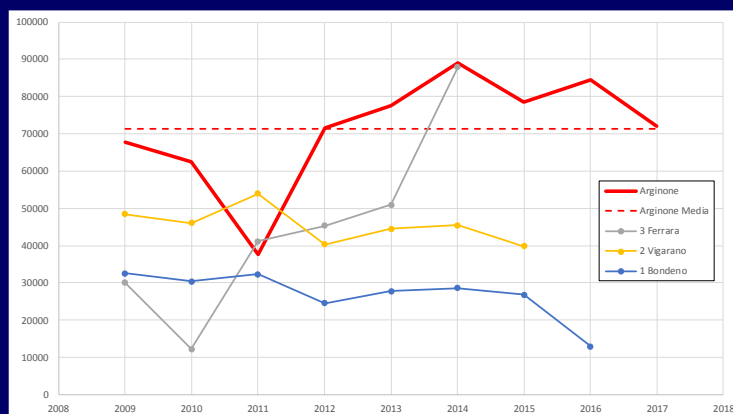
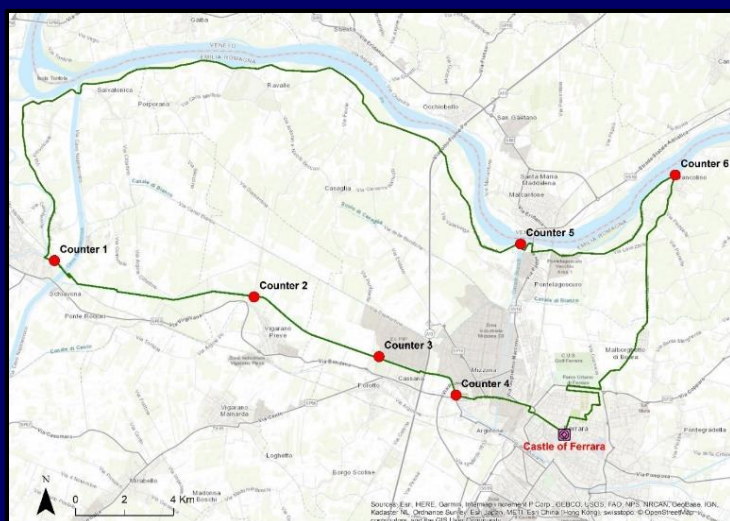




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Study of the needs and the behaviors of the tourists



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Co-funded by the COSME programme
of the European Union

This document is part of the [Greenways Heritage](#) project, co-funded by the EU COSME programme. Presented in a basic working edition, in PDF format, the document has been prepared by the project partner responsible for the deliverable for the purpose of communicating the project results to a broader audience. Your efforts to ensure the maximum dissemination of the document are therefore greatly appreciated.

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Acronym GREENWAYS HERITAGE.

Title: Development and promotion of a transnational cultural tourism product linked to greenways and UNESCO cultural sites.

Action Title: "SUPPORTING THE PROMOTION AND DEVELOPMENT OF TRANSNATIONAL THEMATIC TOURISM PRODUCTS LINKED TO CULTURAL AND CREATIVE INDUSTRIES" COSME Work Programme [2017]

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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: <https://www.aevv-egwa.org/lille-declaration/>)

Greenways are a very appealing destination for active tourists who use non-motorized 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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Study of the needs and the behaviors of the tourists

Executive Summary

The University of Milan with the collaboration of the whole partnership conducted a study of the need and the behaviours of the tourists in relation to the “Heritage Greenways” touristic brand, through interviews, on-site surveys and on-line questionnaires.

The general aims of the study were to define the tourists’ profiles, to investigate their modes of visiting to the UNESCO sites and using of the greenways and to estimate their economic impact on the territories characterized by the presence of both the resources.

To this end, two types of questionnaires were defined, one for interviewing the users of the greenways (Annex 1) and the other for the visitors to the UNESCO sites (Annex 2). The questionnaires (translated in English, Italian, Dutch, Spanish and Portuguese) were produced in two versions: a printing version and an online version, made using Google Forms.

The survey campaign lasted from May 2019 to September 2019 and was conducted in the five countries of the project partners, along twenty-three "Heritage Greenways" trails. The interviews allowed collecting 416 filled questionnaires, 292 for the users of the greenways and 124 for the visitors to the UNESCO sites. The data of the greenways users have been integrated with the answers of the 49 visitors of the UNESCO sites who declared to have used the nearby trail.

Main Results

The results of the surveys first highlight that there is a lack of promotion of UNESCO sites and nearby greenways as common tourist destinations. Fifty-two per cent of the visitors to the UNESCO site are indeed unaware of the near greenway and, conversely, forty-three per cent of the trail users are not aware of the existence of the UNESCO site.

Secondly, the responses to the questionnaires show that the “Heritage Greenways” brand has a real potential to promote both resources and encourage tourists to explore territories using the greenways. In fact, 45% of visitors to the UNESCO sites who were not aware of the nearby greenway declared that if informed, they would have used it to explore the territory. The "Greenways heritage" brand would also increase the number of visitors to the UNESCO site coming from the greenways. Indeed, 69% of greenway users who were unaware of the UNESCO site stated that if they were informed, they would have visited it.

Regarding the tourists profile, most of the interviewees along the greenways are males (60%) with a slightly higher percentage of users between 46-55 years (26%). Instead, UNESCO sites are mainly visited by women (55%) and by people aged between 36-45 years (23%). In general, greenways are used more by adults or elders than by young people.

Both the greenways and the UNESCO sites are visited mainly by university graduates (59% and 55% respectively of the respondents) and employed people (74% and 70% respectively).

More than half of the greenways users interviewed are tourists, while the locals are 32%; day-visitors have a marginal role, accounting for the 16% of total.

Cycling is the predominant activity on the greenways (81%), while walking account for 17% and running 2%.

The largest percentage of respondents (29%) plan to spend half a day on the greenways, while 19% of interviewees a whole day. The respondents who plan to use the greenway for more days account for 24% and are exclusively tourists (43% of them).

Twenty per cent of the respondents indicated tourism and enjoying nature and landscape their main reason to use the greenway, while eighteen per cent use the trail for health and exercise.

The main activities carried out by the interviewees during their use of greenways concerned the visit to cultural resources (30%) and taste flavours of the local cuisine (22%). These activities are also of interest to visitors to UNESCO sites, as 40% of those surveyed declared that they had visited a cultural resource and 27% declared that they had enjoyed the local flavours.

Almost a quarter of the interviewees used the greenway only once, while the remaining are habitual users of the trail. The majority of the habitual users use the trail occasionally (38% of respondents) throughout the year (34% of habitual users) and prefer to visit the greenway during the weekends or holiday (48% of habitual users).

The majority of respondents (46%) evaluated the condition of the greenway used as good. However, more than 85% of the interviewees would like to see some interventions for improvement implemented. Interviewees have reported mainly the need for installation of more water supply points along the trail (15% of total interventions indicated) and better maintenance of the greenway (14%).

The economic impact of the users of the greenway was estimated by quantifying the expenditure incurred by each interviewee for the overnight lodging and for purchasing goods or services along the greenways.

Forty-eight per cent of the interviewees have declared that their visit to the greenway involved an overnight stay in an accommodation. The total expenditure for overnight lodging of the users interviewed is €8155 while the average daily expenditure per user is € 23,91.

As regards the expenditure along the greenways, 79% of the interviewees had bought a good or service during their visit (e.g.: bar, restaurants, ticket to visit the UNESCO site). Considering all the items of expenditure, the greenway users interviewed spent a total of €10.960 for purchasing goods or services along the trail, with an average daily expenditure per user of € 32,14.

The total economic impact of the users interviewed is therefore equal to € 19.115, with an average daily expenditure per user of € 56.05 results.

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”*.

In order to promote this innovative tourism product, the project has provided the “Greenways Heritage Brand” development; to this end, the University of Milan has conducted a study of the need and the behaviours of the tourists in relation to this new brand, through interviews, on-site surveys and on-line questionnaires.

The study has focused on the following cognitive objectives:

- Delineating different users’ profiles for the UNESCO sites and the greenways, highlighting the socio-cultural characteristics;
- Surveying the modes of visit of the UNESCO sites and the use of the greenways;
- Estimating the expenditure incurred by users during the use of the greenways;
- Evaluating the level of user satisfaction regarding the greenways;
- Analysing the relationships between the visitors of the UNESCO sites and the users of the greenways;

The objective of this study was to collect at least 400 questionnaires, according to the Grant Agreements.

2. Methodology

The Information about visitors of UNESCO sites and the users of nearby greenways has been collected through on-site and online surveys. 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 present an introductory section that explain firstly what greenways are, in order to build a "common language" indispensable to obtain conscious answers, as not everyone knows the term "greenways" and for this reason it is necessary to explain it. Subsequently, the "Greenways Heritage" project and its goals are briefly described. Lastly, the aims of the questionnaire are explained in order to make the respondents understand why they are asked to contribute.

The second section contains the questions, formulated in order to ensure that:



- the questionnaire is short enough (it takes no more than 10 minutes to answer all the questions);
- the questions are clear.

The last section contains the thanks and information on the privacy policy.

The questionnaires have been translated in English, Italian, Dutch, Spanish and Portuguese, in order to facilitate their compilation among interviewees of different nationalities.

Two versions of the questionnaire have been produced:

- a printing version that occupies UNI A4 sheet both side;
- an online version made using Google Forms, distributed to interviewees through a QR code (Tab.1).

Tab.1 - QR code of the Questionnaires	
Questionnaire for greenway users	Questionnaire for UNESCO site visitors
	

The survey campaign lasted from May 2019 to September 2019.

The interviews with the greenway users have been carried out in a point within 10 km from the UNESCO site along the trail, while those with the UNESCO site visitors have been conducted near the entry points of the sites.

The interviewers, after introducing themselves and providing a brief description of the project and the objectives of the questionnaire, asked the potential interviewees if they would like to contribute to the study. If the answer was positive, the interviewees could choose whether to respond directly to the printed questionnaire or to fill the online version later.

The surveys have been carried out in the following “Heritage Greenways” itineraries:

- Italy:
 - a) Ciclovía Alpe Adria and the Archaeological Area and the Patriarchal Basilica of Aquileia,
 - b) Ciclovía 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 Mudéjar architecture of Aragon (in Teruel),
 - c) Vía Verde Sierra de la Demanda and the Archaeological 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 Tarazona and the Mudéjar architecture of Aragon (en Tarazona),
 - k) Vía Verde Paseo de Itsaslur and the Bizkaia Bridge,
 - l) 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.

2.1. Questionnaire for greenway users

The questionnaire consists of thirty-nine questions that aim to investigate six main aspects (Tab.2).

The first eight questions ask interviewee to provide personal information and details on his outdoor activities propensity, in order to realize a greenway users' socio-cultural profile.

The subsequent nine questions aim to describe the current use of the greenway by the user; interviewee is asked to provide information on his group composition, the mode and time of greenway use, the distance covered and the means of transport used to reach the trail. Respondent are also asked to indicate the main reason to use the greenway and activities carried out in its nearby (e.g.: cultural visit, local food & wine visit, etc.).

The questions n° 18-22 explore the relation between the greenway and the UNESCO site. Interviewee is asked if he is aware of the UNESCO site presence near the greenway, if he intends to visit it (or has already visited it), and if its presence has influenced his choice to use the trail. Respondent is also asked if he is interested in visit a UNESCO site near other greenway.

Information on the expenses incurred during the use of the greenway is collected by questions n° 23-26 and allow estimating the users' economic impact on the territory. 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. The user is then asked if he has purchased any goods or services during his use of the greenway, indicating the eventual cost.

Questions n° 27-33 aim to describe how the greenway is usually used. Respondent is asked about the route usage frequency during the year, the periods, modes and visit duration.

Interviewee is also asked to indicate the main reasons to use the greenway and the means of transport usually used to reach it.

The last group of questions allows understanding the level of users' satisfaction towards the greenway. The interviewee, after having indicated where he obtained information on the route, highlights which interventions he considers necessary for its improvement. Subsequently, he indicates how important he considers some aspects, related to the integration of UNESCO sites and greenways. Lastly, he gives an overall quality evaluation of the trail.

Tab.2 - Questionnaire for greenway users: Aspects and questions	
Aspects	N° Questions
Personal information (origin, age, gender, education level, occupational status, outdoor activities propensity)	8
Current greenway use (activities, mode and time of use, means of transport, reasons of use)	9
Relation with the UNESCO site (knowledge, visit, influence on the greenway use)	5
Expenses along the greenway (Type and amount of expenses: accommodation, bar, restaurant, bike rental, UNESCO ticket, etc.)	4
Usual greenway use (frequency and time of use, activities, reasons, mean of transport)	7
Evaluation of the greenway quality (information, services, possible improvements)	6
Total	39

2.2 Questionnaire for UNESCO sites visitors

The questionnaire for visitors to UNESCO sites consists of thirty-five questions, organized into two sections (Tab.3). The first section (questions n° 1-19) is filled by all the interviewees, while the second one (questions n° 20-35) only by those who, in addition to visiting the UNESCO site, have also used the near greenway.

The first eight questions ask interviewee to provide personal information and details on his outdoor activities propensity, in order to realize a UNESCO sites users' socio-cultural profile. Questions n° 9 - 13 aim to describe the mode of visit to the UNESCO site. Interviewee is first asked if he has visited the city or site because it is a UNESCO World Heritage. The visitor is then asked whether he is alone or in a group and, in the latter case, to describe it. Lastly, the interviewee provides information about the activities carried out during the visit to the UNESCO site (e.g.: cultural visit, local food & wine visit, etc.) and the means of transport used to reach it.

The questions n° 14-19 explore the relation between the UNESCO site and the greenway. Interviewee is asked if he is aware of the greenway presence near the UNESCO site, if he intends to use it (or has already visited it), and if not the main reasons for not using it. Respondent is lastly asked if he has ever used a greenway and if he interested in visit a greenway near other UNESCO site.

The questions regarding the use of the greenway during the year (20-27), the expenses incurred during its use (28-31) and the evaluation of the route (32-35) are the same as those contained in the questionnaire for users of the greenways.

Tab.3 - Questionnaire for UNESCO site visitors: section, aspects and questions		
All UNESCO users	Personal information (origin, age, gender, education level, occupational status, outdoor activities propensity)	8
	Visit to the UNESCO site (reason, activities, mean of transport)	5
	Relation with the greenway (knowledge and use of the greenway)	6
Only greenway users	Usual greenway use (frequency and time of use, activities, reasons, mean of transport, information)	7
	Expenses along the greenway (Type and amount of expenses: accommodation, bar, restaurant, bike rental, UNESCO ticket, etc.)	4
	Evaluation of the greenway quality (services, possible improvements)	5
	Total	35

2.3 Results of the surveys and data analysis

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

The data of the questionnaires of the users of the greenways have been integrated with the answers of the 49 visitors of the UNESCO sites who declared to have used the nearby trail.

For this reason, the number of respondents to the questionnaires for users of greenways, is higher than the number of related questionnaires collected.

For the purposes of the following study, users have been classified into:

- Tourists: those who have stayed at least one night in accommodation in order to use the greenway.
- Day-visitors: those who do not live in the nearby of the greenway and who have not stayed in an accommodation to visit them.
- Locals: people living in a municipality close to the greenway.

The percentages reported in the data analysis are calculated based on the total answers for each question, unless otherwise specified.

The data obtained from the questionnaires have been analysed using the Microsoft Excel software.

3. The users of the greenway

3.1. Users Profile

More than half of the people interviewed are tourists, while the locals are 32%; day-visitors have a marginal role, accounting for the 16% of total. (Fig. 1). However, when analysing the data at national level, there are considerable differences. For example, the main users of the Latvian and Portuguese greenways are locals (83% and 82% respectively).

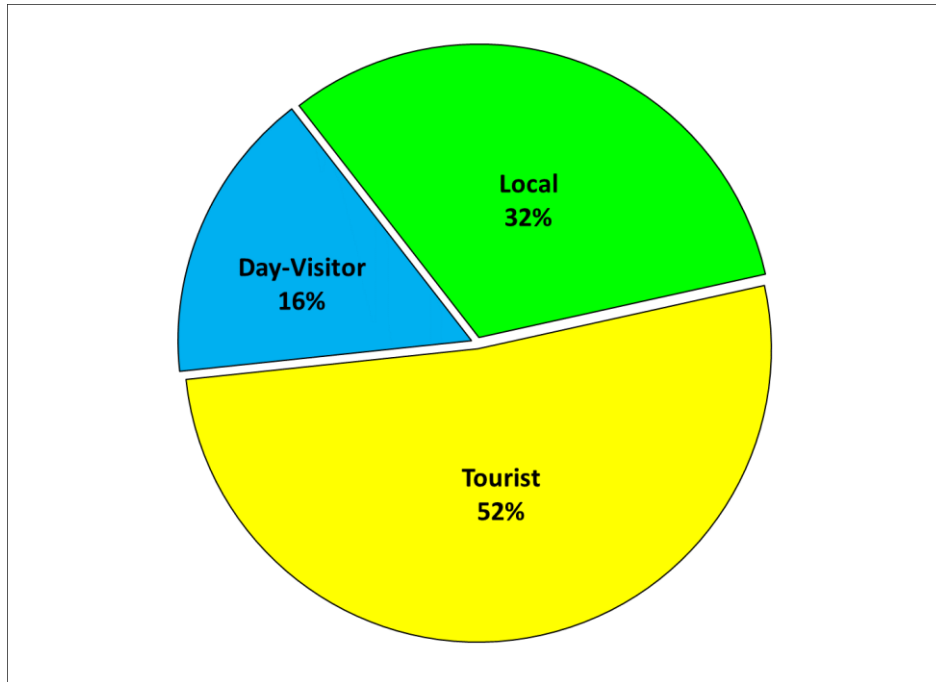


Fig. 1 - User type (tourists, hikers and locals)

The greenways are mainly visited by male users (60%) (Fig.2). The majority of users interviewed is between 46 and 55 years old (26%). Users aged between 35 and 45 years and between 56 and 65 years represent, respectively, 23% and 21% of the total. People over 66 years are the 13%, while the younger age groups are present in smaller percentages: 12% for classes 26-35, 5% for class 18-25 and 1% for users with less than 18 years.

