

UNIVERSITÀ DEGLI STUDI DI MILANO







The previsional model.

Estimating the increase in the number of tourists and their economic impact, as result of the "Greenways Heritage" brand establishment.

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Acronym GREENWAYS HERITAGE.

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Greenways and UNESCO Heritage in Europe: The high potential of their joint promotion.

Greenways are independent non-motorized routes, mainly using disused railways and canal towpaths. Safe, accessible and very attractive, they give easy access to areas of outstanding natural beauty (e.g. in mountainous areas, by way of tunnels and viaducts). (See Lille Declaration: <u>https://www.aevv-egwa.org/lille-declaration/</u>)

Greenways are a very appealing destination for active tourists who use nonmotorized means of transports as their main way of exploring new territories, urban or rural. Especially for the later, greenways play a highly important role in the local economic development. Nowadays these sustainable itineraries increasingly expand all over the European continent.

They are undoubtedly, historic, cultural and natural assets with a huge tourist attractiveness. The future conversion of undeveloped disused railway lines into greenways represents a major growth potential; not to mention greenways based on canal towpaths, which exploit Europe's considerable hydraulic engineering heritage.

Cultural tourism linked to UNESCO World Heritage sites, is considered as a key asset for EU tourism. Many Greenways have UNESCO cultural heritage sites nearby although up until now there has been no joint promotional effort for these two important cultural resources to benefit from.

Therefore, the wealth and appeal of UNESCO sites and greenways as separate destinations could be multiplied if those destinations were to be combined. The two resources reflect the history of Europe, a shared identity, and the opportunity to reach a broader segment of tourists.

GREENWAYS HERITAGE:

Tourism product combining greenways and UNESCO sites

The aim of the project is the development and diversification of the European tourism offer by developing new tourism products combining UNESCO + Greenways as common destinations.

A particular emphasis on the use of Cultural and Creative Industries (CCI)related technologies, linked to greenways and UNESCO sites, is foreseen to better inform the visitors and enhance their experience.

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Previsional Model

1. Introduction

"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).

Many greenways have outstanding UNESCO heritage sites nearby, although actually there is no joint promotion effort from which the two significant cultural resources can benefit: the greenway tourists and cultural tourists are, in fact, separate.

The general objective of the Greenways Heritage project is the "development and diversification of the European tourism offer by generating new tourism products related to heritage greenways and UNESCO cultural sites located nearby".

The promotion of the "Heritage greenways" will allow converting greenway users into cultural tourists and encouraging visitors of UNESCO sites to discover greenways.

In order to raise "Heritage Greenways" brand awareness as "transnational thematic tourism product", the University of Milan have developed a previsional model for estimating tourists increase and economic impact generated by brand promotion and establishment.

2. Methodology

The previsional model will allow estimating the increase in the number of tourists and their economic impact, as result of the "Greenways Heritage" brand establishment.

The model consists of three main steps:

- 1. Definition of current users of the greenway and visitors to the UNESCO site.
- 2. Estimation of the increase in the number of tourists following the promotion of the "Greenways Heritage" brand.
- 3. Estimation of the economic impact generated by the increase in the number of tourists.

3. Definition of the current users and visitors

The first step of the previsional model provides for the definition of the current number of users of the greenway and visitors to the UNESCO site.

Below are described the main methods to collect this information.

Current number of greenways users

Over the years, different methods have been developed for quantify the number of users of different types of pedestrian and cycle trails. (Tab.1).

Each of these methods has its own costs and benefits, which should be carefully assessed in order to choose the technique best suited to the situation being studied.

In theory, the best technique is the one that provides the required data with a sufficient level of accuracy, while keeping the costs of the survey at an acceptable level (in terms of both time and cost).

Tal	Tab. 1 - Greenway users counting techniques						
Technique	Accuracy	Time consuming	Cost				
Manual counting	High	High	High				
Automatic counting	Medium	Low	High				
Estimation model	Medium	High	Low				

Manual counting

Manual counting involves the direct observation of users by a certain number of observers, placed in an appropriate position along the greenway. This technique allows detecting not only the number of users but also some of their general characteristics (e.g. gender, age, means of transport, etc.).

The choice of the points of observation is crucial for the representativeness of the results: the greater the number of points, the greater the possibility of monitoring the complexity of the users of that given greenway, but the greater the costs of survey will also be. It is clear that manual counting is more effective for trails characterized by:

- limited number of accesses,
- large percentage of users accessing the greenway from few points.

The data collected during the observation must be few, easy to find and record: in fact, the time available between one pass and the next could even be very short. For this reason, it is important to define a "registration form" to help with the collection of observations (Tab. 2). The elaboration of a survey plan that identifies a representative "survey sample" is another crucial point necessary to estimate accurately the total users of the greenway. The plan should define:

- the survey points,
- the period(s) of the year (e.g. winter/summer, working/holiday time, etc.),
- the day of the week (working day/weekend),
- time of day.

The costs of observation campaigns are relatively high. The greatest cost is the one related to human resources, which can be reduced if it is possible to use voluntary staff (which however must be adequately prepared).

In general, manual counting ensures a higher level of accuracy than that resulting from the use of automatic or indirect observation techniques. For this reason, manual counting is often carried on in conjunction with automatic counting, in order to identify and correct possible errors.

	Tab. 2 - 1	Registration form	n example to be	used for a manua	l counting	
		GREENWAY	′S			
		OBSERVAT	ION REGISTR	ATION FORM		
ID	GROUP	ENTRY/EXIT	DIRECTION	MEANS OF TRANSPORT	AGE	GENDER
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
XX						
GROUP: In	dicating if the	user is in a grou	up (G) or not.		<u> </u>	(—))
exits the tra	il : Indicating il (EX) or is p	whether the use assing (P), i.e. w	er, at the obser as already on t	vation point, ente the route and cor	ers in the gre ntinues on it.	enway (EN),
DIRECTION etc.).	N: Indicating	the direction in	which the use	r covers the gre	enway (e.g.	North/South,
MEANS OF if he is runn	TRANSPOR	T: Indicating the g), by bike, on he	e means used b orseback, on sk	y the user: on fo ates, etc.	ot (it is possil	ole to specify
AGE: Indica	ating the appr	oximate age of t	he user, by age	e group (e.g. 0-16	6, 17-25, etc.).
GENDER: I	Indicating whe	ether the user is	male (M) or fer	nale (F)		

Automatic counting

This technique involves the installation of automatic systems for detecting and counting users' passages. The data collected relates exclusively to the number of passages (with the relative time). The data is stored on a digital medium and downloaded at regular intervals by the staff. The most commonly used devices can be divided into four categories:

- Infrared sensors,
- thermal sensors,
- pressure sensors,
- inductive loop sensors.

