

## Index

	<i>pag.</i>
<i>Presentation</i>	VII
<i>Acknowledgements</i>	XI
<i>Introduction</i>	XIII
Chapter I	
<i>Strategic analysis of an LTS: Theoretical foundations</i>	1
1.1. Introduction, 1 – 1.2. An LTS's competitive capacity, 1 – 1.2.1. <i>Assessing LTSs' competitive capacity</i> , 3 – 1.3. "Customers" of an LTS, 5 – 1.3.1. <i>Identifying target market segments</i> , 6 – 1.3.2 <i>Control exerted over market segments</i> , 7 – 1.3.3. <i>Strategic approaches to satisfy customers' needs</i> , 8 – 1.4. The technological endowment of an LTS, 9 – 1.4.1. <i>The structure of an LTS's technological endowment</i> , 10 – 1.4.2. <i>The development potential of an LTS's technological endowment</i> , 11 – 1.5. The intrinsic potential of an LTS, 13	
Chapter II	
<i>Strategic analysis of the Province of Lecce: The method</i>	15
2.1. Introduction, 15 – 2.2. The sample, 15 – 2.3. Measures used to collect primary data, 16 – 2.3.1. <i>Measures used to assess an LTS's competitive capacity</i> , 17 – 2.3.2. <i>Measures used to assess an LTS's customer segments</i> , 18 – 2.3.3. <i>Measures used to assess an LTS's technological endowment</i> , 19 – 2.3.4. <i>Measures used to assess an LTS's intrinsic potential</i> , 21	

## Chapter III

*Strategic analysis of the Province of Lecce: The results* 23

3.1. Overview, 23 – 3.2. Competitive capacity of the LTSs in the Province of Lecce, 23 – 3.3. The customers of the four LTSs, 28 – 3.3.1. *Identification of target customer segments*, 29 – 3.3.1.1. Residents, 29 – 3.3.1.2. Tourists, 31 – 3.3.1.3. Local firms, 33 – 3.3.1.4. Export markets, 35 – 3.3.2. *Control exerted on the different customer segments*, 39 – 3.3.2.1. Awareness of customers' decisional criteria, 39 – 3.3.2.2. Customer classification, 39 – 3.3.2.3. Competitive pressure, 40 – 3.3.2.4. Key customer segments, 45 – 3.4. Technological endowment of the four LTSs, 48 – 3.4.1. *The structure of the four LTSs' technological endowment*, 48 – 3.4.1.1. Technological competences, 48 – 3.4.1.2. Commercial potential, 51 – 3.4.1.3. Technologies' goals, 54 – 3.4.2. *Development potential of the four LTSs' technological endowment*, 54 – 3.4.2.1. Technologies' contribution to competitive capacity, 55 – 3.4.2.2. Technological policies, 57 – 3.4.2.3. R&D policies, 58 – 3.5. Intrinsic potential of the investigated LTSs, 1

*Conclusions* 67

Research overview, 67 – Policy suggestions for the studied LTSs, 68 – Concluding remarks, 70

*References* 71*Appendix* 81