

Economia Aziendale Online

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Business and Management Sciences
International Quarterly Review

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Pavia, March 31, 2025
Volume 16 – N. 1/2025

DOI: 10.13132/2038-5498/16.1.195-222

www.ea2000.it
www.economiaaziendale.it


PaviaUniversityPress

Electronic ISSN 2038-5498
Reg. Trib. Pavia n. 685/2007 R.S.P.

Rural destinations and the technology-based induced tourism: A little community organizational case

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Cite as:

Modarelli, G., & Rainero, C.
(2025). Rural destinations and the
technology-based induced
tourism: A little community
organizational case. *Economia
Aziendale Online*, 16(1), 195-222.

Section:

Refereed Paper

Received: January 2025

Published: 31/03/2025

ABSTRACT

In light of persistent challenges such as climate change, food safety controversies, environmental degradation and occupational pressures linked to urban lifestyles, the tourism sector is experiencing a significant transformation, transcending traditional paradigms. Whereas exotic locales were the predominant preference for travelers in previous decades, there is now an increasing inclination towards remote and rural regions, which are progressively becoming more accessible and appealing. To leverage this trend, local authorities and event coordinators are formulating strategic initiatives aimed at enhancing the attractiveness of lesser-known destinations. This study, based on a previous one, produces insights in a longitudinal perspective, centering on the evaluation of semi-structured interviews and focus group, employing SWOT and perception analyses, to examine the effects of the event "Dream of a Night... to That Town", especially considering the evolutionary value of technology. The double cycle of investigation shows a longitudinal view on the whole time range of the festival series organization. The research advocates for a horizontal approach, presenting a replicable best practice for the rural tourism domain. This model is in accordance with state decentralization policies, highlighting community-driven engagement as a pivotal element for enhancing competitiveness. By questioning contemporary tourism trends and preferences for mass tourism, this investigation promotes a reevaluation of attractiveness criteria, emphasizing remote areas that offer unforgettable and immersive tourism experiences, depicting identity and authenticity. Traditions, myths and legends, in addition to the cultural heritage would create a perfect humus for a perspective landscape toward the future of alternative tourism also boosted by the possibilities created thanks to the technology advancement. Basilicata region, thanks to its traditions and rural-anchored life-style would strengthen and push best practices solution following bottom up and horizontal co-creative strategies for implementing and developing high impact sectors, still underestimated.

Alla luce di sfide persistenti come il cambiamento climatico, le controversie sulla sicurezza alimentare, il degrado ambientale e le pressioni occupazionali legate agli stili di vita urbani, il settore del turismo sta vivendo una trasformazione significativa, che trascende i paradigmi tradizionali. Mentre nei decenni precedenti le località esotiche erano la preferenza predominante per i viaggiatori, ora c'è una crescente inclinazione verso le regioni

remote e rurali, che stanno diventando progressivamente più accessibili e attraenti. Per sfruttare questa tendenza, le autorità locali e i coordinatori degli eventi stanno formulando iniziative strategiche volte a migliorare l'attrattiva delle destinazioni meno conosciute. Questo studio, basato su un precedente, produce approfondimenti in una prospettiva longitudinale, incentrata sulla valutazione di interviste semi-strutturate e focus group, utilizzando analisi SWOT e di percezione, per esaminare gli effetti dell'evento "Sogno di una notte... to That Town", soprattutto considerando il valore evolutivo della tecnologia. Il doppio ciclo di indagine mostra una visione longitudinale sull'intero arco temporale dell'organizzazione della rassegna festivaliera. La ricerca sostiene un approccio orizzontale, presentando una best practice replicabile per il settore del turismo rurale. Questo modello è in linea con le politiche di decentramento statale, evidenziando l'impegno guidato dalla comunità come elemento cardine per migliorare la competitività. Mettendo in discussione le tendenze del turismo contemporaneo e le preferenze per il turismo di massa, questa indagine promuove una rivalutazione dei criteri di attrattiva, enfatizzando le aree remote che offrono esperienze turistiche indimenticabili e immersive, raffigurando identità e autenticità. Tradizioni, miti e leggende, oltre al patrimonio culturale, creerebbero un humus perfetto per un panorama prospettico verso il futuro del turismo alternativo potenziato anche dalle possibilità create grazie all'avanzamento della tecnologia. La Basilicata, grazie alle sue tradizioni e al suo stile di vita radicato nelle zone rurali, rafforzerebbe e spingerebbe le migliori pratiche, soluzioni che seguono strategie co-creative dal basso verso l'alto e orizzontali per l'implementazione e lo sviluppo di settori ad alto impatto, ancora sottovalutate.

Keywords: Inner areas, High impact sectors, Tourism, Organization, Local, Technology

1 – Introduction

The realm of artificial intelligence, commonly referred to as AI, in conjunction with the broader spectrum of technological advancements, exerts an exceptionally significant and multifaceted impact on human beings and a wide array of economic sectors, as evidenced by the scholarly contributions of researchers such as Wang, Teo and Janssen in their 2021 study, Collins, Dennehy, Conboy, and Mikalef in their 2021 exploration, De Sousa et al. in their 2019 research, Mikhaylov, Esteve, and Champion in the same year, the findings of Abousaber and Abdalla in 2023, Marr's insights from 2019 and the comprehensive analysis provided by Berryhill, Heang, Clogher and McBride in their 2019 publication. Furthermore, the intricate and dynamic interplay between established traditional technologies and the more contemporary innovations, coupled with the emergence of novel and disruptive business models, calls for an exhaustive and meticulous examination to fully grasp their far-reaching implications for sustainability within high-value industries, most notably within the realm of tourism, which has increasingly become a focal point of interest for both researchers and practitioners alike. In light of these factors, it is imperative that the authors engage in rigorous academic inquiry to dissect and understand the complexities inherent in this evolving landscape, as such understanding is crucial for fostering sustainable development and resilience in sectors that are pivotal to the global economy.

In response to recent challenges such as climate change, food scandals, pollution, and work-related stress stemming from urban lifestyles, tourism is evolving beyond traditional boundaries. While in past years and decades, exotic destinations were the primary choice (Correia, Oom do Valle & Moço, 2007; Minca, 2000; Pellejero, 2005), more recently, even the most secluded and inland areas (Mastronardi & Romagnoli, 2020; Duglio et al., 2019) have gained visibility and appeal. Indeed, local authorities and tourism planners in these areas are

implementing strategies to enhance attractiveness while adhering to national and regional regulations. Some stakeholders focus primarily on gastronomy (Folgado-Fernández, Di-Clemente & Hernández-Mogollón, 2019; Andersson, Mossberg, & Therkelsen, 2017; Corinto, 2017; de Jong & Varley, 2017; Clancy, 2017; Stone, Soulard, Migacz & Wolf, 2018; Telfer & Wall, 1996), whereas others emphasize cultural heritage (Timothy & Nyaupane, 2009; Huh, Uysal & McCleary, 2006; Richards, 2001; Zeppel & Hall, 1991).

More specifically, the case study presented in this research integrates both aspects and extends beyond them to offer a holistic tourism experience. This approach involves the local community and key stakeholders in crafting an immersive and memorable tourism model (Kim, 2014; Kim, Ritchie, & McCormick, 2010; Tung, & Ritchie, 2011; Chandralal & Valenzuela, 2013) in which the tourist assumes a central role.

The COVID-19 pandemic has further altered tourism preferences, making remote destinations even more attractive, diverting visitors from heavily developed coastal areas. Travelers' expectations are shifting significantly, emphasizing new paradigms, including heightened environmental consciousness and sustainable development in event-hosting destinations (Folgado-Fernández, Di-Clemente & Hernández-Mogollón, 2019). The growing desire for authenticity, a connection to heritage, and the rediscovery of traditional tastes and scents are expected to drive tourism towards untouched, pristine locations. These destinations, characterized by tranquility, natural beauty and serenity, provide ideal conditions not only for participation in events, festivals and exhibitions but also for extended stays

For some time now, certain previously overlooked and rarely considered locations have begun implementing strategies to enhance their appeal, including those explored in this study. Conscious administrators and event organizers recognize the potential that festivals and cultural events offer for regions facing challenges such as isolation, depopulation and unemployment—factors typically associated with economic decline (Mastronardi & Romagnoli, 2020). Instead, these elements can serve as catalysts for innovative strategies (Guilford, 1950), leveraging traditions, history, folklore, local cuisine and sensory experiences to create a distinctive tourism model, specifically considering the role of technology advancements and its influence in managing, promoting and develop experiences increasingly immersive and exciting.

Achieving this objective necessitates a crucial factor: community engagement (Moore, 2003; Osborne, Radnor & Strokosh, 2016; Percy, Kiser & Parks, 1980) and stakeholder collaboration (Greenwood, 2007; Noland & Phillips, 2010). This inclusive approach fosters a co-created tourism strategy with high added value, enabling even lesser-known or unconventional destinations to emerge as globally recognized attractions.

The research framework is built upon three primary considerations:

- (1) the traditionally low interest in rural and inland tourism (Hall & Sharples, 2003);
- (2) the limited body of research exploring the relationship between tourism, events and festivals (Folgado-Fernández, Di-Clemente & Hernández-Mogollón, 2019);
- (3) the insufficient focus on cooperative models and community participation in the development of rural tourism.

This study seeks to outline a sustainable rural tourism development strategy, conceptualized as "tourismbility" (a combination of ability, tourism, and sustainability), within a single locality situated between two inner regions—Montagna Materana (Materan Mountain)

and the adjacent Mercure High Sinni Sarmiento Valley (Mercure Alto Sinni Valle Sarmiento)—as well as the Pollino National Park. Using the case study of the festival "Sogno di una notte...a quel paese" ("Dream of a Night...to That Town") in Colobraro (Basilicata Region, Italy), the research examines the event as a catalyst for rural tourism, addressing the growing demand for authenticity and nature-oriented experiences as an alternative to coastal tourism. The study identifies key determinants of attractiveness from both the perspective of administrators/organizers and that of the local community and visitors, analyzing tourist satisfaction, motivations, repeat visitation intentions, community impact, engagement and loyalty strategies, pre- and post-travel experiences and tourism typologies. These aspects are assessed through a SWOT analysis (strengths, weaknesses, opportunities, and threats) using a qualitative approach based on semi-structured interviews (Longhurst, 2003; De Leeuw, Hoox & Dillman, 2008; Dolnicar & Grun, 2007; Burgess, 2001; Krosnick & Presser, 2009; Qu & Dumay, 2011). The research integrates theoretical perspectives from key literature sources (Nguyen & Thanh-Lam, 2018; Slocum & Curtis, 2018; Uysal & Sirgy, 2019; Quan & Wang, 2004; Folgado-Fernández, Di-Clemente & Hernández-Mogollón, 2019; Mulcahy, 2019) and focus group at the second level of the analysis (involving the same subjects) with a longitudinal perspective approach.

The semi-structured interviews and the focus group integrated approach, thanks to the longitudinal dimension, target various systematically mapped stakeholder categories (Newcombe, 2003; Aligica, 2006). This methodology allows for a comparative analysis of different stakeholder perspectives, facilitating the identification of key challenges and success factors while offering insights into future development prospects and managerial implications.

Precisely, for the rural high impact tourism sector, the authors investigate three specific pillars determining the research questions: on the one hand (i) if for industries like tourism, innovation and technology can be vital success factors, on the other hand, (ii) if innovation and technology can either support or undermine sound governance centered on the fiercely competitive travel industry and in addition (iii) if it is arguable that innovation and technology are key factors promoting sustainability in the travel industry.

2 – Background

2.1 – *"Dream of a night...to that town"*

Artificial intelligence (AI) and technology exert a profound influence on humanity and various economic sectors (Wang, Teo & Janssen, 2021; Collins, Dennehy, Conboy & Mikalef, 2021; De Sousa et al., 2019; Mikhaylov, Esteve & Champion, 2018; Abousaber & Abdalla, 2023; Marr, 2019; Berryhill, Heang, Clogher & McBride, 2019). The interplay between traditional and modern technologies, alongside innovative business models, necessitates detailed scrutiny to fully understand their implications for sustainability in high-value industries such as tourism. This is a boosted "call to arms" in the business and management agenda at academical level, fruit of a necessity to problematize the evolutions in terms of digitalization, AI supportive engines, machine learning, data generation and, merely under the innovative way, to conduct public policies in tourism sector (Zsarnoczky, 2017; Doborjeh, Hemmington, Doborjeh & Kasabov, 2022; Samara, Magnisalis & Peristeras, 2020; Filieri, D'Amico, Destefanis, Paolucci & Raguseo, 2021).

Big city living is being impacted by current climate change, food scandals, pollution and stressing situations from the workplace (Albouy, 2008; Loschiavo, 2021). Also tourism is

changing and reaching new heights (Correia, Oom do Valle & Moço, 2007; Minca, 2000; Pellejero Martínez, 2005). The choice of exotic travel places typified previous decades. Today, a route inversion would be evident and remote and interior rural peaceful destinations are becoming more valuable and appealing (Chakraborty, Dhara & Santra, 2017). Administrators and event planners are preparing and organizing tactics that guarantee tourists will have unforgettable experiences, according to this viewpoint (Folgado-Fernández, Di-Clemente & Hernández-Mogollón, 2019; Lee, Chen & Chiang & Lin, 2024; Tsai, 2016). The capability to integrate customs, expectations and collaborative methods represents an interconnected value creation concerning crucial components of sustainable growth (Weaver, 2007; Harris, Williams & Griffin, 2012; Liu, 2003).

