

Rural actors in shaping the image of their territory

Les acteurs ruraux dans la constitution de l'image de leur territoire

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ABSTRACT

There has been little interest in rural initiatives in territorial marketing research, although there are a significant number of approaches in these territories. Indeed, the actors of rural territories have structured a governance structure based on the need to collaborate in order to build a coherent image and development, despite the fear of local actors. This is in particular what can be observed through the

study of two concrete cases in France, which show two main forms of fear : territorial isolation and lack of financial resources.

Key-words

Territorial marketing, rural territories, collective identity, local actors, territorial image

RÉSUMÉ

La recherche en marketing territorial s'est peu intéressée aux initiatives rurales, alors qu'il existe un nombre important de démarches dans ces territoires. En effet, les acteurs des territoires ruraux ont structuré une gouvernance à partir de la nécessité de collaborer, pour construire une image et un développement cohérent, malgré la crainte des acteurs locaux. C'est notamment ce qu'il est possible

d'observer à travers l'étude de deux cas concrets en France, qui montrent deux formes principales de crainte : l'isolement territorial et le manque de moyens financiers.

Mots-clés

Marketing territorial, territoires ruraux, identité collective, acteurs locaux, image territoriale

INTRODUCTION

Rurality seems to be on the margin of competition between territories. However, it is these same rural territories that are at the origin of territorial marketing, when, in the 19th century, settlers were the targets of the image of the «conquest of the west» in the United States (Meyronin 2015). In Europe, the first images of rural areas were seen from 1875 onwards, with seaside and spa resorts and pilgrimage sites (Filoni 2012). Over the decades, cities have become the attractive focal points on which territorial marketing policies have been concentrated. There are nevertheless emblematic rural examples, such as the territories of Luberon or Baronnies, who benefit from a widely valued image. However, many rural areas are first and foremost involved in territorial development processes based on collective identities, which are similar to internal processes for mobilizing actors. In this respect, the creation of a local image makes it possible to move towards more structured development, particularly with the tools of territorial marketing.

Today, some rural areas are investing in territorial marketing initiatives, not by competing with urban centres, but by developing a complementary offer. However, little scientific work has been devoted to rurality (Hannah *and al.* 2008). Often taking advantage of strong identities on which different development axes are built, local actors still seem to have an apprehension about territorial marketing approaches. Identities are created through actions aimed at defending certain significant elements of the territory that make sense for local actors, while the image, which requires the structuring of territorial actors and assets, is produced via territorial marketing tools and targets an external population. Some hypothesis can be formulated around the constitution of the image of rural territories and what it represents. The willingness of local elected officials is to maintain full control over their territory in the face of these tools, adapting them as best as possible to the context they face.

Territorial marketing is divided into three main axes, in a context of collective action (Alaux *and al.* 2015):

- Mobilization and involvement of local, public and private actors to work together.

- Mastery of environmental knowledge.
- Identification of potential targets.

A territorial marketing approach can, internally, allow the inhabitants to think about opportunities to develop new actions and, externally, attract and hold on new inhabitants or new economic activities. It is a tool for the attractiveness of territories. Moreover, this territorial marketing work must be linked to a desire to differentiate from other rural territories, the objective being not to copy an already existing offer (Babey *and al.* 2005). Thus, it is regularly observed that there is a search for mobilization of actors in these territories.

On the other hand, the definition of territorial supply and targets is much less developed. This is particularly shown by the two examples highlighted in this article.

The purpose of this draft article is thus to answer this question:

- How do these rural actors understand and then construct territorial marketing?

There are differences in image construction between urban and rural areas. There are even differences between rural areas because they do not all conform to the same customs and practices.

This article is in two parts, one dedicated to the presentation of territorial marketing in rural territories, considering what they are through their development, or even their approach to image-making, and the other to a further investigation in two rural territories: the Beaujolais region having already initiated a territorial branding initiative and the Sud Côte Chalonnaise community of communes, interested but not yet fully invested in territorial marketing issues.

The first part was developed from a state of the art in literature of territorial marketing issues in rural territories. The second part was shaped by a survey approach involving local actors from both sites, with two semi-directive interviews and participation in regional meetings¹. The interviews were carried out in May 2017 with key people involved in the development of the two sites, and addressed more specifically the issues of describing local assets and constructing different

¹ Working in an urban planning agency has opened up special access to local actors and so facilitated the viewpoint of actor-observer.

identities and the image defended. A month earlier, an event was held with the elected officials of the Sud Côte Chalonnaise inter-municipality to discuss in more detail the definition of their territorial project and lay the first foundations for the Development and Sustainable Development Project.