Infrared sensors allow detecting and counting the infrared signature associated with the passage of users. It is possible to classify the infrared sensors in:

- actives, with double sensors (one that emits an infrared beam and another that receives it); when a user passes he interrupts the beam and this event is interpreted by the device as a passage;
- passives, with a sensor that detects both movement and body temperature.

Data on the passages and their date and time are stored. The sensors can also be integrated with photo/video cameras.

Thermal sensors are devices capable of detecting the variation in environmental temperature caused by the passage of a hot body, such as the human one. These sensors can be used in conjunction with infrared sensors or alone.

Pressure sensors, more suitable for pedestrian trails, consist of a counter unit and a vibration sensor buried in the ground and sometimes a mat or tube helps to transmit the vibrations to the sensor. The steps of greenway users are identified by the sensor and registered as a passage.

Inductive loop sensors are useful in collecting cyclists' data but not pedestrian data, as the devices are permanently fixed in the pavement and can detect only the metal of bicycle wheels that pass over the pavement.

It would be preferable to hide or camouflage the counting sensors, both to avoid vandalism and not to influence, if seen, the behavior of users.

The automatic counting allows carrying out long and continuous survey.

This technique is often combined with manual counting, in order to:

- calibrate the instruments,
- validate the collected data,
- collect a series of information on the characteristics of the user that the automatic counting does not provide.

The costs of survey campaigns are relatively high. The highest cost is for human resources and the purchase of sensors. As for the level of accuracy, it depends on the care with which the installation and calibration operations have been carried out, as well as on the continuous maintenance of the devices.

Estimation model

These models allow estimating, within a confidence interval, the potential users of the greenway. The estimation comes through regression techniques based on data provided by automatic counters along trails with characteristics similar to the greenway for which it is desired to estimate the potential users.

For each counter different areas of influence are defined, in order to investigate the effect of the main factors influencing the use of the greenway.

These factors can be classified into four main categories:

- territorial variables, which describe the characteristics of the greenways and the surrounding territory,
- accessibility variables, indicating the connection between trails and territory,
- socio-demographic variables, which characterize the resident and tourist population,
- climatic-temporal variables, which measure the characteristics of the climate and the time period considered.

The influence of these variables on the number of users are then statistically tested using the regression analysis. Once the weight of each variable has been defined, it is then possible to estimate the number of potential users.

Current number of UNESCO site visitors

The current number of visitors to the UNESCO site can be measured using the manual and automatic surveying techniques seen for greenways. Obviously, the observation point must correspond to the point or points of entry to the site.

Another method for obtaining the number of current visitors is to consult the official data provided by the UNESCO site managing bodies, relating to the number of tickets sold. This solution is undoubtedly the simplest and fastest, however it cannot be used if access to the site is completely free.

4. Estimation of the increase in the number of tourists

The model estimates the increase in the number of tourists, based on data obtained from the analysis of questionnaires distributed along some "Heritage Greenways", characterized by the presence of a UNESCO site near a greenway.

The surveys were conducted between May 2019 and September 2019 in five countries, along the following "Greenways Heritage" itineraries:

- Italy:
 - a) Ciclovia Alpe Adria and the Archaeological Area and the Patriarchal Basilica of Aquileia,
 - b) Ciclovia Val Brembana and the Fortified City of Bergamo.
- Belgium:
 - a) Bels Lijntje and the Béguinage of Turnhout,
 - b) Ravel 1 Cycle Route and the Boat Lifts on the Canal du Centre,
 - c) Towpath Zennegat and the Béguinage of Mechelen.
- Latvia:
 - a) Greenway Rīga Ērgļi and the Historic Centre of Riga.

- Portugal:
 - b) Ecopista Guimarães Fafe and the Historic Centre of Guimarães.
- Spain:
 - a) Vía Verde Campiña and the Historic centre of Córdoba,
 - b) Vía Verde Ojos Negros and the Mudejar architecture of Aragon (in Teruel),
 - c) Vía Verde Sierra de la Demanda and the Archelogical site of Atapuerca,
 - d) Vía Verde del FC. Vasco Navarro and the Caminos de Santiago de Compostela (French Way and the Routes of Northern Spain),
 - e) Vía Verde del Río Oja and the Caminos de Santiago de Compostela (French Way and the Routes of Northern Spain),
 - f) Vía Verde Eresma and the Old city and aqueduct of Segovia,
 - g) Vía Verde Safor and the Rock Art of the Mediterranean Basin on the Iberian Peninsula (Cueva del Parpalló, en Gandía),
 - h) Vía Verde Alcoy and the Rock Art of the Mediterranean Basin on the Iberian Peninsula (Cueva de La Sarga, en Alcoi),
 - i) Vía Verde Montes de Hierro and the Bizkaia Bridge,
 - j) Vía Verde Tarazonica and the Mudejar architecture of Aragon (en Tarazona),
 - k) Vía Verde Paseo de Itsaslur and the Bizkaia Bridge,
 - Vía Verde del Pas and the Cave of Altamira and Paleolithic Cave (Cuevas de Monte Castillo),
 - m) Vía Verde Senda de Oso and the Monuments of Oviedo and the Kingdom of the Asturias,
 - n) Vía Verde de Fuso and the Monuments of Oviedo and the Kingdom of the Asturias,
 - o) Vía Verde Xurra and La Lonja de la Seda de Valencia,
 - p) Vía Verde Ruta de la Plata and the Old City of Salamanca.

The survey campaign allowed collecting 416 filled questionnaires, 292 for the users of the greenways and 124 for the visitors to the UNESCO sites.

