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



UNIVERSITÀ DEGLI STUDI DI MILANO

Dipartimento di Scienze Agrarie e Ambientali



GIS Turístico Greenways Heritage

Giulio Senes



Évora
3 e 4 junho 2019

1.º ENCONTRO NACIONAL DE
ROTAS E INFRAESTRUTURAS CICLÁVEIS

Um evento



Com o apoio



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The Greenways Heritage Project

Objective. The **development and diversification** of the **European touristic offer**, through:

- ✓ the creation and dissemination of a **new touristic product** related to **UNESCO sites** and **greenways**, in order to **attract more tourists** and to **generate an economic impact** on territories which have both resources;
- ✓ the **use of innovative technologies** applied to greenways and UNESCO sites to **better inform tourists** and so enhance their experience.

8 partners from 5 countries

Belgium, Spain, Italy, Latvia, and Portugal

Implementation period

May 2018 – October 2019



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The Greenways Heritage Project

- ✓ Many greenways cross territories of high historical-cultural value, characterized by the **presence of UNESCO sites.**
- ✓ Currently, **there isn't a specific touristic offer** able to combine greenways and UNESCO sites: the two users typologies are considered as separate.



"Burgos Cathedral" (Spain)



Vía Verde del Ferrocarril Vasco Navarro



"Historic Centre of Riga" (Latvia)

The Greenways Heritage Project

Tourism product

- ✓ Creation of **tourism product package** through **collaboration agreements**.
- ✓ Improving the competitiveness of SMEs:
 - improving skills and raising awareness;
 - strengthening public-private cooperation.

Technologies in Cultural and Creative Industries

- ✓ Creation of a **multiplatform web-application, containing all the information** on Greenways Heritage itineraries.
- ✓ **360° virtual tour**
- ✓ **Best practices guide** - new technologies used on Cultural UNESCO sites and greenways

Promotion & Communication

- ✓ **Declaration** for UNESCO and greenways as common destination
- ✓ **Workshops and conferences;**
- ✓ **Valorisation strategy**
- ✓ **Best practices guide**
- ✓ **Special GWH award**

Mapping and Greenways Heritage Touristic GIS creation

We **gathered and mapped** (at 1:10.000/1:25.000 scale) all the **information** related to the territories characterized by:

- the presence of a **UNESCO site**
- and the presence of a **greenway**.

The information gathered are related to:

- natural, cultural and historical resources,
- touristic attractions,
- accessibility,
- services.

Mapping and Greenways Heritage Touristic GIS creation

Information collected

- a) The information collected have been organized in **14 entities or layers**.
- b) The data for each layer have been collected from *official sources*, when possible (e.g: UNESCO organization, national and regional touristic agencies, etc.).
- c) Different **buffer zones** have been defined, in order to identify the resources and touristic services to be mapped (on the base of *the literature related to pedestrian and cycle touristic activities*).

Mapping and Greenways Heritage Touristic GIS creation

Layers, criteria and sources of the information

Layer ID	Layer	Geometry type	Source	Criteria for selection
01	UNESCO sites [UNESCO]	Point	UNESCO web site	Max 10 km from a greenway
02	Greenways [GW]	Polyline	Partner knowledge	Max 10 km from a UNESCO sites
03	Cultural-Historical resources [CHR]	Point	Official touristic Information	Max 2,5 km from a greenway
04	Protected Areas [PA]	Polygon	Official list of national protected area	Max 2,5 km from a greenway
05	Natural Resources (NR)	Point	Official touristic Information	Max 2,5 km from a greenway
06	Cycle-friendly accommodations (CA)	Point	Official cycle friendly certification; ex. Bed and Bike (DE)	Max 5 km from a greenway
07	Generic Accommodations (GA)	Point	National/regional touristic databases	Max 2,5 km from a greenway
08	Food & Beverage (bar, restaurant, etc.) [F&B]	Point	Partner knowledge	Max 1 km from a greenway
09	Transfer Services [TS]	Point	Partner knowledge	Max 2,5 km from a greenway
10	Bike Rental points [BR]	Point	Official touristic Information; partner knowledge	Max 2,5 km from a greenway
11	Rail Stations [RS]	Point	Railway company	Max 2,5 km from a greenway
12	Public Navigation Services [PNS]	Point	Navigation Company	Max 2,5 km from a greenway
13	Emergencies [EM]	Point	Official Information	Max 2,5 km from a greenway
14	Touristic Information points [TI]	Point	Official touristic Information	Max 1 km from a greenway

Mapping and Greenways Heritage Touristic GIS creation

01 - UNESCO sites



02 - Greenways



03 - Cultural & Historical resources:

Religious buildings (chapels, churches, monasteries, etc.)



Castles, towers and fortifications



Archeological sites and ruins



Museums and monuments



Palaces, villas and other civil buildings



04 - Protected areas



05 - Natural Resources:

Historic and botanical gardens



Panoramic points



Interpretation centers of nature



Other natural resources



06 - Cycle friendly accommodations



07 - Generic Accommodations



08 - Food & Beverage



09 - Transfer services



10 - Bike rental points



11 - Rail stations



12 - Public Navigation Services



13 - Emergencies

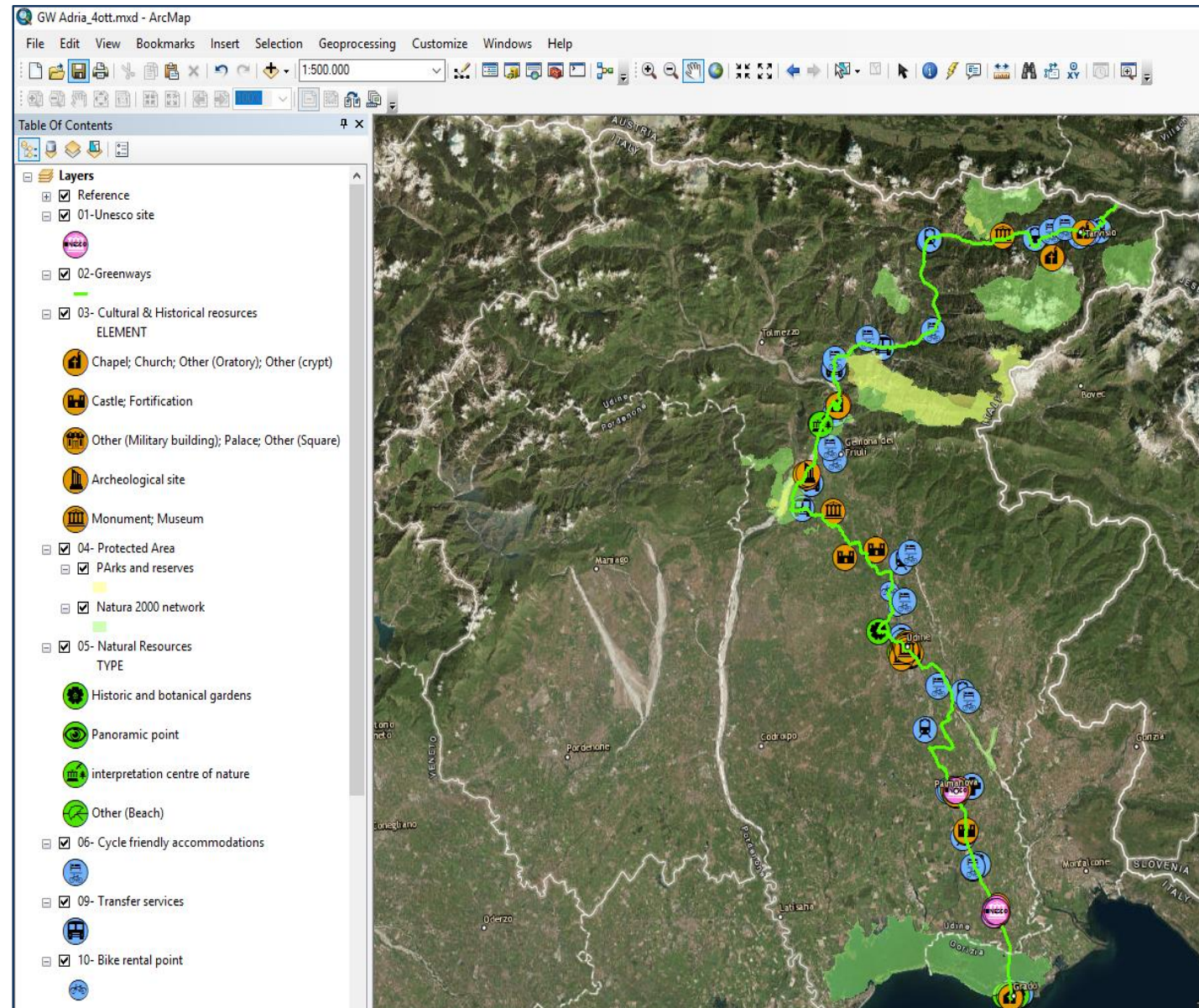


14 - Touristic Information points



Mapping and Greenways Heritage Touristic GIS creation

The information collected and mapped have been organized in a GIS database, that will contain data related to **attractions, sites, destinations and tourism related services.**



Mapping and Greenways Heritage Touristic GIS creation

Resources and services mapped (work in progress)

- ✓ **18** UNESCO sites
- ✓ **10 + 6** greenways connected to the UNESCO sites (**1.147** + **105 km**):
 - *Vía Verde de la Sierra de la Demanda (Spain): 54 Km;*
 - *Vía Verde de los Montes de Hierro (Spain): 43 km;*
 - *Vía Verde del Ferrocarril Vasco Navarro (Spain): 127 Km.*
 - *Vennbahn (Germany, Belgium, Luxembourg): 125 Km;*
 - *Piste Cyclable d'Echternach (Luxembourg): 43 km*
 - *Alpe Adria (Italy, Austria): 410 Km;*
 - *Dampfroß und Drahtesel (Austria): 50 km*
 - *Beghina (Belgium): 40 Km;*
 - *Mechelen – Diest (Belgium) : 76 km*
 - *Rīga - Ērgļi (Latvia): 79 Km*
 - *Greenway Val Brembana (Italy): 20 km*
 - *Two Tunnels Greenway (UK): 20 km*
 - *Bristol Bath Railway Path (UK): 21 km*
 - *Ecopista de Guimarães (Portugal): 14 km*
 - *Ecopista do Ramal de Mora (Portugal): 20 km*
 - *Přibyslav – Sázava Greenway (Czech Republic): 10 km*
- ✓ **267** cultural-historical resources;
- ✓ **90** natural resources;
- ✓ **135** cycle friendly accommodations and + **442** generic accommodations;
- ✓ **+ 2150** Food & Beverage;
- ✓ **46** bike rental points and **25** transfer services;
- ✓ **62** rail stations and **8** public navigation services;
- ✓ **12** emergencies;
- ✓ **35** touristic information points.

Mapping and Greenways Heritage Touristic GIS creation

UNESCO site "Palmanova the Fortress City" (Italy)



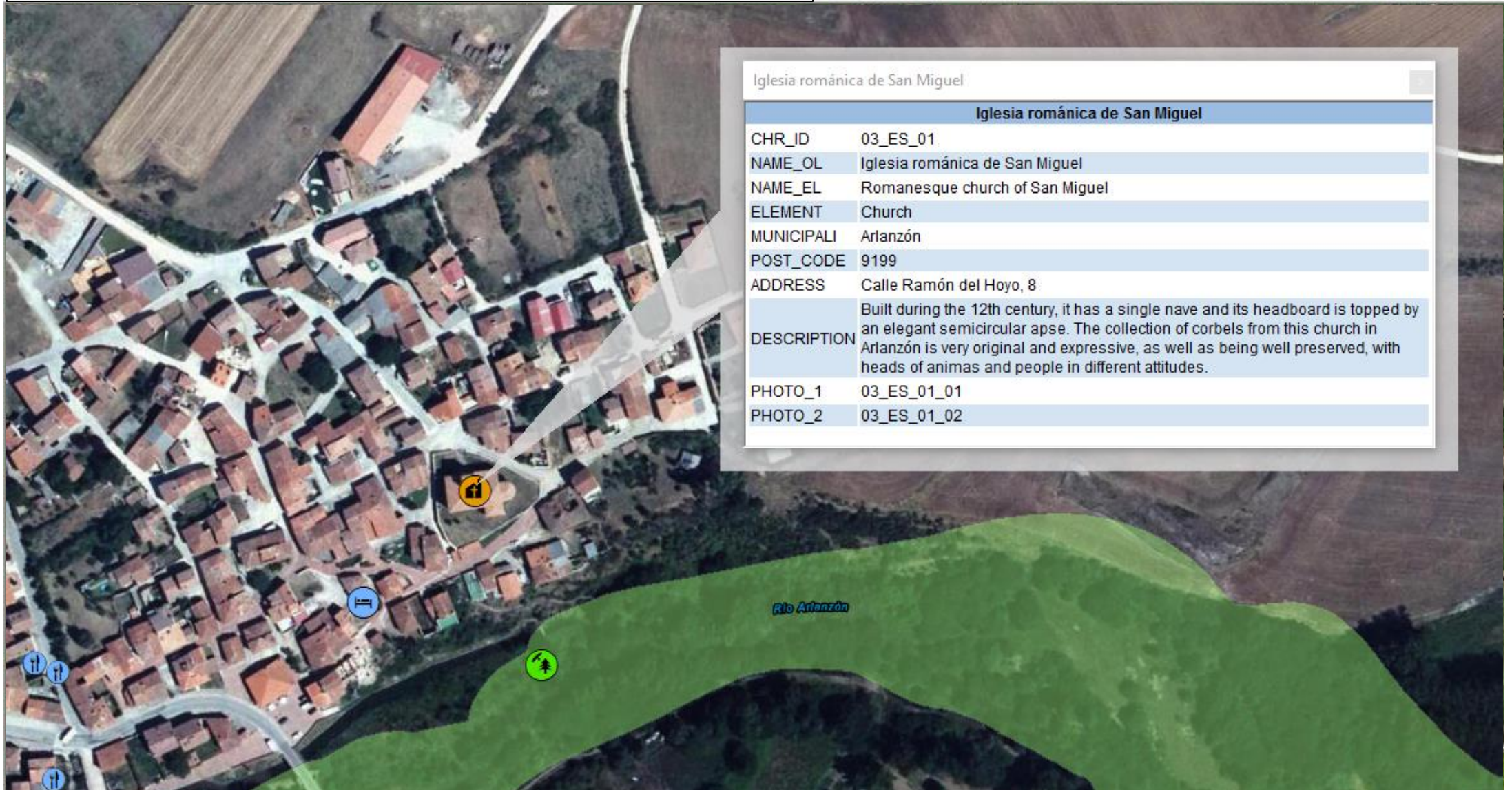
Mapping and Greenways Heritage Touristic GIS creation

