



1993 - 2018
25 Años
#VV25

UNESCO STAKEHOLDERS

SURVEY ON UNESCO HERITAGE SITE MANAGERS

VÍAS VERDES Y PATRIMONIO UNESCO

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. It also aims to raise UNESCO Heritage site managers' awareness of the Greenways HERITAGE project so they can improve their knowledge of greenways as a tourism resource, and encourages the inclusion of UNESCO World Heritage sites in theme-based routes linked with greenways, thereby helping us move towards sustainable tourism all over Europe. The results will also be useful for greenway promoters and managers in Europe.

The aim is also to gauge the current level of visitors to UNESCO Heritage sites near 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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This survey is complemented by a more specific one aimed at European greenways managers and local enterprises located in the vicinity of greenways and UNESCO Heritage sites, or which operate in these territories.

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

() **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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Name of the UNESCO Heritage site: _____

Manager and/or person responsible for the UNESCO Heritage site:

- Name of the managing entity/promotor::
- Locality:
- Region
- Country
- Contact person:
- Position:
- Postal address:
- Phone:
- E-mail:
- Web:

Some basic info regarding the site / UNESCO Heritage:

- Location:
- Brief description:
- Date the site was first listed as a UNESCO Heritage site:
- Web

DATA REGARDING TOURISM DEMAND

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

1. Please say whether there are automatic counters (eco-counters) of visitor flows:
Yes/No
 - a. Number installed:
 - b. Since when have they been installed?
 - c. Please provide the latest figures for recorded users:

Number of users
2018
2017
2016
2015
2014



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2. 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%

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

UNESCO heritage profile of visitors	%
Percentage of visitors who stay in the area overnight (tourists)	
Percentage of visitors who do NOT stay in the area overnight	

3. Have you noticed an increase in the number of tourists using your UNESCO heritage site in the last 3 years?

- Yes
- No

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

DATA REGARDING INFORMATION GIVEN TO VISITORS, ACCESSIBILITY, MANAGEMENT AND PROMOTION

6. Do you have a visitors centre and/or any other facilities where visitors can obtain information?

- Sí
- No

7. Do you make use of new UNESCO Heritage technologies to provide your visitors with information?

8. What are they? (Augmented reality, virtual reality, 3D videos ...)

9. Do you consider that your UNESCO Heritage site is accessible for everyone (including people with disabilities)?

- Yes
- NO.

10. If you consider it NOT to be accessible, what percentage of the UNESCO Heritage site would you say is accessible for everyone?



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DATA REGARDING UNESCO HERITAGE + GREENWAY

11. Is there a greenway in the vicinity of your tangible or intangible UNESCO Heritage site (less than 10 km away)?

SI / No

12. Please identify the Greenway resource:

13. 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)

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

Yes / No

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

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

17. 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)
- A little interested (2)
- Not at all interested (1)

18. 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)
- A little interested (2)
- Not at all interested (1)

19. Does the information about the UNESCO Heritage site make any reference to your greenway?

20. Do you know whether the information about the greenway includes any reference to UNESCO Heritage in your vicinity?

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

Si / No



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22. Please describe the offers here:



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