4.1 The questionnaires

The University of Milan, based on the large bibliography consulted and in collaboration with project partners, has developed two types of questionnaires, one for interviewing the users of the greenways (Annex 1) and the other for the visitors to the UNESCO sites (annex 2).

Both questionnaires share a section (the first eight questions) which aims to describe the profile of the respondent (gender, age, sex, propensity to engage in outdoor activities).

The second part aims to describe the way of using the greenway (questions 9-17) and visiting the UNESCO site (questions 9-13).

However, it is the questions in the third section that allow assessing the effects generated by the promotion of UNESCO sites and greenways as common tourist destinations by the "Greenways Heritage" brand. Based on the answers to these questions it is possible to estimate the annual increase in the number of greenway users (ΔG) and visitors to the

UNESCO site (ΔU). The estimate of the total increase in the number of tourists is obtained by adding these two increments (*Formula* 1).

Formula 1:

 $\Delta T (tourists/year) = \Delta G (users/year) + \Delta U (visitors/year)$

4.2 Increase in the number of greenway users

The answers to questions 14 and 16 of the questionnaire for visitors to the UNESCO site allow estimating the increase in the number of users of the greenway (ΔG).

Question 14 asks the visitor if he is aware of the presence of the greenway near the UNESCO site. Survey data reveal that 52% of respondents are unaware of the trail (Fig. 1).



Fig. 1 - Do you know that there is a greenway near the UNESCO site?

Question 16 asks respondents who are unaware of the presence of the greenway whether they would have used the trail to reach the UNESCO site or explore the territory, if they had known. Survey data reveal that 45% of respondents would be interested in using the greenway (Fig. 2).



Fig. 2 - If you had known, would you have used the greenway to reach the UNESCO site or explore the territory?

The annual number of visitors potentially interested in using the greenway (PG) is obtained by multiplying the annual number of visitors to the UNESCO site by a "coefficient α " of interest (*Formula* 2). The " α coefficient" of interest is obtained by multiplying the percentage of visitors who do not know the greenway by the percentage of respondents interested in using it.

Formula 2: $PG(users/year) = U(visitors/year) \times \alpha$ $PG(users/year) = U(visitors/year) \times 0.52 \times 0.45$ $PG(users/year) = U(visitors/year) \times 0.23$

The number of new users of the greenway ΔG is then estimated by multiplying the annual number of potential users by a coefficient of use (γ), as not all those who are interested will actually use the trail (*Formula 3*).

The coefficient of use γ was set at 0.4, based on the methodology for estimating the potential users of greenways, developed by the University of Milan (A. Toccolini, G. Senes, N. Fumagalli, 2004).

Formula 3:

 $\Delta G (users/year) = PG (users/year) \times \gamma$

 $\Delta G (users/year) = PG (users/year) \times 0,40$

The annual number of the visitors to the UNESCO site can be detected through one of the technique described in paragraph 3.

4.3 Increase in the number of UNESCO site visitors

The increase in the number of visitors to the UNESCO site is estimated based on the answers to questions 18 and 20 of the questionnaire for users of the greenways.

Question 18 asks user if he is aware of the presence of the UNESCO site near the greenway. In this regard, 43% of the interviewees are not aware of the presence of the site (Fig. 3).



Fig. 3 - Do you know that there is a UNESCO site near the greenway?

Question 20 asks users who are unaware of the UNESCO site whether they would visit it, if they had known. Survey data reveal that 69% of respondents would be interested in visit the site (Fig. 4).



Fig. 4 - If you had known, would you have visited the UNESCO site?

The " β coefficient" of interest for UNESCO site is obtained by multiplying the percentage of users of the greenway who do not know the site by the percentage of respondents interested in visiting it.

The annual number of potential visitors is obtained by multiplying the annual number of greenway users by the coefficient β (*Formula 4*).

Formula 4:

 $PU (visitors/year) = G (users/year) \times \beta$ $PU (visitors/year) = G (users/year) \times 0,43 \times 0,69$ $PU (visitors/year) = G (users/year) \times 0,30$

The number of new visitor ΔU is then estimated by multiplying the potential number of visitors by a coefficient of use (γ), as not all those who are interested will actually visit the site (*Formula* 5).

The coefficient of use γ was set at 0.4, based on the methodology for estimating the potential users of greenways, developed by the University of Milan (A. Toccolini, G. Senes, N. Fumagalli, 2004).

Formula 5:

 $\Delta U (visitors/year) = PU (visitors/year) \times \gamma$ $\Delta U (visitors/year) = PU (visitors/year) \times 0,40$

The annual number of the users of the greenway can be collected through one of the techniques described in paragraph 3.

5. Economic impact analysis

The economic flow generated by the promotion of the "Heritage Greenways" brand is quantified based on the increase in the number of tourists expected and on expenditure data obtained from the questionnaires.

The annual economic impact (E) is estimated by considering expenses incurred by new greenway users (GE) and by new visitors to the UNESCO site (UE).

Formula 6:

 $E(\in/year) = GE(\in/year) + UE(\in/year)$

5.1. Expenses of the greenway users

The expenses of the new users of the greenways are calculated by multiplying the estimated number of new users for the related average expenditure.

The average expenditure is estimated by considering two items of cost:

- The average costs of overnight lodging,
- the average costs incurred along the trail for purchasing goods or services.

The data relating the lodging costs are obtained by the analysis of the questionnaires (questions 23-25 for the one relating the users of the greenways, questions 28-30 for the one relating the visitors to the UNESCO sites). Interviewee is asked firstly if his visit to the greenway has involved an overnight stay in an accommodation and if so the length and the cost of the stay.

From the analysis of the questionnaires, it emerges that the total expenditure incurred by the users interviewed for the overnight stay is \notin 8155; dividing this value by the total number of respondents, it results in an average expenditure for the overnight lodging of 23,91 \notin /user/day.

The data relating the expenditures along the greenways are acquired by the analysis of the questionnaires (question 26 for the one relating the users of the greenways, question 31 for the one relating the visitors to the UNESCO sites). The user is asked if he has purchased any goods or services during his use of the greenway (such as restaurants, bike rental points, transfer services), indicating the eventual cost.

