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Levers of supply and territorial attractiveness: Modeling the determinants of territorial choices of industries in the wilaya of Bejaia

BENNACER Nasreddine*, Economics and Development Laboratory, University of Bejaia, Algeria, nasreddine.bennacer@univ-bejaia.dz

ABDERRAHMANI Fares, Economics and Development Laboratory, University of Bejaia, Algeria, fares.abderrahmani@univ-bejaia.dz

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Abstract :

The construction of a territorial offer, capable of strengthening the attractiveness of a given space, relies on a set of levers consisting of tangible and intangible assets sought by economic actors, particularly businesses. From this perspective, this article aims to identify the main determinants that support the territorial offer of the wilaya of Bejaia in order to attract industrial activities. It's based, essentially, on a theoretical methodology dedicated to clarifying the concepts of territorial offer and attractiveness, and an empirical one focused on the analysis of the results of a field survey conducted on a sample of local industries. Using a Logit model, estimated by the maximum likelihood method, the results obtained highlight the importance of the availability of industrial land as well as access to energy and water as the main determinants of the territorial choices of industries in the wilaya of Bejaia.

Keywords:
Territorial offer, territorial attractiveness, territorial choices of industries, industrial location, industries of Bejaia.

*Corresponding author: BENNACER Nasreddine

1. INTRODUCTION:

Economic literature contains numerous references that have addressed, first, questions related to the spatial organization of productive activities, and subsequently, those pertaining to territorial attractiveness and territorial offer, particularly in the context of globalization (Florida, 2014), where territories compete to capture economic flows.

Often examined through numerous aspects associated with the territory in question, the concept of territorial attractiveness refers to the degree of influence enjoyed by a geographical space in attracting people, investments, and capital. It is associated with the concept of territorial offer, which refers to the elements provided by a territory for the benefit of its occupants.

Given the many factors that guide corporate choices, particularly regarding the selection of locations for establishment; a strategic decision that conditions their financial profitability and the sustainability of their activities (Bennacer & Mahoui, 2020); understanding the levers on which a territory's attractiveness is based is inseparable from comprehending the logic governing the spatial behavior of the productive agents operating within it.

1.1. Statement of the Problem:

For several years, the Algerian territory has undergone numerous transformations induced by economic and social reforms, intended to develop its productive facilities and basic infrastructure, as well as to improve the population's living conditions. These structural transformations have considerably strengthened the country's attractive potential. Indeed, the latest 2025 report on the Global Attractiveness Index ranks Algeria and Egypt jointly in 78th place globally, and in 2nd place for attractiveness to foreign direct investment on the African continent (The European House Ambrosetti, 2025).

Nevertheless, while this index, articulated around global economic indicators, provides information on the degree of attractiveness from a macro-spatial perspective, it remains the case that the dynamics of national investment location obey a different logic, one stemming from the opportunities offered by local territories. These opportunities place the 69 wilayas that constitute the Algerian territorial whole on different settlement trajectories, resulting in spaces overpopulated by people and economic activities and others suffering from a lack of settlement.

The wilaya of Bejaia is among the most dynamic territories in Algeria in terms of entrepreneurship. According to the Ministry of Foreign Trade and National Market Regulation, in 2024, it contained more than 3.55% of the units that make up the national productive economic fabric, ranking it 8th nationally in terms of the total number of

enterprises and 4th in terms of industries (APS, 2024). This reality denotes an attractive potential that is necessarily attributable to a captivating territorial offer that attracts economic activities or fosters their creation. In this context, this article aims to identify the most sought-after factors by investors when choosing their production spaces. In other words, it seeks to address the following question:

- *What are the levers of the territorial offer on which the attractiveness of the wilaya of Bejaia is based?*

1.2. Hypotheses:

To provide elements of an answer to the previous question, we guide our research with the following hypotheses:

- The territorial offer favoring the attractiveness of the wilaya of Bejaia is driven by the quality of its spatial planning.
- Institutional and human factors contribute significantly to improving the territorial offer of the wilaya of Bejaia.

1.3. Significance and Objectives of the Study

This article is oriented towards exploring the opportunities offered by the territory (the territorial offer) of the wilaya of Bejaia for productive investment. It proposes to examine the main levers on which this offer is based and to identify the attractiveness factors most sought after by the enterprises operating within it. The significance of this knowledge lies, therefore, in the possibilities it offers, as a decision-making tool, for designing and executing effective territorial planning policies.

