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The Geomarketing and the competitiveness of the spaces urban Morocco

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ABSTRACT

The geomarketing, which combines data analysis with location-based marketing, is a powerful lever for enhancing the attractiveness and competitiveness of cities. In Morocco, the growing urbanization in a context of urbanization calls for innovative approaches to urban development. The detailed analysis of the spatial dynamics using the tools of the geomarketing (flow mapping, geo-location of consumers, segmentation, geographical, etc) can better understand the uses and needs in a given territory. These insights can effectively guide the public and private strategies in terms of urban planning, mobility, economic development and tourism. However, the respect of ethics and privacy in the use of data technology remains a key issue. To develop in a responsible manner the use of geomarketing in Morocco, frames, protectors of the personal data is required, as well as the strengthening of the research and public-private partnerships virtuous. Thoughtful integration of the geo-marketing can help the Moroccan cities to improve their competitiveness, sustainability and the quality of life of citizens.

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I : Introduction

Presentation of the topic and the problem :

Morocco is a country that has a geographical position and economic privileged, at the junction of Africa and Europe. The development of the country passes through the valuation of its cities, which are poles of attraction, innovation and well-being of its inhabitants.

The geo-marketing, which is to exploit the potential of geographic, cultural, economic, and social territory to make it more competitive, can be an effective tool to strengthen the competitiveness of urban Morocco.

This discipline helps to design strategies that are tailored to the needs and expectations of economic actors, visitors, and residents of a territory.

What are the challenges and opportunities of the geo-marketing for the moroccan cities in a context of globalization and international competition ?

What are the obstacles and challenges that Morocco must be overcome to implement strategies of geo-marketing effective in its cities ?

What are the good practices and innovative initiatives that may inspire Morocco to improve the competitiveness of urban cities ?

1.2 Review of the literature on the geo-marketing and competitiveness of urban :

1.2.1 Geo-Marketing : Concepts and applications

Keller, K. L., & Kotler, P. (2016). Marketing management (15th ed.). Pearson. This reference book presents the main concepts of marketing, including the geo-marketing and its role in the promotion of the territories.

Green, P. E., Krieger, A. M., & Wind, Y. (2001). Thirty years of joint analysis: Reflections and prospects. Interfaces, 31(3), S56-S73. This article highlights the use of conjoint analysis in geo-marketing is to understand the consumer preferences depending on the location.

1.2.2 Competitiveness urban : Theories and approaches

Porter, M. E. (1998). Clusters and the new economics of competition. Harvard business review, 76(6), 77-90. The seminal article on the theory of economic clusters and their role in the competitiveness of regional and urban areas.

Florida, R. (2002). The rise of the creative class: And how it's transforming work, leisure, community, and everyday life. Basic Books. The author explores the importance of cultural factors, and creative talent attraction and competitiveness of cities.

1.2.3 Geo-Marketing and competitiveness of urban : case Studies

Cegarra-Navarro, J. G., García-Pérez, A., & Cegarra-Navarro, J. C. (2019). Urban place branding: A systematic review and future prospects. Cities, 87, 129-137. This study examines how the geo-marketing contributes to the enhancement and promotion of the competitiveness of urban through strategies of branding territorial.

Wang, F., & Wu, F. (2018). Attracting global talent: The role of place branding and marketing. Habitat International, 73, 44-53. The article explores how cities can use the geo-marketing to attract international talent and strengthen their competitiveness.

1.2.4 Geo-Marketing and sustainable development of cities

Leichenko, R. M., & O'brien, K. L. (2008). Environmental change and globalization: Double exposures. Oxford University Press. This book discusses the importance of the geo-marketing in the promotion of sustainable development and the resilience of cities in the face of global environmental challenges.

Moilanen, T., & Rainisto, S. (2009). How to brand nations, citiesand destinations: A planning book for place branding. Palgrave Macmillan. The authors propose strategic approaches to use the geo-marketing to develop a strong identity and sustainable cities.

1.2.5 Geo-Marketing and ICT for competitiveness urban

Batty, M. (2013). Big data, smart cities and city planning. Dialogues in Human Geography, 3(3), 274-279. This article examines how the technologies of information and communication technologies (ICT) are used in the geo-marketing to improve urban planning and competitiveness.

Neirotti, P., De Marco, A., Cagliano, A. C., Mangano, G., & Scorrano, F. (2014). Current trends in Smart City initiatives: Some stylised facts. Cities, 38, 25-36. The study offers an outlook on the use of smart technologies to enhance the competitiveness of cities.

Objectives of the study :

Understand the role of geo-marketing in the strengthening of the competitiveness of urban areas in Morocco :

The main objective is to explore how the strategies of geo-marketing can help the moroccan cities to distinguish themselves, and to develop economic, social and environmental.

Identifying the key factors for the competitiveness of urban areas in Morocco :

This research aims to determine the key elements that influence the competitiveness of cities and towns in Morocco, such as location, connectivity, infrastructure, economic resources, and the specificities of each city.

