

Communication and Territorial Attractiveness for the Development of Tourism Entrepreneurship: The Case of the Southern Provinces

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Abstract: The fierce competition between regions has led to the emergence of a new problem for businesses: how to choose the right location to invest in and how to assess the profitability of their project? Each region is now seeking to gain a comparative advantage by creating a range of offers to retain companies already established in the region and attract new investors. The choice of business location is based on an assessment of potential host territories, with sites offering location advantages more likely to be chosen. Territorial attractiveness thus becomes a tool for stimulating the growth and success of a territory through its ability to anchor and attract businesses. Our article, which is part of a research project funded by the CNRST and the Ministry of Higher Education and Innovation and entitled "**Territorial and Public Communication: A Lever for Promoting Tourism and Entrepreneurship for the Sustainable Development of the Southern Provinces in the Context of Advanced Regionalization: Towards a National Territorial Communication Model**", aims to frame the concept of "territorial attractiveness" and to specify the factors that influence the choice of location for businesses. The practical part of our study will focus on an in-depth exploration of the attractiveness of southern regions. For this analysis, we will implement an approach based on interview guides, helping us to collect essential data for carrying out a SWOT assessment. Our aim is to diagnose the potential of these specific regions and the means they have at their disposal to attract entrepreneurs in the tourism sector.

Keywords: Communication, Entrepreneurship, Morocco, Regional Attractiveness, Tourism

I. Introduction

The exponential increase in demand for jobs has led to a striking imbalance in the supply-demand balance. This affects the quality of life of the population and contributes to the emergence of fatal social and economic problems. This has led all the territories to redouble their efforts in terms of job creation to cope with the growing pressure of job demand on the labor market. To achieve this, the focus has been on attracting new businesses and making it easier for them to set up in the region. Given the limited number of project promoters and investors, regional areas face fierce competition to attract and retain new projects. Morocco is no exception. To face up to this war of rivalry, each region is expected to present a competitive offer whose value is superior to that of its competitors in terms of location conditions.

To this end, local authorities have chosen to make local attractiveness an essential tool for attracting new businesses. The notion of attractiveness has become a central issue in regional development, as evidenced by its omnipresence in the discourse of elected representatives, in the media, and expert studies. Local and regional authorities are now in a race to attract a large number of companies to their areas, thanks to the attractiveness of their regions. Enhancing the attractiveness of the region can therefore be a key factor in developing the desire for companies to locate here, but it needs to be accompanied by a more effective communication strategy to publicize the region's appeal.

In this article, we will attempt to provide clear answers to the following question: To what extent can the attractiveness of a region encourage companies to locate in a particular area?

To answer this question, we have chosen the southern province as our field of study.

This article is divided into two main parts. The first part deals with the theoretical framework on which our proposed conceptual model is based. This model aims to identify the variables that can influence the choice of location. The second part includes an exploratory study of the potential of the southern provinces in terms of attraction factors for tourism projects. This study will be carried out using an interview guide administered to the various people responsible for development in the southern provinces. The results of the study will be presented in the form of a SWOT matrix.

II. Literature Review

Before tackling the issue of territorial attractiveness and the factors on which it is based, it seems appropriate to first clarify the two terms that compose it, namely: territory and attractiveness.

2.1 The territory

We can say that the concept of territory is polysemous, its meaning varying according to each field: economic, political, geographical, and societal (Pecqueur, Coissard, 2007.). For example, a territory in the political sense refers to an area in which authority or jurisdiction is exercised (Alain Rousset, 2014). In geography, the territory is constituted of three complementary dimensions (Laganier, Villalba, and Zuideau, 2002):

- A material dimension: the territory is a space endowed with natural resources defining the potentialities and constraints of development, and the material resources resulting from the development of the space by businesses.
- An organizational dimension: the territory is defined as an entity endowed with an organization of social and institutional actors who are linked together by relationships of domination, solidarity, hierarchy, and complementarity... (Alain Rousset, 2014).
- An identity dimension: the territory is defined as a spatial entity with its own identity, characterized by its name, its history, its heritage... (Alain Rousset, 2014).

These different definitions lead us to conclude that there are several specific characteristics of a territory: natural and observable criteria (sea, forest, mountains, etc.), administrative criteria (department, region, country, etc.), and political, economic and cultural criteria (Alain Rousset, 2014).

According to Hospers (2014), each territory is distinguished from others by dimensions that are specific to it and which are generally divided into four categories.

- Territorial strength: this is the territory's power to specify these boundaries well and distinguish itself from other places.
- Symbolic strength: these are all the symbols that are linked to and attached to the territory, such as the flag, the name, and the typical landscapes...
- Institutional strength: this is the necessary role of institutions in maintaining territorial strengths.
- Identity strength: the degree to which the territory is rooted in people's collective consciousness and social behavior.

Thanks to these definitions, we now have a general idea of the term territory. We now turn to the concept of attractiveness, which is becoming the central axis of all territorial management decisions. Let's take a closer look at what this term means.