1. RURAL TERRITORIES

in their territorial development and marketing

Territorial marketing is a toolbox the purpose of which is to promote the development of territories. It is a process of valuing resources through the involvement and networking of actors. The primary objective is to work on the territorial attractiveness. This type of strategy also concerns rural territories, especially as the willingness of local actors to differentiate their territory from others and to make it known outside borders, through existing assets and an orderly presentation.

1.1. Resources and stakeholders, a necessity for the development of territories

Territories are governed by three main functions (Moine 2006). First, the territory is appropriated by a group of individuals who confine it into administratively inflexible boundaries. However, the territory presents a nature that is both objective in nature, reflecting geography, but also subjective in relation to the relationship between individuals and the systems of representation at the origin of societies. According to G. Di Méo (2007), the territory is to be observed from the representations that men make around spaces identified in their social practices. In this definition, identity factors and a sense of belonging are of considerable importance for observing both the social and lived components of the territory.

Finally, it is essential to highlight the important place that the actors have in the territory, since it is the latter that prepare and develop it. It is thus through collective identities that the various axes of territorial development are formed. In order to overcome this silo

development, it can be envisaged to think of collective identities together with the aim of creating a territory and creating an image of it, with concerted and transversal actions. At the political level, the diversity of collective identities feeds the image and enables a strategic positioning (Alaux *and al.* 2015). In this sense, territorial development actions that are implemented on the basis of collective identities are a potential lever in shaping the image. As a common asset, it is observed through the relationships between the various local actors, however heterogeneous they may be.

The image communicated is thus intended to be a means of differentiation and a lever for identification with other territories. The diversity of collective identities is at the origin of an image that can be enhanced through a brand, aiming to promote the territory and its products towards clearly identified targets. A brand carries an imaginary image; it is a mental imprint that aims to build a set of associations. These are mental representations that make it possible to geographically position the territory, while differentiating it. Collective identities, antecedents of the image, are the basis of values and markers from which common representations emanate, constructed through encounters and relationships with others (Chamard *and al.* 2010). It is then the political will that leads to the structuring of a brand, through shared identities and image. For C. Chamard (2014), there is an upstream phase in territorial marketing with the mobilization of local actors, and then move on to a downstream phase which consists of implementing decisions that have reached consensus. This strategic approach makes it possible to pass from an abstract vision to a concrete project.

Territorial development is framed by resources and actors (Baudelle *and al.* 2011). Each territory has potentials and assets, the important thing being to bring them together in a project for which local actors would have the means to build and implement actions to develop local resources. In this logic, the construction of a territory project can be a path to pursue, particularly through the contractualisation of public action, by structuring a system of actors with a medium- and long-term view of the future and development of the territory (Zardet *and al.* 2013). It is at this point that collective identities can be linked to build the image, as territorial development can be enriched by new methods of mobilizing actors through territorial marketing (Alaux *and al.* 2015), with the aim of attracting people.

Collective construction requires the collaboration of actors and especially their networking, between different fields, notably those of tourism, culture, sport or social activities (Houllier-Guibert 2012).

Attractiveness is a multidimensional concept that concerns various actors, between households and businesses, making location choices depending on the actions of local authorities in the territories. The attractiveness of a territory is related to its capacity to attract and retain new populations with their incomes, whether tourists or permanent residents, as well as new businesses and jobs. In this sense, observing inflows and outflows makes it possible to account for residential and productive attractiveness (Poirot *and al.* 2010). To this consideration of attractiveness, it is possible to add an observation on the amenities that interact according to net migration and the balance of enterprises in the territories. Households, businesses and amenities are therefore three components that must be taken into account in the constitution of the image, in order to overcome the individual view of cultural or economic identities. The territory is thus made up of different actors who can be mobilized and federated to participate in the constitution, or even in changing the local image. Many structures can be involved in this project, such as local and regional authorities, development agencies, the world of education and research, companies, consultants and inhabitants (Rochette *and al.* 2016).

The development of territories is thus caught between different ambitions, for example the mobilization of actors, the constitution of the territory project or the different phases around the branding of the territory. In this logic, territorial marketing is an approach that aims to accompany the development of territories starting from what constitutes it. The rural territories have old and new specificities that coexist and are at the origin of different collective identities, the basis of the image claimed.

