

ABSTRACT INGLESE

The research is focused on smart cities as an evolution of territorial marketing and has the aim of analyse the specific role within the process of local development.

Focus is on urban dimension as a functional level to realize innovation, knowledge and relational economy to generate value, increase life quality of citizens and competitiveness of urban contexts.

The first chapter focuses on literature analysis relating to Territorial Marketing, with a focus on the path that moves through the different theories (relational, services, industrial, etc.), toward territorial marketing, and territorial Smart marketing.

The second chapter analyse the evolution of the smart city focusing on factors that impact on its construction such as hard and soft technological infrastructure (connectivity, enabling platforms, sensors, services, IOT), human resources (digital skills, knowledge network), and social cooperation (intellectual and social capital).

The third chapter concerns Smart Ecosystems and their classification, the analysis of different domains that represent the main areas of investigation in order to measure the city smartness and from which to start for the development of a smart economy.

The fourth chapter investigate models of Smart city evolution, defining the different development phases of the Smart city in all its components in order to identify a common methodology for analysing the phenomenon and create interpretative grid to be applied to real cases.

The fifth chapter studies "Matera 2019 European Capital of Culture" case, applying the analytic grid to verify whether the development project carried out could be traced back to the Smart paradigm.

We investigated processes, governance, strategies, actors, etc. ..., all in order to discover the existence or not of a Smart development logic. Finally, we have tried to give some suggestions in support the in-progress development process with the aim of promoting its effectiveness and efficiency, and smart maintenance.