

International Workshop Greenways Heritage Milan (Italy) 24/October 2019



Co-funded by the COSME programme
of the European Union



UNIVERSITÀ
DEGLI STUDI
DI MILANO



MECHELEN



“Greenways Heritage”

Touristic Product

Arantxa Hernández Colorado

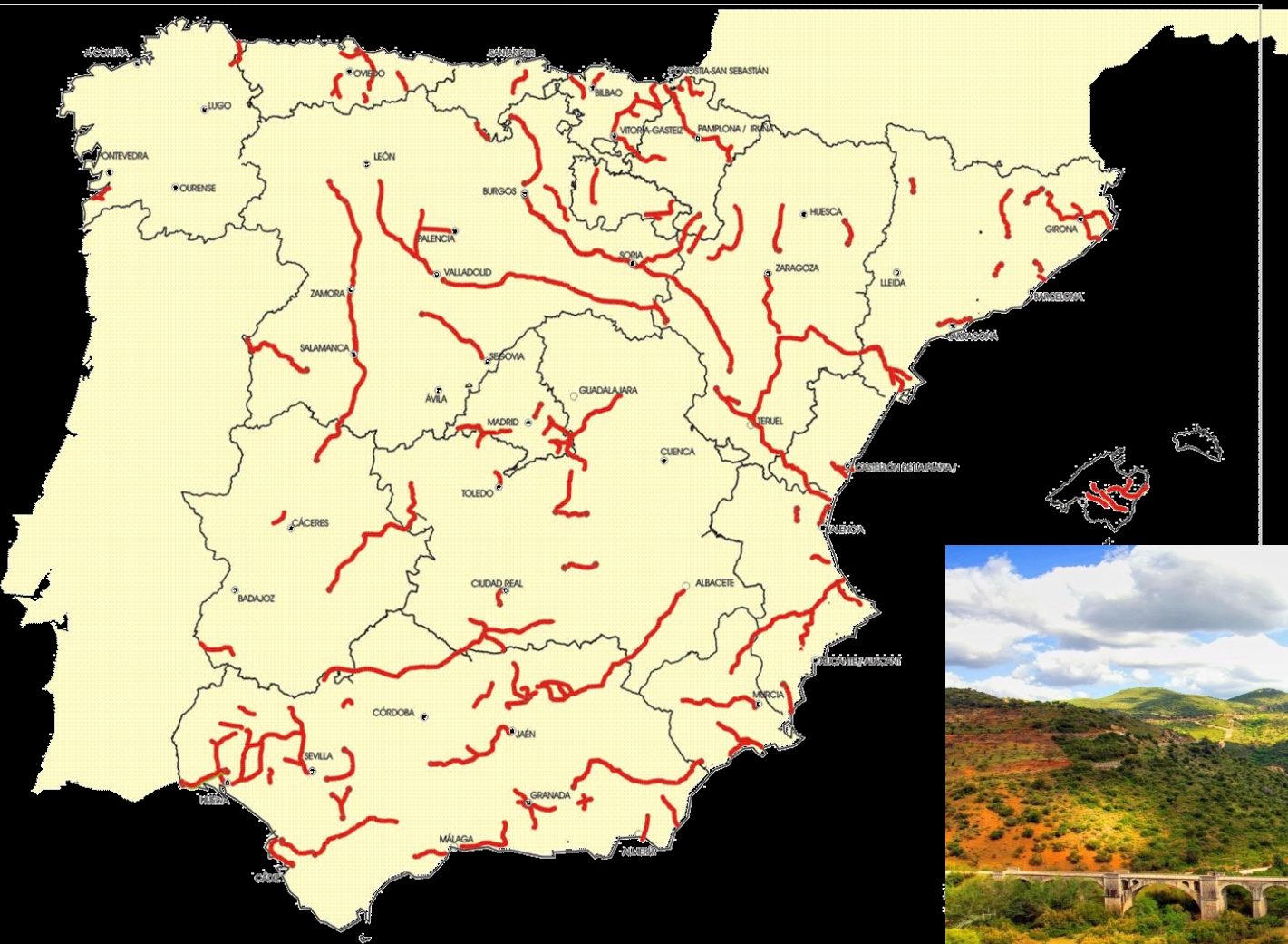
*Head of Vías Verdes Department
Spanish Railways Foundation*

-  **Spanish Railways Foundation**, a public entity since 1985
-  **Patronage:** its President is **RENFE's** President (Public Railway Company), and its Vice-President is **ADIF's** President (Railways Infrastructures Manager). Other members: Regional railway companies, subways,
-  **Objectives:** research, maintenance of railways' cultural heritage, and the coordination and promotion of the Spanish **Vías Verdes / Greenways Programme** since 1993



Vías Verdes in Spain are the result of converting disused railways lines into car free routes suitable for non-motorised transport

DISUSED RAILWAYS LINES (1993)



7.600 km
disused railway
lines

- 954 stations
- 501 tunnels
- 1.070 bridges





Vías Verdes in Spain are accessible, safe and easy-to-use for walkers and cyclists.

SPANISH GREENWAYS (2019)



2019 October

- 125 Greenways
- + 2.800 km
- More than 110 old-stations recovered as touristic use



Close collaboration between bodies of Public Administration:

- **Ministry of Environment** : has a specific budget each year for building non-motorised infrastructures.
- **Public Railways Companies** : ADIF and (FEVE) offer their abandoned lines, by rent.



- **Spanish Railways Foundation.**

Greenways Department make the promotion, coordination and marketing at national and international level



Close collaboration between bodies of Public Administration:

- **Regional Governments** (16 out of 17)
- **22 county councils**
- **More than 500 Local Authorities**
- **20 Communities or “consortium” of local authorities**

They are responsible for:

- ✓ **Preparation of studies and engineering projects**
- ✓ **Obtaining patrimonial disposal over buildings and infrastructure.**
- ✓ **Managing, maintainance and promotion**





The Vías Verdes are part of the **new tourism markets**

Tourism is the first economical activity in Spain (15% of GDP- 11% in 2014)
but still nearly based on a “Sun & Beach” model.

80 Millions of tourists last year,





Vías Verdes are promoting **rural, sustainable and active tourism**



Economic importance of cycling tourism

€44 billion



Vs

€39.4 billion



Not only more, but better distributed throughout the territory and with impact on local economies

The economic impacts. EUROPE



Cycling tourism in Europe produces a **direct economic impact** of **44.000 millions of € / year** and another **44.000 € millions of €** in indirect impact

In Spain, cycling tourism generates an annual turnover of **1.620 M €:**

- 890.000 overnight stays, by value of 390 M €
- 80 million daily excursions, worth 1.230 M €

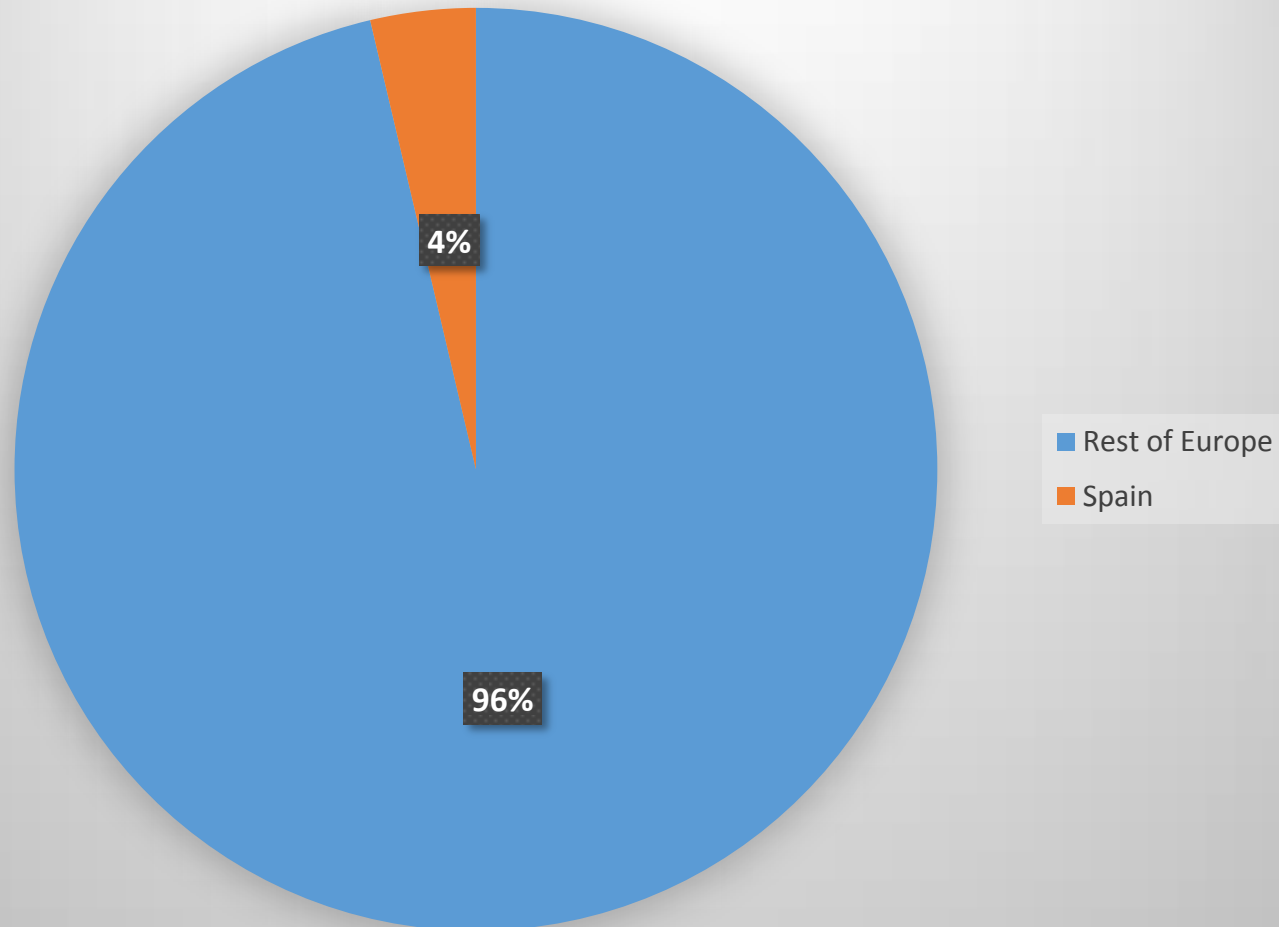
Cycling tourism in Europe. International markets.

