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Logistics of Locally Produced Food for Green Tourism

Abstract

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Logistics enterprises want to supply customers in such a way that the difference between the revenue of the service and the operating costs is the highest possible, however they are often limited by obligatory standards or standards that competitive companies guarantee. Local produced food also needs good logistics and if the leading strategy is green tourism one of the strategic goals should be the use of mobility cars with low emissions.

Keywords:

Logistics, Local produced food, Tourism

1. Introduction

Logistics manages the efficient movement of goods across time and space. It studies a multitude of activities related to the accompanying activities in the transfer of goods from one point to another, such as the planning, implementation and control of flows of goods, persons, information, ideas and financial flows, with the aim of providing elements of these flows at the right time and place in the right quantity and quality.

Global Challenges of Logistics are also important in agriculture. Delivery of locally grown food in the local environment with electric and hybrid vehicles is one possibility how we could solve logistics in Slovenia. Less kilometres for delivery is good for the quality of goods. Good quality food is significant for everyday life as well as for the tourism industry. Currently, Slovenia is 40 percent self-sufficient in food.

In the last few years we have witnessed many changes of the world trends in the tourism sector. The focus is on sustainability, which is essential also according to the United Nations' World Commission on environment and development that "recognized the significance of sustainable development" (Potočnik Topler, 2017: 498). Additionally, tourism trends are focused on health, green tourism, adventure and active holidays (Strategija, 2017). Consequently, with new types of tourism we also get new types of tourists. In Slovenia, there are a lot of different activities appropriate for attracting this type of tourists. That is also one of the reasons why Slovenian Tourist Board has the new slogan: "Feel Green, Active and Healthy Slovenia". It is very important for all the destinations and especially for less recognized and smaller, such as Slovenia, that new world trends are followed and created.

Hočevar, Bartagelj, Podlogar and Oseli (2016) are describing personalities of new targets groups in Slovenian tourism.

2. Locally produced food

The philosophy of quality and excellence is essential for healthy and sustainable food. This excellence could be achieved in the following three steps:

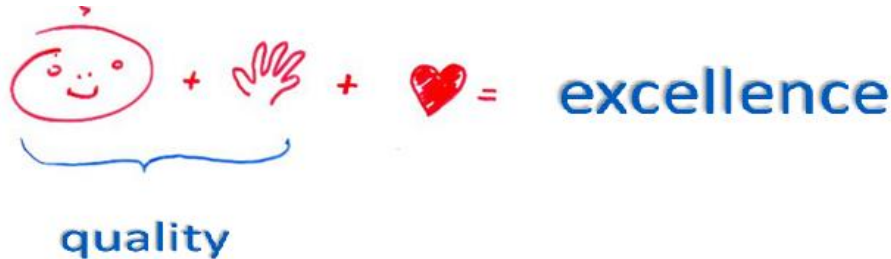


Figure 1. Philosophy of quality and excellence

In Slovenia, the European Region of Gastronomy of 2021 (Slovenia.info), strategic aims for locally produced food are:

- To strengthen the local and sustainable supply of the food → produced, processed and consumed at the local level;
- That the whole territory of Slovenia is the local market.

The benefits of locally produced food are the following:

- It is beneficial to health;
- It enhances the protection of the environment and drinking water;
- It promotes the development of local economies and rural areas;
- It establishes good agricultural practices;
- It advances the possibilities for self-sufficiency.

Reasons for buying locally produced food are as follows:

- Health and nutritional concerns;
- Superior taste;
- Concern for the environment;
- Food safety;
- Support of local economy.

On the other hand, there are also reasons for not buying locally produced food, which are the following:

- Higher price (sometimes expensive);
- Lack of availability;
- Scepticism of certain boards and organic labels;
- Insufficient marketing;
- Satisfaction with current food source.

To implement the strategic aim of Slovenia to strengthen the local sustainable food supply, the awareness of benefits of buying and consuming of locally produced food must come into mind of the consumers. Thus, it is necessary to continue raising awareness of consumers about what exactly is

locally produced food – starting in kinder gardens and continuing the process in primary and secondary schools. Of course, the responsible stakeholders should not forget about the necessity to increase the availability of such quality food.

3. Case study of the distribution of locally produced food

The manufacturer of apple juice and other apple products from Sevnica (the municipality in the lower Sava River) was selected for delivery. The manufacturer has customers in the local area, where the distribution is carried out once a day, as well as the manufacturer's customers in three major cities in Slovenia, where distribution is carried out once a week. Depending on the distribution paths it has to perform, we will calculate whether it is a reasonable investment in an electric, hybrid or plug-in hybrid vehicle, taking into account the cost, environmental and time considerations (Lisec, Szegedi, Lisec, 2018).

