

THE TERRITORIAL MARKETING AND ITS EFFECTS ON LOCAL DEVELOPMENT AND THE LABOUR MARKET

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Abstract:

Le marketing territorial est une stratégie visant à promouvoir un territoire (ville, région, pays) pour attirer investisseurs, touristes et résidents, en mettant en avant ses atouts économiques, culturels et environnementaux. Il influence le développement local en stimulant la croissance économique, en créant des emplois et en améliorant la qualité de vie. Les stratégies incluent la création d'une marque territoriale, des campagnes de communication ciblées, l'organisation d'événements et des partenariats public-privé.

Cependant, son efficacité dépend de la cohérence entre l'image projetée et la réalité du territoire, ainsi que de la mobilisation des acteurs locaux. Bien qu'il puisse réduire les inégalités régionales, il risque aussi de les accentuer si les territoires moins dynamiques manquent de ressources. Une approche inclusive et durable est essentielle pour maximiser ses bénéfices à long terme. En combinant marketing territorial et développement régional, les territoires peuvent renforcer leur attractivité tout en assurant un développement équilibré et harmonieux.

Keywords: Strategy Attractiveness Territorial, Marketing Territorial, Job Creation

JEL Classification : A1 ; E2 ; J2

ملخص :

التسويق الإقليمي هو استراتيجية تهدف إلى الترويج لإقليم (مدينة ، منطقة ، بلد) لجذب المستثمرين والسياح والمقيمين ، من خلال إبراز أصولها الاقتصادية والثقافية والبيئية. إنه يؤثر على التنمية المحلية من خلال تحفيز النمو الاقتصادي وخلق فرص العمل وتحسين نوعية الحياة. وتشمل الاستراتيجيات إنشاء علامة تجارية إقليمية، وحملات اتصال مستهدفة، وتنظيم المناسبات، والشراكات بين القطاعين العام والخاص.

ومع ذلك، فإن فعاليتها تتوقف على الاتساق بين الصورة المعروضة وواقع الإقليم، وكذلك على تعبئة الجهات الفاعلة المحلية. في حين أنه يمكن أن يجد من أوجه عدم المساواة الإقليمية، فإنه يخاطر أيضا ببلورة هذه التفاوتات إذا كانت المناطق الأقل ديناميكية تفتقر إلى الموارد. واتباع نهج شامل ومستدام ضروري لتعظيم فوائده على المدى الطويل. ومن خلال الجمع بين التسويق الإقليمي والتنمية الإقليمية، يمكن للأقاليم أن تعزز جاذبيتها مع ضمان التنمية المتوازنة والمتناغمة.

الكلمات المفتاحية : استراتيجية الجاذبية الإقليمية، التسويق الإقليمي، خلق فرص العمل.

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1.Introduction :

Territorial marketing is a strategic approach that aims to promote a territory (city, region, country) in order to attract investment, tourists, residents or businesses. The aim is to enhance the specific assets of the territory to make it an attractive and competitive place. This approach has significant effects on the economic, social and cultural development of a region.

Territorial marketing is a strategy increasingly used by local authorities, regions, and even states to attract investment, tourists, residents, and talent. It is an approach that aims to promote a territory by highlighting its economic, cultural, social and environmental assets. In a context of globalization and increased competition between territories, territorial marketing is becoming an essential tool to stand out and stimulate local development.

However, despite its growing adoption, the effectiveness of territorial marketing and its real impacts on economic and social development remain subject to debate. Some territories have managed to transform their image and attract significant investment through well-designed campaigns, while others have failed to generate tangible benefits. This raises crucial questions: What are the key success factors of territorial marketing? How can its effects on development be measured? And to what extent can these strategies contribute to reducing regional inequalities?

The central issue of this study can be formulated as follows: *To what extent does territorial marketing influence the economic development and the labour market of the territories, and what are the factors that determine its effectiveness?*

This issue is based on several issues:

- Identification of territorial marketing levers: What are the most effective tools and strategies to promote a territory? How can local authorities build an attractive and credible image?
- Impact on economic development: Does territorial marketing really attract investment, create jobs and stimulate innovation? Or is it simply a communication tool with no concrete effects?
- Social and environmental effects: Beyond the economic benefits, can territorial marketing contribute to improving the quality of life of inhabitants, preserving the environment and strengthening social cohesion?
- Territorial inequalities: Is there a risk that territorial marketing will accentuate the disparities between already dynamic territories and those in difficulty, or can it on the contrary serve as a tool for rebalancing?