Only 4% of that benefit occurs in Spain...

We have a lot more to grow.



Tourism by bike. Economic Impact



🍀 Different working areas, complementaries and simultaneous:

1. Infrastructure
2. Facilities and services
3. Promotion and Communication
4. Management and Commercialisation





Infraestructure: Impressive **heritage**, engineering structures, viaducts, bridges and buildings



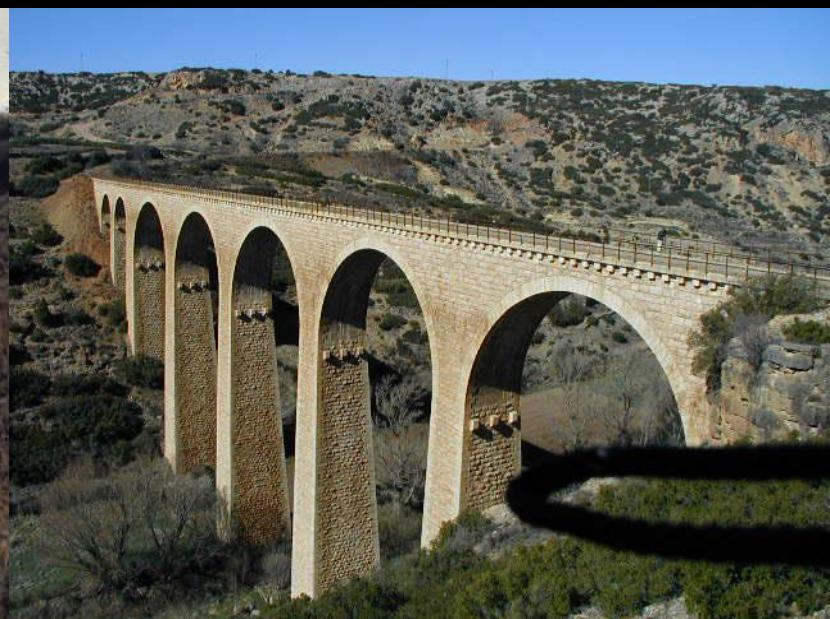
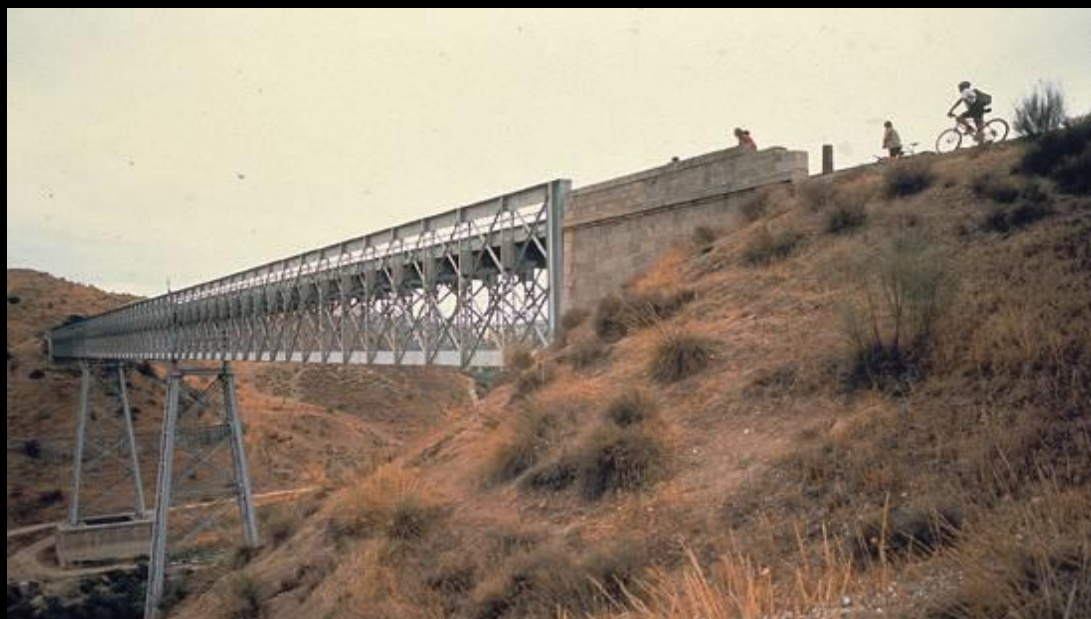


In 1993 there were **1.070** railways abandoned **viaducts** and bridges





Rehabilitation of viaducts and railway bridges

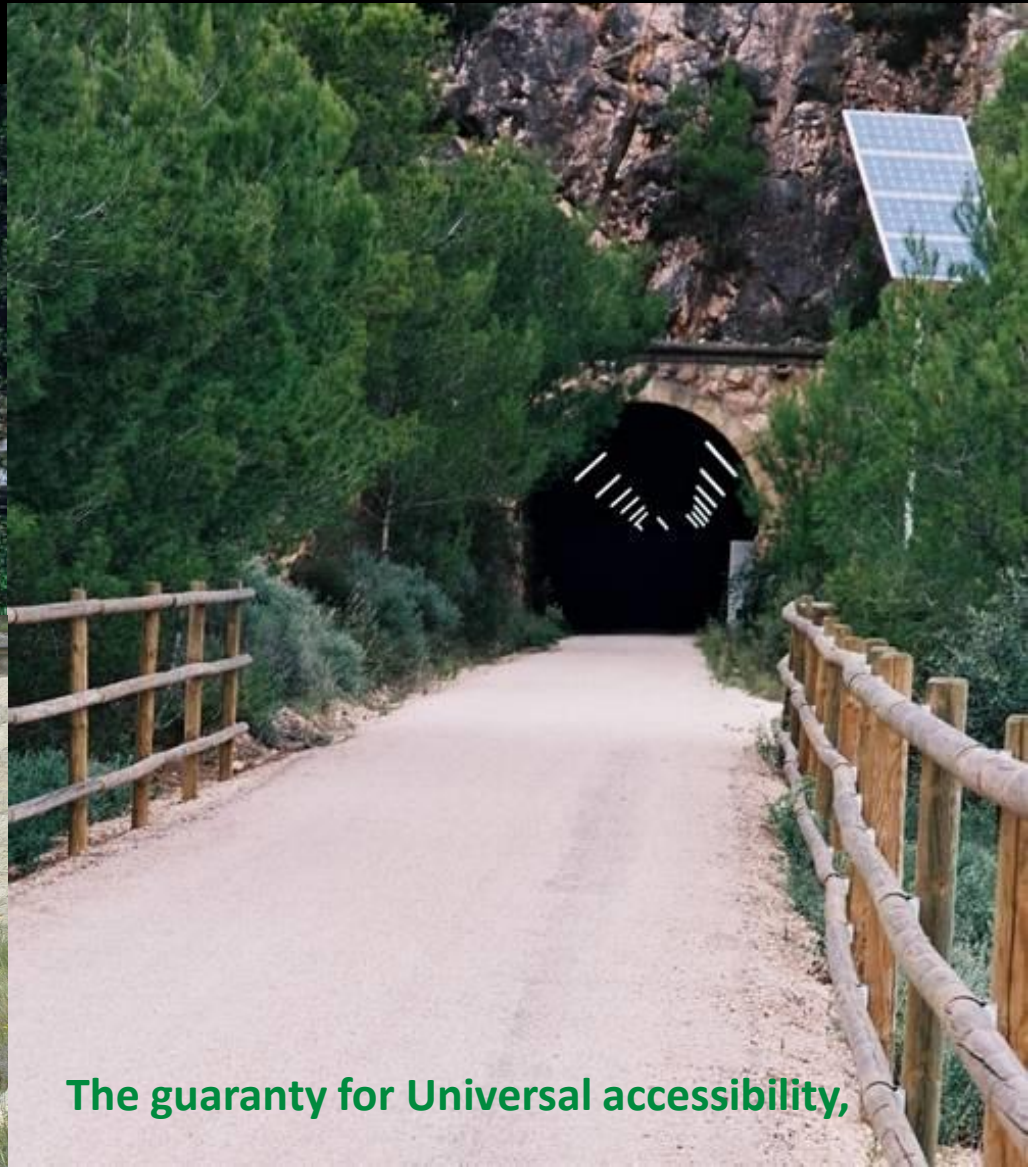


Attractive design for new footbridges





In 1993 Spain had **501 tunnels** in abandoned railways lines. Spain is, after Switzerland, the second most mountainous country in Europe ...