1.4 Methodology of the Study

From a methodological standpoint, this article, focused on a micro-spatial study, relies primarily on the analysis of data collected during a field survey conducted with a sample of 44 industrial enterprises located in the wilaya of Bejaia.

The main contribution of this article resides in the use of a Logit model, estimated by the maximum likelihood method, to identify the levers structuring the attractiveness of the wilaya of Bejaia territory and to predict the possibilities for the establishment of industrial activities in given spaces based on a set of criteria.

2. Territorial Attractiveness and Territorial Supply

Territorial attractiveness and territorial supply are two concepts that occupy a central place in land use and development policies. This first part is devoted to explaining the two concepts and the levers that activate them, as well as clarifying the links between them.

2.1 Territorial Attractiveness and Its Determinants

Polysemic and difficult to measure in practice, the concept of territorial attractiveness is subject to several interpretations. In territorial economics, it is defined in relation to the intensity of the centripetal effects that a geographic area can exert on various territorial actors, given its attributes. These effects are all the more significant when the location conditions are favorable. From this perspective, attractiveness refers to the aptitude with which a territory is endowed with the potential to be chosen by an economic actor as a location (Poirot & Gérardin, 2010). It can thus be defined as the "*capacity to drain and attract people and activities, capital and skills, to a territory*" (Milhan, 2017).

At the macro-spatial and meso-spatial levels, attractiveness is based on territorial endowments in terms of basic resources and the quality of the business climate, but also on the existence of an attractive environment associated with the nature of the agglomerated activities and their organizational structures in the territory concerned. At the micro-spatial level, it rather revolves around a competitive offer (at the local level compared to other territories) of a multitude of factors coveted by companies (Hatem, 2004).

Territorial attractiveness is based on a multitude of determinants. Its analysis requires an understanding of the various dimensions that condition economic activity. Traditionally, the economic and human dimension contains several factors that offer cost advantages to businesses (Merenne-Schoumaker, 2011). Thus, the endowments in terms of natural and energy resources; the size and proximity of markets; the availability and quality of transport and telecommunications infrastructure; the financial environment, real estate and tax costs; the abundance, quality and cost of labor; public service facilities and the quality of life offered by the territory, etc. are among the factors likely to influence location decisions (Bennacer & Chakour, 2018). Similarly, these decisions can also be very sensitive to the availability of industrial land, which is one of the foundations of productive investment (Feltane & Bennacer, 2025).

Alongside the economic dimension, the institutional dimension weighs heavily on a territory's attractiveness, particularly when it comes to attracting foreign direct investment (Youbi & Joseph, 2023). Dunning's eclectic theory (1977) explains the influence of institutional quality on the international location behavior of companies.

Similarly, in addition to political stability, economic activities are also sensitive to the quality of regulations and the business climate in general, which ensure the profitability and sustainability of their investments (OECD, 2025).

The environmental dimension can also influence a territory's attractiveness. Indeed, people and businesses are placing increasing importance on quality of life and environmental preservation (Milhan, 2017). Furthermore, given global warming and the risks to ecosystems and populations, awareness of the need to adapt production methods for an ecological transition, and to redouble efforts to mitigate the effects on nature (UNEP, 2024), seems to be gaining an increasingly important place among companies.

2.2 Territorial Offerings and Their Levers

Territorial offerings are a relatively recent concept that simply refers to everything a territory offers, in terms of resources and products, for the benefit of beneficiary stakeholders (Chamard & Schlenker, 2017). It encompasses all the assets (natural resources, built assets, quality of life, etc.) that a space possesses, highlighted and revealed, to attract and retain various economic stakeholders. This concept, which is central to territorial marketing, focuses on highlighting the geographic, environmental, economic, social, and political characteristics that a territory can make available to businesses and individuals to encourage them to settle there permanently (Echattabi, 2024).

The territorial offer is based on both tangible resources that are easily perceptible and detectable, as well as on intangible assets. Indeed, specific skills anchored locally, unique modes of coordination between territorial actors, original production systems and ecosystems conducive to innovation or even a distinctive signature carrying notoriety, etc. are all elements that strengthen the image of the territory and consolidate its differentiated offer (Ernst & Young, 2002). From this point of view, the territorial offer refers to all the tangible and intangible attributes of the territory, which are capable of influencing and guiding the location choices of companies (Thiard, 2005).

