

European Tourism Forum  
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# Transition Pathway for Tourism (TTP)

## Practical examples of the application on Greenways

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# Greenways

- *Communication routes reserved exclusively for non-motorized 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*



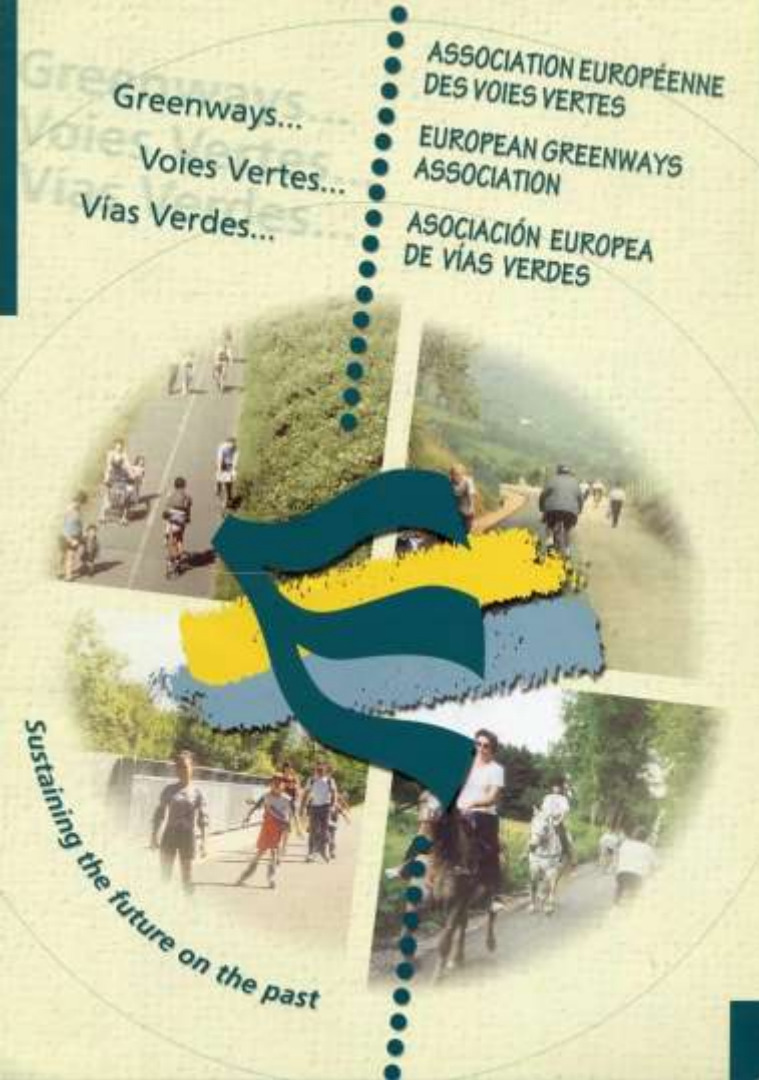
# European Greenways Association

Created in 1998 in Namur (Wallonia, Belgium).

Aim: inventory and encourage the creation and promotion of Greenways in Europe

> 51 members from 15 countries + 4 honorary members

Secretariat and executive seat in Madrid (Spain)





# European Greenways Association (EGWA) members



## EGWA takes part in the co-implementation of the Transition Pathway for Tourism

*Pledges for co-implementation highlight the importance of greenways, and active mobility such as cycling and walking, for tourism and everyday life, and the need of safe and accessible non-motorised infrastructures.*

*They are **concrete actions** for the **co-implementation** of the European tourism transition, while giving visibility and supporting our request to include greenways as priority in the European Tourism Agenda 2030.*

Fostering green and digital transitions, thereby strengthening both economic and social resilience.



### Transition Pathway for Tourism:

#### Leading the transition

Summary of stakeholder commitments published  
on 28 June 2022



# EGWA Pledges

9 of the 27 topics.