The guaranty for Universal accessibility,

Facilities and services: restoration of disused railways stations



In 1993 there were **954** railways stations in desuse

In 2019 there are **110** railways stations restored and with touristic uses

Before ...



After ...





Restaured stations ... also Railway Heritage !!!

Facilities

Before ...



After ...



 They are being reused as tourist housing facilities





They provide many services: bike rentals, information offices, local museums...





Hotels (****)

Facilities





**Some others are small charming hotels, hostels,
Caravan places, campings sites...**





Restaurants, cafés





Bike points, Natural or Railway Museums ... even swimming pools



FUNDACIÓN DE LOS
FERROCARRILES
ESPAÑOLES





The preservation of the **railway heritage** is the identity sign that defines the Vías Verdes as a very specific and **genuine touristic resource**





And not only buildings but also **mobile railway equipment**: locomotives, wagons, railway carriage. Now with new uses.





The Spanish Railways Foundation (PUBLIC) is responsible for the **promotion and communication** of the Spanish Greenways Programme at a national level.

www.viasverdes.com



The Spanish Greenways Programme has a common logo and a unique name used for converted disused railway lines. A great marketing aid!



QUALITY BRAND



Actions by the FFE promoting Greenways

www.viasverdes.com



The screenshot shows the homepage of the Vías Verdes website. At the top, there's a banner with the text "¡Vive la Vía!" and logos for the Fundación de los Ferrocarriles Españoles and Vías Verdes. Below the banner, there's a section titled "Vías Verdes (literally, 'green-ways') are old disused railway lines that have been recovered and reconditioned for use by walkers and cyclists. Exploring them is a different, enjoyable and environmentally friendly way of getting to know Spain, its culture and its landscapes. This is an alternative ideal for all ages, that respects the environment and brings together sport and the great outdoors. Sounds good? ."

Below this text, there's a section titled "GREENWAYS ITINERARIES" with a cartoon character holding a camera. To the right of this section is a "Greenways Agenda" for June 2018, showing a calendar grid with dates 1 through 30. Below the agenda, there's a section titled "Vías Verdes Leaflet" with links to various brochures in different languages: "Brochure Voies Vertes", "Vias Verdes Broschüre", "Vias Verdes Brochure", and "Brochure Vias Verdes".

At the bottom, there's a paragraph of text: "When the trains stopped rolling over these tracks once and for all, they fell into disrepair and were forgotten. The old lines have now lost their rails, and what was once the domain of wagons and locomotives is the realm of cyclists, walkers and day-trippers. There are 2,400 kilometres of Vía Verde all over Spain. They are easy to get to, and being flat and even, provide no technical difficulties - ideal for all kinds of people: adults, children, and the elderly and disabled too. It is well worth taking a trip on one of these trails where motor vehicles are forbidden. Not even mopeds are allowed on these routes, which are synonymous with safety and respect for the environment. From north to south and east to west, there are 117 itineraries and thousands of kilometres to be covered on fascinating routes that will take you to the most beautiful and most scenic landscapes in Spain."

- 626.000 unique visitors in 2018
- 5 million pages seen / year
- Spanish and English
- Thanks also to the support of many managers through annual fees ...
- Some are still missing!



FUNDACIÓN DE LOS
FERROCARRILES
ESPAÑOLES



InfoVías Verdes

- ✓ Monthly news bulletin. 12,000 subscribers
- ✓ Over 1,000 from the media
- ✓ Agenda of Activities

Suscríbete al
Boletín



But ... Nowadays no adapted for mobile devices



NEW APP !! – From April 2019



Vías Verdes and Nature2000 Network



APP for mobile devices (Android System) about the **Spanish Greenways** and the **Protected Natural Spaces** that allows the user and visitors to discover the rich biodiversity of the Natural Spaces, “Nature2000 Network”, Biosphere Reserves and the Geoparks Network



FREE

First version:

- Android. iOs in future
- Spanish



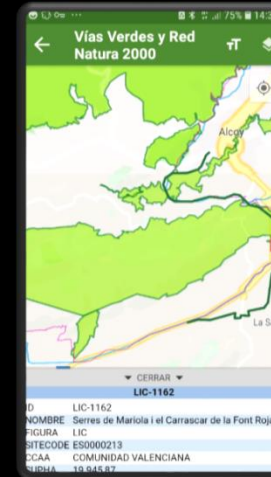
More than 3.200 users in 6 months





NEW APP !! - 2019

Vías Verdes and Nature2000 Network



IX European Greenways Award 2019 Special Prize*

(*) The special award is organized as part of the *Greenways Heritage* project co-funded by COSME program of the European Union.



Co-funded by the COSME programme
of the European Union



NEW APP !! - 2019

Now with info on UNESCO sites in Greenways at www.viasverdes.com and in the APP



Patrimonio UNESCO en el entorno de la Vía Verde. #Greenways Heritage

Puente de Bizkaia (en Getxo) y Caminos de Santiago de Compostela: Camino francés y Caminos del Norte de España (coincidente con el Paseo de Itsasur) Más info>>

