

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		I'm using a system of booking engine for online reservations named inReception, created by an ICloud platform. Then some reservations come from ordinary sites of booking.
l. Can the case study be transferred to other sectors?	x		
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	

O1: Case-Studies Identification Approach

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

PART 3: CASE-STUDY SUMMARY TEMPLATE

<i>Partner Name</i>	Tatics Group S.r.l.	<i>Case Study Number 2</i>
<i>Case Study Title</i>	Azienda Agricola La Petrosa	
<i>Sector</i>	Touristic SME in rural area	
<i>Problem Background</i>	<p>Azienda Agricola La Petrosa is a farm that operates in the field of organic and regenerative agriculture, with accommodation services and restaurant facilities.</p> <p>The company is located in the Cilento National Park, in southern Italy, and its major issue is the fact that it often fails to enhance its peculiarities.</p>	
<i>Application of tourism principle</i>	<p>The company operates according to the criteria of experiential tourism. In fact, tourists can enjoy nature and country life: pick olives, make cheese, pasta, etc.</p> <p>However, there could be a scope for improving about the valorisation of the territory and the products, in order to make the experience of the company more attractive for the customers.</p>	
<i>Resulting benefits</i>	With augmented reality technology, the company could improve the visibility of the territory in which it is immersed and the experiences it offers.	
<i>Source/Reference</i>	Phone interview with the owner	