1.2. Specificities of rural areas

Rural areas have already been worked on by the hand of Man, and new country dwellers have come to live in the countryside for other resources that were often undervalued before, such as heritage or the living environment (Micoud 2010). In the end, these are two

considerations that come together and give rise to the figure of a lifestyle that respects human traditions and living environments. The development of rural areas is divided into different axes with the aim of responding as well as possible to the multiplicity of ways of life. The rural environment, while retaining its agricultural specificity, has thus undergone an evolution with the dissociation of workplaces and places of residence, the search for a better quality of life and a change in lifestyles. These transformations of rurality have nourished the imagination of the countryside and have allowed the development of a multi-functional rural economy and a new relationship between urban and rural, between city and countryside. The whole interest is to go beyond the cohabitation of rural actors and collective identities, in order to engage in the co-construction of a territorial project via an image to be conveyed, through territorial marketing. Thus, rural areas have specific characteristics on which to communicate and build a territory offer.

In considering the duality between city and country, there seems to be two paths, between that of opposition and that of complementarity. Rural areas are thought of in a multidimensional way, which represents a potential for their development, especially since they are also associated with positive values such as tranquillity, solidarity, beauty and health. Yet, 50 years ago, the values associated with these territories were those of work and solitude. A first opposition can be observed in relation to urban values, contrasting with those mentioned above for rural areas. Previously, the city was a symbol of freedom and pleasure, but nowadays it is more in line with ideas of work and fear (Viard *and al.* 2000). At a geographical level, rural is what is not part of the urban space and the countryside seems to oppose the city (George *and al.* 2013). This opposition stems from the fact that urban centres have long been seen as focal points for growth, while rural areas were mainly characterized by their agriculture (Guinjoan *and al.* 2016). However, the opposition between urban and rural can be considered obsolete with the expansion of suburban and rural areas. The residential dimension of rural areas and the functional dimension of urban areas allow for forms of spatial interpenetration and thus full territorial complementarity. This evolution between opposition and complementarity is also linked to the diversity of resources in rural areas, the awareness of local actors of the importance of territorial development and the need to integrate rural areas into a larger territorial system (Woods 2011).

Depending on their geographical positioning and the proactive quality of their actors, these territories have undergone different evolutions. There are the rural areas of the cities, close by and linked to urban amenities, the fragile rural areas which have not been able to benefit from a conversion to a multi-functional economy and which use an ageing agricultural and forestry tool, and finally, the new rural areas with proven residential or tourist attractiveness and which are gradually moving towards a multi-functional economy (Vachon 2012). This acceptance of the link between rural and rural areas refers directly to the three types of land use that P. Perrier-Cornet (2002) identified: the «countryside living environment» through recreational and residential uses, the «resource countryside» through productive uses and finally, the «countryside nature» through respect for biodiversity. These three types of uses reflect the potential of rural areas, fed by both the residential and productive economies. However, each rural territory has its own specificity, and this is how the rural areas of cities and new rural areas are to be linked to the richness of the living environment and the importance of nature. It is in particular these two types of rural areas that interest territorial marketing approaches. Before the disconnection of places of employment and residence (Eymeoud *and al.* 2016).

There is a differentiation between rural areas that do not position themselves in the same way according to their history and potential (Datar 2003). The rural areas of the cities have an important residential function, with a rural space that is dense, residential and productive. They are rural territories that fix their image on three points: proximity to urban areas, residential quality and economic activities, especially agriculture with its local products. The new rural areas benefit from more diversified activities, as they are already largely tertiary, and benefit from the emergence of multi-territorial membership. These territories use their assets to create leisure and tourism activities. Thus, the bases of territorial marketing are not the same in all rural territories, between an image that can be developed around the residential dimension and the other, around the tourist dimension. These dimensions highlight rural landscapes to attract and retain households. In territorial marketing research, it turns out that the territories of small and medium-sized cities, and therefore more broadly, their rurality, have not really been analysed (Hannah *and al.* 2008). Yet there are many rural areas that have developed an image to attract households and businesses.

The objective is to offer a complementary alternative to the city by focusing on the characteristics and potentials of rural territories, with the mobilization of different collective identities in the formation of the image.

1.3. Importance of territorial marketing in rural territories

The specific characteristics of rural areas are the sources of the image that local actors build. The aim is to observe the transition from recognized rural specificities to the development of a territorial marketing approach based on the advantages offered by these rural territories and the highlighting of these advantages by stakeholders.

In these territories, landscape qualities seem to give substance to the first base in the constitution of the image (Husson 2008). The notion of «landscape» crosses nature and culture and thus refers to several collective identities (Sansot 1983). Landscape marks the image of a territory and forges its personality and part of its identity. Landscape can make it possible to live environment and attach meanings to it. Enhancing the value of landscapes means enhancing the sense of sight. However, rural areas have the possibility of being experienced in different ways: through hearing, touch or taste in order to enrich the offer in a concrete way and not to remain on one single line of action. Indeed, the more meaningful a territory is, the more enriching its experience is (Vuorinen *and al.* 2013). This sensory research also concerns urban areas, but there are two different potentialities for the countryside and the city.

