

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	6	1	

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)

PART 3: CASE-STUDY SUMMARY TEMPLATE

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<i>Partner Name</i>	Jaime Fabian Vargas Casimiro - Owner	<i>Case Study Number</i> PT01
<i>Case Study Title</i>	Azores Nature Tours	
<i>Sector</i>	Tourism Nature Tours, Terceira Island (Azores-Portugal)	
<i>Problem Background</i>	<p>The company Azores Nature Tours is the first and only company that hosts guided tours in Terceira Island using electric bicycles. They have a small and young team of guides and offer also walking and van tours around the island.</p> <p>The company hosts tourists mainly during the summertime, although the recent liberalization of the airspace in the Region has raised the number of visitors to the islands throughout the whole year.</p> <p>Since the company was the first in the Azores to own and promote electric bike tours, their main issues came from the lack of support and supply for electric bikes locally. Supply of specific material for electric bicycles and even the purchase of bicycles at the beginning of the company was a challenge. Due to transportation services and the distance from the factory.</p>	
<i>Application of tourism principle</i>	Azores Nature Tours works with new technologies because they are the only company on Terceira Island that organizes electric bicycle tours. They collaborate with local service providers by partnering with hotels, restaurants and other companies in the tourism sector. They also operate in a rural area, since the tours take place all over the countryside of the island.	
<i>Resulting benefits</i>	They would like to continue working with young people in the tours, since their product can be more suited to clients that are in a better shape. They would also gain with the development of their relations with service providers, since they collaborate with local service providers by partnering with hotels, restaurants and other companies in the tourism sector.	
<i>Source/Reference</i>	Online Interview with the owner, Mr Jaime Casimiro.	