Measure the impact of the geo-marketing on the competitiveness of urban :

The researchers will seek to assess how the use of techniques of geo-marketing can have positive or negative effects on the competitiveness of the moroccan cities and to identify areas where these policies can be the most beneficial.

Identify challenges and opportunities associated with the application of geo-marketing in the moroccan context :

This research aims to understand the potential challenges to the successful implementation of the geo-marketing in the moroccan cities, as well as opportunities to improve the competitiveness of urban through these approaches.

Offer insights and practical recommendations :

The researchers will strive to offer concrete recommendations to policy makers, planners and stakeholders in order to integrate the geo-marketing in the planning and development of cities to strengthen their global competitiveness.

Methodology and data sources :

II : Geo-Marketing : Concepts and Foundations

2.1 Definitions of geo-marketing

The geo-marketing is a marketing technique that uses geographic information to study the markets and define the strategies most suited to reach out to the potential clients.

According to P. Volle et al (2003, p. 27), the geo-marketing is to “exploit the spatial information to characterize, explain, and predict the behaviours of the customers and to develop commercial actions as appropriate”. The geo-marketing enables companies to better know the specificities of geographical and socio-economic of their target market, in order to adapt their offer and their communication to the needs and expectations of their audience.

According to Mr. Parent et al (2017, p. 1), the geo-marketing “enable better understanding of consumer behaviour as a function of their geographical location and to customize the offers and advertising based”.

The principles of geo-marketing is based on the collection and analysis of data, geographical and socio-economic segmentation of the customer according to geographical criteria are relevant, the adjustment of supply and communication to the needs and expectations of local customers, and the optimization of the location of points of sale and distribution channels.

According to P. Volle et al (2003, p. 27), the geo-marketing “is based on the analysis of geographic data for segmenting markets, identify the catchment areas, optimize the distribution network, and customize the communication”.

2.2 the Importance of the geo-marketing in urban planning

The behavior of the inhabitants of a city can be better understood through the geo-marketing, which is a tool increasingly used in urban planning. The geo-marketing allows you to perform several types of analyses :

The flow of movement : thus, we can know the needs in transportation and land-use of the inhabitants of a city according to their journeys. For example, the city of Lille has studied the course of purchase of the consumers in its commercial areas, and has adapted its commercial offerings at every step of the way (J. Bousquié and al, 2016, p 9).

The purchase behaviour : thus, we can know the needs of commerce and development of the inhabitants of a city based on their purchases. For example, the city of Bordeaux has identified the areas of the city centre, where there was the more of the world at different times of the day, and proposed commercial animations corresponding to each time (Mr. Dubreuil et al., 2017, p 8).

The social mix : thus, we can know the social diversity of a city's inhabitants, as a function of their place of residence. For example, the city of Paris has identified areas where there was the least amount of social diversity, and proposed public policies aimed at strengthening (C. Battle, 2018, p. 3).

The geo-marketing is a useful tool for the planners, as it allows them to adapt the public policies and the behaviour of the inhabitants. These examples illustrate the interest of the geo-marketing for cities that want to develop urban policies that meet the needs of their inhabitants.

2.3 Tools and techniques of geo-marketing

The geo-marketing uses various tools and techniques to collect, process, and visualize geographic data.

The geographic information systems (GIS) : GIS are tools that allow you to manage, store, process, and represent geographic data, such as data on the infrastructure, the flow of movements or behaviours of purchase. The GIS are very used in the geo-marketing, in particular for conducting market studies geography.

The basics of geographic data : the geographic databases are tools that allow you to store and manipulate geographic data, such as addresses, postal code or GPS coordinates. These databases are used in many applications in geo-marketing, including the targeting of advertising with location-based or market studies based on the location.

The techniques of geocoding : the geo-coding is a technique that allows you to link addresses, or locations in geographic coordinates (latitude and longitude). This technique is used in the geo-marketing , to accurately locate customers or prospects.

The data visualization tools : the tools of data visualization are tools that allow you to graphically display geographic data in the form of maps, graphs, or interactive dashboards.

These tools are used in the geo-marketing to communicate the results of geographical studies a clear and effective way.

III : Competitiveness of Urban Spaces in Morocco

3.1 Analysis of the competitiveness of urban and national level

The analysis of the competitiveness of urban at the level of Morocco is an important issue for public policy-makers and economic actors, because it allows to better understand the specificities and challenges of the moroccan cities and to propose public policies and appropriate development strategies.

Several studies and reports have been published on this topic, including :

The report on the competitiveness of Morocco published in 2019 by the world economic Forum, which analyzes the competitiveness of Morocco at the national level and identifies the strengths and weaknesses of the country in terms of competitiveness. The report highlights in particular the need for the country to reinforce the quality of its education system, its capacity for innovation and access to information technology and communications to improve its competitiveness (world economic Forum, 2019).