To respond to this problem, several hypotheses can be formulated:

Hypothesis 1: Territorial marketing has a positive impact on the economic development of territories, in particular by attracting foreign investments, stimulating tourism and promoting innovation.

Hypothesis 2: The effectiveness of territorial marketing depends on the coherence between the projected image and the reality of the territory, as well as the capacity of local actors to mobilize resources and to implement suitable strategies.

Hypothesis 3: Territorial marketing can have beneficial social effects, such as improving the quality of life of the inhabitants and the strengthening of local identity, provided that it is inclusive and participative.

Hypothesis 4: Territorial marketing is likely to accentuate inequalities between the territories, because the already dynamic regions have more resources to set up effective campaigns, while the territories in difficulty struggle to be heard.

Hypothesis 5: The effects of territorial marketing are difficult to measure in the short term, but they can generate significant long-term benefits if the strategies are maintained and adapted to developments in the economic and social context.

2. Have a territory as competitive :

To position a territory as competitive, it is essential to understand and meet the specific needs of each category of territorial users: investors, tourists and citizens. Here are the possible objectives and strategies for each group:

2.1. Investors :

Goals :

- Attract national and international direct investments.
- Stimulate business creation and innovation.
- Strengthen the local economy and create jobs.

Strategies:

- Quality infrastructure: developing economic activity areas, industrial or technological parks, and high-performance transport networks.
- Tax incentives: offer tax advantages, subsidies or installation aid.
- Favorable business environment: simplify administrative procedures, guarantee political and legal stability, and offer an attractive regulatory framework.
- Connectivity and innovation: highlight innovation ecosystems, partnerships with universities or research centers, and high digital connectivity.
- Territorial marketing: promote the economic assets of the territory (skilled labor, competitive costs, etc.) during international fairs or via targeted campaigns.

2.2. Tourists :

Goals :

- attract national and international visitors.
- Increase the duration and frequency of stays.
- Promote cultural, natural and gastronomic heritage.

Strategies:

- Development of tourist infrastructure: hotels, transport, cultural sites, and leisure activities.
- Promotion of local assets: highlight landscapes, historic monuments, cultural or sports events, and local gastronomy.
- Unique tourist experience: create thematic routes, festivals, or sustainable tourism offers.
- Connectivity and accessibility: Improve air, rail and road connections to facilitate access to the territory.
- Digitalization: use digital platforms to promote the destination and offer innovative services (tourist applications, augmented reality, etc.).

2.3. Citizens :

Goals :

- Improve the quality of life of residents.
- Attract new residents (skilled workers, families, etc.).

- Promote social inclusion and collective well-being.

Strategies:

- Quality public services: education, health, public transport, and safety.
- Pleasant living environment: develop green spaces, affordable housing, and cultural and sporting infrastructure.
- Economic dynamism: create local jobs and support entrepreneurship.
- Inclusion and diversity: promote an inclusive society, with integration and social cohesion policies.
- Sustainability: set up ecological projects (renewable energies, waste management, soft mobility) for an environmentally friendly territory.

3.Synergies between territorial user categories :

To maximize the competitiveness of the territory, it is crucial to create synergies between these three groups (Djeffat. 2018);

- An attractive territory for investors generates jobs and improves the quality of life of citizens.
- An attractive territory for tourists strengthens the local economy and values heritage, which also benefits citizens.
- Satisfied and qualified citizens attract investors and contribute to the positive image of the territory with tourists.

A competitive territory must adopt a holistic approach, aligning its strategies to meet the expectations of investors, tourists and citizens, while creating synergies between these groups to ensure sustainable and harmonious development.

4.Playing territorial marketing :

4.1. Territorial diagnosis :

- **Analysis of strengths and weaknesses:** identify the assets (natural resources, cultural heritage, infrastructure) and the limits (economic, social or environmental challenges) of the territory.
- **Analysis of opportunities and threats:** studying the external context (competition between territories, global trends, etc.).
- **Cartography of the actors:** to identify the stakeholders (local communities, companies, associations, inhabitants) and their roles in the development of the territory.

4.2. Definition of objectives :

- **Set clear and measurable objectives:** attract investments, increase tourism, improve the image of the territory, etc.
- **Segment the targets:** tourists, investors, residents, students, etc.