Rural territories have the particularity of being influenced by different spaces; they are more like transitional spaces, rather than project territories. The challenge is therefore to build a kind of homogeneity, based on existing collective identities in order to better distinguish oneself from neighbours. This is particularly the approach implemented in the Grand Bergeracois, an inter-municipality between Bordeaux, Sarladais and Agenais (Banos 2008). Its image was made through culture, with the enhancement of the architectural heritage and tourism development. In this logic, the farmers gradually invested themselves with giving more value to local products. The idea was

to have a structured offer in several key rural areas. It is this type of collaborative approach, between rural actors, that has made it possible to develop an image in the Marmilla sub-region of Italy around cultural, archaeological and natural heritage and local food production (Garau 2015). It is a global and horizontal approach that seeks to take into account both institutional representatives and rural actors (Virtual Rural Area 2017).

There are two more vertical approaches, the bottom-up and the top-down. The image of the rural area of Øresund (Virtual Rural Area 2017), between Denmark and Sweden, for example, was created from a group of professionals, but in no way it reflected the feelings of the inhabitants and the collective identities locally present. The difficulty was to build a territorial marketing approach on a region divided between two countries, which is why it was developed using a top-down approach. The inhabitants of this region have not succeeded in federating the diversity of collective identities around a common image. Contrary to a top-down approach, the bottom-up approach has its origin in the inhabitants. By getting involved, they can act as ambassadors. It is a way of living, at the same time, the territory and the resulting image. In Norway, the village of Fjærland has built up an image of the craft industry around the book trade through citizen actions (Virtual Rural Area 2017).

The sources of territorial marketing success, and more generally of the development of rural territories, are thus found in local partnerships, with a co-construction of actors and the implementation of inter-sectoral projects (Banos 2008). However, there are also some concerns for rural people about this image policy (Virtual Rural Area 2017). The difficulty of coordinating and implementing collective identities, with different actors from very different sectors, is mentioned in particular. As in urban territories, there may therefore be tensions between different groups in order to claim a precise image of the territory, with an impossibility of articulating the different ambitions. A concern was also expressed about the lack of sustainability of such a strategy. This type of approach has not always been successful in rural areas, which explains this sometimes negative apprehension. In the Tuscany region of Italy, implementing the «ArnoValley» brand has generated limited social learning and relatively weak community building (Pasquinelli 2010)

Similar motivations exist in France, which tend to prove points of agreement in the strategic implementation of rural territories, based on endogenous territorial development projects (Husson 2008). Bringing local actors towards full development facilitates the medium- to long-term projection of the territory. The aim is to reveal the evolutionary nature of the collective identity and image of territories and the development of rural territories (Jullian 2016), as observed in the two examples presented below.

The question of the territorial marketing of rural territories is finally international. For example, in Finland, three key points have been identified for a successful territorial marketing policy in rural areas (Vuorinen *and al.* 2013), although these are also considered in urban approaches:

- Actors involvement in rural branding.
- Cooperation between actors.
- Development of local assets.

These three points were the basis for the analysis of the two sites, which are the Beaujolais territory and the Côte Chalonnaise Sud inter-communality.

2. BUILDING IMAGE in rural areas in France

These two sites benefit from population growth, important cultural and natural amenities and a quality living environment that the elected representatives wish to preserve and enhance. The Beaujolais territory and the inter-municipality of Sud Côte Chalonnaise are also comparable in terms of geographical location and territorial resources. The first has initiated a territorial marketing approach over the last few years with a system of involved actors, while the second is at the beginning of the work to identify both actors and local assets. These are two approaches that came together during an event coordinated by the South Burgundy Urban Planning Agency, where the Cluster Beaujolais and «trèsBeaujolais» brand manager, as well as local actors from the Sud Côte Chalonnaise community of communes interested in the local image issue, were present

2.1. Development of the «trèsBeaujolais» brand

Institutional actors are at the origin of the territorial “trèsBeaujolais” brand and the latter is gradually spreading to other local actors. It is from 2011 onwards that the first collective initiatives have been observed, but this approach has its origin, upstream, through individual initiatives.