2.2 Regional attractiveness

The choice of location for citizens and economic players (companies, retailers, etc.) is determined by the attractiveness of a region (Isabelle BERGERET,2022). According to the French dictionary, the word attractiveness is defined as the capacity of an object or a person to seduce, attract, and bring to oneself. The term 'territorial attractiveness' seems to be a multidimensional concept. It lies at the intersection of the notions of competitiveness, territorial marketing, and territorial offer (P. Thiard, 2007, p 47). Many authors have given a wide range of definitions of attractiveness depending on the target it is aimed at, i.e. tourists, businesses, income, capital, labor, certain services needed by the population, and so on. The common objective between these different types of attractiveness is to be able to create the conditions for retaining and attracting the target, as explained in the figure below:

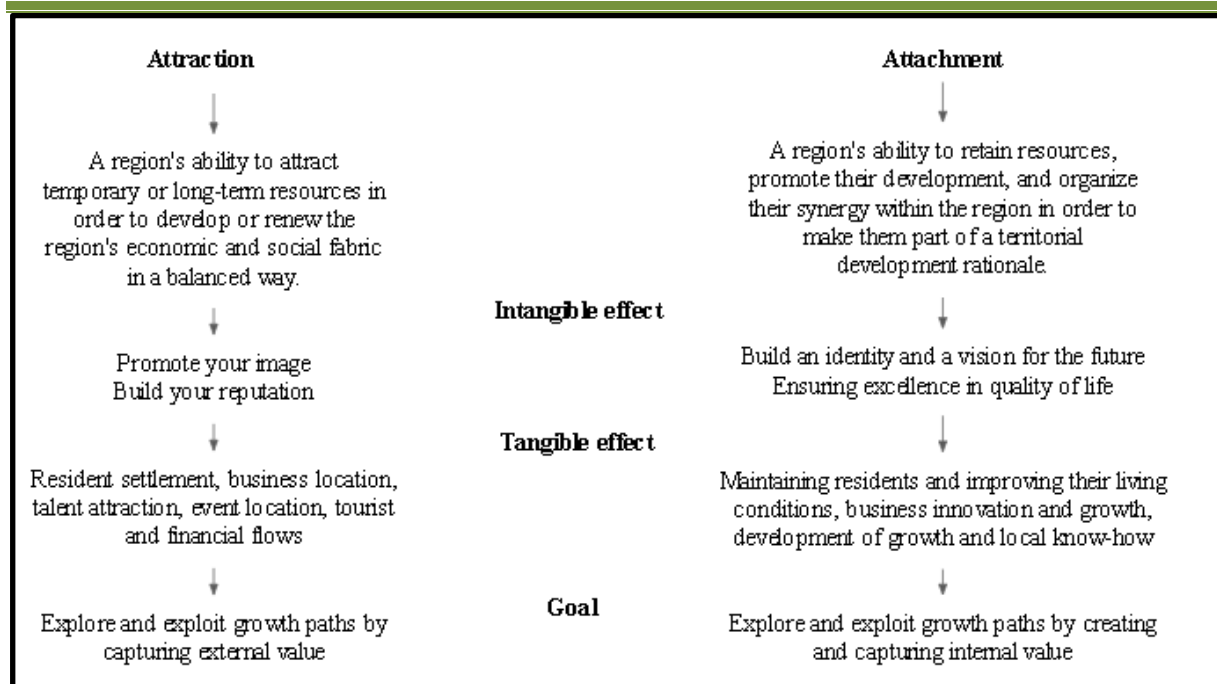


Figure 1: The objectives of territorial attractiveness¹

What emerges from this figure is that the attractiveness of a territory can be defined as the ability to attract active resources to that territory and to use a defensive strategy to capture the resources that already exist. In short, three types of territorial attractiveness are the most well-known in the minds of local authorities: economic, residential, and tourist attractiveness. In our article, we focus more on the first two types of attractiveness, because these are the types that have the greatest impact on our business development issues. Therefore, we need to delve deeper into our theoretical research into these two types of attractiveness to gain an overall view of their ability to influence the decision to locate a business.

2.2.1 Economic attractiveness

INSEE defines economic attractiveness as an area's ability to attract specific external resources. These resources are either productive in nature, such as the location of various establishments in the area, or residential in nature, resources that in turn generate economic wealth through spending by active residents (employees who work outside the area), retired residents, and tourist spending. There are therefore two complementary types of economic attractiveness: productive economic attractiveness and residential economic attractiveness (Alain Rousset, 2014). Choices of where to live and where to work are interdependent.

2.2.2 Residential attractiveness

From a residential point of view, an attractive city is a city with a positive migratory balance, and which has an intensity of requests for professional transfers and housing requests from external residents. In short, an attractive city is one in which people ideally want to live (Alain Rousset, 2014). It is therefore necessary to understand what a person's needs are as a citizen and as a member of the production activity (Nailya Bagautdinova, 2012).

It is possible to identify several components essential to residential territorial attractiveness that reflect the incompressible priorities of migrants and residents.

