

GREENWAYS, A MUST TO SUSTAINABLE TOURISM

OUR WAY: STEPS TAKEN IN THE REGION OF MURCIA

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REGION OF MURCIA

OUR WAY
Interreg Europe

Región de Murcia

WHERE DID WE START FROM?



ERDF Murcia Regional Operational Programme.
TO 6, priority 6c- *Conserving, protecting, promoting and developing natural and cultural heritage*



STRENGTHS

- A relevant tourist product around Greenways.
- The Greenways Consortium of the Region of Murcia is the specific managing body for greenways in the region. The Consortium is in charge of the promotion, improvement, maintenance and conservation of greenways at regional level.
- Previous successful experiences. High accessibility and high-value of heritage areas.

WEAKNESSES

- Need to improve coordination among Regional Government and all stakeholders related.
- Sustainable funding for the preservation and promotion of the natural and cultural heritage.
- Changing the Greenways concept from a burden to an asset for local communities (a mean to protect and promote the natural and cultural heritage).

TOP 3

- Greenways are an asset not enough exploited in Murcia Region yet. The innovative experiences from the learning process and study visits was highly important to integrate different aspects, policies and stakeholders in order to upgrade the natural and cultural heritage, finding solutions to develop touristic products that can endorse the assets around them.
- The importance of the long-term planning to connect the whole territory under a cultural/natural product based on Greenways.
- How to improve at regional level the cultural, sport and nature tourism, all rooted in Greenways as a source of income and employment for the local and regional economy .



**WHAT HAVE
WE LEARNED?**

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WHAT HAVE WE DONE?



1 Creation, design and promotion of a new slogan (*from a Public Contest in conjunction with The Spanish Raylway Foundation*) through the SICTED Quality Management