4.3. Development of the strategy :

- **Positioning:** Define the identity and singularity of the territory (eg innovative city, ecological destination, economic hub).
- **Creation of a territorial brand:** developing a logo, a slogan and a coherent narrative to represent the territory.
- **Communication strategy:** use suitable channels (social media, events, partnerships) to reach targets.

4.4. Implementation of actions :

- **Promotion:** organize advertising campaigns, participate in international fairs, create digital content.

- **Animation of the territory:** set up events (festivals, conferences) to strengthen attractiveness.

- **Partnerships:** Collaborate with local businesses, institutions and influencers to amplify the scope of actions.

4.5. Evaluation and adjustment:

- **Measure the impact of actions:** use of indicators (number of visitors, investments made, media benefits).

- **Collect feedback:** question residents, tourists and investors to improve the strategy.

- Adjust the strategy according to the results and developments in the context.

Effects of territorial marketing on development :

- **Economic:** appeal of investments, job creation, development of key sectors (tourism, industry, etc.).

- **Social:** improvement in quality of life, strengthening local identity and social cohesion.

- **Cultural:** promotion of heritage and local traditions.

- **Environmental:** Promotion of sustainable and environmentally friendly development.

Territorial marketing is a powerful tool to stimulate the development of a territory. A rigorous methodological approach, based on analysis, strategy and evaluation, makes it possible to maximize its positive effects (Boufenara. 2021).

5. Du Marketing to territorial marketing :

Marketing is a discipline which consists in understanding, anticipating and satisfying the needs of consumers in order to promote products, services or ideas. It encompasses a set of techniques and strategies aimed at influencing the behavior of individuals or organizations so that they buy, use or adhere to a specific offer.

Territorial marketing, on the other hand, is a specialized branch of marketing which applies these principles and techniques to a territory (city, region, department, countries, etc.). Its objective is to promote and enhance a geographic space to attract investors, tourists, businesses, residents or events (Gilli & Huriot . 2018).

Here are some differences and specificities between the two:

5.1. Purpose of the promotion :

- **Classic marketing:** a product, a service or a brand.

- **Territorial marketing:** a territory (city, region, countries) and its assets (economic, cultural, tourist, etc.).

5.2. Targets :

- **Classic marketing:** consumers, businesses or organizations.

- **Territorial marketing:** tourists, investors, businesses, new residents, students, etc.

5.3. Objectives :

- **Classic marketing:** Increasing sales, retaining customers, improving brand image.

- **Territorial marketing:** attract investments, develop tourism, strengthen the attractiveness of the territory, improve the quality of life.

5.4. Tools and strategies :

- **Classic marketing:** advertising, sales promotion, public relations, digital marketing, etc.
- **Territorial marketing:** promotion of territory assets (heritage, infrastructure, quality of life), organization of events, public-private partnerships, targeted digital marketing (websites, social networks).

5.5. Actors involved :

- **Classic marketing:** a business or an organization.
- **Territorial marketing:** local authorities, tourist offices, chambers of commerce, associations, etc.

5.6. Specific issues :

- **Territorial marketing:** it must take into account the challenges of sustainable development, social inclusion and territorial cohesion. These are often long-term projects with economic, social and environmental impacts.

Territorial marketing examples (Martin & Mérel. 2007):

- A campaign to promote a region.
- A strategy for attracting businesses to an economic activity area.
- A communication campaign to enhance a city as a tourist destination (example: Algeria, Paris, Dubai).

Territorial marketing is an adaptation of the principles of classical marketing to the promotion and development of territories. It requires a multidisciplinary approach and collaboration between different actors to achieve its objectives.

6. The offer and territorial demand :

Territorial supply and demand are concepts that apply to the analysis of spatial and economic dynamics in a geographical context. They make it possible to understand how resources, services, jobs and populations interact on a given territory. Here is a detailed explanation of these concepts (Bouzidi. 2018) :

6.1. Territorial offer :

The territorial offer designates all of the resources, infrastructure, services and opportunities available on a territory. It includes:

- **Natural resources:** water, minerals, forests, agricultural land, etc.
- **Infrastructure:** roads, public transport, communication networks, energy, etc.
- **Services:** education, health, culture, leisure, etc.
- **Economic opportunities:** jobs, industrial zones, technological hubs, etc.
- **Amenities:** landscapes, quality of life, cultural heritage, etc.

The territorial offer is often influenced by public policies, private investments and geographic characteristics of the territory.