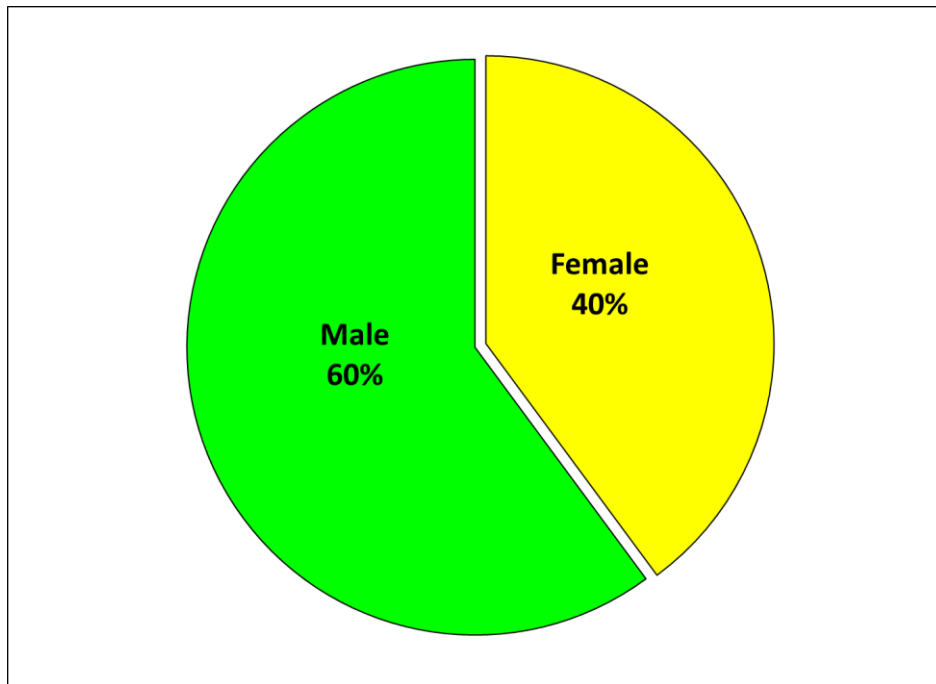


Fig. 2 - What is your gender?

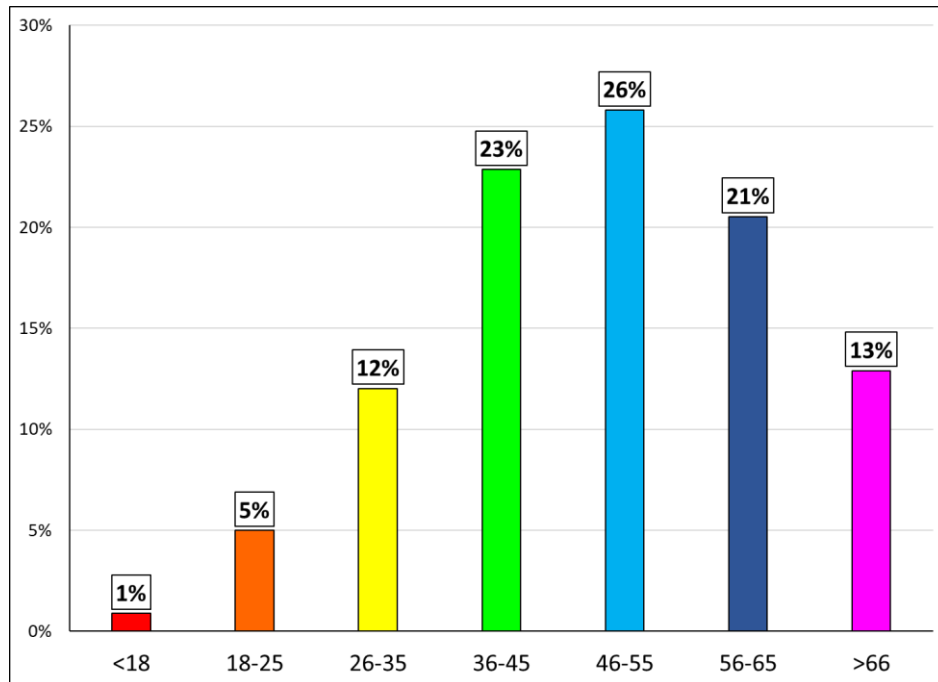


Fig. 3 - What is your age group?

The greenways are mainly used by university graduates (59%), while the high school graduates represent the 35%. Only 6% of the interviewees had a lower level of education (Fig. 4).

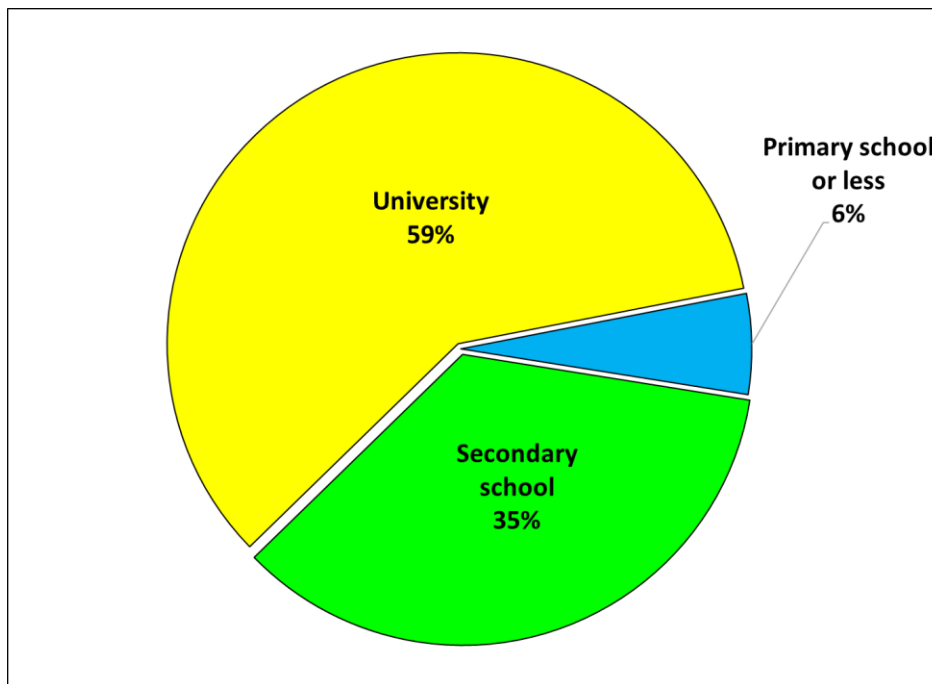


Fig. 4 - What is your level of education?

Almost three-quarters of the interviewees are currently employed, while 18% are retired. Four percent of the respondents are students or are currently unemployed (Fig. 5).

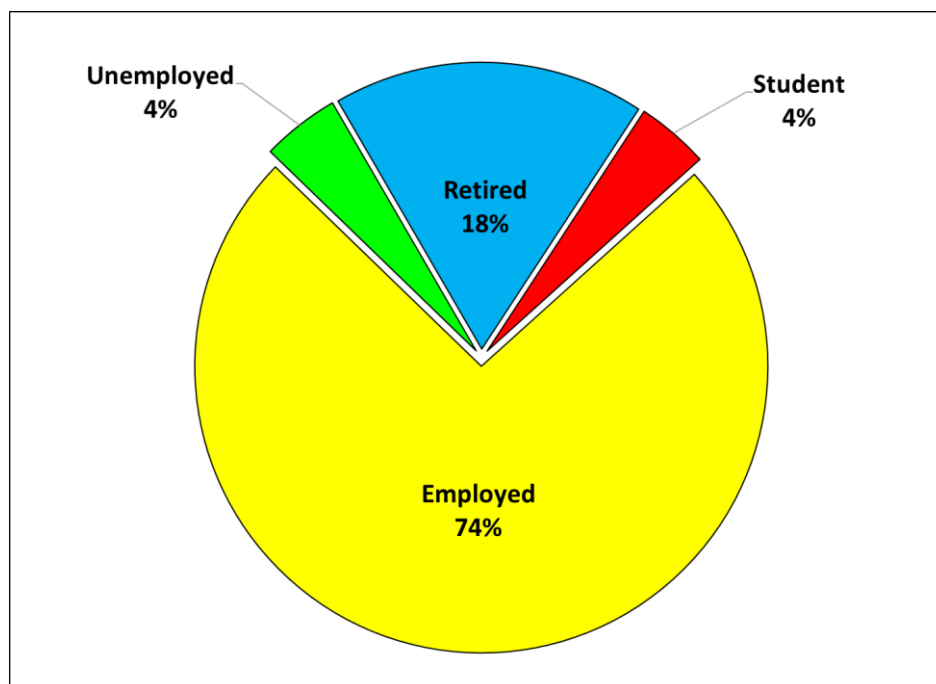


Fig. 5 - What is your occupational status?

The greenways are used mainly by national users (88%) (Tab 4). All the users interviewed along the Portuguese and Latvian greenways are of national origin. Italian greenways are visited by a higher number of foreign users (30%) coming mainly from Germany with the 41% of the total foreign users and Austria with the 21%.

Tab.4 - Origin of greenways users						
	Total	Italy	Belgium	Spain	Latvia	Portugal
Foreign	12%	30%	8%	4%	0%	0%
National	88%	70%	92%	96%	100%	100%

Among the outdoor activities, respondents prefer to walk or cycle, rather than go for a run (Fig. 6). Thirty-three per cent of respondents say they walk almost every day, while twenty-nine per cent cycle several times a week. The interviewees like to walk and run mainly to enjoy the natural beauty of the territory and to keep fit (Fig. 7). Seventeen per cent of respondents consider the use of bicycles on holiday as a way to discover and explore the territory through cycle-tourism. Respondents spend generally 1 to 2 hours a day on foot or by bicycle, and less than 30 minutes running (Fig. 8).

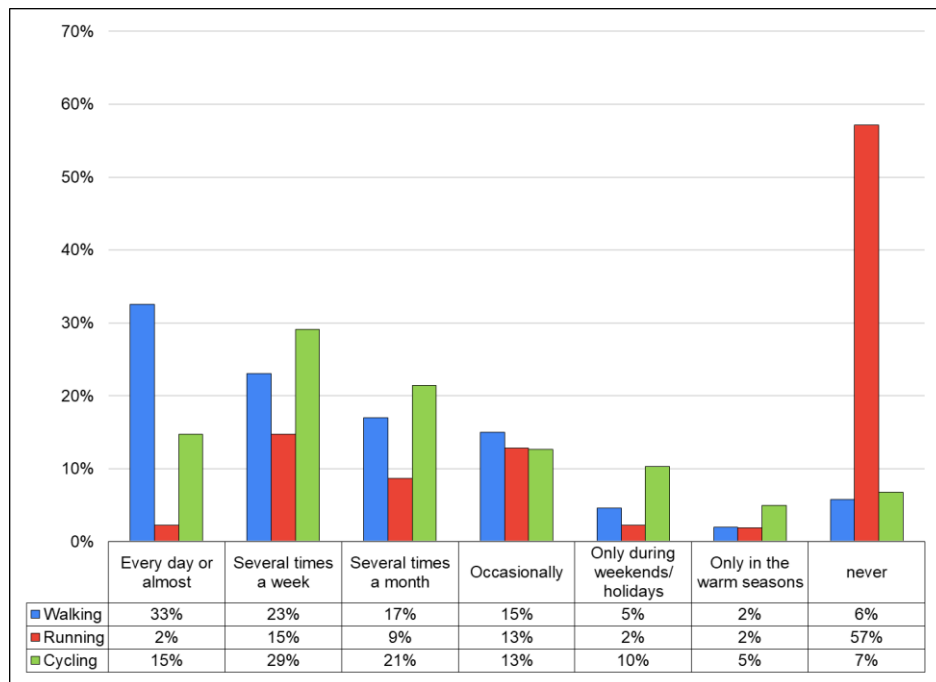
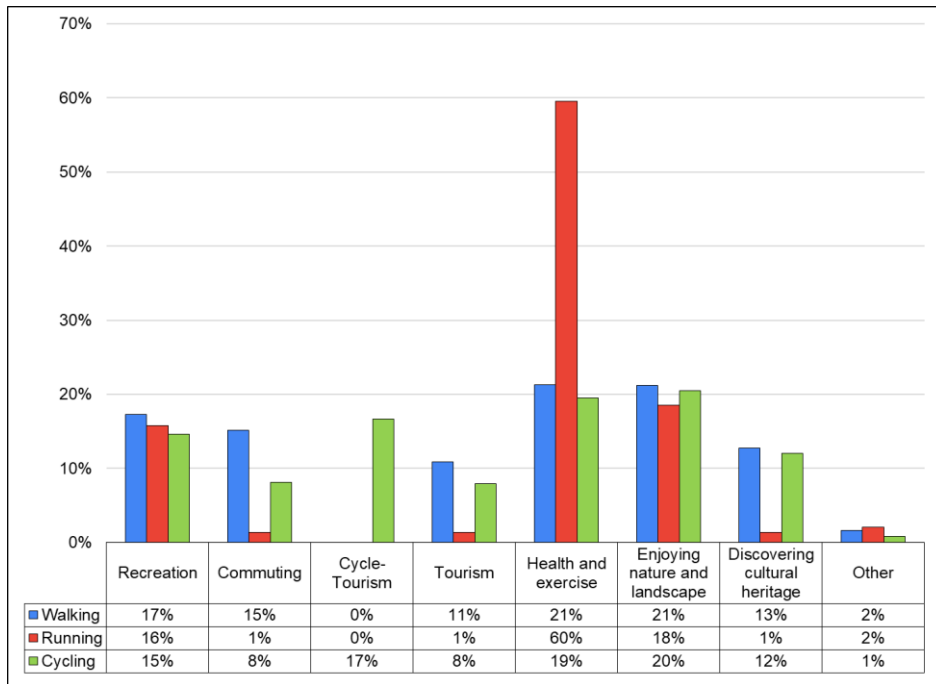
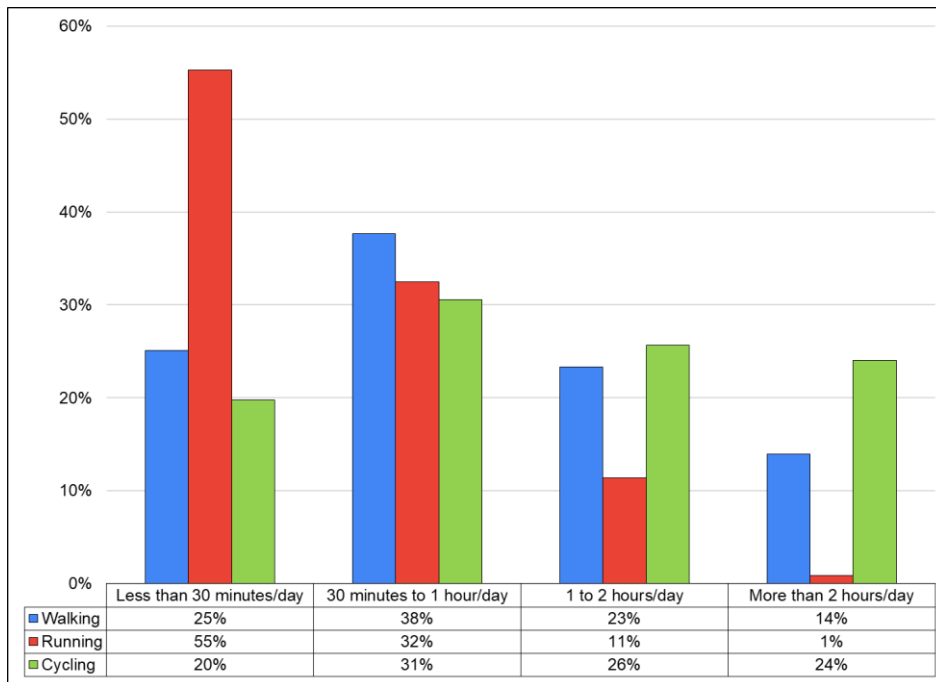


Fig. 6 - During the year, how often do you make the following outdoor activities?
(several answers possible)



*Fig. 7 - What are the main reasons to make these activities, during the year?
(several answers possible)*



*Fig. 8 - How much time do you spend on these activities, during the year?
(several answers possible)*

3.2. Current greenway use

Most of the respondents are cycling along the greenways (81%), while the 17% are walking. Only 2% are running along the trails (Fig. 9). Tourists visit the greenways mainly by pedaling (85%), while 15% walk along the trails. For locals there are lower percentages of cyclists (73%), while a higher percentage prefers to enjoy the greenway by walking (23%) or running (5%).

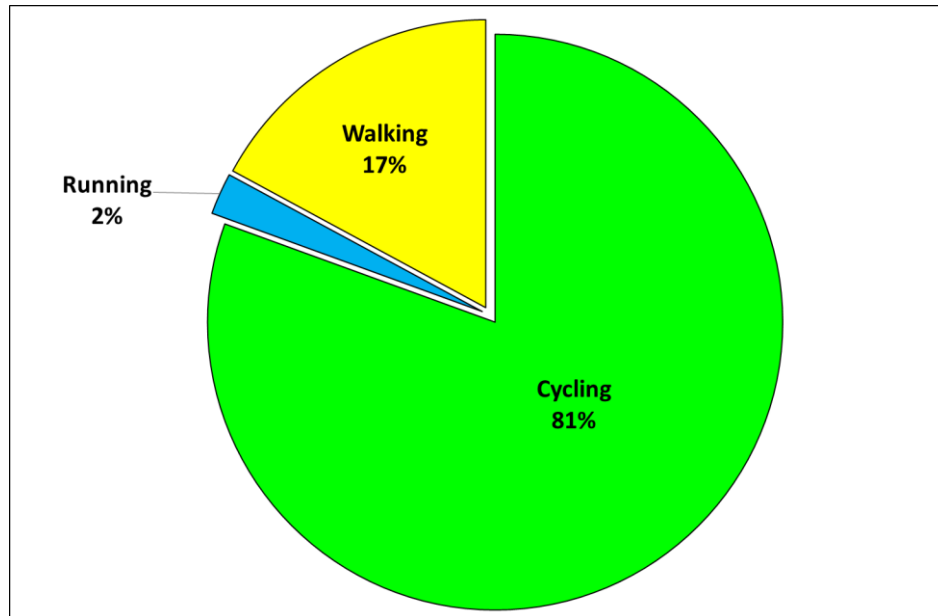


Fig. 9 - In which way are you enjoying the greenway, today?

Along the greenways, many users travel in small groups of 3-5 people (46%), while larger groups are less common (Fig. 10). The users surveyed that are alone along the greenways are 23%, while those in couple 21%. Locals and day-visitors tend to use the greenways more on their own (39% and 36% respectively).

Fifty-six per cent of people in company are with their families, forty-one per cent with one or more friends, while only the three per cent are visiting the greenway with an organized group (Fig. 11).

