

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 the 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?	x		
b. Is the service/product offered in a rural area?	x		
c. Has collaboration been arranged with local service providers? If yes, how is this arranged?		x	
d. Is the service provided as stand-alone or as part of a larger organisation/cooperation?		x	
e. Can the case study be transferred to other sectors?	x		
f. Are new technologies used in the case study?	x		
g. Has the case study/service/product potential to be elaborated?	x		
Total	5	2	

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?			
i. Is the service/product offered in a rural area?			
j. Have new technologies been used to create this product/service?			
k. Are new technologies used in order to provide this service?			
l. Can the case study be transferred to other sectors?			
m. Are the services being provided as part of a collaborative network? i.e. third-party tourism providers			
n. Has the case study/service/product potential to be elaborated?			
Total			

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>	Tatics Group S.r.l.	<i>Case Study Number 3</i>
<i>Case Study Title</i>	Mr. De Bernardo	
<i>Sector</i>	Youth work with the tourism sector in rural areas	
<i>Problem Background</i>	Mr. De Bernardo is a young guy who works in a farmhouse company in the Cilento National Park. We found that his skills need to be constantly updated in order to allow him to work at his best and to contribute effectively to make his company more competitive.	
<i>Application of tourism principle</i>	The principles of tourism to be applied are mainly about experiential tourism. Improving and modernizing this particular sector can be very advantageous for the company and the environment. Nowadays many tourists look for an experience that allow them to enjoy the place by actively and meaningfully getting in touch with the history, culture, tradition, people, food and environment. So, offering to the tourist a unique experience can enhance the value of the business.	
<i>Resulting benefits</i>	The AR technology would surely improve the skill set for working in the tourism sector and make the company more unique and recognizable for tourists and potential customers.	
<i>Source/Reference</i>	Interview	