

O1: Case-Studies Identification Approach

PART 3: CASE-STUDY SUMMARY TEMPLATE

<i>Partner Name</i>	APOPSI ROMANIA SA	<i>Case Study Number 1</i>
<i>Case Study Title</i>	Guest House "Raza de Soare" Garana, Caras-Severin	
<i>Sector</i>	Lodgings/hotel serving the countryside in Caras-Severin county, Romania	
<i>Problem Background</i>	<p>The guest house offers the most demanding visitors traveling for leisure a distinct and high-level county-side experience. Situated in a central location in Garana the guest house is a top choice of hospitality, featuring luxurious rooms and suites, gourmet restaurant, facilities, and a standard wellness and rejuvenation center. All amenities are backed by high-quality services with impeccable service, personal attention, and the utmost attention to detail.</p> <p>The guest house caters mainly to visitors during summer time, especially around the time of the Jazz and Folk music festivals and it is thus not financially stable all year around. It would like to change its offerings and attract visitors during the rest of the year.</p>	
<i>Application of tourism principle</i>	<p>Use of new technologies in the service provision.</p> <p>The guest house would like to develop a new mobile app to help attracting new customers. 'Pick your food with your mobile' is a prototype of a AR mobile application, which can help tourists find and recognise wild, edible plants. It is an online and personal guide to nature experiences in the countryside around Garana. There is a growing interest among tourists in experiencing local food, and especially to get out in the nature and pick the wild edible plants in their natural habitat. There are over 300 wild edible plants in the Western side of Romania and the mobile application would be capable of locating and recognizing them; it would also tell where to find which type of plant at what time of the year while making sure that the tourists avoid picking a similar but toxic plants.</p>	
<i>Resulting benefits</i>	<p>The technology can provide the guest house with a lot of the knowledge and answer the above mentioned questions. Together with common sense and vigilance the app may be the guide that can help visitors find and pick wild edible plants and transform them into an experience of the Western Romanian cuisine. As part of this the app will serve as an invitation to visiting and experiencing the Romanian nature. The prototype of the mobile application investigates new ICT-based services for the tourism industry. It is a concrete ICT case, from which we can learn and gain new knowledge about the value of ICT in the rural tourism industry. When fully developed the application gives the areas surrounding Garana an online presence and invites tourists to actively interact with the local values. The ultimate objective is to find new ways to encourage tourists to take active part in the core values of the Garana area by inviting them to visit and spend time in the nature.</p>	
<i>Source/Reference</i>	Personal visit/interview	