¹ source: "Chaire Attractivité et Nouveau Marketing Territorial", Aix-Marseille University (Christophe Alaux) <https://anmt.univ-amu.fr/fr/chaire-anmt>, and the work of Vincent Gollain <http://www.marketing-territorial.org/>
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Table 1: The essential components of an attractive residential area²

Components	Objective resources	Symbolic resources	Examples of indicators
geography and customer	<ul style="list-style-type: none"> - Physical geography: proximity to the sea, a river, a border zone, - Natural areas, etc. - Climate (heliotropism) 	<ul style="list-style-type: none"> - Landscape value attributed to the area - Symbolic value (place of remembrance, etc.) 	<ul style="list-style-type: none"> - Sea, river, mountains - Natural resources - Number of sunny days - Average temperatures
Accessibility	<ul style="list-style-type: none"> - Position within inter-city transport networks - Network externalities 	<ul style="list-style-type: none"> - Residents' sense of centrality 	<ul style="list-style-type: none"> - Density of maritime, river, car, rail, and air networks - Cross-border situation - National or international geographical centrality
Demographics	<ul style="list-style-type: none"> - Demographic weight and dynamism - Population characteristics and trends 	<ul style="list-style-type: none"> - Image of people and their lifestyles 	<ul style="list-style-type: none"> - Number of inhabitants - Demographic growth - Breakdown by age, profession, country of origin, etc.
Political organization	<ul style="list-style-type: none"> - Position in the national and international political system - The organization of local power - Tax revenue 	<ul style="list-style-type: none"> - City policy influence - Media image and national or international profile of elected representatives 	<ul style="list-style-type: none"> - Political status of the city (capital, etc.) - Number of institutions present - The national and international political role of elected representatives
Economy	<ul style="list-style-type: none"> - Economic dynamism - Sectors of activity - Job market situation - Salary levels 	<ul style="list-style-type: none"> - The city's image among working people, entrepreneurs, and the media 	<ul style="list-style-type: none"> - Growth in local GDP - Number, sales, and development of establishments - Presence of head offices - Investment and innovation - Number of structures and employment trends - Salary levels - Economic disparities
town planning	<ul style="list-style-type: none"> - Density of the urban fabric - Quality of public spaces - Key urban projects 	<ul style="list-style-type: none"> - Awareness of urban projects 	<ul style="list-style-type: none"> - Population density - Extent of structuring projects with outreach potential
Housing	<ul style="list-style-type: none"> - Housing supply - Accommodation costs 	<ul style="list-style-type: none"> - Residents' views on housing conditions 	<ul style="list-style-type: none"> - Change in the number of homes - Characteristics of the stock: detached/apartment housing, social housing, age, average number of rooms, etc.
Social conditions	<ul style="list-style-type: none"> - Social inequalities - Cost of living - Security - Social cohesion 	<ul style="list-style-type: none"> - Image of the city, quality of life, conviviality, atmosphere - Cosmopolitanism 	<ul style="list-style-type: none"> - Number of shops and leisure facilities (restaurants, cinemas, etc.) - Cost of living index

² Table: Components of residential attractiveness (Hervé Alexandre, François Cusin and Claire Juillard, 2010, p 11)

	<ul style="list-style-type: none"> - Ability to integrate new entrants - Health and social policies 	<ul style="list-style-type: none"> measured and lived - The city's ability to build an identity and communicate it to the public 	<ul style="list-style-type: none"> - Quantity and quality of housing - Number of doctors per inhabitant - Crime rate
Infrastructure	<ul style="list-style-type: none"> - facilities and services for people with disabilities - Transport services - Educational resources - Health and social services 	<ul style="list-style-type: none"> - Appreciation and reputation for service quality 	<ul style="list-style-type: none"> - Number of public transport users - Road network density - Number of crèche places - School rankings - Number of doctors and hospital beds per inhabitant
Culture and heritage	<ul style="list-style-type: none"> - Historical and architectural monuments - Cultural infrastructure - Cultural production - Tourist sites 	<ul style="list-style-type: none"> - Tourist and media awareness - Scientific and academic influence 	<ul style="list-style-type: none"> - Places of religious pilgrimage - Number and number of visitors to museums and tourist sites - Theatres on offer - Number of students - University rankings - Number of scientific patents filed
Environment and sustainable development policy	<ul style="list-style-type: none"> - Green spaces - Environmental pollution and measures to reduce it 	<ul style="list-style-type: none"> - Ability to be emblematic of sustainable cities 	<ul style="list-style-type: none"> - Area of green spaces - Cleanliness - Pollution levels - Presence of or plans for eco-districts - Budgets spent on the environment

It is important to consider these factors when companies wishing to locate here also take developing the region's attractiveness strategy, as the quality of the residential offer into account.