Beyond the tangible and intangible elements that underpin territorial offerings, territorial governance is a lever of unparalleled importance for the latter. Indeed, good governance based on a participatory approach involving all territorial stakeholders positively affects the quality of the territory (Bennacer & Bouaichi, 2020). Undoubtedly, it makes it possible to effectively design and implement territorial development policies, by further enhancing existing resources and improving the quality of infrastructure, production conditions for investors, and the living environment for the population. In addition, by adopting effective territorial marketing approaches, governance also helps

to propagate a positive image of the territory, which further strengthens its potential for attractiveness.

2.3 The Territorial Offer-Territorial Attractiveness Pair

Examining the two concepts of territorial offer and territorial attractiveness, we see that they are interdependent and rely on virtually the same levers. They maintain a direct causal relationship, where the territorial offer, contained in the various amenities (tangible and non-tangible assets) offered by a territory, directly affects its degree of attractiveness.

The purpose of a territorial offer, well-constructed and articulated around a judicious marketing approach, is to strengthen the attractiveness and hospitality of the territory (Chamard & Schlenker, 2017). However, in a competitive context, this potential depends on the effectiveness of territorial governance mechanisms. Indeed, by offering optimal and differentiated location conditions relative to other territories, the latter consolidate the territorial offer, which plays a key role in building and increasing territorial attractiveness. From this point of view, the attractiveness of the territory is only a reflection of its territorial offering

3. Examination of the levers guiding the territorial choices of Bejaia's industries

This second part aims to identify the main factors influencing the territorial choices of investors in the wilaya of Bejaia. It is based on the analysis of the results of a field survey conducted among a sample of local companies. The data collected consists of a set of qualitative (binary) variables likely to explain the various attractiveness determinants that guided the location choices of the companies surveyed.

3.1 Data Presentation

The sample analyzed consisted of 44 companies, 24 of which were located in industrial and business parks (54.4% of the sample) and 20 outside of these parks.

The dependent variable LOCZI takes the value of "1" if the company is located in an industrial zone (IZ) or in an activity zone (AZ), and "0" if this is not the case (the company is located outside a IZ-AZ).

The explanatory variables used are all binary qualitative, grouped around several aggregations centered on the different levers of attractiveness and territorial supply previously examined:

- **Infrastructure:** access to energy (ENER), water (HYD), telecommunications infrastructure (TELCOM), etc.

- **Economic factors:** availability of developed industrial land (FI), subsidies (SUBV), taxation (FISC), availability of logistics and communication infrastructure (Proximity to : Port (POR), Airport (AEROP), Roads and Highways (ROUT)
- **Territorial factors:** Good knowledge of territorial stakeholders (BCAL), desire to contribute to territorial development (active territorial development stakeholder (AADT)).
- **Institutional and human factors:** presence of public services (SERPUB), presence of qualified labor (MO), training centers (CFOR), universities (UNIV), etc.
- **Availability of natural resources:** Proximity of natural resources exploited by local companies (RNAT).

The choice of the dependent variable LOCZI stems from the fact that the latter is determined by the presence of several factors sought by companies. Indeed, the industrial zones and activity zones available in the wilaya of Bejaia are located at the level of the 17 richest and most populated municipalities of the latter. Moreover, they (the IZ - AZ) are mostly serviced and connected to the various networks (Gas, Electricity, Water, Internet, telephony), and are located in environments rich in natural resources, close to communication routes and logistical infrastructures (port, airport, roads, etc.). They are also located in - or on - the outskirts of large cities which constitute both labor pools and markets for the products of the localized companies, and which are equipped with training, public health, sports and leisure facilities, etc. In terms of numbers, the wilaya of Bejaia has 02 industrial zones and 19 operational activity zones, while the development of a new industrial park (*Kseur-Fénaïa-Ilmaten*) is almost complete, and another industrial park (*Beni Mansour*) is under construction. These zones are mainly located in the Soummam valley (at the level of 11 municipalities) near national roads n° 12 and n° 26, and the penetrating road which connects the wilaya to the east-west motorway. Other zones are located on the coastal strip (at the level of 4 municipalities) near national roads n° 9 and n° 43, or near the national road n° 75 (at the level of 2 municipalities).

After preliminary data analysis and elimination of source variables with near-complete separation, a final model was retained with four significant explanatory variables.