The proposed study centers on the analysis of semi-structured interviews developed by focus groups to the main representative figures involved (municipality mayor, creators, director, actors, tourists, members of the city administration, citizens etc.), using perception analysis and SWOT (strengths, weaknesses, opportunities and threats) on an event titled "Dream of a night...to that town" and its promotional organization techniques during a decade. This event, used as focal point of the study, due by its intrinsic nature and connotations, has been for several years promoted, and actually is continuing its route, thanks to the Municipality of Colobraró, a small, isolated rural place situated in the Basilicata (Italian Region) (Abrami, 2017). The longitudinal perspective, would be useful for understanding how the evolutions in technologies evolved also the perspectives of events totally based on authenticity and identity of a cultural heritage, passible of transmission to the posterity by an immersive unique experience, following the dictates of the architectural frames of the mainstream virtualization of reality. This mirror dynamic becomes an important lens from a tourism policy point of view in the digital age, on the one hand to frame the phenomenon over a vast time span, on the other to presumably decree the necessary integration of human and digital contribution for new sustainability synergies anchored to the ancestral traditions that inevitably characterize places and people and that from a tourism perspective can favor the evolution and preservation of an inimitable cultural baggage towards "tourismability" (ability to promote sustainable tourism). The main results, based on the critical analysis activities, will have positive repercussions at political, social and managerial level, a line of conduct that can be followed by both national and European municipalities, strongly engaged in a traditional dimension, sometimes poorly valued. The benefit deriving from the valorization of these places, both with the rediscovery and respect of the traditions that characterize them, and through the help of technologies, for the promotion of identity and authenticity of the experience, but not limited to, will certainly be broad spectrum for the necessary survival of founding nuclei of humanity.

The proposed methodology turns out to be highly suitable to critically analyze the evolution of an event strictly oriented to the promotion of cultural tradition, through an immersive meso structure, which takes up the now in vogue one of virtual reality, but animated by humans, citizen-actors who live and share the spirit of promotion and protection of a people and its ancestral roots. In addition to the longitudinal vision, represented by the historical memory of the creators, administrators, promoters and participants in the event on the territory, there is that of the ethnographer who experiences first-hand the places and behaviors as an insider. Direct and indirect observation, qualitative critical analysis and study of the territory from an economic-political and socio-cultural perspective, become the terms of measurement in an in-depth investigation of tourism policies, but not only, of good administration, safeguarding of

public patrimony, survival and persistence of the young generations. This kind of application of good administration, does not only have repercussions on temporary tourism, but implements a long-term perspective capable of having a resonance in the territorial living space and in time. Therefore, the concept of speed of large cities or those of mass tourism, would find a regenerative alternative in the rediscovery of rural "slowness", not only an escape route, but a lifestyle choice for those who decide to change their own by staying or moving to these areas currently at risk of dispersion and impoverishment of resources. For this reason, the methodology used, non-invasive and respectful of humans, finds its *raison d'être* in the in-depth analysis of words, speeches, in the comparison of ideas and opinions, in human perceptions that are difficult to ascribe to results that can be determined with quantitative methods.

Following the research proposal, a case study (Yin, 1992) that can create a horizontal strategy—rather than a top-down or bottom-up approach—would be a shareable best practice for the entire rural tourism industry according to the investigation on the isolation, the deep criticalities of technology pervasiveness and the cultural heritage as a value against population decline in the inner areas. This would make state decentralization genuinely effective, where the activism of small communities serves as a vital source of competitiveness (Angeloni, 2013). By juxtaposing contemporary lives with popular travel destinations, the suggested case might reframe the idea of beauty to prioritize isolated locations that might provide unique travel experiences. Technology-based promotional methods, which use communicative solutions generated from social-media marketing, play a strong and effective role in this regard (Tuten, 2023; Joo, Seok & Nam, 2020; Senyao & Ha, 2022), in strict relation to the sense of identity and authenticity the campaigns behind the event, dense of cultural and traditional heritage, would transmit in terms of a unique experience.

In this sense, the case study could be a crucial, even preliminary, starting point for highlighting the technology role in the success of large events, even in small places, depicting a mirror perspective on the critical success factors of a technologically-based tourism strategy (Stamboulis & Skayannis, 2003; Buhalis, 1998), use or not of immersive solutions, web and social marketing, laying the foundations for a factual analysis, both in terms of benefits and critical issues, that the digital revolution is bringing in all sectors and social areas. Above all noteworthy are those high-impact segments such as tourism, which require more detailed academic insights and which currently face a lack of contributions aimed at investigating good practices, strategies, critical issues and potential of the same.

In addition to representing the framework of the literature on tourism and the technologies that can guarantee its sustainable development at the base of the business models, in this case, promoted by the public sector, by origin adverse to change (Cinar, Trott & Simms, 2021), the research proposes an analysis of the literary gap with empirical evidence strengthened by textual analysis and investigative references such as direct interviews with administrators and people in charge involved in the project.

If innovating in the tourism sector means, on the one hand experimenting with new products and ways of acting, as well as dynamic adaptations (Moscardo, 2008; Rodriguez), this also brings with it the analysis of the processes that drive actions in this sector, the strategies that business models put in place in order to integrate the technologies available on the market to create value (Cabiddu, Lui & Piccoli, 2013), sometimes undoubtedly eroded by the excessive competitiveness and unsustainability of the global massification of leisure travel (Weaver, 2017). Above all innovating does not mean making a break with the past, but drawing from it to

enhance the present of communities that live off tourism, exploiting the current means that human evolution makes available. In these terms, the proposed case is exemplary, both for the geographical spatial dimension of an internal rural area not exactly attractive for tourism, and for the political-administrative dimension that sees the budgets of small municipalities always at a disadvantage, compared to larger competitors in the most attractive areas. In addition, for the help of technologies used in favor of a cyclical, community and participatory good administration, by definition sustainable.

2.2 – Tourism background perspective

Beaumont and Dredge (2010), Telfer and Wall (1996), Ashworth & Tunbridge (2000), Ruhanen (2013), Dredge and Jenkins (2007) confirm that it is commonly known that the growth of tourism is a substantial driver of regional development and growth. The "non-smoking sector" (Nguyen Thanh Long & Thanh-Lam Nguyen, 2018; Villanueva-Álvaro, Mondéjar-Jiménez & Sáez-Martínez, 2017) is the term used to describe the tourism industry, which is now regarded as a crucial strategic sector for job creation, trade exchange, raising local living standards, and supporting a number of interconnected industries. According to this categorization, the industry creates economic value without causing pollution. On the other hand, agriculture is another crucial area for regional growth.

Merriam-Webster defines tourism as the "practice of traveling for recreation," with a focus on leisure travel. Broader definitions, however, cover things like "the management or guidance of tourists," "the encouragement or promotion of touring" and "the accommodation of tourists." In scholarly discourse, Ian Yeoman and Una McMahon-Beatte (2016) define tourism as a tool of wealth and exclusivity, a type of political capital, and a visionary force that shapes fluid experiences in a postmodern society. The European Commission developed a groundbreaking definition of tourism in 1986, classifying tourist activities as "all journeys of more than 24 hours for recreation, business, study, or health purposes"

As a result, the idea of tourism takes on several forms and is the focus of various research methodologies. While some studies concentrate on local populations and policymakers, others look at tourism from the viewpoint of tourists. By using an integrated strategy that takes into account rural tourism, memorable experiences, agriculture, traditions, festivals, gastronomy, and tourism management, this study goes beyond simply examining tourists' preferences when choosing destinations. As environmental consciousness increases, initiatives like Fridays for Future and the transition to a green economy (Bina, 2013) highlight how combining tourism and agriculture can be a successful way to improve rural communities. Local features could be turned into future competitive advantages as a result of this integration (Angeloni, 2013).

In Italy, tourism and agriculture are both well-established economic sectors, albeit their relative importance varies by location. While some areas concentrate on industry, services, or agriculture, others are largely dependent on tourism. A common definition of agriculture is "the science, art, or practice of cultivating the soil, producing crops, and raising livestock, as well as the processing and marketing of the resulting products." Agriculture is practiced all over the world (Slocum & Curtis, 2018).

The agricultural and tourism industries have clearly converged in recent years due to the rise of agritourism, rural tourism, and growing concerns about food safety (de Jong, & Varley, 2017; Staples & Klein, 2016; Lagerkvist, Okello & Karanja, 2015; Chamhuri & Batt, 2015; Woo & Kim, 2019). The growing disengagement from tradition brought on by the frantic and fast-paced

nature of urban life has exacerbated this trend (Giddens, 1991). The recognition of this synergy has grown in national and regional territorial development initiatives.

Tourism has grown quickly in recent years, making many destinations more attractive. This has led to stronger competition (Angeloni, 2013) among countries and cities, increasing the need for effective marketing. Online reviews and performance measures have affected how destinations are ranked and how visitors choose where to go (Luo, 2018). Tourist expectations and unforgettable experiences have become key advantages in managing (Kim, 2014; Kim, Ritchie & McCormick, 2010; Tung & Ritchie, 2011; Chandralal & Valenzuela, 2013). Factors that influence travel choices are divided into pull (Smith & Costello, 2009), which attract visitors (Huang, 2008) and push factors, which relate to personal motivations.

The OECD has offered strategies for tourism development since 1961, including the 1994 report on rural tourism, which notes the impact of industrialization on rural areas. Governments increasingly see tourism as a tool for development, expanding the idea of rural tourism to encompass various activities beyond just agritourism (Luo, 2018).

Several scholars have tried to define rural tourism. Busby and Rendle (2000) noted thirteen different interpretations, including Hoyland (1982), who described it as providing temporary accommodation or recreational facilities on a working farm. Denman & Denman (1990) saw it as the active offering of tourist facilities at farms, while Davies & Gilbert (1992) mentioned it as allowing paying guests to participate in farm life. These definitions highlighted the connection between tourism and agriculture. Recent studies by Sharpley & Jepson, 2011 defined rural tourism as a "rurality experience," focusing on integration, sustainability and local factors (Cawley, & Gillmor, 2008), while also considering the socio-cultural aspects (Lane, 1994) of rural areas.

Tourism helps diversify rural economies, especially during seasonal demand changes (Telfer & Wall, 1996; Ashworth & Tunbridge, 2000). Rural regions are leveraging employment and tourist interest. In Italy, rural areas, which cover 60% of the country, are engaged in the National Strategy for Inner Areas to improve local appeal. This study aims to explore rural tourism and collaborative governance, following the PIC Framework to involve local communities effectively (Timothy & Tosun, 2003). Key success factors in integrated tourism include quality, local identity, public-private partnerships, joint promotion, cultural strength and international connections.

By incorporating the interpretations deriving from the data analysis, this research aims to validate the aforementioned principles, demonstrating how the "Dream of a Night... to That Town" festival presents a creative, strategically-driven and a reproducible model for rural tourism enhancement especially under the lens of technological evolutionary dimension during the years. Properly this latter concept represents the core of the study, the added value to the previous one (Rainero & Modarelli, 2020).

In today's fast-changing world, described as a "liquid-discontinued society" (Bauman 1998; 2000; Drucker, 1969) there are significant transformations impacting the connection between urban areas and rural villages. This change, marked by the weakening of cultural traditions and boundaries (Le Galès, 2002), highlights the growing importance of sustainability in all social aspects. Future developments, including tourism, will increasingly focus on this concept, which relies on the connection between agriculture and tourism. Sustainable development aims to meet current needs without compromising future generations' resources (WCED, 1987). Economically, sustainability is crucial for ensuring long-term prosperity and social inclusion

while reducing reliance on limited resources (Kuhlman and Farrington, 2010). The COVID-19 pandemic has emphasized the need to care for the planet, as tourism's economic benefits are often seen in developed locations, risking failure for less-developed areas. Technology in this sense, helped a lot for reproducing, transmitting and organizing events, like the case proposed in Basilicata Region (Colobraro town).

Nguyen and Thanh-Lam (2018), inspired by Müller (1994), define sustainable tourism development as a balance among cultural integrity, economic growth, and environmental care, promoting visitor satisfaction and community well-being. In this sense, technology would demonstrate to be a double sword in declining and bypassing authenticity and identity of the heritage related to a specific place, on the other hand technology would overcome the blocking dynamics (i.e. exogenous shocks and places distance). Jessop (1993) discusses the shift from the Keynesian welfare state to a more innovative and competitive economic model (Angeloni, 2013) that sometimes undermines social policies. This shift can challenge rural traditions, risking the subordination of local economies to urban models. However, there is a growing interest in heritage and tradition in tourism, indicating that local authorities should capitalize on this trend, especially as sustainability influences destination choices (Luo, 2018).

Tourism is changing, offering new ways to promote areas. Placing human experience at the center of tourism development connects with the rise of "new humanism" (Morin, 2015) and the appreciation of traditions that shape travel preferences. The appeal of rural areas reflects a human desire for balance disrupted by globalization. Seeking authentic experiences (Stringfellow et al., 2013) often leads to commodification, but in rural tourism, it serves well-being, which nature uniquely provides.

A large part of rural economies depends on agriculture, mainly in distant areas (Slocum & Curtis, 2018). There is a pressing need for new development models to boost local growth and resilience amidst rural economic challenges. If rural tourism is well-executed, it can enhance socio-economic growth, community development, and territorial identity (Stringfellow et al., 2013). Local policies can initiate self-sustaining economic cycles by promoting natural landscapes, cultural heritage, and creative events that draw visitors, creating temporary jobs and authentic tourism experiences (Sims, 2009). Events that connect to rural identity allow for unique showcases of local culture and require community involvement (Guilford, 1950; Batson et al., 2002). This integration can enhance visitor satisfaction and promote destinations through positive word-of-mouth (Kozinets et al., 2010; File & Prince, 1992; Folgado-Fernández et al., 2019). By grounding rural tourism in sustainable and community-focused approaches, stakeholders can effectively balance cultural, environmental, and economic goals for long-term benefits.