The study on the competitiveness of the moroccan cities conducted in 2018 by the office of audit and consulting PwC Morocco, which analyzes the competitiveness of 15 moroccan cities according to several criteria, such as the economic attractiveness, quality of life, the provision of services and the efficiency of the infrastructure. The study identifies the most competitive cities and proposes actions to improve the competitiveness of the other cities (PwC Morocco, 2018).

The study on the competitiveness of the moroccan regions carried out in 2017 by the High Commissioner to the Plan, which analyzes the competitiveness of the 12 regions of morocco according to several indicators of economic, social and environmental. The study identifies the most competitive regions, and offers recommendations for strengthening the competitiveness of other regions (Haut-Commissariat au Plan, 2017).

These studies show the diversity of the approaches and tools used to analyze the competitiveness of urban at the level of Morocco, as well as the challenges and issues related to the improvement of the competitiveness of cities and regions of morocco.

3.2 case Study : competitive Cities in Morocco

A competitive city is a city that knows how to attract and retain players in the development of economic, social and cultural, by providing conditions conducive to the development, creation, and well-being.

To measure the competitiveness of the moroccan cities, it can be helpful to look at a number of economic indicators for the period from 2000 to 2020. Morocco has three cities in the ranking african World Economic Forum : Casablanca (12th), Rabat (18th) and Marrakech (35th).

These towns are noted for their performance in the areas of political, security, health, education, culture, the environment and infrastructure.

Table (01) : GDP & Rate of unemployment (2000-2020)

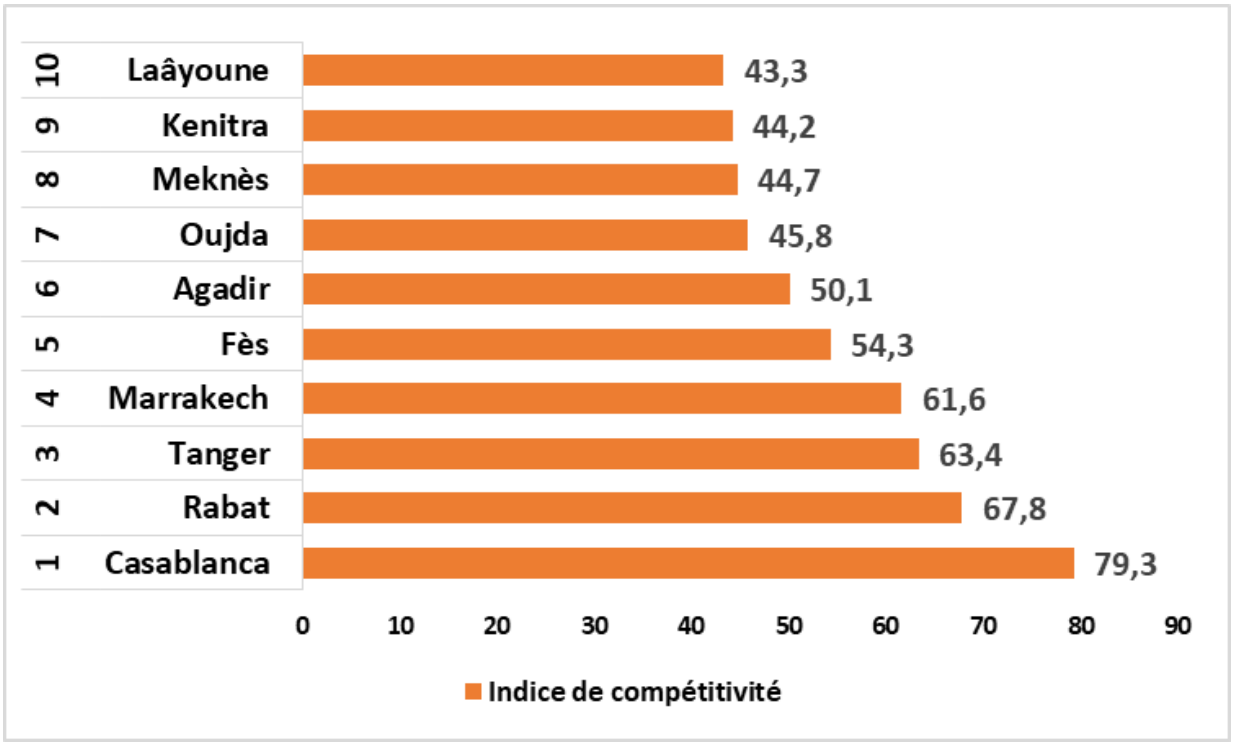
City	GDP (in millions of dirhams) in 2020	average annual growth Rate of GDP (2000-2020)	unemployment Rate in 2020
Casablanca	328 700	4,10%	9,90%
Rabat	78 400	3,50%	9,20%
Tangier	33 200	4,90%	14,10%

Marrakesh	22 900	4,40%	11,30%
Fez	16 700	4,10%	11,00%
Agadir	13 200	3,60%	11,50%
Oujda	10 600	3,00%	15,30%
Meknes	8 900	3,90%	11,40%
Kenitra	8 500	3,80%	10,60%
Laayoune	4 700	3,40%	13,20%

Source : Moroccan Agency for Investment Development and Export (AMDI) in 2020

However, Morocco is facing a number of challenges for strengthening the competitiveness of its cities and reduce regional disparities. Among these challenges, one can cite the sustainable urban development, local governance, economic diversification, social inclusion and resilience in the face of climate change. Morocco has adopted a number of strategies and policies to address these challenges, including the advanced regionalization, the Green Morocco Plan, Vision 2020 for the tourism, the Plan for the accelerated industrial, the national Programme for energy efficiency or the national Program of household waste (Berrada et al., 2019, p 13).