The data of the surveys indicate that interviewees have spent a total of \notin 10960 for their purchases along the greenway. By dividing this value by the number of respondents gives an average expenditure of 32,14 \notin /user/day.

Summing up the average costs per user for overnight stays and the purchase of goods and services along the greenway, the average expense per user is 56,05 €/user/day.

The expenses of the new users of the greenway (GE) can therefore be estimated by multiplying their number by the average expenditure per user (*Formula* 7).

Formula 7:

 $GE(\in /year) = \Delta G(users/year) \times 56,05(\in /user/day)$

5.2. Expenses of the visitors to the UNESCO site

The economic impact generated by new visitors to the UNESCO site (UE) is estimated based on the average expenditure necessary to purchase the ticket to the site.

Formula 8:

 $UE(\in /year) = \Delta U(visitors/year) \times UNESCO ticket cost(\in /visitor/day)$

Where

- $UE(\notin/year) =$ Annual expenditure incurred by new visitors to the UNESCO site
- ΔU (*visitors/year*) = number of new annual visitors to the UNESCO site
- UNESCO ticket cost (€/ pers./day) = cost incurred by the visitor for purchasing the tickets for visiting the UNESCO site

The ticket cost for visiting the UNESCO site can be obtained by consulting the official price list of the site.

6. Application of the model: case study

The previsional model has been used to estimate the increase in the number of tourists and their economic impact for a "Heritage Greenways" itinerary in Italy.

6.1. Study area

The study area includes the UNESCO site of Ferrara "City of the Renaissance" and the nearby Ciclovia del Burana.

The city of Ferrara, which grew up around a ford over the River Po, became an intellectual and artistic centre that attracted the greatest minds of the Italian Renaissance in the 15th and 16th centuries. One of the symbols of the city is the Estense Castle, home of the Este family who ruled Ferrara for three centuries and gave the city the appearance it has today: a uniquely planned city, harmoniously fusing Medieval and Renaissance.

Ciclovia del Burana is a ring route of about 57 km that from Ferrara runs along important waterways leading into the countryside of Ferrara to Bondeno. The itinerary then follows a stretch of the Destra Po cycle route to Francolino, from where it reaches the Castle of Ferrara.

6.2. Definition of the current users and visitors

The current annual users of the Ciclovia del Burana has been estimated through the data collected by automatic counters along the trail. The information has been provided by Mobility and Transport Agency of the province of Ferrara, which takes care of devices maintenance and data analysis.

Along the Ciclovia, there are six infrared automatic counters (Tab. 3). For the application of the model it has been decided to use the data provided by the counter $n^{\circ}4$, the closest to the UNESCO site (Fig. 5).

Tab. 3 - Ciclovia del Burana: sites of the counters					
Counter N°	Site				
1	Bondeno				
2	Vigarano				
3	Ferrara – Via Diamantina				
4	Ferrara - Arginone				
5	Pontelagoscuro				
6	Francolino				

The current number of users of the Ciclovia has been estimated by calculating the average value of users detected by the counter $n^{\circ}4$ in the last 9 years (Fig. 6)

 \rightarrow G(users/year) = 71213

As regards the estimate of the current number of visitors to the UNESCO site, it was decided to use the official information provided by the managing body of the Castello Estense. For the year 2018, the Castle has registered a number of entrances equal to 201746 visitors.

 \rightarrow U (visitors/year) = 201746



Fig. 5 - Ciclovia del Burana: automatic counter location



Fig. 6 - Data from counter n°4: annual and average users

6.3. Increase in the number of Ciclovia del Burana users

The annual number of visitors to the UNESCO sites potentially interested in using Ciclovia del Buruna (PG) is estimated using *Formula* 2:

PG (users/year) = U (visitors/year) × α PG (users/year) = 201746 (visitors/year) × 0,23 → PG (users/year) = 46402

The number of actual new users of the Ciclovia ΔG is then estimated by multiplying the annual number of potential users by the coefficient of use (γ), according to *Formula 3*:

 $\Delta G (users/year) = PG (users/year) \times \gamma$

 $\Delta G (users/year) = 47209 \times 0,40$

 $\rightarrow \Delta G (users/year) = 18561$

Therefore, the model estimates 18561 new annual users for the Ciclovia del Burana. Obviously, this figure is indicative of a trend that could take place in the next 4-5 years, in the case of an effective promotion of the Ciclovia del Burana and the UNESCO site as common tourist destinations.

6.4. Increase in the number of visitors to the UNESCO site of Ferrara

The potential visitors to the Castle of Ferrara (PU), coming from the greenway, is estimated using *Formula 4*:

PU (visitors/year) = G (users/year) × β PU (visitors/year) = 71213 (users/year) × 0,30 →PU (visitors/year) = 21364

The number of actual new visitors to the UNESCO site is then estimated by multiplying the annual number of potential visitors by the coefficient of use (γ), according to *Formula 5*:

 $\Delta U (visitors/year) = PU (visitors/year) \times \gamma$ $\Delta U (visitors/year) = 21129 (visitors/year) \times 0,40$ $\rightarrow \Delta U (visitors/year) = 8546$

The previsional model estimates an annual increase of 8546 visitors to the Castle of Ferrara, coming from Ciclovia del Burana. Also in this case, this estimate is indicative of a trend that could occur in the next 4-5 years, in the case of an effective promotion of the UNESCO site of Ferrara and the Cycle of Burana as common tourist destinations.

6.5 Total increase of tourists' number

The total number of new tourists generated by the promotion of the "Heritage Greenways" brand is obtained by using *Formula* 1:

 $\Delta T (tourists/year) = \Delta G (user/year) + \Delta U (visitor/year)$ $\Delta T (tourists/year) = 18561 (user/year) + 8546 (visitor/year)$ $\Delta T (tourists/year) = 27106$

6.6 Economic impact analysis

Based on the increase in the number of tourists visiting the UNESCO site of Ferrara and the Ciclovia del Burana, it is possible to estimate the economic impact generated by the promotion of these two cultural resources as a unique tourist product.

The annual economic impact (E) is estimated by considering expenses incurred by new Ciclovia del Burana users (GE) and by new visitors to the Castle of Ferrara (UE).

