



SMARTOUR
2023-1-DK01-KA220-VET-000151681

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Title	Accessibility Guide by Visit Cork
Date	2021
Objective	Welcome and accommodate visitors with additional needs
Location /geographical coverage	Cork metropolitan area, Cork county, Munster, Ireland
Organisation responsible for good practice	Cork Council in cooperation with Cope Foundation
Stakeholders and Partners	Main target are people with physical or intellectual disabilities
Short summary	The " Accessibility Guide by Visit Cork " project aims to enhance the tourist experience for people with disabilities in the city of Cork, Ireland, through the implementation of inclusive and accessible measures. To achieve this purpose, an information gathering process on accessible services will be conducted, along with the development and promotion of the guide, as well as a feedback exercise with users through a consultation service with the Cope Foundation.
Impact	<p>The "Visit Cork Accessibility Guide" project has had a significantly positive impact on improving the tourist experience. The detailed information on accessible services has facilitated trip planning and exploration of Cork for people with disabilities, allowing them to fully enjoy the city's tourist destinations.</p> <p>Furthermore, it has fostered better inclusion and integration by promoting a culture of inclusivity, contributing to the integration of people with disabilities into the tourist community and society at large,</p>

	<p>creating a more welcoming and supportive environment for all.</p> <p>Collaboration with local businesses and government entities has resulted in the implementation of additional accessibility measures, improving urban accessibility not only for people with disabilities but for all residents and visitors to Cork.</p>
<p>Innovation</p>	<p>The "Visit Cork Accessibility Guide" project has positively contributed to climate change mitigation. By facilitating trip planning and exploration of Cork for people with disabilities, the guide has helped optimize travel, reducing the need for unnecessary or poorly planned trips, which in turn has contributed to the reduction of greenhouse gas emissions related to transportation.</p> <p>Furthermore, by collaborating with local businesses to implement accessibility measures, the project has promoted the use of local resources and services, which can reduce the need for long-distance transportation and associated emissions.</p>
<p>Lessons learned</p>	<p>The main lessons that can be learned from the implementation of the "Visit Cork Accessibility Guide" project are:</p> <ol style="list-style-type: none"> 1. Importance of Collaboration: Collaboration among different stakeholders, such as local businesses, government entities, and nonprofit organizations, is crucial for comprehensively addressing accessibility needs and ensuring the project's success. Working together allows leveraging the resources and expertise of each involved party to implement effective and sustainable solutions. 2. User-Centered Approach: It is crucial to adopt a user-centered approach when designing and implementing accessibility initiatives, particularly focusing on people with disabilities.

	<p>This involves not only identifying physical and communicative barriers they face but also actively involving them in the planning process to ensure proposed solutions meet their needs and preferences.</p> <ol style="list-style-type: none"> 3. Awareness and Education: Awareness and education are powerful tools for promoting inclusion and acceptance of diversity within the community. The project has demonstrated that increasing awareness of accessibility needs and challenges faced by people with disabilities can foster a culture of respect and solidarity benefiting society as a whole. 4. Integration of Accessibility in Urban Planning: Accessibility should not be treated as a secondary aspect in urban planning but as a central element influencing the quality of life and experience for all city dwellers. Integrating accessibility from the outset in urban development projects ensures cities are more inclusive and welcoming to all residents and visitors.
<p>Tools</p>	<p>First primordial need is make a research and needs analysis, conducting thorough research on the accessibility needs and challenges in the city of Cork, including surveys of people with disabilities, consultations with local organizations, and analysis of demographic and infrastructure data.</p> <p>Apart from that, offering training programs for tourism professionals, municipal employees, and other relevant stakeholders on how to improve accessibility in the city, including customer service, removing physical barriers, and promoting a culture of inclusion would be of great help.</p> <p>On the other hand, a tourism entity could contribute with funds and resources provision</p>

	<p>for the implementation of accessibility improvements in hotels, restaurants, tourist attractions, and public transportation in the city, as well as with their expertise and knowledge in accessible tourism, including identifying specific needs of people with disabilities, recommending best practices, and providing advice on designing inclusive services and experiences.</p>
<p>Sustainability</p>	<p>To make the "Accessibility Guide by Visit Cork" project sustainable in environmental, economic, and social terms, several key elements are required</p> <p>Implementation of sustainable practices: It's important for the project to promote sustainable tourism practices that minimize environmental impact, such as proper waste management, efficient use of natural resources, and promotion of public transportation and low-emission modes of transport.</p> <p>Consideration of universal accessibility in natural environments: In addition to urban tourist attractions, the project should consider accessibility in natural environments, such as parks and protected areas, ensuring that all people, including those with physical, sensory, or cognitive disabilities, can enjoy these spaces.</p> <p>Economic:</p> <p>Valuing investment in accessibility: It's essential for tourism and government entities to recognize that investment in accessibility is not only ethical but also economically beneficial. Improving accessibility can increase the customer base, generate additional revenue, and strengthen the city's reputation as an inclusive and accessible tourist destination.</p> <p>Promotion of responsible tourism: A model of tourism that benefits both the local community and visitors should be promoted, avoiding the overloading of local infrastructures and resources. This can be achieved through responsible tourism initiatives and support for local and community-based businesses.</p>