Figure (01) : the index of competitiveness of the moroccan cities



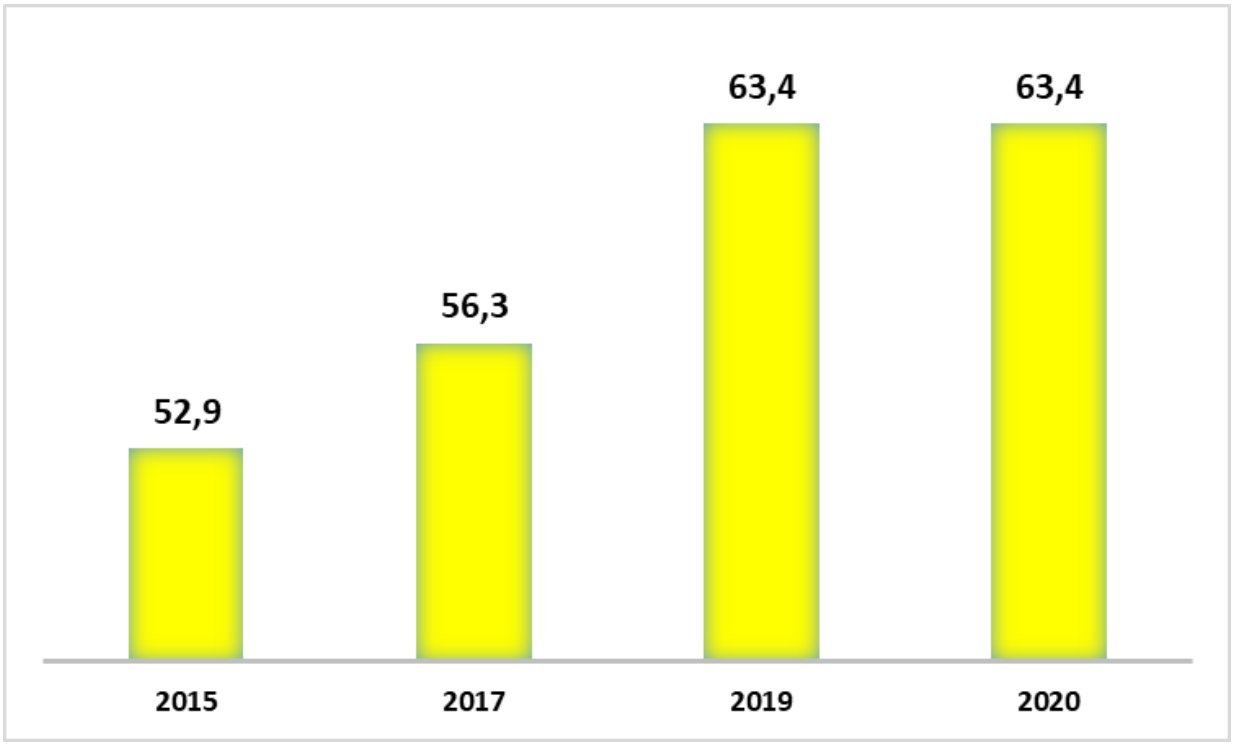
Source : AMDI in 2020

There are several examples of moroccan cities that have implemented innovative initiatives to improve their competitiveness. Among these examples, we can mention :

Tangier is an example of a moroccan city that has managed to enhance its strategic position between Europe and Africa to strengthen its competitiveness. The city has developed a logistics hub and an important industrial, thanks to the construction of the Tangier-Med port and the free zone of Tangier Free Zone (TFZ). In addition, Tangier has invested in the cultural and creative sector, in creating events like the festival of Tangier Med Culture and building the cultural centre Dar Al-Ma'mun.

These initiatives have allowed Tangier to position itself as a vibrant and attractive, that can compete with other cities on the international stage.