**Related to:**

- **Greenways “ecosystem” in a comprehensive way.**
- **Awareness raising and promotion.**

**Based in:**

- **Best Practices.**
- **Practical recommendations.**
- **Cooperation with EGWA members & stakeholders.**

REGULATION AND PUBLIC GOVERNANCE		
# 4	Comprehensive tourism strategies development or update	Policy and governance
GREEN AND DIGITAL TRANSITION		
# 6	Sustainable mobility	Green transition
# 8	Green transition of tourism companies and SMEs	Green transition
# 10	Improve the availability of information on tourism offer online	Digital transition
# 16	Support for digitalisation of tourism SMEs and destinations	Digital transition
RESILIENCE		
# 20	Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism	Stakeholder support
# 25	Enhancing accessible tourism services	Skills and Resilience
# 26	Tourism services for visitors and residents alike	
FUNDING		
# 27	Support visibility of funding opportunities for tourism actors	Stakeholder support



# EGWA Pledges Concrete and timely objectives

- **Posts & News** related to each of the topics, to disseminate concrete achievements, and to inspire new actions aimed at the twin transition in tourism.
- 2 **brochures** to promote **sustainability** (economic, environmental and social) on greenways with practical recommendations (2022 & 2025).
- 10 practical **recommendation for green transition of SMEs** around greenways, based in BPs by 2023.
- New **online** information **on greenways** by 40 itineraries by 2023 (from 2022).
- 5 new references - best practice guide on **innovation & digital tools** (2022/3).
- 8 news to promote quality & **universal accessibility**, 8 trips on accessible greenways.
- Guide to **sports** activities on greenways aimed at very different groups (2023-2024) for local & visitors.

**Actions (2022-2025):**  
 $49 + 58 + 55 + 53 = 215$





# Topic 6 Sustainable mobility

- i) **reuse and valorisation** of heritage transport infrastructure, namely **disused railways**, to promote innovative and sustainable forms of tourism, for instance slow tourism (e.g. cycle tourism);



Ojos Negros / *Black Eyes* Greenway  
Former mining train.  
167.5 Km, it is the longest in Spain.





# Topic 6 Sustainable mobility

- ii) deployment of new **non-motorised infrastructures**, and the upgrade of the existing ones for cycling and walking



Radrevier.ruhr, Northrhine-Westphalia (Germany)

A dense network of bike paths of over 1,200 kilometers connecting greenways, waterways and other cycle routes, to favour the transition to active daily mobility in a safe way, in one of the largest conurbation in Europe.



# Topic 6 Sustainable mobility

- iii) **connectivity** improvement between the non-motorised routes (as greenways and cycle routes) and the main **attractions nearby** (natural as e.g. N2000, cultural and natural UNESCO sites and other heritage assets), small villages and surrounding areas;

***Cyklostezka Sázava.*** Follows the river Sázava and connects towns of Přebyslav and Sázava; along connecting cycle route 19 also UNESCO site Pilgrimage Church of St John of Nepomuk in Žďár n.S.

The greenway uses 120 years old railway Havlíčkův Brod – Žďár n. S.



Bohemian-Moravian Highlands. Czechia



# Topic 6 Sustainable mobility

- iv) **connectivity**  
Improvement with **public transports** to facilitate **intermodality**, removing obstacles to favour cycle routes, their services and attractions, for tourists and local people;



From Liège, railway station, in Belgium to Aachen in Germany  
RAVEL – L38 &39



Line 38- RAVEL Walloon region , Belgium



# Topic 6 Sustainable mobility

- v) combined travel (bicycle + train /boat /buses);



Rete Ferroviaria Italiana S.p.A.

RFI-4-Greenways. Communication actions to:

Spread the knowledge on the disused railways to improve the realisation of greenways;  
Encourage people to reach and enjoy greenways cycling and/or walking by using the train.





