

O1: Case-Studies Identification Approach

PART 1: YOUTH WORKING WITH THE TOURISM SECTOR

- Principle 1.** Youth working with the tourism sector in rural areas.
Investigation into collaboration features with local tourism providers.
- Principle 2.** Elaborate on feasibility of services and connection with the project aim.
- Principle 3.** Foster case study effectiveness by allowing transferability of services / cases to other youth.
- Principle 4.** Use of new technologies in the service provision.

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PART 2a: FINDING 2 RELEVANT CASE-STUDIES FOR YOUTH

1. Each partner needs to identify **2 case-studies** for Youth that make use of the tourism principles
2. Case studies can be found online or through interviewing clients or collaborators. *Note: Local case-studies which are not found online are preferred.*
3. Answer the following questions for each identified case-study:

	Yes	No	Comments
a. Is the tourism service provided by a young person?			
b. Is the service / product offered in a rural area?			
c. Has collaboration been arranged with local service providers? If yes, how is this arranged?			
d. Is the service provided as stand alone or as part of a larger organisation / cooperation?			
e. Can the case study be transferred to other sectors?			
f. Are new technologies used in the case study?			
g. Has the case study / service / product potential to be elaborated?			
Total			

4. What is the total of 'Yes' replies above?
 - **4 or larger** – Case study is appropriate – proceed to Step 5 below
 - **Smaller than 4** – Please find another case-study which better meets the principles and answer the questions again.
5. Fill in the **one page Case Study summary template** (Part 3)

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PART 2b: FINDING 2 RELEVANT CASE-STUDIES FOR SMEs

6. Each partner needs to identify **2 case-studies** for SMEs that make use of the new technologies in their service / product offers.
7. Case studies can be found online or through interviewing clients or collaborators. *Note: Local case-studies which are not found online are preferred.*
8. Answer the following questions for each identified case-study:

	Yes	No	Comments
h. Is the tourism service offered by an SME?	x		
i. Is the service / product offered in a rural area?	x		
j. Have new technologies been used to create this product / service?		x	
k. Are new technologies used in order to provide this service?		x	
l. Can the case study be transferred to other sectors?	x		
m. Are the service being provided as part of a collaborative network? i.e. third-party tourism providers	x		
n. Has the case study / service / product potential to be elaborated?	x		
Total	5	2	

9. What is the total of 'Yes' replies above?
 - **4 or larger** – Case study is appropriate – proceed to Step 5 below
 - **Smaller than 4** – Please find another case-study which better meets the principles and answer the questions again.
10. Fill in the **one page Case Study summary template** (Part 3)

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PART 3: CASE-STUDY SUMMARY TEMPLATE

<i>Partner Name</i>	Drosostalida Social Enterprise	<i>Case Study Number</i> 1 SME
<i>Case Study Title</i>	Pixida Tours	
<i>Sector</i>	Tour and transport provision company	
<i>Problem Background</i>	<p>The tour company has been active for more than 6 years in the area of the Peloponnese in Greece providing various tours. The tours range from archaeological tours, city tours, adventure tours all with a private guide. The tour manager had several guides working with her, but decided to put her efforts in the transport sector and guiding of private tours due to bigger demand. This left the remaining tours, and especially the city tour provided with no guide and it was dropped from her services. She thought that a collaboration with a new person who would completely take over this tour. This could be beneficial both for her and for her clients. She could provide the tour through another person.</p>	
<i>Application of tourism principle</i>	<p>The following two principles apply here: Elaboration on feasibility of services and connection with the project aim and fostering case study effectiveness by allowing transferability of services / cases to other youth.</p> <p>A young person who had started her own company but could not cope financially or entrepreneurially, took over the service. She had closed down her own company but created a one-person legal entity to provide the city tour for Pixida tours company.</p>	
<i>Resulting benefits</i>	<p>The tour company Pixida Tours continues to provide the city tour to its client although only collecting a small commission on the fee the clients are paying. The new guide is providing the tour as a stand alone professional but with the support of a bigger company behind her. She has learned how to do guided tours, use texts and historical facts, how to support a group of foreigners in the tour, how to collaborate with the local providers and how to be entrepreneurial.</p>	
<i>Source/Reference</i>	Pixida Tours Manager interview, Mrs Aristorelia Nikolaou	