Figure (02) : the index of competitiveness of Tangier

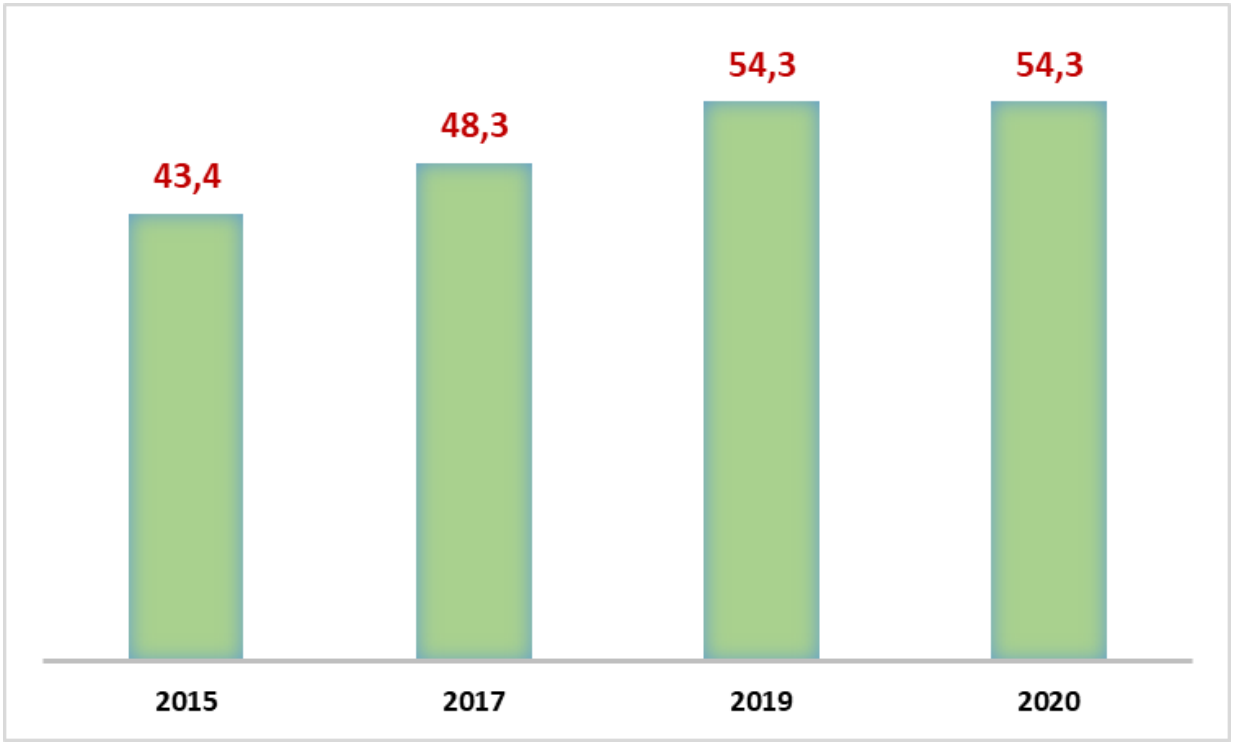


Source : AMDI in 2020

Fez is another example of a moroccan city, which was valued for its rich historical and cultural heritage. The city launched the program Fez-Medina 2018, which had the objective to restore and rehabilitate the buildings and public spaces of the medina. In addition, Fez has developed economic sectors carriers, such as the food industry, the textile and aerospace, by creating areas of modern industrial and specialized training centers.

These initiatives have helped to Fez to strengthen its economic competitiveness while preserving its unique cultural heritage.

Figure (03) : the index of competitiveness of Fez



Source : AMDI in 2020

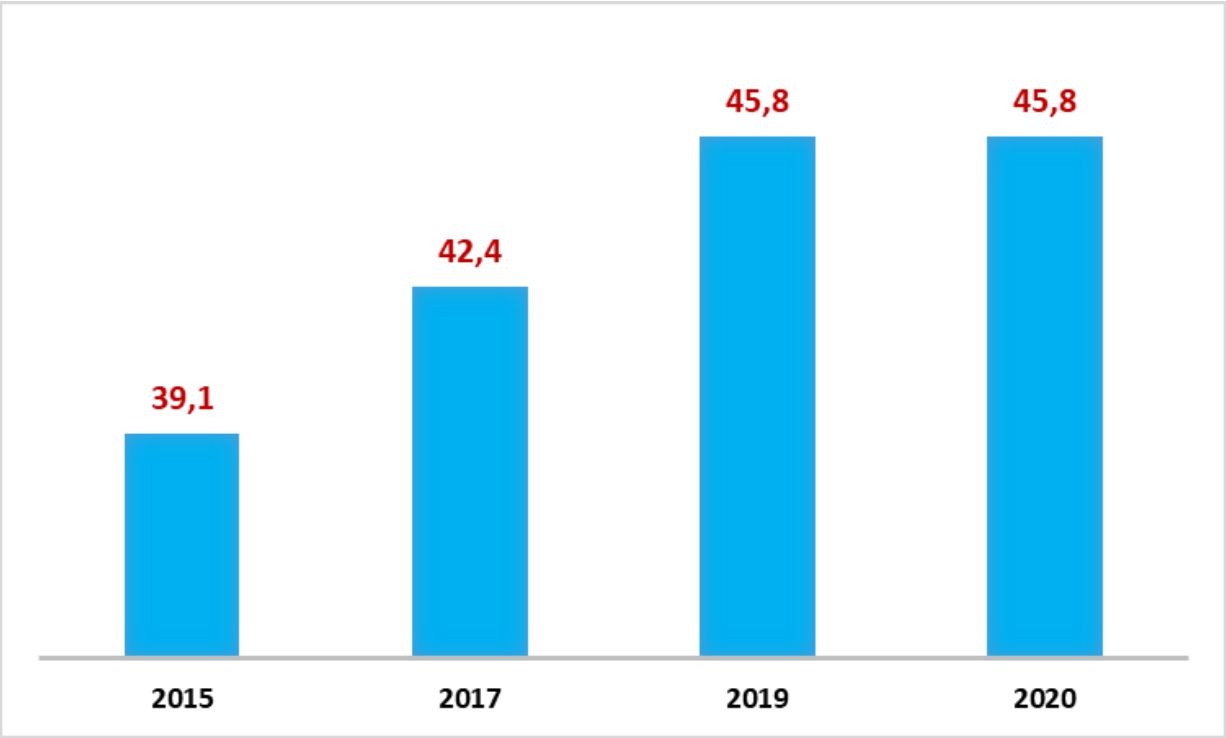
Oujda is an example of a moroccan city that has implemented a strategy of territorial development of innovative. The city has focused its strategy on the development of local natural resources, such as solar and wind energy, including creating the first wind farm in