Producto turístico Greenways Heritage >>



www.viasverdes.com

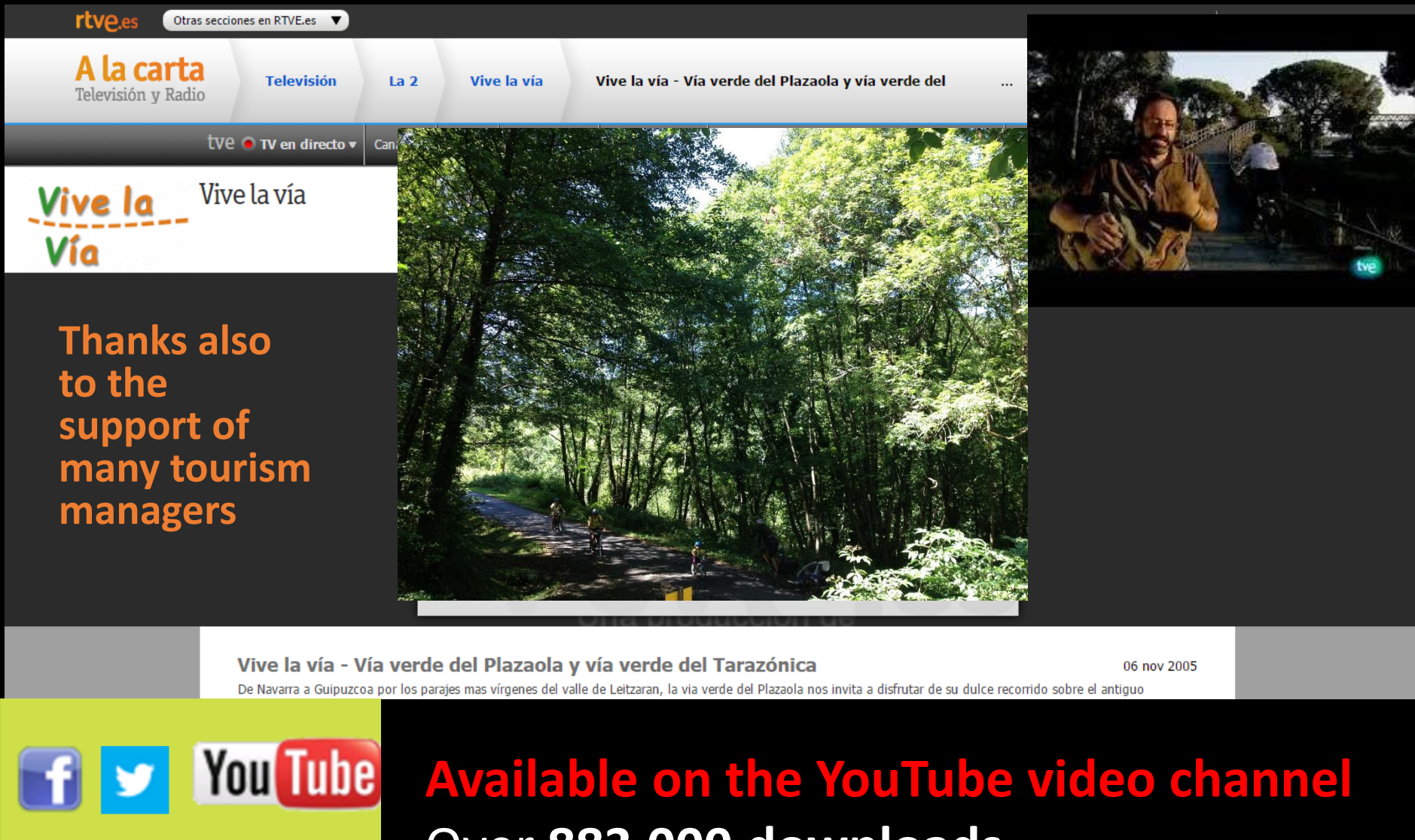


Patrimonio Mundial
UNESCO
Itinerario Cultural Europeo Camino de Santiago



Co-funded by the COSME programme
of the European Union

 Television series “Vive la Vía”. **18 thirty minute chapters**, shown 11 times in **National TV (TVE)** since 2004



rtve.es Otras secciones en RTVE.es

A la carta
Televisión y Radio

Televisión La 2 Vive la vía Vive la vía - Vía verde del Plazaola y vía verde del Tarazónica

tve TV en directo

Vive la Vía Vive la vía

Thanks also to the support of many tourism managers

Vive la vía - Vía verde del Plazaola y vía verde del Tarazónica

06 nov 2005

De Navarra a Guipuzcoa por los parajes mas vírgenes del valle de Leizaran, la via verde del Plazaola nos invita a disfrutar de su dulce recorrido sobre el antiguo

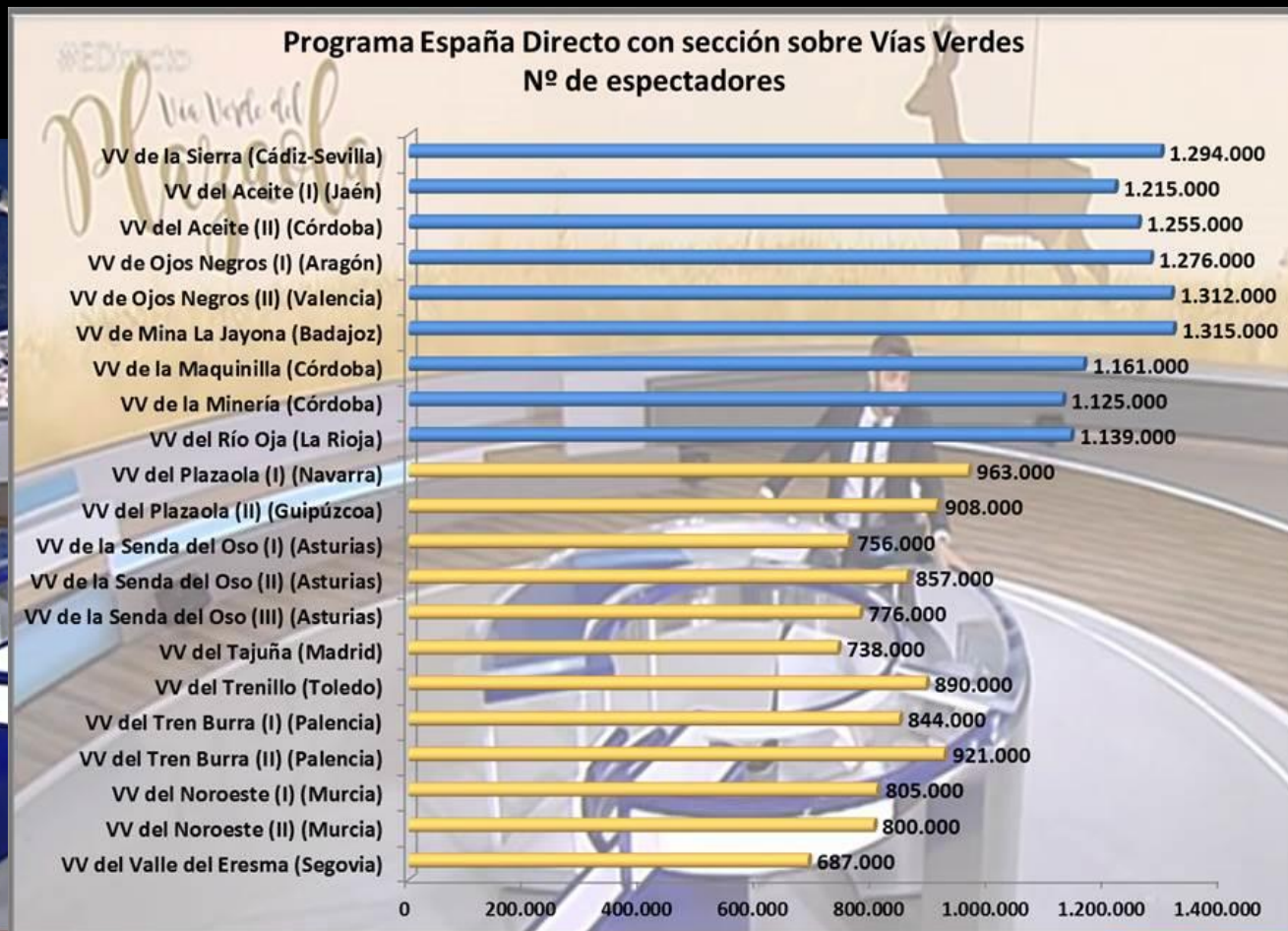
f t YouTube

Available on the YouTube video channel
Over 883,000 downloads



2018: Vías Verdes en “España Directo”. National TV Programme. **Free Collaboration**

20 chapters. Audience: 1 Millions/chapter. Shares: 10%



Reproducción



56:05

21:32



1993 - 2018
25 Años
#VV25



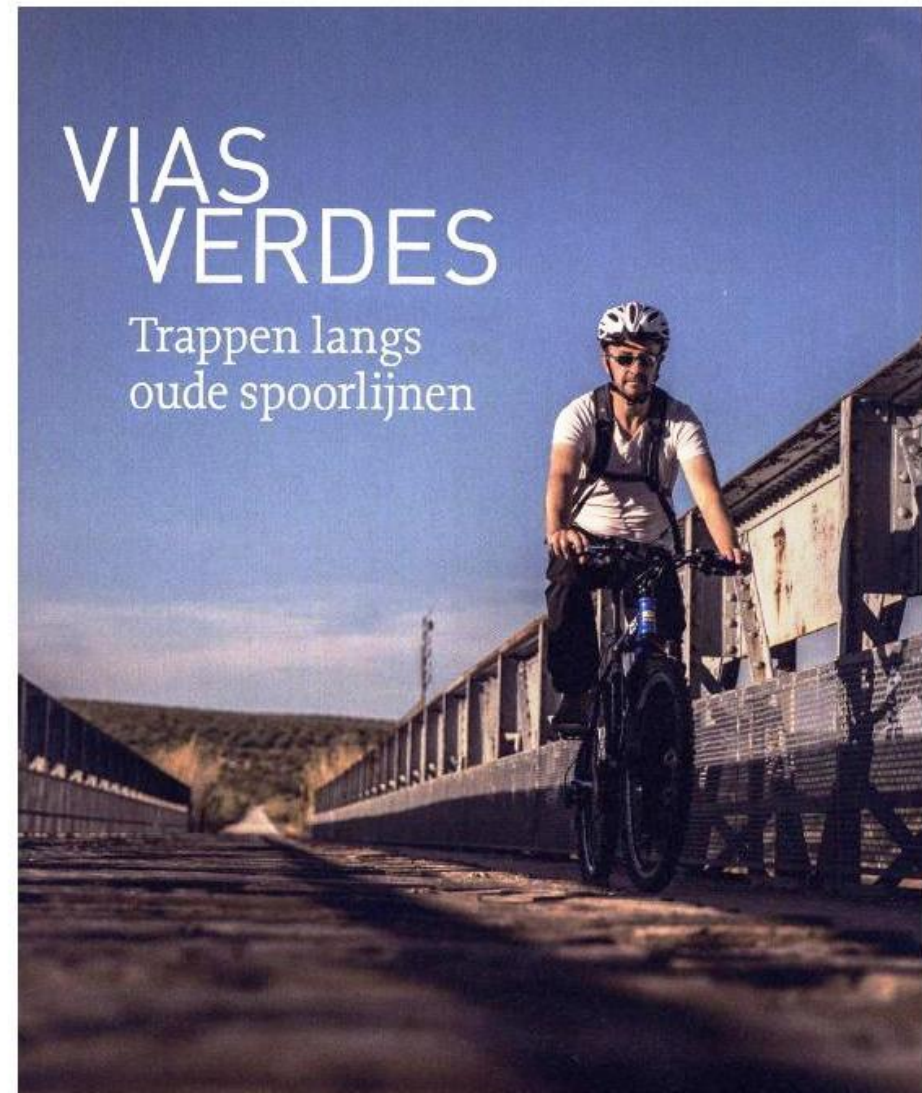


Media contact, press, radio interviews, magazine articles...

