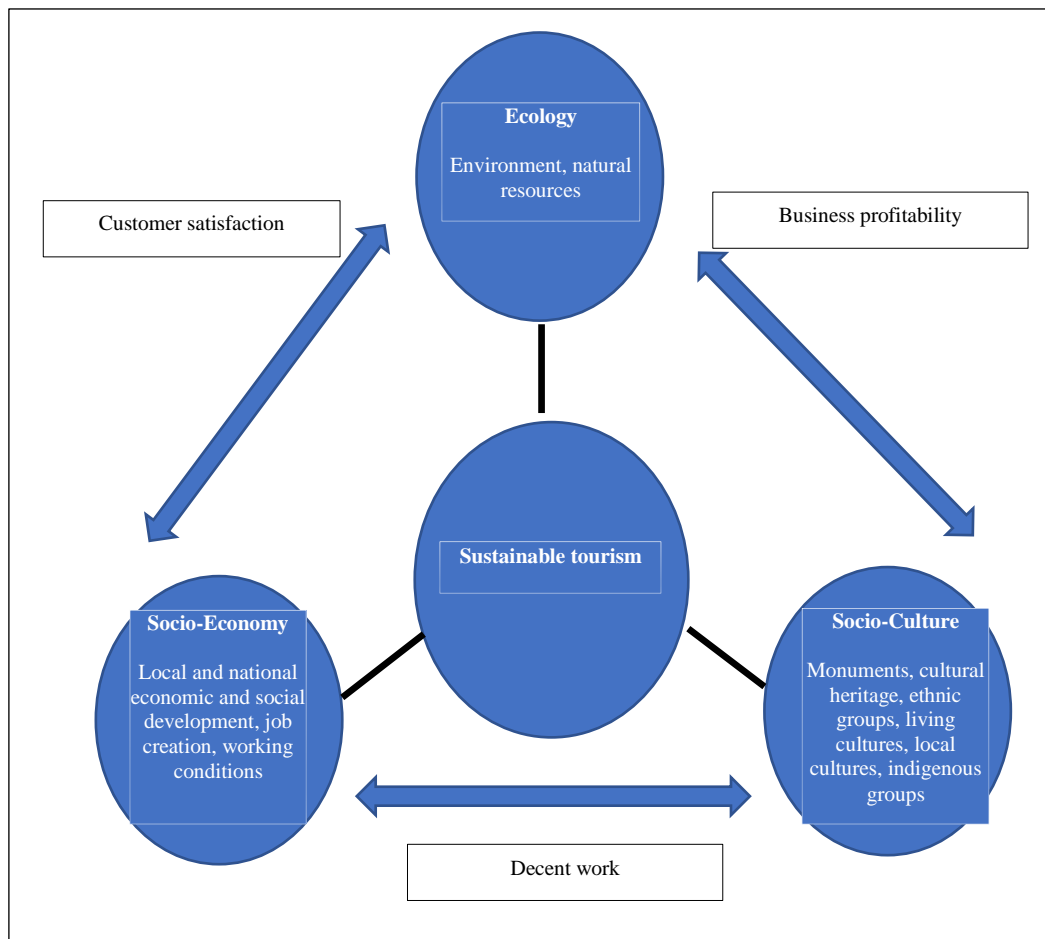


Figure 1: Components of Sustainable tourism

Source: Diagram prepared by the ILO based on K. Langenfeld: "Tourism and sustainable development", GTZ, Sector Project, ITB Convention, Berlin, 2009.

cit. ILO (2010): Developments and challenges in the hospitality and tourism sector. Sectoral Activities Programme. Issues paper for discussion at the Global Dialogue Forum for the Hotels, Catering, Tourism Sector (23-24 November 2010).p.49. (UNESCO, p.4)

Sustainable tourism – how to revitalize the nature in mass transport conditions - time to decide

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. (UNEP–UNWTO, p.11)

According to UNWTO sustainable tourism can be defined as: (UNWTO)

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation

In other words, sustainable tourism development is ecologically sustainable, economically viable as well as ethically and socially equitable. It respects the fragile environmental balance that characterizes many tourism destinations, particularly in environmentally sensitive areas; and it is based on a long-term perspective. The principles for sustainable tourism can be summarized as following. (UNESCO. p.4)

- Enhancing the well-being of communities
- Supporting the protection of the natural and cultural environment
- Recognizing product quality and tourist satisfaction
- Applying adaptive management and monitoring

It is important to note that different stakeholders involved in the tourism business are responsible for the implementation of different parts of the principles. Governments, tourism businesses, local communities, NGOs and the tourists can all contribute to make tourism more sustainable. In order to achieve the goals of sustainable tourism, the different actors should cooperate and stimulate each other to put the principles into practice.

