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?
    o **4 or larger** – Case study is appropriate – proceed to Step 5 below
    o **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

Partner Name	Azorean Active Blueberry	*Case Study Number* **PT05**	
Case Study Title	Azorean Active Blueberry		
Sector	Adventure Tourism, in		
Problem Background	Azorean Active Blueberry is an adventure company in the island of São Miguel in the Azores. It was created to elevate the quality of service in adventure tourism in the Azores, using qualified guides and respect for fun and safe adventure. The company was created in 2014 and uses modern and top of the line equipment to ensure the best possible experience. Blueberry offers experiences of canyoning and coasteering, accompanied by guides. Technology is a big part of the companies' day-to-day, but service providers are the major difficulties experienced. They are challenged mainly when it comes to material/supply orders. In their experience, orders to the Azores are more expensive in terms of postage and having partners that would solve this issue would be very positive.		
Application of tourism principle	Blueberry has young people as part of their staff and a very young target, as many of their clients are between 13-35 years old. Furthermore, they use technology in their daily routine as the material sheets are used on an IPAD and reservations are made online.		
Resulting benefits	Benefiting from more effective partnership and service providers can bring the cost of necessary material down. Also, as the company is prone to youth and technology, introducing new products will enrich their offer for customers.		
Source/Reference	Online Interview with the Sales Manager, Ester Serra.		

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