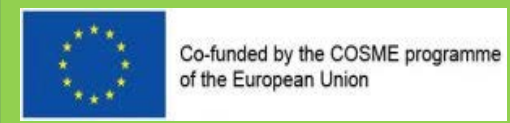


# GREENWAYS HERITAGE

## FINAL CONFERENCE



Dikli. Latvia.  
5th September 2019



ASSOCIATION EUROPÉENNE DES VOIES VERTES  
EUROPEAN GREENWAYS ASSOCIATION  
ASOCIACIÓN EUROPEA DE VÍAS VERDES



1993 - 2018  
25 Años  
#VV25

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*Head of Greenways/Vías Verdes Department*  
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## ✓ Tourism product packages and travel proposals

- **15 UNESCO + Greenways Tourism Products.**
  - Packages from **9 countries**
  - **199 SME** tourism providers involved
  - With the collaboration of all the partners with **TUVI**
  - **Prepared to be sold !**



**EXTENDED ITINERARY**





## ✓ Tourism product packages and travel proposals

- 15 “go as you please” (auto-guide) trip proposals  
Greenways + UNESCO sites

- From 10 countries

- With the collaboration of all the partners

- Prepared to be promoted !



**UNESCO and Greenways common destinations**

**Greenways HERITAGE**

**Visits that should form a part of all itineraries**

**Segovia Historio Quarter and aqueduct**  
Built probably around 50 AD, Segovia's Roman aqueduct is exceptionally preserved. This imposing double-arched construction is integrated in Segovia's magnificent historic quarter, where you can admire other superb monuments such as the Alcazar, whose construction began in the eleventh century, and the sixteenth-century Gothic cathedral.

**How to get there**  
Segovia is about 90 km from Madrid.  
**By train:** If you visit Segovia-Guomar Station is 6 km from the city center. You can also get to Segovia and Madrid. See the conventional network.  
**By bus:** Linecar Company: Mtb Segovia - Hontanares Ojedo. Information: Bus Stator Tel. (+34) 921 427 706

**Other useful information**

**Terrain type on the Greenway:** compacted aggregate  
**Type of users:** Able and practicable. There are some slopes.  
**Length of the Greenway:** 75 km  
**Bicycle rental:** Naturcicleta www.naturcicletaorganja.com Tel. (+34) 609 965 148

**Altimetric profile:**  
Graph showing elevation (m) vs distance (km) for the Segovia route.

**Further information:**  
<http://www.viasverdes.com/itinerarios/itinerario.asp?i=120>  
<http://www.turismodesegovia.com/es/>

**Greenway manager:**  
Eresma Valley Greenway Tel. (+34) 921 113 300.  
<http://www.diossegovia.es/eresma>

**UNESCO and Greenways a common destination**

**Greenways HERITAGE**

**Map:** A map showing the Eresma Valley Greenway route through Segovia, Spain, connecting various points of interest like the Roman aqueduct and the Alcazar.

**Photo Gallery:**  
Three photos showing the greenway route, a person on a bicycle, and the Alcazar of Segovia.

**Video (Include if available)**

**Disclaimers:**  
The content of this trip proposal 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 European Commission and the Agency do not accept any responsibility for any use that may be made of the information it contains.

# Tourism product; Competitiveness of SMEs; Public-private cooperation



<http://www.aevv-egwa.org/projects/greenways-heritage/survey/>

## ✓ Key stakeholders survey

- Online survey.

### English surveys

The purpose of these surveys 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 UNESCO sites and private companies, 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.

We kindly 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.



#### GREENWAYS STAKEHOLDERS SURVEY

➤ Complete the Survey online



➤ Download the Form in PDF



#### UNESCO STAKEHOLDERS SURVEY

➤ Complete the Survey online



➤ Download the Form in PDF



#### PRIVATE SECTOR STAKEHOLDERS SURVEY

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➤ Download the Form in PDF



### Encuestas en español

Quantitative information about the current situation of the binomial Greenways + UNESCO

It will allow us to go further in the promotion of these itineraries as common destinations.