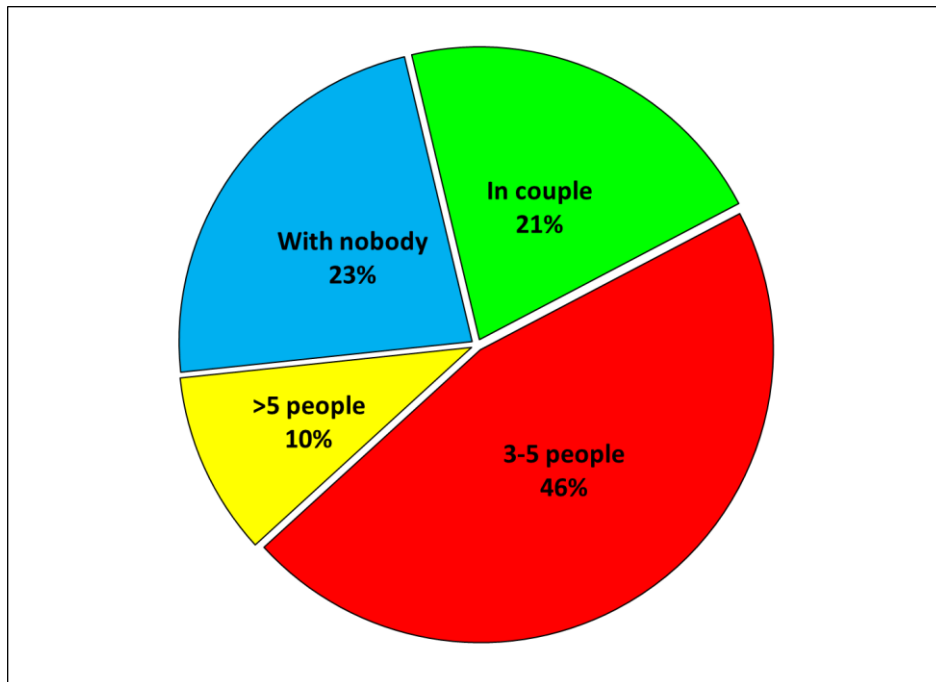
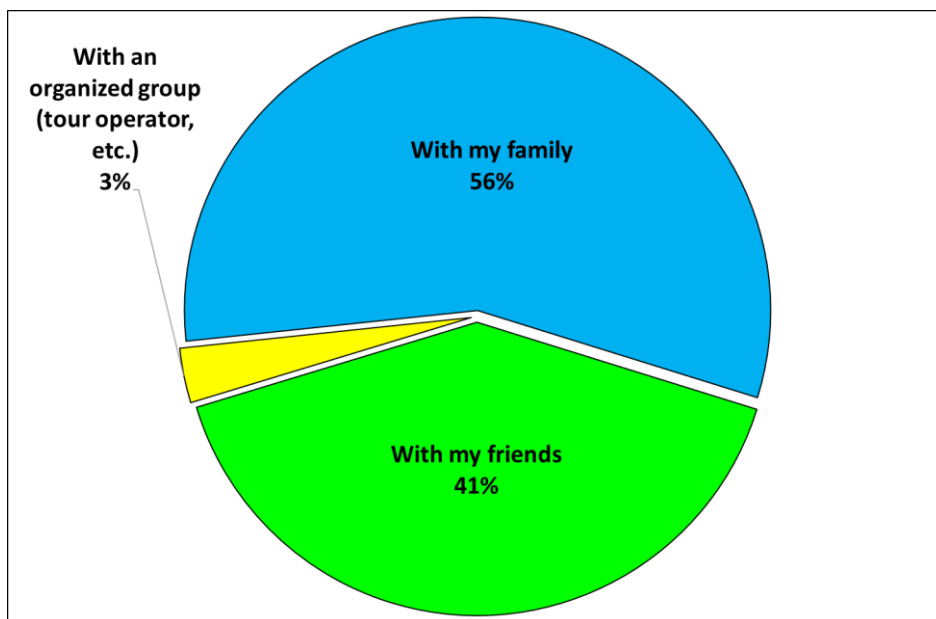


Fig. 10 - How many people are you with on the greenway, today?



*Fig. 11 - With whom are you on the greenway, today?
(several answers possible)*

The greenway users surveyed cover an average of 49 km per day.

Tourists seem to be more inclined to travel further distances than locals and Day-visitors. While the tourists cover in average 61 km, Day-visitors and locals travel respectively 36 km and 32 km.

Fifty-six per cent of respondents stated that they have completed (or intend to complete) the whole route of the greenway (Fig. 12). The entire trail is completed by 73% of tourists while the day-visitors and locals prefer to cover only some sections (respectively 68% and 65%).

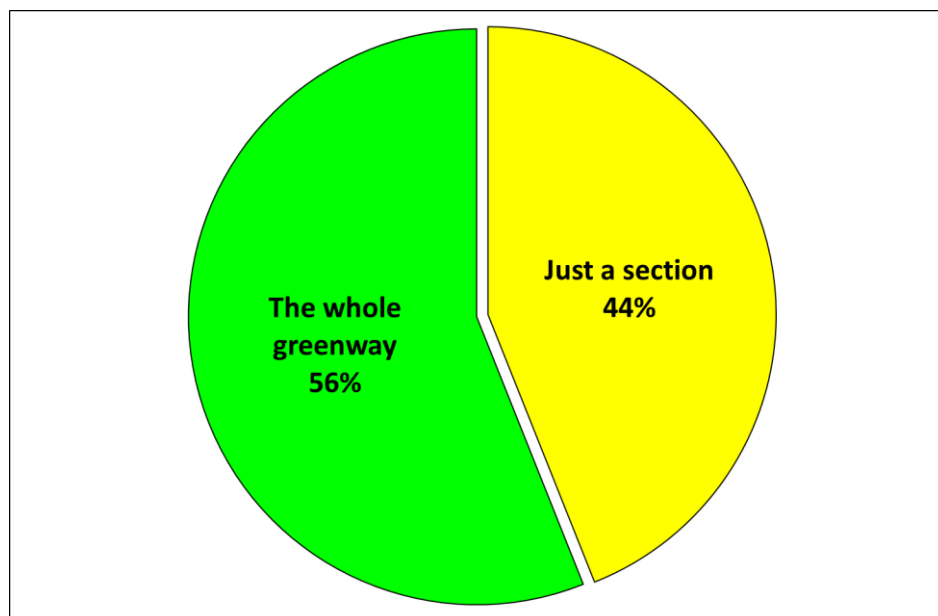


Fig. 12 - Do you intend to complete the whole greenway or just a section?

Almost 30% of respondents plan to spend half a day on the greenways, while 19% of interviewees a whole day (Fig 13). People who plan to use the greenways for more day are exclusively tourists (43% of them) and thinks to use the trail for 5 days on average.

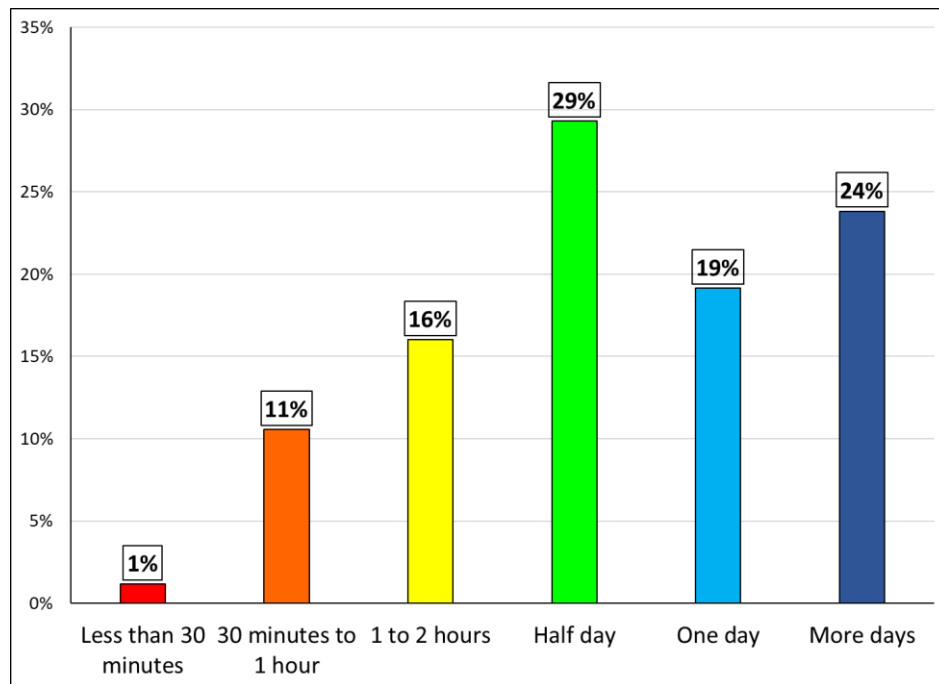
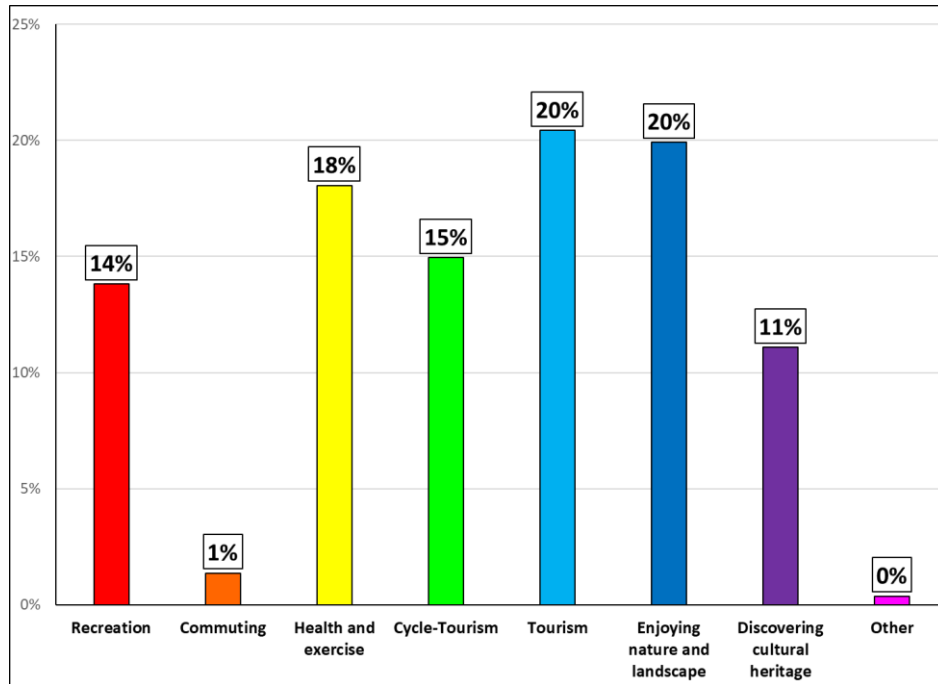


Fig. 13 - How much time did you (or do you plan to) spend on the greenway, during this visit?

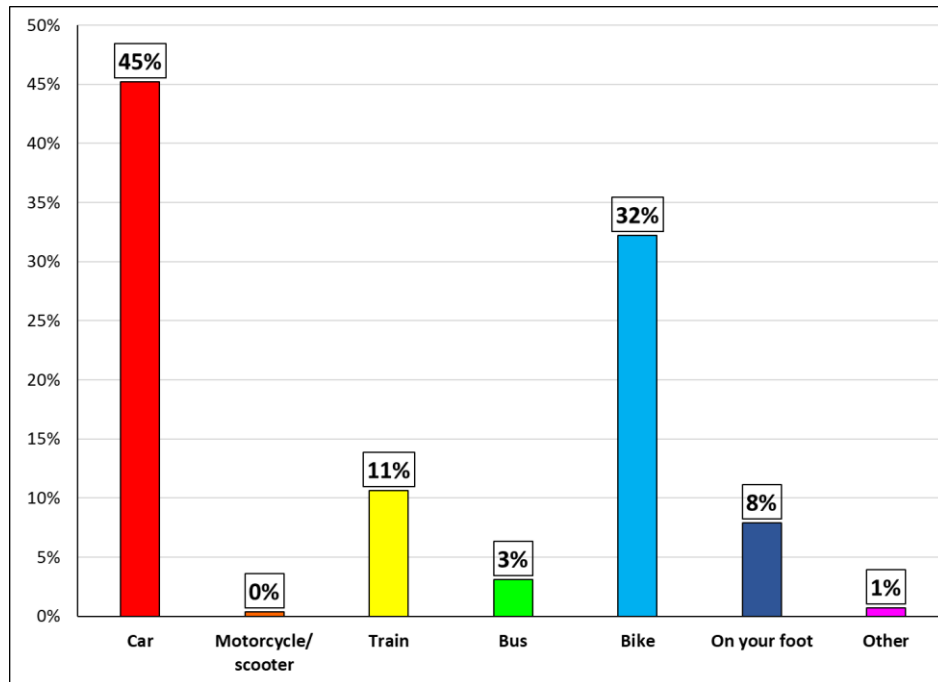
As regards the reasons for use the greenway, 20% of respondents use the trail for tourism and for enjoying nature and landscape, while 15% for practise cycle-tourism (Fig.14). Eighteen per cent of the interviewees use the greenway as an open-air gym where they can practice physical activity, while 14% use it as a recreational resource. Eleven per cent of users, on the other hand, use the trails to discover the historical and cultural resources of the territory. Only a small percentage of total users use the greenway for commuting (1%). Sporting activities are one of the main reasons why locals and day-visitors use the greenway (31% and 22% respectively). Tourists are instead inspired by the desire to admire the natural and cultural heritage of the crossed landscapes (19% and 14%).



*Fig. 14 - What are the main reasons to use the greenway, today?
(several answers possible)*

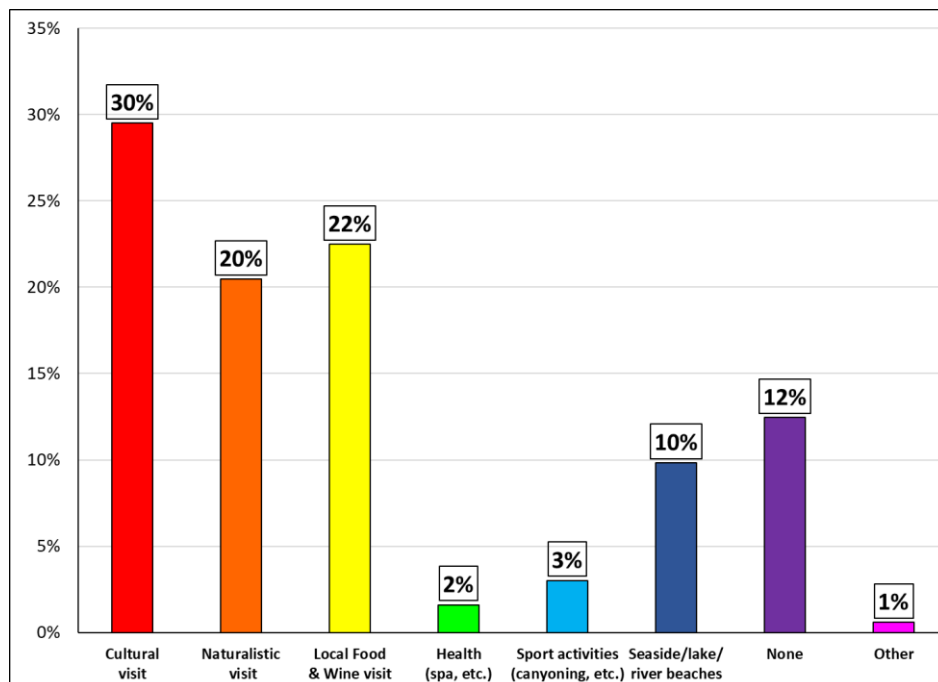
The interviewees have reached the greenways mainly by car (45%) or by bike (32%) (Fig. 15).

Less than 15% of users used public transport to get the trails. Naturally, most locals have reached the greenways directly by bike (45%) or on foot (15%). Tourists, on the other hand, tend to use more public transport, such as trains (15%) and buses (4%), even if the use of the car is still predominant (46%). More than half of the day-visitors, although coming from areas closer to the greenways than tourists, have used the car to reach the trails.



*Fig. 15 - Which means of transport did you use to reach greenway, today?
(several answers possible)*

The main activities carried out by the interviewees during their use of greenways concerned the visit of cultural resources (30%) and taste flavours of the local cuisine (22%) (Fig. 16). Twenty per cent of the users plan to visit a natural area, while ten per cent are interested in spend their time relaxing on the shore of a waterway (sea, river, lake). A small percentage of the respondents instead engage in activities related to health and physical exercise (5%). Twelve per cent of interviewees said they were not interested in any activity other than enjoying the greenway.

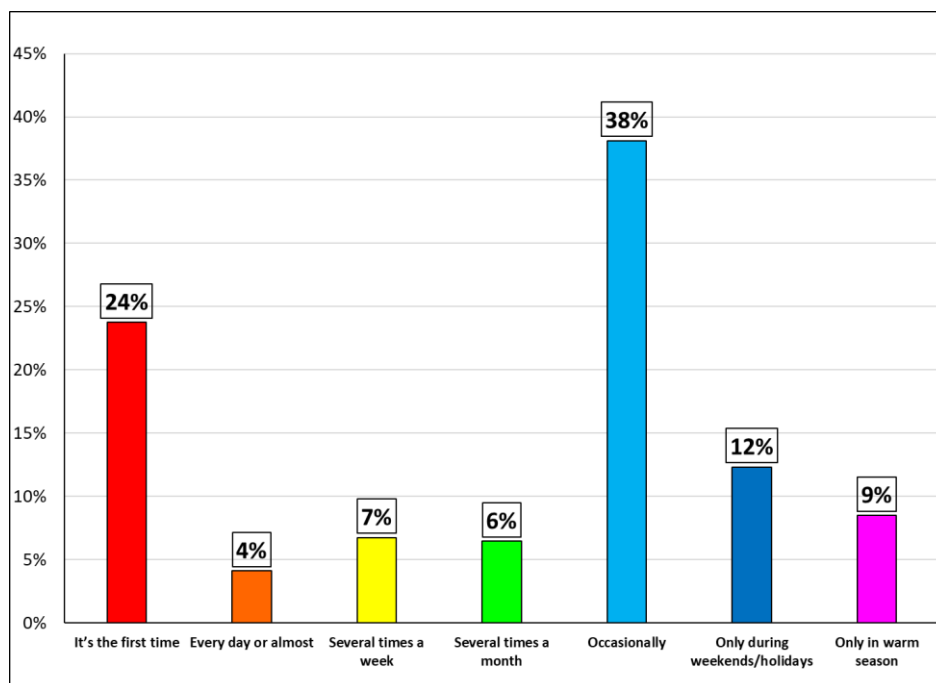


*Fig. 16 - Do you plan to do some specific activity close to the greenway, today?
(several answers possible)*

3.3. Usual greenway use

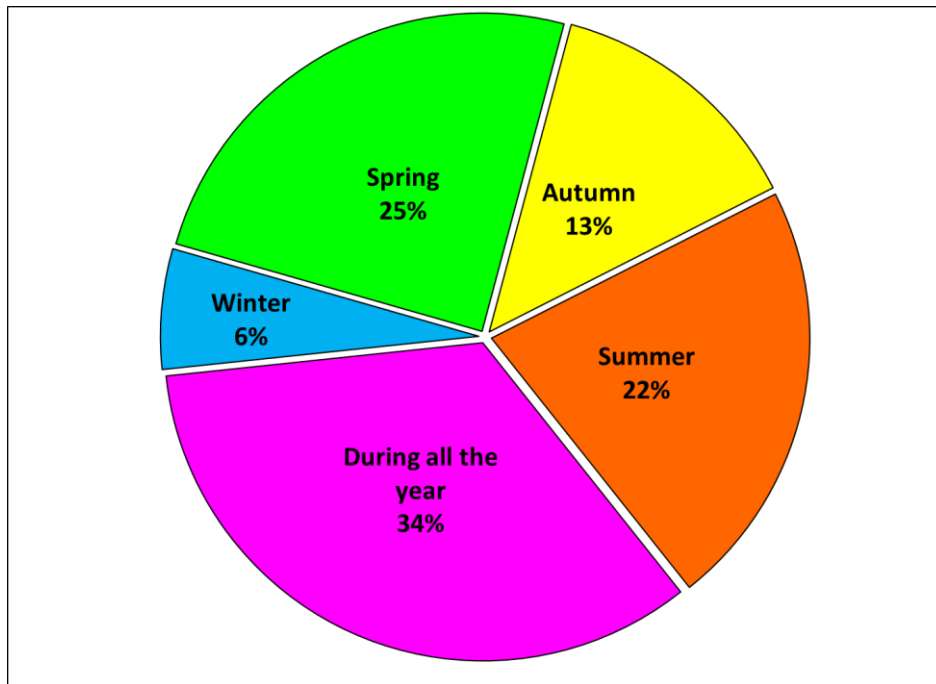
Almost a quarter of the interviewees used the greenways only once, while the remaining are habitual users of the trails (Fig. 17).