2.1.1. Bottom-up approach with institutional actors...

The process began with the creation of the Beaujolais Cluster in 2007. The Beaujolais territory, as it is mentioned in this article and as it was built in its image, is artificial and was created from the will of certain inter-communalities to collaborate. Recognized by its viticulture sector, it seemed essential for institutional actors to go beyond this sector and define the territory differently. Especially since the wine sector, which has allowed the establishment of industrial and tertiary activities, has experienced significant economic difficulties. Based on this observation, the Sous-Préfet of the time wished to bring together certain partners, namely the inter-Beaujolais inter-profession and the Chamber of Commerce and Industry of Beaujolais, to think about working together to support the wine sector. The association “Cluster Beaujolais” was formed in 2009 and has been labelled “Cluster Beaujolais” by the DATAR in 2011. The aim was to achieve a coherent territorial development and thus to go beyond the silo development of the various local activities.

From a project to support viticulture, institutional and economic actors have moved on to a territorial project, through the multi-channel approach that is similar to a collaborative platform for economic development. Thus, beyond viticulture, the industry and tourism sectors were integrated into the approach. The Beaujolais region has been able to count on strong relations between four inter-municipalities, three communities of communes and one agglomeration community². The symbolic power of Beaujolais has enabled it to transcend sectoral and inter-municipal borders.

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Three assumptions, identified by the actors, were at the origin of this approach:

- Great competition between territories, especially around the Lyon metropolis. For example, the towns of Roanne, Bourg-en-Bresse or the department of Isère each have their own brand.
- The Beaujolais territory is divided between many brands, coming from different structures (“Bully Beaujolais For You”, “TouroParc en Beaujolais”, “Train Beaujolais”, “Etapas gourmandes en Beaujolais”, “Foire en Pays Beaujolais”, etc..) using the “Beaujolais” appellation, which makes it difficult to understand what constitutes the Beaujolais territory. There are committed actors, but the important thing is to federate them and identify one or more leaders, especially since many initiatives remain isolated, such as the Fontevraud charter³.
- To make known the areas of activity of the territory, beyond viticulture, namely industry and tourism. Wine notoriety would stifle wealth and diversity.

In an effort to promote image, local institutional and economic players identified potential areas that needed to be exploited, such as the privileged geographical location close to the Lyon metropolis, the preserved environment and the wide variety of economic activities and sectors. The construction of the brand image required the extension of governance to take into account all the local assets; this is how the Beaujolais joint syndicate or the Chamber of Agriculture were integrated to ensure economic and geographical representativeness of the actors, to lead a coherent and shared development and enrich the image under construction.

² Three associations of municipalities: Beaujolais Pierre Dorées, Saône Beaujolais and Ouest Rhodanien, and one urban community, Villefranche-Beaujolais-Saône.

³ A charter aimed at protecting, managing and promoting wine country which mainly brings together the actors of the wine sector.