3.2 Methodological Choice

In this study, we opted to estimate a binary Logit model to identify the determinants likely to influence the location of industrial companies in the wilaya of Bejaia. The choice of this method is based on the dichotomous nature of the dependent variable, denoted

LOCZI, which takes the value 1 if the company is located in an industrial or business zone, and 0 otherwise.

The logistic model allows the probability of a company locating in an industrial zone to be modeled, based on a set of explanatory variables, through a logistic function bounded between 0 and 1. This type of model is particularly suitable when seeking to predict a binary type variable from qualitative or quantitative variables.

The general form of the estimated model is as follows:

$$\boldsymbol{Log\left(\frac{P[LOCZI=1]}{1-P[LOCZI=1]}\right)=\alpha_0+\alpha_1 FI+\alpha_2 ENER+\alpha_3 HYD+\alpha_4 BCAL+\ \varepsilon}$$

Knowing that :

- ***P[LOCZI=1]*:** Refers to the probability that a company is located in an industrial zone,
- ***FI*:** availability of industrial land,
- ***ENER*:** access to electricity and natural gas networks,
- ***HYD*:** access to the water network,
- ***BCAL*:** good knowledge of the local area,
- $\boldsymbol{\alpha_0}$**:** the model constant, and " $\boldsymbol{\varepsilon}$ **"** the random error.

The model was estimated using EViews software, using the maximum likelihood method, which allows obtaining asymptotically efficient estimators in the context of nonlinear models.

The explanatory variables used in the analysis are all binary. Each variable takes the value 1 if the criterion is met and 0 otherwise.

This model therefore makes it possible to examine the marginal effect of each factor on the probability of locating in an industrial zone and provides valuable insights for formulating land use policies aimed at increasing the territorial offerings of the province of Bejaia and improving its attractiveness.

3.3 Presentation of Results

The results of the estimations from the *binary Logit model* are presented in the table 1.

Table 1: Results of the estimates from the binary Logit model

Dependent Variable: LOCZI
Method: ML - Binary Logit (Newton-Raphson / Marquardt steps)
Date: 07/14/25 Time: 22:28
Sample: 1 44
Included observations: 44
Convergence achieved after 6 iterations
Coefficient covariance computed using observed Hessian

Variable	Coefficient	Std. Error	z-Statistic	Prob.
C	-0.975044	1.387317	-0.702827	0.4822
FI	6.039160	1.728844	3.493178	0.0005
ENER	3.214140	1.494798	2.150217	0.0315
HYD	3.414786	1.722957	1.981933	0.0475
BCAL	-2.323346	1.378658	-1.685223	0.0919

McFadden R-squared	0.682886	Mean dependent var	0.545455
S.D. dependent var	0.503686	S.E. of regression	0.244816
Akaike info criterion	0.664262	Sum squared resid	2.337454
Schwarz criterion	0.867011	Log likelihood	-9.613765
Hannan-Quinn criter.	0.739451	Deviance	19.22753
Restr. deviance	60.63281	Restr. log likelihood	-30.31641
LR statistic	41.40528	Avg. log likelihood	-0.218495
Prob(LR statistic)	0.000000		

Source: Extract from EViews software

The table 1 summarizes the estimated coefficients for each explanatory variable, their standard errors, as well as the Student t-test statistics (*z-statistic*) and the associated probabilities (*p-values*). These results allow us to assess both the direction (positive or negative) of the effect of each factor on the probability of being located in an industrial zone, and the statistical significance of this effect.

The interpretation is based on the sign of the estimated coefficients (which indicates whether a variable increases or reduces the probability of location) and on their significance at the 1%, 5% or 10% level. A positive coefficient suggests that the presence of this factor increases the probability of location in an industrial zone, while a negative coefficient indicates the opposite effect. Furthermore, the overall robustness of the model is assessed using standard indicators such as *McFadden's* R^2, log-likelihood, information criteria (*Akaike*, *Schwarz*) and goodness-of-fit tests (notably the *Hosmer-Lemeshow test*).

The analysis of these results makes it possible to identify the most relevant determinants on the decision of location of companies in the wilaya of Bejaia, by highlighting the significant variables and their relative impact on the probability of establishment in industrial zones.