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Morocco and the project Noor Oujda, which aims to develop a platform for the production of renewable energy. In addition, Oujda has enhanced its attractiveness for tourism in the building of hotel infrastructure and modern sports.

These initiatives have helped to Oujda to position itself as a sustainable city and attractive, able to compete with other cities on the international stage.

Figure (04) : the index of competitiveness of Oujda



Source : AMDI in 2020

These cities have in common is that transport infrastructure and the important ports, as well as a diversified economy. They are also centres of research and development and attract multinational companies. These factors contribute to their competitiveness and attractiveness to foreign investors.

IV : Data Geospatial and Market Analysis

4.1 Sources of data geospatial available in Morocco

In Morocco, there are several sources of data geospatial available for professionals and researchers. Here are a few of the main ones :

The National Institute of Cartography and remote Sensing (INCT) : this government has for mission to produce and disseminate data mapping and geospatial in Morocco. It provides data on administrative boundaries, roads, transport networks, urban areas and infrastructure, among others.

The Royal Centre for remote Sensing (CRTS) : the research centre, specialized in remote sensing and geomatics provides data on land cover, water resources, geology, agriculture and the environment, among others.

The Hydrographic and Oceanographic Service of the Navy (SHOM) : SHOM provides data on coastal areas and territorial waters of Morocco, including charts, data, tide, weather and navigational data.

Open Street Map : this collaborative project aims to create a free card and available on the planet. The data are collected by voluntary contributors and can be downloaded free of charge.

Google Maps : Google Maps provides satellite images and map data for Morocco and other countries. The data are accessible free of charge via the website or the mobile application of Google Maps.

It should be noted that some of these sources of data can be subject to access restrictions or license. It is therefore advised to check the terms of use before using for commercial projects or research.

4.2 Methods of analysis of the market based on the data geospatial

The data geospatial can be an invaluable source of information for the analysis of the market, as they allow for the visualization and analysis of data with location-based. A method of analysis of market trends using data geospatial analysis is the analysis of clustering spatial (SCA).

The SCA is to group data points that are similar in terms of their spatial proximity and to identify patterns within

these clusters. This can be useful to identify areas with high potential market or to target marketing efforts based on the geographic location (Wan et al,2019, p.42).

Another method is the segmentation géodémographique, which consists of dividing a population into distinct groups in terms of demographic characteristics and geographical locations. This can be useful to help identify target markets and to adapt the strategies of marketing to specific geographical areas (Miller and Tucker, 2019, p. 118).

The data geospatial can also be used for the analysis of site selection, which involves identifying the best location for a new business or facility as a function of factors such as the accessibility, proximity to customers and local market conditions. This can be useful for businesses who are seeking to expand or relocate (Bivand et al., 2013, p. 297).

In addition, the data geospatial can be used for the analysis of retail sites, which involves analysing the consumer behaviour and market trends to identify the best location for a new retail store. This may involve the analysis of data on the demographics of the consumers,the traffic patterns and the location of competitors (Kim and Lee, 2016, p. 46).

Overall, the use of data and geospatial analysis of the market can provide valuable information to the business and help them make decisions more informed on where to invest their resources and how to target their marketing efforts.

V : Application of Geo-Marketing in the Urban Development in Morocco

5.1 Management of urbanization and strategic planning

The increasing urbanization poses many challenges for the cities, such as congestion, affordable housing, infrastructure, and so on, A management and strategic planning are essential (United Nations, 2018).

Cities need to adopt a long-term vision and develop plans to manage urban growth in a sustainable manner. This involves setting limits to the urban sprawl and promote the densification (Ontario Professional Planners Institute, 2019).