The expenses of the new users of the Ciclovia (GE) are calculated by multiplying their expected number by the average expenditure per user, according to *Formula* 7:

$$GE(\in /year) = \Delta G(users/year) \times 56,05(\in /user/day)$$

 $GE(\in /year) = 18561 (users/year) \times 56,05 (\in /user/day)$

 \rightarrow *GE* (€/year) = 1040323

The economic impact generated by new visitors to the UNESCO site (UE) is estimated based on the average expenditure necessary to purchase the ticket to the site, according to *Formula* 8:

 $UE(\in/year) = \Delta U(visitors/year) \times UNESCO ticket cost(\notin/visitor/day)$

The ticket to visit the Castle of Ferrara have a full price of \in 8, therefore by inserting this data into *Formula* 8, the result is:

 $UE (\notin/year) = \Delta U (visitors/year) \times 8 (\notin/visitor/day)$ $UE (\notin/year) = 8546 (visitors/year) \times 8 (\notin/visitor/day)$ $\rightarrow UE (\notin/year) = 68364$

The economic impact of new tourists on territory is estimated considering the expenses incurred by new users of the Ciclovia del Burana and by visitors to the UNESCO site of Ferrara, according to *Formula* 6:

 $E (\notin/year) = GE (\notin/year) + UE (\notin/year)$ $E (\notin/year) = 1040323 (\notin/year) + 68364 (\notin/year)$ $\Rightarrow E (\notin/year) = 1108688$

Therefore, an effective promotion of the Ciclovia del Burana and the UNESCO site of Ferrara as common tourist destinations, would allow to generate a new economic flow on the territory of about 1.1 million euros.

Annex 1



What are greenways?

Greenways are "communication routes reserved exclusively for non-motorised journeys (by foot, bike, horse, etc.) 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" (Lille Declaration, 2000). Greenways are developed along past or disused communication routes like abandoned railways, towpaths, etc. and can be integrated with minor rural roads, quite roads, etc.

Greenway Heritage Project

Many greenways have outstanding UNESCO heritage sites nearby, although actually there is no joint promotion effort from which the two significant cultural resources can benefit: the greenway tourists and cultural tourists are, in fact, separate. "Greenways Heritage" is a European project that involves 8 partners from 5 countries (Italy, Spain, Portugal, Belgium, Latvia). The general objective of the project is the "development and diversification of the European tourism offer by generating new tourism products related to heritage greenways and UNESCO cultural sites located nearby". This is to be achieved by widely disseminating this appealing offer in order to attract more tourists and to generate an economic impact on territories which have both UNESCO sites and greenways.

The questionnaire

The aim of this questionnaire is to gather information on the users of the greenways and UNESCO sites, in order to characterize the touristic demand and estimate its economic impact. This survey will highlight the needs and the behaviour of the users and, on this basis, will allow developing the "Greenways Heritage" tourism offer, by enhancing the planning, management, and promotion of these resources as common touristic destinations.

Da	te: G	reenway nam	e:				U	JNESCO site nai	me:		
1 \	Mhat is your condor?							ma da yau spar	ad on those a	etivitios du	ring the year?
1. 1						0.	(several answ	ine uo you spei vers nossible)	iu on these a	ictivities, uu	ing the year:
,						1	(Several answ		Walking	Running	Cycling
2. 1	$\square < 18$ $\square A6 = 55$						Less than 30 r	minutes/day			
	\Box 18 \Box 40 $=$ 55						30 minutes to	1 hour/day			
	$\square 26 - 35 \square >66$						1 to 2 hours/o	dav			
	□ 36 – 45						More than 2 h	hours/day			
3 1	Nhat is your level of educat	ion?				٩	In which way		ng the groon	today?	
5. 1	Primary school or less	1011.				9.	Walking		ng the green	way, touay:	
	Secondary school							Other (s	necify).		
	University					10			with on the g	roonway to	day2
4. \	What is your occupational st	tatus?				10	With nobo	dy I'm on my o		ieenway, to	uay:
	Employed	□ Student						neonle			
	Unemployed	Retired				11	With whom a	ro you on the	Troopway to	Sveb.	
5. (Can you provide the followi	ng informatior	n on vour re	sidence?		11	. With my fa	are you on the g amily	greenway, to	uay	
	Country	Pos	tal code:				With my fr	riends			
	Municipality:						U With an or	rganized group	(tour operate	or. etc.)	
	Numeri and the second base of the second					12	How many ki	lometres do vo	u nlan to co	ver todav on	the greenway
6. L	During the year, now offen of activities? (several answers r	ao you make t	ne tollowing	g outdoor		12	. How many ki			i toudy on	the greenway
	centres. (several answers)	Walking	Bunning	Cucling		13	Do you inten	d to complete t	he whole gr	eenway or ii	ist a section?
H	Every day or almost						The whole	greenway	ine miere gr		
H	Several times a week						Just a section	ion (specify sec	tion):		
┢	Several times a week								<i>,</i>		
ŀ	Occasionally					14	. How much tir	me did vou (or	do you plan	to) spend or	the
F	Only during weekends/						greenway, du	uring this visit?			
	holidays		_	_			Less than 3	30 minutes	🗖 Half day	/	
F	Only in the warm seasons						30 minutes	s to 1 hour	🗖 One day	/	
	Never						🗖 1 to 2 hou	rs	🗖 day	S	
7.	What are the main reasons i	to make these	activities d	luring the v	ear?	15	. What are the	main reasons	to use the gr	eenway, tod	lay?
(several answers possible)						(several answ	ers possible)			
, L		Walking	Running	Cycling			Recreation	n 🗖	Tourism		
F	Commuting						Commutin	ng 🗆	Enjoying na	ture and lan	dscape
F	Recreation						Health and	d exercise	Discovering	cultural her	itage
F	Cycle-Tourism						Cycle-four	rism 🗆	Uther (spec	city):	
F	Tourism									······	
F	Health and exercise					16	. Which means	s of transport d	id you use to	reach greei	nway, today?
F	Enjoying nature and landsca						Car		🗖 Bus		
F	Discovering cultural heritage	e 🗖						e/scooter	Bike		
F	Other (specify):								On vol	ır foot	

Other (specify):