2.3 Potential business locations in attractive areas

The decision to locate a small business is taken by a single individual, the "manager", and is, therefore, a personal decision that may be influenced by cognitive biases (Sergot, 2008). As the manager of a small or medium-sized business lives and works in a geographically limited area, he or she will have a strong network of contacts in the area, and will therefore be more inclined to set up and invest there (Marchesnay, 2008). In this respect, the choice of location is made in the area with the largest number of networks of relationships (professional, family, social) (Guérin-Pace et al, 2008).

For large companies, the decision to locate is no longer a personal one. It becomes a decision taken carefully by specialized departments that take into account all the criteria that can influence this choice. In this case, cognitive biases have less influence on the decision.

Companies looking to locate first evaluate potential host territories, and then select only those sites with a certain number of locational advantages (SoufyaneFrimousse, Christophe Storaï 2007). These advantages may be in terms of a skilled workforce, an innovative technological environment, or local expertise. "*More fundamentally, the locational advantages offered by a territory will only be validated insofar as they can contribute to strengthening the firm's competitiveness*". (Michalet, 2001, p. 392).

From this perspective, the role of the region is to provide companies with competitive factors (capital, labor) enabling them to master new techniques and develop their managerial organizations. To be selected as a potential site, the region must meet the macroeconomic conditions that enable entrepreneurs and investors to assess the profitability of their location projects (SoufyaneFrimousse, Christophe Storaï 2007).

To get a clearer picture of the choice of location for businesses and the working population, we pose the following question:

What are the attractiveness factors that influence companies' choice of location?

A study carried out by the "knowledge of the area" group summarized the main attraction factors in the following eight elements:

- Land and commercial property: availability/price/quality of property;
- The quality of the location: the site, the building, etc.;
- The services on offer, in particular, fiber/ultra-broadband;
- The theming of activity areas to promote the development and visibility of key sectors;
- Promote a varied offer, in terms of range, price, and location, to meet demand in all its diversity. Business parks are areas for development, as are town centers;
- The presence of campuses;
- Availability of labor, with the possibility of sourcing human resources and qualifications;
- Infrastructure.

The World Bank has established a ranking based on 12 criteria to determine which jurisdictions facilitate the integration of investors and offer a good business climate. The World Bank's Doing Business Index is published annually to rank all countries by the quality of their investment climate. This index a number of important aspects of the regulatory environment affecting domestic businesses. It provides quantitative indicators on regulations relating to starting a business, obtaining building permits, electricity, registering property, obtaining credit, protecting minority investors, paying taxes, trading across borders, enforcing contracts, and resolving insolvency (table ...).

Table 2: The World Bank's 12 attractiveness criteria³

Criteria	Indicators
Setting up a company	Procedures, deadlines, costs, and minimum paid-up capital for setting up a limited liability company for men and women
Granting of planning permission	Procedures, time, and cost to complete all the formalities to build a warehouse and the quality control and safety mechanisms in the building permit system
Connecting to electricity	The procedures, time, and cost of connecting to the electricity grid; the reliability of the electricity supply; and the transparency of tariffs.
Property registration	Procedures, times, and costs for transferring property and the quality of the land administration system for men and women
Obtaining loans	Reliability index of legal rights; extent of credit information; coverage by public registers, coverage by private bureaus.
Protection of minority investors	Information disclosure index; index measuring executive responsibility; index of ease of legal action by shareholders; investor protection index.
Tax payments	Payments, time, and total tax and contribution rates for a company to comply with all tax regulations and post-filing processes
Cross-border trade	Documents required for export; Time required for export: export costs; documents required for import.
Performance of contracts	Time and cost to resolve a commercial dispute and quality of legal processes for men and women
Settlement of insolvency	Time, cost, outcome, and recovery rate of commercial insolvency and

³ source: www.doingbusiness.org Doing Business 2020, p19

	soundness of the legal framework for insolvency
Hiring workers	Flexibility in employment regulations
Contract with the government	Procedures and deadlines for participating in and winning a works contract through public procurement and the regulatory framework for public procurement

2.4 Conceptual model

Based on the literature review, we have noticed that in order to influence the decision to locate a business, the area must above all offer the conditions for a better quality of life in order to encourage the project owner to set up and invest in this area. As a result, residential attractiveness must be taken into account when developing a strategy for attracting new businesses. In order to attract investment to an area, it is also necessary to present a number of important advantages for the development of these investments.

To summarize what we have deduced from the literature review, we have produced a model summarizing all the variables that may have some influence on the desire of entrepreneurs and investors to set up a business in a given area.