3.4 Model Validation and Diagnostics

Before interpreting the econometric results, it is essential to ensure the statistical robustness and overall validity of the estimated model. To this end, several tests and indicators were used to assess the goodness of fit, overall significance, relevance of the explanatory variables, and the predictive capacity of the model. The objective is to ensure that the estimated relationships between the choice of company locations and their determinants do not result from random effects, but rather reflect economically and statistically reliable mechanisms. Below, we present the main validation elements of the selected Logit model.

- The *Likelihood Ratio Test* allows us to assess whether the introduction of explanatory variables significantly improves the explanatory power of the model compared to a null model (without explanatory variables). In our case, the test statistic is 41.40 with an associated p-value of 2.21×10^{-8}, which indicates that the model is globally significant at the 5% threshold. We can therefore reject the null hypothesis of no overall effect and conclude that the explanatory variables significantly improve the prediction of the location of companies in the wilaya of Bejaia.

- In Logistic models, the traditional coefficient of determination is not valid. Instead, several pseudo coefficients of determination are used. The most common is *McFadden's* R^2, which is interpreted as an indicator of the *Likelihood* gain of the full model compared to the null model. Here, the pseudo R^2 reaches a value of 0.683, which indicates a very good fit of the model with the data (a value greater than 0.3 is generally considered satisfactory in Logit). In Logistic models, the traditional coefficient of determination is not valid. Instead, several pseudo coefficients of determination are used. The most common is *McFadden's* R^2, which is interpreted as an indicator of the likelihood gain of the full model compared to the null model. Here, the pseudo R^2 reaches a value of 0.683, which indicates a very good fit of the model with the data (a value greater than 0.3 is generally considered satisfactory in Logit).

- Analysis of the coefficients estimated using the *Wald test* (*z-statistics*) reveals that several variables have a statistically significant effect on the probability of establishing an industrial zone. In particular, the availability of industrial land (FI), access to energy (ENER) and access to water (HYD) have positive and significant coefficients at the 5% level. The knowledge of the territory variable (BCAL) is marginally significant at 10%, with a negative effect.

- To verify the overall goodness of fit of the selected binary Logit model, we used the *Hosmer-Lemeshow test*, which is widely used to assess the agreement between the probabilities predicted by the model and the actual observations. This test divides the observations into groups, according to the risk quantiles, and compares the observed

frequencies with the expected frequencies. In our case, the *Hosmer-Lemeshow* statistic is 7.84, with a p-value of 0.449. This value, well above the conventional threshold of 5%, indicates that the null hypothesis of good specification of the model cannot be rejected. In other words, the Logit model is considered to fit the data well, which reinforces the validity of the estimates and the relevance of the identified relationships.

Table 2: Main validation elements of the binary Logit model

Goodness-of-Fit Evaluation for Binary Specification
Andrews and Hosmer-Lemeshow Tests
Equation: UNTITLED
Date: 07/14/25 Time: 23:08
Grouping based upon predicted risk (randomize ties)

	Quantile of Risk		Dep=0		Dep=1		Total	H-L
	Low	High	Actual	Expect	Actual	Expect	Obs	Value
1	0.0012	0.0012	4	3.99515	0	0.00485	4	0.00486
2	0.0012	0.0293	4	3.92786	0	0.07214	4	0.07347
3	0.0293	0.0356	4	4.84073	1	0.15927	5	4.58385
4	0.0356	0.2358	4	3.45709	0	0.54291	4	0.62817
5	0.2358	0.8388	3	2.47510	2	2.52490	5	0.22044
6	0.8388	0.9037	0	0.51499	4	3.48501	4	0.59109
7	0.9037	0.9269	0	0.31557	4	3.68443	4	0.34260
8	0.9269	0.9394	1	0.35298	4	4.64702	5	1.27608
9	0.9394	0.9923	0	0.08360	4	3.91640	4	0.08539
10	0.9923	0.9937	0	0.03694	5	4.96306	5	0.03721
		Total	20	20.0000	24	24.0000	44	7.84316

H-L Statistic 7.8432 Prob. Chi-Sq(8) 0.4489

Source: Extract from EViews software

3.5 Interpretations of the Binary Logit Model Results

The estimated Logit model highlights four explanatory variables that significantly influence the probability of an industrial firm being located in an industrial zone in the province of Bejaia. The interpretation of the coefficients, presented below, is based on their sign, their statistical significance (at 1%, 5%, or 10%), and their economic significance:

Availability of industrial land: The estimated coefficient of this variable is positive (6.039) and highly significant (p-value ≈ 0.0005). This suggests that the presence of available industrial land is a determining factor and a strong incentive for companies to

locate in industrial zones. This result highlights the importance of land policy in location decisions.