6.2. The territorial request :

Territorial demand represents the needs and expectations of populations, businesses and institutions vis-à-vis a territory. It includes:

- **Housing needs:** access to affordable and quality housing.
- **Service needs:** education, health, safety, etc.
- **Job requirements:** access to professional opportunities.

- **Mobility needs:** effective and accessible trips.
- **House expectations:** healthy environment, green spaces, etc.

Territorial demand evolves according to demography, lifestyles, economic trends and social preferences.

6.3. Interaction between supply and territorial demand :

The balance between supply and territorial demand is crucial for the sustainable development of a territory. An imbalance can cause (Kherbouche. 2020) :

- **Tensions on resources:** water shortages, saturation of transport, etc.
- **Spatial inequalities:** over-developed areas vs neglected areas.
- **Social problems:** exclusion, precariousness, etc.

Public and private actors must therefore plan and develop the territories to meet needs while preserving resources and promoting equity.

6.4. Direction :

- **Ecological transition:** adapt the territorial offer to climatic challenges (renewable energies, sustainable mobility, etc.).
- **Social inclusion:** meet the needs of all social groups (young people, elderly, precarious populations).
- **Territorial resilience:** anticipate crises (pandemics, natural disasters) by strengthening the supply of services and infrastructure.

6.5. Concrete examples :

- **Metropolization:** in large cities, demand in housing and services is strong, but the supply is often limited, which leads to an increase in prices and inequalities.
- **Rural areas:** the offer in natural areas and tranquility can attract new residents, but demand for services and jobs remains a challenge.
- **Tourist areas:** seasonal demand for accommodation and leisure can exceed supply, causing local tensions.

Territorial supply and demand are key concepts to understand and manage spatial and socio-economic dynamics. Their balance is essential to ensure harmonious and sustainable development of territories.

7. Territorial marketing vintage :

Territorial marketing practices designate all of the strategies and actions implemented to promote a territory (city, region, country) in order to attract investors, tourists, residents or events. Here are some common practices:

7.1. Territorial branding :

- **Creation of a brand identity:** developing a logo, slogan and a graphic charter that represent the territory.
- **Storytelling:** use stories to highlight the history, culture and assets of the territory.

7.2. Digital strategies :

- **Website and social networks:** Create online platforms to promote the territory.
- **Online advertising campaigns:** use Google ADS, Facebook ADS, etc., to target specific audiences.
- **SEO and quality content:** Optimizing content for search engines to attract more visitors.

7.3. Events and Festivals :

- **Organization of events:** Festivals, conferences, sports competitions to attract visitors and media.
- **Partnerships:** Collaborate with local businesses and organizations to maximize the impact of events.

7.4. Public Relations and Media :

- **Press releases:** Disseminate positive information about the territory.
- **Media Relations:** Invite journalists and influencers to visit the territory.

7.5. Targeting Strategies :

- **Market segmentation:** Identify and target specific groups (tourists, investors, students).
- **Personalization:** Tailor messages to the needs and interests of each segment.

7.6. Collaborations and Partnerships :

- **Public-private partnerships:** Working with local businesses to promote the territory.
- **International Networks:** Participate in international networks and organizations to increase visibility.

7.7. Infrastructure and Visitor Experience :

- **Improving infrastructure:** Investing in transportation, accommodation, and attractions.
- **Visitor Experience:** Ensuring that visitors have a positive and memorable experience.

7.8. Market Research and Analysis :

- **Surveys and polls:** Collect data on the perceptions and expectations of visitors and investors.
- **Competitor analysis:** Study practices in other territories to be inspired and differentiated.

7.9. Promotion of Natural and Cultural Assets :

- **Cultural heritage:** Highlight local monuments, museums, and traditions.
- **Natural resources:** Promote landscapes, natural parks, and outdoor activities.

7.10. Retention Strategies

- **Loyalty Programs:** Create programs to encourage visitors to return.
- **Community involvement:** Involve local residents in the promotion of the territory.

In short, territorial marketing is a complex discipline that requires an integrated and coordinated approach to maximize the attractiveness and competitiveness of a territory.

8. Territorial marketing and regional development :

Territorial marketing and regional development are two closely linked concepts that aim to promote and strengthen the attractiveness and competitiveness of a territory. Here's a detailed explanation of these two concepts (Veltz . 2017):

8.1. Territorial Marketing :

Territorial marketing consists of applying traditional marketing techniques to a territory (city, region, country) to improve its image, attract investment, tourists, inhabitants or companies. It is a question of enhancing the assets of a territory and promoting them strategically.