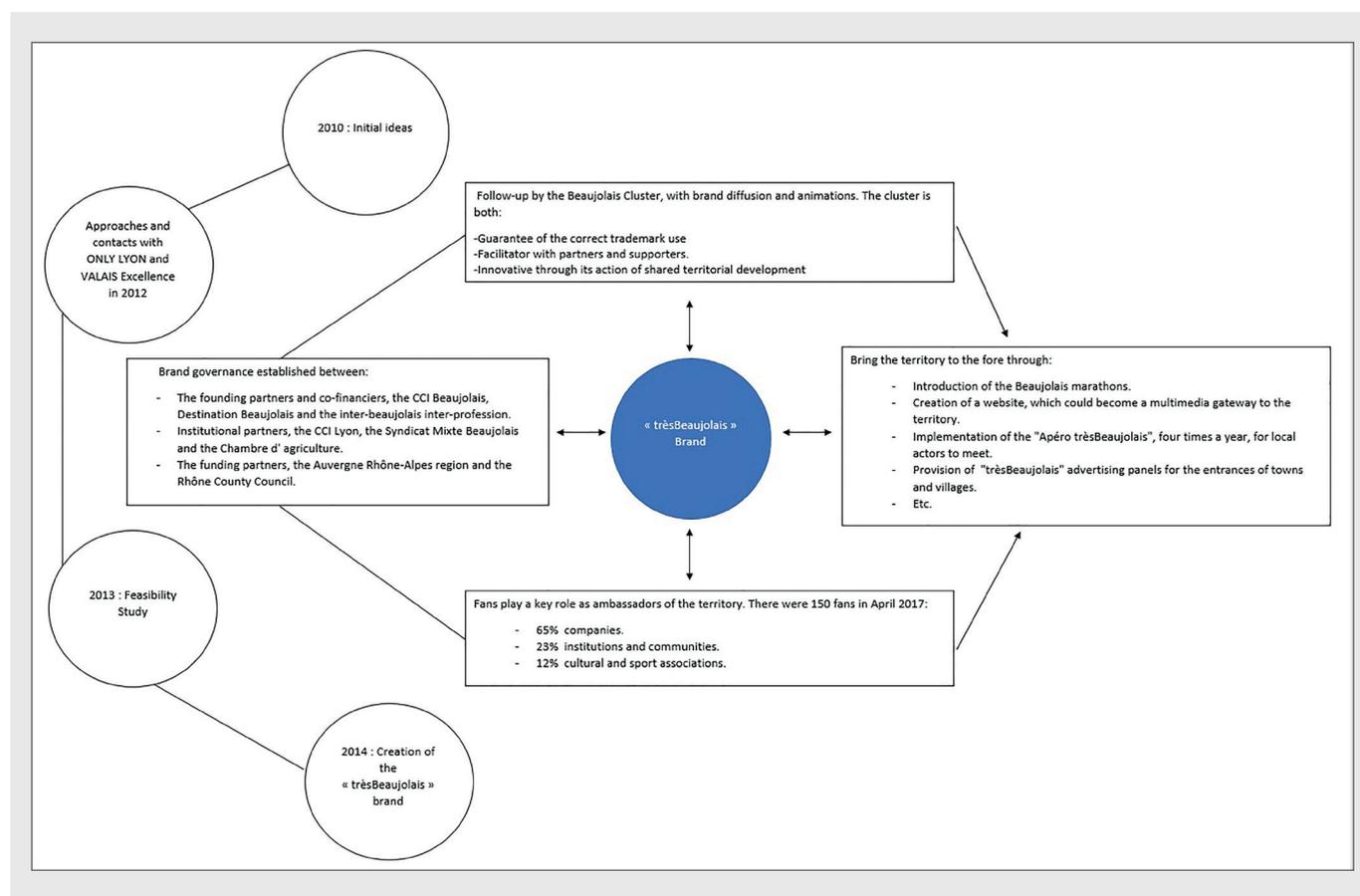
2.1.2. ... appropriated by economic actors and associations

Upstream of the “trèsBeaujolais” brand, various initiatives were carried out by the economic players with a view to strategically positioning and displaying the territory. In 2010:

- The “Destination Beaujolais” Tourism Office had conducted a study on communication as a tourist destination.
- The CCI of Beaujolais had initiated a rapprochement between the “Made in Beaujolais” brands, intended mainly for local industrial companies, and “Valais EXCELLENCE” in order to build partnerships between France and Switzerland.
- The inter-Beaujolais inter-profession had worked on the reorientation of the wine communication on the crus and on the reputation of the Beaujolais brand as an “Appellation d’origine Contrôlée”.

The first steps were taken between 2011 and 2012 with working meetings bringing together the above-mentioned governance structures. In the development of the brand, the economic actors also met the “Valais EXCELLENCE” brands for a sharing of experiences and “ONLYLYON” for a search for complementarities.

From 2013 to 2015, a feasibility study of a territorial marketing approach, creative work and the launch of the shared “trèsBeaujolais” brand, considered at local level as a common tool dedicated to the attractiveness of inter-communalities, were co-financed between governance actors. Other structures have been integrated into the financing of this action according to the stages, such as the former Rhône County Council and the former Rhône-Alpes Regional Council. This brand was thus designed, in the first place, in a context of institutional and economic multi-partnership. In order to serve the local economic sectors, such as industry and tourism, which are still insufficiently known, the economic actors have capitalized on the “Beaujolais” appellation, known through viticulture. In the same spirit, it



Schema 1 : Map of the “trèsBeaujolais” brand main actors “trèsBeaujolais”

Source: Author, 2017

was necessary to federate the actors around a common project. As the process of image creation progressed, more and more local economic actors became involved, despite the possible tensions in the wine industry in particular. In the same spirit, the Beaujolais cluster has a role as facilitator and guarantor of the good diffusion of the brand, but also as innovator because it gives the “supporters” (brand ambassadors) the means to use and work with the brand, between hardware and digital tools.

The “trèsBeaujolais” brand has about 150 fans after two years, of which two thirds are companies. The other members are institutions, local authorities and of course cultural and sports associations. The latter have an essential role. For example, collaboration with Shanghai has been forged from the Beaujolais and Shanghai international marathons, races to make their territory known and recognized, and the “trèsBeaujolais Shanghai Club” was founded, which companies can join for economic exchanges. Exchanges with foreign countries are an essential axis, all the more so as identity products linked to the worked image are being developed.