The tourism sector could not remain indifferent to the sustainability challenge of our times. Climate change and the depletion of the ozone layer are two mayor effects of the increasing global traffic and industrial development, in which and tourism plays also an important role. Environmental impacts that primarily have effects on the local and regional level also effect the environment globally in the long run. Basically, loss of biological diversity is a major consequence of these impacts. This is why the World Tourism Organization (WTO) focuses its advisory and technical assistance services on policies, development guidelines, management techniques and measurement instruments that allow national and local

governments, as well as the tourism industry, to incorporate sustainability principles into their decision making process and day-to-day operations.

Logistics a vital “backbone” of economic growth

The logistics and freight transport industries are ones of the most dynamic and important sectors of each economy. Logistics is far more than just goods transport, warehousing and special process solutions. On average, logistics costs account for 10-15% of the final cost of the finished product. This includes costs such as transportation and warehousing. Logistics provides a vital “backbone” function in supporting macro-economic processes and the operation of markets, critical infrastructures and distribution to both business and consumers. Since logistic companies typically use a wide range of transport modes – trains, trucks, planes and ships - they are interested in improvements that affect the entire system. (Temjanovski, 2014, p.9.)

Logistics of emerging economies will continue to increase and expand, causing a real avalanche of new flows of goods and goods, which will significantly raise international flows of goods, as a synonym and a kind of hallmark of globalization. According to Heiko von der Gracht, Gigantic quantities of goods will flow between Africa, Asia and South America with the support of North American and Western European means of transportation and logistics services. The world will grow together in a common team effort in a way which sociologists and utopians have only dreamed about. And logistics will be right in the middle of it all – but only if you begin to prepare for this wonderful team effort today.

Nearly a hundred experts from all over the world took part in one Delphi Survey, according the Supply Chain Managemant Institute (Supply Chain Managemant Institute. p.9.), where it's analysed the views, vision and projections of seven specific emerging markets: Brazil, China, India, Mexico, Russia, South Africa and Turkey. The world's supply networks are changing. New trade corridors are already becoming visible and those companies and countries able to capitalise on them will benefit most from the evolution of global trade. As emerging markets continue to grow, there will be a host of opportunities for logistics service providers of all sizes. Some of these will stem from the sharing of a whole range of good practices that are commonly used in developed markets, but not yet fully implemented in many emerging markets

The problem of delivering goods is particularly worrying in urban centers. Road freight vehicles clearly play an important role in the functioning of towns and cities, distributing goods to numerous locations that are vital to urban life. These vehicles undertake a number of types of urban movement including shipments of goods into an urban area for consumption, shipments out of an urban area of goods produced and waste materials, and collection and delivery operations within the urban area.