Greenway "Via Verde de la Sierra de la Demanda" (Spain)



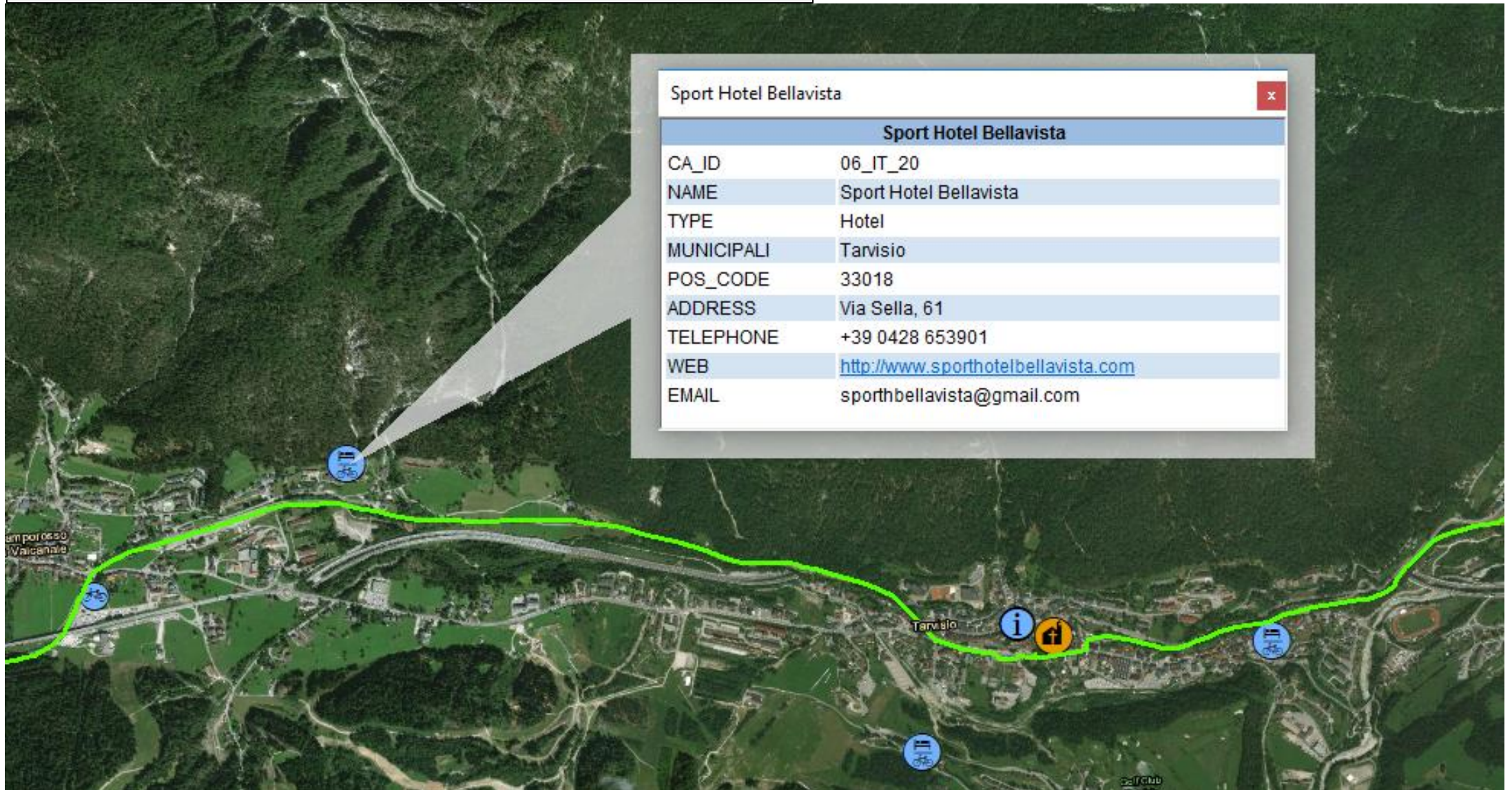
Mapping and Greenways Heritage Touristic GIS creation

Cultural-historical resource (Spain)



Mapping and Greenways Heritage Touristic GIS creation

Cycle friendly accommodation (Italy)