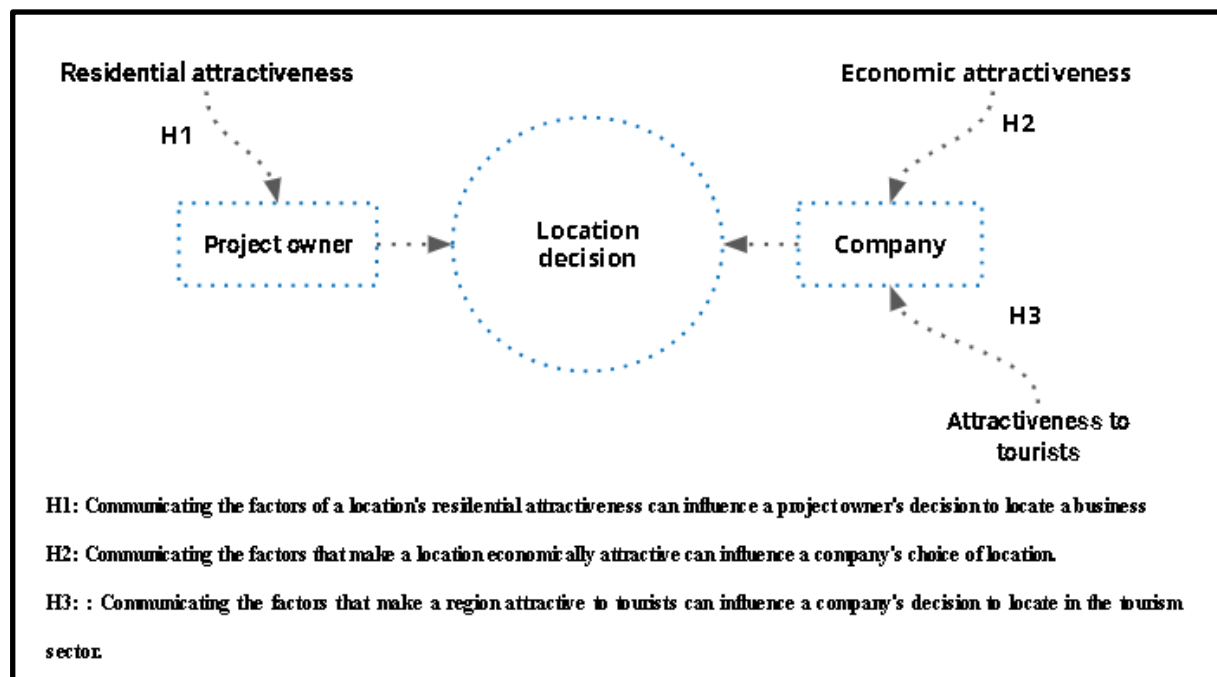


Figure 2: Conceptual model that develops the relationship between the attractiveness of the area and the decision to locate⁴

III. Research method

In this study, we explore the way in which territorial attractiveness can encourage the desire for tourism entrepreneurship. We chose the southern provinces for our study. In order to orient our research towards its objective, we prepared a guide dealing with the various issues relating to the attractiveness of this area. We then distributed this guide to development officials in the southern provinces. The aim of this guide is to diagnose the area's potential and find out what means it has to attract tourism entrepreneurs. The results of this study will be presented in the form of a SWOT matrix.

3.1 Study area:

We have chosen the southern provinces of Morocco as our field of study. These provinces are also known in the Kingdom as the "Moroccan Sahara", "Saharan provinces", "Southern regions" or "Moroccan

⁴ Carried out by the authors as part of their theoretical research.

South". The surface area of these provinces is 335,389 km², which is just under half the surface area of the whole of Morocco, and they were populated by 944,470 people according to the census carried out in 2014.

The southern provinces are attached to the following three regions:

- Guelmim-Oued Noun: provinces of Guelmim, Assa-Zag, Tan-Tan and Sidi Ifni ;
- Laâyoune-Sakia El Hamra: provinces of Laâyoune, Boujdour, Tarfaya and Es-Semara ;
- Dakhla-Oued Eddahab: provinces of Oued Ed-Dahab and Aousserd.

We have used statistics collected by the ONDH on the two most important bases for developing the attractiveness of each territory: education and health. The following two figures show the distribution of educational and health resources throughout Morocco.

