

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.

O1: Case-Studies Identification Approach

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?			
Total			

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)

O1: Case-Studies Identification Approach

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		It must be adapted to the needs of the agencies working in different sectors
m. Are the services 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		
Total	5	2	

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)

O1: Case-Studies Identification Approach

O1: Case-Studies Identification Approach

PART 3: CASE-STUDY SUMMARY TEMPLATE

<i>Partner Name</i>	Tatics Group S.r.l.	<i>Case Study Number 1</i>
<i>Case Study Title</i>	Azienda Agricola Perrone	
<i>Sector</i>	Touristic SME in rural area	
<i>Problem Background</i>	<p>The Azienda Agricola Perrone is a farm located in the heart of the Aspromonte National Park, in Calabria, in southern Italy.</p> <p>This location allows it to obtain high quality organic and uncontaminated products such as extra virgin olive oil and wholemeal flours.</p> <p>The company has also built a museum about the history of the family and an oil bar for tastings.</p> <p>However, the only issue about its location is the difficulty for the tourists to get there.</p>	
<i>Application of tourism principle</i>	<p>The company has made the history of the family an element of attraction and promotion of both the entire business and the products themselves.</p> <p>So, the AR technology can be perfect for realize a unique experience, leading the tourists inside the historical and cultural context of the company and providing a true immersion in its life.</p>	
<i>Resulting benefits</i>	<p>The AR technology can provide the innovative factor for realizing several projects. For example, the AR can be applied to make the exhibition on family history and product characteristics much more immersive.</p>	
<i>Source/Reference</i>	Phone interview with the owner	