As shown in the diagram below, it is a brand that lives between the institutional partners, the Beaujolais Cluster, the fans and the products set up by these actors and structures.

Local authorities cannot be the only ones to initiate a territorial marketing process. The support of institutional, economic and associative actors is structuring. However, the inhabitant approach has not yet been considered in this project. The involvement of the inhabitants depends on the first objectives of the territorial brand and for this case the first will was to federate the economic actors of the territory. It is thus necessary to note an effect of the rural territory on the constituted group and the inter-knowledge playing a facilitating role, faced with the challenge of bringing together an ecosystem of institutional and economic stakeholders.

2.2. A reflection on the image of the Sud Côte Chalonnaise intercommunity territory

Today, the actors of the Sud Côte Chalonnaise community of communes are building their reflections, centred on the territory’s assets, in order to go further than the wine-growing vision. Some structures, coming from various fields and defending different collective identities have already been involved in order to draw up a global image of the territory.

2.2.1. Difficulties in building an image of the territory

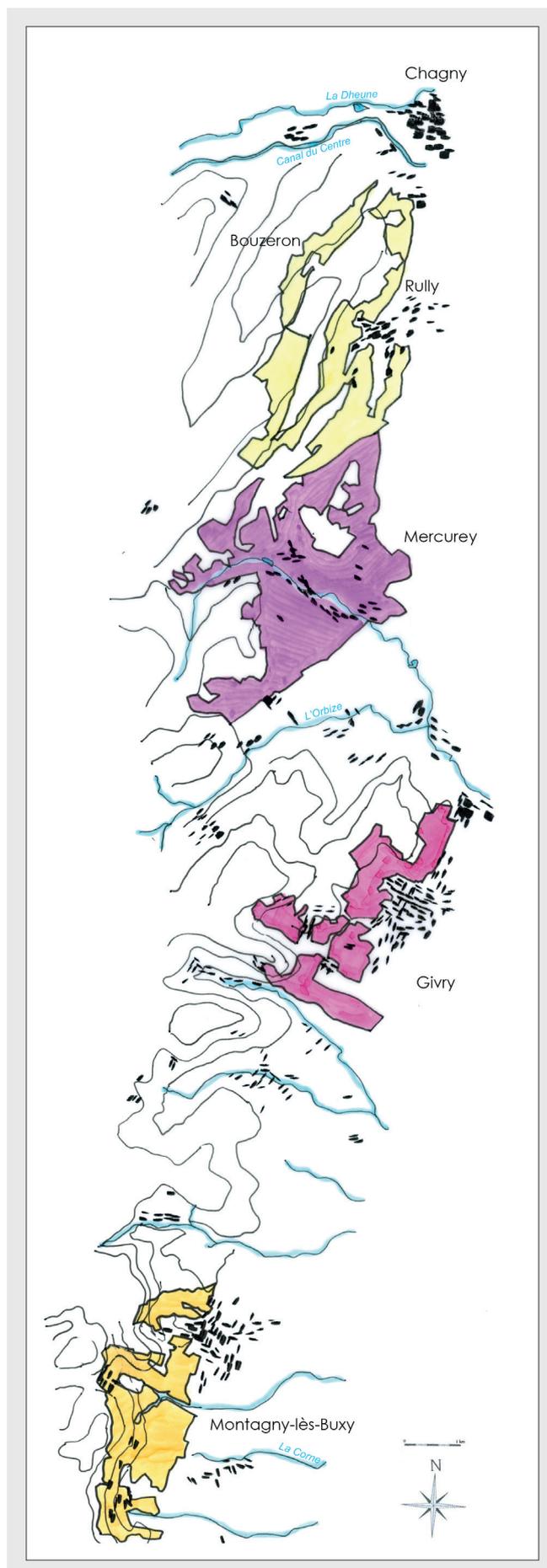
According to the President of the Sud Côte Chalonnaise, it is important to identify, in the first place, what can constitute a difficulty in «putting the image of a territory». Already, it seems essential to go beyond the name itself. Indeed, the appellation «Sud Côte Chalonnaise» covers three terms referring to different characteristics. Possible hindrance to image creation according to the local elected representatives met, place name can become a driving force by taking this diversity as a potential. Collective identities are indeed multiple, between the communes located in the immediate vicinity of Chalon-sur-Saône and the others located in the heart of the Chalonnaise Côte, in the heart of the vineyard. The name refers to its rural characteristics, but also to its suburban characteristics, which gives it a dual function, a source of wealth in the consideration of the territory. Displaying such a name can be a potential to communicate positively with residents and future residents or tourists.