# Topic 8: Green transition of tourism companies and SMEs

Best practices: how tourism SMEs can contribute to the sustainability of tourism in greenways:

- Improve its offer and its connection with the territory.
- Improve its environmental performance.
- Support local development and heritage conservation.



*Ecopista do Rio Minho (Portugal) & CIM Alto Minho – European Charter of Sustainable Tourism*

# Topic 10: Improve the availability of information on tourism offer online



**LUXEMBOURG INDIVIDUALLY**  
Country: Luxembourg | Greenway: Schierenach



**GREAT WESTERN GREENWAY**  
Country: Ireland | Greenway name: Great Western Greenway



**GREAT SOUTHERN TRAIL GREENWAY**  
Country: Ireland | Greenway name: Great Southern Trail Greenway (GST)



**ECOPISTA DE GUIMARÃES**  
Join us in this unique journey in which you will discover the best and most authentic of the north of Portugal, touring the Serras de Guimarões. For a personal edition to your trip, discover the UNESCO



**ECHTERNACH**  
Riding a bike on the Schierenach greenway in Luxembourg is one of the most pleasant ways to explore more of the part of the city. A 4 days journey that will take you through one of Europe's greatest fortified cities



**RIGA – ERGLI**  
Cycle for about 100 km along the old "Riga – Ergli" railway line that was established in 1927 and opened until 2007. The old railway line connects two UNESCO heritage sites in Latvia: the historic center of



**DÃO GREENWAYS TOUR**  
Country: Portugal | Greenway name: Serras de Dão



**ANCIENT REPUBLIC OF VENICE**  
Greenway name: Raimondo Greenway | Country: Croatia, Slovenia & Italy



**ENJOY VIA VERDE DE PLAZAOLA!**  
Country: Spain | Greenway: Plazaola



**OJOS NEGROS GREENWAY**  
Country: Spain | Greenway: Ojos Negros



**BOOM – MECHELEN**  
Want to explore Antwerp & the UNESCO heritage city of Mechelen? The best way to do so is by bike cycling through the Boom-Mechelen Greenway. Immerse yourself into the nature and historical region of



**VENNBÄHN**  
Cycle through one of the oldest cycling routes with landmarks in Europe and visit three countries: Germany, Belgium and Luxembourg on a 6 days journey. 125 km long route passes through Aachen (Germany).



**CANAL DU CENTRE**  
Do you know of a better way discovering the UNESCO heritage site "Four Mills on the Canal du Centre and their Sironne than cycling? Enjoy the Vézère region in Belgium and its greenway by bike on a 20



**THE ISLAND OF DELTA**  
Country: Netherlands





# Topic 16: Support for digitalisation of tourism SMEs and destinations

Installation of 13 brand new, state-of-the-art Eco-Counters for bicycles along the well-known transborder Greenway Vennbahn.

Counters permit better understanding and directing of visitor flows, and support the planning for future marketing and investments along and in the vicinity of the Vennbahn.



Vennbahn, German Speaking Community Belgium & Eco-counter (France)

# Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism

Seminars in Keipene and Gulbene (Latvia) addressed to:

- Local administrations promoting greenways.
- Private sector stakeholders who have set up businesses in the vicinity of greenways, in particular in former railway stations.



Organised by Latvian Greenways Association as part of the EU Interreg project “Greenways Riga-Vilaka”.



