

LONG TAILS AND DESTINATION MANAGEMENT: THE IMPACT OF MARKET'S DIVERSIFICATION ON COMPETITIVENESS IN TOURISTIC SERVICES.

THE CASE OF GARDA LAKE

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Abstract

Increasing global competition is also reflected in tourism. This makes clear the need to (re)define the concept of competitiveness of tourist destinations and its drivers, including consideration of a demand characterized by an increasing variety and differentiation, whose satisfaction requires the aggregation of different components of offer, also multi-local. The article examines these issues reassembling the main contributions of the literature in a larger pattern that includes several factors that determine the quality and hence the competitiveness of Multilocal Touristic Eco Systems, whereas addition to traditional performance indicators, also their abilities to respond to the emerging long tail. The empirical case presented is that of Garda's Lake.

Key words: Tourism Competitiveness system, service quality, long tail.