

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

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?	x		
i. Is the service / product offered in a rural area?	x		
j. Have new technologies been used to create this product / service?	x		
k. Are new technologies used in order to provide this service?		x	
l. Can the case study be transferred to other sectors?	x		
m. Are the service being provided as part of a collaborative network? i.e. third-party tourism providers	x		
n. Has the case study / service / product potential to be elaborated?	x		
<b>Total</b>	<b>6</b>	<b>1</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>	Drosostalida Social Enterprise	<i>Case Study Number</i> 2 SME
<i>Case Study Title</i>	Hotel Agni and augmented reality	
<i>Sector</i>	Hotel services	
<i>Problem Background</i>	<p>The hotel AGNI is located in the city of Nafpaktos, about 2 hours west of Athens. It is a historical city (old name Lepanto) where the famous battle of Lepanto took place in 1571. The hotel started operation in 1985 and is a family run hotel providing apartments rooms for guests in the city. The hotel operates 12 months/year and it was one of the first ones in the area to provide services. Through the years, the manager Mrs. Konstantina Charou, wanted to expand services to include other activities but due to lack of time she could not. She wanted to provide self-guided tours to tourists who visit the historical city and to use new technologies such as augmented reality. Due to lack of skills she was thinking of using an external company to work with.</p>	
<i>Application of tourism principle</i>	<p>The following two principles apply here: Elaborate on feasibility of services and connection with the project aim and the use of new technologies. Through her network, she located two youths who are very interested in new technologies. Fresh out of high school they did not make it to college and were waiting to go into the military service. The hotel has teamed up with them designing a self-walking tour through the city of Nafpaktos and the historical sites.</p>	
<i>Resulting benefits</i>	<p>The two young people have the opportunity to collaborate with a local tourism provider and they learn about entrepreneurship and how to use their hobby as a generator of new services for the hotel. The hotel owner, will be able to provide new services to its clients, something which is well needed in the area.</p>	
<i>Source/Reference</i>	Mrs. Konstantina Charou, Owner of Hotel Agni.	