Thirty-eight per cent of the respondents declares that they visit the trail occasionally during the year. The percentages of users who use the routes constantly during the year are lower: 6% of the interviewees use it several times a month, 7% use it several times a week and 4% visit the trail almost every day. The greenways are used only on weekends and holidays by 12% of respondents and during only the warm season by 9%.



*Fig. 17 - During the year, how often do you use the greenway?
(several answers possible)*

Almost three-quarters of the habitual users visit the greenways during all the year, while more than 20% prefer to visit the trails in spring or in summer (Fig. 18). Autumn and winter visits are rarer.



*Fig. 18 - During the year, in which season do you use the greenway?
(several answers possible)*

The majority of the habitual users visit the greenways mainly during the weekends or holiday times (48%), while 11% of them use the trails during the weekdays (Fig.19). However, several interviewees state that they use the trails on both days (41%).

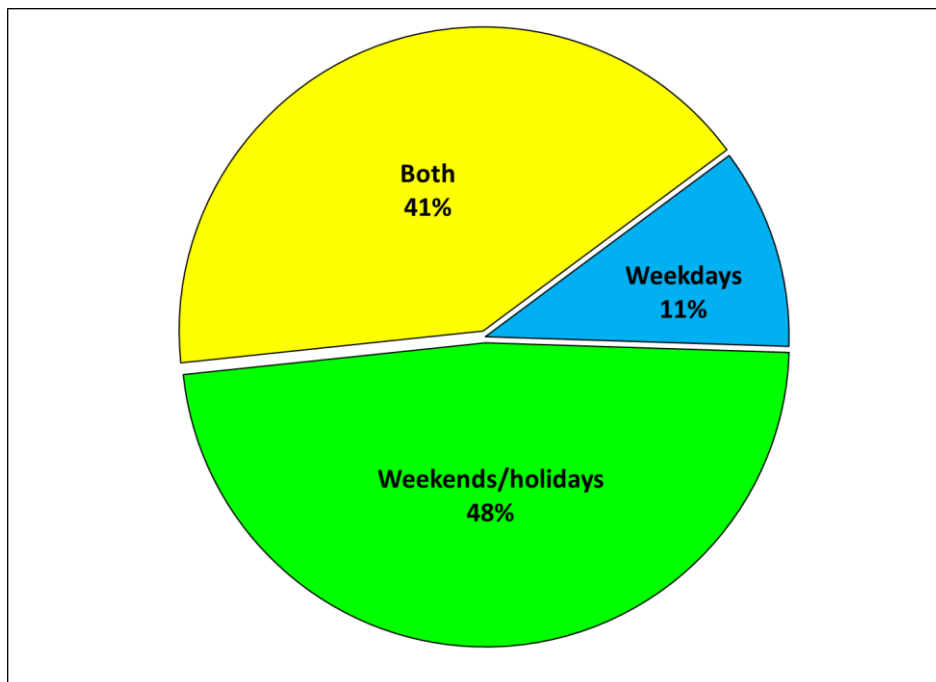


Fig. 19 - During the year, when do you use the greenway?

During the year, the majority of the habitual users spend half day on the greenways (41%) (Fig.20). Users who usually spend from 1 to 2 hours on the greenway are 25%, while those who spend from 30 minutes to 1 hour are 14%. The users who spend more days on the greenways (on average 4) are 11%.

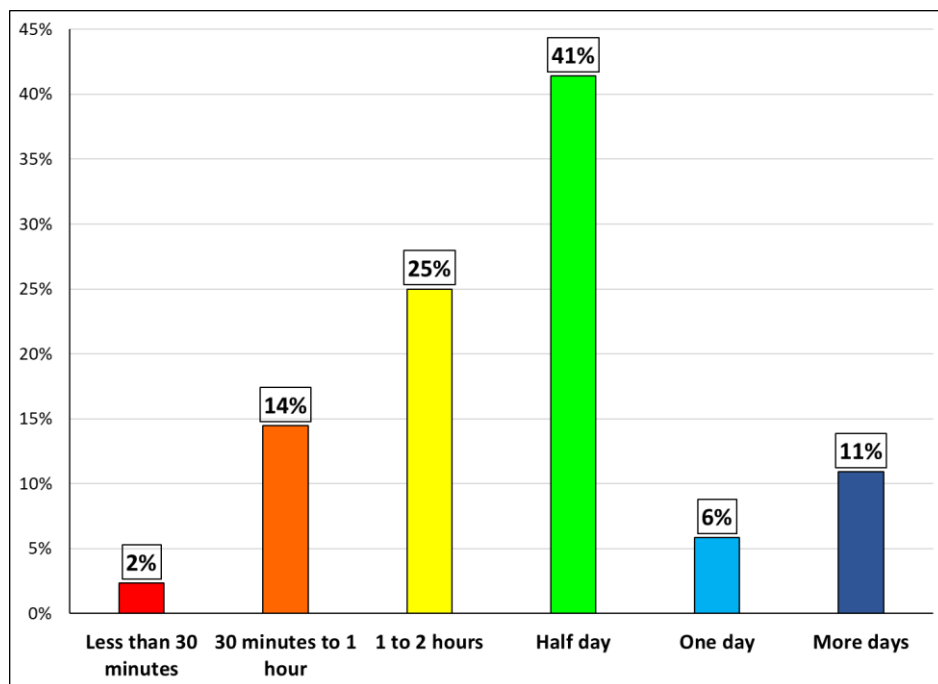
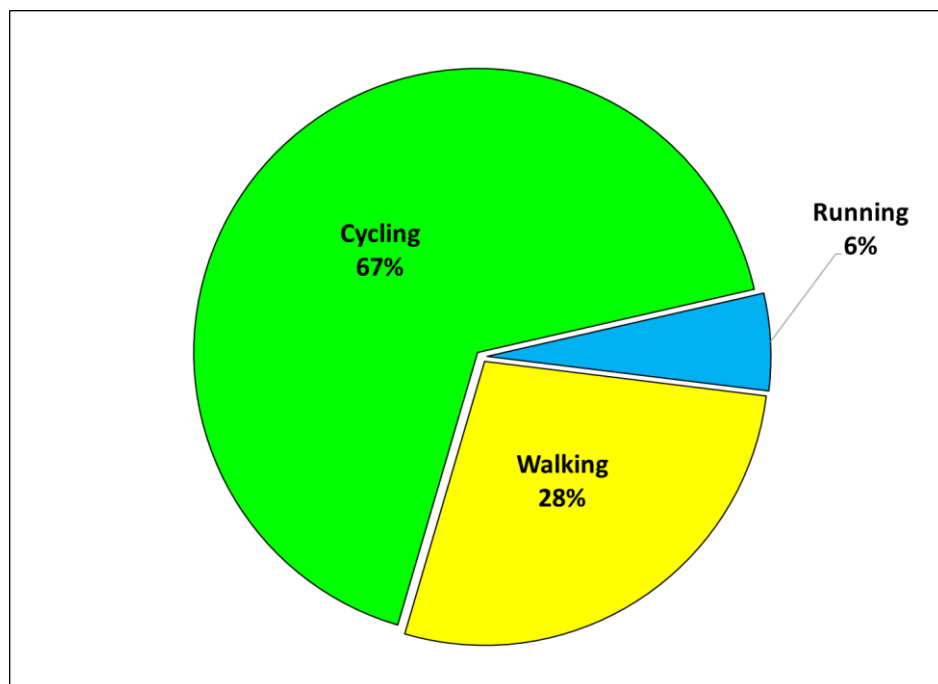


Fig. 20 - During the year, how much time do you spend on the greenway each visit?

During the year, the primary activity on the greenways is cycling (67%) followed by walking (28%). Only the 6% of users run along the greenways.



*Fig. 21 - During the year, what is your primary activity on the greenway?
(several answers possible)*

Habitual users have indicated, among the main reasons for using greenways during the year, the possibility of enjoying the natural beauty and landscape and the possibility of practising physical exercise (Fig. 22). The practice of tourism and cycle-tourism is the main reason for 18% and 15% of habitual users.

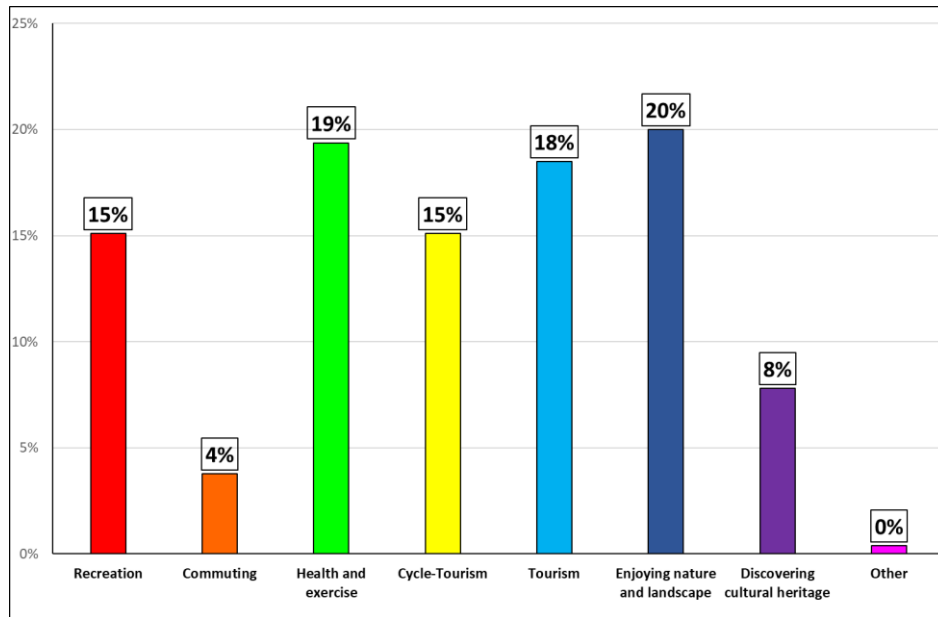


Fig. 22 - During the year, what are the main reasons to use the greenway?
(several answers possible)

During the year, the majority of habitual users reach the greenway by car (42%). However, as the trail is mainly used by local users and day-visitors, a good percentage of them reach the greenway by bike (28%) or on foot (14%).

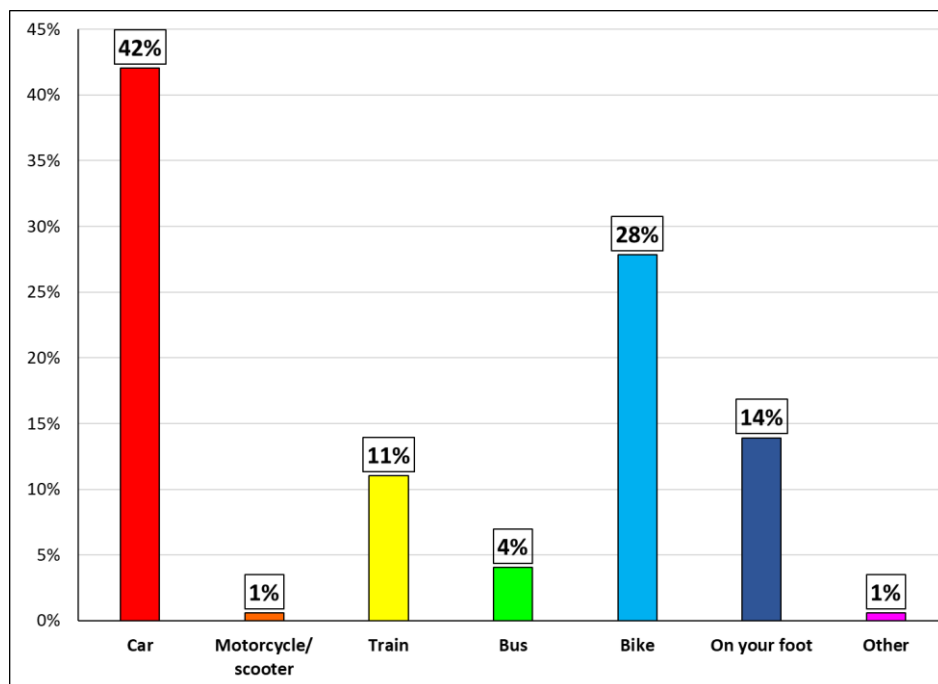


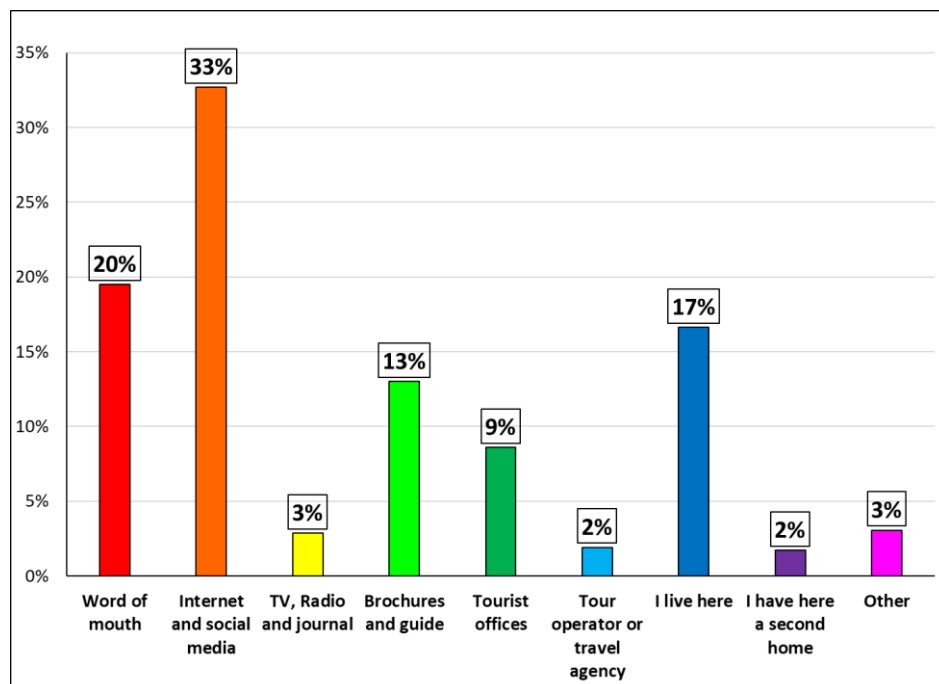
Fig. 23 - During the year, which means of transport do you use to reach the greenway?
(several answers possible)

3.4. Evaluation of the greenway quality

The main sources of information on greenways are the internet and social media, indicated by almost one third of respondents (Fig. 24). Only a small percentage of interviewees have found information about the greenway on traditional mass media (TV, radio and journal).

Twelve per cent of them have been informed of the trails thanks to the word of mouth of friends and relatives, while 17% simply because they live near a greenway. Thirteen per cent

of the respondents found information on guides and brochures, while 9% thanks to tourist agencies or tour operators.

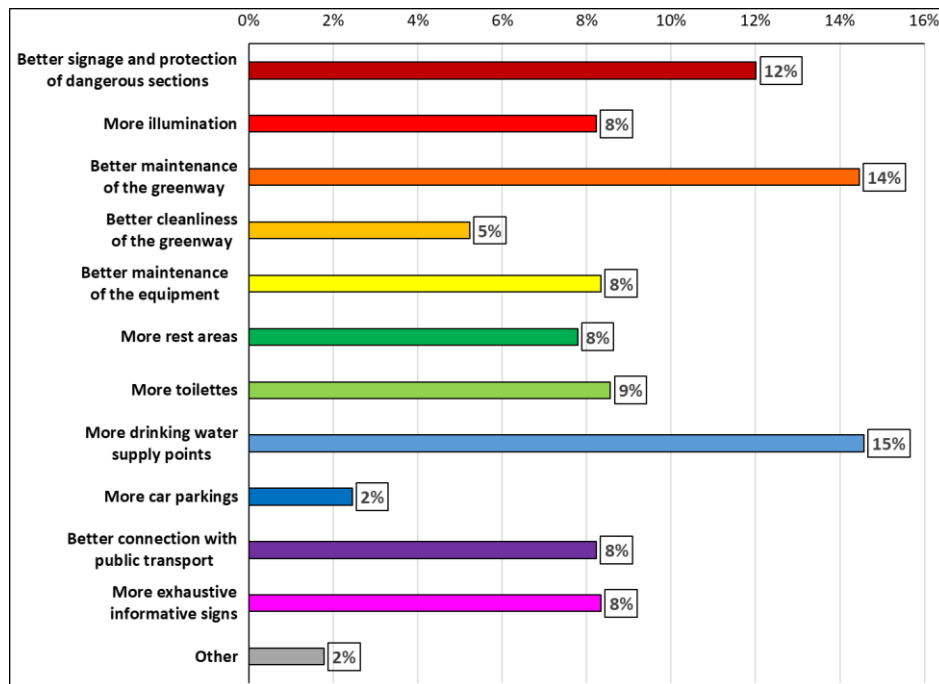


*Fig. 24 - Where did you find the information on the greenway?
(several answers possible)*

As for the improvement of the greenway, more than 85% of the interviewees would like to see some interventions implemented.