It is crucial to coordinate land use and transportation. The development of axial along the transit lines used to structure the urbanization (Litman, 2022).

Planning tools such as zoning, the ratios of floor-space, tax incentives, etc., permit to implement the strategic vision of urban development (Berke et al., 2006).

Citizen participation is essential for the planning reflects the needs and expectations of the population. Cities need to consult with citizens and stakeholders (Legacy et al., 2019).

The planning must be done at a metropolitan scale, in collaboration with the municipalities of a metropolitan area to a coherent whole (Meijers & Sandberg, 2008).

Sustainable development, resilience and adaptability in the face of climate change must be at the heart of strategic urban planning (United Nations, 2017).

5.2 Promotion of tourism and local industries

Tourism can be an important driver of local economic development if it is managed well. Municipalities must develop a strategy for sustainable tourism (UNWTO, 2018, p. 5).

The development of attractions and activities and local tourist allows you to generate direct and indirect economic impacts (Bandyopadhyay & Morais, 2005, p. 53).

Partnerships between public authorities, tourism businesses and the community are essential to the development of the tourism industry (Beritelli & Bieger, 2014, p. 127).

The marketing and promotion targeted to specific clienteles attract tourists and to encourage them to extend their stay (Pike & Page, 2014, p. 207).

Festivals, cultural events and public procurement showcase the products and local talent with tourists (Quinn, 2006, p. 48).

Municipalities can support local SMES through grants, training, networking, and encouraging the purchase of local (Kedzior, 2020, p. 411).

The creation of tourist areas and commercial boosts the economy and improves the experience of a visitor (Russo & Without, 2009, p. 134).

5.3 Improvement of the accessibility and urban mobility

Develop public transport and active ingredients to reduce dependence on the auto solo, congestion and GHG (Stokenberga, 2014, p. 63).

Municipalities need to invest in cycling infrastructure, and pedestrian-safe and well-connected (Pucher et al., 2010, p. S107).

Intermodality and fare integration between the different modes of public transport moving (Hadas & Ranjitkar, 2012, p 463).

Parking management by tariffs and restrictive policies contributes to the reduction of the use of the self in the city (Marsden, 2006, p 526).

The transport services and on-demand taxi to improve the accessibility in the areas of low density (Mageean & Nelson, 2003, p 256).

New technologies such as mobile payment, the traffic info in real-time, car-sharing, optimize movement (Shaheen & Chan, 2016, p. 165).

The design of roads, user-friendly and shared to help soothe and car traffic in the city (NACTO, 2016, p. 22).

VI : Case studies : Examples of the Success of the Geo-Marketing in Morocco

Geographic Segmentation of customers of a bank:

BMCE Bank has segmented its customer base according to the regions of Morocco to better tailor its offerings. This has allowed it to increase its market share of 27% in some places (inBaina, 2013).

Geo-location of points of sale of a franchise restoration fast:

KFC has opened new restaurants targeted through the analysis geospatial population density and average income. Sales of new points of sale exceeded forecasts (Baina, 2013).

Advertising campaign geolocated to a promoter real estate:

Alliances, real Estate Development has targeted via Facebook leads located in the vicinity of its new projects. The rate of conversion to sales has reached 4.5 per cent compared to a 1.5% usually (Mdhcom, 2018).

Analysis of pedestrian flows for the introduction of shops:

In Casablanca, chains such as Starbucks analyze the areas of pedestrian flow to determine the ideal location of new points of sale (The Economist, 2013).

Tourism is targeted by area of interest:

The ONMT has created custom tours according to the interests of visitors in each region of the country (ONMT, 2019).

VII : Challenges and Limitations of Geo-Marketing in Morocco

7.1 technological Constraints and infrastructure

The 5G requires the deployment of dense small cells, which represents technical challenges and regulatory (Andrews et al., 2014, p. 81).

The frequencies, mmWave has limited range and require line-of-sight, where the need of small cells (Rappaport et al., 2013, p. 70).

The integration of 5G in 4G networks and existing systems backhaul is complex (Chen et al., 2014, p. 55).

The high costs of deployment of optical fiber to connect the small cell 5G (Fitchard, 2015, p. 26).

The acquisition and development of the necessary sites to the small cells in dense urban areas (Sofman et al., 2017, p 18).

The high speeds of the 5G require resizing of the backbones of networks (Cisco, 2020, p. 7).

The increased power consumption of the infrastructure 5G (Han et al., 2014, p. 15).

The cyber security and resilience of networks to 5G in the face of threats (Tragos and al, 2017, p. 112).

7.2 Protection of privacy and the ethics of data

The 5G allows for the mass collection of personal data, raising concerns about the privacy of its users (Chen et al., 2020, p. 15).

The metadata generated by the 5G will reveal many aspects of the private life of individuals (Zhang et al, 2019, p.57).

The data analysis techniques like AI pose a risk of misuse of personal information (Menegus, 2019, p. 28).

