



TERRITORY, PUBLIC MANAGEMENT AND TERRITORIAL MONITORING

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This issue 3 of the year 2016-2017 of the journal *Management and Public Management* deals with management of territories by public organizations and territorial monitoring

The various articles focus on the territorial approach of public management and public policy.

Public policy is, according to Cochran and Malone (2005), a set of policy decisions taken to implement programs aimed at achieving societal goals. Chappoz and Pupion (2013) define, according to the principle of new governance, the new public policy as a set of concrete actions and projects, based on a strategic vision making sense for various actors.

Dedicated to a set of stakeholders that are affected or impact the future of the public action, the public policy is linked to a territorial. The institutional perimeter defines all the actors involved or affected by it.

Territorial governance refers to the formulation and implementation of public policies, that is to say, programs and projects for the development of a territory. It is based on a type of governance more or less participatory with actors concerned, elected representatives, companies, associations, inhabitants... This kind of participative decision-making allows the actors of a territory to collectively develop a project.

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This governance uses a set of tools to govern public policies in terms of effectiveness criteria (ie objectives or goals to be achieved), and also efficiency and impact criteria.

Territorial governance as a decision-making process can be approached from four dimensions interrelated by politics and institutions: practices, organizational structure, discourses and tools.

Anne Krupicka and Olivier Coussi, propose an article entitled "Understanding the institutional innovation process through ANT highlighted by the proximities of resources". They examine the conditions that led to the emergence of device supporting innovation for SMEs such an entrepreneurial approach within a local Chamber of Commerce. They analyze the building of the network of actors to support innovation projects in an institutional framework. They analyze this process of innovation through the actor-network theory and the theory of nearby resources.

Aurélia Heuteux, in an article entitled " Sustainable Development: towards a new method of managing local government policy? The case of Nice Côte d'Azur ", analyzes the place and the role of sustainable development in the policies conducted by a French metropolis. As the concepts of sustainable development and local Agenda 21 remain vague, the author analyzes the role of a tool, the dashboard in the implementation of sustainable development. She shows that if dashboards are used to inform citizens and certain departments of the metropolis in order to make decisions and inform the State,

however there is no real monitoring. Unfit indicators are built in different departments.

Anne-Cécile Marchat and Christèle Camelis in their article entitled "Destination brand image and its impact on tourists' post-visit behavior" are interested in the effect of the image of a destination on tourist's fidelity. This fidelity is measured through the attachment to the destination and the intentions of revisit and recommendation. The empirical study was conducted on French tourists who stayed in La Réunion. The researchers have measured the strength of the brand image of this territory through the strength and valence of 40 associations made with this destination. In particular, they showed that 16 functional associations and 8 so-called abstract and symbolic associations influence the attachment to the destination and the intention to revisit.

Nicolas Petit and Charles Ducrocq, in an article entitled " Using TDABC to calculate costs in a hospital transport service ", analyze the experimentation of the Time-Driven Activity-Based Costing (TDABC) method to the transport service costs of a public hospital. The authors show, how the monitoring of the activity and costs of hospital transport service, can be improved by the implementation of this tool. Using a research-action, they analyze the implementation of the TDABC in a health transport service by including time equations, capacity management, waiting times and transport costs. The authors highlight the interests and limitations of the method, applicable to other areas of public management.

Bibliography

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