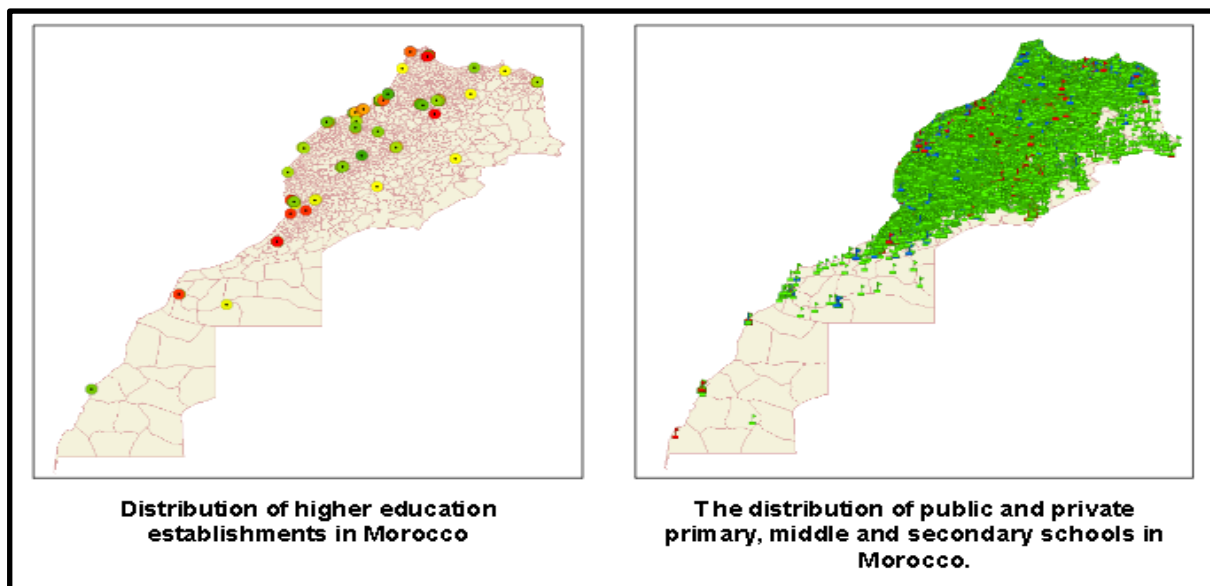


Figure 3: Distribution of educational resources in Morocco⁵

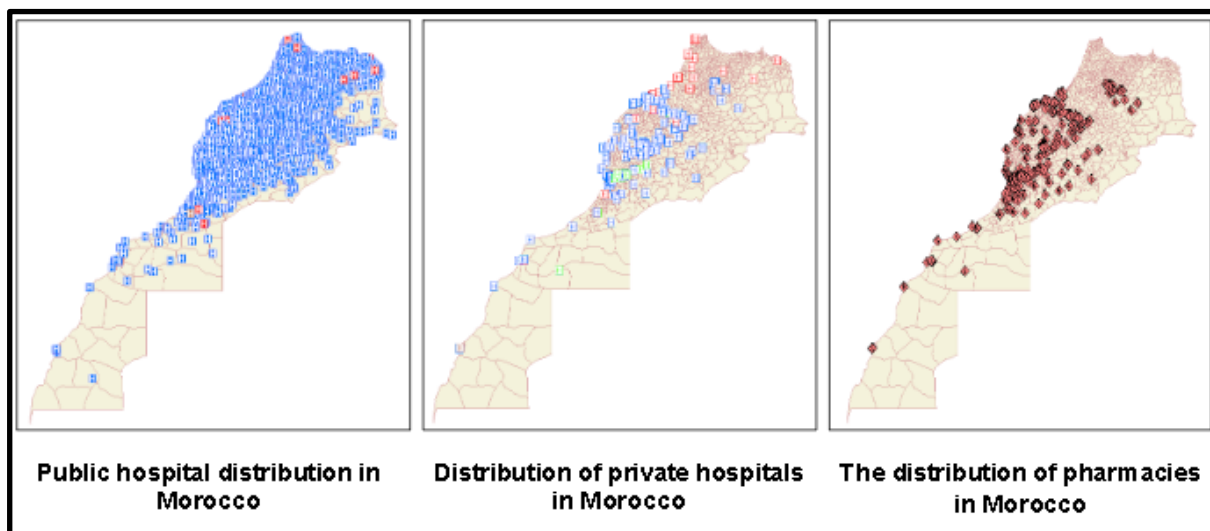


Figure 4: Distribution of hospitals and pharmacies in Morocco.⁶

These statistics show that the southern regions have a flagrant lack of these basic resources, which can harm the living conditions of citizens and the image of these regions. As a result, the strategy to increase the

⁵ONDH: Observatoire National Du Développement Humain | AL BACHARIA

⁶ONDH: Observatoire National Du Développement Humain | AL BACHARIA

attractiveness of the Moroccan Sahara is becoming a little more complex given the lack of resources needed to promote its attractiveness to citizens and businesses.

In order to propose to elected representatives a sound strategy for developing the attractiveness of the southern regions, we need to reflect on the strengths of these sites in order to enhance and better promote them, and we need to know the main weaknesses that are holding back the achievement of the objectives of economic and residential attractiveness.

In order to achieve this objective, we have seen that the SWOT matrix will be a relevant tool that can help us to diagnose the area, and to identify the assets, opportunities, strengths, and weaknesses of these provinces. This matrix will enable us to assess the main factors of attractiveness likely to encourage tourism businesses to set up in the area and to identify the main factors that prevent investors from investing in these sites.

To carry out the SWOT analysis, we prepared an interview guide for a heterogeneous sample of 33 people with the aim of gathering two main types of information:

- Self-analysis of each stakeholder interviewed (view of the area: strengths, weaknesses, opportunities, threats, main factors holding it back, knowledge of an area project).
- Future vision (the future vision of stakeholders and their point of view on the conditions for success in the area).

We administered the guide to the different categories of actors who have a direct or indirect relationship with our object of study: local officials (political, economic, and administrative: Wilaya executive, administrative manager), professionals (directors of companies based in these provinces, university professors, journalists, teachers and residents (table).