Interviewees have reported mainly the need for installation of more water supply points along the route (15%) and better maintenance of the greenways (14% of total interventions indicated) (Fig. 25). Regarding the safety of the greenways, 12% of answers indicate that better signalling and protection of danger points is necessary, while 8% indicate the need to illuminate certain sections. Eight per cent of the answers are in favour of a maintenance of the equipment (rest areas, toilettes, etc.), while five per cent indicate the need of a better cleaning of the greenways.

Eight per cent of the suggested interventions concern the realization of more rest areas, while the nine per cent are related to the installation of more toilets along the trails. Eight per cent of responses highlights the need to strengthen links with public transport services and the installation of more comprehensive information signs.



*Fig. 25 - How do you think that the greenway can be improved?
(several answers possible)*

Regarding the general appreciation of greenways, eighteen percent of respondents consider the trail used to be excellent (Fig.26). The majority of respondents (46%) consider the overall quality of the trail used to be good. Instead, almost a quarter of respondents find the quality of the greenway just fair while 12% consider it poor. Tourists seem to appreciate more the greenways, as 22% consider the trail used to be excellent.

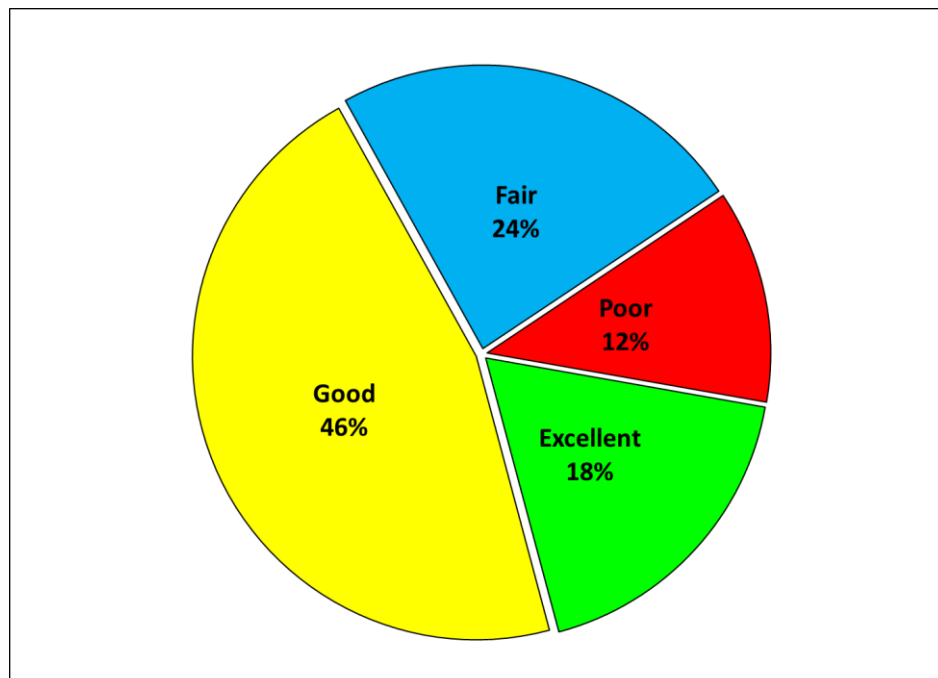


Fig. 26 - How do you evaluate the overall greenway quality?

As for the use of other greenways by the users interviewed, almost three-quarters said they had used other trails (Fig. 27).

Tourists seem to be most interested in using other greenways (78%), followed by day-visitors (72%) and finally by locals (67%).

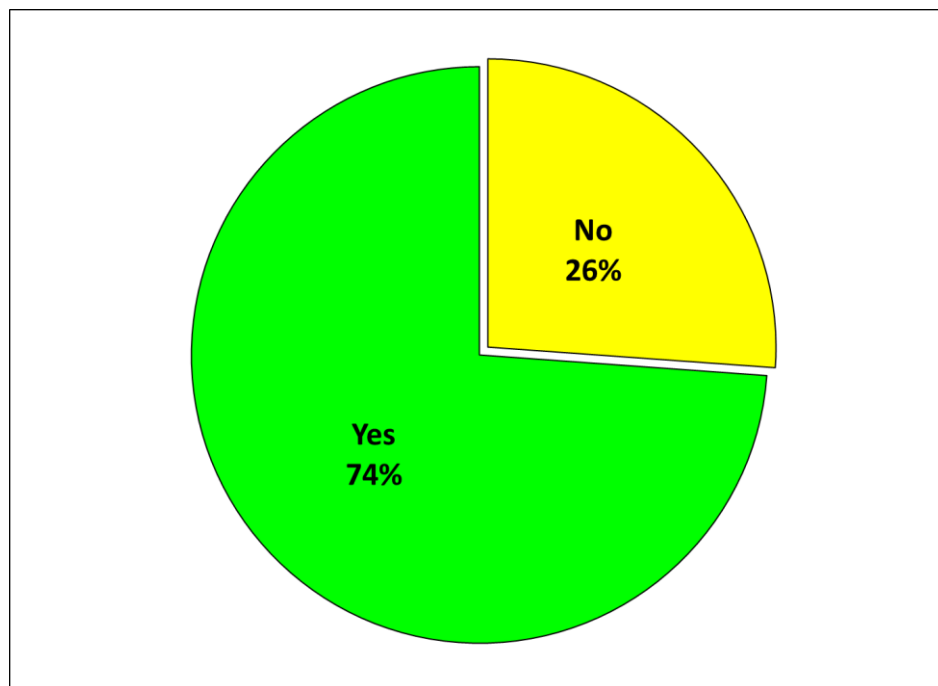


Fig. 27 - Did you use other greenways?

4. The visitors of UNESCO sites

4.1. Visitors Profile

The majority of visitors to the UNESCO sites interviewed are women (Fig. 28).

As regards their age, almost a quarter of the interviewees are between 35 and 45 years old, while 20% are between 46 and 55 years old (Fig. 29). The presence of people belonging to the older age groups is significant.

Fifty-five per cent of the visitors surveyed are university graduates, thirty-nine per cent have a secondary school qualification, while six per cent have only a primary school qualification (Fig. 30).

Employed people (70%) mainly visit the UNESCO site, even if there is a significant proportion of students and retirees who have decided to visit and discover the site (Fig. 31).

The majority of the visitors to the UNESCO site surveyed are of national origin (71%). The UNESCO sites with the highest percentage of foreign tourists interviewed are those of Italy (19%) and Spain (12%).

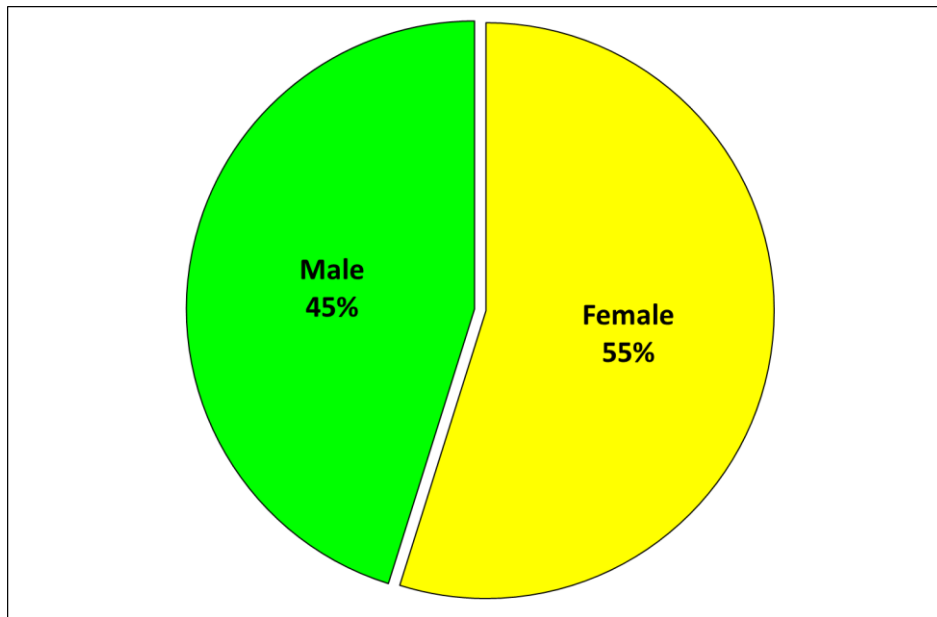


Fig. 28 -What is your gender?

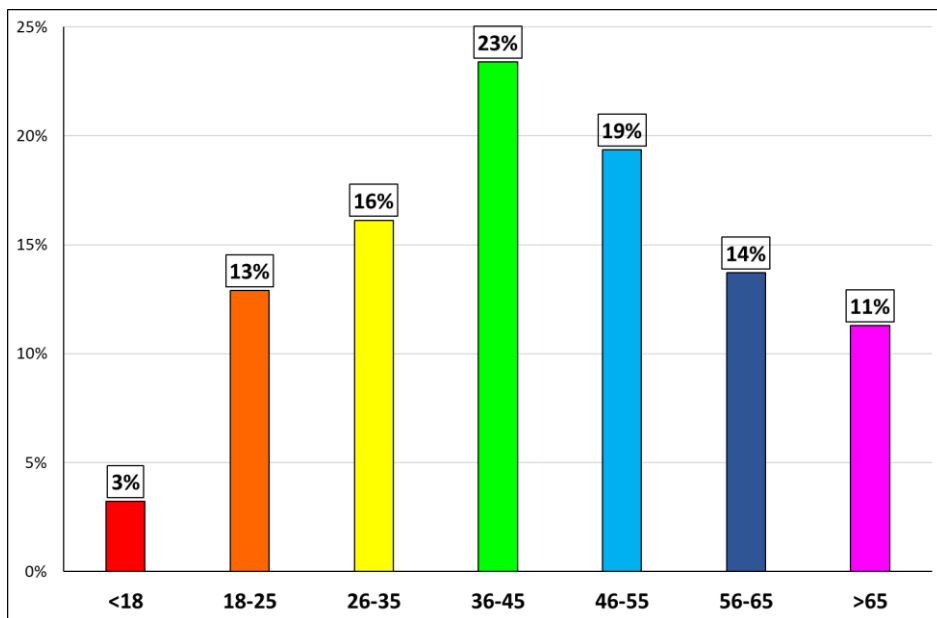


Fig. 29 - What is your age group?

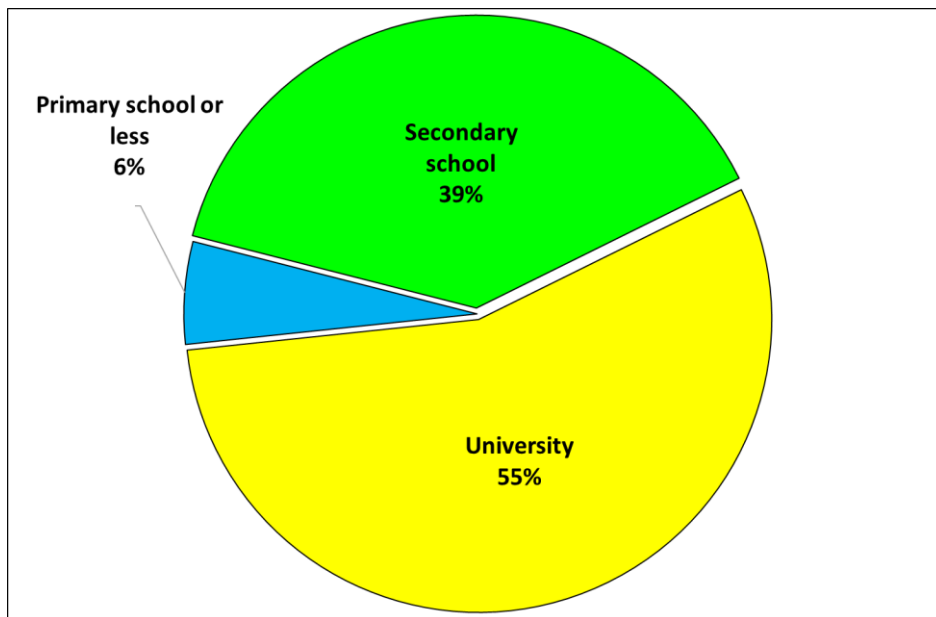


Fig. 30 - What is your level of education?

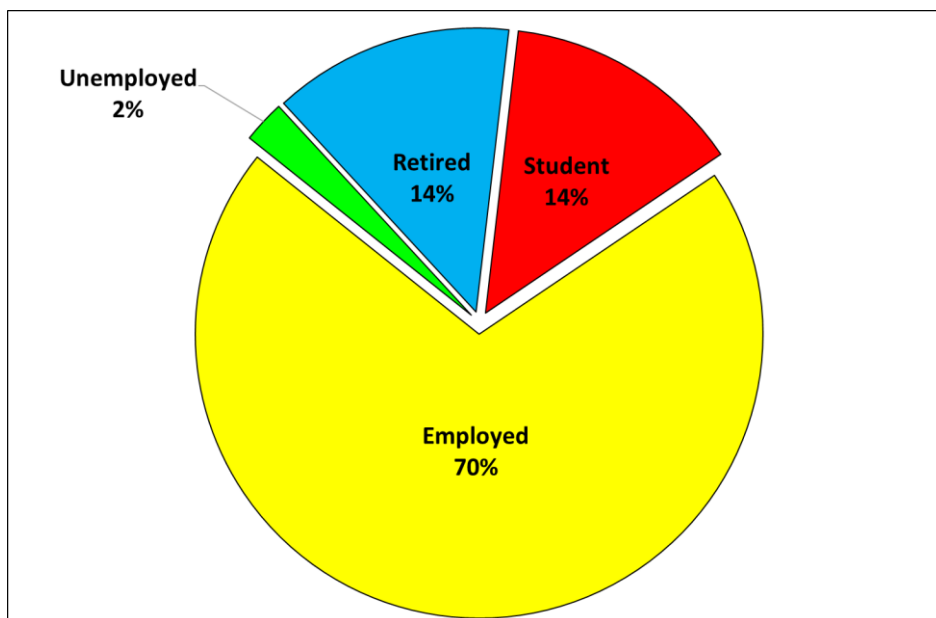


Fig. 31 - What is your occupational status?

Among the outdoor activities, respondents prefer to walk or cycle, rather than go for a run (Fig. 32). Thirty-two per cent of respondents say they walk almost every day, while twenty-one per cent cycle occasionally. The interviewees do these outdoors activities mainly to keep fit, but also to discover and enjoy the natural and cultural heritage of the territory (Fig. 33). Most of the visitors surveyed spend mainly less than 30 minutes a day running, 30 minutes to an hour walking and 1 to 2 hours cycling (Fig. 34).

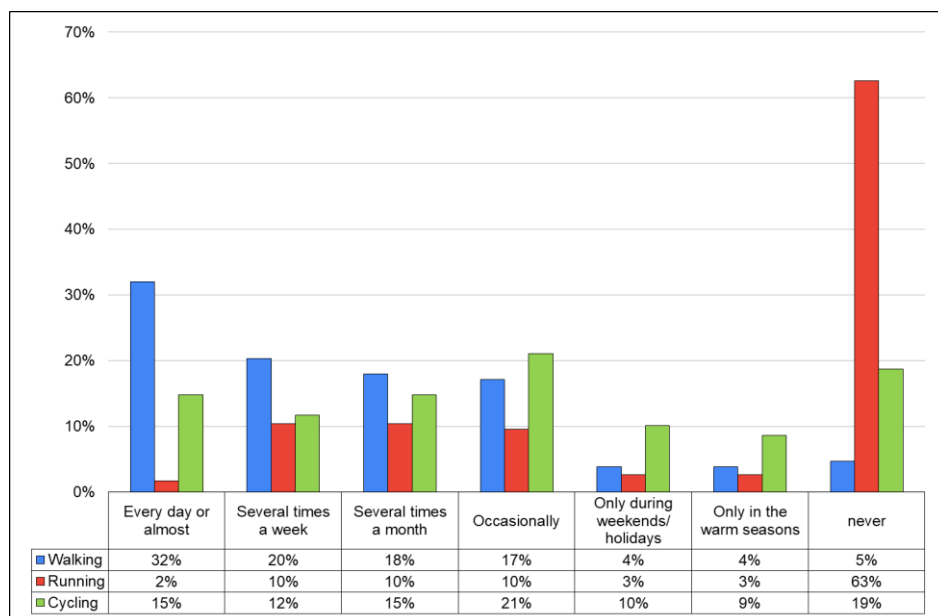


Fig. 32 - During the year, how often do you make the following outdoor activities?
(several answers possible)

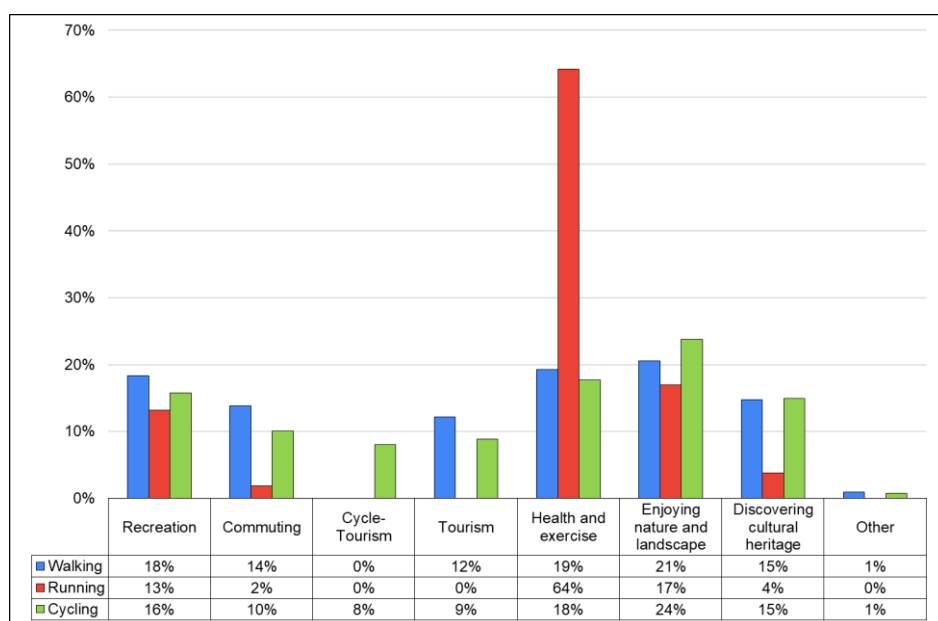


Fig. 33 - What are the main reasons to make these activities, during the year?
(several answers possible)

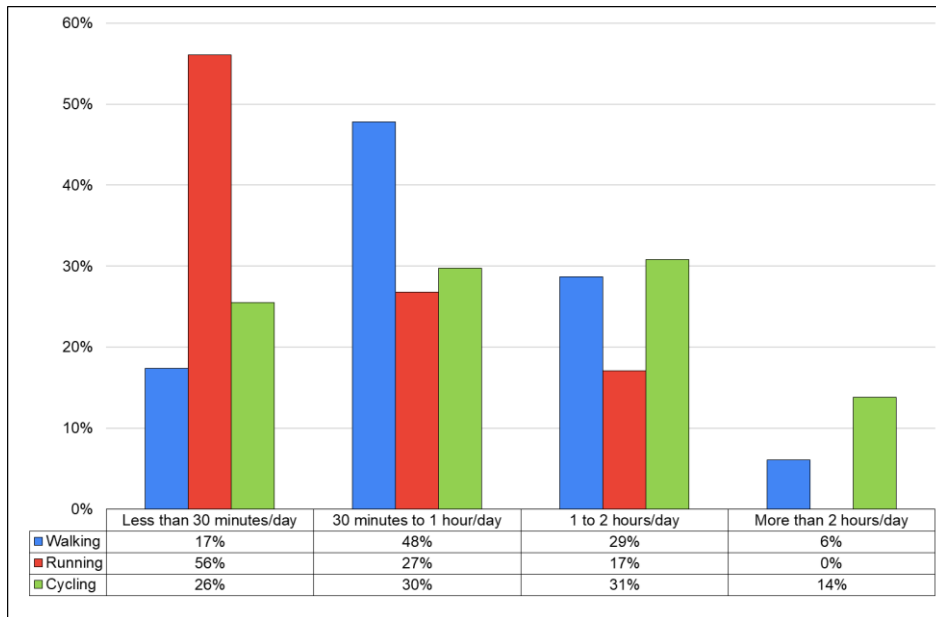


Fig. 34 - How much time do you spend on these activities, during the year?
(several answers possible)

4.2 Visit to the UNESCO site

The majority of people interviewed (64%) said they had visited the site specifically because it is a UNESCO World Heritage Site.