3 – Materials and Methods

3.1 – Gap Identification and RQs

Events and festivals are important for tourism development, and their organization is growing. Both big cities and small towns are improving their abilities to host these events, seeing the positive economic and social benefits they can bring.

Folgado-Fernández, Di-Clemente, and Hernández-Mogollón (2019) note that while large events like the Olympic Games can lead to urban changes (Essex & Chalkley, 1998) much has been studied about their influences (Hiller, 1998; Ritchie & Smith, 1991; Fouriea & Santana-

Gallegob, 2011; Malfas, Theodoraki & Houlihan, 2004). However, smaller events, especially in rural areas, have not been researched as much, especially regarding technology's role. To demonstrate that and provide reproducibility, the Scopus, Business Source Ultimate and Econlit databases have been questioned according to what following expressed (Figure 1). The authors plan to address this gap by focusing on the three aforementioned research questions.

CRITERIA

DATABASE	RURAL AND TOURISM	AND FESTIVAL AND TECHNOLOGY
SCOPUS	10	TITLE, KEY, ABS (results)
BSU	6	TITLE, KEY, ABS (results)
ECONLIT	5	TITLE, KEY, ABS (results)

Fig. 1 – Gap identification
(Source: Authors' elaboration)

Gap identification relates to three main factors: (1) the limited academic focus on the specific challenges and opportunities in inner areas (Hall & Sharples, 2003); (2) the lack of research on events and festivals (Folgado-Fernández, Di-Clemente & Hernández-Mogollón, 2019); and (3) the insufficient academic work on the link between rural areas, rural communities, and tourism, especially regarding technology's role in local event management and promotion. As reported in Figure 2, a limited literary production extends during the recent years starting from 2013, with a peak during 2022.

As recommended, more focus should be on coordinating efforts to support community development, promoting a more inclusive approach to event planning and rural tourism that considers technology's impact.

Local governments play a crucial role in community development, especially in small towns. However, there is a lack of research on cooperative frameworks for event tourism in rural areas (Lee, Yao-Kuei, 2016) that utilize technology (Kumar & Shekhar, 2020). Few studies have looked at how government policies, personal attitudes, loyalty-building, and community involvement influence event success, acceptance, and the reduction of negative experiences. A significant focus is on how technology's evolution affects heritage festivals. To tackle these issues, the authors propose a research framework that bridges rural areas, agriculture, and tourism (Shone, Simmons & Dalziel, 2016; Mahmoud, Haghsetan & Maleki, 2011; Duglio et al., 2019) align their approach with highlighting the importance of local perspectives. The study uses SWOT analysis and perception analysis as methods (Korff, De Jong

& Bles, 2013; Deshpande, 1997; Lee, Yao-Kuei, 2016) with a longitudinal approach. Since 2008, research on festivals and event tourism has broadened, examining marketing, cultural impacts, economic benefits, and visitor satisfaction.

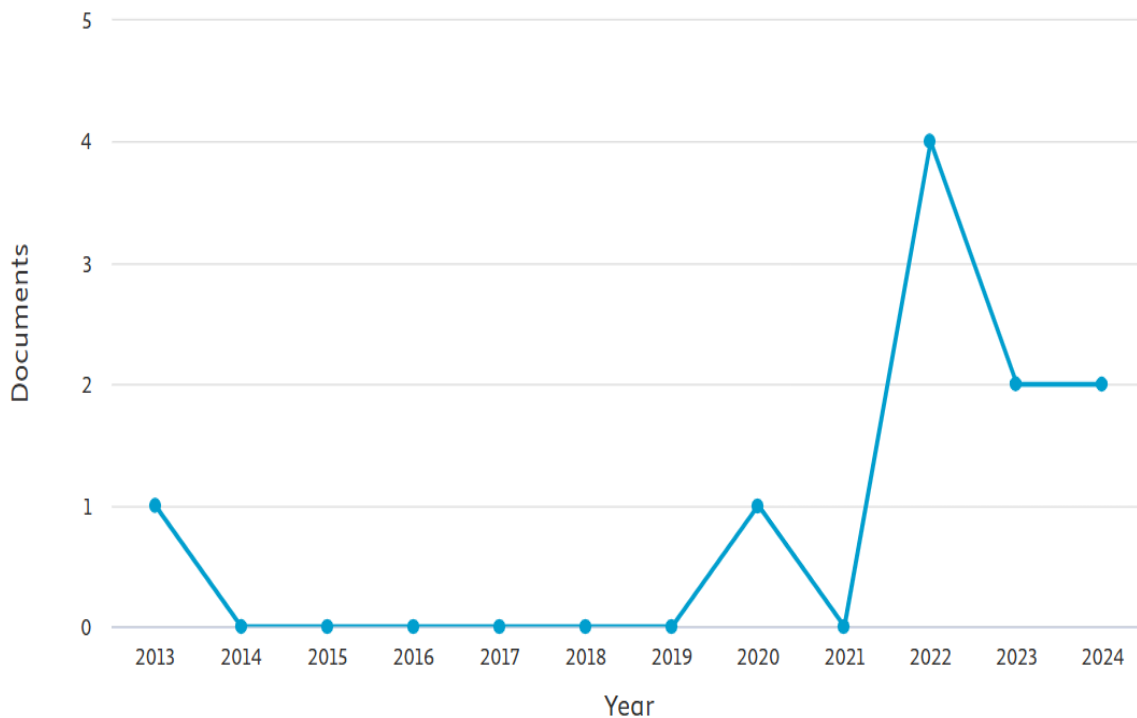


Fig. 2 – Longitudinal trend: third level gap

(Source: Authors' elaboration on SCOPUS database, accessed. 22nd Feb. 2025)

In particular, the role of local governments needs more exploration regarding community and tourist engagement (Folgado-Fernández, Di-Clemente & Hernández-Mogollón, 2019). In this sense, the technological advancements would enhance this powerful expression of integration by the direct involvement (the co-creation in the co-production, by making and sharing experience through videos, photos, communication, comments, reviews etc..) Growing festivals rooted in traditions require good infrastructure and public-private partnerships. The Basilicata region in Italy exemplifies challenges like emigration and isolation, revealing the need for jobs and services.

A study published in Sustainability highlights a new business model for community-based cooperativeness (Mastronardi & Romagnoli, 2020), serving as a guide for research protocol designed (Gerring, 2006; Stake, 1995; Yin, 2012) on Colobraro municipality's development and marketing strategy (Figure 3). This strategy aims to utilize local cultural assets (i.e. legends and cultural heritage) (De Martino, 2002; Crispino, 1995) focusing on sustainable development. Since 2010, local leaders have aimed to turn Colobraro into a tourist attraction by promoting authentic experiences. The cooperative approach has successfully revitalized this lesser-known area, enhancing its appeal. This cooperative model underpins the study's analysis, defining the principles of a sustainable tourism strategy (Lane, 1994; Cronin, 1990). The research highlights the role of value co-production (Osborne, Radnor & Strokosch, 2016; Ramirez, 1999), demonstrating how it can foster competitive advantages (Pfeffer, 1994) and drive long-term territorial development (Angeloni, 2013).

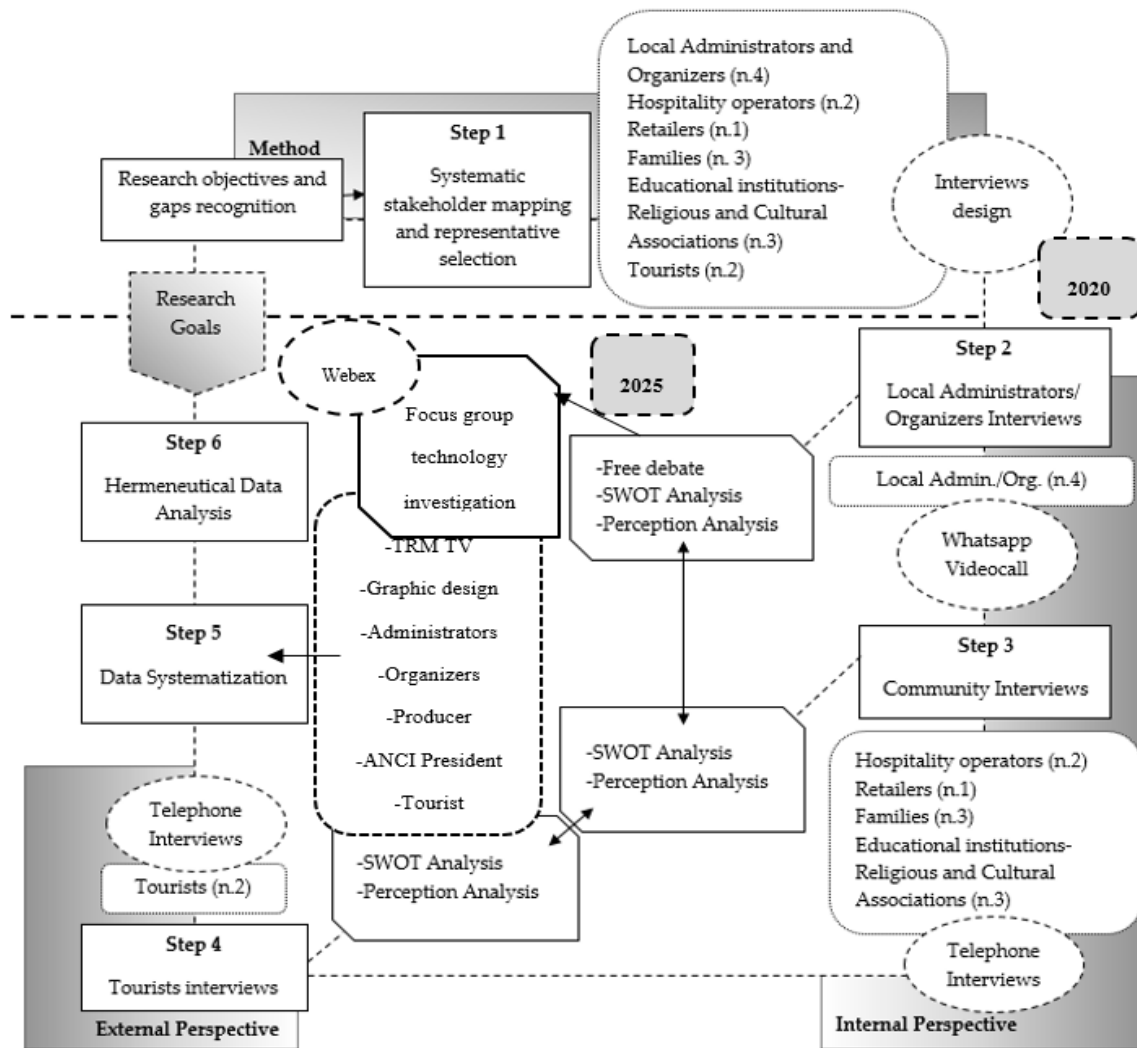


Fig. 3 – Design and research protocol (Source: Authors' elaboration)

This representation clearly identifies a case of considerable interest for the managerial agenda in the tourism sector of the near future, establishing the dictates of good practices even for the apparently most depressed areas, which in the combination of good administration, strategy and technological aid, can find a constant driving force for territorial regeneration and sustainability, understood in all its meanings.

Therefore, the case study intends to investigate: (a) the dynamics of good administration, strategy and technology; (b) the area of proximal development of tourism organizations (in this case public) through the aid of technological tools; (c) the impacts that the dynamics represented above can have in terms of sustainability of the tourism sector. Given the above, the authors intend to answer the following main research questions:

RQ1: *can technology and innovation be used as a critical success factor for sectors such as tourism?*

RQ2: *are technology and innovation helping solutions or hindrance to good governance focused on the highly competitive tourism business model?*

RQ3: *are technology and innovation driving forces for sustainability in the tourism sector?*

This research aims to provide clear indications, through a case study, regarding innovations influencing business performance in tourism, in terms of digitalization, process and product innovation, as well as network policies and partnerships, valid insights to pave the way for new agendas of investigation and isomorphism of good administrative practices in the tourism sector (Sakib, 2023; Falaster, Zanin & Guerrazzi, 2017), aimed at restoring an often depressed social fabric, such as that of internal areas.

The first phase of the methodology is stakeholder mapping (Petersen, Feldt, Mujtaba & Mattsson, 2008), selecting key representatives (De Leeuw, Hoox & Dillman, 2008; Dolnicar & Grun, 2007; Burgess, 2001; Krosnick & Presser, 2009; Qu & Dumay, 2011) and creating an interview framework based on existing literature (Nguyen Thanh Long & Thanh-Lam Nguyen, 2018; Slocum & Curtis, 2018; Uysal & Sirgy, 2019; Quan & Wang, 2004; Folgado-Fernández, Di-Clemente, & Hernández-Mogollón, 2019; Mulcahy, 2019). The second and third phases involve conducting semi-structured interviews that gather insights from both internal (administrators and organizers) and external (tourists) perspectives. These insights support a SWOT analysis, identifying strengths and areas for improvement for the destination.

The fourth phase is based on the same protocol directed to tourists' experience perceptive analysis. The fifth phase focuses on data organization, combining results from various respondent groups, followed by a hermeneutical analysis in the sixth phase for critical examination of the findings. Semi-structured interviews are conducted via WhatsApp video calls (Lo Iacono, Symonds, & Brown, 2016) and telephone (Chapple, 1999; Carr & Worth, 2001), addressing key themes identified in the literature. Important aspects such as travel motivations and perceptions are explored, emphasizing factors that enhance memorable travel experiences. The study looks at how peak experiences contribute to destination loyalty, highlighting the importance of community involvement by local governments (Uysal and Sirgy ([39] 2019).