Table 3: The different categories of actors who have a direct or indirect relationship with our object of study [Authors]

Actors interviewed			
Workforce	Territorial leaders (political, economic and administrative : Executive at the wilaya Administrative Manager)	Professionals (directors of companies based in these provinces, university professors, journalists, teachers)	Residents (students and fathers of families)
	3	14	16

IV. Results:

4.1 SWOT:

The stakeholders' responses enabled us to construct the SWOT analysis table, which includes a series of qualitative factors on the attractiveness of the southern provinces.

Table 4: Classification of endogenous and exogenous factors linked to the themes of economic, residential and tourist attraction according to the SWOT method applied to the Saharan provinces of Morocco. [Authors]

<p>FORCES Attractive sports offer: -All urban centers have football, handball and basketball pitches. In Laâyoune, the multi-purpose hall and swimming pool have been refurbished. - The rich fishing resources of the Saharan coast and the beauty of the beaches that line them attract a number of sea-related sporting activities: scuba diving, water skiing, windsurfing, swimming and the international fishing competitions held in Dakhla. - The region is renewing its role as a favored</p>	<p>WEAKNESSES Accommodation : - The lack of commercial property. - Lack of housing for company employees - Commercial buildings are expensive. - Ageing of business premises - Housing is too expensive for young people, and perhaps even for employees. Health and social services: - Poor quality of health and social services - The number of hospitals and pharmacies is low in</p>
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<p>stopping-off point for adventurous sportsmen and women on land, sea and air routes. - the influx of tourists who love desert and sea sports.</p> <p>A wide range of cultural activities: - A wide variety of music. - Distinctive traditional garments that set these provinces apart. - A wide range of traditional meals.</p> <p>Image: - The Sahara provinces are an ideal location for a variety of sporting activities.</p> <p>Natural heritage: - A geographical position likely to play a key role in international trade. - Diverse natural resources: water, soil, energy, sea, oil, gas resources, and Saharan landscape. - The Oued-Eddahab-Lagouira region occupies a geostrategic position as a gateway to Africa and because of its proximity to the Canary Islands.</p> <p>Job market: - Availability of manpower - The influx of foreign capital will create numerous job opportunities for young people.</p> <p>Development programs : - The development of these regions is the subject of several programs: construction of the Tiznit-Dakhla expressway, construction of the port of DakhlaAtlantique, construction of the Laâyoune University Hospital, the Laâyoune seawater desalination plant, the El Marsa industrial park ...</p> <p>Setting up new businesses: - The flow of foreign investment into Morocco's Sahara. -Foreign firms have announced their desire to invest in the Saharan regions (like Poland).</p> <p>Hotels: (tourism) - These regions are successfully attracting hotel investment. - The availability of different types of hotels with a very large capacity.</p>	<p>some southern regions</p> <p>Educational resources: Shortage of higher education establishments. - The glaring lack of primary and secondary schools.</p> <p>Entertainment : - Insufficient supply of entertainment facilities for families, children and young people.</p> <p>Job market: - Low job creation rate. - Dissatisfaction among employees and young people with the pay on offer.</p> <p>Promoting entrepreneurship : - Contractors are concerned about the difficulty of accessing sources of supply for equipment. - Lack of communication about support programs for entrepreneurs and investors.</p> <p>Image: - Entrepreneurs are getting an idea of the instability and insecurity in these provinces. - The urban environment gives residents and visitors a poor image (quality of public spaces, built environment, green spaces, etc.). - Residents have little attachment to their site.</p>
<p>OPPORTUNITIES - A strong political commitment to the development of these regions. - A major seafont (open to the international market). - An attractive tourism offer to attract tourists and encourage entrepreneurs to create tourism projects in these regions.</p>	<p>THREATS - The lack of coordination of development efforts between the various sectors (town planning, tourism, industry, etc.). - Under-exploitation of certain areas. - Strong competition between regions to attract new investors.</p>

<ul style="list-style-type: none"> - The regions have the resources they need to make tourism a key factor in local development. 	<ul style="list-style-type: none"> - The cumbersome and complex process of setting up a business. - Delays in bringing business premises up to standard, which is hampering the arrival of new companies looking to set up. - The quality of life does not live up to residents' expectations.
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The stakeholders drew up a list of recommendations to enhance the overall attractiveness of the area. These recommendations are set out in the table below:

Table 5: Stakeholders' recommendations on how to improve the residential and economic appeal of the southern provinces [Authors]