Access to energy: The ENER variable also has a positive and significant effect (coefficient = 3.214; p-value = 0.0315), which indicates that access to a reliable and sufficient energy source significantly increases the probability for a company to choose an industrial zone. This is consistent with the structural production needs of industrial units.

Access to water resources: The coefficient associated with the HYD variable is also positive (3.415) and significant at the 5% threshold (p-value = 0.0475). This result indicates that the availability of water resources is another structuring factor in industrial location, particularly for industrial companies whose activities require significant water consumption.

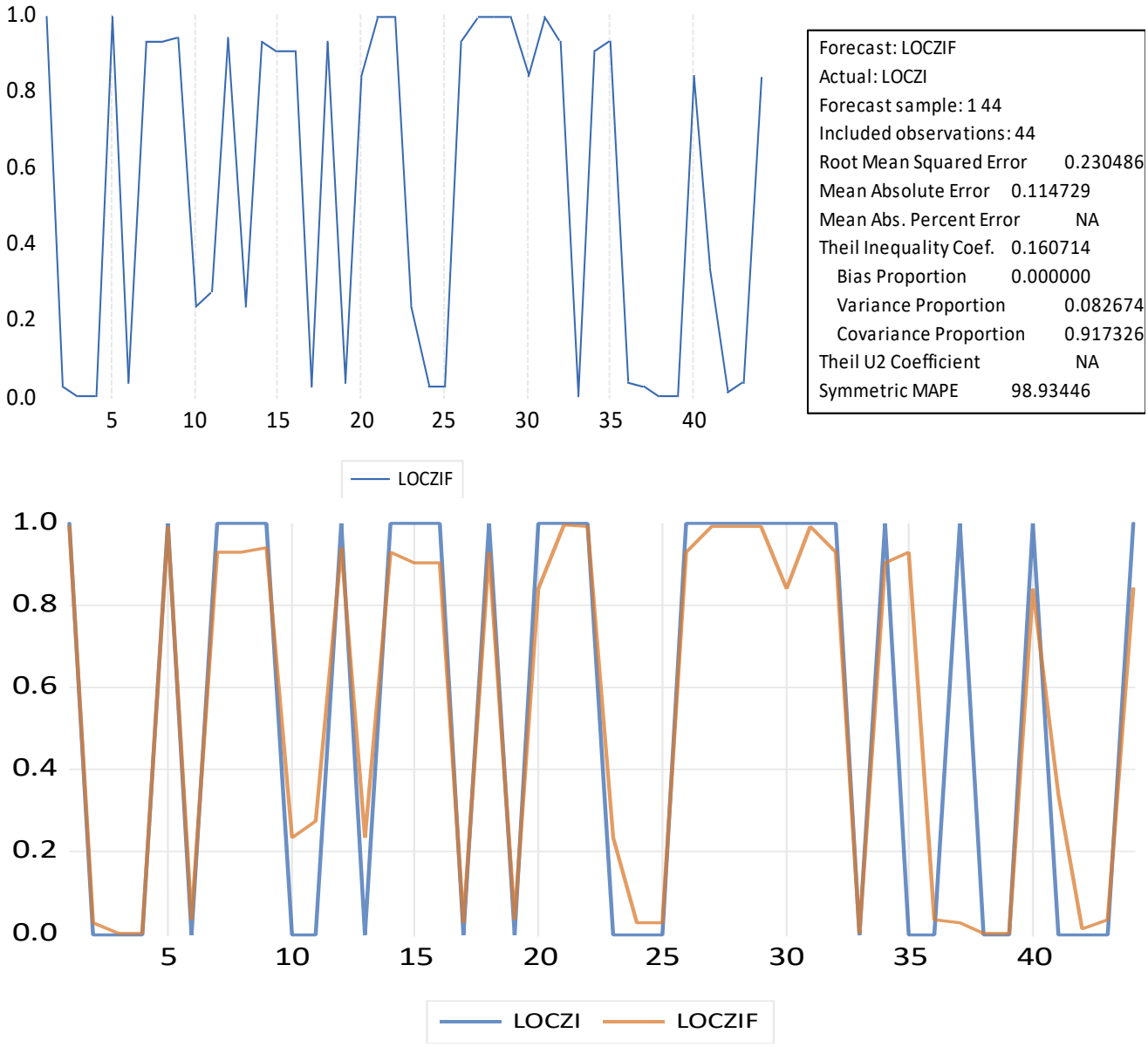
Good knowledge of the territory: Unlike the other factors, the BCAL variable displays a negative coefficient (–2.323) with marginal significance (p-value=0.0919). This result, which is more difficult to interpret intuitively, may indicate that companies that are well-familiar with the territory prefer, in certain cases, to set up outside industrial zones, perhaps for reasons of availability of private land, good knowledge of the area and local stakeholders, proximity to markets, or avoidance of certain regulatory constraints.