It aligns internal perspectives with critical success factors like quality, authenticity and collaborative promotion, assessing customer satisfaction in aspects like infrastructure and overall experience quality. This primary investigation occurred in 2020, while the secondary investigation, depicting the core of this contribution, highlights the technological aspects in the realm of rural tourism, heritage-driven festivals, especially evaluating the added value in organizing, promoting and developing immersive experiences of this kind touristic experiences.

The 2025 secondary investigation, involved the main persons in charge for organizing, administering and developing the event in Colobraro for 15 years. In this way the ANCI president (National Association of Italian Municipalities), the representatives for Municipality of Colobraro within the Administration committee, the representative person of TRM television in Basilicata Region-Italy, a tourists representative sample, the graphic design, the vice president of the cultural association organizing the event and the producer of the format.

The same protocol based on the SWOT analysis and perception analysis has been integrated with a longitudinal perspective from the initial to the contemporary (1st-15th years of the event organization) and a perspective toward the future. This protocol has been added by a specific expression of perceptive value toward technological integration for the event and for the whole sector.

The sample characteristics for the primary investigation (2020) refer to n.15 persons configuring the following roles: Administrators and event organizers (n.4); Local community members (hospitality operators) (n.2); Retailers (n.1); Families (n.3); Educational, religious, and cultural associations (n.3); Tourists (n.2).

The semi-structured interviews, for this primary investigation, seek to gather diverse views, acknowledging that tourism in inner areas is relatively new, presenting both opportunities and challenges for rural tourism dynamics.

The sample characteristics for the secondary investigation (2025) refer n.7 persons configuring the following roles: Administrators and event organizers (n=3); graphic designer (n.1); producer (n=1); TRM TV(n,1) and tourist (n=1). This secondary investigation reflects a specific analysis based on focus group operated thanks to Webex applications for web calls.

This kind of integrated methodology aims to explore the reasons behind rural tourism choices and determine key factors for successful inner areas destination development. It emphasizes the importance of local features, cultural identity and the need for natural experiences in sustainable rural tourism strategies, while also noting technology's impact on the whole organizing dimension at administrative and developmental level.

3.2 – Contextualization of the case

As for the territory, the difficulties that previously affected the area have often been repaid by the revenues deriving from the event over the years. Parking lots and infrastructure have been built, the accommodation and catering facilities have been improved, as well as the development and receipt of European funds for technologically advanced solutions, such as electric bike sharing, illuminated signs, road resurfacing, investments in technological solutions in progress such as holograms along the route of the widespread theatre. In the face of all this, depopulation, the lack of work and the plague of low births are undermining the efforts that have nevertheless allowed the territory to reinvigorate itself thanks to its agricultural traditions and rural landscape (Gazzola, Grechi, Romanelli & Pollice, 2020; Bugnar & Mester, 2012). Much is to be sought in the possibility of networking at a regional level. A great boost came with Matera as capital of culture, but many locations are still stuck and rigidly anchored to a peasant logic. Many locations of interest should be able to fit into a network of holistic tourist routes capable of renewing the existing but poorly exploited potential. Technology itself has acted as a booster for certain events such as the case study, on the other hand it will necessarily be necessary to raise awareness of the exploitation of current technologies for high-impact sectors that are currently underestimated.

There is no single solution for tourism development that works for all places, whether rural or coastal. Therefore, a common strategy cannot be applied everywhere. When promoting tourism for regional development, the involvement of local stakeholders is essential, but also and ever more, the client-orientation, the matching of their expectancies and in this case the tourists' need for an exclusive unconventional "back to the past" original festival, is strengthened by technological advancements. As confirmed by participants in the focus group, the starts of the event took place promoting it with paper flyers and only the word of mouth, big cameras and heavy instrumental tools. With the passing of the years, internet, web sites, streaming TVs, and near contemporary the smartphones, involved more and more the tourists, becoming themselves operators and part of the story.

A research study focusing on local events requires a deep understanding of the area's context, including its customs, landscapes, food, cultural heritage, and infrastructure. Thus, it is necessary to introduce the geographic and territorial context of the study area.

The study was conducted in the Basilicata Region of Southern Italy (Figure 4), which is one of the smallest regions in the country. Around 14% of the workforce is in the primary sector,

highlighting the importance of agriculture. This research specifically examines the summer event called "Dream of a Night... to That Town," organized in the small town of Colobraro. Colobraro has a rich history tied to peasant culture, located between a national park, the Ionian Sea, and a valley. However, the region faces several challenges like poor soil, variable climate, lack of infrastructure, and land fragmentation. These issues have led to political confinement policies in the past. Nevertheless, the region has valuable artisanal production, and while tourism has improved due to better infrastructure, these improvements are mostly seen in coastal areas with large hotels.



Fig. 4 – Geographical localization

(Source: Authors' elaboration from Google Maps)

According to the "Materan Mountain" inner area strategy document, being rural offers unique challenges and opportunities. This view drives a focus on agriculture, tourism and service sector growth, using local environmental resources to enhance the economy. Crispino (1984) described Colobraro, a small town near the Ionian Sea with a population of 1,187, as little-known. The hilly and mountainous landscape of the area includes Monte Sant'Arcangelo, Serracortina and Monte Calvario, contributing to unstable soil and varied climate conditions. De Martino (2002) studied southern Italy's cultural heritage, including myths and superstitions that are losing relevance with younger generations. Colobraro, like other rural towns in the south, faced waves of emigration due to economic hardship and high unemployment, particularly during the late 19th century and mid-20th century. However, government efforts and land reform in the 1950s helped some areas renew (Del Boca & Venturini, 2003; Dickinson,

1954). Local governments are essential for promoting community engagement and regional development.

They should initiate projects to improve social cohesion and services. Mastronardi and Romagnoli highlighted various challenges facing rural inhabitants, urging targeted government actions. Colobrarò responded by initiating the annual festival "Dream of a Night... to That Town" in 2010, which emphasizes community involvement and local government support. The festival, held from August 1st to September 1st, features various cultural events, historical museum exhibitions (Grechi, Gjoka, Pavione & Pezzetti, 2023), guided tours, theatrical performances, and culinary tastings, showcasing the region's identity. Festivals enhance tourism and territorial appeal by fostering community-generated experiences (Di Bernardo, 2012). While mountain areas are popular for tourist spots, the inner hilly regions of Italy are less recognized.

The Apennine region, including Basilicata, faces tourism development issues due to harsh environments and limited infrastructure. This situation raises questions about the nature of rural tourism as a niche or a temporary option (Lee, Yao-Kuei, 2016). Events and festivals are shaped by both organizers and participants, requiring a balanced approach (Hazel & Leopold, 2013; Duglio et al., 2019). With increased social awareness, rural tourism is becoming a desirable experience focused on cultural connections (Collesei, Checchinato & Dalle Carbonare, 2014; Gazzola, Grechi, Romanelli, & Pollice, 2020; Bugnar & Mester, 2012). Colobrarò's approach combines cultural and natural tourism for a comprehensive strategy. Ultimately, thematic festivals are significant in enhancing tourism experiences and encouraging repeat visits (Folgado-Fernández, Hernández-Mogollón & Duarte, 2017; Kim, Suh, & Eves, 2010; Hallmann, Müller & Feiler, 2014; Quinn, 2013; Mosse, 1971; Giovanardi, Lucarelli & Decosta, 2014). Technology has transformed tourism into an interactive and efficient industry, enhancing the tourist experience. It assists in travel management by helping plan tours, providing information on destinations, climate, attractions and aiding in scheduling. Devices like smartphones and smartwatches reduce the need for guides and photographers, giving tourists more independence.

Additionally, technology improves tourist security and makes digital payments easier. It also aids stakeholders in marketing effectively, expanding their reach and allowing for the creation of new, customized tourism products, including virtual and space tourism. Overall, technology has made travel management simpler and more enjoyable (Kumar & Shekhar, 2020). This context technology-driven is fruitful highlighted by the emerging results of the focus group in the secondary investigation.

4 – Results

Using narrative techniques and summary and schematic tables, this component of the study provides the qualitative data obtained from the semi-structured interviews (primary investigation 2020), by focus group (secondary investigation 2025). In detail, the **Appendix A** provides specific reproduction of extracted qualitative data:

- Tables 1-3, primary investigation 2020;
- Tables 4-8, secondary investigation 2025 SWOT analysis from initial to today at 15 years and future perspectives;

– Tables 9-13, secondary investigation 2025 SWOT analysis from initial to today at 15 years and future perspectives on technological dimension;

– Table 14, secondary investigation 2025 perception analysis on technology dimension.

This approach is graphically directed to facilitate the comparability and interpretation of the reported information. Given the exploratory nature of this research—focused on an innovative promotional model for sustainable tourism in inner areas supported by evolutionary dimension of technology, the results provide valuable insights into effective practices for enhancing attractiveness and fostering alternative tourism models that offer socio-economic opportunities. The study highlights how encouraging tourism in small, remote towns can create positive cycles, benefiting both local administrations and communities. It suggests that community-driven tourism is crucial for sustainable rural development (Gazzola, Grechi, Romanelli & Pollice, 2020; Bugnar & Mester, 2012). By analyzing data from stakeholder interviews through perception and SWOT analysis, the research provides a reliable understanding of tourism's value. A diverse range of participants, including local administrators, community members and tourists, contributed over 20 hours of interviews in two months (2020). Basilicata's rural aspects, once seen as limitations, are now viewed as strategic assets for alternative tourism, with the Municipality of Colobraro being a key example.

The event "Dream of a Night... to That Town" has become significant, promoting economic and social development through strong community involvement, mostly based on volunteer contributions. The festival retains local authenticity by staying connected to traditions while balancing external collaborations to prevent cultural dilution (Mastronardi & Romagnoli, 2020). The festival aims to combat isolation, create jobs, promote tourism and enhance community ties, achieving a welcoming experience rooted in cultural heritage. While the local tourism model excels in quality and authenticity, it could benefit from improved international networking. The event operates without a traditional ticket system; instead, visitors receive a symbolic amulet, enhancing their engagement. Financially, the festival is sustained through public funding and revenue from participation, leading to notable economic gains. Stakeholder perceptions indicate that local administrators saw lower economic benefits than expected, while retailers noted direct impacts during slower seasons. The tourist experience unfolds in three phases pre-trip, on-site and post-trip with common motivators identified across stakeholders, including the area's natural beauty and cultural richness (Uysal & Sirgy, 2019). The festival promises memorable experiences, yielding high visitor satisfaction and returning attendees. Despite logistical challenges from the growing crowd, the event maintains quality, focusing on authenticity over convenience.

The SWOT analysis reveals community involvement as pivotal for the event's success, but it also identifies risks like depopulation. Strategic external partnerships are cautioned against potential authenticity loss. Overall, the festival promotes local identity and practices successful tourism development principles, aligning with established frameworks in tourism management. The unique landscape contributes to its appeal, embodying both natural and cultural significance distinct to Colobraro's tourism offering an immersive experience, that within the technological dimension highlighted by the secondary investigation, would mark infinite possibilities to involve audience, tourists and stakeholders in general within the opportunity to become part of the setting, sharing pictures and videos by the different angles of spectators' view. Thank to technology the audience is co-creator of contents, co-living the sharable experience. But the dimension of technology investigated, offers also other important supports

for marketing, promotion and organization. In fact, this second investigation, made by focus group method in two hours of discussion, opens new scenarios toward the future and sustainable reinvigoration of the event itself, but also of the sector and type of attraction for the following years.

The effects emerging from the tables resulting from the focus group (tables 9-14) in secondary analysis, define a clear framework of reference of the longitudinal perspective of the impact of the event itself and of the event itself in function of the technology used in the course of the 15 years from its origins to today. In addition, the study promotes a more qualitative analysis on the perception of technology in future perspective under the various profiles dictated by the SWOT analysis and determines an overall vision of the influence dictated by technology on the event itself, the territory and the entire rural tourism sector (Gazzola, Grechi, Romanelli & Pollice, 2020; Bugnar & Mester, 2012). The connotation of high-impact segments for rural tourism, currently, opens up new and unexplored research avenues. Main insights derive precisely from the analysis conducted under the purely qualitative profile. This has allowed us to grasp details that would otherwise be imperceptible. More specifically, it emerged that the main threat seems to be constantly detected in the case of depopulation and the reiteration and repetitiveness of the festival. The main potential expressed over the years in relation to technology, instead, brings out a positive connotation in relation to technological tools that pass from advertising flyers, billboards and websites, from bulky and difficult to handle physical supports to social media, to micro cameras integrated into smartphones. This decrees segments of relatively short eras, but which structure dimensions of historical and prospective interest to such an extent as to make the administration and organizers think of requesting funds to finance the installation of holograms, video-mapping, etc. All to match tourist supply and demand increasingly oriented to the needs of modern niche tourists, such as those of rural tourism. Precisely this determines a sort of luxury in the identification of a detailed tourism towards a sought-after clientele, but which is increasingly expanding, favoring what could be defined as a favorable spin-off for small rural communities. Although, on the one hand, primordial analog technologies such as paper and flyers, word of mouth, are a key foundation of authenticity, this has found a clear strengthening in the emergence of technologies, which integrated into a strategy of co-creation, inclusion, co-generation and co-evolution, turn out to be a key determining factor of success and loyalty, sharing, involvement and diffusion. Alcuni dei contro come fattori critici di insuccesso sono ascrivibili alla tecnologia in quanto Over-reliance on technology can distract participants from the direct experience and the excessive use of technology could compromise the authenticity and the "unique" experience of traditional festivals. This dimension, exposes to an interpretative dynamic of technology as a potential controversy in high-impact sectors, but especially for those attributable to the case of the case study. For a future perspectives, the evidences highlight that it will be essential to find a balance between the use of technology and the preservation of the authenticity, in the sense that technology should be used to enrich the experience, not for replacing it.