- The results will be useful for GW managers across Europe and for UNESCO sites managers and private companies.

# Tourism product; Competitiveness of SMEs; Public-private cooperation



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#### PRIVATE SECTOR STAKEHOLDERS SURVEY

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### 3 Questionnaires (EN and SP)

- Greenways Stakeholders
- UNESCO Stakeholders
- Private Sector Stakeholders

**Objective: 400 entries**  
+ Report to provide the information

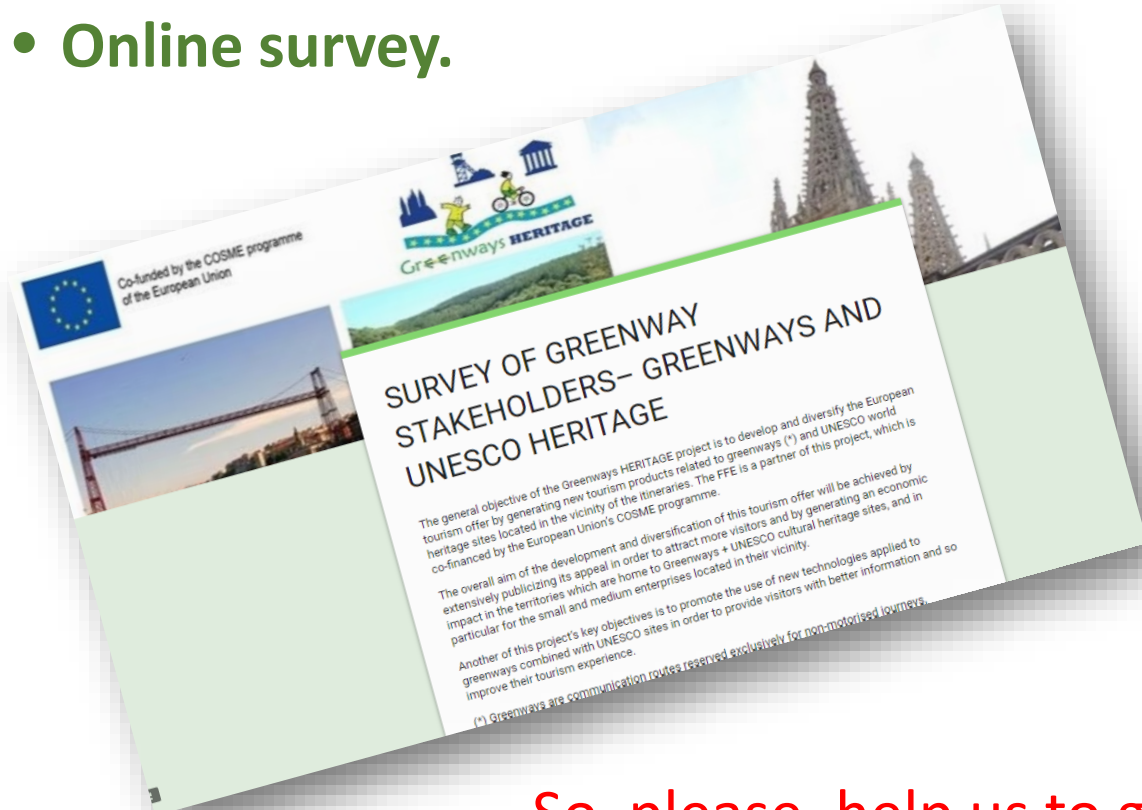
### Encuestas en español

# Tourism product; Competitiveness of SMEs; Public-private cooperation



## ✓ Key stakeholders survey

- Online survey.