<p>The measures that need to be taken to ensure that these provinces have a strong capacity to attract investors</p>	<p>Proposals to improve quality of life in order to increase residential attractiveness.</p>
<ul style="list-style-type: none"> - The first thing to do is to revive tourism, and bring the rest of the categories with it. - Automate logistics between the southern regions. - Asperger the region in the world is a living example <Marrakech>. - Provide adequate infrastructure: universities, health and education establishments.... - Providing industrial and agricultural centers, shops and services... - Focus on the health and education sectors. - Encourage employees to relocate by offering standard accommodation at an attractive price. - Increase in the number of green spaces. - Linking the most important cities in the south with a direct transport network to all the main cities in the center and north. - Support investors by providing technical information to help them implement their investments. - Simplification of administrative and investor procedures. - Facilitating the export process to Africa. - Facilitating the import process and supporting medium-sized businesses Creating spaces and green areas for leisure activities Renovation and rehabilitation of basic infrastructure: water supply networks, electricity.... 	<ul style="list-style-type: none"> - Rehabilitation of the infrastructure and marketing of the area as a secure zone. - Encourage residents of the North and North East to migrate to the South by creating job opportunities with attractive salaries. - Hosting events. - Encourage international brand shopping centers to establish themselves in these regions. - Reconstruction and rehabilitation of empty areas - Providing basic public facilities - Creating new employment opportunities - Building universities in the southern provinces - More focus on health and education - Giving talented young people the opportunity to engage effectively in political action, manage local affairs, and be accountable - Paying attention to the elegance and splendor of cities - Providing entertainment facilities for the public - Providing educational establishments and institutes that meet the needs of the population and supply a skilled workforce. - Opening up additional airlines to facilitate travel between north and south at competitive prices - Supporting the agricultural sector - Supporting the tourism sector

Based on the study we have carried out, we have concluded that the southern regions suffer from a flagrant lack of the conditions needed to ensure a better quality of life for their citizens. If this is the case, we need to speed up the process of boosting residential attractiveness by placing greater emphasis on the construction of educational and health institutions, and by offering a wide range of housing with good value for money.

As we have seen, a project developer is primarily someone who can build a family in the future, and so will be looking for a stable environment that presents the main conditions for a healthy life. Consequently, to attract investors and project promoters to settle in the Moroccan Sahara, a great deal of effort needs to be made

to improve the residential appeal by taking into account the needs of residents to create a sense of attachment to their territory, which can improve their level of satisfaction with their territory, and it can create positive word-of-mouth that can help improve the image of these regions and attract new residents and project promoters.

We also conclude that these regions have enormous potential for sports tourism, given the diversity of sporting activities on offer. Consequently, elected representatives can build on this to attract tourists and promoters of tourism projects, by communicating an image that combines natural potential, sports tourism, and safety. In this case, communication efforts need to be stepped up and new information and communication techniques put to good use to reach a wide audience and make the image of these regions shine on a national and international scale.

We also found that entrepreneurs need assistance to get their projects off the ground. We need to think about scheduling meetings with project owners, listening to their needs and fears, and pointing them in the right direction by presenting them with information to help them get their projects off the ground.

4.2 Strategic guidelines:

Based on our study, we can propose a number of strategic orientations likely to enhance the overall attractiveness of these regions and encourage tourism investors and individuals to settle in these areas.

Direction 1: Improving the quality of life of the population.

Elected representatives and those responsible for regional development must ensure that residents' expectations in terms of education, health and housing are met.

Direction 2: Animating public spaces and creating an attractive range of entertainment activities that appeal to people of all ages.

Guideline 3: Enhance sports facilities and market the region as one where you can enjoy doing sport.

Guideline 4: Promote the region by calling on associations to organize events or projects: regional or even national cultural events demonstrating the dynamism of cultural life and associations, provision of venues for activities offered to the public (Theatre), etc.

Guideline 5: Use territorial communication and marketing to strengthen the image of the Moroccan Sahara:

The use of different means of communication and the establishment of good messages on the natural potential, safety, and quality of life of these provinces.

Guideline 6: Prepare programs to help entrepreneurs and ensure that stakeholders are aware of the existence of this type of program.

Guideline 7: Create an entrepreneurial culture by programming entrepreneurial events at an academic level.

V. Conclusion

The theoretical study we have carried out in this article highlights the importance of territorial attractiveness in promoting all types of entrepreneurship. This study enabled us to establish that in order to encourage entrepreneurs to settle in an area, two necessary conditions must be met: ensuring the existence of a residential appeal based on a better quality of life, and ensuring the existence of an economic appeal. Based on this theoretical study, we have developed a model that concretizes the relationship between territorial attractiveness and investors' decision to locate.

We then carried out an exploratory study to determine whether the southern provinces are attractive for new projects and new entrepreneurs. We prepared an interview guide covering various questions relating to our problem. We then administered this guide to different categories of people based in the southern regions in order to set up a SWOT matrix covering all the strengths and weaknesses of these regions. The feedback from these stakeholders was favorable in terms of their region's tourism offering, yet they were dissatisfied with the quality of education, health, and housing services offered in their region, creating a feeling of non-attachment to the areas. In this case, those responsible for development in the southern provinces need to take more initiative and make more effort to capture existing resources, offering residents better living conditions and entrepreneur's good development support measures. This can strengthen their attachment to the region and indirectly encourage them to become ambassadors for the image of their region. With a view to rebalancing the area's economic and social fabric, it is necessary to think about strengthening the area's reputation and image in order to attract external resources to settle in the area.

Briefly, the southern provinces have the potential to attract tourists, but they need to pay more attention to improving living conditions so that they can conserve their resources and withstand the strong competition between territories for project developers.

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