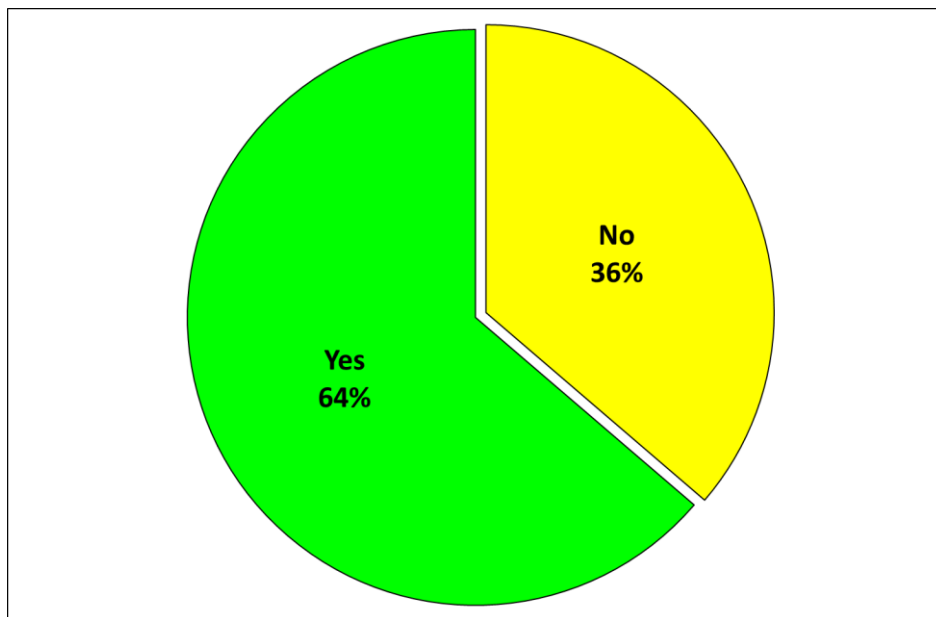


Fig. 35 - Did you visit this city/cultural resource because it is a UNESCO site?

More than half of the respondents visited the UNESCO site in group with 3-5 people (Fig. 36). Nineteen per cent of the respondents were in couple, while sixty per cent were alone. Fifty-one per cent of the interviewees visited the UNESCO site with their family, while twenty-seven per cent were with friends. Eight per cent visited the site with an organised group.

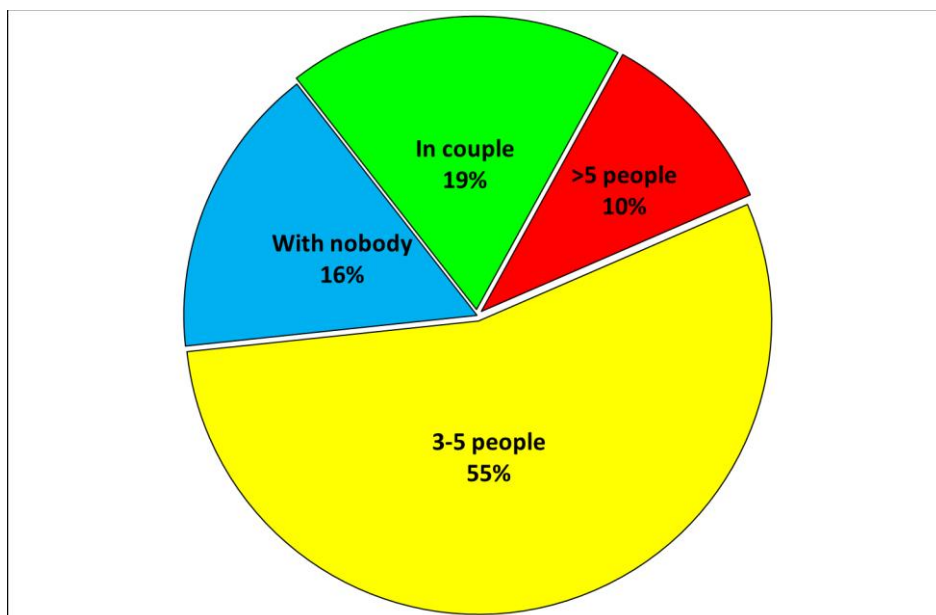
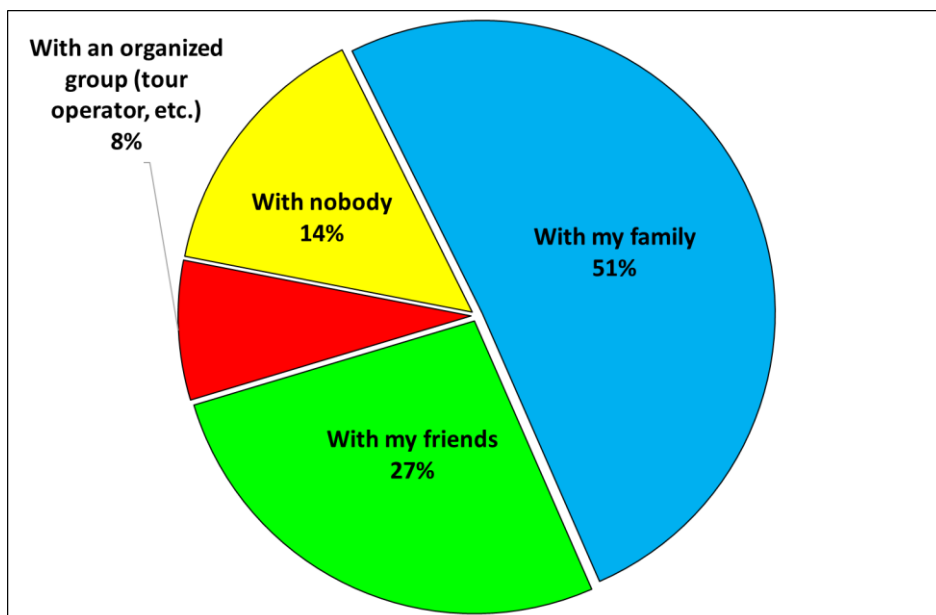


Fig. 36 - How many people are you visiting the UNESCO site with?



*Fig. 37 - With whom are you visiting the UNESCO site?
(several answers possible)*

In addition to the UNESCO site, 43% of respondents also visited another cultural resource (such as churches, museums or castles), while 15% preferred to discover a natural area (Fig. 38). The visit to the UNESCO site also allowed a more than a quarter of the interviewees to discover and taste the flavours of the local cuisine tradition. In addition, the proximity of some sites to the sea, a lake or a river, has allowed 8% of respondents to relax on its shores.

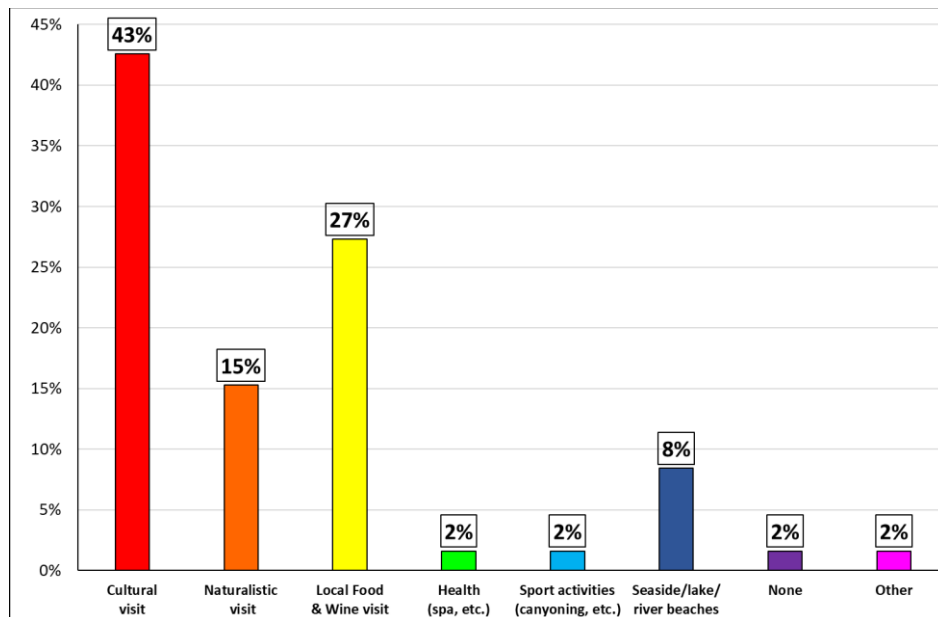


Fig. 38 - Which of these activities did you (or do you plan to) do during your visit to the UNESCO site?
(several answers possible)

The car is the most used means of transport to reach the UNESCO site, even if more than a quarter of the interviewees used public transport (train or bus) to get there (Fig. 39). A significant proportion of the respondents instead reached the site by bike or on foot.

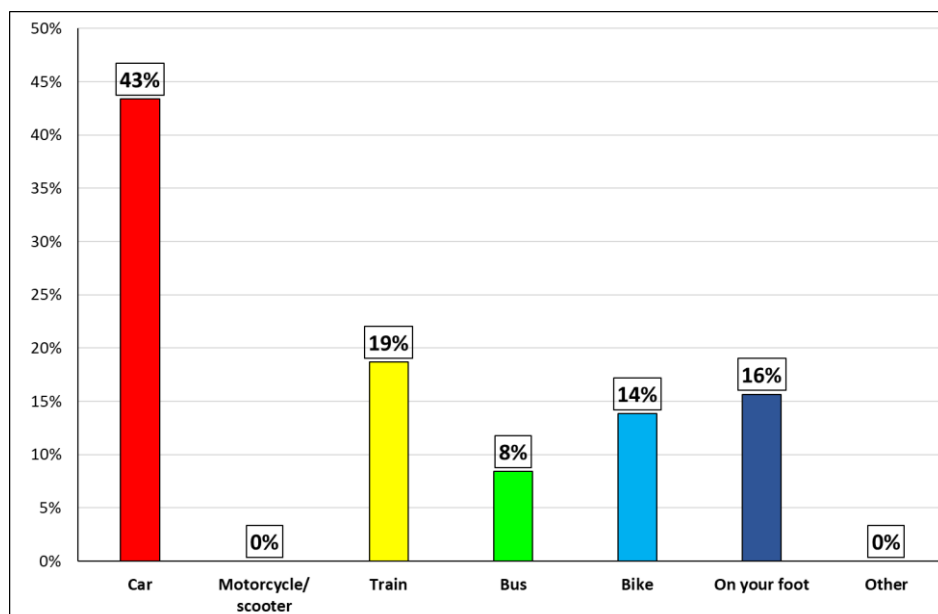


Fig. 39 - Which means of transport did you use to reach the UNESCO site?
(several answers possible)

5. Relationship between UNESCO sites and greenways

5.1. The users of the greenways

Fifty-seven percent of the users interviewed along the greenway are aware of the presence of UNESCO site in the nearby (Fig. 40). The least informed of this fact seem to be the hikes, as only 45% of them have are aware of the UNESCO site, compared to 60% of tourists and locals.

The proximity of the UNESCO site to the greenway has influenced the choice to use that trail for 33% of the interviewees who were aware of its presence (Fig. 41).

Seventy-five per cent of those who know the UNESCO site have declared that they have visited it or intend to do so (Fig. 42). Tourists were the most interested in visiting the site (86%), followed by locals (63%) and day-visitors (57%).

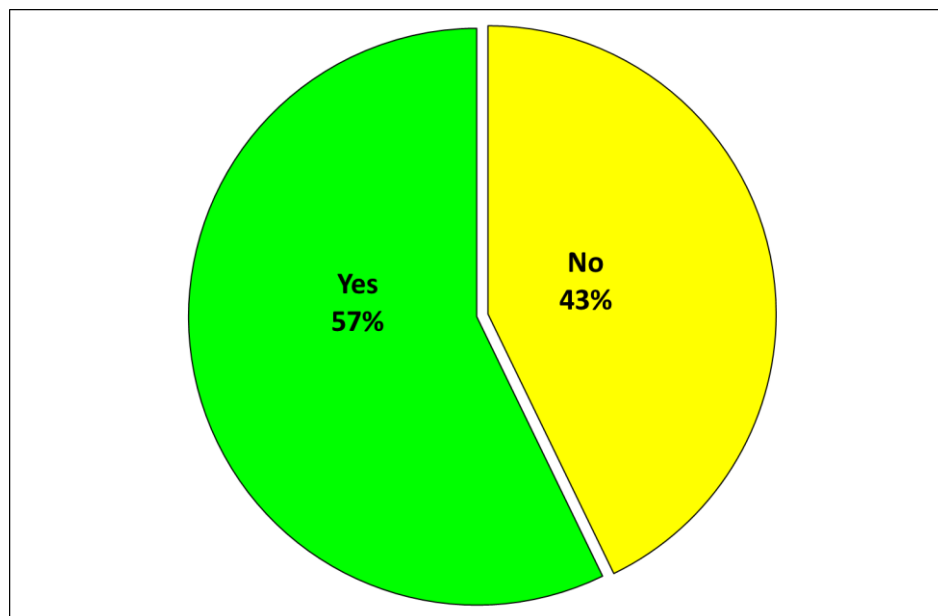


Fig. 40 - Do you know that there is a UNESCO site near the greenway?

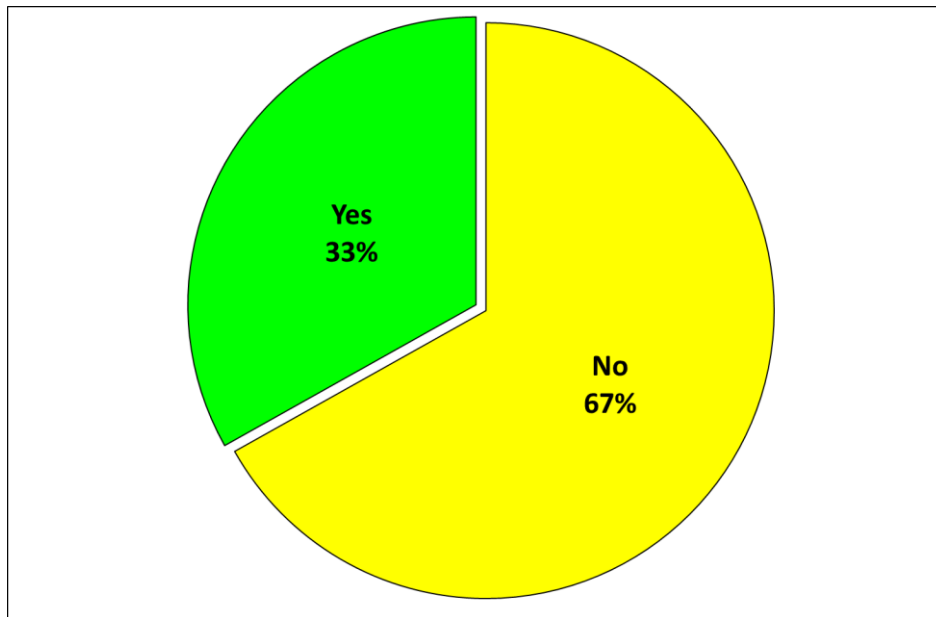


Fig. 41 - The presence of the UNESCO site has influenced your choice to use the greenway?

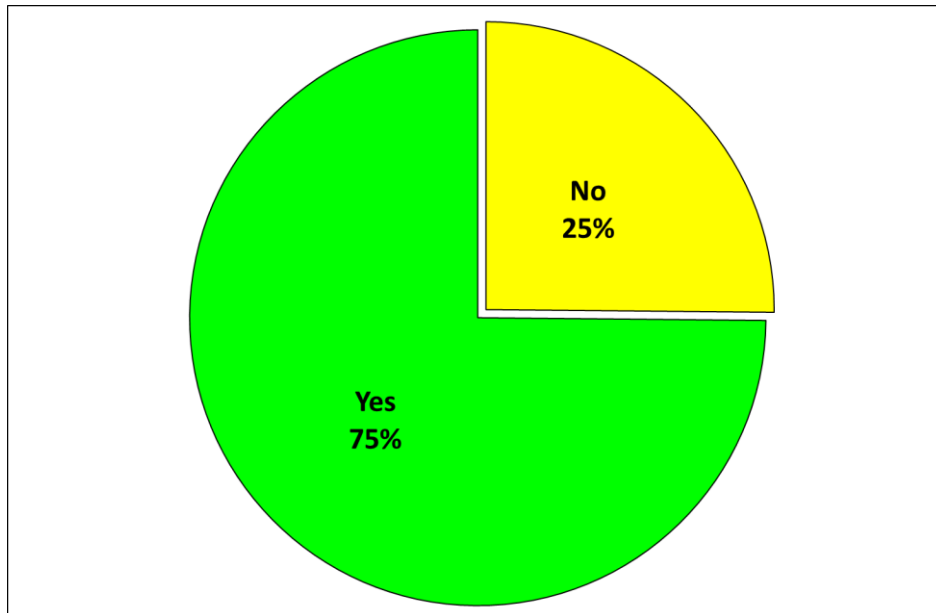


Fig. 42 - Did you (or do you plan to) visit the UNESCO site?