5 – Conclusion

This study explores a new model that combines the needs of rural communities and tourists, focusing on tourism promotion in agricultural regions. It involves key stakeholders to show that working together as a strategical organizational perspective can benefit both groups of people in a strict integration with technological tool. The landscapes of Basilicata are a major attraction

for tourists, especially in places like Colobraro, where the local food culture creates unique events. An example is the festival "Dream of a Night... to That Town," which offers authentic experiences that cater to tourists looking for quality and local identity (Mehmetoglu & Engen, 2011; Pine & Gilmore, 2007).

Engaging the local community is essential for building a strong identity that appeals to visitors, making them active participants in the festival rather than just observers. In this way, the technological dimension, during the years, as demonstrated by the results, is a specific critical success factor. This technological perspective, by the organizers' ability for maintaining the identity and authentic dimension, would open a specific view and horizons for the future. Looking at the past technology as paper flyers, and looking to contemporary frame, pervasivity of technology, if well implemented would boost and enhance the tourism offer also in remote areas. The proposed festival has become a major event in the region, evolving to attract more tourists and meeting the demand for nature-based tourism through diverse and memorable experiences. According to this, the technological integration would furnish a part of this memorable memory, making tourist part of the spectacle, being spectators, actors, reporters and promoters themselves.

The recognition of Matera as the European Capital of Culture in 2019 has also increased interest in lesser-known areas like Colobraro, showcasing Basilicata as a unique tourist destination beyond agriculture (Corinto, 2017). The media dimension, is in this case an inestimable source. Concerning the methodological aspects, the research included various stakeholders such as community members, local leaders and tourists, using SWOT analysis to understand the festival's impact. In addition a following analysis has been considered in terms of technology-driven impacts especially from a longitudinal perspective. This made possible to involve valuable subjects directly engaged (in terms of technology) with the festival at organizational and promotional level.

The study highlights the importance of promoting local products and traditions through festivals, offering a richer experience (Petrick, Morais & Norman, 2001) enhanced by technology and media support during the years (Gössling, 2021; Cai, Richter & McKenna, 2019; Poon, 1993). The study advocates for a participatory approach to rural tourism that supports community involvement and sustainable practices, contrasting with the mere profit-driven tourism models (Storper, 1997). Events like "Dream of a Night... to That Town" can help attract tourists seeking authentic experiences while supporting local communities and long-term tourism growth also with the aid of technological tools (i.e. smartphones, digital cameras, booking web platforms, social media etc.).

Technology-based promotional methods, which use communicative solutions generated from social-media marketing, play a strong and effective role in this regard, in strict relation to the sense of identity and authenticity the campaign behind the event, dense of cultural and traditional heritage, would transmit in terms of a unique experience. In this sense, the case study (the event "Dream of a night...to that town", held by the Municipality of Colobraro, a small, isolated rural place situated in the Basilicata - Italian Region) could be a crucial, even preliminary, starting point for highlighting the technology role in the success of large events, even in small places, depicting a mirror perspective on the critical success factors of a technologically-based tourism strategy, use or not of immersive solutions, web and social marketing, laying the foundations for a factual analysis, both in terms of benefits and critical issues, that the digital revolution is bringing in all sectors and social areas. Above all noteworthy are those high-impact

segments such as tourism, which require more detailed academic insights and which currently face a lack of contributions aimed at investigating good practices, strategies, critical issues and potential of the same. The principal outcomes, derived from the comprehensive analytical endeavors, will yield favorable implications at the political, social and administrative strata, establishing a course of action that may be emulated by both national and European municipalities, which are significantly engaged in a conventional paradigm that is at times undervalued. The advantages stemming from the enhancement of these locales, both through the rediscovery and reverence of the traditions that define them, as well as through the application of technology to foster the identity and authenticity of the experience, among other aspects, will undoubtedly possess a wide-ranging impact for the essential preservation of the foundational elements of humanity. What has been expressed represents a founding value for the interdisciplinarity of the project, which in addition to directly including aims to define the social, economic, political, administrative and managerial aspects connected to a theme, that of cultural heritage, which cannot ignore its comparison with and contemporary existence in the digital era. Therefore, a look at innovation, although the prospective anchoring is aimed at the valorization of the people's tradition, is absolutely necessary. In these terms, the longitudinal analysis manages to coordinate a wide-ranging vision from the beginning to the current situation of the case study (event), which exploits the anthropological encouragement (of rites and magic) up to the definition of good administrative practices, in close connection with the theme of isolation, identity, authenticity, as cornerstones of sociology and like the end-user/consumer experience of marketing campaigns. This multifaceted, wide-ranging vision would decree the emergence of policy guidelines, tourism, administrative, sustainability, in the social, welfare, citizen engagement and value co-creation, participatory strategies, territorial enhancement, financial policies, requalification and transmission to posterity of cultural traditions in the era of virtualization. This last aspect is also analyzed in terms of longitudinal impact assessment from the dawn to today, in a decade of successful events characterized by a strong attraction. Limitations of the research would cover the range of perception perspective, but this controversy has been limited by the authors thanks to a multiple view point integration. Future possibilities for developing this research would be the possibility to structure a guideline for the rural-tourism best-practices following the valuable example of Colbraro case. In addition, it would be useful to provide a more in depth ethnographic method for directly observing and confirming or not the perception provided.

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Appendix – Tables

Tab.1 Interviews results integration

<i>Criteria*</i>	<i>Internal perspective</i>		<i>Community</i>			<i>External perspective</i>
	<u>Administrators and Organizers:</u>	<u>Hospitality operators:</u>	<u>Retailers:</u>	<u>Families:</u>	<u>Educational institutions, Religious and Cultural Associations:</u>	<u>Tourists:</u>
<i>Investigation on the possible perceived triggers of event creation</i>						
<i>Depopulation</i>	1,0,0,0	0,1	1	0,1,0	1,0,1	**
<i>Emigration</i>	1,0,0,0	0,1	1	0,0,0	1,0,1	
<i>Job loss</i>	1,0,1,0	0,1	1	0,0,0	1,1,0	
<i>Isolation</i>	1,1,1,1	1,1	1	0,1,1	0,1,1	
<i>Job opportunities (also seasonal)</i>	1,1,1,0	1,1	1	0,1,1	1,1,1	
<i>Territorial tourism promotion</i>	1,1,1,1	1,1	1	1,1,1	1,1,1	
<i>Territorial valorization</i>	1,1,1,1	1,1	1	1,1,1	1,1,1	
<i>Loyalty and social aggregation for the community</i>	1,1,1,1	1,1	1	1,1,1	1,1,0	
<i>Growth opportunity</i>	1,1,1,1	1,1	1	1,1,1	1,1,1	
<i>National / international visibility</i>	1,0,0,1	0,0	1	1,0,0	1,1,1	
<i>Redemption</i>	1,1,1,1	1,1	1	1,1,1	1,1,1	
<i>Rediscovering traditions, culture, flavors of the area</i>	1,1,1,1	1,1	1	1,1,1	1,1,1	
<i>Promotion of a lifestyle</i>	1,1,1,1	1,1	1	1,1,0	1,1,0	
<i>Tourist competition with most popular and well-known destinations</i>	0,0,0,0	0,0	0	0,0,0	0,0,0	
<i>Construction of alternative to conventional tourism (complementary)</i>	1,1,1,1	1,1	1	1,1,1	1,1,1	
<i>Investigation on constituent elements attributable to the event</i>						
<i>Quality, authenticity, localism</i>	1,1,1,1	1,1	1	1,1,1	1,1,1	1,1
<i>Participation and involvement</i>	1,1,1,1	1,1	1	1,1,1	1,1,1	1,1
<i>Message sharing</i>	1,1,1,1	1,1	1	1,1,1	1,1,1	1,1
<i>Promotion of holistic/ immersive/ hybrid experience</i>	1,1,1,1	1,1	1	1,1,1	1,1,1	1,1
	1,1,1,1	1,1	1	1,0,1	1,1,1	1,1

**(1=Positive; 0=Negative)*

<i>A solid cultural basis</i>						
<i>Network development</i>	0,0,0,0	0,1	0	0,0,1	1,1,1	1,0
<i>Other information provided</i>	Community support- Ethical work- Implementing networks- Good base but network to implement.			Embryonic network- Network still in its early stages.		Network not much developed- with margin of improvement.
<u>Investigation on tourist typologies</u>						
<i>Niche</i>						
<i>Mass</i>	1,1,1,1					1,1
<i>Middle-researched</i>						
<i>Other</i>	Initial middle-researched					Early niche and medium-researched after.
<i>Support experience</i>	1,1,1					1 which becomes peak
<i>Extension exp.</i>	1,1					
<i>Peak exp.</i>	1,1,1,1					1
<u>Investigation on typologies of stay</u>						
<i>1 day-1 night</i>	1					
<i>1 day to 5 days</i>	1					
<i>More than 5 days</i>						
<i>No night only event</i>	1,1,1,1					1,1
<u>Investigation on provenance of tourists</u>						
<i>Province</i>						
<i>Region</i>						
<i>Neighboring regions</i>	1					
<i>National</i>	1,1,1,1					1
<i>Also international</i>						
<u>Year of event starting point</u>	2010/11 - 2011 - 2011 - 2008	2010 - 2009/10	2009/10	2010 - 2010 - 2009/10	2009/10 - 2010 - 2010	
<u>Perceived motivation on creation of an immersive experience</u>	1,1,1,1					1,1
<u>Investigation on perceived needs to satisfy and satisfied</u>						
<i>Naturalness/ Silence/ Quiet</i>	1,1,1,1	For a later return choice - not related to the event				1,1 Silence and tranquility decisive for a subsequent return choice
<i>Rediscovering traditions, culture, myths and legends</i>	1,1,1,1					1,1
<i>Rediscovering of scents, flavors and past memories</i>	1,1,1,1					1,1
<i>Immersive/ Holistic/ Hybrid exp.</i>	1,1,1,1					1,1
<u>Perceived tourists feedback</u>						-Largely positive (experience to

<i>largely positive</i>						be redone - I will come back)
<i>appropriately positive</i>	-Largely positive	-Largely positive	- Largely positive (many return)	-Largely positive	-Largely positive	-Largely positive
<i>poorly positive</i>	-Largely positive	-Largely positive		-Largely positive	-Largely positive	positive (even friends and relatives who came with me from outside the region leave very positive feedbacks)
<i>indifferent</i>						
<i>negatively</i>						
<i>largely negative</i>						

Investigation on expectations and perceptions of what tourists look for from a dual perspective

1)Place	-Ruralness, traditions, folklore, authenticity -Characteristics of the geographical position, climate, landscapes -Panoramas and natural beauty -Magic of the places.	-Landscape, characteristic glimpses - Rediscovery of origins and tradition, ruralness -Landscape, ruralness of the place, social relations and rediscovery of the sense of family.	Clean air, quiet, silence, views.	-Rural landscape, cuisine, hospitality, the place boasts one of the most beautiful landscapes in Italy -Naturalness, finding a natural way of life in the place because we are surrounded by technology - The magic and breathtaking landscapes, the exceptional moon at night, the landscape itself is the magic of the place.	-Breathtaking landscapes -Immersion in a historic center that retains its charm -Rediscovering a land that arouses a particular emotion in the traveler, discovering traditionally non-tourist areas that can be a strong emotional element.	-Panoramas, landscape/ naturalistic aspect -Specificity of the tourist choice -Finding something that cannot be done elsewhere -Landscape - Wonder and amazement.
2)Event	-The event completes the expectation -See up close and experience the legend -Curiosity, some for food - curiosity -Surprise and irony.	-Curiosity and leisure -Distraction and leisure.	-Reliving tradition, entertainment, theatricality.	-Magic, cultural fun -Irony and curiosity -Curiosity, evenings full of welcome and fun combined with food and wine.	-Spend an evening experiencing the sense of welcome of a community in the name of the re-enactment of tradition and culture, tasting typical dishes -Landscapes, relaxation and culture -Searching for values, traditions, customs that have been neglected by modern society -Cultural heritage that stimulates interest.	Catapulting into the myth/ immersive experience in magic and tradition -Originality -Many of the tourists who come have had similar experiences but this in particular is characterized by being a "collective event".

