

Territorial marketing, local development: what kind of relationship?

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Introduction:

As everyone agrees, the main function of place marketing is to have a positive effect on the behavior of economic agents so as to push them to establish themselves in our territory.

It is therefore a matter of developing a dynamic contributing to improving a system of attractiveness to the territory. To achieve this, we must focus on the three dimensions of the economic attractiveness of a territory, namely: Businesses, residents, tourists

The option most used in this sense, is the fact of conveying an attractive image on the territory and of trying to embody this image in the imagination of the population concerned, in other words, all the mechanisms must be implemented. to establish a relevant territorial offer.

1: Towards an effective territorial offer.

The territorial offer can be defined as "constituted by a set of socio-economic characteristics of a territory having a more or less direct impact on the reception and maintenance of economic activities. They can be very heterogeneous elements. : physical characteristics of a territory, infrastructures (in the broadest sense), demographic characteristics, the local institutional framework, skills in gray and research, fiscal policies and financial incentives, quality of the interdependencies of local actors and intensity of local animation ”¹.

These characteristics of the territory must be valued by economic agents belonging to the same territory, namely companies, the population and especially tourists.

After having defined the notion of territory at the level of the second chapter, we move on to define what an attractive territory is, in other words a territory whose characteristics are able to stimulate economic agents to settle in the area, as well. , an attractive territory is one which has more "capacity to provide, thanks to its resources, its more attractive conditions of establishment than those of competing territories for mobile projects"².

¹ Ernst and Young 2002, *Étude sur la constitution d'une offre territoriale différenciée, rapport d'études, DATAR, 110 p.*

² F. Hatem (2005) *Attractivité du territoire : de la théorie à la pratique. L'industrie en France et la mondialisation, Service des études et des statistiques industrielles*

2: Factors of attractiveness of a territory

"The impact of pull factors add D. and M. Wheeler depends on the level of development of the host country and the sector chosen by the multinational firm.³, some authors⁴ confirm through their studies that some changes and adaptations at the marketing level such as: market segmentation, optimization of the marketing mix, perceptual positioning and marketing investment are essential to develop a territory.

Lamarche⁵ delimits the characteristics of territorial marketing into three categories which are: "the quasi-advertising promotion of the territory in a perspective of territorial marketing, the association of the region with a high level of product quality and the promotion of price competitiveness. of the territory ".

In relation to territorial marketing, Doucet, Laval and Favreau⁶ define sustainable local development as being a refusal of uprooting, to see its locality, its village or its neighborhood drawn into the demographic decline and the decline of its local economy, with what the result is the lack of services. Thus, the challenge of territorial marketing remains to find a viable balance in the medium and long term between the economic, social and environmental dimensions of human activities.

3: The development of the territory through territorial communication

Communication can be defined as "a process by which a person (natural or legal) transmits stimuli in order to modify the behavior of other people. The purpose of communication is not necessarily to sell, but to transmit information to the target audiences, so as to modify their knowledge, attitude or behavior towards a company, a brand , a product or a idea "⁷ .

"The overall amounts invested for marketplace branding practices by the territories are significant and tend to increase"⁸

"The attractiveness of a country relates to a very wide range of determinants: size of markets, cost of capital and labor (in which taxation plays an important role"⁹.

³ D. Wheeler, A. Mody(1992) *International investment location decisions: The case of US firms* *Journal of International Economics*, 33 , pp. 54-76

⁴ Proulx M-U. et Tremblay D., « Marketing territorial et positionnement mondial. Global positioning of the peripheries with territorial marketing », *Géographie, économie, société*, n° 2, Vol. 8, 2006, p. 239-256.

⁵ Lamarche, T. « Le territoire entre politique de développement et attractivité », *Études de communication*[En ligne], 26 / 2003, mis en ligne le 13 octobre 2008, consulté le 01 octobre 2016.

⁶ Doucet, Laval et Favreau, *Théorie et pratiques en développement communautaire*, Québec, Presse de l'Université du Québec, 1997, p.462.

