



1993 - 2018  
25 Años  
#VV25

## PRIVATE SECTOR STAKEHOLDERS SURVEY GREENWAYS AND UNESCO 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 its appeal 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.

*(\*) Greenways are communication routes reserved exclusively for non-motorised journeys, developed in an integrated manner which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient, and surface condition to ensure that they are both user-friendly and low -risk for users of all abilities. In this respect, canal towpaths and disused railway lines are a highly suitable resource for the development of greenways." Lille Declaration, 12 September 2000. <http://www.aevv-egwa.org/greenways/>*



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This survey is complemented by a specific one aimed at the management authorities of greenways and UNESCO Heritage sites located in the vicinity of greenways.

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 the greenway your company operates: \_\_\_\_\_

Company info:

- Name:
- Locality:
- Region:
- Country:
- Contact person:
- Position::
- Postal address:
- Phone:
- E-mail:
- Web:

Services offered:

#### DATA REGARDING TOURISM OFFER

1. Tick the sector(s) to which your company belongs.

Accommodation	
Restaurants	
Cafés, bars or kiosks	
Bike rental centres	
MTB centre management (mountain bike centres)	
Tourism information point management	
Interpretation centre and museum management	
Tourist guides / leisure time monitors	
Tour operator	
Other – specify	

2. Do you think that the offer from tourism companies in your area or region has increased since the greenway has existed?

- SI  
NO

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



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

Yes/no

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]

5. Could you estimate the number of customers you have had in recent years who are greenway users?

Clients	
2018	
2017	
2016	

6. Please tell us what is - based on your criteria- the profile of Greenways users (total should be 100%)

Greenways´ users profile	%
Percentage of local people	
Percentage of visitors	

7. Of your customers - and who are users of the greenway - please indicate what percentage are of national origin and which of other countries (total should be 100%)

Domestic	Of other countries	Total
		100%

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

9. Please tell us the profile of the customers (visitors, non-residents) that use the greenway (total should be 100%)

Greenways´ users profile	%
Percentage of visitors who stay in the area overnight (tourists)	
Percentage of visitors who do NOT stay in the area overnight	



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

12. Could you tell us your yearly turnover?

13. Could you tell us what your busiest times are during the year?

14. And your least busy times?

15. Could you rate the internet connection in your establishment (or in your municipality)?

- Excellent
- Good
- Poor
- Very poor

16. Do you offer your customers WiFi?  
Yes/no

#### DATA REGARDING MAINTENANCE, ACCESSIBILITY AND MANAGEMENT

17. With regard to maintenance, do you consider that the greenway is in ...?

- A poor state of conservation
- An acceptable state of conservation
- A good state of conservation
- An optimal state of conservation

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

YES  
NO.

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

20. Do you think the Greenway is being managed properly?

Yes/no

#### DATA REGARDING UNESCO HERITAGE AND GREENWAY

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?



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yes / No

23. Do you think that the integration of the two resources would enhance the area as a tourism destination?
24. Do you think that the integration of the two resources would improve the competitiveness of tourism companies?
25. What measures would you propose to improve the integration and joint promotion of the two resources?
26. Do you think that the profile of visitors to the UNESCO Cultural Heritage site would be interested in using your greenway?
- Very interested
  - Interested (3)
  - A Little interested (2)
  - Not at all interested (1)
27. 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
  - Interested (3)
  - A Little interested (2)
  - Not at all interested (1)
28. Does the information about the greenway include any reference to the UNESCO Heritage site in your vicinity?
29. Does the information about the UNESCO Heritage site make any reference to the greenway?
30. 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
31. Do you know of any tourism packages offering both resources (Greenway + UNESCO Heritage) in the same product?
- yes / No
32. Please describe the offers here:



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## EMPLOYEES

33. Please state the number of permanent and temporary employees who work in your company.

Job	Permanent or temporary
Manager / director	
Technical staff	
Communication or marketing staff	
Administrative staff	
Other (specify)	
TOTAL	

Total number of permanent or temporary employees:

Thank you very much for your cooperation!



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