 17. Do you plan to do some specific activity close to the greenway, today? (several answers possible) Cultural visit (historic Health (spa, etc.) 	 30. During the year, how much time do you spend on the greenway each visit? Less than 30 minutes Half day
centres, museums, etc.)	□ 30 minutes to 1 hour □ One day
□ Naturalistic visit (protected □ Sport activities	21 During the year what is your primary activity on the groonway?
\square Local Food & Wine visit \square Seaside/lake/river	(several answers possible)
beaches	U Walking U Cycling
Other (specify):	Running Other (specify):
□ None	32. During the year, what are the main reasons to use the greenway?
18. Do you know that there is a UNESCO site near the greenway?	(several answers possible)
□ Yes □ No	Recreation Tourism
19. Did you (or do you plan to) visit the UNESCO site?	Commuting Enjoying nature and landscape
□ Yes □ No	□ Health and exercise □ Discovering cultural heritage
20. If you had known, would you have visited the UNESCO site?	
🗆 Yes 🔅 🗇 No	22 During the year, which means of transport do you use to reach the
21. The presence of the UNESCO site has influenced your choice to use	greenway? (several answers nossible)
the greenway?	Car Bus
□ Yes □ No	Motorcycle/scooter Bike
22. Are you interested in visiting a UNESCO site near other greenways?	Train On your foot
□ Yes □ No	Other (specify):
23. Did your visit to the greenway involve an overnight stay in any	34. Where did you find the information on the greenway?
accommodation?	(several answers possible)
Hotel motel Gamping caravan areas	U Word of mouth U Tourist offices
Bed & breakfast Friends/relatives	TV Radio and journal
Hostel, guest house Other (specify):	Brochures and guide I have here a second home
24. How many nights did you (or do you plan to) stay in the	Other (specify):
accommodation?	35. How do you think that the greenway can be improved?
night(s)	(several answers possible)
25. Approximately, how much did you (or do you plan to) spend for the	Better signage and protection of More toilettes
accommodation? £/ners/night	dangerous points and sections
26. During your visit to the greenway, did you (or do you plan to)	More illumination More drinking water
purchase any of the following services? And, how much did you (or	supply points
do you plan to) spend (€/person/day)?	Better maintenance of the More car parkings
☐ Bar:€/pers/day	Better cleanliness of the greenway Better connection
☐ Restaurants:	with public transport
□ Public transport:€/pers/day	Better maintenance of the equip- More exhaustive
☐ Transfer services:	ment (rest areas, toilettes, etc.) informative signs
Bike (and related accessories	More rest areas
and services) rental:ŧ/pers/day	Other (specify):
Ticket to visit an UNESCO site:	36. How important are for you the following aspects?
(churches museums etc.):	Give a score from 1 (low importance) to 4 (high importance)
Ticket to visit naturalistic	Aspects Score
areas (protected areas, etc.):€/pers/day	Presence of a cycle-pedestrian path between the
Shopping /Local products	Safe hike storage services at the LINESCO sites
(wine, honey)€/pers/day	Presence of transport services between the greenway
Other (specify)	and the UNESCO site
€/pers/day	Presence of direction and/or informative signs related
□ None	to the UNESCO sites, along the greenway
27. During the year, how often do you use the greenway?	Presence at the UNESCO sites of direction and/or
□ It's the first time □ Occasionally	Processors of information related to the greenway
Several times a week Only in warm season	website, app and guides of the UNESCO site
Several times a month	Presence of information related to the UNESCO site on
28. During the year, in which season do you use the greenway?	the website, app and guides of the greenway
□ Winter □ Autumn	37. How do you evaluate the overall greenway quality?
Spring During all the year	Poor Fair Good Excellent
Summer	38. Did you use other greenways?
29. During the year, when do you use the greenway?	□ Yes □ No
Weekdays	39. Do you have any comments or suggestion?
weekends/nolidays Both	
L' JOUR	

Thank you for your collaboration!

We inform you that the data we are collecting will be used only for the purposes of this study, according to the **General Data Protection Regulation** (UE GDPR 2016/679). The University of Milan will be the responsible for processing data. You can read the Privacy statement at <u>http://www.aevv-egwa.org/projects/greenways-heritage/</u>

Annex 2



What are greenways?

Greenways are "communication routes reserved exclusively for non-motorised journeys (by foot, bike, horse, etc.) 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" (Lille Declaration, 2000). Greenways are developed along past or disused communication routes like abandoned railways, towpaths, etc. and can be integrated with minor rural roads, quite roads, etc.

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The questionnaire

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Da	te: UNI	SCO site name	:				Greenway name:			
1.	What is your gender?				8.	How	much time do vou spen	d on these a	ctivities, du	ring the
	□ Male □ Female					vear	? (several answers possib	ole)		0
2.	What is your age group?					1		Walking	Running	Cycling
	$\Box < 18$ $\Box 46 - 55$					Less	than 30 minutes/day			
	\square 18 - 25 \square 56 - 65					30 m	inutes to 1 hour/day			
	□ 26 – 35 □ >66					1 to 2	2 hours/day			
	3 6 – 45					More	e than 2 hours/day			
3.	What is your level of educa	tion?			9	Did v	ou visit this city/cultura	l resource h	ecause it is :	
	Primary school or less				.	site?				
	Secondary school						es 🗖 No			
	University				10		many neonle are you vi	citing the LI		vith?
4.	What is your occupational	status?			1	. now ⊓ w	ith nobody I'm on my o	wn	VLJCO SILE V	vicii:
	Employed	□ Student					/ith neonle	••••		
	Unemployed	Retired					whom are you visiting t		cito?	
5.	Can you provide the follow	ing information	on your re	sidence?	11	(seve	eral answers possible)	ne UNESCO	siter	
	Country:	Post	al code:			ΠW	/ith my family			
	Municipality:					ΠW	/ith my friends			
6	During the year, how often	do vou make ti	he following	outdoor		ΠW	/ith an organized group (tour operato	or, etc.)	
0.	activities? (several answers	nossihle)	ine ronowing	, outdoor	12	2. Whic	ch of these activities did	you (or do y	ou plan to)	do during
		Nalking	Dunning	Cualing		your	visit to the UNESCO site	? (several a	nswers possi	ble)
	Even dev er elmest	waiking				🗖 Cu	ultural visit (historic	🗖 Hea	lth (spa, etc	.)
	Every day of almost					CE	entres, museums, etc.)			
	Several times a week					🗖 N	aturalistic visit (protected	d 🗖 Spo	rt activities	
						ar	reas, etc.)	(car	nyoning, etc.)
	Only during weekends/					🗖 Lo	ocal Food & Wine visit	🗖 Sea	side/lake/riv	er
	bolidays							bea	ches	
	Only in the warm seasons					0	ther (specify):			
	Novor						one			
-		1 1 1			13	B. Whic	ch means of transport di	d you use to	reach the U	JNESCO site?
7.	what are the main reasons	to make these	activities, d	uring the		(seve	eral answers possible)			
	year? (several answers poss	ibie)					ar	Bus		
		Walking	Running	Cycling			lotorcycle/ scooter		c .	
	Recreation								ir toot	
	Commuting						ther (specify):	•••••		
	Cycle-Tourism				14	I. Do y	ou know that there is a g	greenway n	ear the UNE	SCO site?
	Tourism					🗆 Ye	es	🗆 No		
	Health and exercise				15	5. Did y	/ou (or do you plan to) u	se the greer	וway?	
	Enjoying nature and landsc	ape 🗆				🗖 Ye	es	🗖 No		
	Discovering cultural heritag	ge 🛛			16	5. If you	u had known, would you	I have used	the greenwa	ay to reach
	Other (specify):					the L	JNESCO site or explore t	he territory	?	
						🗖 Ye	es	🗖 No		