Free Collaboration



PRINT MEDIA
TOURISME ESP. 15 A
Ref : 587

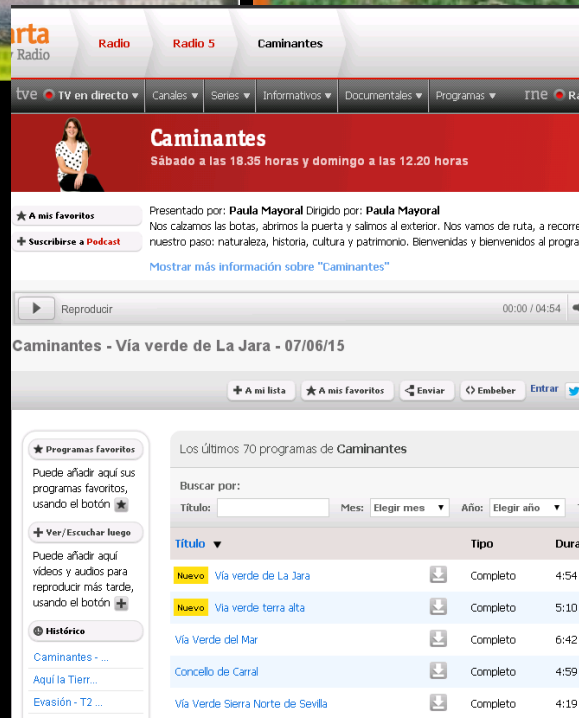


.... or even Monography Editions, Magazines and Radio Programs

Free Collaboration



- Radio 5
- Radio Nacional de España.
- Radio Exterior (National Radio)





More actions by the FFE promoting Greenways



Visita la Spagna e goditi le Vías Verdes!

Itinerarios

Buscador de Vías Verdes
Sige una vía Verde por comunidad o provincia.

selecciona una:

selecciona una:

selecciona una:

Mapa de Vías Verdes

Buscar dirección o lugar

Mapa de España con las Vías Verdes marcadas.

Prima di percorrere una Via Verde è consigliabile informarsi bene delle caratteristiche dell'itinerario per sfruttare al massimo l'esperienza: mappe dettagliate, altimetrie, risorse naturali e storiche, servizi di alloggio e ristorazione... Per saperne di più: www.viasverdes.com

Ulteriori informazioni:

- "Guida delle Vías Verdes": 3 vol. Edizione in spagnolo per la FFE con Anaya Touring.
- Mappa Ufficiale scaricabile pubblicato dal Ministero delle Infrastrutture
- Visualizzatore di Cartografia Ufficiale (IGN, Instituto Geográfico Nacional) <http://nco.ign.es/VisorNCOConMarco/>
- Reti Sociali: Facebook, Twitter, Instagram



- General Greenways brochure. 6 languages.
- Downloadable in PDF. Official Cartography.

SOCIAL NETWORKS


Comparison / Pages to watch

Followers


TÚ		Vías Verdes - Fundación...	38,3K	<div></div>
1		European Cyclists' Fede...	23,2K	<div></div>
2		EuroVelo 6	20,1K	<div></div>
3		France Vélo Tourisme	17,2K	<div></div>
4		Vies Verdes de Girona	11,3K	<div></div>
5		Vías Verdes de Andalucía	4,7K	<div></div>
6		Vía Verde De La Sierra ...	4,2K	<div></div>
7		Vías Verdes Región de ...	1,9K	<div></div>
8				

Facebook Vías Verdes España: 38.613
Facebook Vías verdes Andalucía: 4.917
Twitter: 5.894
Instagram : 1.015
YouTube suscribers: 2.760

- More than **53.100 followers!**
- Very well positioned !


Vías Verdes - Fundación de los Ferrocarriles Españoles
22 de marzo a las 22:00 · 🌐

La Vía Verde del Ferrocarril Vasco Navarro, la más larga de #Euskadi. ¡Una de las imprescindibles! Más info <http://owl.li/NXqn30nRUYZ> Basquetour Visit Euskadi



La Vía Verde del Ferrocarril Vasco Navarro, la más larga de #Euskadi. ¡Una de las imprescindibles!

00:21

👍 Consegue más Me gusta, comentarios y contenido compartido
Promociona esta publicación por 50 € para llegar a un máximo de 74 000 personas.

4061
Personas alcanzadas

208
Interacciones

Promocionar publicación

Rendimiento de tu publicación

4061 Personas alcanzadas	1299 Reproducciones de vídeo de 3 segundos	
51 Reacciones, comentarios y veces que se ha compartido		
38 Me gusta	34 En la publicación	4 En veces compartido
5 Me encanta	3 En la publicación	2 En veces compartido
0 Comentarios	0 En la publicación	0 En el contenido compartido
8 Veces compartido	8 En la publicación	0 En el contenido compartido
158 Clics en publicaciones		
18 Clics para reproducir	62 Clics en el enlace	78 Otros clics

COMENTARIOS NEGATIVOS

0 Ocultar publicación

1 Ocultar todas las publicaciones

0 Denunciar como spam

0 Ya no me gusta esta página

Without budget

Organic impact

And many more actions....



- Management of European and other projects



- Fairs (Eg. Fitur. free Stand)



- Publications



- Workshops & Conferences



- Call for citizen activities



Andalucía se mueve por las Vías Verdes

Andalucía se mueve con Europa



 **Spanish Greenways Day** : in May. Since 1999 ... and local activities during all year long. **2019: 6.500 participants**



DOMINGO, 12 de mayo 2019
XXI DÍA NACIONAL
DE LAS

VÍAS VERDES

¡Vive la fiesta de las Vías Verdes!

www.viasverdes.com **#DNVíasVerdes2019**

Convoca:   **VÍAS VERDES**

Colabora:  **HI-TEC**



Promotion on Spain.info portal. Official Tourism Abroad ...

But it's not enough! – We would like further support



NEWSLETTER KONTAKTADRESSEN ÜBER UNS PROJEKTE SELECT COUNTRY International (Deutsch)

LOHNENDE ZIELE FREIZEITTIPPS PRÄKTISCHE INFORMATION SPANIEN FÜR...

Die Grünen Wege Spaniens

Die Grünen Wege sind Eisenbahntrassen, umgewandelt zu idealen Wegen zum Wandern und Radfahren. Es sind bequeme Wege für jeden Reisenden durch wunderschöne Naturlandschaften.

[Weiterlesen](#)



HOME



KARTE DER GRÜNEN WEGE

Auf dieser Karte sind die einzelnen Strecken der Grünen Wege verzeichnet. Um mehr über die jeweiligen Strecken zu erfahren, müssen Sie nur auf den Bereich klicken, der Sie am meisten interessiert.

Weitere Informationen können Sie der [folgenden Broschüre](#) (PDF (3,2 MB)) entnehmen.



HERAUSRAGENDE GRÜNE WEGE



Grüner Weg der Eisenbahntrasse zwischen dem Baskenland und Navarra

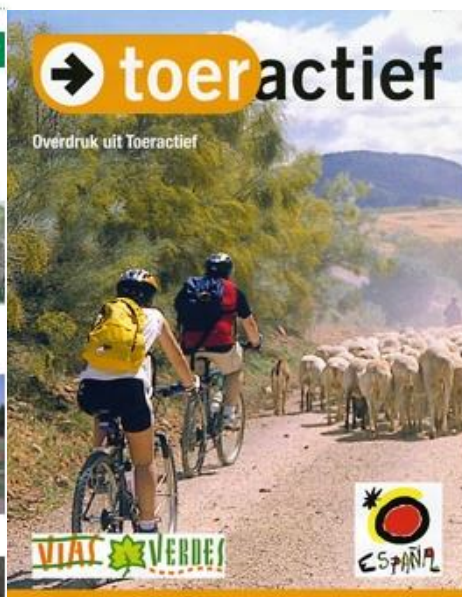


Grüner Weg Ojos Negros



toeractief

Overdruk uit Toeractief



VIA VERDES



- 4 Languages (SP / EN / DE / FR)
- Interactive Map
- Vías Verdes video
- Tourism Products / Packages / Experiences “to Sell”

Without budget



Promotion at Internacional Level

Support from Turespaña / OETS

- Social Networks Campaignes
- Advertorials
- Fam / Press trips
- Support on international fairs

Vías Verdes FFE retwiteó



Spanien Tourismus @SpanienTourism · 29 sept.
Auf dem "Grünen Weg des Öls" in #Andalusien - #Spanien.
#Wandern #Radeln @viasverdes_ffe @VVdeAndalucia
spanien-newsletter.de/index.php?id=1...