Investigation on tourist perceptions Pre-trip/en-route/at destination/post-trip

1)Pre-trip	-Curiosity -Curiosity					-Curiosity and adventurous difficulty to
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	-Curiosity -Culture and traditions -Curiosity.				reach the destination -Initial curiosity as a prevailing and motivating element.
2)En-route	-Fascinating and enchanting panoramas -Naturalness and isolation/distance and difficulty make the tourist choice aware -Fascinating landscapes -Emotion and fear.				-Logistical difficulty, but the landscape makes you forget the tortuosity of the road -Fascinating landscape and its peculiarity.
3)at destination	-Appreciation and charm -Welcome - Feel welcomed - Joy, sense of family and welcome.				-It seems to arrive and live in a different world, catapulted into a fantastic world where you live the welcome of the rediscovery of flavors, traditions and a lost friendliness -Welcome, organization, involvement, offer of multiple aspects of fruition.
4)Post-trip	-Everything beyond expectations -Light sense -Heartedness -Wonder -Satisfaction, well-being, relaxation.				-The tourist leaves with a sense of melancholy mixed with joy for the experience lived as memorable, this positively influences the choice of possible return -Beautiful memory and desire to return.
<u>Perceived percentage of return choice (%)</u>	80% 60% 70% 30%				90% 100% (although it varies for tourists depending on the place of origin - the neighboring regions certainly show a higher return frequency)
<u>Perceived Services offered</u>	-Reception, welcome service parking and bus for free, catering.	-Reception, welcome service parking and	-Reception, welcome service parking and	-Reception, welcome service parking and	-Reception, welcome service parking and bus for free, catering.

		bus for free, catering.	bus for free, catering.	bus for free, catering.	tourists are invited and welcomed in the country - Emblematic experience -Community as a development agent in building a welcoming experience.	bus for free, catering.
<u>Investigation on determinant role of WOM and promotional activities</u>	1,1,1,1	1,1	1	1,1,1	1,1,1 (fundamental, even if changed with new technologies)	1,1 We came to know by WOM and ADV -WOM is of considerable importance, there are still effective promotion channels -We have come to know directly by the citizens themselves and WOM promoted by other tourists as well as ADV material.
<i>Community promotion</i>	1(before)					
<i>Tourists promotion</i>	1,1(more today)	1,1	1	1,1	1,1,1	1
<i>Equal</i>	1,1			1,1		
<u>Investigation on perceived infrastructural adequacy</u>	-Adequate and functional -Improved over the years, good -Sense of Adequacy.	-Adequacy -Good.	Not totally adequate (road)	-Initially more community input -Today more promoted by tourists -Adequate, leaves affected by the cleanliness	-Adequate, probably still an embryonic presence of receptive structures even if compensated by the structures present on the coast -Positive -We have gone from the tiring and softening complaint of infrastructural discomfort to a proposal that takes into account this difficulty and inserts it in the conscious tuition proposal.	-Fair (difficulty arriving by winding road) -Adequate but a single weak point could be found in the still poorly implemented accommodation elements.
<u>Tickets existence</u>	0,0,0,0 (amulet with medicinal herbs)					0,0 (amulet with medicinal herbs)
<u>Investigation on production and sale of artifacts during the event</u>	1,1,1,1	1,1	1	1,1,1	1,1,1	1,1
<u>Investigation on typologies of</u>	1,1,1,1	1,1	1	1,1,1	1,1,1	1,1

<u>artifacts with ADV scope</u>	Handicrafts and souvenirs with ADV characters for the place.	Handicrafts and souvenirs with ADV characters for the place.	Handicrafts and souvenirs with ADV characters for the place.	Handicrafts and souvenirs with ADV characters for the place.	Handicrafts and souvenirs with ADV characters for the place.	Handicrafts and souvenirs with ADV characters for the place.
<u>Investigation on sale and service of typical local dishes</u>	1,1,1,1	1,1	1	1,1,1	1,1,1	1,1
<u>Investigation on profit redistribution</u>	-Expense coverage -Contribution to participants/merchants personal income -Costs coverage and possible self-financing of the subsequent event.	-Coverage of organizational expenses and eventual refinancing of the following event.	-Creation of a sort of circular economy -Collaborative /cooperative approach, only reimbursements for someone who organizes.	-It covers organizational and festival expenses, provided reimbursements to some volunteers -Repay costs and promote the next event -Flat-rate reimbursements and self-financing for the next event.	-The local economy benefits indirectly, even if the supplies are supplied by local operators -Cost coverage, sometimes it is possible to finance the next edition	
<u>Investigation on involvement strategy and cooperative approach</u>						
<i>Phases</i>	-All phases -All phases -All phases -All phases.	-All (full involvement) -Whole process.	-Direct in all phases.	-All-round involvement from conception to closure -Active participation in all phases -Participation in all phases of the process, it is everyone's help that favors the success of the event.	-Throughout the process from the starting stages and also at the end of the event. -At all stages -Community involvement of the most interested parties, for which the community is involved from start to finish.	
<i>Voluntary for free/voluntary with reimbursement base</i>	1,1,1,1 -At different levels, mostly free voluntary.	1,1 -Free voluntary prevalence -Double level.	1 -Free voluntary prevalence.	1,1,1 Free voluntary prevalence -Free volunteers prevalence and some with refunds -Volunteer with and without compensation.	1,1,1 -At different levels: membership, direct involvement for professed love, volunteer with compensation / gift and free volunteer mainly -Mixed formula -Mostly free -Volunteer.	
<u>Perceived economic benefits during summer (event)</u>	1,1,1,1	1,1	1	1,1	1,1,1	
<i>Perceived increment (%)</i>	N/F. +10% 50/60%	+40% +80%	+20/30%	+80% +50% +70%	+50/70% +50% +50%	

	20%				
<i>Other months increment</i>	-No, much less, prevalence of summer months.	-Relapses also during the year about + 20%.	-Even in other months.	-Poor relapses during the year -Some relapses during the year -Strong connection to the event.	-Some tourists return to enjoy the landscape even without the mass of summer tourists during the event -Even in the months not only connected to the event -Even relapses in the following months.
<u>Perceived Inconvenience</u> <i>Typologies</i>	1,1,0 -Attendance absorption (for someone)	1 -Attendance absorption -Viability.	0	0,1,1 -Small road problems -Absorption of mass tourists -Small inconvenience due to the fact that the town becomes a living theater.	1,0,0 -Small inconveniences related to viability.
	<u>Investigation on general perception on the event</u>				
<i>largely positive</i>	1,1,1		1		1,1,1 1,1
<i>appropriately positive</i>	1	1		1,1,1	
<i>poorly positive</i>					
<i>indifferent</i>					
<i>negatively</i>					
<i>largely negative</i>					
<u>Investigation on eventual perception without involvement strategy</u>	-Ideological barriers -There would have been no current result -There would have been no event -It would have been perceived with a slightly lower level of positivity.	-It would have suffered the presence of barriers -Greater barriers presence.	-It would have been accepted favorably even without involvement, but the strategy helped create a strong identity.	-Involvement is a winning idea otherwise the event would have suffered the presence of barriers -Equally accepted but with some resistance -IT would have had barriers.	-It would have been perceived as a distorted event -It would have been a completely different proposal -It would have been perceived less positively -Creation of virtuosity connected with the production and transfer of culture.
<u>Investigation on the role of involvement strategy</u>	-Determinant -Necessary and decisive -Without involvement, the event would not exist -Role, however, determining in shaping the current level of acceptance.	-Determinant because now the event is "a child of the community".	-Felling barriers in several persons.	-Determinant -Element that drives the maintenance of the event and today we experience the event as a personal matter.	-The involvement strategy creates an extraordinary experience at all levels: administration, population involved in the reception. associations, commercial activities. local actors in intergenerational connection

-Everyone
contributes to
the success
-The decisive
role of the
engagement
strategy is
fundamental.

Source: Authors' primary investigation during 2020 from Rainero & Modarelli (2020)

*(**space not filled means an answer not given or an aspect not investigated for the category, guaranteeing the comparison between the perspectives of the clusters considered significant for the purposes of the specific segment analysis)*

Tab.2 Event “Dream of a night... to that town” SWOT Analysis

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators and Organizers:</u>	<ul style="list-style-type: none"> -Renewal capability, huge hospitality, people are transferred to an experience never seen before. -Authenticity, originality, gratuity, genuineness and comedy. -Originality, aggregation, charm, cultural growth. -Originality of the theme and expressive type. 	<ul style="list-style-type: none"> -Upgrade and mass opening could denature the event in terms of identity. -Unexpected mass tourism proliferation. -Physical limits of unexpected tourism boom absorption. 	<ul style="list-style-type: none"> -The balance created is not to be changed. -Better manage the flow of people. -The event structure is solid. -More resources for scenography and organization. -Expansion of the event, not only seasoned in summer. 	<ul style="list-style-type: none"> -Physical limits of tourism absorption. -Road infrastructure. -Mass tourism could cause loss of originality and identity. -Depopulation create difficulties for future event proposition and probable denaturation -Initial competition with others similar events.
<u>-Hospitality operators:</u>	<ul style="list-style-type: none"> -Originality and joy. -Culturally very beautiful. -Native and original product. 	<ul style="list-style-type: none"> -N/F. -N/F. 	<ul style="list-style-type: none"> -N/F. -Improve and enhance the food festival. 	<ul style="list-style-type: none"> -Tourism boom could create a loss of subsequent interest.
<u>-Retailers:</u>	<ul style="list-style-type: none"> -Theatricality, local actors, immersiveness. 	<ul style="list-style-type: none"> -Excessive attendance. 	<ul style="list-style-type: none"> -External involvement for enhancing quality. 	<ul style="list-style-type: none"> -Initial competition with others similar events.
<u>-Families:</u>	<ul style="list-style-type: none"> -Irony and originality -Transformation of perceived negativity into objective positivity. -Social aggregation, cooperation, territorial promotion in terms of traditions and folklore. 	<ul style="list-style-type: none"> -Physical limits to in terms of road infrastructure. -N/F. -N/F. 	<ul style="list-style-type: none"> -Extension of the event on several appointments even beyond the summer. -Unamplified voice of the actors. -Actors professionalization. -Construction talent discovery. -Better management of tourism mass now too vast. -Every year we try to improve some imperfections. 	<ul style="list-style-type: none"> -Initial competition with others similar events. -N/F. -Tourism mass management.
<u>-Educational institutions, Religious and Cultural Associations:</u>	<ul style="list-style-type: none"> -Protagonism of a community eager for redemption linked to historical vicissitudes. -community building its fortune. -Originality. -Completeness of the offer and participation. -External projection and originality. -Participation of the local community and tourists. 	<ul style="list-style-type: none"> -Not optimal road condition. -Still little availability of accommodation facilities -N/F. -N/F. 	<ul style="list-style-type: none"> -Greater enhancement of the territory for multi-day proposals, events spread over the whole year, seasonal adjustment of the proposal. -Develop and enhance connections among the different proposals on the territorialities. -N/F. -N/F. 	<ul style="list-style-type: none"> -Fragmentation of the proposal between the various territorialities. -N/F. -Possible denaturation in the constant search for renewal.
<u>-Tourists:</u>	<ul style="list-style-type: none"> -Immersive involvement is fascinating. -Myth and tradition in favor of the territory and attraction. -Originality of the itinerant structure. -Genuineness. 	<ul style="list-style-type: none"> -Excess of people. -Winding road risks interruptions and difficulty in reaching / but it is also characteristic 	<ul style="list-style-type: none"> -Further extension of appointments. -Study dates with lower seasonality. -Insert the experience in a circuit (network) that also concerns other events and locations in the region and in neighboring regions. 	<ul style="list-style-type: none"> -Too many presences harm the possibility of fully experiencing the immersive experience. -Repetitiveness and renewal can conflict. -The dialect language could be both a risk for non regional tourists and a peculiarity. -Initial competition with others similar events.

Source: Author’s processing (* N/F = Not Found) from Rainero & Modarelli, 2020

Tab.3 Strategic involvement/cooperative approach SWOT Analysis

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators and Organizers:</u>	<ul style="list-style-type: none"> -Audience creation through education. -Community event building through ethical commitment. -Breaking down ideological barriers. -Active co-creation of an outcome, cultural growth for local youth. -Socialization moment and feeling of redemption that in concrete actions leads to the achievement of the objective. -Barriers breaking down. -Strong commitment, youth grew up with the event implementation. 	<ul style="list-style-type: none"> -Residual resistance to involvement. -N/F. -N/F. -N/F. 	<ul style="list-style-type: none"> -Create more involvement. -Strengthening of external networks. -Involvement and cooperative approach in advanced phase. 	<ul style="list-style-type: none"> -Opening the event-building to non-professionals. -Complete opening of the public sphere. -Probable individualisms and protagonisms. -Extra local involvement could denature.
<u>-Hospitality operators:</u>	<ul style="list-style-type: none"> -Making everyone feel protagonist and creator. -Barriers breaking down. -The community made this event its own fantasy and active participation gave rise to creativity 	<ul style="list-style-type: none"> -Sense of internal competition. -N/F. 	<ul style="list-style-type: none"> -N/F. -Establish greater relationships with suppliers and entrepreneurs. 	<ul style="list-style-type: none"> -Depopulation directly connected to the success of the event. -N/F.
<u>-Retailers:</u>	<ul style="list-style-type: none"> -Desire for redemption and rebirth that led to people's cooperative activism. 	<ul style="list-style-type: none"> -Small inconveniences for those who live close to the event route. 	<ul style="list-style-type: none"> -Greater involvement of youth local and external. 	<ul style="list-style-type: none"> -Probable ideological barriers existence.
<u>-Families:</u>	<ul style="list-style-type: none"> -Central involvement of the youth community. -Determination, union, collaboration and desire to do things together. -Barriers breaking down. 	<ul style="list-style-type: none"> -Lack of generational renewal. -N/F. -Increasingly difficult to involve youth (depopulation). 	<ul style="list-style-type: none"> -More than this cannot be done. -It can always grow. -It cannot be improved yet, but the voluntary base is a little less. 	<ul style="list-style-type: none"> -N/F. -N/F. -N/F.
<u>-Educational institutions, Religious and Cultural Associations:</u>	<ul style="list-style-type: none"> -Great ability to make community. -Strong vision not to fear the strategic possibility of proposing something big in a very small reality. -Almost all of the population is actively involved in the event organization. -Acceptance barriers breaking down. -Constitution of a particularly pervasive mechanism capable of activating extraordinary emotional forces. -Empathic involvement. 	<ul style="list-style-type: none"> -N/F. -N/F. -N/F. 	<ul style="list-style-type: none"> -Greater involvement in public-private partnerships and construction of external networks. -N/F. -N/F. 	<ul style="list-style-type: none"> -Involvement would not create penalties. -N/F. -Strict connection with budgetary aspects.
<u>-Tourists:</u>	<ul style="list-style-type: none"> -Believe in the project. -Strong commitment. -Recruit local people and non-professional actors for their growth over time. 	<ul style="list-style-type: none"> -N/F. -N/F. 	<ul style="list-style-type: none"> -N/F. -N/F. 	<ul style="list-style-type: none"> -N/F. -Depopulation risk could lead for subsequent editions to draw from external professional basins, distorting the event.