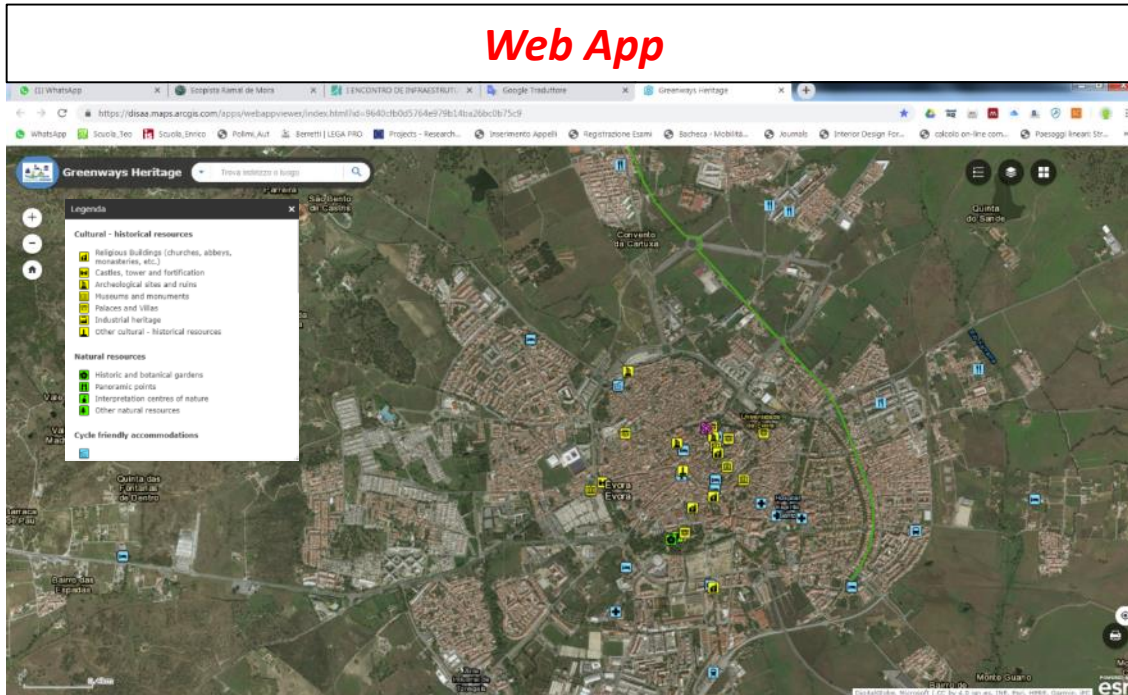


Web-GIS based Multiplatform application

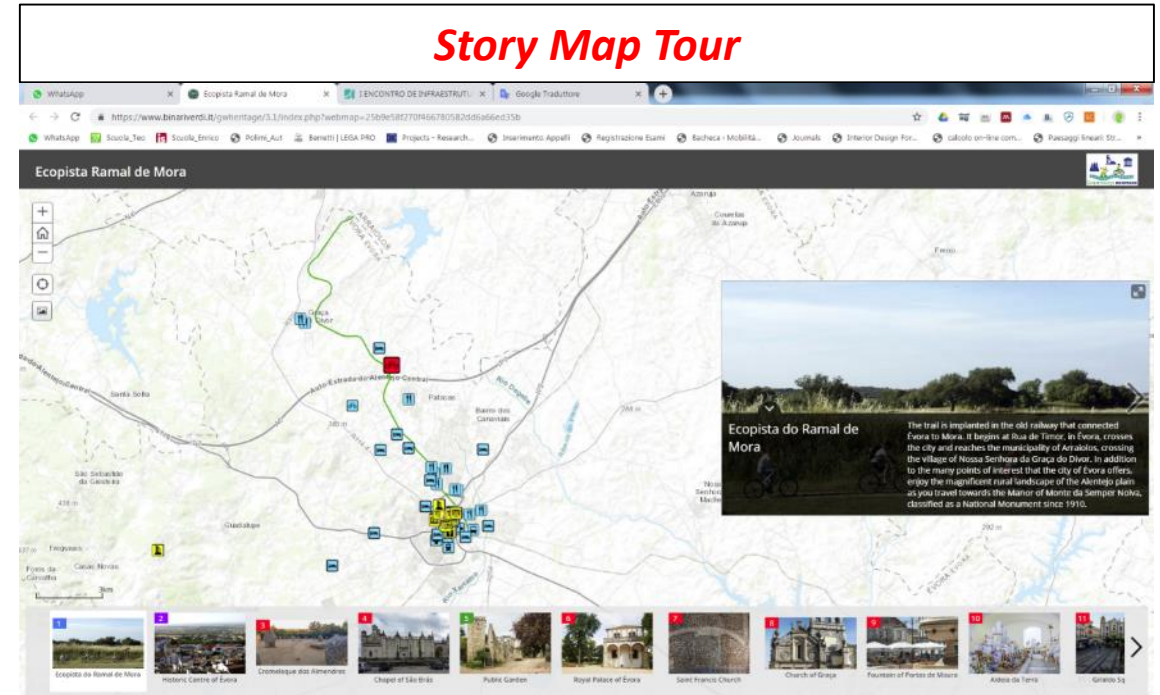
The Database will be shared with tourists and stakeholders through the development of a multiplatform Web-GIS based application that will run on any device and Operation System.

The application will be based on the integration of **two tools**:

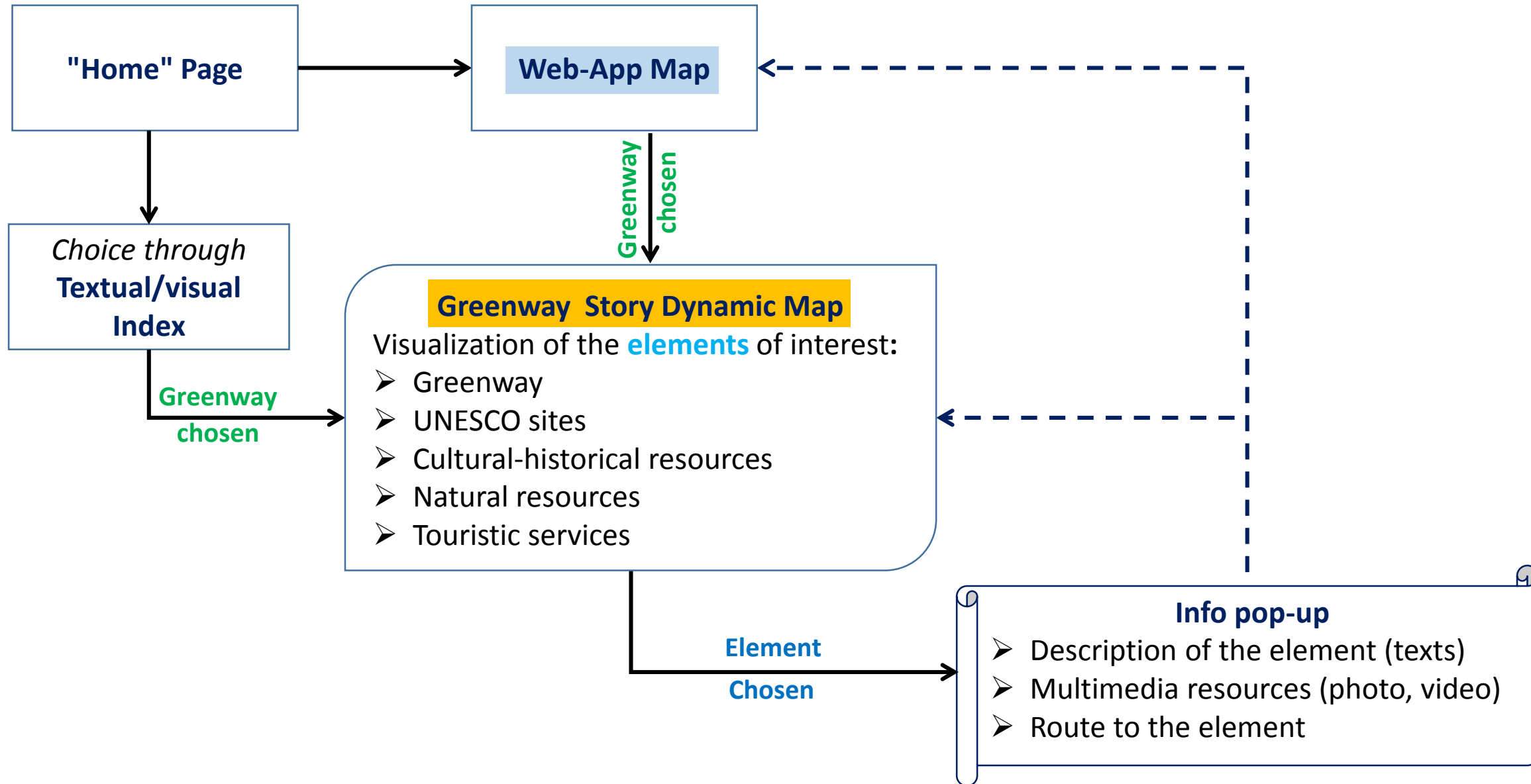
Web App



Story Map Tour



Web-GIS based Multiplatform application

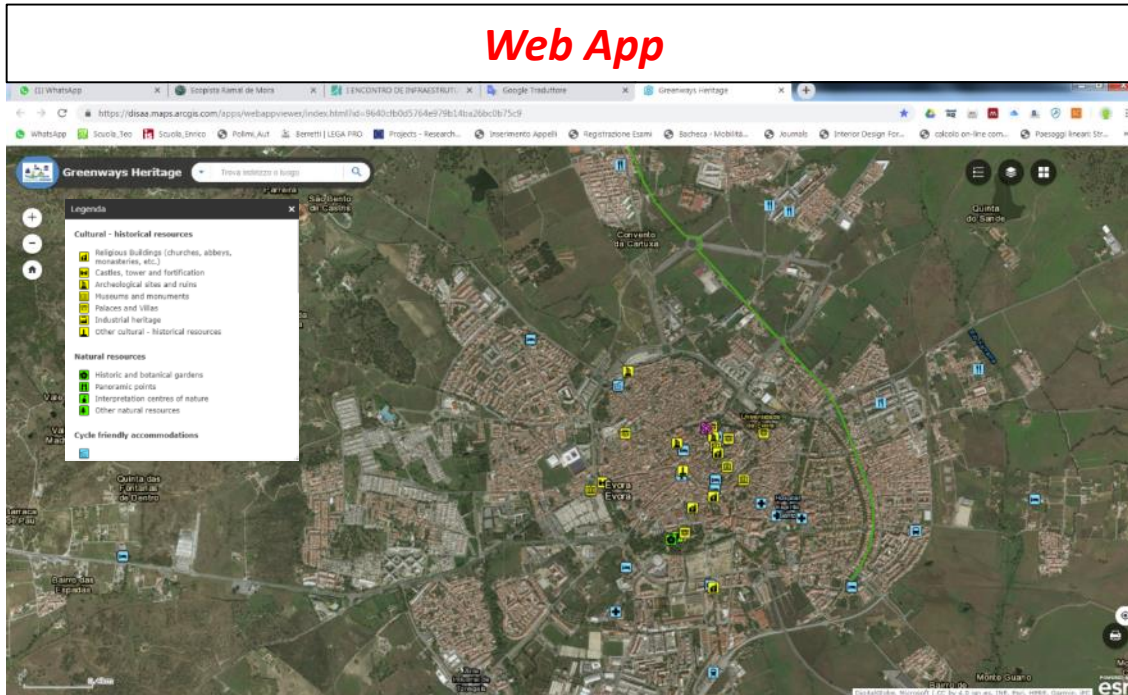


Web-GIS based Multiplatform application

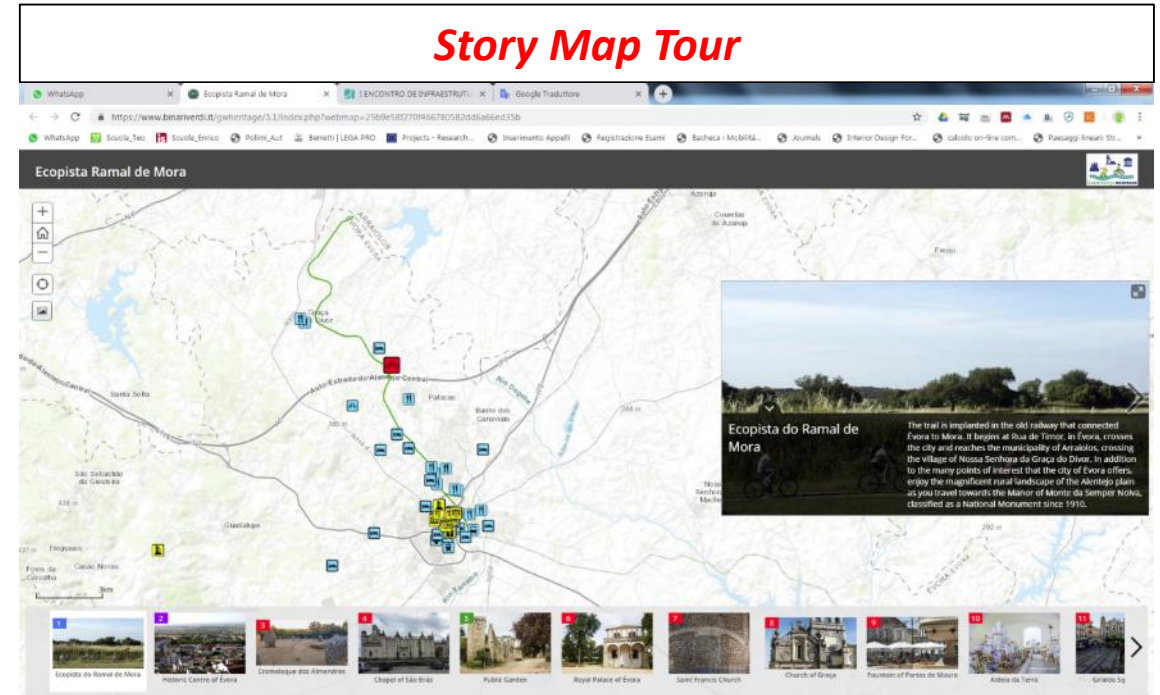
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Web App



Story Map Tour



Web-APP

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Dipartimento di Scienze Agrarie e Ambientali



The screenshot displays a web browser window with the URL <https://disaa.maps.arcgis.com/apps/webappviewer/index.html?id=9640cfb0d5764e979b14ba26bc0b75c9>. The application, titled "Greenways Heritage", features a map of a region with several greenways highlighted in green. Key roads shown include the "Auto-Estrada do Alentejo Central" and "Auto-Estrada do Alentejo". Landmarks and locations labeled on the map include "Foros do Cortiço", "Monte Novo da Fidalga", "Reguengo", "Aldeia da Biscail", "Escoural", "Casa Branca", "Freguises", "Foros da Carvalha", "Casas Novas", "Guadalupe", "Valverde", "Santa Sofia", "São Sebastião da Giesteira", "Patacas", "Bairro dos Canaviais", "Rio Degebe", "Ribeira do Fieixo", "Rio Xaraxama", "Nossa Senhora de Machede", "Nossa Senhora de Machede", "São Miguel de Machede", "Courelas da Toura", "Foros do Queimado", "Courelas da Azaruja", "Igrejinha", "Ilhas", and "Gosa Rivoir". The interface includes a search bar at the top left with the text "Trova indirizzo o luogo", navigation controls (zoom in, zoom out, home), and a toolbar at the top right with icons for layers, full screen, and print. A scale bar at the bottom left indicates 3km. The bottom right corner features the Esri logo and the text "POWERED BY esri" and "CC BY 4.0 ign.es, INE, Esri, HERE, Garmin, USGS, NGA".

Web-APP

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Web-APP

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Greenways Heritage

Trova indirizzo o luogo

Elenco layer

Livelli

- UNESCO sites - visualizzazione
- UNESCO sites
- Religious Buildings (churches, abbeys, monasteries, etc.)
- Castles, towers and fortifications
- Museums and monuments
- Archaeological sites and ruins
- Palaces and villas
- Industrial heritage
- Other cultural - historical resources
- Historic and botanical gardens
- Panoramic points
- Interpretation centre of nature
- Other natural resources

3km

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Web-APP



Greenways Heritage Trova indirizzo o luogo

Historic Centre of Évora

Centro Histórico de Évora

The whole town is a World Heritage Site, since 1986. Its walls have been guarding practically unaltered streets and buildings throughout the centuries. The Historic Centre of Évora, has been shaped by more than twenty centuries of history, going as far back as Celtic times. It fell under Roman domination and still retains, among other ruins, those of the Temple of Diana. Under Moorish domination, which came to an end in 1165, improvements were made to the original defensive system as shown by a fortified gate and the remains of the ancient Kasbeh.

