

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 2: 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 3: CASE-STUDY SUMMARY TEMPLATE

<i>Partner Name</i>	Drosostalida	<i>Case Study Number</i> 1 - Youth
<i>Case Study Title</i>	Young people working with SMEs to provide tourism services in rural area	
<i>Sector</i>	Tourism – guiding – gastronomy tourism	
<i>Problem Background</i>	<p>The company Food Philosophy started its operation in 2018 providing gastronomy tours in the rural area of Kalamata, Greece. Besides the 2 managers, they employ 2 guides for the food tours they are providing.</p> <p>When they started, they provided two different tours (year 1). For their 2nd year of operation, they expanded to provide 2 more tours, where they requested additional help by external people to provide the tours.</p> <p>It was very difficult for them to find knowledgeable people as guides in the rural region and for this reason they started to search for young people to collaborate with them, since professionals in the tourism sector already had work. They discussed with the unemployment agency, the university of the Peloponnese and the youth center in Kalamata.</p>	
<i>Application of tourism principle</i>	<p>Applies the first principle that youth can work with the tourism sector in rural areas and how they can collaborate with local SMEs.</p> <p>The company is collaborating with 2-3 different youths every year to create the following for them</p> <ul style="list-style-type: none"> • Blog writing and updating of website • Creation and running of additional services for the company i.e. presentation of new tours (monasterial tours, new language version tours) <p>- All communication is in English – writing and verbal</p>	
<i>Resulting benefits</i>	<p>The youth is elaborating and upskilling the following competences and skills:</p> <ul style="list-style-type: none"> - Entrepreneurial communication – learning to communicate in English on a business environment - Be part of setting up, launching and evaluating a new service with real clients - Preparation for the real world through a safe business environment - Facilitation to create own companies or work as freelancers 	
<i>Source/Reference</i>	Discussion with the manager Mrs. Georgia Exarchou of Food Philosophy IKE	