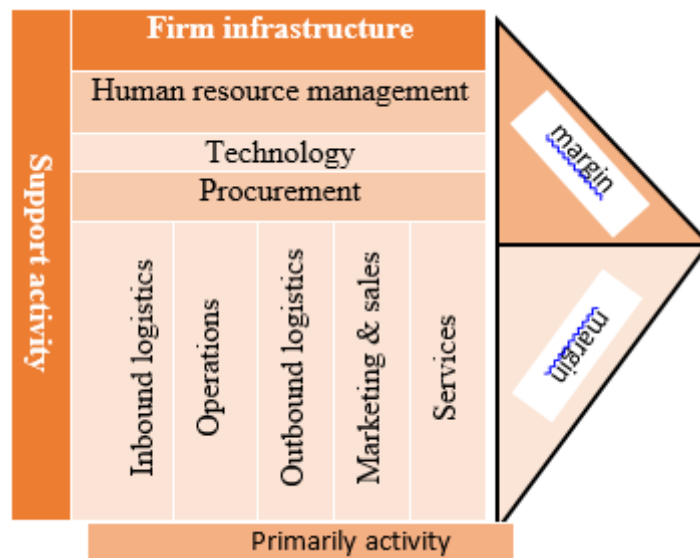


Figure 2: Value chain according to Porter

According to Michael Porter's value chain model, the organization comprises a chain of activities, each of which adds value to the firm's products or services. (Porter, p.81-87) The model divides an organization's tasks into primary activities (inbound logistics, operations, outbound logistics, marketing and sales, and services) and support activities (administration and management, human resources, technology and procurement). It is especially suitable for the intended analysis of supply chain structures because it emphasizes on the stepwise flow of material from source to customer within a single business unit. The concept of the value chain breaks down the operational processes in primary and supporting activities. However, not all activities identified in the concept of value chains can be found in any business object. Especially support activities can be carried out at specialized locations that provide services for many enterprises. (Temjanovski, p.70)

However, the fundamental urban freight transport dilemma remains. The future success of town and city centres depends on their effectiveness in different, often conflicting dimensions. On the one hand, urban areas must be attractive places to live, work, shop and spend leisure time. In these respects they face increasingly severe competition, notably from out-of-town retail parks. If retailers and other employers and income generators are to retain confidence in town and city centres, efficient logistics systems must be provided so that commercial premises can be serviced in a cost effective manner. On the other hand, urban planners are very conscious of the need to maintain or improve the quality of city centre environments, to attract shoppers, tourists and workers and perhaps to persuade people to live there. (Bestufs. p.4.)

In every major manufacturing and sales operation, (Horvat, p.74) logistics costs represent a significant item. In order to optimize the entire business, it is necessary to make a breakthrough in costs. Taking into consideration that every company cannot be the best in all areas, it is necessary to relinquish a part of the business to specialized companies. Such companies engage in consolidation of all activities within the scope of the logistics, from primary transportation, warehousing, picking to the delivery of the goods to the customer, thereby working on behalf of the client. Consolidation of goods provides faster, safer and cheaper circulation of goods.

The interdependence of tourism and the urban freight transport problem

The future for transport and tourism is a question that is often posed with the increasing problems of congestion and the increasing social and environmental costs of transport. The interdependence of transport and tourism is emphasized at all levels of the transport system, but the focus of this research is on the negative impacts from the transport flows in the city cores and the logistics centers in the tourist zones.

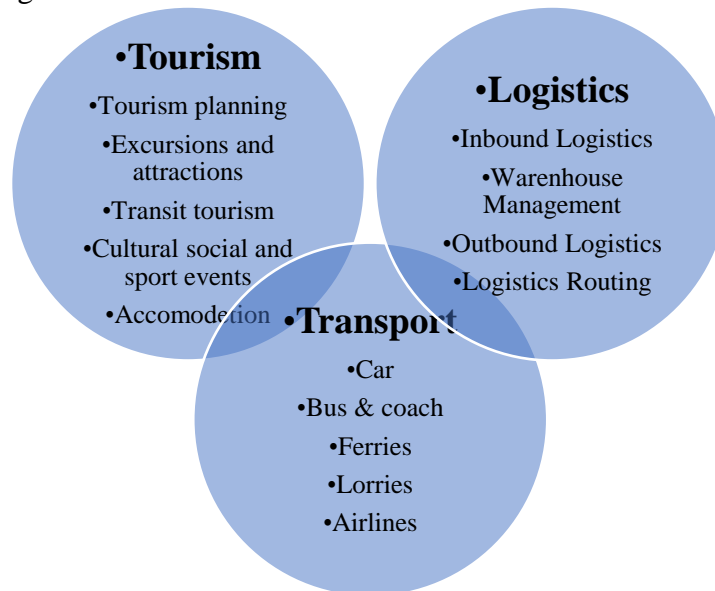


Figure 3: Components involved in touristic region surrounded with logistics activity

Today the main feature of modern tourists is more frequent, but shorter trips. This trend is accelerated by the expansion of low-cost flights, but certainly the modern development of transport infrastructure and technology, which reduces travel time and faster access and stay in tourist destinations. At the same time the growing number of travellers creates numerous challenges in terms of transport infrastructure and capacity, border crossing, intermodality, information for travellers and inter-operability of technologies with tourism service providers.

