

# O1: Case-Studies Identification Approach

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## 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		
<b>Total</b>	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?			
<b>Total</b>			

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</i> 4
<i>Case Study Title</i>	Mr. Linoci	
<i>Sector</i>	Youth work with the tourism sector in rural areas	
<i>Problem Background</i>	<p>Mr. Linoci is a young entrepreneur working in a company called Zero Chimica. This one operates in the sector of sustainable agriculture. It's a type of agriculture, highly appreciated nowadays and in line with current lifestyles, that can become a driving force for other tourism-related businesses.</p> <p>Consumers could visit the company and the territory and finally taste and buy the products. On the other hand, the company is currently very tied to the production logics and needs to develop the reception logics.</p>	
<i>Application of tourism principle</i>	The principles of tourism to be applied are mainly about experiential tourism, which would lead to an improvement of professional skills and company's competitiveness.	
<i>Resulting benefits</i>	The AR technology would improve Giacomo Linoci's skills, allowing him to build development projects for his company to enhance the territory and products.	
<i>Source/Reference</i>	Interview	