<http://www.aevv-egwa.org/projects/greenways-heritage/survey/>

**We have collected 90 entries ...**

**... So, please, help us to get the objective !  
Just 5 minutes to answer it !**

# #Greenways Heritage



Co-funded by the COSME programme  
of the European Union



Some questions as:

- Is there any kind of cooperation between the managers of the **UNESCO Heritage site** and your greenway?
- Do you think that the visitors to your greenway are interested in visiting the **UNESCO Cultural Heritage site**?
- Do you know of any **tourism packages offering** both resources (Greenway + UNESCO Heritage) in the same product?
- .....



### ✓ Key stakeholders survey

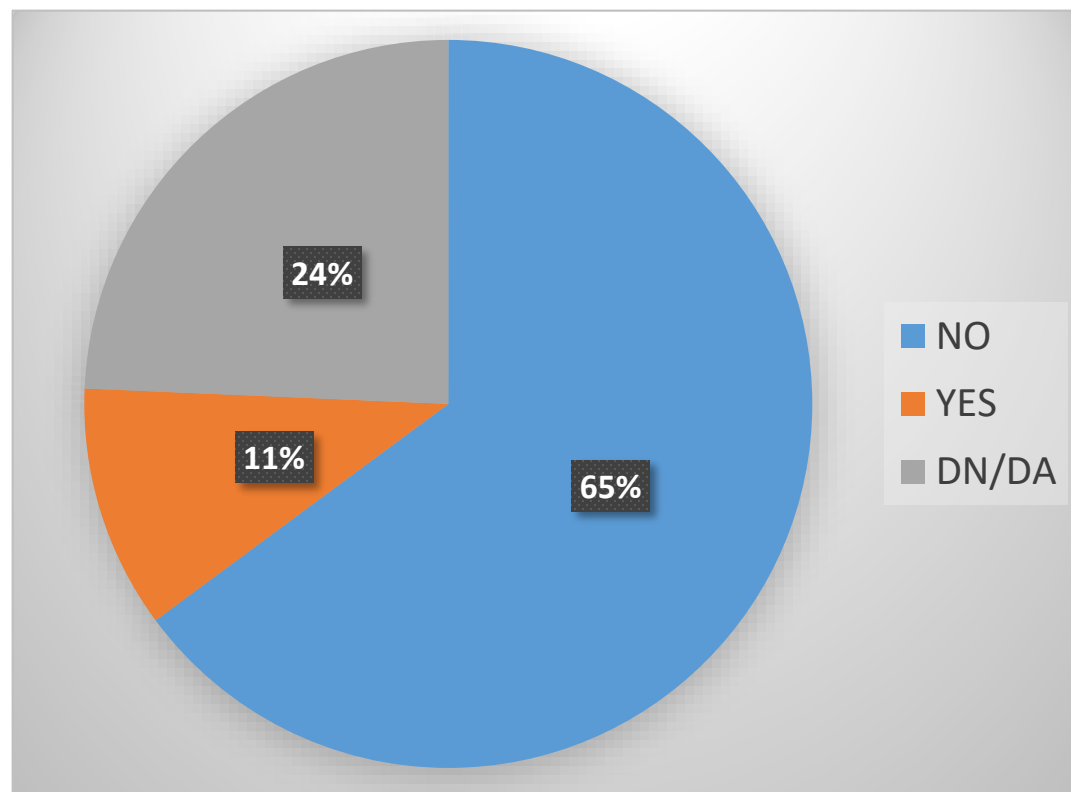
- Online survey.