3.6 Forecasting capacity and model adjustment

The results of the binary Logit model not only confirm the statistical significance of the main industrial location factors, but also demonstrate satisfactory forecasting capacity. Indeed, the forecast performance indicators (mean square error, mean absolute error, and Theil coefficient) reveal a good fit between predicted and observed values. Thus, the model can be used as a decision-making tool for public authorities. It allows them to anticipate the probability of a company establishing itself in a given area, based on certain criteria (land availability, access to networks, knowledge of the territory, etc.). It can also be used to guide development policies, particularly in disadvantaged areas, with a view to equipping them with the most decisive factors, thereby consolidating their territorial offerings and enhancing their attractiveness.

As shown in the forecast graph below, the values predicted by the model generally fit well with the observed values, which supports the empirical validity and operational scope of the model. This predictive potential opens the way to concrete applications in territorial planning, targeted infrastructure allocation, and strategic site selection for future industrial projects.

Graph 1: Adjustment of predicted values to observed values



Source: Extract from EViews software

4. CONCLUSION:

This study focused on analyzing the drivers of territorial supply and attractiveness for industrial activities in the province of Bejaia. It focuses on examining the degree of influence of several factors on the territorial choices of a sample of 44 industrial companies in this region.

Through the analysis of the data from this field survey and the estimation of a binary Logit model, we characterized the most important elements that guide the territorial behavior of the targeted industries. According to the results obtained, the latter is particularly sensitive to the availability of industrial land (FI), as well as to access to energy (ENER) and water (HYD). These three factors are common to almost all

industrial zones and business parks developed in the wilaya of Bejaia. On the other hand, good knowledge of the local territory (BCAL) seems to direct some companies towards locations outside the ZI-ZA, suggesting that other logics, sometimes informal or strategic, may intervene in the location decision process.

Of course, the identification of the aforementioned location levers does not mean that other factors (logistics, communication, telecommunications, training, workforce, quality of life, etc.) do not play a role in building the supply and attractiveness of the territory of the wilaya of Bejaia. In fact, the failure to consider these factors as distinctive and determining elements of the territorial choices of industries stems from the quality of the facilities that equip the different localities of the wilaya. Thus, for investors involved in the field survey, the above-mentioned elements can be considered ubiquitous. Similarly, the mobility possibilities achieved thanks to the density of communication axes combined with the quality of the means of transport and routing used have reduced the importance of the immediate proximity of labor pools, supply sources, consumer markets, and transshipment points such as the port and the railway station.

Therefore, even if our analysis reveals three main factors favoring the location of industrial companies in the wilaya of Bejaia, the levers structuring its territorial offer are more numerous. Obviously, all of its natural, infrastructural, economic and social endowments (tangible and non-tangible) play a role in improving its attractive potential, but with different degrees of influence. Indeed, depending on the nature of the planned activity, the size of the company and the ambitions of its managers, all these elements contribute to the consolidation of the territorial offer of the wilaya of Bejaia. However, the increase in the availability of developed industrial land connected to the various networks, particularly water and energy, further strengthens the attractiveness of this territory.

Methodologically, the use of the binary Logit model proved to be relevant given the dichotomous nature of the dependent variable. The estimated model showed good quality of fit (McFadden $R^2 > 0.68$) and results generally consistent with theoretical expectations.

However, certain limitations – notably the small sample size, the geographical focus on a single wilaya, and the absence of interactions or continuous quantitative variables – call for caution regarding the generalization of the results. Further work could make it possible to broaden the analysis to other regions and to integrate more detailed economic or institutional dimensions in order to better understand the foundations for building a competitive territorial offer that greatly consolidates the competitiveness of territories in Algeria.

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