	<p>Social:</p> <p>Community participation and empowerment: Involving the local community, including people with disabilities, at all stages of the project is essential. This may include public consultation, participation in working groups, and collaboration in the implementation of accessibility measures.</p> <p>Promotion of diversity and inclusion: The project should promote diversity and inclusion in all its forms, not only in terms of accessibility for people with disabilities but also in terms of the inclusion of ethnic minorities, LGBTQ+, and other marginalized groups. By integrating these elements into the design and implementation of the project, the "Accessibility Guide by Visit Cork" can ensure sustainability from an environmental, economic, and social perspective, benefiting all stakeholders and contributing to the sustainable development of the city and its tourism industry.</p>
<p>Replicability and/or up-scaling</p>	<p>The possibilities of extending the "Accessibility Guide by Visit Cork" project to other cities and regions are promising and could have a significant impact on improving accessibility in tourism globally. The approach and practices developed in the Cork project can be replicated in other cities and regions with relatively few changes. The structure and methods used for gathering information, developing accessibility guides, and collaborating with stakeholders can be adapted to different geographical and cultural contexts.</p> <p>Considering that accessibility is a universal need and a priority in all communities, not just in Cork, other cities and regions also face similar challenges in providing accessible services for people with disabilities, making the project's expansion relevant and pertinent.</p> <p>Furthermore, improving accessibility in tourism not only benefits people with disabilities but can also have a positive impact on the local economy</p>

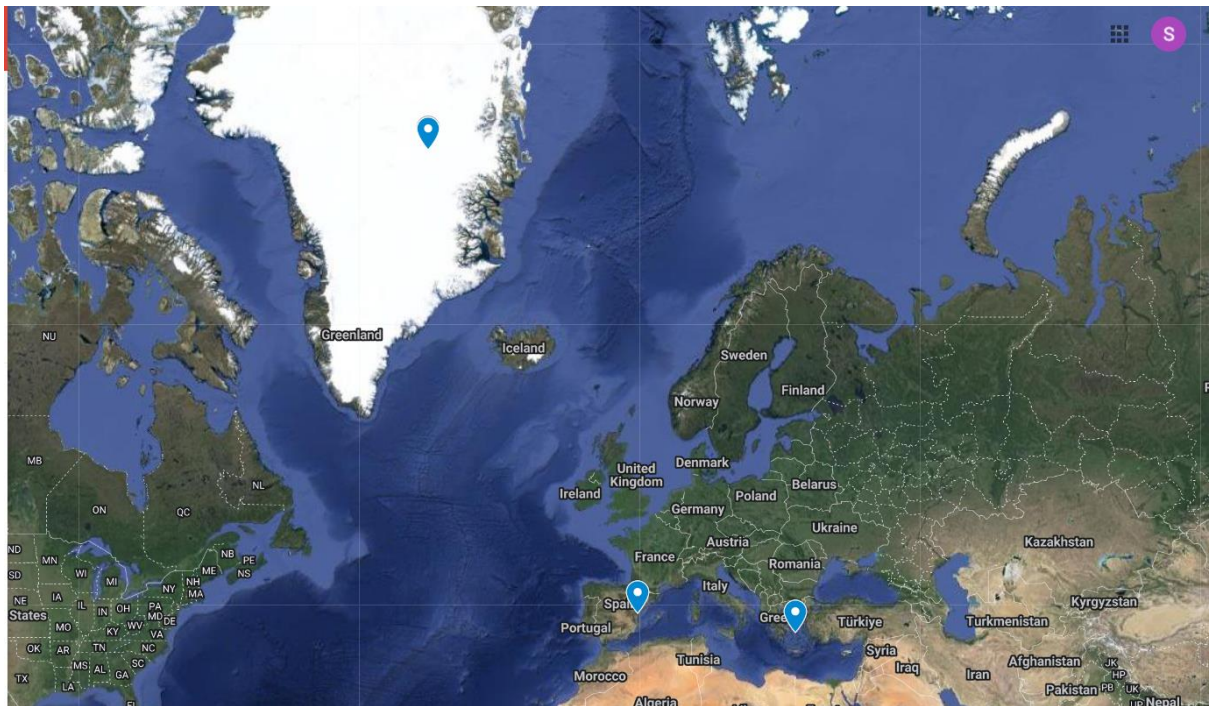
	and the city's image as an inclusive and welcoming tourist destination. Therefore, other cities and regions may be interested in implementing similar initiatives to reap these benefits.
Contact details	<p>Tourist Information Offices:</p> <ul style="list-style-type: none"> • 125 St. Patrick's Street, Cork City • 25 Ashe St, Scartagh, Clonakilty, Cork • Sleveen, Kinsale, Cork • The Old Courthouse, The Square, Bantry (seasonal) • Market House, Arch Building, Cobh (Mon-Fri year round) • Ashe Quay, Fermoy (Mon-Fri year round) • Town Hall, Main St. Mallow (Mon-Fri year round) • Jameson Heritage Centre, Midleton (Mon-Fri year round) • North Street, Skibbereen (seasonal) • Market Square, Youghal (year round)
Related Web site(s)	purecork.ie/plan-your-trip/tips-info/tourist-information-offices .
Related resources that have been developed	https://www.corkconventionbureau.com/wp-content/uploads/2022/01/Visit-Cork-Accessibility-Guide-1.pdf

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Interactive map of good practices



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Web site:

E-Learning:



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