By employing Google Maps, we will determine the optimal short paths for both types of distribution. The daily distribution (Figure 1) goes to the towns of Krško, Senovo, Brestanica, Blanca, Radeče, Zidani Most, Šentjanž and Planina pri Sevnici. The distribution route is collected on the basis of real, anonymized data from the manufacturer of local products (Lisec, Szegedi, Lisec, 2018).

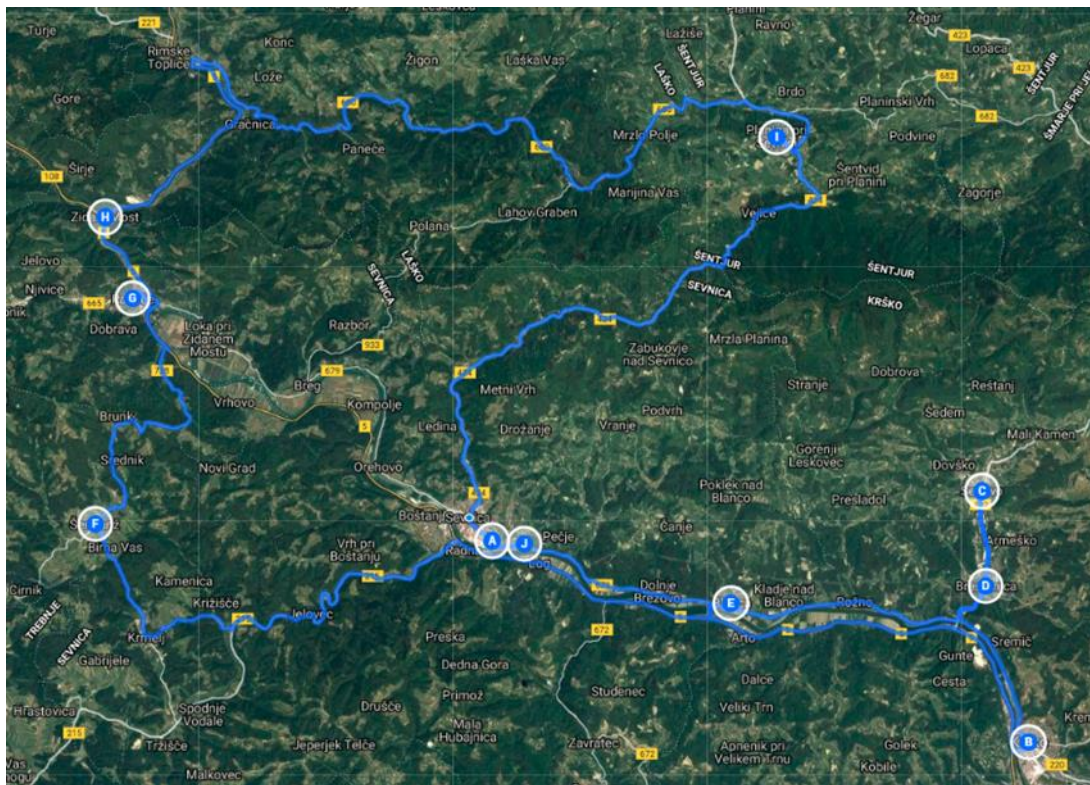


Figure 2. Daily distribution route (Lisec, Szegedi, Lisec, 2018)

Table 1. Cost analysis (Lisec, Szegedi, Lisec, 2018)

Route	Renault Kangoo	Electric car Renault Kangoo	Electric car Nissan e-NV200	Hybrid car Mitsubishi Outlander PHEV
Daily route with cost (Sevnica, Krško, Senovo, Brestanica, Blanca, Šentjanž, Radeče, Zidani Most, Planina pri Sevnici, Sevnica)	118,53€	53,21€	48,45€	106,90€

From Table 1 we can see that electric car Nissan is the cheapest one, followed by electric car Renault Kangoo and the third one is Hybrid car Mitsubishi Outlander. The most expensive is Renault Kangoo.

4. Conclusion

With good logistics and also with the use of new technologies, environmentally friendly distribution can be achieved. The less kilometres the food makes, the healthier it will be. Consequently, Slovenia will become more self-sufficient in food, and more attractive for tourists as a green destination, where the locals are highly aware of the benefits of the locally produced food. Many tourism stakeholders in Slovenia have become aware of the fact that short food supply chains and local production are essential tools for branding of the destination and their products, and further on for the development of the tourism at the destination. Research shows that tourists appreciate clean environment, the possibility to drink tap water and to enjoy locally produced specialties – all this has even become a critical factor when tourists choose a destination. To encourage the development of sustainable tourism further it is significant that, in the future, tourism plays an active role in supporting the local communities to engage in the sustainable or at least more sustainable business practices also with educating and informing the locals and tourists about the benefits of locally produced food.

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