

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 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 2: 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		They collaborate with an experienced trainer / guide for safety instructions
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 3: CASE-STUDY SUMMARY TEMPLATE

<i>Partner Name</i>	Drosostalida Social Enterprise	<i>Case Study Number</i> 2 - Youth
<i>Case Study Title</i>	Adventure and hiking tours	
<i>Sector</i>	Tourism, adventure tourism	
<i>Problem Background</i>	Two people wanted to start a business related to hiking and adventure trips but due to the economic crisis and lack of entrepreneurial skills, they could not. However, their hobbies were adventure and hiking on the mountains of northern Greece. Together they started to locate similar companies in the region to establish links and get the necessary experience in organizing and managing hiking groups. As private persons, they started to externally collaborate with one company providing similar groups to get the necessary expertise. The tours were provided using a different trail, thus the company did not see them as competitors but as an added value to his business.	
<i>Application of tourism principle</i>	The following principle is applicable here: Youth working with the tourism sector in rural areas. Investigation into collaboration features with local tourism providers and transfer of cooperation structure with local SME, tourism providers.	
<i>Resulting benefits</i>	Both the SME and the young people are benefitting from this collaboration since the company is providing additional services with young, energetic and positive people using different trails and creating new products, and on the other hand, the young people learn on the job how to organize tours. They discuss different approaches of getting clients, social media advertisements as well as cooperation with regional tour operators, preparing them for setting up their own business.	
<i>Source/Reference</i>	Mr. Dimitris Boudoulas – provider of hiking tours	