Yes 🗖 No

17. If you diswered no, why		21
I don't like walking/cyc	cling	
l'm not interested in e	xploring the territory during this visit	
I don't have a bike/ I d	on't want to rent it	
D Other (specify):		
18. Are you interested in visi	ting a greenway near other UNESCO sites?	
10 Diduces at a second		
19. Did you use other greenv	vays?	
Complete this section	only if you have used the greenway	
20 During the year how off	on do you use the greenway	
Every day or almost	Only during weekends/holidays	
Several times a week	Only in warm season	
Several times a month		
21. During the year, in which	season do you use the greenway?	
Winter	🗖 Autumn	
Spring	During all the year	
Summer		
22. During the year, when do	o you use the greenway?	32
U Weekdays		
Weekends/ holidays		
22 During the year how mu	ch time do you choud on the groonway	
each visit?	ch time do you spend on the greenway	
\square Less than 30 minutes	Half day	
\square 30 minutes to 1 hour	One day	
1 to 2 hours	🗖 days	
24. During the year, what is y	your primary activity on the greenway?	
(several answers possible)		
🗖 Walking 🗖 Cyclir	ng	
🛛 Running 🛛 Other	r (specify):	
35 During the year what are	- +h	I
25. During the year, what are	e the main reasons to use the greenway?	
(several answers possible)	Tourism	33
 Source (several answers possible) Recreation Commuting 	Tourism Finioving nature and landscape	33
 Souring the year, what are (several answers possible) Recreation Commuting Health and exercise 	Tourism Injoying nature and landscape Discovering cultural heritage	33
 Souring the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 	 Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): 	33
 Summe the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 	 Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): 	33
 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which means the set of the s	 Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): means of transport did you use to reach 	33
 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answ	Tourism Tourism Discovering cultural heritage Other (specify): Tourism teans of transport did you use to reach teans of teansport did you use to reach teans of teansport did you use to reach teansport	33
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 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answ Car Motorcycle/ scooter Train 	Tourism Tourism Discovering cultural heritage Other (specify): Beans of transport did you use to reach res possible) Bus Bike Don your foot	33
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 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answ Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the integreen the second se	Tourism Tourism Discovering cultural heritage Other (specify): Beans of transport did you use to reach ters possible) Bus Bike On your foot Tourism	33
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 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answers) Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the ir (several answers possible) Word of mouth 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): means of transport did you use to reach ers possible) Bus Bike On your foot formation on the greenway? Tourist offices	33
 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answers) Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the in (several answers possible) Word of mouth Internet and social me 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): monometry Bus Bike On your foot formation on the greenway? Tourist offices dia Tour operator or travel agency	33
 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answers) Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the in (several answers possible) Word of mouth Internet and social me TV, Radio and journal 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): monometry Bus Bus Bike On your foot formation on the greenway? Tourist offices dia Tour operator or travel agency I live here	33
 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answers) Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the ir (several answers possible) Word of mouth Internet and social me TV, Radio and journal Brochures and guide 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): more as of transport did you use to reach ers possible) Bus Bike On your foot formation on the greenway? Tourist offices dia Tour operator or travel agency I live here I have here a second home	33
 25. During the year, what are (several answers possible) Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answ Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the ir (several answers possible) Word of mouth Internet and social me TV, Radio and journal Brochures and guide Other (specify): 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): more as of transport did you use to reach ers possible) Bus Bike On your foot formation on the greenway? Tourist offices dia Tour operator or travel agency I live here I have here a second home	33 34 35
 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answers) Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the ir (several answers possible) Word of mouth Internet and social me TV, Radio and journal Brochures and guide Other (specify): 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): means of transport did you use to reach ers possible) Bus Bike On your foot formation on the greenway? Tourist offices dia Tour operator or travel agency I live here I have here a second home mway involve an overnight stay in any	33 34 35
 25. During the year, what are (several answers possible) Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answ Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the ir (several answers possible) Word of mouth Internet and social me TV, Radio and journal Brochures and guide Other (specify): 28. Did your visit to the green accommodation? 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): means of transport did you use to reach ers possible) Bus Bike On your foot formation on the greenway? Tourist offices dia Tour operator or travel agency I live here I have here a second home mway involve an overnight stay in any	33 34 35
 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answers) Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the ir (several answers possible) Word of mouth Internet and social me TV, Radio and journal Brochures and guide Other (specify): 28. Did your visit to the gree accommodation? None Hotel motel 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): means of transport did you use to reach ers possible) Bus Bike On your foot formation on the greenway? Tourist offices dia Tour operator or travel agency I live here I have here a second home mway involve an overnight stay in any Farmhouse, rural accommodation	33 34 35
