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STAKEHOLDER SURVEY - GREENWAYS HERITAGE

The general objective of the **Greenways HERITAGE** project is to develop and diversify the European tourism offer by generating new tourism products related to greenways and UNESCO world heritage sites located in the vicinity of the itineraries. The FFE is a partner of this project, which is co-financed by the European Union's COSME programme.

The overall aim of the development and diversification of this tourism offer will be achieved by extensively publicizing this attractive offer in order to attract more visitors and by generating an economic impact in the territories which are home to Greenways + UNESCO cultural heritage sites, and in particular for the small and medium enterprises located in their vicinity.

Another of this project's key objectives is to promote the use of new technologies applied to greenways combined with UNESCO sites in order to provide visitors with better information and so improve their tourism experience.

The "Greenways HERITAGE" project, coordinated by the European Greenways Association, is being developed from June 2018 to December 2019 by a consortium formed by 8 partners from 5 countries.

The purpose of this survey is to gather quantitative information from current data, the analysis and conclusions of which will show us the current situation and allow us to take better advantage of the combination of these two resources (Greenways + UNESCO Heritage) and so move forward in the planning, management and promotion of these itineraries as common destinations. The results will also be useful for promoters and managers of European greenways, and they will be shared with the managers of UNESCO Heritage sites so that they can learn more about greenway resources and promote the inclusion of UNESCO World Heritage sites in greenway-related thematic itineraries and so contribute to sustainable tourism throughout Europe.

The aim is also to gauge the current level of use of greenways in Europe, and to obtain data regarding the profile of users and aspects related to the offer, heritage, new technologies used for promotion, and aspects concerning local development and other benefits for the areas involved.



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European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains."

DISCLAIMER: The content of this questionnaire represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. The

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This survey is complemented by a more specific one aimed at UNESCO heritage site management authorities, and a further one for local enterprises located in the vicinity of greenways and UNESCO Heritage sites or operating in these areas.

FFE is the partner responsible for carrying out this survey and preparing its subsequent report. We, the European Greenways Association, would ask you to take a few minutes to fill in this questionnaire, in the knowledge that you are helping us to move forward in the enhancement of the touristic and cultural offer of European greenways combined with UNESCO Heritage sites in Europe.

Thank you for your cooperation



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Name of your greenway: _____

Manager and/or person responsible for your greenway:

- Name of the managing entity/promotor:
 - Locality:
 - Region:
 - Country:
 - Contact person:
 - Position:
 - Postal address:
 - Phone:
 - Email:
 - Website:
-

DATA REGARDING TOURISM OFFER

Some basic data on your greenway:

1. Length of greenway (km):
2. No. of railway buildings or buildings with heritage value, refurbished and put to new use:
3. No. of railway buildings or buildings with heritage value, not refurbished:

4. Do you consider that the offer of tourist facilities in your area or region has increased since your greenway has existed?

Yes/No

5. If you think it has increased, by what percentage would you estimate?

6. Have you noticed the existence of tourism packages from domestic or foreign companies in which your greenway is marketed. If you know, please state where the tour operator/travel agency is from.

Yes/No

7. If you answered yes, which ones? From where?

DATA REGARDING TOURISM DEMAND

[Please answer the following questions according to your estimation or with actual figures if such figures exist]

8. Please say whether there are **automatic counters** (eco-counters) of visitor flows
 - a. Number installed:
 - b. Since when have they been installed?
 - c. Please provide the latest figures for recorded users:



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Number of users	By bike	On foot	Total
2018			
2017			
2016			

9. Have you noticed an increase in the number of tourists using your greenway in the last 3 years?

Yes/No

10. By what percentage would you say the number of visits to your greenway has increased in the last 3 years?

11. Please tell us the profile of users of your greenway (total should be 100%)

Profile of greenway users	%
Percentage of local people	
Percentage of visitors	

12. Please tell us what percentage of visitors you think are domestic and what percentage are from other countries (total should be 100%)

Domestic	From other countries	Total
		100%

13. What are the main countries of origin of the visitors?

14. Please tell us what percentage of visitors travel your greenway on foot, by bike, or by other means (total should be 100%)

	%
On foot	
By bike	
On horseback	
On skates	
In a wheelchair	
	100 %

15. Please tell us the profile of the visitors (non-residents) of your greenway (total should be 100%)

Profile of greenway visitors	%
Percentage of visitors who stay in the area overnight (tourists)	
Percentage of visitors who do NOT stay in the area overnight	

DATA REGARDING MAINTENANCE, ACCESSIBILITY, MANAGEMENT AND PROMOTION

16. With regard to maintenance, do you consider that your greenway is in ...?



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- a. A poor state of conservation
- b. An acceptable state of conservation
- c. A good state of conservation
- d. An optimal state of conservation

17. Do you consider that your greenway is accessible for everyone (including people with disabilities)?

Yes/No

18. If you consider it NOT to be accessible, what percentage of the itinerary would you say is accessible for everyone?

DATA REGARDING UNESCO HERITAGE + GREENWAY

19. Is there tangible or intangible UNESCO Heritage in the vicinity of your greenway? (Less than 10 km away)

Yes/No

20. Please identify the UNESCO Heritage resource:

21. Is there any kind of cooperation between the managers of the UNESCO Heritage site and your greenway (structured or informal; please state with which entity)

22. Do you think that the two resources (UNESCO Heritage and Greenway) are integrated as a tourism product?

Yes/No

23. Do you think that the integration of the two resources would enhance the area as a tourism destination?

24. What measures would you propose to improve the integration and joint promotion of the two resources?

25. Do you think that the profile of visitors to the UNESCO Cultural Heritage site would be interested in using your greenway?

- Very interested (4)
- Interested (3)
- Not very interested (2)
- Not at all interested (1)

26. And conversely, do you think that the profile of visitors to your greenway would be interested in visiting the UNESCO Cultural Heritage site?

- Very interested (4)
- Interested (3)
- Not very interested (2)
- Not at all interested (1)

27. Does the information about your greenway include any reference to the UNESCO Heritage site in your vicinity?



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28. Does the information about the UNESCO Heritage site make any reference to your greenway?
29. Do you know of any tourism promotion actions making use of new technologies aimed at the UNESCO Heritage site in the vicinity of your greenway? What are they?

Yes/No

30. Do you know of any tourism packages offering both resources (Greenway + UNESCO Heritage) in the same product?

Yes/No

31. Please describe the offers here:

Thank you very much for your cooperation!