Objectives of territorial marketing:

- **Attract investors:** Highlight the economic, fiscal and logistical advantages of the territory.
- **Promote tourism:** Enhance cultural, natural and historical attractions.
- **Attract new residents:** Highlight quality of life, public services and professional opportunities.
- **Strengthen the territory's brand image:** Create a strong and distinctive identity to stand out from other territories.

Territorial marketing tools:

- **Communication strategy:** Advertising campaigns, presence on social networks, dedicated website.
- **Events:** Organization of trade shows, fairs, festivals to attract attention.
- **Partnerships:** Collaborate with local businesses, institutions and media.
- **Storytelling:** Telling stories that highlight the territory and its specificities.

8.2. Regional Development :

Regional development aims to improve the economic, social and environmental conditions of a region. It is a comprehensive process that involves strategic planning to drive growth and the well-being of residents.

Regional development objectives:

- **Stimulate economic growth:** Support local businesses, attract foreign investment, develop infrastructure.
- **Reduce regional inequalities:** Ensure equitable distribution of resources and opportunities.
- **Improving the quality of life:** Developing public services, transport, education and health.
- **Protecting the environment:** Promoting sustainable and environmentally sound development.

Regional development strategies:

- **Strategic Planning:** Develop long-term development plans.
- **Public investment:** Financing infrastructure, research and innovation projects.
- **Interregional cooperation:** Collaborate with other regions to share resources and knowledge.
- **Public policy:** Implement policies that promote economic and social development.

8.3. Synergy between Territorial Marketing and Regional Development :

Territorial marketing and regional development are complementary. An effective territorial marketing strategy can strengthen regional development efforts by attracting investment and talent, while successful regional development can provide additional assets to promote (Chena. 2021).

Examples of synergies:

- **Promotion of industrial clusters:** Highlight competitiveness clusters to attract companies.

- **Sustainable tourism:** Promoting tourist destinations while preserving the environment.
- **Innovation and research:** Attract researchers and innovative companies thanks to an image of a dynamic and avant-garde territory (Zergui . 2019).

9. Conclusion :

Territorial marketing and regional development are essential levers for strengthening the attractiveness and competitiveness of a territory. By combining an effective communication strategy with well-thought-out development policies, regions can position themselves favourably in a context of globalisation and increased competition.

Territorial marketing, when well designed and implemented, can have significant effects on the economic, social and cultural development of a territory. An empirical approach makes it possible to measure these impacts and adjust strategies to maximize benefits while meeting local needs. However, ensuring that these initiatives are inclusive and sustainable is essential to ensure balanced and sustainable development.

Territorial marketing is a dogma of public management that means much more than close promotion and sales, it is a reorganization of the territorial public matter towards an efficient decentralized entity capable of organizing its own economic, human and environmental position throughout the world according to its potential. The first step is to design a territorial offer that knows its audience and speaks its language. Who knows his strengths, admits and works on his weaknesses. It is ambitious but realistic in its aspirations. This "super product" is intended to be marketed in a multicultural, heterogeneous and very complex market. To this end, we have gathered the authors' theories and hypotheses on the subject, and have added to them the experience of territories that have proven experiences in territorial marketing and have been (to a certain extent) successful in this field. The result of this quest has formulated territorial marketing practices that we have proven to have an effect on territorial development. This article is the first step towards a larger goal. In fact, this literature review will help to explore the process of image construction, in particular the image that is addressed to the population. Interpret the methodology for implementing the said process and understand how it affects the overall development process.

In short, territorial marketing represents both an opportunity and a challenge for the territories that seek to develop in a competitive environment. This study aims to explore the mechanisms by which territorial marketing influences development, to identify success factors and to assess its economic, social and environmental impacts. By answering these questions, it will contribute to a better understanding of the issues related to the promotion of territories and the development of more efficient and equitable strategies.

Its effects on development are multiple: it stimulates economic growth by promoting businesses and job creation, it contributes to the revitalization of declining areas, and it strengthens social cohesion by valuing local identity. However, to be effective, territorial marketing must be based on an authentic, inclusive and sustainable approach, avoiding the pitfalls of superficial communication or standardization of the territories.

Territorial marketing, when it is well designed and implemented, becomes a powerful lever for a balanced and harmonious development, capable of reconciling external attractiveness and well-being of local populations. He thus embodies a proactive vision of the future, where each territory can position himself as a dynamic and competitive actor on the national and international scene.

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