Preliminary Results:

<http://www.aevv-egwa.org/projects/greenways-heritage/survey/>

### Greenways Managers Survey:

*Is there any kind of cooperation between the managers of the UNESCO Heritage site and your greenway (structured or informal)?*







### ✓ Key stakeholders survey

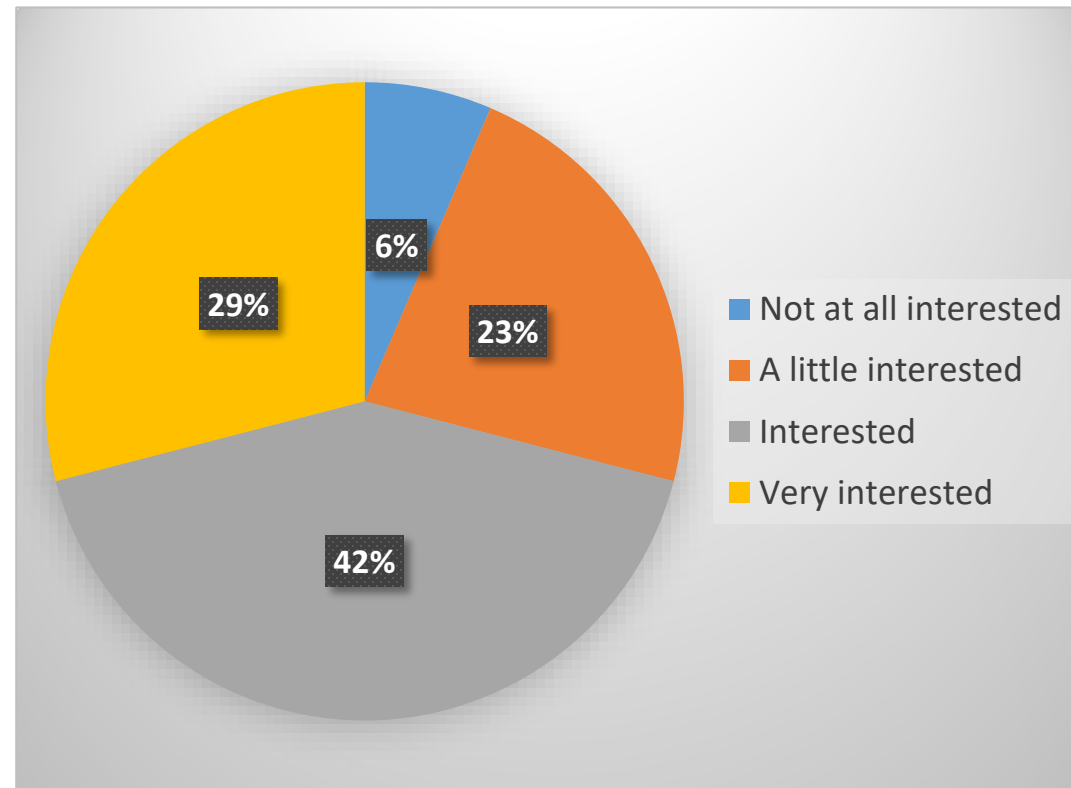
- Online survey.

Preliminary Results:

<http://www.aevv-egwa.org/projects/greenways-heritage/survey/>

### Greenways Managers Survey:

*Do you think that the visitors to your greenway are interested in visiting the UNESCO Cultural Heritage site?*