Traffic is the basis on which the destination is accessible in the physical and information aspect of both the industrial enterprise and the tourist offer (Figure 3). Thanks to transport, logistics centers supply the necessary goods, rows and final products, and the visitors also, to the tourist centers are moving around the destination, so the attractiveness of the modalities and quality of the service will significantly contribute to the perception of the quality of the tourist offer.

The potential synergies between transport and tourism policy are clear, and governments have an important role to play in addressing the inter-linkages between these policy areas. For example: (International transport Forum, p.5)

- Transport policy (e.g. airport/cruise hubs, roads, public transport) can shape access to and travel patterns within destinations, influencing visitor accessibility, mobility and satisfaction;
- Transport policy can facilitate a shift to more eco-friendly transport options, enabling destinations to position themselves as sustainable;
- Tourism policies can stimulate movement to and within a destination, which can in turn emphasise seasonal peaks and troughs, push transport capacity limits, and place pressure on existing infrastructure capacity;

- Conversely, tourism policies can help to secure the economic viability of local transport systems.

The objectives for EU transport policy are set out in the Common Transport policy. The Commission is about to present a revised White Paper setting out a new policy framework for EU action aimed at sustainable mobility for the next decade. In the light of this new strategy, I would like to stress two major elements essential to guarantee a high-quality transport service to tourists in Europe.

1 - First, given the growing negative effects of congestion, especially on peak periods such as holidays, there is an essential need to develop certain key infrastructure, better integrate the transport system and rebalance modal use;

2 - Second, tourists, as citizens and consumers, have to benefit from adequate protection and a safe environment in transport services;

3 - In terms of legal safety: Their rights have to be fully protected by appropriate legal provisions in Europe and the world.

4 - As well as in terms of technical and operational safety: their physical integrity has to be guaranteed. (Loyola de Palacio, p.2-3.)

The new logistic paradigm today faces problems of optimality and operability at the level of regional and city logistics. It is aimed at increasing the rationalization of space and investments, the change in the structural economy, the profile of companies and users, the introduction of full integration into the supply chain, concentration, specialization and technological innovation in logistics systems, the presence of many types of transport corridors of different levels of certain economic regions, development of environmental transport solutions and systems, etc.

The types and patterns of freight transport movement within an urban area is best described in the study done by BESTUFS consortium (funded by the European Commission under the Framework Programme for Research and Technological Demonstration) (Bestufs, p.4.) where will depend on a wide range of factors including: The location and type of industries present; The supply chain structures of the companies in these industries; Existing transport infrastructure including whether the urban area contains a major port or airport or rail freight terminal; The location and extent of warehousing facilities ;The sizes and weights of goods vehicle permitted to operate in the urban area; Access and loading regulations applied in the urban area; The existing road traffic conditions; Behaviour of customers (use of e-commerce, etc.)

Congestion, especially at peak times, caused by the volume of visitors and/or their vehicles, can be a primary threat to community wellbeing. To cope with this treat, it can be addressed by visitor management policies and actions including: (UNEP, p.37).

- Managing demand and reducing seasonality by marketing and pricing techniques to promote off-season visits, or by promoting alternative locations to spread visits within and outside of the destination.
- Improving traffic management through physical changes, signage, information, and promotion of alternative transport options.
- Addressing specific types of activity that may bring large influxes of visitors at certain times (e.g. management of cruise ship arrivals).
- Planning the scale, design and siting of new tourism development, to take account of the overall amenity of the destination and the location of residential areas and other activities within the community.
- Planning the development of infrastructure, including transport, water and energy supplies, which should be designed to meet the combined needs of visitors and the community

The concept of a tourist destination that will be based on the concept of sustainable tourism development, and with the application of logistics, is a common task of destination management and local government. In the domain of logistics, local government can and should select the location of tourist zones, warehouses, tourist attractions, roads, garages and parking areas, shopping centers, business zones, residential districts and other facilities to influence the frequency, scope and direction of logistics flows. (Vučetić Š, p.324)

Tourism and transport logistic centers can have positive or negative impacts depending on how it is planned, developed and managed. Various enabling conditions are required for transforming tourism to contribute to social and economic development within the carrying capacities of ecosystems. Also, the transport infrastructure can be a generator of development, flow, but also an obstacle if it does not have dimensioned compliance with the spatial needs.