Vías Verdes FFE retwiteó



Spain in Switzerland @Spain_in_CH · 14 sept.
Grüne Wege im Baskenland zum entdecken: bit.ly/2vS1a5y #VisitSpain #natur
@viasverdes_ffe @i_Euskadi 🇪🇸

Vías Verdes FFE retwiteó



Spagna in Italia @SpagnaInItalia · 20 sept.
98 antiche stazioni ferroviarie nelle #viasverdes adesso sono ristoranti, infopoint, alberghi o piccoli musei. #visitspain @viasverdes_ffe

Vías Verdes FFE retwiteó



Spagna in Italia @SpagnaInItalia · 24 sept.
La #ViaVerde di Ojos Negros è la più lunga: ben 150 chilometri nelle provincie di #Teruel e #Castellón! #visitspain @viasverdes_ffe



Without budget



Some Greenways and regions have their strategies of promotion. Others no ... so **FFE play this role** for all Spanish Greenways.

Tipos de promoción

- Señalización comercial a pie de vía
- Prensa escrita en publireportajes, blogtrips, famtrips, pressstrips.
- Mapa turístico con los servicios
- Ferias especializadas
- Folleto, DVD, juego interactivo, merchadising, mapas,
- Actividades, congresos, conferencias...
- Publicidad



Eventos / Actividades

- Maratón Vías Verdes Girona
- Trailwalker – carrera solidaria
- Día Europeo de las Vías Verdes – Semana de la Movilidad + Salidas bici adaptada
- Pirinexus360 Challenge!
- Ferias y Jornadas
- Sea Otter Girona – 2a ed. 2018!
- ...



Via Verde de la Sierra



#Greenways Heritage – Creating Tourism Products



VÍAS VERDES



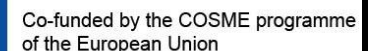
Co-funded by the COSME programme
of the European Union



Mapa de las Vías Verdes españolas



- 21 Greenways with UNESCO Heritage
- + 30 UNESCO sites



Vías Verdes in Spain connecting with UNESCO sites.



Even on the home web page of Public Works Ministry !!



The screenshot shows the homepage of the FOMENTO (Ministry of Public Works) website. The header includes the Spanish flag, the coat of arms, and the text "GOBIERNO DE ESPAÑA" and "MINISTERIO DE FOMENTO". The main navigation bar lists various transport modes: "Ministerio", "Transporte Terrestre", "Carreteras", "Ferroviario", "Aéreo", "Marítimo", "Vivienda", and "Geo-información". A search bar is on the right. The main content area features a large map of Spain titled "Mapa de las Vías Verdes españolas" with numerous green circular icons indicating the locations of Vías Verdes routes. To the right of the map are two images: a stone bridge over a river and a Gothic cathedral. Below these images is a text box with the heading "Vías Verdes + sitios patrimonio cultural de la UNESCO" and a paragraph: "Greenways Heritage" es un proyecto europeo de diversificación de la oferta turística que une ocio saludable y cultural. At the bottom of the page, there is a banner for a competition: "Convocatoria concurso para diseño del Pabellón de España la Bienal Internacional de" and a small advertisement for "ALQUILA BIEN".

✓ Meetings - key stakeholders

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

✓ Other activities:

- Workshops (FITUR 2019, Milano today), Conferences, etc.



	Private Body	Public body	Public-Private (together)	Total stakeholder s involved
Performance Indicators:	160	80	'-	240
Results:	49	105	254	408

Tourism product; Competitiveness of SMEs; Public-private cooperation



✓ Tourism product packages and travel proposals

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



Tourism product; Competitiveness of SMEs; Public-private cooperation



✓ Tourism product packages and travel proposals

- **15 “go as you please”**
(auto-guided) 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 Historic 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 60 km from Madrid.

By train: If you Segovia-Guom is 6 km from the city center. You can also take the conventional train Segovia and Madrid.

By bus: Linecar Compa Segovia - Hornos de San Pedro. Information: Bus Segovia. Tel. (+34) 921 41 11 11.

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: Naturcicla www.naturcicla.com Tel. (+34) 609 965 148

Altimetric profile

Further information:

<http://www.viesverdes.com/itinerarios/itinerario.asp?id=120>

<http://www.turismodesegovia.com/es/>

Greenway map

Eresma Valley I Tel. (+34) 921 11 11 11

<http://www.dg-de-eresma.com/>

UNESCO and Greenways a common destination

Greenways HERITAGE

UNIVERSITÀ DEGLI STUDI DI MILANO

Map showing the Greenway route through the Segovia Historic Quarter and aqueduct, connecting various points of interest like the Alcazar and the Gothic cathedral.

Photo Gallery:

Three photos showing the Greenway route, the Segovia Historic Quarter, and the Segovia Roman aqueduct.

Photo Credits: Archivio Fotografico Provincia di Ferrara

Video (include if available)

Greenways Heritage project aims to promote greenways and UNESCO heritage sites in the vicinity as common destinations. For more information: www.greenwaysheritage.org

Co-funded by the COGNE programme of the European Union

Disclaimer: 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 European 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 use that may be made of the information it contains.

Tourism product; Competitiveness of SMEs;

Public-private cooperation



✓ 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

➤ Complete the Survey online



➤ 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.

#Greenways Heritage



Co-funded by the COSME programme
of the European Union



Some questions as:

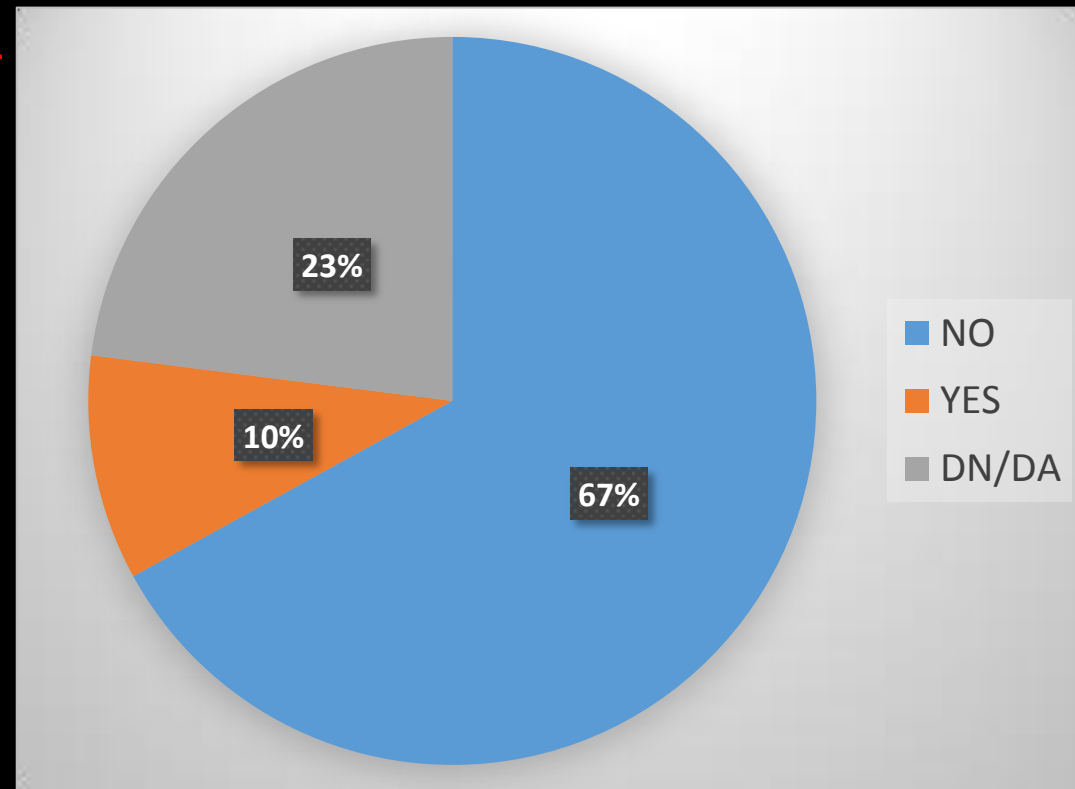
- ☐ Is there any kind of cooperation between the managers of the **UNESCO Heritage site** and your greenway?
- ☐ Do you think that the visitors to your greenway are interested in visiting the **UNESCO Cultural Heritage site**?
- ☐ Do you know of any **tourism packages offering** both resources (Greenway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

✓ Key stakeholders survey

- Online survey.