### ✓ Key stakeholders survey

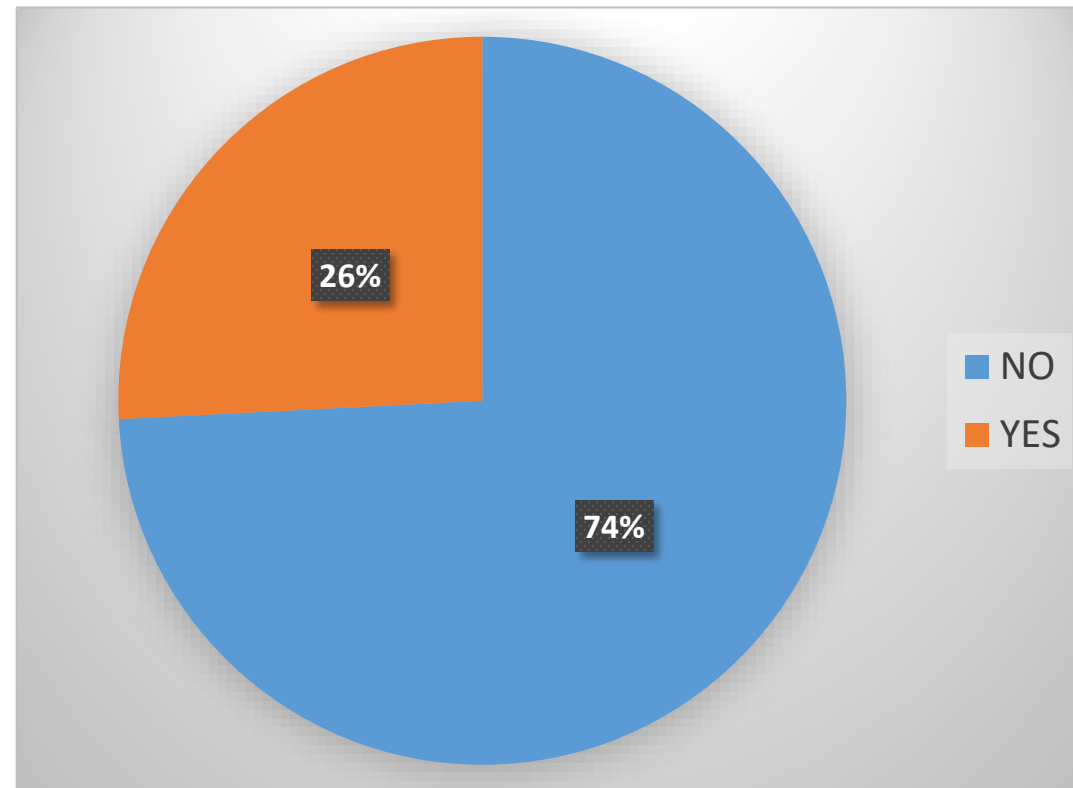
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### Greenways Managers Survey:

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





### ✓ Key stakeholders survey

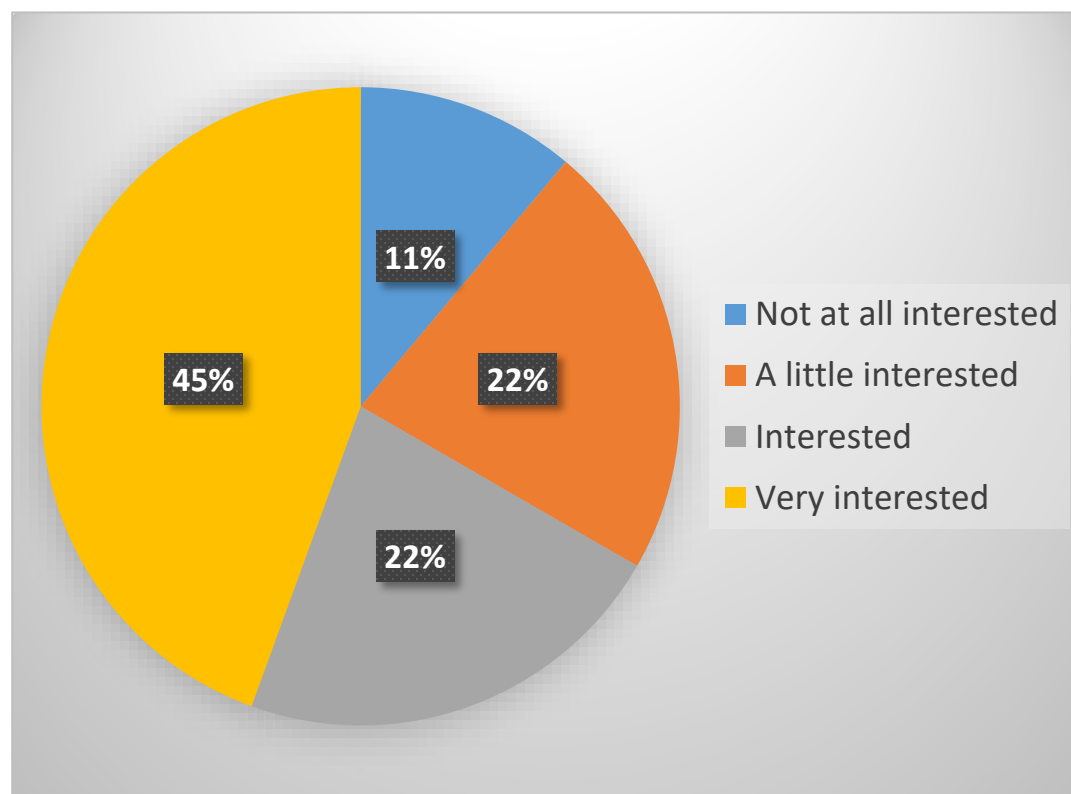
- Online survey.