Website Virtual Tour Direction


0,4km


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Web-APP


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 **The Route of Santiago in Estella-Lizarr** ▾


 **Via Verde del Ferrocarril Vasco Navarro** ▾


 **Parish of La Asunción**
Parroquia la Asunción




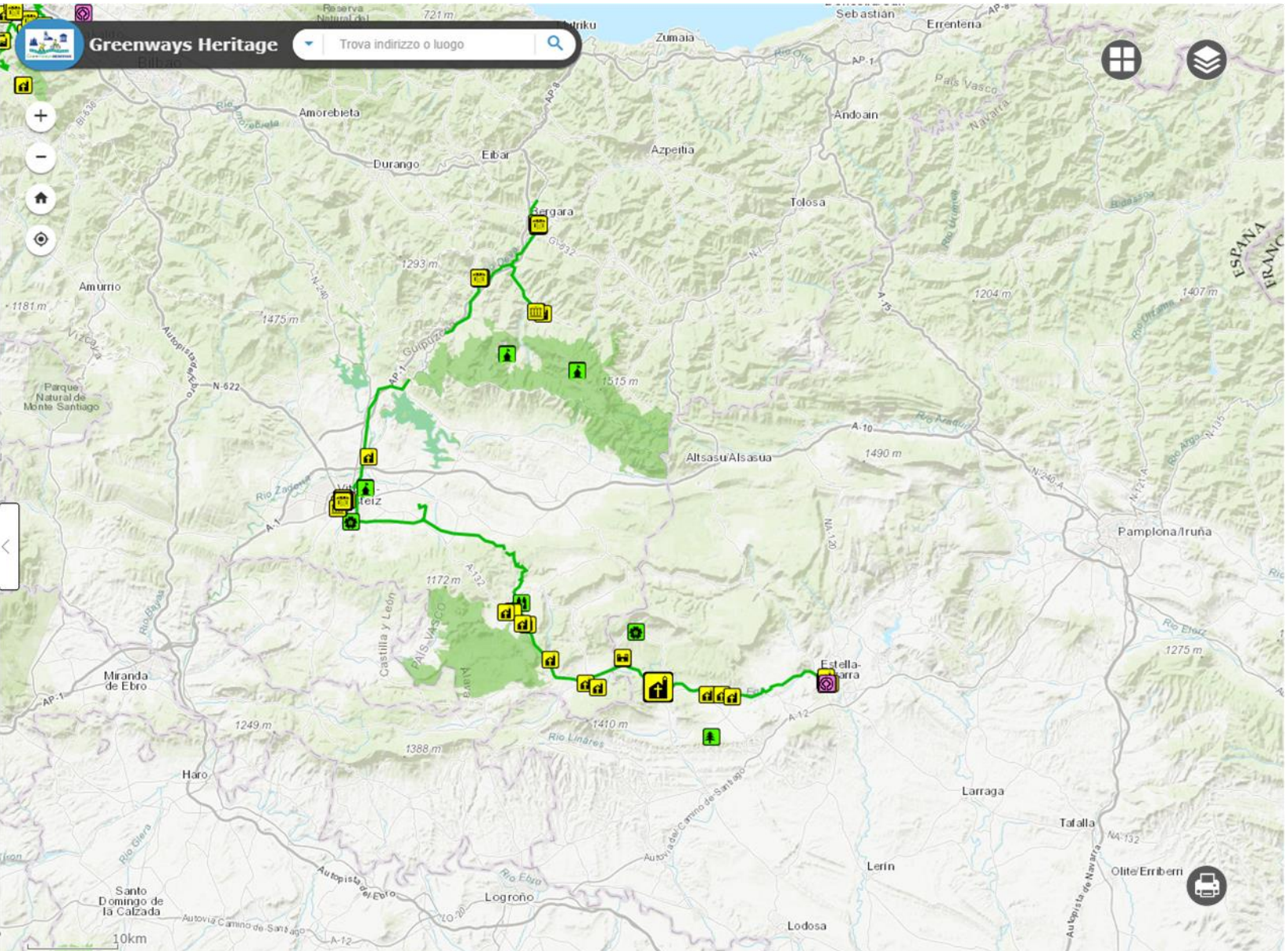
Construction work on Nuestra Señora de la Asunción Church began in the 16th century. Its original style featured elements of Late Gothic, and it was refurbished several times in the late 17th century. Inside the Baroque style altarpieces of San Sebastian and San Juan Bautista, dating from the 17th century, feature stunning tenebrist canvases.

 31282, Acedo

 **Aizkorri-Aratz Natural Park** ▾

 **Albergue Rocamador** ▾

Greenways Heritage Trova indirizzio o luogo



Map showing the route of the Via Verde del Ferrocarril Vasco Navarro (green line) through the Estella-Lizarr region. The route starts near Acedo and passes through various towns and natural parks, including Aizkorri-Aratz Natural Park and Albergue Rocamador. The map also displays the Parish of La Asunción and other landmarks.



Web-APP



Greenways Heritage

Trova indirizzo o luogo

Belfries of Belgium and France: Old Cloth Hall with Belfry
Belforten van België en Frankrijk: Oude hallen en Belfort

Website Virtual Tour Direction Share

The present-day town hall on the Grote Markt consists of two parts: the cloth hall with unfinished belfry and the Palace of the Great Council. Why wasn't the belfry ever finished? The cloth trade went into decline in the 14th century and there wasn't the money to complete the building. For two hundred years the belfry was no more than a shell, until it was eventually provided with a temporary roof in the 16th century that is still there. The belfry is now a UNESCO world heritage site.