Summary / Conclusion

Within the tourism sector, economic development and environmental protection should not be seen in the future as opposing forces. They can not but must not be in an eternal collision, they should be pursued hand in hand as aspirations that can and should be mutually reinforcing. Policies and actions must aim to strengthen the benefits and reduce the costs of tourism.

However, there is a clear need for governments to take a leading role if truly significant progress is to be achieved in making tourism more sustainable. Sustainability relates to areas of public concern: transport infrastructure, natural and cultural heritage, the quality of life, air and water. Moreover, many of the relevant resources are managed by governments. Governments have many of the tools that can be used to make a difference-such as the power to make regulations, manage and offer economic incentives, and the resources and institutions to promote and disseminate good practice.

Governments should encourage the private sector, the transport and logistic enterprises to establish their activities out of core city or touristic regions. This can best be achieved by establishing and implementing a set of environment protection policies for transport enterprises with time and spatial limitations. In economic terms, sustainability can guarantee that crucial factor already mentioned: “the viability of enterprises and activities and their ability to be maintained in the long term”. Government and state institutions are responsible for land use planning, labour and environmental regulations, and the provision of infrastructure and social and environmental services, that involved fundamentally to the sustainable development of tourism. Many governments are already actively engaged in supporting tourism through mass media, online marketing, information services, education and in other ways, often through joint public-private frameworks. These functions need to continue and to be more closely aligned with sustainability objectives. Strengthen the capacity of public institutions and local governance bodies to facilitate the dislocation and construction of large distribution centers and large processing companies that need logistical and transport activities.

More attention to be paid to sustainable development and harmonize with a wide range of related infrastructures, such as roads, airports and railway stations. In some situations, policies relating to regional sustainable development can contribute to the reuse and regeneration of existing facilities and previously used locations, rather than the new Greenfield-site construction. In some situations, the grouping of certain processing centers, in the form of industrial zones outside the settlements and tourist sites, may be more appropriate and more practical. from sporadic development. Policies should require an optimal amount of open space and the retention of tree cover.

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Brief biographies of the authors

Riste Temjanovski, Ph.D. Professor

Riste Temjanovski Ph.D is a full professor at the Faculty of Economics at the University "Goce Delcev" - Stip, Republic of North Macedonia. He graduated and received a master's degree at the Faculty of Natural Sciences and Mathematics in Skopje, and in 2005 he defended the Doctoral dissertation under the title "Transport system in the Republic of Macedonia and the European economic flows" at the Faculty of Economics at the University "Ss Cyril and Methodius" in Skopje. Within the academic activities, in two terms, he served as Vice Dean at the Faculty of Economics and coordinator of the Erasmus program at the Faculty of Economics. He is a member of the University Senate.

In addition to the teaching of subjects Transport and forwarding, Logistics, Management Information Systems, the focus of its research covers transport systems and models, in particular transport and logistics issues, economic and regional development and their impact on the organization of spatial activities and spatial-economic development analysis. Has published over 100 scientific papers in scientific journals and conferences, ten academic books, and has participated in several domestic and international research projects.

<http://eprints.ugd.edu.mk/view/creators/Temjanovski=3ARiste=3A=3A.html>

Monika Arsova, Ph.D. Student

Monika Arsova is a PhD student at the Faculty of Economics at the University "Goce Delcev" - Stip, Republic of North Macedonia. She graduated from the "Goce Delcev" University, at the Department of Economy, course of Financial Management. After graduating, she enrolled in postgraduate studies at the Institute of Economy at the "Cyril and Methodius" University in Skopje, at the Department of International Economy. In 2016, the candidate enrolled in doctoral studies at the "Goce Delcev" University in Stip, at the Department of Economy, course of Entrepreneurial Economics, where she is involved in lectures. She is under the mentorship of prof. Riste Temjanovski, with whom he works on several projects and performs research.

Monika has published a small book titled "The use of European funds for infrastructural development in the rural development in the Republic of Macedonia" at the Lambert Academic Publishing. Besides this, there are several papers in scientific journals and conferences.

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