

REVIEWER'S REPORT

Manuscript No.: IJAR-57865

Title:Le marketing territorial commestrategie de valorisation des ressources pour le dveloppement local de la Commune Urbaine d Agadez (Niger).

Recommendation:

Accept as it is

Accept after minor revision Yes

Accept after major revision

Do not accept (*Reasons below*).....

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

Reviewer'sID – Dr. Himanshu Gaur

Detailed Reviewer's Report

The abstract presents a qualitative study examining territorial marketing as a strategy for promoting resource development and local development in the Urban Municipality of Agadez, Niger. It clearly identifies key challenges faced by the municipality, including the lack of formalization and modernization of the tertiary sector, weak competitiveness of local products, limited tax base, and declining tourism activities, along with difficulties in attracting businesses for economic growth. The study's research question and objective are well-defined, focusing on how territorial marketing contributes to resource promotion and local development. The methodology is appropriate for an exploratory study, using documentary research and interviews with 40 participants selected through convenience and judgment sampling, although the sampling method may limit generalizability. The findings suggest that territorial marketing has positively influenced local development through improved data management in tourism and crafts, rehabilitation of tourist sites, support for artisan organizations, provision of credit facilities, infrastructure development, and investment linked to World Heritage initiatives. The abstract is generally well-structured, logically flowing from problem identification to methodology and findings; however, it could be strengthened by providing clearer details on analytical techniques used, more precise indicators of "local development," and a stronger discussion of limitations and policy implications. Overall, the study contributes valuable insights into the role of territorial marketing in enhancing local economic development in a developing municipal context.