Binnenplein Stadhuis Grote Markt 1,
2800, Mechelen

Web-APP



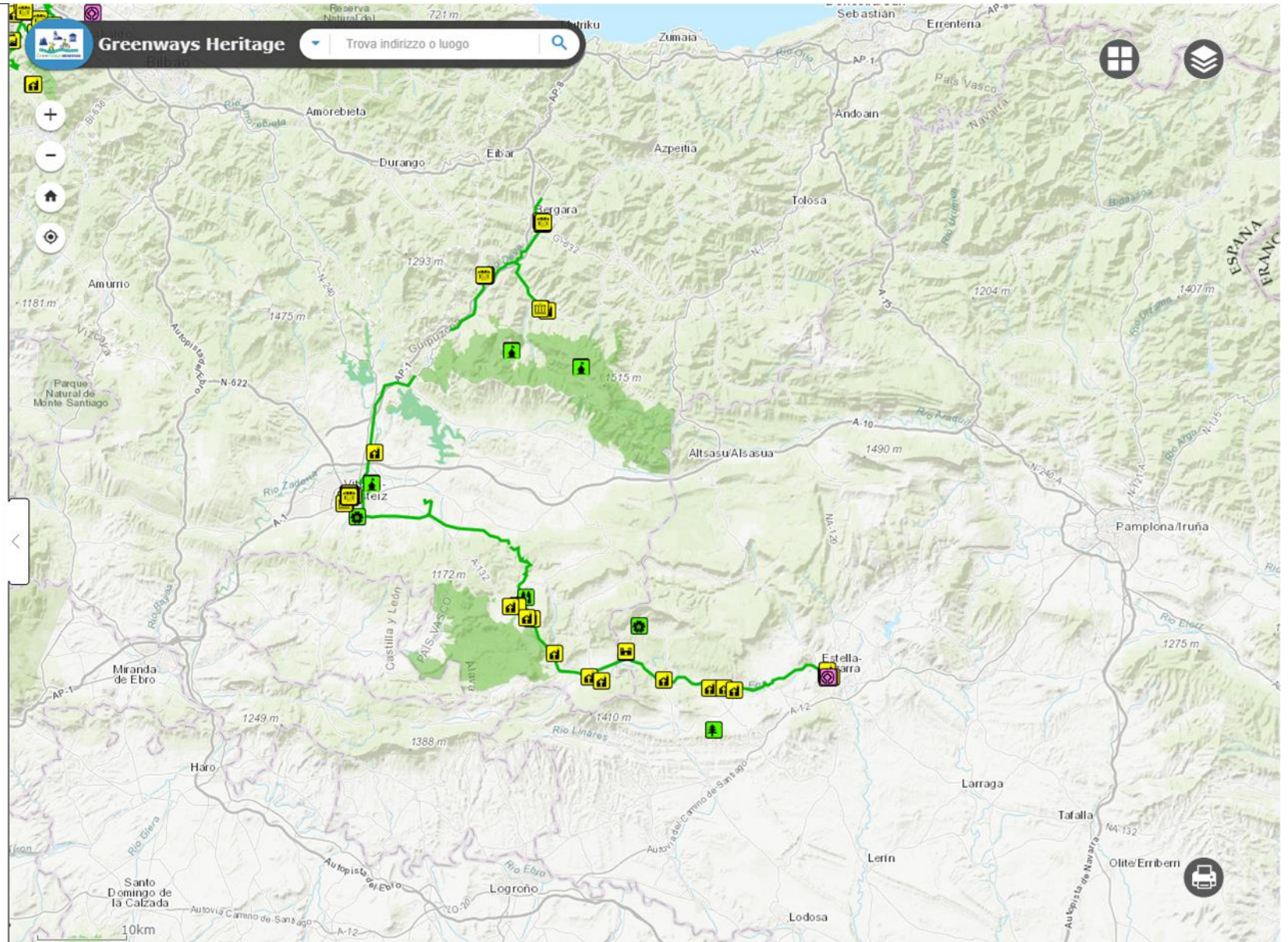
Vía Verde del Ferrocarril Vasco Navarro



127,80 Km from Vitoria-Gasteiz to Estella-Lizarrá (hard and smooth; gravelled road)

The Vasco-Navarro Railway Greenway revisits the railway which used to run between Bergara and Estella, passing through Vitoria/Gasteiz. We have inherited from this railway (affectionately known as 'El Trenico' (The Little Train)) a route full of surprises, which passes through the rural districts of Llanada Alavesa, Montaña Alavesa, and Tierra Estella in the province of Álava and Navarra. Along the route we will pass by cereal fields and mountains, rivers and gorges, leafy woods, and charming towns and villages. The route is sprinkled with stations, viaducts and tunnels forming part of a fascinating piece of railway heritage.

- + Technical Data
- + Management Authority
- + Tourist information authority
- + Other information



Web-APP



Vía Verde del Ferrocarril Vasco Navarro



127,80 Km from Vitoria-Gasteiz to Estella-Lizarrza (hard and smooth; graveled road)

- Technical Data

The greenway begins in Vitoria-Gasteiz (Spain) and ends in Estella-Lizarrza (Spain)

Length: 127,80 Km

Width: 2,5 m

Slope: 1%

Surface: hard and smooth; graveled road

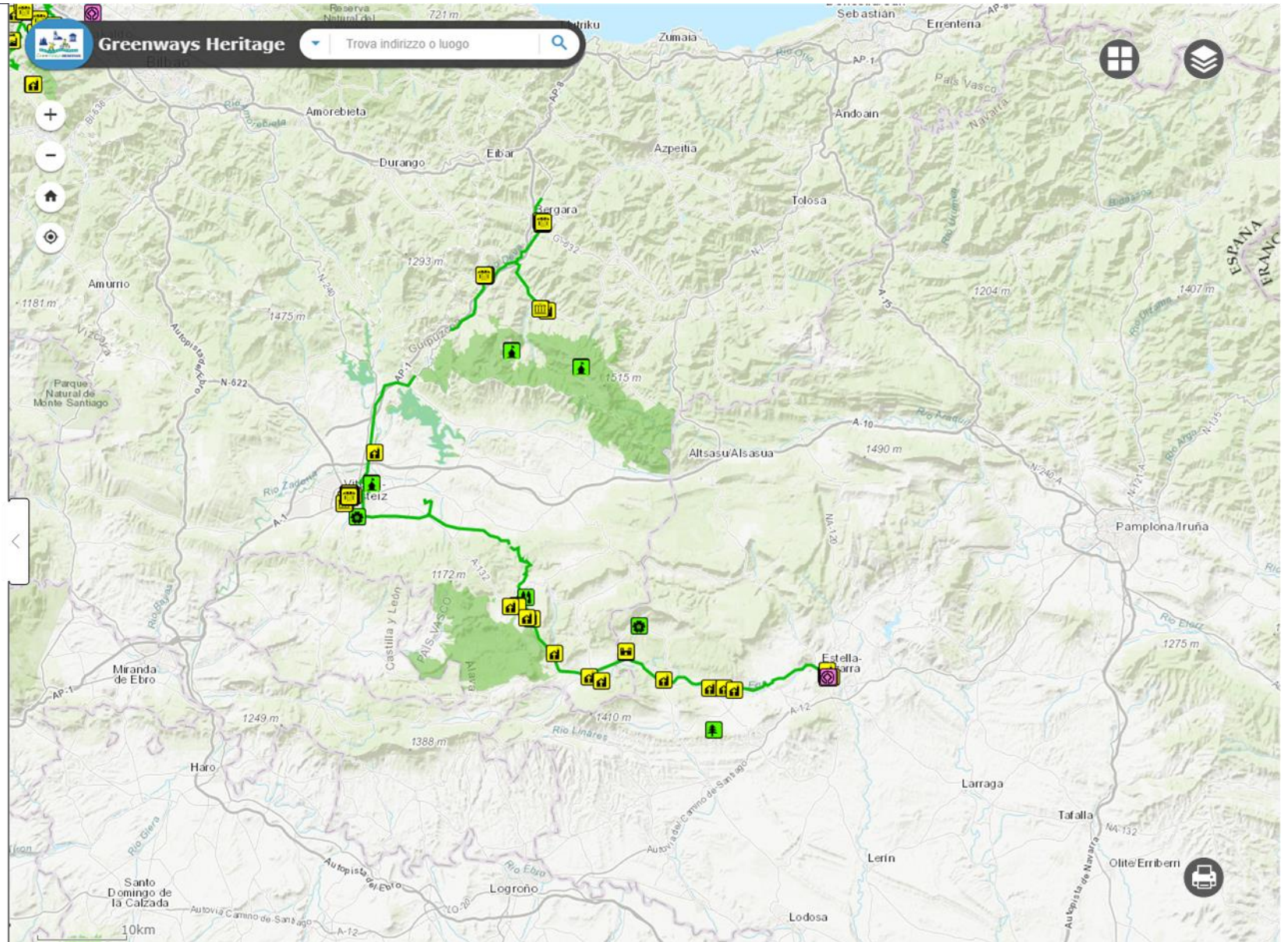
Users: pedestrian; reduced mobility person; bikes