 25. During the year, what are (several answers possible) Recreation Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answ Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the ir (several answers possible) Word of mouth Internet and social me TV, Radio and journal Brochures and guide Other (specify): 28. Did your visit to the gree accommodation? None Hotel, motel Bed & breakfast 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): means of transport did you use to reach ers possible) Bus Bike On your foot Tourist offices dia Tour operator or travel agency I live here I have here a second home mway involve an overnight stay in any Farmhouse, rural accommodation Camping, caravan areas Friends/relatives	33 34 35
 25. During the year, what are (several answers possible) Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answ Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the ir (several answers possible) Word of mouth Internet and social me TV, Radio and journal Brochures and guide Other (specify): 28. Did your visit to the greet accommodation? None Hotel, motel Bed & breakfast Hostel, guest house 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): more as of transport did you use to reach Bus Bus Bike On your foot Tourist offices dia Tour operator or travel agency I live here I have here a second home mway involve an overnight stay in any Farmhouse, rural accommodation Camping, caravan areas Friends/relatives	33 34 35
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 25. During the year, which are (several answers possible) Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answers context) Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the ir (several answers possible) Word of mouth Internet and social me TV, Radio and journal Brochures and guide Other (specify): 28. Did your visit to the gree accommodation? None Hotel, motel Bed & breakfast Hostel, guest house 29. How many nights did you accommodation? 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): etams of transport did you use to reach ers possible) Bus Bike On your foot nformation on the greenway? I Tourist offices dia Tour operator or travel agency I live here I have here a second home nway involve an overnight stay in any Farmhouse, rural accommodation Camping, caravan areas Friends/relatives Other (specify):	33 34 35
 25. During the year, what are (several answers possible) Commuting Health and exercise Cycle-Tourism 26. During the year, which m greenway? (several answ Car Motorcycle/ scooter Train Other (specify): 27. Where did you find the ir (several answers possible) Word of mouth Internet and social me TV, Radio and journal Brochures and guide Other (specify): 28. Did your visit to the green accommodation? None Hotel, motel Bed & breakfast Hostel, guest house 29. How many nights did you accommodation? 30. Approximately, how muce 	Tourism Enjoying nature and landscape Discovering cultural heritage Other (specify): erans of transport did you use to reach ers possible) Bus Bike On your foot nformation on the greenway? I Tourist offices dia Tour operator or travel agency I live here I have here a second home nway involve an overnight stay in any Farmhouse, rural accommodation Camping, caravan areas Friends/relatives Other (specify):	33 34 35
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	Bar:	€/pers/dav							
	Restaurants:	€/pers/day							
	Public transport:	€/pers/day							
	Transfer services:	€/pers/day							
	Bike (and related accessories								
	and services) rental:	€/pers/day							
	Ticket to visit an UNESCO site:	€/pers/day							
	Ticket to visit cultural heritage								
	(churches, museums, etc.):	€/pers/day							
	Ticket to visit naturalistic								
	areas (protected areas, etc.):	€/pers/day							
	Shopping /Local products								
	(wine, honey)	€/pers/day							
	Other (specify)								
		€/pers/day							
	□ None								
32.	How do you think that the greenwa	y can be improved?							
	(several answers possible)	_							
	Better signage and protection of	More toilettes							
	dangerous points and sections	- • • • • • •							
	More illumination	More drinking water							
	Rettor maintanance of the	supply points							
	greenway								
	Better cleanliness of the greenway	av 🗖 Better connection							
		with public transport							
	Better maintenance of the equip	- 🗖 More exhaustive							
	ment (rest areas, toilettes, etc.)	informative signs							
	More rest areas								
	Other (specify):								
33.	How important are for you the follo	owing aspects?							
_	Give a score from 1 (low importance) to 4 (high importance)							
	Aspects	Score							
	Presence of a cycle-pedestrian path	between the							
-	greenway and the UNESCO site								
╞	Brosonce of transport convices between	con the							
	Presence of transport services between the								
	greenway and the LINESCO site								
	greenway and the UNESCO site	ative signs							
	greenway and the UNESCO site Presence of direction and/or inform related to the UNESCO sites along t	ative signs he greenway							
	greence of transport services betw greenway and the UNESCO site Presence of direction and/or inform related to the UNESCO sites, along t Presence at the UNESCO sites of dir	ative signs he greenway ection and/or							
	greenway and the UNESCO site Presence of direction and/or inform related to the UNESCO sites, along t Presence at the UNESCO sites of dir informative signs related to the area	ative signs he greenway ection and/or enway							
_	greenway and the UNESCO site Presence of direction and/or inform related to the UNESCO sites, along t Presence at the UNESCO sites, along t Presence at the UNESCO sites of dir informative signs related to the gree Presence of information related to t	ative signs he greenway ection and/or enway he greenway on							
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- - - -	greenway and the UNESCO site greenway and the UNESCO site Presence of direction and/or inform related to the UNESCO sites, along t Presence at the UNESCO sites of dir informative signs related to the gree Presence of information related to t the website, app, and guides of the Presence of information related to t on the website, app and guides of th How do you evaluate the overall gr	ative signs he greenway ection and/or enway he greenway on UNESCO site he UNESCO site he greenway eenway quality?							

Thank you for your collaboration!

We inform you that the data we are collecting will be used only for the purposes of this study, according to the **General Data Protection Regulation** (UE GDPR 2016/679). The University of Milan will be the responsible for processing data. You can read the Privacy statement at <u>http://www.aevv-egwa.org/projects/greenways-heritage/</u> Project partner responsible: Università degli Studi di Milano (Italy)



UNIVERSITÀ DEGLI STUDI DI MILANO

Greenways HERITAGE

Lead partner/coordinator: European Greenways Association (EGWA) <u>info@aevv-egwa.org</u> <u>www.aevv-egwa.org</u>

Partners:

Fundación de los Ferrocarriles Españoles (Spain) Università degli Studi di Milano (Italy) Latvijas Zalo Celu Asociacija (Latvia) Provincie Antwerp (Belgium) Turismo Vivencial (Spain) Stad Mechelen (Belgium) Comunidade Intermunicipal do AVE (Portugal)