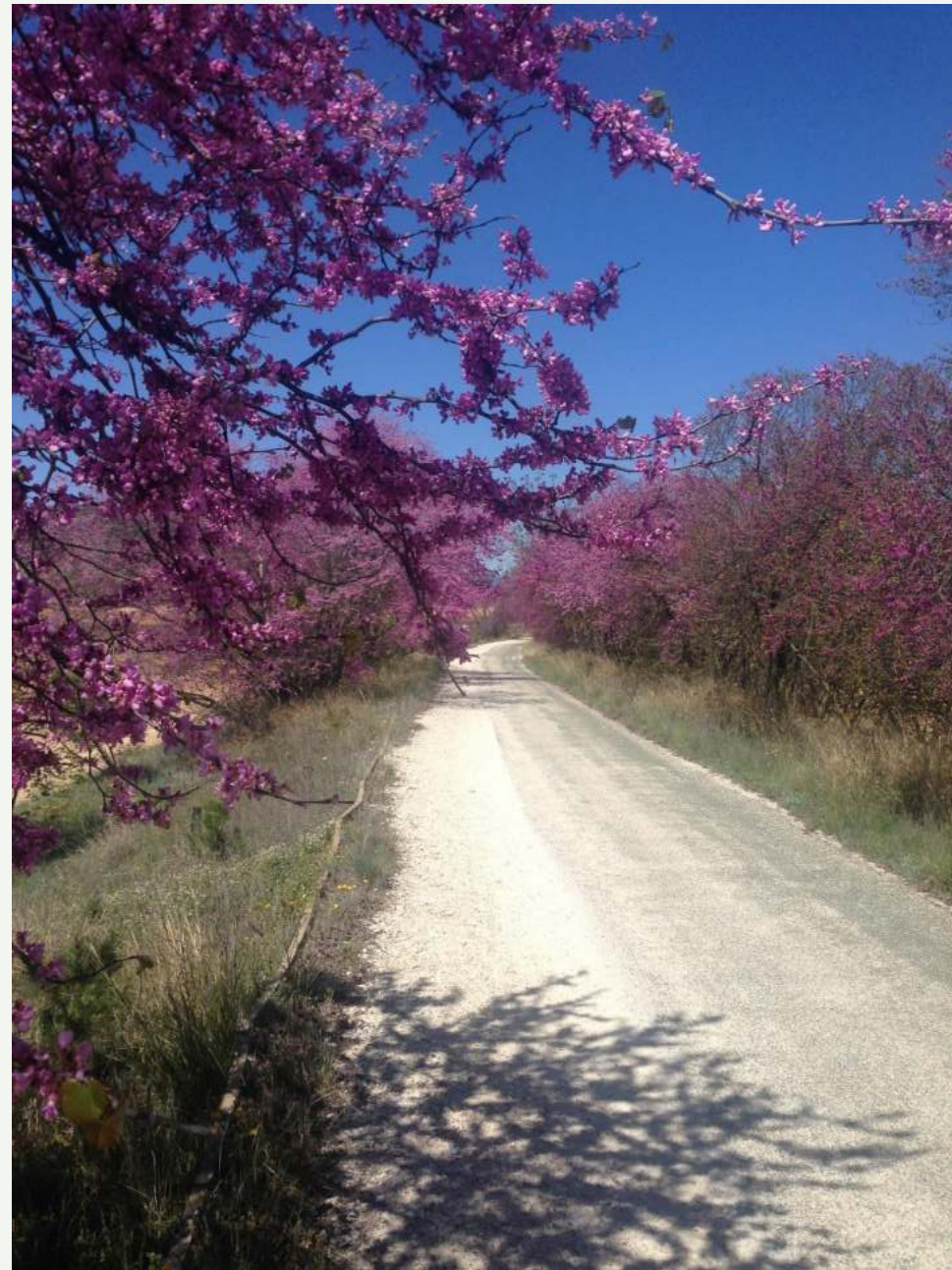


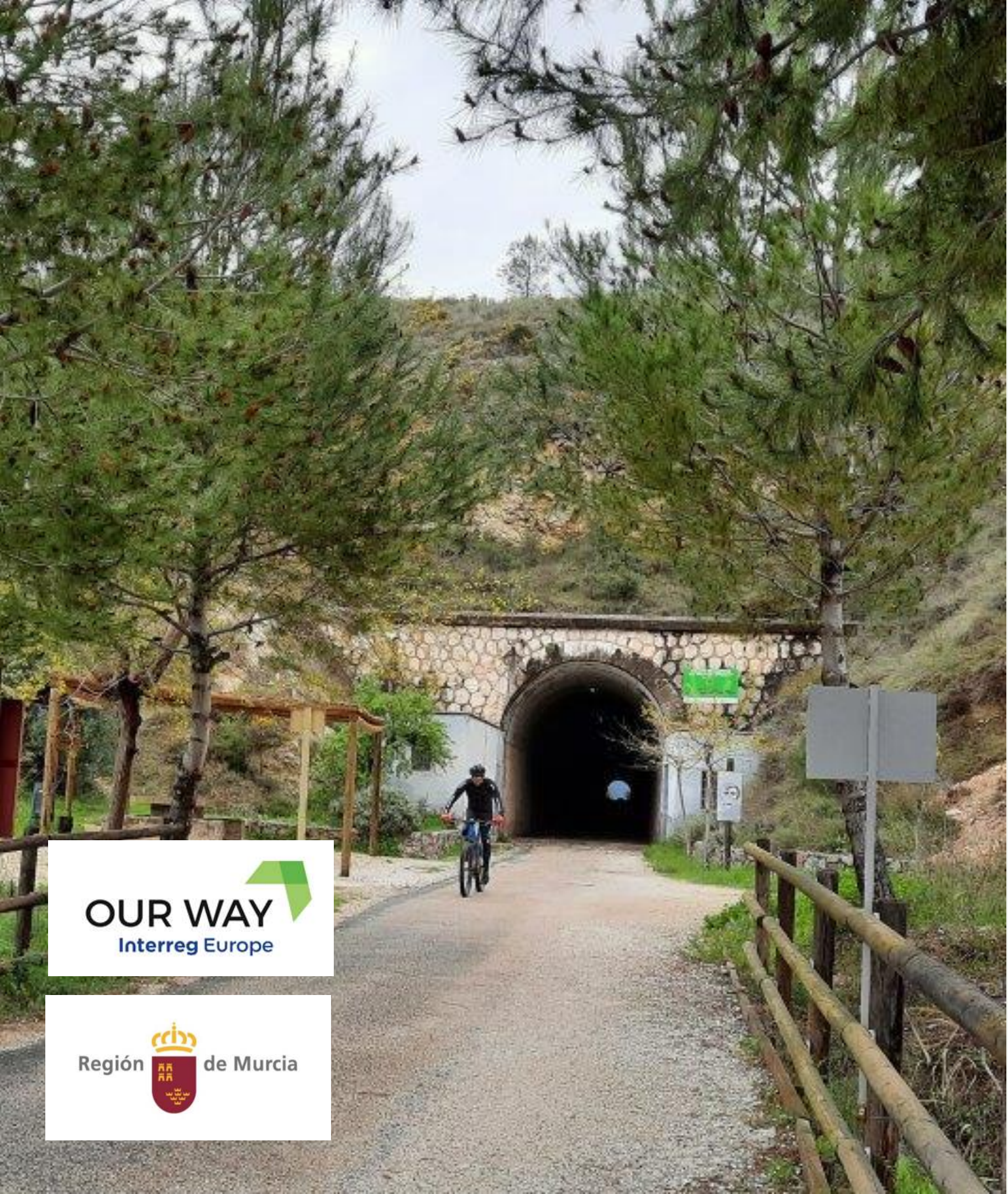


WHAT HAVE WE DONE?



2 Web-app creation to improve visibility and services offered to final beneficiaries around the Greenways in the Region of Murcia.





NEXT STEPS



An ultimate and constant new approach to nature and cultural content for the website: i.e update every step of natural and cultural values and guiding resources of the Northwest Greenway (Jubilee year 2024 and connection with craftworks, Natura 2000 etc.).



Transfer the Podkarpackie Region best practise from the prior approved pilot action, concerning bike railway trolley on greenway. Develop it at regional level, testing the activity and implementing it under other funding scheme.



Focus in local development, environmental education, preservation and protection of own culture and traditional values of the greenway areas. The aim of these measures is to boost employment and achieve greater visibility for greenways as an alternative tourist market.



THANK YOU!

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