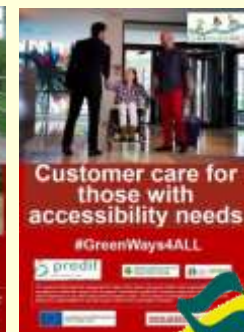
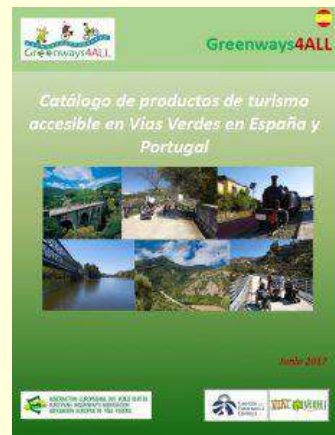
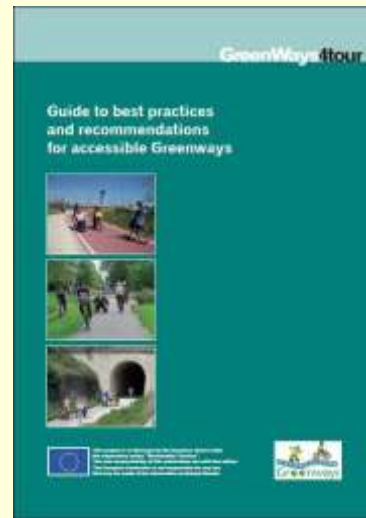


# Topic 25: Enhancing accessible tourism services

Further promote quality and **universal accessibility** in the **design** of greenways.



Co-funded by the COSME programme  
of the European Union



# Topic 26: Tourism services for visitors and residents alike

Strong support from the wider community: local Tidy Towns groups, social enterprise groups, clubs and sports organisations work in partnership with the WCCC to ensure its sustainability.

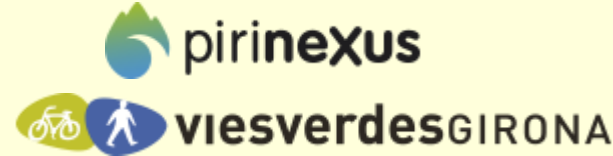
The engagement of the business community has been one of the keys to the success of the Waterford Greenway.



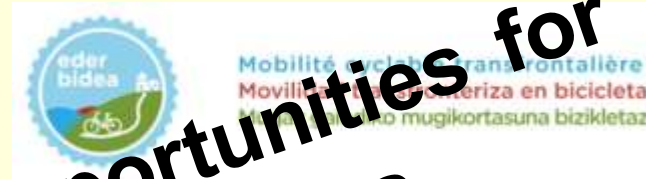
Waterford greenway – Ireland



# Topic 27: Support visibility of funding opportunities for tourism actors



Co-funded by the  
European Union



- ✓ Ourway: <https://progr6014-2020.interreg-europe.eu/ourway/> (ES/IR/PO/)
- ✓ Vennbahn: <https://www.vennbahn.eu/en/> (BE/DE/LU)
- ✓ Green Railways: <https://greenrailways.eu/> (LV/EST)
- ✓ Ederbidea: <http://ederbidea.com/> (FR/ES)
- ✓ Pirinexus: <https://www.viesverdes.cat/en/> (FR/ES)
- ✓ Western Balkans Greenways: <https://www.westernbalkangreenways.com/> (SRB / BIH / HR / MNE)





# Topic 27: Support visibility of funding opportunities for tourism actors

Next Generation EU fund:

Greenways /Voies vertes / Vías Verdes / in Recovery and Resilience plans.



## Destination France

Plan de reconquête et de transformation du tourisme

THALES | | | | |

**Verdir les transports touristiques et développer les mobilités douces**

**Mesure 16 - Au sein du fonds**  
Destination France, créer un volet de 44 M€ pour soutenir l'investissement dans les infrastructures touristiques durables.

### Volet 3 – « Slow tourisme »:

- Prestations d'itinérance et de découverte immersive sur et autour de la nouvelle voie verte Sud Touraine



**Infraestructura ciclista y adecuación de itinerarios no motorizados:** proyectos de vías verdes, adecuación del firme de vías verdes, adecuación de caminos y senderos, dotación de equipamientos turísticos y estaciones de reparación, creación de puntos de recarga, recuperación de estaciones para uso turístico, instalación de puntos de agua, etc.