Almost seventy percent of respondents who do not know the UNESCO site say that if they had been informed of its presence, they would have visited it (Fig. 43). Again, tourists seem to be more interested in visiting the site (70%) than day-visitors (64%) and locals (50%). Eighty-seven percent of the interviewees say they are interested in visiting a UNESCO site near another greenway (Fig. 44).

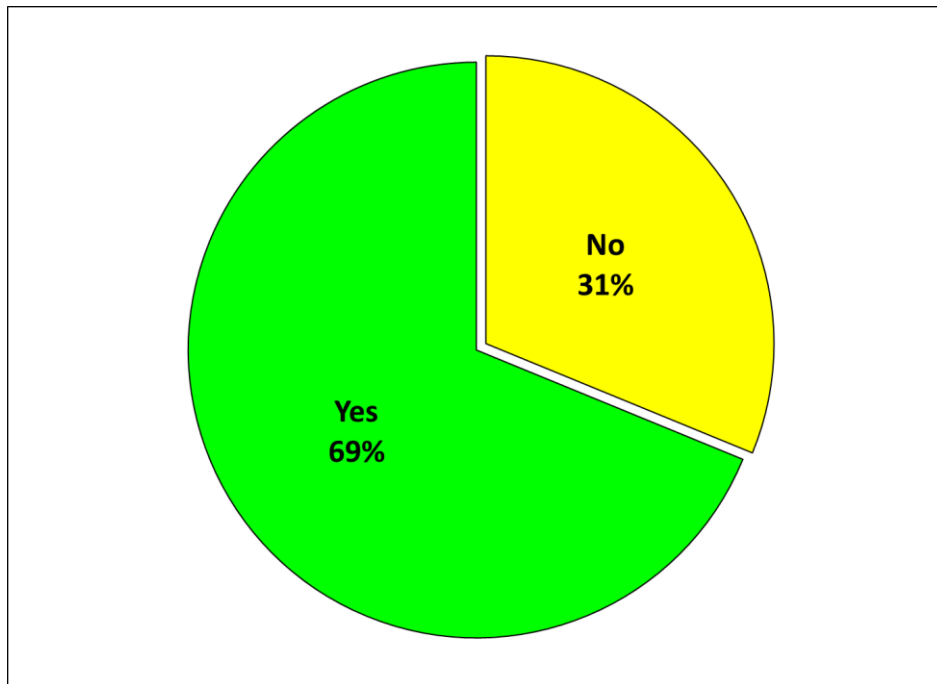


Fig. 43 - If you had known, would you have visited the UNESCO site?

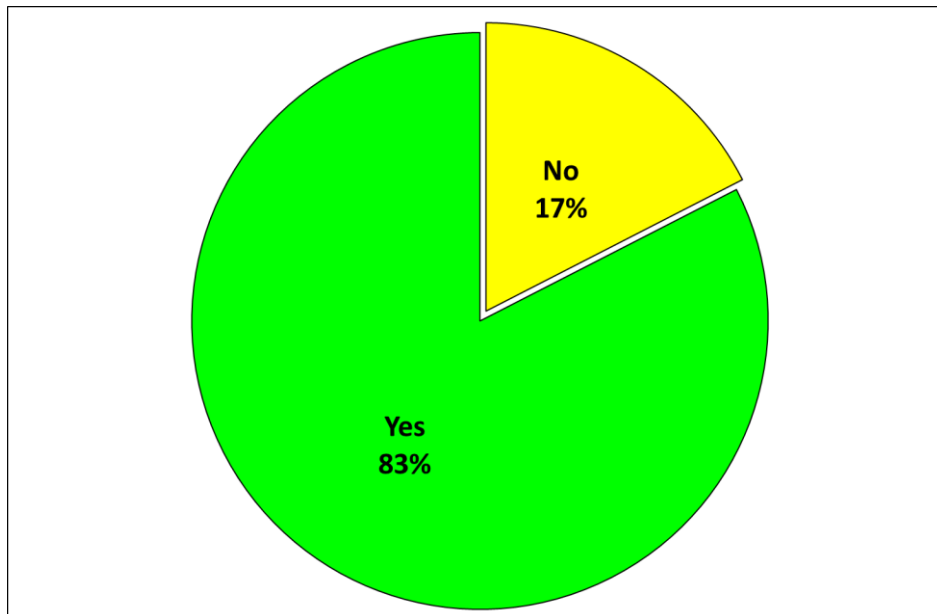


Fig. 44 - Are you interested in visiting a UNESCO site near other greenways?

5.2 The visitors to the UNESCO sites

Forty-eight percent of the visitors to the UNESCO site interviewed are aware of the presence of the nearby greenway (Fig. 45) and 66% of them have used it or intend to do so (Fig. 46). The interviewees who, in addition to visiting the UNESCO site, also used the greenway, are mainly tourists (49%) and locals (45%).

Moreover, 56% of the interviewees have used another greenway, different from the one near the UNESCO site (Fig. 47).

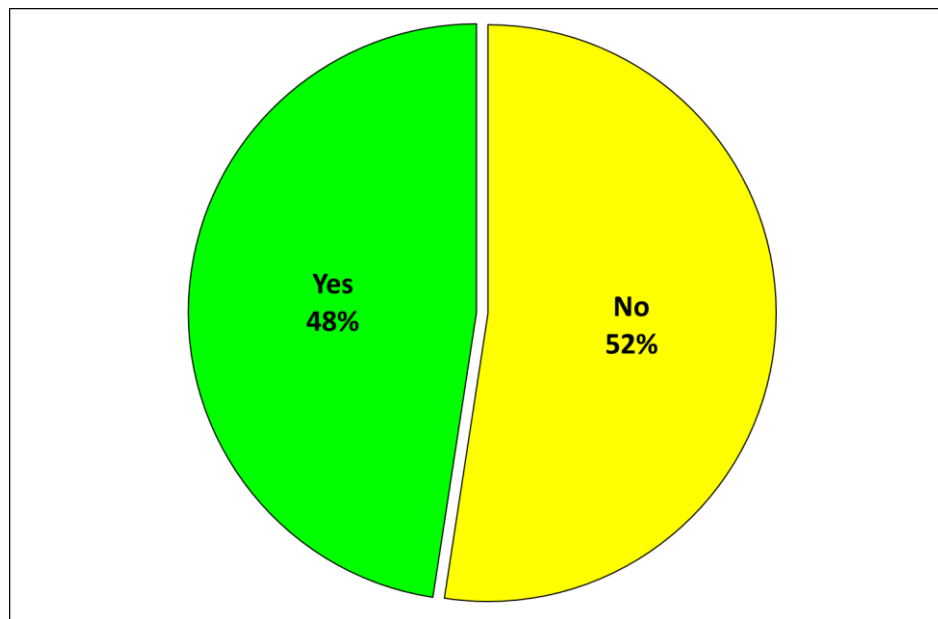


Fig. 45 - Do you know that there is a greenway near the UNESCO site?

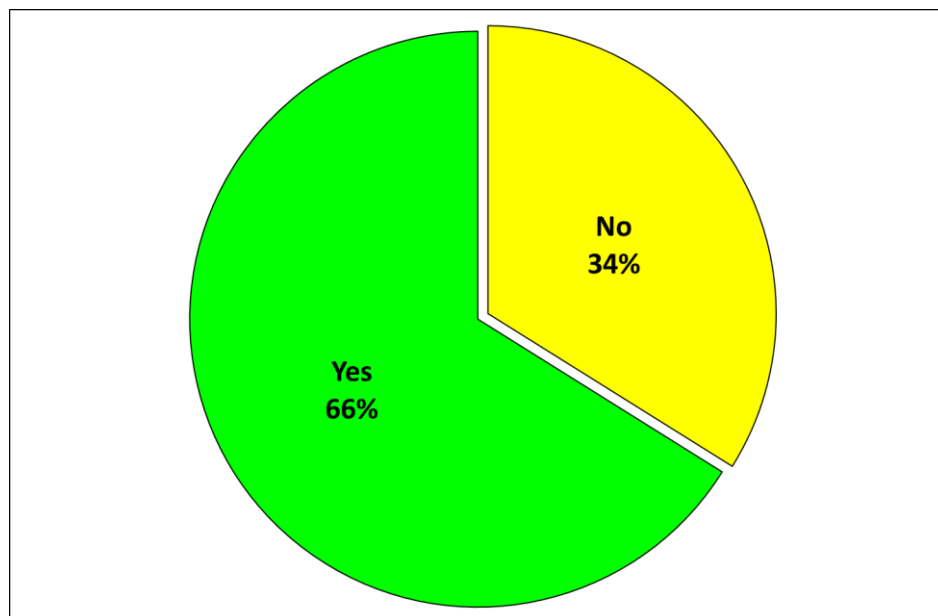


Fig. 46 - Did you (or do you plan to) use the greenway?

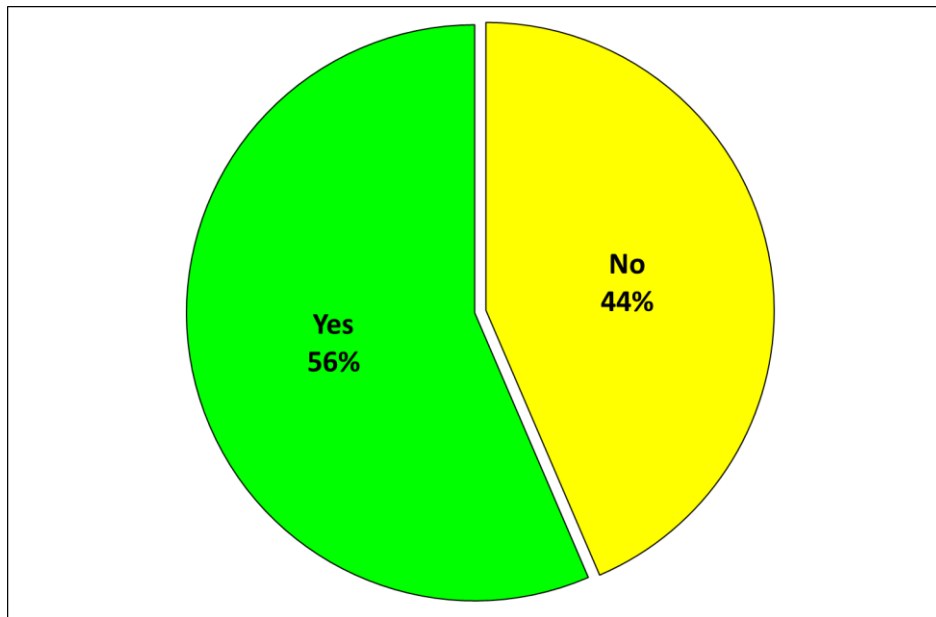


Fig. 47 - Did you use other greenways?

Among the visitors who did not know the greenway (52% of the total respondents), 45% of them stated that if they had known, they would have used the trail to reach the UNESCO site or to explore the territory (Fig. 48).

Most of the visitors, who declared that they would not use the greenway anyway, motivated this choice by their lack of interest in exploring the territory during the current visit (Fig.49).

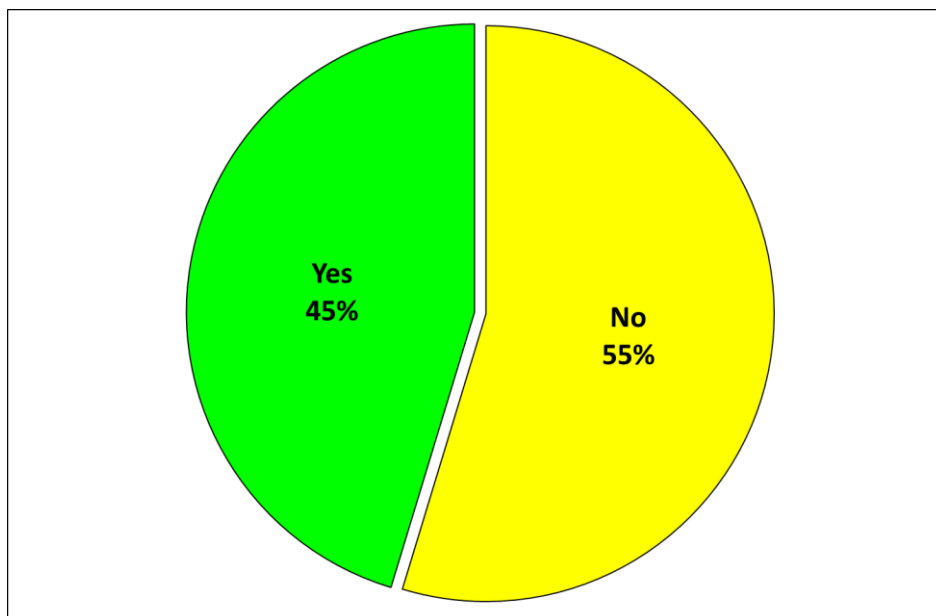


Fig. 48 - If you had known, would you have used the greenway to reach the UNESCO site or explore the territory?

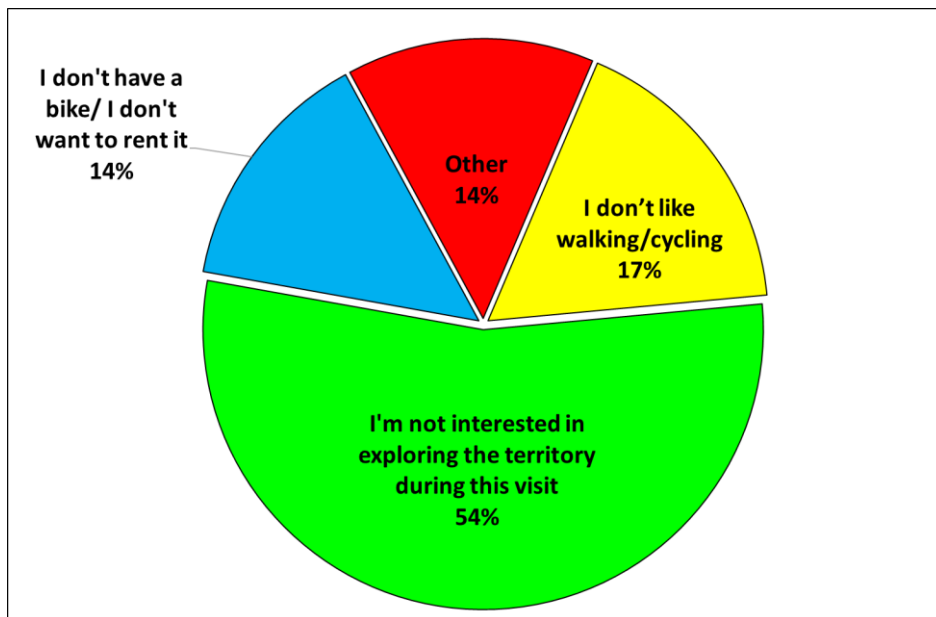


Fig. 49 - If you answered no, why?

Eighty percent of the visitors surveyed said they were interested in using a greenway near another UNESCO site (Fig. 50).

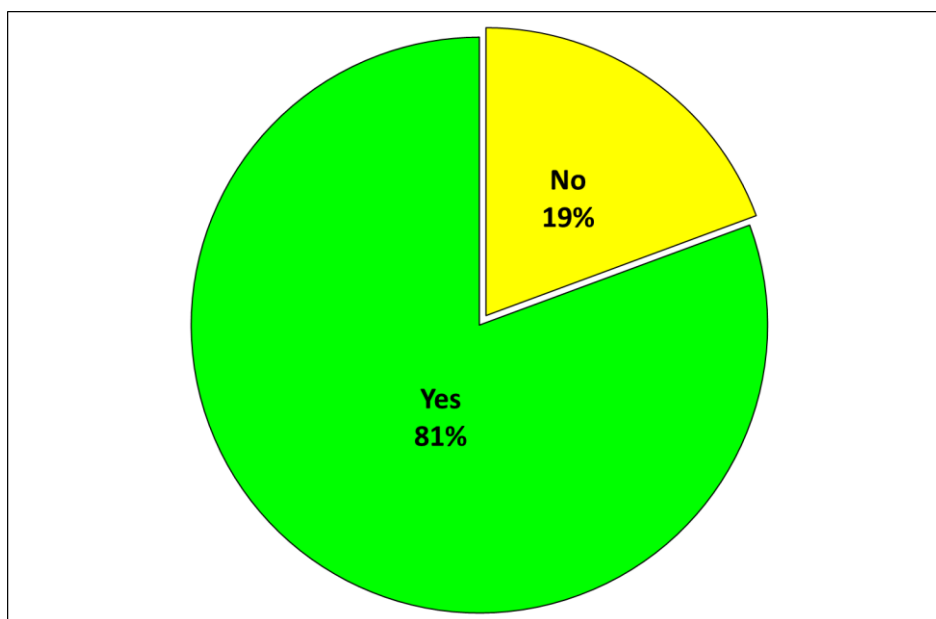


Fig. 50 - Are you interested in visiting a greenway near other UNESCO sites?

6. Economic Analysis

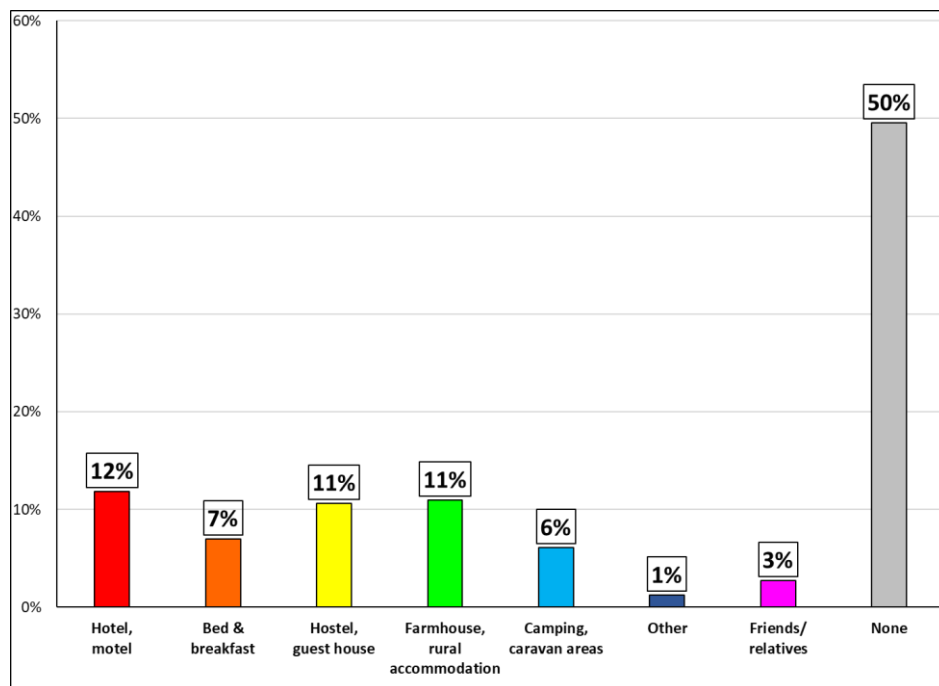
In order to estimate the economic impact of the users of the greenway, it was necessary to quantify the expenditure incurred by each interviewee in relation to the costs of overnight lodging and those incurred along the trail for the purchase of goods or services.