Source: Author's processing (* N/F = Not Found) from Rainero & Modarelli, 2020

Tab.4 Event “Dream of a night... to that town” SWOT Analysis 2025 (initial stages perceptions)

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators – ANCI President and Organizers</u>	-News -Engagement -Synergy	-Seasonality	-Network -Creation of integrated paths	-Depopulation
<u>-Event Producers:</u>	-Enthusiasm -Estrangement Effect -Displacement Effect -Exploitation of a cultural stain as a point of strength to one's advantage	-Cultural stain exploited to one's advantage -Unexpected flow of people -Initial organizational unpreparedness	-Legacy to the country and to posterity -Autonomy	-Routine
<u>-TV:</u>	-Ability to surprise and make a breakthrough compared to having a tabula rasa between before and after -Awareness of the existence of a place and a culturally dense past -Reversal of paradigm and conception in the image from negative to positive (redemption) -Virtuous word of mouth -Disruptive character of the event in a static tourist panorama	-Initially an event with little structure, left to the creativity, sensitivity and inspiration of the Mayor's dream and a small group that improvised this festival	-Awareness of the possibility of building on the event and the broader project -Consolidation of complementary micro-enterprise development activities -Building an ecosystem of opportunities for the territory and the people who live there	-Fear that the event was just a meteor and would not consolidate -Risk of addiction -Fear that the event going forward would not return the effect expected in the first edition -Fear for the event to repeat and reiterate itself
<u>-Presidents of cultural association and organizers:</u>	-The event is a source of aggregation -New light in a depressed dimension -Source of synergy and common goals	-The initial organization was elementary	-Cultural and professional growth, knowledge of the territory -Economic growth -Alternative life and sociality	-Concerns about future editions -Depopulation
<u>-Graphic designers and social media communication:</u>	-The project itself was born strong with the reputation of Colobrarò -Many broadcasts had already talked about Colobrarò and its history -Visibility also existing thanks to anthropology books -Desire for redemption -Redemption in the downsizing of negative advertising	-The negative publicity due to the history of the country -I remember an episode when I went to the hospital in Matera, they almost stayed away from me, a sign of a cultural legacy that already existed when I was a child	-Hope to try to create a flow of tourism -Move economy, welfare, work and sense of community -Implementation of restaurant and hotel services	-Population dispersion
<u>-Tourists:</u>	-N/F	-N/F	-N/F	-N/F

Source: Author’s processing (* N/F = Not Found)

Tab.5 Event “Dream of a night... to that town” SWOT Analysis 2025 (at 5 years from initial stages perceptions)

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators – ANCI President and Organizers</u>	-News -Engagement -Synergy	-Seasonality	-Event involvement in other locations -Creation of integrated routes	-Depopulation
<u>-Event Producers:</u>	-Organizational improvement	-Cultural stain exploited to one's advantage -Infrastructure still limited	-Create integrated routes with other places -Improve infrastructure and the event	-Depopulation
<u>-TV:</u>	-General theme more indicative with cultural background -Attractiveness for young people -Memory of a story that leads to the possibility of having a chance even when apparently there is none for one's own territory -Sense of belonging and cultural transfer to posterity	-Initially an event with little structure, left to the creativity, sensitivity and inspiration of the Mayor's dream and a small group that improvised this festival	-More indicative general theme with cultural background becomes an opportunity for growth and construction -Make the event paths more usable and enjoyable	261 / 5.000 -Fear that the event was just a meteor and would not consolidate -Risk of addiction -Fear that the event going forward would not return the effect expected in the first edition -Fear for the event to repeat and reiterate itself
<u>-Presidents of cultural association and organizers:</u>	-The event is a source of aggregation -New light in a depressed dimension -Source of synergy and common goals	-The organization is not yet fully developed	-Cultural and professional growth, knowledge of the territory -Economic growth -Alternative life and sociality	-Concerns about future editions -Depopulation
<u>-Graphic designers and social media communication:</u>	-News that went hand in hand with the discovery of Basilicata -Production of films and events with locations in Basilicata have favored the rise of the event	-The persistence that is linked to the discussion on the difficulties of guaranteeing a continuous de-seasonalized economy, of work and welfare	-Deseasonalization, disconnecting the event from purely summer appointments	-Not creating stable work all year round, decline in births, difficulty in maintaining event stability
<u>-Tourists:</u>	-N/F	-N/F	-N/F	-N/F

Source: Author’s processing (* N/F = Not Found)

Tab.6 Event “Dream of a night... to that town” SWOT Analysis 2025 (at 10 years from initial stages perceptions)

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators – ANCI President and Organizers</u>	-Acquired notoriety	-Repetitiveness -Seasonality	-Network (now failed) new opportunity -Create integrated routes with other places -Infrastructural and event improvement	-Depopulation -Not being able to offer attractions for several days -Nearby mass tourist resorts
<u>-Event Producers:</u>	-Improved organization -Covid-19 did not block the event -Socializing dimension	-Routine	-Involvement -Acquisition of theatrical art	-Depopulation -Not being able to offer attractions for several days -Nearby mass tourist resorts
<u>-TV:</u>	-General theme more indicative with cultural background -Attractiveness for young people -Memory of a story that leads to the possibility of having a chance even when apparently there is none for one's own territory -Sense of belonging and cultural transfer to posterity	-Poor openings to the outside in paths and networks, partnerships	-Opportunities for growth and construction -Making the event paths more accessible and enjoyable	-Fear that the event was just a meteor and would not consolidate -Risk of addiction -Fear that the event going forward would not return the effect expected in the first edition -Fear for the event to repeat and reiterate itself
<u>-Presidents of cultural association and organizers:</u>	-The event is a source of aggregation -New light in a depressed dimension -Source of synergy and common goals -Well-oiled organization	-Repetitiveness	-Cultural and professional growth, knowledge of the territory -Economic growth -Alternative life and sociality -Work implications in the sector -Personal and professional growth	-Concerns about future editions -Depopulation
<u>-Graphic designers and social media communication:</u>	-The event has become more and more refined. -Administrative and organizational commitment for the renewal -Rediscovering the surprise effect in the renewal	-Anchoring to a seasonal economy that is not sufficient to guarantee, even if widely implemented, a continuous sustenance and attractiveness for the population	-Detach yourself from the summer seasonality	-Not creating stable work all year round, decline in births, difficulty in maintaining event stability
<u>-Tourists:</u>	-N/F	-N/F	-N/F	-N/F

Source: Author’s processing (* N/F = Not Found)

Tab.7 Event “Dream of a night... to that town” SWOT Analysis 2025 (at 15 years from initial stages perceptions)

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators – ANCI President and Organizers</u>	-Acquired notoriety	-Routine	-Network (now failed) new opportunity -Create integrated routes with other places -Infrastructural and event improvement	-Risk for entrepreneurs opening businesses expressly referred to the numbers of seasonal visitors -Mass tourist locations
<u>-Event Producers:</u>	-Organization is now a well-oiled machine -It makes up for existing threats	-N/F	-Many opportunities for involvement in the theatrical art; some actors have continued this path with important collaborations in the sector	-Routine -Loss of enthusiasm in socializing
<u>-TV:</u>	-General theme more indicative with cultural background -Attractiveness for young people -Memory of a story that leads to the possibility of having a chance even when apparently there is none for one's own territory -Sense of belonging and cultural transfer to posterity	-Poor openings to the outside in paths and networks, partnerships	-Opportunities for growth and construction -Making the event paths more accessible and enjoyable -Change and renew over time	-Fear that the event was just a meteor and would not consolidate -Risk of addiction -Fear that the event going forward would not return the effect expected in the first edition -Fear for the event to repeat and reiterate itself
<u>-Presidents of cultural association and organizers:</u>	-The event is a source of aggregation -New light in a depressed dimension -Source of synergy and common goals -Well-oiled organization	-Repetitiveness	-Cultural and professional growth, knowledge of the territory -Economic growth -Alternative life and sociality -Work implications in the sector -Personal and professional growth	-Concerns about future editions -Depopulation
<u>-Graphic designers and social media communication:</u>	-The event has become more and more refined. -Administrative and organizational commitment for the renewal -Rediscovering the surprise effect in the renewal	-Anchoring to a seasonal economy that is not sufficient to guarantee, even if widely implemented, a continuous sustenance and attractiveness for the population	-Detach yourself from the summer seasonality	-Not creating stable work all year round, decline in births, difficulty in maintaining event stability
<u>-Tourists:</u>	-A visible crescendo of the festival having participated in the 3 previous editions -The people I spoke to promised to return	-Generational change is scary -Territorial depression -Demographic decline -Scarcity of jobs that the event cannot create in an adequate measure to the needs	-Growth potential with network -Job creation thanks to integrated paths throughout the territory and beyond	-Depopulation

Source: Author’s processing (* N/F = Not Found)

Tab.8 Event “Dream of a night... to that town” SWOT Analysis 2025 (future perspectives perceptions)

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators – ANCI President and Organizers</u>	-Acquired notoriety	-Organizational complication with local people	-Deseasonalization -Communication with other neighboring locations -Coordination of events in multiple locations -Improvement of infrastructure and route -Technological integration (e.g. holograms)	-Risk for entrepreneurs opening businesses expressly referred to the numbers of seasonal visitors -Mass tourist locations
<u>-Event Producers:</u>	-Organization is now a well-oiled machine -It makes up for existing threats	-N/F	-Many opportunities for involvement in the art of theatre; some actors have continued this path with important collaborations in the sector -Technological integration with greater exploitation of sharing platforms	-Routine -Loss of enthusiasm in socializing
<u>-TV:</u>	-A process of renewal in communication is underway	-A place cannot live only by its own light, so the lack of a network and a holistic vision is necessary, decreeing both strengths (opportunities) and strengths and weaknesses	-A place cannot live only by its own light, so the lack of a network and a holistic vision is necessary, decreeing both strengths (opportunities) and strengths and weaknesses -Need to take the communication path beyond the border -Attempt to build different contents -Make this story something that makes people talk (integrated technological contribution necessary)	-A place cannot live only by its own light, so the lack of a network and a holistic vision is necessary, decreeing both strengths (opportunities) and riches and weaknesses -Depopulation and disinterest
<u>-Presidents of cultural association and organizers:</u>	-The event is a source of aggregation -New light in a depressed dimension -Source of synergy and common goals -Well-oiled organization	-Repetitiveness	-Cultural and professional growth, knowledge of the territory -Economic growth -Alternative life and sociality -Work-related consequences in the sector -Personal and professional growth -Even if the event itself does not require great technologies, an opportunity can arise from the integration of these	-Concerns about future editions -Depopulation -Risk of addiction
<u>-Graphic designers and social media communication:</u>	-Hope	-Anchoring to a seasonal economy that is not sufficient to guarantee, even if widely implemented, a continuous sustenance and attractiveness for the population	-Possibility to create REBOOT as Netflix case -Implementation of technological dimension -Immersive involvement -Augmentative experiences	-Overtourism
<u>-Tourists:</u>	-Enhancement of cultural and territorial resources-Cultural irony	-Work related to the seasonal dimension	-Creation of an induced effect and jobs	-Depopulation

Source: Author’s processing (* N/F = Not Found)

Tab.9 Event “Dream of a night... to that town” SWOT Analysis 2025 technological value (at initial stages perceptions)

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators – ANCI President and Organizers</u>	-Leaflet distribution and word of mouth were the communication technologies at the base of the event's promotion strategy -Huge cameras and very long cables made some live TV broadcasts possible	-Huge physical and economic effort	-Visibility and immersive event creation for the pioneering era	-Depopulation -Concern for the existence of future editions
<u>-Event Producers:</u>	-As for communication, the winning weapon of the early days in terms of technology were flyers and direct word of mouth -I remember that the kids would leave and go to the beach to distribute flyers	-Elementary level organization	-The audience is an integral part of the show	-Fears for the existence of subsequent editions
<u>-TV:</u>	-Technology (initially limited) offered the possibility to document and preserve history and traditions, making them accessible in the future.	-N/F	- Improving the festival's communication	-Overtourism
<u>-Presidents of cultural association and organizers:</u>	-Word of mouth and vullantinage took on the main characteristics of promotional technology, of an almost apostolic connotation of transfer of the "word", we felt like Apostles of the "dream"	-Organizational difficulties	-Hope	-Depopulation
<u>-Graphic designers and social media communication:</u>	-Event advertised on posters, word of mouth and only Facebook page that replaced the initial website -Promotion on local TV	-We had to find the audience	-Growth potential	Almost none other than possible negative word of mouth
<u>-Tourists:</u>	-N/F	-N/F	-N/F	-N/F

Source: Author’s processing (* N/F = Not Found)

Tab.10 Event “Dream of a night... to that town” SWOT Analysis 2025 technological value (at 5 years from initial stages perceptions)

