

O1: Case-Studies Identification Approach

PART 3: CASE-STUDY SUMMARY TEMPLATE

<i>Partner Name</i>	AOPSI ROMANIA SA	<i>Case Study Number</i> 3
<i>Case Study Title</i>	Agro Tourism agency SANIEM -Caransebes, Caras-Severin	
<i>Sector</i>	Travel agency	
<i>Problem Background</i>	SANIEM is one of the most reliable and experienced travel agency in Caras-Severin offering its customers a integrated support in planing trips and customized tours to the country side of Caras-Severin. It helps customers gain an enriching life experience. It currently employs two young people under the age of 27 and would like to expand its offerings to the new young generation using emerging technology such as VR/AR applications.	
<i>Application of tourism principle</i>	<p>Foster case study effectiveness by allowing transferability of services/cases to other youth; Elaborate on the feasibility of services and connection with the project aim.</p> <p>One of the young employee has come up with a new potential marketing service using short films that incorporate AR/VR technology. The making of mini-documentaries - short AR/VR film clips presenting the core experience/product will be used to communicate to the new generation the so-called “goosebump-effect” – the immersion in the experience that the tourism agency provides. Text and still pictures are less successful in conveying the experience and context than film, and for experience products the customer’s ability to themselves in the experience and get an impression of what they pay for is central for the decision to purchase. The tool would consists of short films (30, 60 and 90 seconds), focusing on the core experience provided, for use in social media and digital marketing in general.</p>	
<i>Resulting benefits</i>	The short films are expected to enable the companies to reach new customers through social media, and increase future costumers’ purchase motivation of an experience product based on enhanced knowledge of the experiences provided. Moreover, there are positive effects internally for the business practice as a result of carefully considering what to present as the core experience/product, as well as externally both to be able to present their product in a more engaging and realistic manner to the customer and to present the company to new customers through new channels of marketing.	
<i>Source/Reference</i>	Personal visit/interview	