⁷ <http://knowledge.uclga.org/IMG/pdf/lemarketingterritorial->

⁸ Jacobsen, B. P. (2009). *Investor-based place brand equity: a theoretical framework*. *Journal of Place Management and Development*, 2(1), 70–84. <https://doi.org/10.1108/17538330910946029>

⁹ Coeuré Benoît, Rabaud Isabelle, Madiès Thierry. *Attractivité de la France : analyse, perception et mesure ; suivi d'un commentaire de Thierry Madiès*. In: *Economie et statistique*, n°363-365, 2003. *Les entreprises sur les marchés mondiaux*. pp. 97-127;

Likewise, and according to the same author¹⁰, the size of the market for a territory or a country and its dynamism, are also explanatory factors of attractiveness.

According to other authors¹¹, the GDP, research and development (R / D) and infrastructure are factors of attractiveness of a territory.

In addition to these factors, Agarwal¹² adds political dimensions, thus according to him “The attractiveness of a territory depends mainly on political stability, the size of market growth of the territory in question, economic stability in terms of inflation, growth and balance of payments, infrastructure.

Roland Rathelot and Patrick Sillard believe that, "The inequalities in taxation¹³ between the different territories are essential factors of attractiveness"¹⁴.

Based on the variables: investment grants and tax relief, Mayer and Mucchielli¹⁵ concluded in their study that: “Investment grants and tax relief positively influence the level of attractiveness. of a territory ”.

With Olivier Keramidas, Ekaterina Le Pennec and Sarah Serval¹⁶ we discovered that the best way to measure the relationship between territorial marketing and local development is to link and test the relationship between development and attractiveness, Authors who concluded that “there is a positive relationship between the level of development and attractiveness”¹⁷, have used the famous human development indicator as the main factor that may or may not impact development within the territory.

¹⁰ **Coeuré Benoît, Rabaud Isabelle, Madiès Thierry.** *Attractivité de la France : analyse, perception et mesure ; suivi d'un commentaire de Thierry Madiès.* In: *Economie et statistique*, n°363-365, 2003. *Les entreprises sur les marchés mondiaux.* pp. 97-127;

¹¹ **Florence Hubert and Nigel Pain.** *Aides à l'investissement, intégration européenne et localisation de l'investissement direct allemand.* *Économie et Prévision*, 2002, vol. 152, issue 1, 151-170

¹² **Jamuna Agarwal (1980).** *Les déterminants d'attractivité des IDE.* *Review of World Economics (Weltwirtschaftliches Archiv)*, 1980, vol. 116, issue 4, 739-773

¹³ *Matérialisées au niveau des facteurs suivants : régime fiscale, taux des prélèvements fiscaux, pression fiscale, le taux d'imposition du capital et le taux de change*

¹⁴ **Rathelot Roland, Sillard Patrick.** *Zones Franches Urbaines : quels effets sur l'emploi salarié et les créations d'établissements ?* In: *Economie et statistique*, n°415, 2008. *Disparités territoriales - Économie et Statistique* n°415-416. pp. 81-96

¹⁵ **Mayer Thierry, Mucchielli Jean-Louis.** *La localisation à l'étranger des entreprises multinationales. Une approche d'économie géographique hiérarchisée appliquée aux entreprises japonaises en Europe.* In: *Economie et statistique*, n°326-327, 1999. pp. 159-176;

¹⁶ **Keramidas, O., Le Pennec, E. & Serval, S. (2016).** *Caractériser l'attractivité d'un territoire, une approche par les ressources : le cas de 5 EMN européennes nouvellement implantées dans la région de Kalouga en Russie.* *Management international / International Management / Gestión Internacional*, 20, 130–142. <https://doi.org/10.7202/1063710ar>

¹⁷ **Keramidas, O., Le Pennec, E. & Serval, S. (2016).** *Caractériser l'attractivité d'un territoire, une approche par les ressources : le cas de 5 EMN européennes nouvellement implantées dans la région de Kalouga en Russie.* *Management international / International Management / Gestión Internacional*, 20, 130–142. <https://doi.org/10.7202/1063710ar>.

Conclusion

From this analysis, we can say that the inclusion of the human development indicator in the equation will allow us to better identify the relationship between development and territorial marketing through the notion of the attractiveness of the territory.

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