

The Economic and Touristic Regeneration of Local Communities through the Long Tail of Events

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Abstract

The aim of this study is to demonstrate, in the light of new technologies, the importance of the “long tail” of events for the development of local communities from the economic and tourism standpoint. From the management perspective, an event represents a relevant touristic driver, especially when oriented to small communities. The methodology used, albeit referring to the positive method, incorporates the concept of Chris Anderson’s “long tail” and recent conceptualizations of the Viable Systems Approach. Thus, it refers to literature review method and theory development. Findings of this study emphasize a new perspective of creating value for the development of local communities, based on the evolution of the concept of event (from the mass event to the mass of events). The existing literature on the subject has generally deepened the organizational implications arising from the standardization of events rather than those of customization. Therefore, referring to the originality and value of the present research, it considers the pure customization, which provides even a custom design of the event, a decisive factor for the economic and touristic development of local communities. The study presents also practical implications related with the possibility, thanks to new technologies, to convey to the user/citizen an event that is differentiated and personalized.

Keywords: local communities, “long tail”, mass events, niche events, mass of events.

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