Greenways Managers Survey:

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

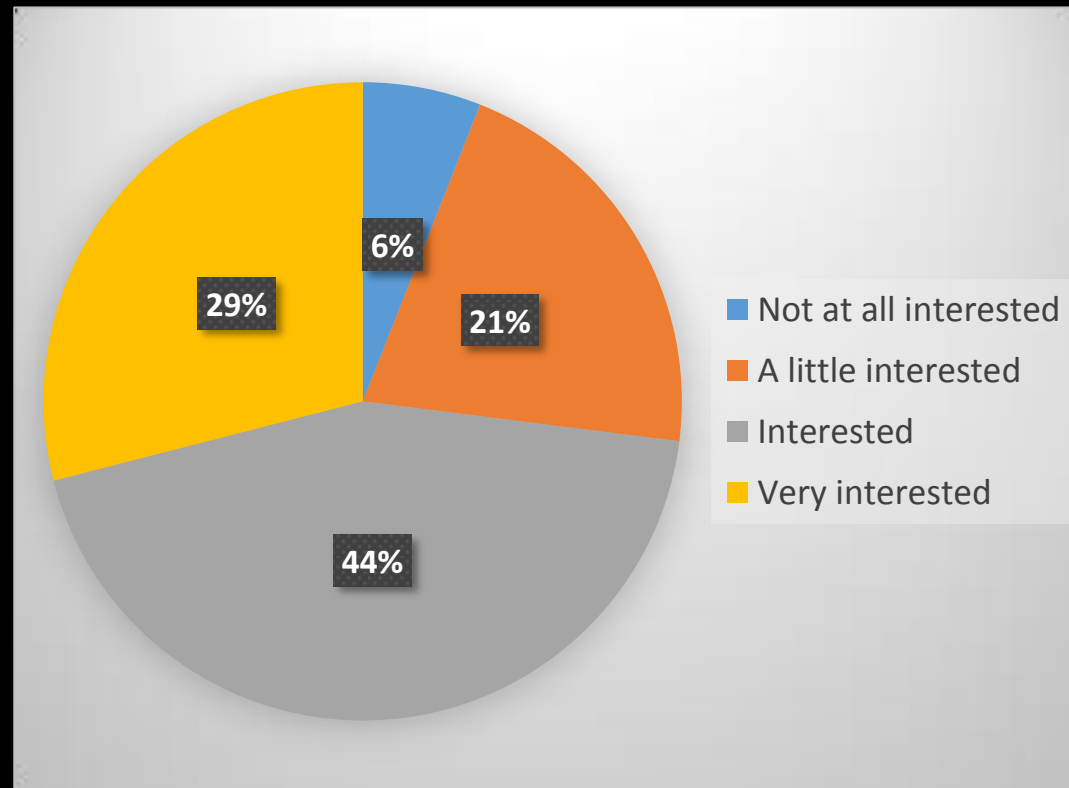


✓ Key stakeholders survey

- Online survey.

Greenways Managers Survey:

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

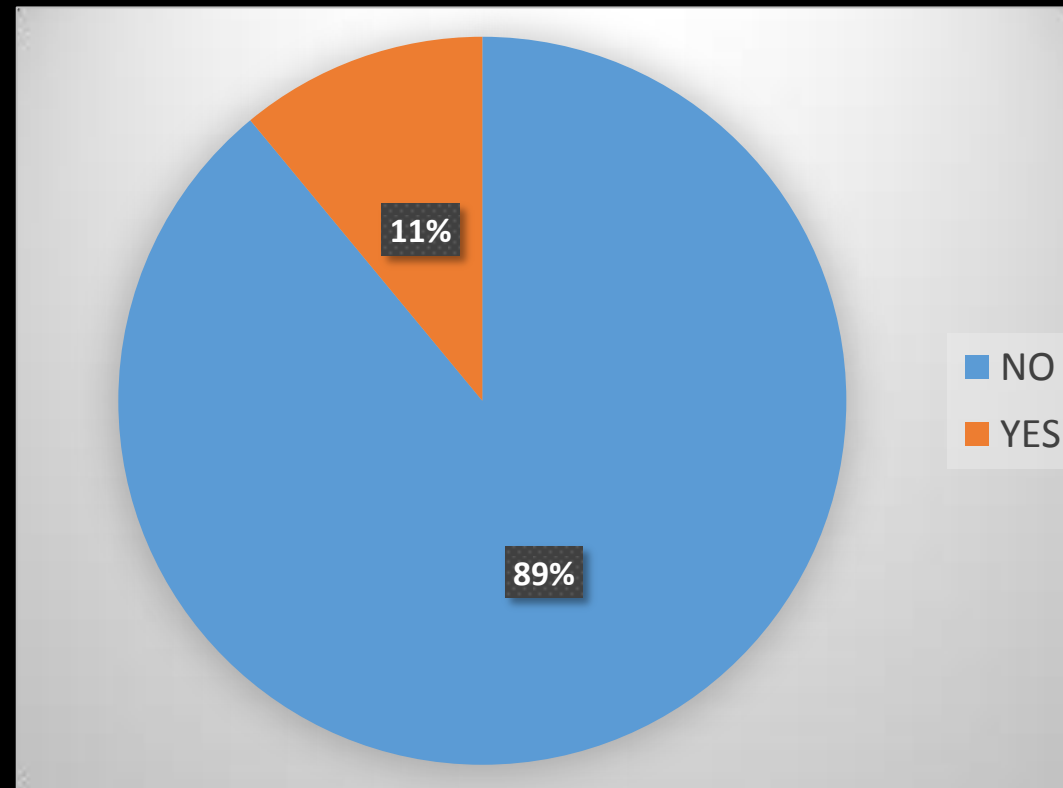


✓ Key stakeholders survey

- Online survey.

Greenways Managers Survey:

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

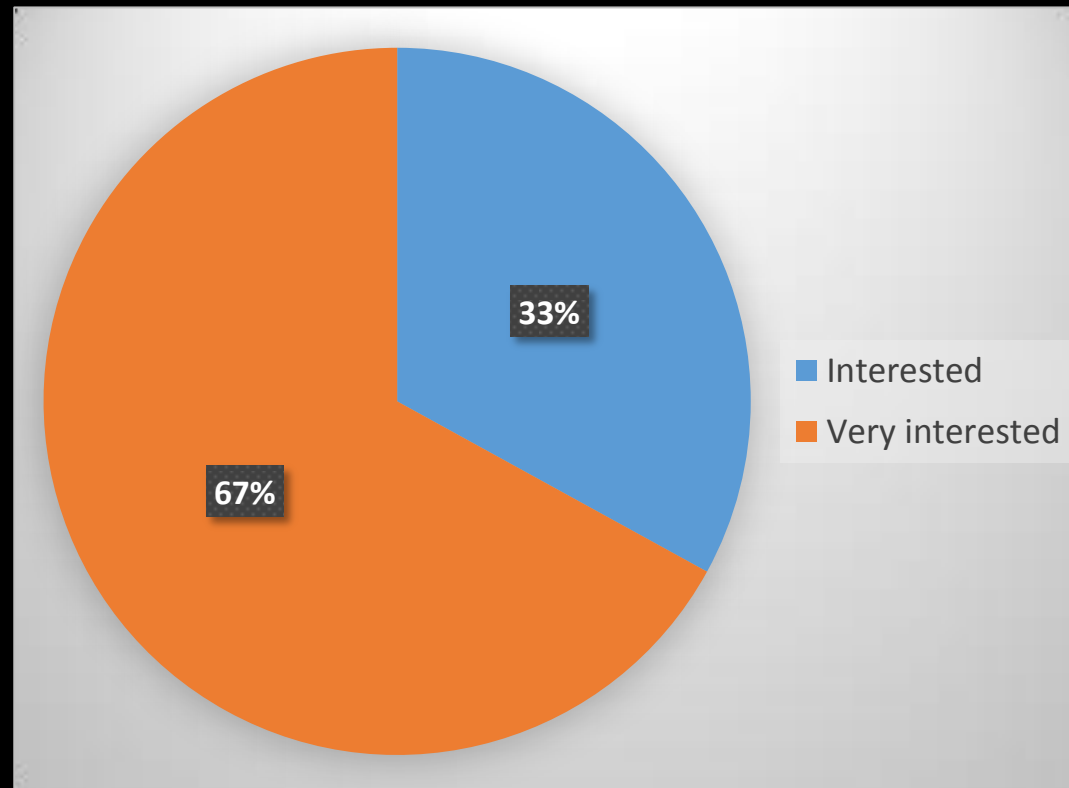


✓ Key stakeholders survey

- Online survey.

