

REVIEWER'S REPORT

Manuscript No.: IJAR- 57865

Title: Le marketing territorial comme stratégie de valorisation des ressources pour le développement local de la Commune Urbaine d'Agadez (Niger).

Recommendation:

Accept after minor revision.

Rating	Excel.	Good	Fair	Poor
Originality	✓			
Techn. Quality		✓		
Clarity	✓			
Significance		✓		

Reviewer Name: Dr. Bishwajit Rout

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This study is significant because it examines how territorial marketing can mobilize local resources and support development within the Urban Commune of Agadez. By focusing on cultural heritage, tourism, and handicrafts, the research demonstrates the developmental potential of local assets in decentralized governance contexts. The findings provide valuable insights for policymakers seeking sustainable strategies to enhance municipal revenues, territorial attractiveness, and community development.
- Strength:** The manuscript's primary strength lies in its rich qualitative exploration of territorial marketing practices within a culturally significant African municipality. The study effectively documents heritage resources, tourism assets, local initiatives, and financing mechanisms. The use of interviews with multiple stakeholder groups enhances contextual understanding and provides practical insights into how local governments can leverage cultural and economic resources for development.
- Key Insight:** The key insight of the study is that territorial marketing extends beyond promotion and functions as a strategic mechanism for resource mobilization, investment attraction, and local development. Agadez possesses substantial cultural, tourism, and handicraft assets capable of generating financial resources. However, security concerns, climate-related risks, institutional weaknesses, and limited marketing capacities significantly constrain the municipality's ability to fully realize these opportunities.

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Reviewer's Comment / Report

The paper titled “*Le marketing territorial comme stratégie de valorisation des ressources pour le développement local de la Commune Urbaine d’Agadez (Niger)*” examines territorial marketing as a strategy for valorizing local resources (crafts, tourism, heritage) to support development in Agadez Urban Commune, Niger. Based on documentary research and 40 interviews, it highlights initiatives like site rehabilitation, festival organization, artisan support, and infrastructure development, which aid resource mobilization and reinvestment. While demonstrating marketing’s role in cultural promotion and economic recovery, the paper notes persistent challenges such as insecurity, climate issues, and resource constraints. A relevant contribution to local governance in Sahelian contexts, though somewhat descriptive.

Suggestions for Improvement:

1. Strengthen theoretical foundation supporting study objectives.
2. Compare territorial marketing experiences from other African municipalities to justify the originality of the Agadez case.
3. Explain why resource mobilization through heritage and tourism deserves dedicated scholarly investigation within decentralized governance systems.
4. Develop a conceptual framework illustrating expected interactions among territorial assets, financial mobilization, and development outcomes.
5. Explain how each hypothesis contributes to understanding territorial marketing effectiveness within local government contexts.
6. Justify sampling strategy and participant selection criteria.
7. Describe interview protocol and validation procedures comprehensively.
8. Describe coding process used during content analysis.
9. Explain thematic categorization procedures more systematically.
10. Distinguish between documented evidence and participant perceptions when discussing tourism and heritage potential.
11. Explain differences between short-term promotional activities and long-term territorial marketing strategies implemented locally.

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The manuscript addresses an important topic with strong practical relevance for territorial development and local governance. Nevertheless, significant improvements are required in theoretical grounding, methodological transparency, analytical depth, and presentation of findings. The discussion should engage more critically with existing literature, while the methodology requires clearer explanations regarding sampling, coding, and validity procedures. Addressing these concerns will substantially enhance the manuscript's academic contribution, rigor, and publication suitability. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.