# Greenways are a European initiative



➤ Approx. 20,000 km on disused railways (15-20% of the total)



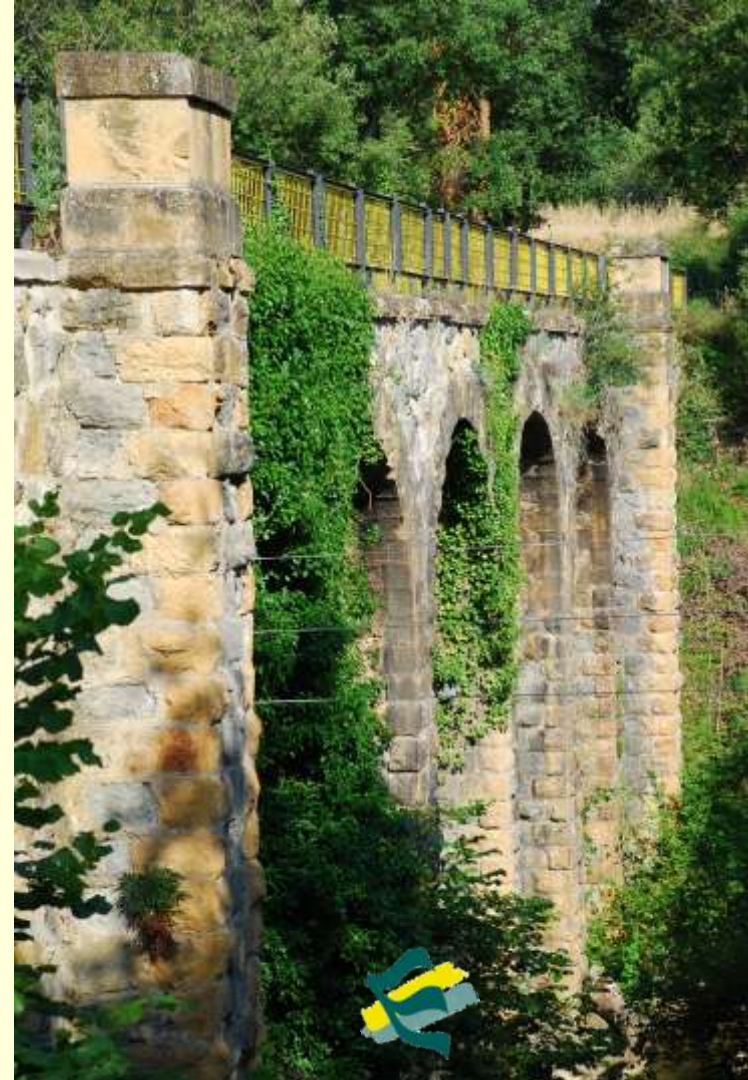


# Definition of an EU strategy for **sustainable tourism**:

## European Parliament's request to the European Commission

- ✓ Encourage the conversion of abandoned railway lines into greenways.
- ✓ Financial support to EuroVelo to promote cycle tourism in Europe.
- ✓ Cycle-train intermodality

✓ [European Parliament resolution of 25 March 2021 on establishing an EU strategy for sustainable tourism \(2020/2038\(INI\)\) #44](#)

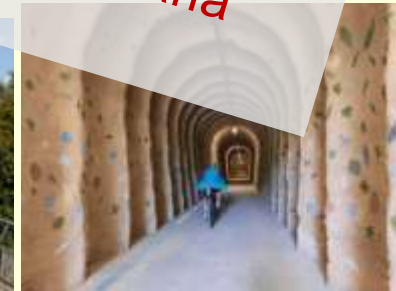




Next edition 11th EGA - Rome 2023, in cooperation with Rete Ferroviaria Italiana



Děkuji za pozornost  
Thanks for your attention!



**GREENWAYS, A MUST TO SUSTAINABLE TOURISM!**



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



Photos: awarded greenways 10th EGA 2021