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators – ANCI President and Organizers</u>	<ul style="list-style-type: none"> -Leaflet distribution and word of mouth were the communication technologies at the base of the event promotion strategy in step with the emergence of the first social networks and websites -Huge cameras and very long cables made some live TV broadcasts possible 	<ul style="list-style-type: none"> -Still huge physical and economic effort 	<ul style="list-style-type: none"> -Visibility and immersive event creation for the pioneering era 	<ul style="list-style-type: none"> -Depopulation -Concern for the existence of future editions
<u>-Event Producers:</u>	<ul style="list-style-type: none"> -The main technology was dictated by the morphological conformation of the alleys and streets where the show was held -Social networks began to emerge in a pervasive way -Internet with website 	<ul style="list-style-type: none"> -Audio/video difficulties 	<ul style="list-style-type: none"> -Infrastructure improvement -Communication improvement -Network perspectives 	<ul style="list-style-type: none"> -Risk of depopulation -Repetitiveness
<u>-TV:</u>	<ul style="list-style-type: none"> -Digitalization began to allow for a greater dissemination of stories and testimonies, reaching a wider audience. 	<ul style="list-style-type: none"> -The excessive use of technology could compromise the authenticity and the "real" experience of traditional festivals. 	<ul style="list-style-type: none"> -Digitalization allows to reach a global audience, increasing the visibility of festivals 	<ul style="list-style-type: none"> -Overtourism
<u>-Presidents of cultural association and organizers:</u>	<ul style="list-style-type: none"> -Word of mouth and advertising assumed the main characteristics of promotional technology, meanwhile the first web page assumed promotional value 	<ul style="list-style-type: none"> -N/F 	<ul style="list-style-type: none"> -Opportunity to reach a wider network 	<ul style="list-style-type: none"> -Depopulation
<u>-Graphic designers and social media communication</u>	<ul style="list-style-type: none"> -Technology is starting to evolve and little by little it has become more widespread and easy to use. -I remember a 100 meter cable with the camera in the early years to facilitate live broadcasts, instead then the cameras reproduced the videos and almost everyone owned one 	<ul style="list-style-type: none"> -N/F 	<ul style="list-style-type: none"> -Greater diffusion and visibility 	<ul style="list-style-type: none"> -N/F
<u>-Tourists:</u>	<ul style="list-style-type: none"> -N/F 	<ul style="list-style-type: none"> -N/F 	<ul style="list-style-type: none"> -N/F 	<ul style="list-style-type: none"> -N/F

Source: Author’s processing (* N/F = Not Found)

Tab.11 Event “Dream of a night... to that town” SWOT Analysis 2025 technological value (at 10 years from initial stages perceptions)

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators – ANCI President and Organizers</u>	<ul style="list-style-type: none"> -Leaflet distribution and word of mouth were the communication technologies at the base of the event's promotion strategy and have never been overlooked, but social media marketing, social networks and digital content sharing have favored the festival's growth and popularity -Smartphones now make the spectator a co-protagonist, co-producer 	<ul style="list-style-type: none"> -Huge number of tourists (both weakness and strength) 	<ul style="list-style-type: none"> -Visibility and creation of immersive events all round -Implement the use of technology 	<ul style="list-style-type: none"> -Depopulation -Concern for the existence of future editions -Problem of innovation and renewal
<u>-Event Producers:</u>	<ul style="list-style-type: none"> -Social networks began to emerge in a pervasive and structural way -Constant use of social media marketing with posts and press releases 	<ul style="list-style-type: none"> Loss of human contact 	<ul style="list-style-type: none"> -Reaching thousands of people with less economic and physical effort 	<ul style="list-style-type: none"> -Loss of authenticity and risk of mass tourism
<u>-TV:</u>	<ul style="list-style-type: none"> -Advanced digital technology (video, online platforms) enables richer and more accessible storytelling, increasing the visibility of festivals. 	<ul style="list-style-type: none"> -Over-reliance on technology can distract participants from the direct experience. 	<ul style="list-style-type: none"> -Technology (websites, social media, video) offers powerful tools to promote festivals and attract tourists. 	<ul style="list-style-type: none"> -Excessive digitalization could lead to the homogenization of festivals, losing their unique identity. -Overtourism
<u>-Presidents of cultural association and organizers:</u>	<ul style="list-style-type: none"> -Word of mouth and vlogging took on the main characteristics of promotional technology. -Alongside the website, pages on social networks were evolving -Smartphones, posts and comments guaranteed more widespread and capillary advertising 	<ul style="list-style-type: none"> -N/F 	<ul style="list-style-type: none"> -Technological integration, especially for promotional aspects, has become a privileged channel to pursue in the future 	<ul style="list-style-type: none"> -Depopulation -Routine -Repetitiveness -Turnover
<u>-Graphic designers and social media communication:</u>	<ul style="list-style-type: none"> -Videos are now made only with smartphones, unlimited and mobile internet connection allows instant live broadcasts -Everyone is a spectator and a reporter, a co-protagonist of the event -Minimal communication effort and word of mouth becomes digital -For the pandemic, online registration forms have helped the organization a lot 	<ul style="list-style-type: none"> -Pandemic -Constant risk of canceling reservations 	<ul style="list-style-type: none"> -Influencers attracted by this kind of event, looking for the peculiarity to make popular 	<ul style="list-style-type: none"> -Pandemic -Routine
<u>-Tourists:</u>	<ul style="list-style-type: none"> -N/F 	<ul style="list-style-type: none"> -N/F 	<ul style="list-style-type: none"> -N/F 	<ul style="list-style-type: none"> -N/F

Source: Author’s processing (* N/F = Not Found)

Tab.12 Event “Dream of a night... to that town” SWOT Analysis 2025 technological value (at 15 years from initial stages perceptions)

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators – ANCI President and Organizers</u>	-Leaflet distribution and word of mouth were the communication technologies at the base of the event's promotion strategy and have never been overlooked, but social media marketing, social networks and digital content sharing have favored the festival's growth and popularity -Smartphones now make the spectator a co-protagonist, co-producer	-Huge number of tourists (both weakness and strength)	-Visibility and creation of immersive events all round -Implement the use of technology	-Depopulation -Concern for the existence of future editions -Problem of innovation and renewal
<u>-Event Producers:</u>	-Social media as a privileged channel for promotion -Constant use of social media marketing with posts and press releases	-Loss of human contact	-Reaching thousands of people with less economic and physical effort -Creating opportunities for spectators to become co-producers, chroniclers of the show through digital videos and photos	-Loss of authenticity and risk of mass tourism
<u>-TV:</u>	Technology has become pervasive, defining the turning point by making the process co-participatory. Immersive technologies (augmented reality, virtual reality) create interactive and engaging experiences, transforming participants into co-protagonists.	Over-reliance on technology can distract participants from the direct experience.	Technology can stimulate the growth of rural tourism, especially in high-impact sectors	The excessive use of technology could compromise the authenticity and “real” experience of traditional festivals.
<u>-Presidents of cultural association and organizers:</u>	-Vonlantine takes on less value, while word of mouth, together with digital, is always in vogue -Smartphones allow spectators to be co-protagonists	-Repetitiveness -Need to maintain engaged people	-Technological integration especially for promotional aspects has become a privileged channel to pursue in the future -This goes hand in hand with the structuring of alternative possibilities for experiencing the territory e.g. electric bike sharing -Technological word of mouth	-Depopulation -Routine -Repetitiveness -Turnover
<u>-Graphic designers and social media communication:</u>	-Technology is absolutely necessary now. -I remember a guy who with just one video acquired 300,000 views and went viral	-N/F	-Promotional dimension is technology-driven	-N/F
<u>-Tourists:</u>	-Technology is now indispensable -Social media marketing promotion -Immersive experience	-Loss of identity and authenticity	-Ability to integrate technology as an experience required by demand in the identity and authenticity of the offer that the festival proposes -Exploiting technological and digital potential is essential for the promotion	-Mass tourism

Source: Author’s processing (* N/F = Not Found)

Tab.13 Event “Dream of a night... to that town” SWOT Analysis 2025 technological value (the future perspectives perceptions)

CRITERIA	Strengths	Weaknesses	Opportunities	Threats
<u>-Administrators – ANCI President and Organizers</u>	-Flyer distribution and word of mouth were the communication technologies at the base of the event's promotion strategy at the beginning and have never been relegated to second place, but social media marketing, social networks and digital content sharing have favored the festival's advancement and popularity -Smartphones now make the spectator a co-protagonist, co-producer	-Huge number of tourists (both weakness and strength)	-Visibility and creation of all-round immersive events -Implement technological use (video-mapping, holograms, virtual reality and artificial intelligence)	-Depopulation -Concern for the existence of future editions -Problem of innovation and renewal
<u>-Event Producers:</u>	-Idea of constantly inserting technology into the creative process	-Territorial impoverishment	-Reaching thousands of people with less economic and physical effort thanks to social media marketing	-Loss of authenticity and risk of mass tourism
<u>-TV:</u>	-It will be essential to find a balance between the use of technology and the preservation of the authenticity of the festivals.	-Distraction from the event itself and focus on the spectator-actor	-Multiple immersivity -Technology will be used to enrich the experience, not replace it.	-Overtourism -Compromission of authenticity
<u>-Presidents of cultural association and organizers:</u>	-Nonlantine takes on less value, while word of mouth, together with digital, is always in vogue -Smartphones allow spectators to be co-protagonists	-N/F	-Technological integration especially for promotional aspects has become a privileged channel to pursue in the future -This goes hand in hand with the structuring of alternative possibilities for experiencing the territory e.g. electric bike sharing and more -Building business ideas such as theme parks -Glamping tourism -Integration of video-mapping technologies, immersive experiences, virtual reality, holograms etc.	-Depopulation -Routine -Repetitiveness -Turnover -Financing
<u>-Graphic designers and social media communication:</u>	-Integration of technology into the entire process, from the organization to the event itself	-N/F	-Exponential growth of unique immersive experiences -Video-mapping -Holograms	-Negative reviews, but equally as much chance of viral positive reviews
<u>-Tourists:</u>	-Technology is now indispensable -Social media marketing promotion -Immersive experience	-Loss of identity and authenticity	-Ability to integrate technology as an experience required by demand in the identity and authenticity of the offer that the festival proposes -Exploiting technological and digital potential is essential for the promotion, but above all for the future of holistic experiences of reconstructing past ways	-Mass tourism

Source: Author's processing (* N/F = Not Found)

Tab.14 Event “Dream of a night... to that town” Perception Analysis 2025 technological value

CRITERIA	HOW HAS TECHNOLOGY INFLUENCED THE TERRITORY AND THE EVENT ITSELF AND THE ENTIRE SECTOR?
<u>-ADMINISTRATORS – ANCI PRESIDENT AND ORGANIZERS</u>	Technology in the reference context can bring long-term benefits in terms of innovation and involvement, it determines the possibility of making the spectator a co-protagonist. Although there is no extreme need for technology to organize the show and the nature of the event is strongly oriented towards personal contact, the most important technology at the beginning was word of mouth and printed paper flyers (graphics). The human contribution is always and in any case a fundamental key point for maintaining the authenticity of the event. I remember when one summer we hand-delivered 50,000 flyers. For this reason we are fond of this human relationship. Technology is certainly important and has been so during the 15-year evolutionary arc of the event from an organizational point of view especially during Covid-19. On the one hand, if well integrated, it can certainly involve the audience in a more immersive way, as well as on a promotional level.
<u>-EVENT PRODUCERS:</u>	Specifically, there is little technology needed for the show itself. As for marketing and promotion, the evolution has been drastic and improving, to the extent that this type of technology has been received by the public. When the Facebook page was created about 10 years ago, posts were created specifically to invite people and reach a wider audience. This has radically changed the flow and word of mouth, but the event has still remained authentic. Television broadcasters such as RAI and BBC, participation of famous people in the event, the possibility of doing live broadcasts have made possible a flow of people who flocked to Colobraro as soon as they saw these posts and live broadcasts. Subsequently, with the advent of smartphones, everything has become more immediate, live broadcasts now have different perspectives, digital eyes from every angle, which can share moments and make the event completely immersive and shared. For the future, these technologies will certainly have to be included in tourist itineraries to increase the experiential dynamic.
<u>-TV:</u>	Technology, from a certain point of view, is certainly important, to convey history and stories, communicate it to the outside, collect testimonies, make these digital documentary aspects available to posterity. Technology creates the opportunity to generate co-protagonism in history, in the increasingly immersive event, enhanced by the technologies currently present and available to the individual participants. Experiments in this sense will have to be promoted. It is also true that excess technology could erode the aspect of authenticity, but it could certainly increase the potential of the event and tourism in emerging high-impact sectors such as the rural one.
<u>-PRESIDENTS OF CULTURAL ASSOCIATION AND ORGANIZERS:</u>	There is a strong generational shift. We are moving from what was the main technology (posters and word of mouth) to digital transformation. All in all, flyering and word of mouth have remained unchanged, but certainly the emergence of social networks and online platforms such as Facebook, Instagram, Tik Tok and Youtube, but not only, have greatly favored media and immersive attention in relation to the construction of increasingly personalized memories. Another aspect is the dimension of digital integration that makes the co-production of promotional content and advertising possible (e.g. influencers).
<u>-GRAPHIC DESIGNERS AND SOCIAL MEDIA COMMUNICATION:</u>	Technology in the theatre and events sector can only bring benefits even if the logic of “likes” and reviews, if on the one hand they create opportunities, on the other attract haters, becoming dangerously incisive in terms of image. However, the opportunities for evolution and integration that technologies can bring, will have to be thought about also within the schedules and formats of the festivals themselves, of the events and of the tourism sector itself, perhaps bringing to light documents, images, sounds and scents of the time linked to a past that cannot be reproduced without digital tools.
<u>-TOURISTS:</u>	Technology, from a certain point of view, is certainly important. Therefore, we must follow its evolutionary trend. Being viral in tourists' videos, sharing worldwide becomes free advertising for the event and for the territory. Exploiting artificial intelligence will be the new frontier beyond social networks. Southern Italy has become the attraction for all of Europe and articles, posts and videos on the web openly demonstrate it. Digital integration is already and will be the future for the innovation and renewal of events and tourist itineraries that will increasingly have to be able to meet the needs and requirements of tourists guaranteeing the immersive perspective that is now increasingly mainstream.

Source: Author’s processing (* N/F = Not Found)