6.1. Lodging expenditures

Forty-eight per cent of the interviewees have declared that their visit to the greenway involved an overnight stay in an accommodation (Fig. 51). A small percentage of the respondents (2%) has instead found lodging with friends or relatives. Hotels and motels are the accommodation most chosen by the interviewees (12%), followed by hostels, guest houses and farmhouses (11%).

On average, the respondents spent 3 nights at the accommodation, spending €55 per person for a night lodging.

The total expenditure for overnight lodging of the users interviewed is €8155; by dividing this value by the number of respondents gives an average daily expenditure per user of €23,91.



*Fig. 51 - Did your visit to the greenway involve an overnight stay in any accommodation?
(several answers possible)*

6.2. Expenditures along the greenway

The survey determined how much trail users spent on good and services while using the greenway. The percentage of respondents who made these types of purchases is an important aspect for determining the local economic impact.

From the analysis of the questionnaires, it emerges that 79% of the interviewees had bought a good or service along the greenway (Fig. 52).

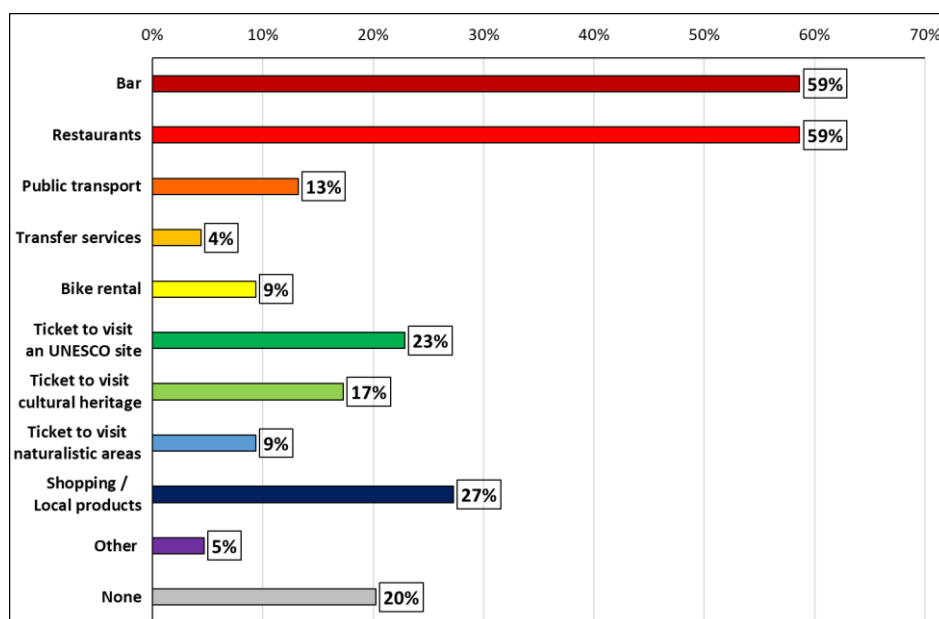


Fig. 52 - During your visit to the greenway, did you (or do you plan to) purchase any of the following services? (several answers possible)

Fifty-nine per cent of the interviewees have visited a bar or a restaurant, spending on average between € 6-10 and € 21-30 per person per day, respectively.

To reach the greenway, 13% of the respondents have used public transport, while 4% have addressed to transfer services, spending respectively an average of € 6-10 and €11-20 per person per day. Nine per cent of the users has taken advantage of the services of a bike rental point, for an average expenditure of €11-20 per person per day.

Seventeen percent of respondents have bought a ticket to visit a UNESCO site, spending an average of € 6-10 per person; the same average price was paid by 23% of interviewees to buy tickets to visit another cultural resource and 9% of respondents to visit a naturalistic area.

Twenty-seven percent of respondents spent an average of €11-20 per person per day on shopping or buying local products. Finally, 5% of the interviewees have spent an average of € 11-20 per person per day in order to buy other types of goods and services (such as buying fuel).

As far as the comparison between the different types of users, it clearly emerged that tourists are more likely to spend their money on the purchase of goods or services during their visit to the greenway. The bars were visited by 72% of tourists and by just under half of the excursions and locals. Eighty-two per cent of tourists have eaten at the restaurant, while only half of the excursions and a quarter of the locals have done so. Forty-three percent of tourists have gone shopping or bought local products, while 13% of locals and 9% of day-visitors have done this type of purchase.

Regarding the visit to the territorial resources tourists and locals are more likely to pay a ticket, than day-visitors are. More the one third of tourists have bought tickets to visit the UNESCO site, while 7% of day-visitors and 13% of locals have done so. Tickets to visit a cultural-historical resource were purchased by 25% of tourists, 11% of locals and 6% of day-visitors. None of the day-visitors surveyed has bought a ticket to visit a natural area, while 17% of tourists and 3% of locals have done so.

Considering all the items of expenditure, the data of the surveys indicate that the greenway users interviewed spent a total of €10960 for purchasing goods or services along the trail. By

dividing this value by the number of respondents gives an average daily expenditure per user of € 32,14.

6.3 Total expenditures

Considering both the costs for the overnight stay and those related to the purchase of goods and services along the route, the data show that users spent a total of € 19115 during their visit to the greenway.

By dividing this figure by the total number of respondents, an average daily expenditure per user of € 56.05 results.

Annex 1



Questionnaire for greenway users

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.

Date: Greenway name: UNESCO site name:

1. What is your gender?

- ☐ Male ☐ Female

2. What is your age group?

- ☐ < 18 ☐ 46 – 55
☐ 18 – 25 ☐ 56 – 65
☐ 26 – 35 ☐ > 66
☐ 36 – 45

3. What is your level of education?

- ☐ Primary school or less
☐ Secondary school
☐ University

4. What is your occupational status?

- ☐ Employed ☐ Student
☐ Unemployed ☐ Retired

5. Can you provide the following information on your residence?

Country: Postal code:
Municipality:

6. During the year, how often do you make the following outdoor activities? (several answers possible)

	Walking	Running	Cycling
Every day or almost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Several times a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Several times a month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Occasionally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Only during weekends/holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Only in the warm seasons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. What are the main reasons to make these activities, during the year? (several answers possible)

	Walking	Running	Cycling
Commuting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle-Tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enjoying nature and landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discovering cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. How much time do you spend on these activities, during the year? (several answers possible)

	Walking	Running	Cycling
Less than 30 minutes/day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30 minutes to 1 hour/day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1 to 2 hours/day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More than 2 hours/day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. In which way are you enjoying the greenway, today?

- ☐ Walking ☐ Cycling
☐ Running ☐ Other (specify):

10. How many people are you with on the greenway, today?

- ☐ With nobody, I'm on my own
☐ With people

11. With whom are you on the greenway, today?

- ☐ With my family
☐ With my friends
☐ With an organized group (tour operator, etc.)

12. How many kilometres do you plan to cover today on the greenway?

..... Km

13. Do you intend to complete the whole greenway or just a section?

- ☐ The whole greenway
☐ Just a section (specify section):

14. How much time did you (or do you plan to) spend on the greenway, during this visit?

- ☐ Less than 30 minutes ☐ Half day
☐ 30 minutes to 1 hour ☐ One day
☐ 1 to 2 hours ☐ days

15. What are the main reasons to use the greenway, today? (several answers possible)

- ☐ Recreation ☐ Tourism
☐ Commuting ☐ Enjoying nature and landscape
☐ Health and exercise ☐ Discovering cultural heritage
☐ Cycle-Tourism ☐ Other (specify):

16. Which means of transport did you use to reach greenway, today? (several answers possible)

- ☐ Car ☐ Bus
☐ Motorcycle/scooter ☐ Bike
☐ Train ☐ On your foot
☐ Other (specify):

17. Do you plan to do some specific activity close to the greenway, today? (several answers possible)

☐ Cultural visit (historic centres, museums, etc.) ☐ Health (spa, etc.)

☐ Naturalistic visit (protected areas, etc.) ☐ Sport activities (canyoning, etc.)

☐ Local Food & Wine visit ☐ Seaside/lake/river beaches

☐ Other (specify):

☐ None

18. Do you know that there is a UNESCO site near the greenway?

☐ Yes ☐ No

19. Did you (or do you plan to) visit the UNESCO site?

☐ Yes ☐ No

20. If you had known, would you have visited the UNESCO site?

☐ Yes ☐ No

21. The presence of the UNESCO site has influenced your choice to use the greenway?

☐ Yes ☐ No

22. Are you interested in visiting a UNESCO site near other greenways?

☐ Yes ☐ No

23. Did your visit to the greenway involve an overnight stay in any accommodation?

☐ None ☐ Farmhouse, rural accommodation

☐ Hotel, motel ☐ Camping, caravan areas

☐ Bed & breakfast ☐ Friends/relatives

☐ Hostel, guest house ☐ Other (specify):

24. How many nights did you (or do you plan to) stay in the accommodation?

..... night(s)

25. Approximately, how much did you (or do you plan to) spend for the accommodation?

..... €/pers/night

26. During your visit to the greenway, did you (or do you plan to) purchase any of the following services? And, how much did you (or do you plan to) spend (€/person/day)?

☐ Bar:€/pers/day

☐ 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

27. During the year, how often do you use the greenway?

☐ It's the first time ☐ Occasionally

☐ Every day or almost ☐ Only during weekends/holidays

☐ Several times a week ☐ Only in warm season

☐ Several times a month

28. During the year, in which season do you use the greenway?

☐ Winter ☐ Autumn

☐ Spring ☐ During all the year

☐ Summer

29. During the year, when do you use the greenway?

☐ Weekdays

☐ Weekends/holidays

☐ Both

30. During the year, how much time do you spend on the greenway each visit?

☐ Less than 30 minutes ☐ Half day

☐ 30 minutes to 1 hour ☐ One day

☐ 1 to 2 hours ☐ days

31. During the year, what is your primary activity on the greenway? (several answers possible)

☐ Walking ☐ Cycling

☐ Running ☐ Other (specify):

32. During the year, what are the main reasons to use the greenway? (several answers possible)

☐ Recreation ☐ Tourism

☐ Commuting ☐ Enjoying nature and landscape

☐ Health and exercise ☐ Discovering cultural heritage

☐ Cycle-Tourism ☐ Other (specify):

33. During the year, which means of transport do you use to reach the greenway? (several answers possible)

☐ Car ☐ Bus

☐ Motorcycle/scooter ☐ Bike

☐ Train ☐ On your foot

☐ Other (specify):

34. Where did you find the information on the greenway? (several answers possible)

☐ Word of mouth ☐ Tourist offices

☐ Internet and social media ☐ Tour operator or travel agency

☐ TV, Radio and journal ☐ I live here

☐ Brochures and guide ☐ I have here a second home

☐ Other (specify):

35. How do you think that the greenway can be improved? (several answers possible)

☐ Better signage and protection of dangerous points and sections ☐ More toilettes

☐ More illumination ☐ More drinking water supply points

☐ Better maintenance of the greenway ☐ More car parkings

☐ Better cleanliness of the greenway ☐ Better connection with public transport

☐ Better maintenance of the equipment (rest areas, toilettes, etc.) ☐ More exhaustive informative signs

☐ More rest areas

☐ Other (specify):

36. How important are for you the following 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	
Safe bike storage services at the UNESCO sites	
Presence of transport services between the greenway and the UNESCO site	
Presence of direction and/or informative signs related to the UNESCO sites, along the greenway	
Presence at the UNESCO sites of direction and/or informative signs related to the greenway	
Presence of information related to the greenway on the website, app and guides of the UNESCO site	
Presence of information related to the UNESCO site on the website, app and guides of the greenway	

37. How do you evaluate the overall greenway quality?

☐ Poor ☐ Fair ☐ Good ☐ Excellent

38. Did you use other greenways?

☐ Yes ☐ No

39. Do you have any comments or suggestion?

.....

.....

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

Annex 2



Questionnaire for UNESCO site users



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.

Date:	UNESCO site name:	Greenway name:
-------------	-------------------------	----------------------

1. What is your gender?
☐ Male ☐ Female

2. What is your age group?
☐ < 18 ☐ 46 – 55
☐ 18 – 25 ☐ 56 – 65
☐ 26 – 35 ☐ > 66
☐ 36 – 45

3. What is your level of education?
☐ Primary school or less
☐ Secondary school
☐ University

4. What is your occupational status?
☐ Employed ☐ Student
☐ Unemployed ☐ Retired

5. Can you provide the following information on your residence?
Country: Postal code:
Municipality:

6. During the year, how often do you make the following outdoor activities? (several answers possible)

	Walking	Running	Cycling
Every day or almost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Several times a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Several times a month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Occasionally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Only during weekends/holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Only in the warm seasons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. What are the main reasons to make these activities, during the year? (several answers possible)

	Walking	Running	Cycling
Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commuting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle-Tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enjoying nature and landscape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discovering cultural heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. How much time do you spend on these activities, during the year? (several answers possible)

	Walking	Running	Cycling
Less than 30 minutes/day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30 minutes to 1 hour/day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1 to 2 hours/day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More than 2 hours/day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Did you visit this city/cultural resource because it is a UNESCO site?
☐ Yes ☐ No

10. How many people are you visiting the UNESCO site with?
☐ With nobody, I'm on my own
☐ With people

11. With whom are you visiting the UNESCO site? (several answers possible)
☐ With my family
☐ With my friends
☐ With an organized group (tour operator, etc.)

12. Which of these activities did you (or do you plan to) do during your visit to the UNESCO site? (several answers possible)
☐ Cultural visit (historic centres, museums, etc.) ☐ Health (spa, etc.)
☐ Naturalistic visit (protected areas, etc.) ☐ Sport activities (canyoning, etc.)
☐ Local Food & Wine visit ☐ Seaside/lake/river beaches
☐ Other (specify):
☐ None

13. Which means of transport did you use to reach the UNESCO site? (several answers possible)
☐ Car ☐ Bus
☐ Motorcycle/ scooter ☐ Bike
☐ Train ☐ On your foot
☐ Other (specify):

14. Do you know that there is a greenway near the UNESCO site?
☐ Yes ☐ No

15. Did you (or do you plan to) use the greenway?
☐ Yes ☐ No

16. If you had known, would you have used the greenway to reach the UNESCO site or explore the territory?
☐ Yes ☐ No

17. If you answered no, why?
☐ I don't like walking/cycling
☐ I'm not interested in exploring the territory during this visit
☐ I don't have a bike/ I don't want to rent it
☐ Other (specify):
18. Are you interested in visiting a greenway near other UNESCO sites?
☐ Yes ☐ No
19. Did you use other greenways?
☐ Yes ☐ No
- Complete this section only if you have used the greenway**
20. During the year, how often do you use the greenway?
☐ I only used it once ☐ Occasionally
☐ 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 you use the greenway?
☐ Weekdays
☐ Weekends/ holidays
☐ Both
23. During the year, how much time do you spend on the greenway each visit?
☐ Less than 30 minutes ☐ Half day
☐ 30 minutes to 1 hour ☐ One day
☐ 1 to 2 hours ☐ days
24. During the year, what is your primary activity on the greenway?
(several answers possible)
☐ Walking ☐ Cycling
☐ Running ☐ Other (specify):
25. During the year, what are the main reasons to use the greenway?
(several answers possible)
☐ Recreation ☐ Tourism
☐ Commuting ☐ Enjoying nature and landscape
☐ Health and exercise ☐ Discovering cultural heritage
☐ Cycle-Tourism ☐ Other (specify):

26. During the year, which means of transport did you use to reach greenway? *(several answers possible)*
☐ Car ☐ Bus
☐ Motorcycle/ scooter ☐ Bike
☐ Train ☐ On your foot
☐ Other (specify):
27. Where did you find the information on the greenway?
(several answers possible)
☐ Word of mouth ☐ Tourist offices
☐ Internet and social media ☐ Tour operator or travel agency
☐ TV, Radio and journal ☐ I live here
☐ Brochures and guide ☐ I have here a second home
☐ Other (specify):
28. Did your visit to the greenway involve an overnight stay in any accommodation?
☐ None ☐ Farmhouse, rural accommodation
☐ Hotel, motel ☐ Camping, caravan areas
☐ Bed & breakfast ☐ Friends/relatives
☐ Hostel, guest house ☐ Other (specify):.....
29. How many nights did you (or do you plan to) stay in the accommodation?
 night(s)
30. Approximately, how much did you (or do you plan to) spend for the accommodation?
 €/pers/night
31. During your visit to the greenway, did you (or do you plan to) purchase any of the following services? And, how much did you (or do you plan to) spend (€/person/day)?
☐ Bar:€/pers/day
☐ 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 greenway can be improved?
(several answers possible)
☐ Better signage and protection of dangerous points and sections ☐ More toilettes
☐ More illumination ☐ More drinking water supply points
☐ Better maintenance of the greenway ☐ More car parkings
☐ Better cleanliness of the greenway ☐ Better connection with public transport
☐ Better maintenance of the equipment (rest areas, toilettes, etc.) ☐ More exhaustive informative signs
☐ More rest areas
☐ Other (specify):
33. How important are for you the following 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 | |
| Safe bike storage services at the UNESCO sites | |
| Presence of transport services between the greenway and the UNESCO site | |
| Presence of direction and/or informative signs related to the UNESCO sites, along the greenway | |
| Presence at the UNESCO sites of direction and/or informative signs related to the greenway | |
| Presence of information related to the greenway on the website, app, and guides of the UNESCO site | |
| Presence of information related to the UNESCO site on the website, app and guides of the greenway | |
34. How do you evaluate the overall greenway quality?
☐ Poor ☐ Fair ☐ Good ☐ Excellent
35. Do you have any comments or suggestion?

Thank you for your collaboration!

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Project partner responsible:

Università degli Studi di Milano (Italy)



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Greenways **HERITAGE**

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EUROPEAN GREENWAYS ASSOCIATION
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