Connection with the XXX greenway in XXX

+ Management Authority

+ Tourist information authority


+ Other information



Web-APP



Vía Verde del Ferrocarril Vasco Navarro



Website MapTour Video Share Download

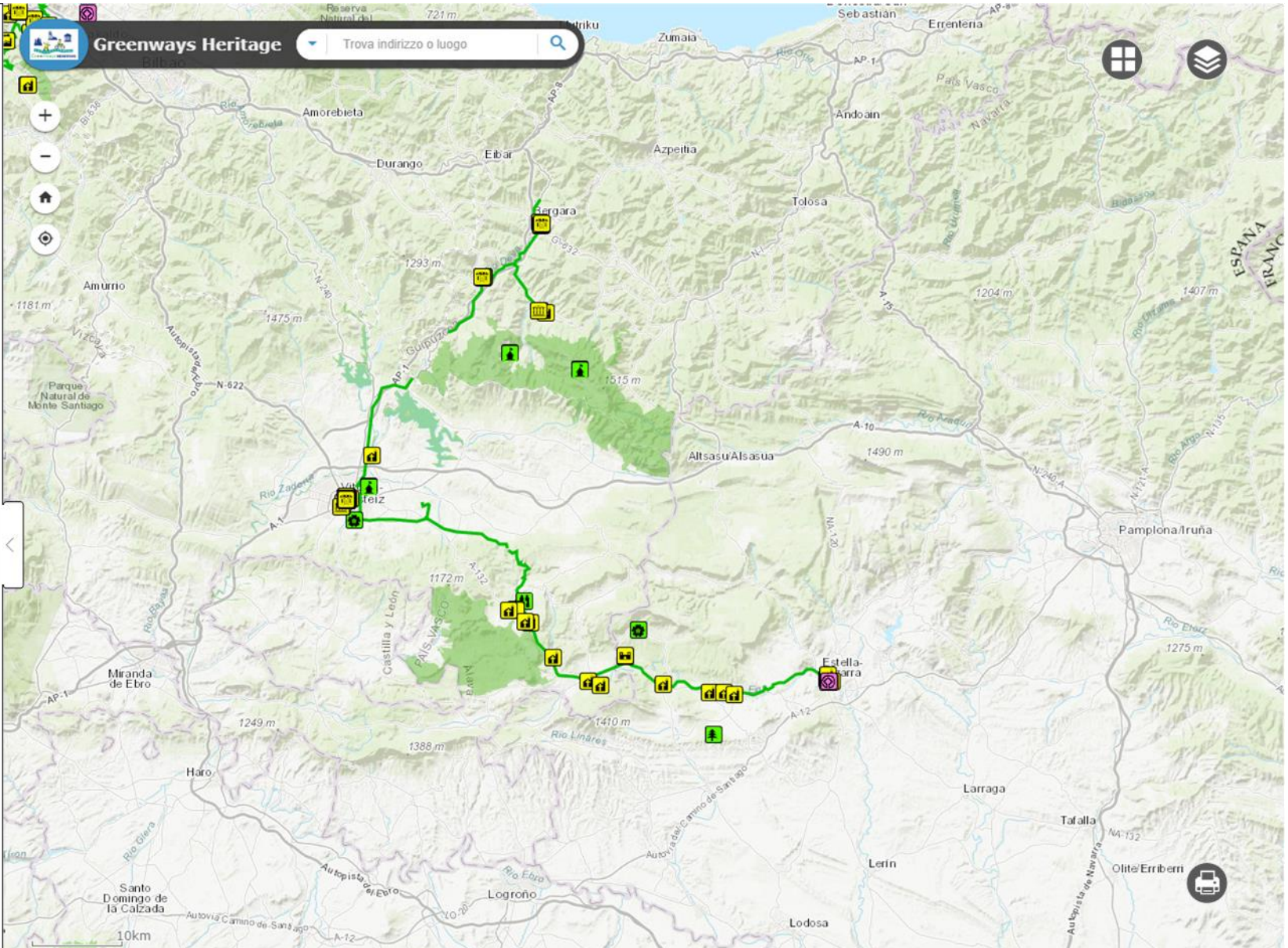
127,80 Km from Vitoria-Gasteiz to Estella-Lizarra (hard and smooth; graveled road)

+ Technical Data

- Management Authority
Departamento de Urbanismo y Medio Ambiente
Diputación Foral de Álava
- Plaza de la Provincia s/n.
01001, Vitoria/Gasteiz
- +34 945 181 872
- <https://web.araba.eus/#!/home>
- egomez@alava.net

+ Tourist information authority

+ Other information



Greenways Heritage

Trova indirizzo o luogo

10km

Story Map Tour

Ecopista Ramal de Mora

The trail is implanted in the old railway that connected Évora to Mora. It begins at Rua de Timor, in Évora, crosses the city and reaches the municipality of Arraiolos, crossing the village of Nossa Senhora da Graça do Divor. In addition to the many points of interest that the city of Évora offers, enjoy the magnificent rural landscape of the Alentejo plain as you travel towards the Manor of Monte da Semper Noiva, classified as a National Monument since 1910.

- 1 Ecopista do Ramal de Mora
- 2 Historic Centre of Évora
- 3 Cromeleque dos Alendres
- 4 Chapel of São Brás
- 5 Public Garden
- 6 Royal Palace of Évora
- 7 Saint Francis Church
- 8 Church of Graça
- 9 Fountain of Portas de Moura
- 10 Aldela da Terra
- 11 Giraldo Sq



Story Map Tour

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Greenways Heritage x Ecopista Ramal de Mora

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Ecopista Ramal de Mora

Quinta do Silveira

Royal Palace of Évora

King Manuel Palace is, still today, one of the most beautiful buildings in Évora. This monument is located inside Évora Public Park, in the tranquility of a green space with terraces and benches from where you can admire the palace.

Direction

Monte da Caeira

Bairro de Monte Guano

- 1 Ecopista do Ramal de Mora
- 2 Historic Centre of Évora
- 3 Cromeleque dos Almendres
- 4 Chapel of São Brás
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- 11 Giraldo Sq

Story Map Tour



Ecopista Ramal de Mora

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Ecopista Ramal de Mora

Public Garden

The park, also known as "Passeio Público", was started in 1863, under the direction of the architect and set designer José Cinatti (1808-1879), who at that time was conducting the works of the Barahona Palace. Its model replicates the romantic ideal of a garden, very much in vogue in the second half of the 19th century, characterized by the "organic" layout, a taste for exotic vegetation, lakes, fountains and waterfalls, allegorical and

5 Public Garden

6 Royal Palace of Évora

7 Saint Francis Church

8 Church of Graça

9 Fountain of Portas de Moura

10 Aldeia da Terra

11 Giraldo Square

12 Walls of Évora

13 Interpretive Center o Megalithism



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