

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?			
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)

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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?	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		
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	6	1	

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)

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PART 3: CASE-STUDY SUMMARY TEMPLATE

<i>Partner Name</i>	Baía da Barca – Apartamentos Turísticos Lda.	<i>Case Study Number</i> PT02
<i>Case Study Title</i>	Baía da Barca – Apartamentos Turísticos Lda.	
<i>Sector</i>	Touristic Apartments in Madalena do Pico, Azores.	
<i>Problem Background</i>	<p>Baía da Barca was created in the island of Pico with the intent to be a proposal of luxury and private logging facing the ocean. The promotion of responsible and sustainable tourism was what led them to the creation of the tourist enterprise. They offer accommodation contemplating a relaxing experience by the sea with unique panoramic views.</p> <p>Baía da Barca has experienced problems in the past both with local suppliers and technology. They identify the following difficulties:</p> <ol style="list-style-type: none"> 1. The lack of suppliers in SPA equipment and swimming pools as well as food products in the high tourist season; 2. New technologies are a great asset in the booking process, however for the operation of the unit they can be a problem due to the lack of qualified technicians for physical assistance. 	
<i>Application of tourism principle</i>	Baía da Barca uses new technologies to facilitate the booking process. Furthermore, they frequently work with young people in their rural area. Young people are important in the process of training and ease of learning, most have the opportunity through an internship in the functions of receiving guests and handling reservations, those who show commitment, creativity and versatility may have the option to continue to collaborate with the company.	
<i>Resulting benefits</i>	Using new technology may improve their touristic offer, as the current solution they are implemented to the difficulty presented above is persistence and adding unnecessary costs with technicians outside the region.	
<i>Source/Reference</i>	Online Interview with the Manager, Mr João Paulo Martins	

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