Preliminary Results:

<http://www.aevv-egwa.org/projects/greenways-heritage/survey/>

### UNESCO Managers Survey:

*Do you think that the profile of visitors of the UNESCO Cultural Heritage site would be interested in using the Greenway?*





### ✓ Key stakeholders survey

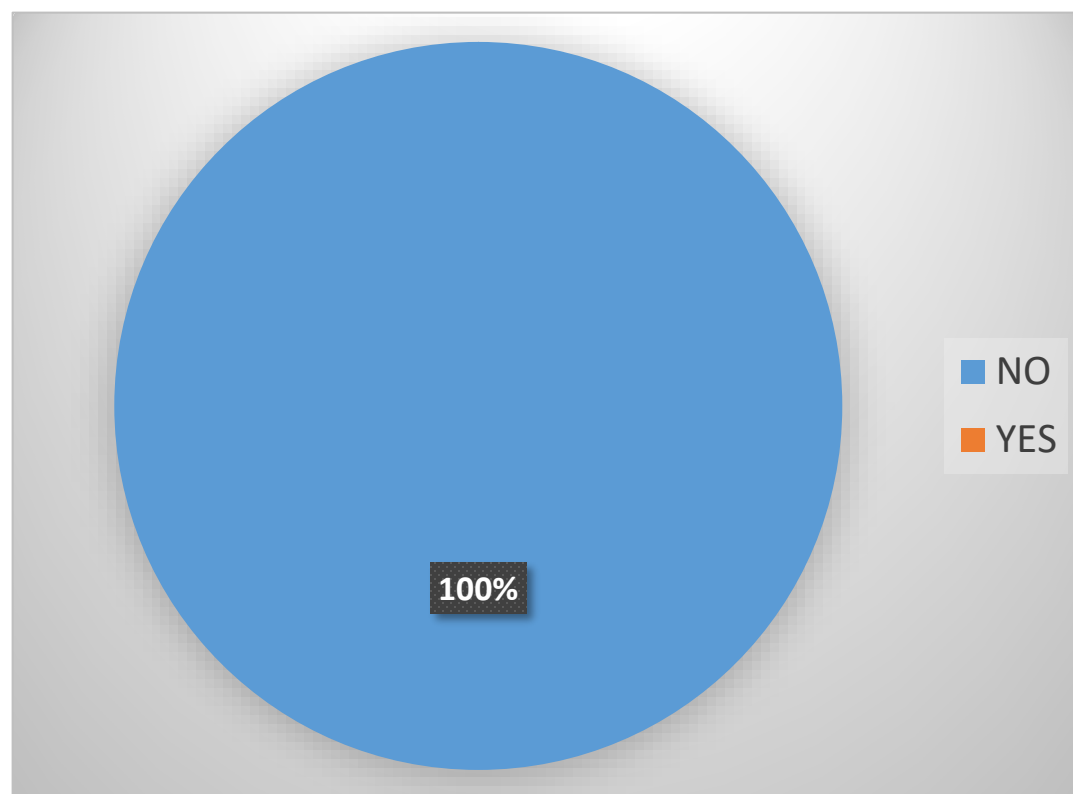
- Online survey.