UNESCO Managers Survey:

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

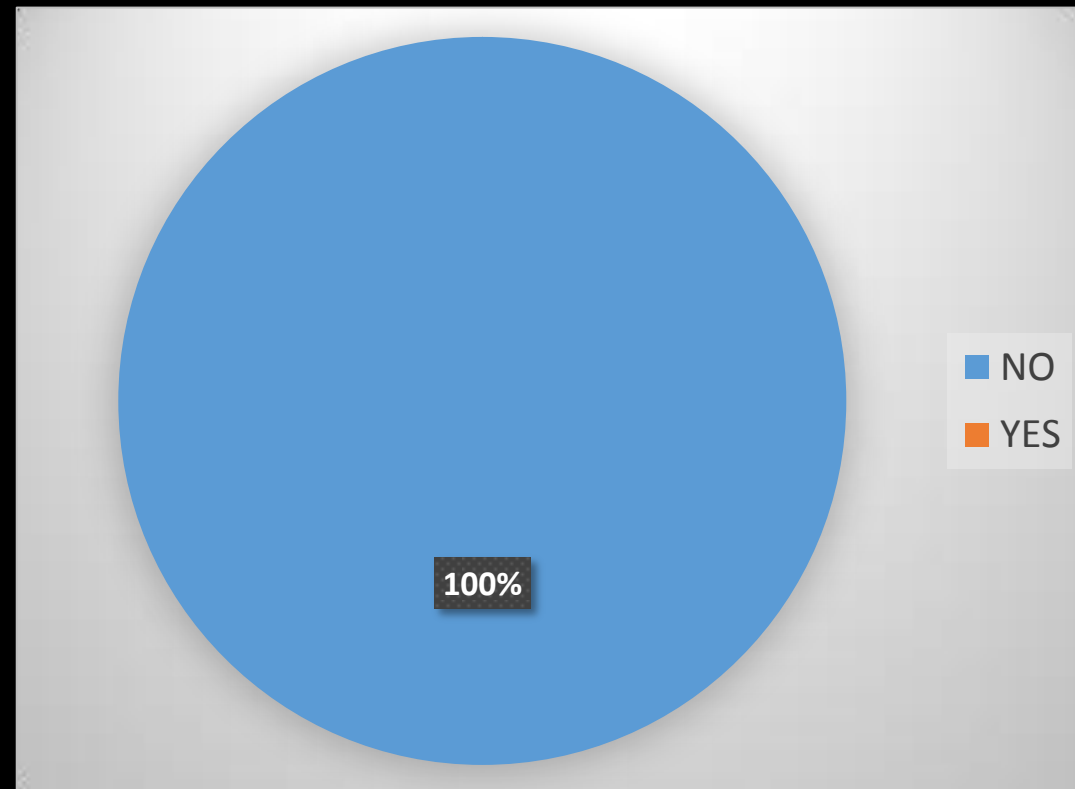


✓ Key stakeholders survey

- Online survey.

UNESCO Managers Survey:

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

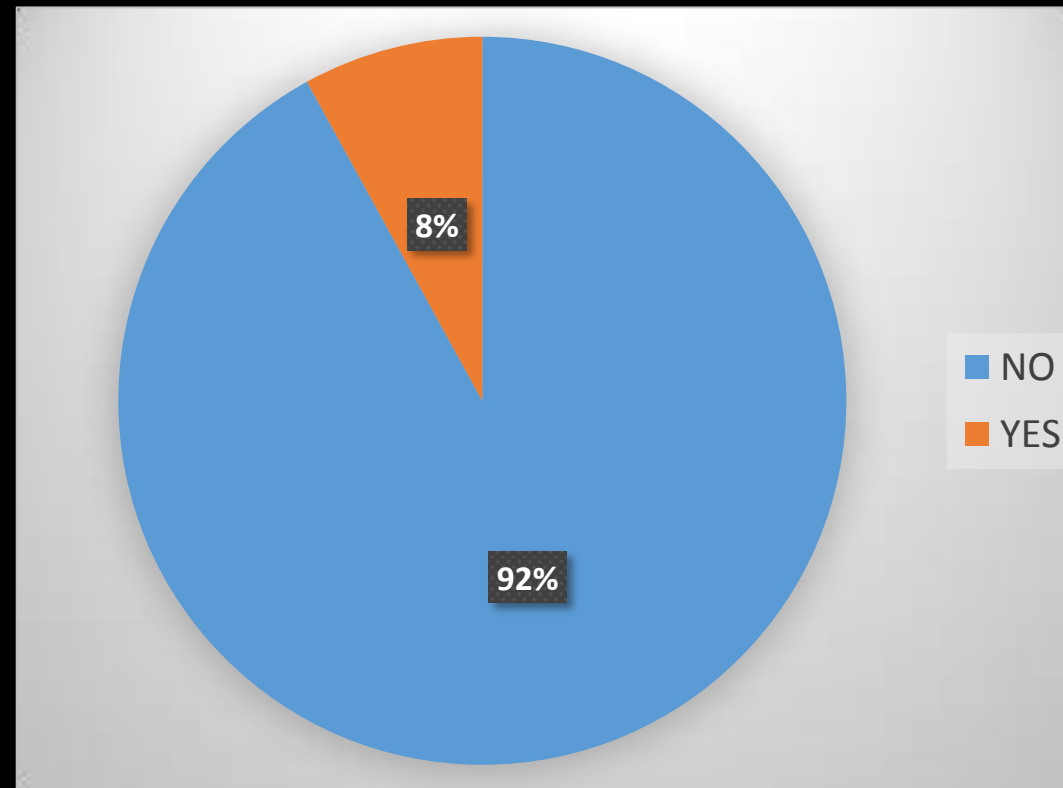


✓ Key stakeholders survey

- Online survey.

Tourism Private Sector Survey:

*Do you think that the
two resources
(Unesco Heritage +
Greenways) are
integrated as a
Tourism product?*

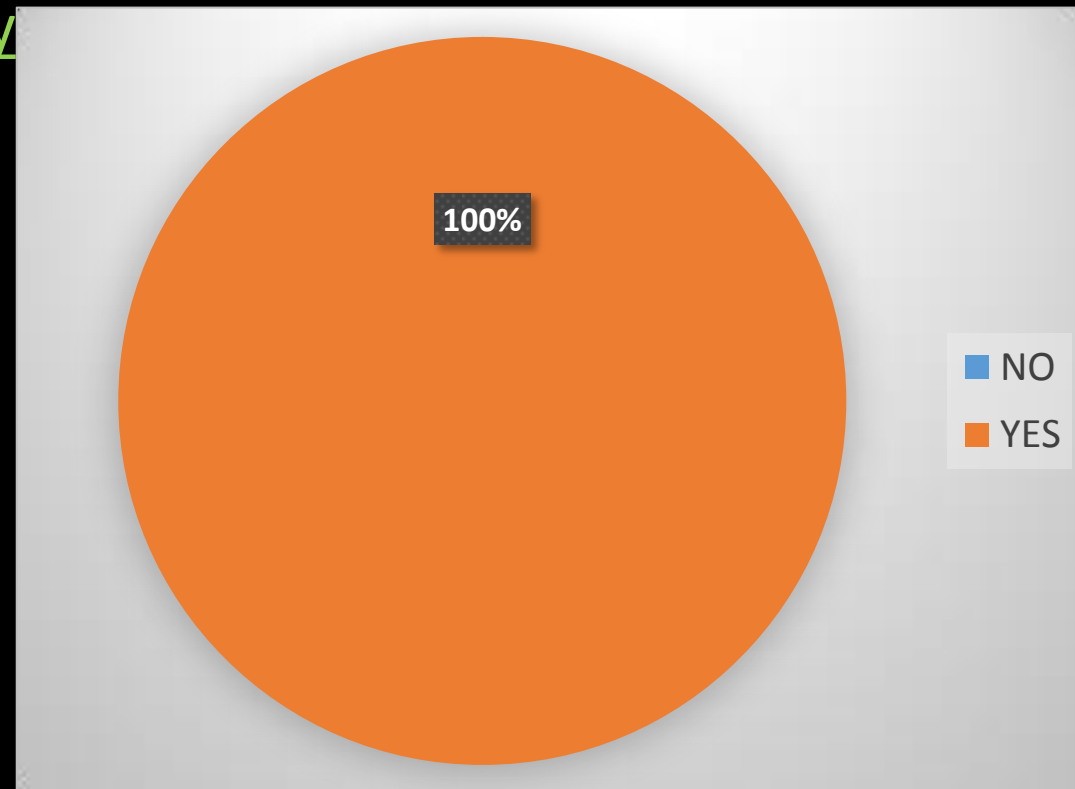


✓ Key stakeholders survey

- Online survey.

Tourism Private Sector Survey

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





Greenways Heritage

Contributing to the
development of our tourism

Grazie mille
Thanks for your attention



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