The ownership and control of the data collected via the networks 5G are not clearly established (Columbus, 2019, p. 88).

The anonymisation of data does not guarantee fully the protection of privacy with the techniques of AI (Cao & Yang, 2019, p. 154).

The ethics of algorithms is necessary to prevent discrimination in the analysis of mégadonnées (Sneha & Varshney, 2019, p. 15).

Laws and regulations strict are required to supervise the collection and use of data through the 5G (Chatterjee et al., 2021, p. 395).

7.3 Training and awareness of the actors involved

The technical training of engineers and technicians is crucial to install and maintain the infrastructure for 5G (TAT & 5G-ACIA, 2020, p. 11).

The awareness of policy makers and regulators to facilitate the adoption of public policies enabling for the 5G (ITU, 2019, p. 3).

Educating consumers and businesses about the benefits and uses of the 5G stimulates the adoption of services (Ericsson, 2020, p. 21).

The dissemination of factual information on the safety and health effects among the general public can respond to the fears (GSMA, 2020, p. 6).

Training in cyber security of the entire value chain 5G strengthens the resilience of networks (ENISA, 2019, p. 14).

The acquisition of skills in data analysis and artificial intelligence prepares for the jobs of the future (World Economic Forum, 2020, p. 12).

The continuous engagement with stakeholders ensures that the benefits of 5G are shared equitably (ITU, 2021, p. 8).

VIII : Future Prospects for Geo-Marketing, Urban Morocco

8.1 Integration of geo-marketing in the public policy

Use of data geolocated to better understand the needs of the citizens and the targeting of services to the public. For example, identify the most deprived areas in order to strengthen social programs.

Segment administered according to their geographic location in order to offer public services personalized and contextualized. Send alerts traffic in real-time to drivers of a given region.

Optimize the implementation of public infrastructure such as schools, hospitals, transport, analyzing the demographic data, the flow of population, accessibility.

Target communications and campaigns in the public interest according to the profiles and interests of the citizens in the various districts/boroughs.

Track and predict the movements of population to anticipate the future needs in housing, services, infrastructure in each area.

To measure the spatial impact of public policies to identify the territorial inequalities and correct.

Promote transparency and open data geo-located to allow citizens to better understand and participate in public decision-making.

Encourage public-private partnerships to take advantage of the innovations in the geo-marketing for the benefit of the general interest.

8.2 Strengthening research and development in the field

Encourage research partnerships between universities, public institutions and private companies. This would allow to cross the expertise.

Finance research chairs and scholarship programs dedicated to the geo-marketing, in particular of the ethical issues and the protection of privacy.

Support the development of new tools and algorithms for the spatial analysis, simulation, and data visualization.

Foster interdisciplinary research, involving geographers, data scientists, marketing specialists, sociologists, urban planners.

To encourage research on the innovative applications of geo-marketing in various areas: urban planning, public health, risk management, environment.

Finance advanced infrastructure for the collection and spatial analysis of mégadonnées: sensors for location-based, satellite imagery, supercomputers.

Encourage partnerships between research teams in the national and international levels to share knowledge.

Widely disseminate the results of research through publications, conferences and training courses in order to transfer innovations.

Regularly assess the socio-economic impact of research in geo-marketing.

8.3 public-private Collaboration for sustainable urban development

Set up instances of regular dialogue between public and private actors at national and local levels.

Define a shared vision and goals of development in the long term: intensification, sustainable transport, neighbourhood revitalization, etc

Prepare urban development plans and blueprints in co-construction with promoters, chambers of commerce, etc

Use innovative approaches such as design competitions or the living laboratory of urban involving all actors and stakeholders.

Encourage public-private partnerships in the financing and implementation of major urban projects structuring.

Put in place tax measures and incentives to guide private investment in line with the priorities of the public.

To promote open data to enable the private sector to develop new urban services.

Simplify the administrative procedures to facilitate the involvement of the private sector in urban projects.

Raise awareness among all the stakeholders of the principles of urban development in a responsible and sustainable way.

Encourage the approaches to the circular economy by synergies between public and private actors.

Develop and duplicate the successful examples of public-private partnerships virtuous.

Conclusion:

In conclusion, the use of geomarketing can be a powerful lever for enhancing the attractiveness and competitiveness of the moroccan cities, on condition that it be used ethically and responsibly.

The local authorities would benefit from integrating the approaches of geo-marketing in their strategies of urban development, tourism promotion and economic. The detailed analysis of the spatial data on the flows, behaviors, and needs of the populations would help to better tailor public policies and the realities on the ground.

However, the protection of personal data and private life must remain the top priority in the applications of geo-marketing. A solid regulatory framework is necessary, and an awareness of all stakeholders.

Through public-private partnerships virtuous, as well as the strengthening of research and training, Morocco has the opportunity to become a regional leader and a center of innovation in this strategic area. The moroccan cities will then take full advantage of the geo-marketing to improve their competitiveness and provide a better quality of life to their citizens.

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