Preliminary Results:

#### UNESCO Managers Survey:

*Does the information about the UNESCO heritage site make any reference to the Greenway?*

<http://www.aevv-egwa.org/projects/greenways-heritage/survey/>







### ✓ Key stakeholders survey

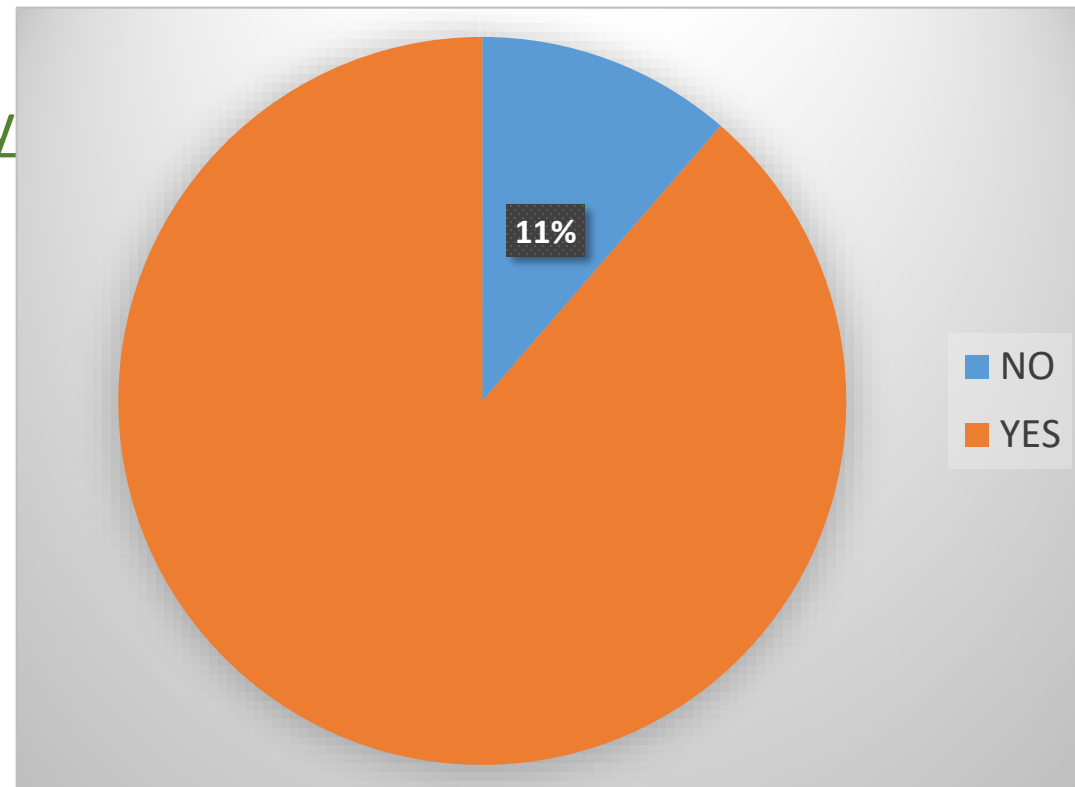
- Online survey.

Preliminary Results:

<http://www.aevv-egwa.org/projects/greenways-heritage/survey/>

### Tourism Private Sector Survey

*Do you think that the integration of the two resources would improve the competitiveness of tourism companies?*



# Tourism product; Competitiveness of SMEs; Public-private cooperation



## ✓ Meetings - key stakeholders

Meetings with SMES, tourism companies to talk about how to integrate UNESCO + GW, how to integrate the tourist information on Touristic GIS and how to include the TIC to promote GW, in all the partners countries

## ✓ Other activities:

- Workshops (FITUR 2019),  
Conferences, etc.





Paldies  
Thank you  
Gracias !

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