Changing Gear
Jelling
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Greenways HERITAGE
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PROVINCE OF ANTWERP (BE)
Greenways Heritage: an Opportunity for Reducing the Impacts of Visitor Travel on Cultural and Heritage sites.

www.aevv-egwa.org
www.greenwaysheritage.org

Namur (BE) 29/06/2018
EGWA MEMBERS
European Greenways Association

EGWA was created in 1998 in Namur (Wallonia, Belgium)

Objectives: inventory and encourage the creation and promotion of greenways in Europe.

>50 members from 16 countries

Secretariat and executive seat in Madrid (Spain)
Promotional Activities

- European Projects
- Lobbying
- Observatory
- Greenways Day
- Best Practices Guides
- Information Exchange
- Awards & Conferences
- Initiatives Diffusion
- Networking
- Cooperation
- Advise
Greenways Heritage

Development and Promotion of a Transnational Cultural Tourism Product
Linked to Greenways and UNESCO Cultural Sites

**Greenways + outstanding cultural sites**

although

no joint promotion

**Link Greenways – UNESCO**

Still weak today

Tourism product combining Greenways & UNESCO sites located nearby

To create very attractive cycle routes and to attract more tourists.
Greenways Heritage – Actions and Events

Tourism Product
Lead: FFE
- Product development
- Improving competitiveness of SME's

Information, Knowledge, Experience in CCI
Lead: Milan University
- Use of CCI at UNESCO sites and greenways
- Special activity: virtual tour in 3D/AR/VR
- New technologies

Promotion & Communication
Lead: EGWA
- Workshops & conferences
- Valorization strategy
- Campaigns
- Special award innovative actions
- Declaration for UNESCO & greenways
Guimarães Declaration
For the Promotion of UNESCO Sites and Greenways as Common Sustainable Destinations in Europe

Greenways HERITAGE

We encourage you to subscribe!
Tourism GIS – 15 Itineraries in 8 Countries

Creation of a GIS-database

- **Cultural-historical resources**
  - Churches, castles, museums, archaeological sites

- **Natural Resources**
  - Protected areas, historic gardens, panoramic points

- **Tourism services**
  - Accommodations, food & beverages, bike rental points, info points

- **Accessibility Point**
  - Rail stations, navigation services

Final Goal: to Map 15 itineraries in 8 countries
Tourism GIS – 15 Itineraries in 8 Countries

Database: shared with tourists and stakeholders through the development of a Web-GIS based application

APP developed by integration of two ESRI development tools

1. Web AppBuilder
2. Story Map Tour
Stakeholders Survey

We kindly request your collaboration to respond to the survey
Opportunity to promote jointly UNESCO and Greenways nearby

Opportunities for cooperation
Opportunities
For Entities not Participating in the Project

Integrate your greenways

Create your Greenways + UNESCO tourist packages

Contribute to the best practices in innovation

Participate in the special European Greenways Award

The GIS will update the AEVV-EGWA and other greenways, not connected with UNESCO sites
Creation and Sale of Tourist Products
Greenways + UNESCO
Next edition of the European Greenways Award 2019
Special Prize Greenways Heritage – Innovation

Award Ceremony: 5th September, Vidzeme region (Latvia).

www.europiegreenwaysaward.org
#GreenwaysAward2019
Introducing New Technologies on Cultural UNESCO Sites and Greenways

Zennegat, Belgium

- VR
- AR
- 360°
Sustainable Travel & Overcrowded Cities

Closed Rural Hotels & Congestion by Cars
Reducing the Impact: Greenways lead mostly Outside the City

Rural Hotels:
Standard requirements
government are too high

Lack of
infrastructure
=
Negative impact on
cycling holidays

Although sustainable
economical impact
Sustainable Cycling Tourism

**Better Distribution of Tourism: Conditions**

- Area outside touristic saturated city needs to be sustainable attractive

- Investing in comfort:
  - Public transport with high frequency between urban and rural areas
Sustainable Cycling Tourism Powered by New Technology

- Need of information about train–bicycle transport and infrastructure in area
- Indication of facilities
- Docking Stations
- Luggage Service
Globalisation + Digitalisation
Explore

Concept Flourishing Destination

Business as usual is not sustainable

Tourism is part of a living, dynamic ecosystem
Flourishing Destination

Flourishing Community

A flourishing community is a living network that is interconnected.

VISITOR

FLOURISHING COMMUNITY

RESIDENTS

ENTREPRENEUR

STAKEHOLDERS - 'PLACE'HOLDERS

THE PLACE
Is everything different tomorrow?

Diagram:
- OLD PARADIGM
  - Stabilizers of Old Systems
  - Bridge Builders for Transition
- NEW PARADIGM
  - Creators of New Systems