The never ending evolution of the administrative perimeters also makes it difficult to mobilize actors and brand their territory. The Sud Côte Chalonnaise integrated six communes in 2017, which requires restructuring organization and inter-municipal services, including the tourist office. These communes are located to the south of the inter-community perimeter, so reinforcing the rural dimension of the territory. Indeed, to the north are located rather suburban communes near Chalon-sur-Saône. This organization echoes the dual function of suburban and rural areas. However, the positive side of these developments lies in a territory that is becoming more diverse and richer in many fields such as

landscape, culture and the economy, but is also gaining in size and number of actors to be involved.

Around its geographical perimeter, the Sud Côte Chalonnaise community of communes is today the only territory invested in image creation. The other inter-municipalities in the vicinity have not yet initiated such reflections, but it would nevertheless seem appropriate to have a territorial marketing approach covering the entire perimeter of the “Côte Chalonnaise” appellation, i. e. 42 communes, from Chagny to Saint-Clément-sur-Guye. The perimeter of the territorial collectivity includes Montagny-lès-Buxy, one of the Côte Chalonnaise appellations. However, as the map below shows, the Côte Chalonnaise is also made up of other appellations, Givry, Mercurey, Rully and Bouzeron, registered in inter-municipalities that have not yet invested the question of the constitution of a «Côte Chalonnaise» image and destination. In this respect, the example of the Beaujolais territory is evocative because it brought together different communities of communes and communities of agglomeration. The challenge is thus to find common lines of work in order to initiate a networked approach, with a view to putting the Côte Chalonnaise through the different collective identities, replacing administrative boundaries. Overcoming the fear of elected representatives and rural actors for territorial marketing policies requires the networking of intercommunal territories, with a view to coherent development and in a spirit of mutual support and territorial solidarity.

In view of these exchanges with local elected representatives, the actors seem caught up in an obvious desire to develop, which is faced with a lack of financial resources that prevents them from taking steps in this direction. However, the networking of rural inter-municipalities is one of the levers to overcome economic constraints. In addition, widening the scope of action makes it possible to ignore administrative boundaries, but also to rely on a greater number of actors and on the richness and diversity of assets to be valued and collective identities to be considered. In rural areas, local actors seem to need looking to the future, not essentially the past, while adapting their ambition to the



Map 1 : Perimeters of the “Appellation d’Origine Contrôlée” making up the Côte Chalonnaise

Source: Agence d’urbanisme Sud Bourgogne

available means. Although the Sud Côte Chalonnaise community of communes is alone in this desire to portray the Côte Chalonnaise, local actors have already done an introductory work to identify local assets.

2.2.2. Lifestyles, a foundation for the image

According to local actors, inter-municipality between rural and suburban areas can be attractive because of the diversity of its lifestyles. They are two collective identities that confront each other but can be articulated, between the relationship to the city on one side and the relationship to the countryside on the other. Lifestyles have significantly changed in recent years. The labour force is less likely to work in the territory. The latter has moved from an autonomous space to a «dormitory» space, which cannot be thwarted by local public policies; at best they can accompany or mitigate it by providing services to the population and living spaces. In other words, it is a question of «dressing» the leisure time of the population and, more generally, of adapting to the activity of the inhabitants. Rurality characterizes the image of the Sud Côte Chalonnaise community of communes in terms of its lifestyles, with a differentiation within the territory itself: a rural area on the Charollais side and a suburban area on the Chalonnais side.

The community of communes attracts new inhabitants with a demand from families with children, even if in the long term, the elected representatives raise the difficulty of retaining these families mainly because of long school trips. Some municipalities have seen the

profile of their newcomers evolve. Previously, these were foreign households and secondary residents, but now they are families with children and permanent residents or retirees. This attractiveness has repercussions: newcomers are less involved in local life and the notion of dormitory communities may concern some municipalities. In order to remedy this situation, two alternatives were mentioned by the local elected representatives as part of their introductory meeting to the shaping of their territorial project:

- To meet newcomers, in order for them to be anchored in the life of the territory, or even become ambassadors.
- Give them time, so that the involvement of the inhabitants comes from them and not from elected officials.

In terms of social links between the new inhabitants and the already settled population, the first vector identified is that of early childhood. The link is made through the children at school or through the kindergarten assistants. From this point of view, the question of integrating newcomers without children arises, hence the importance of the associative network and cultural events for this particular audience. In this sense, the ambassadors of the territory of the Sud Côte Chalonnaise inter-communality are of great importance. They are the elected representatives, economic actors, associations and inhabitants. Interactions are already at work but they are not organized. They all act in favour of the intercommunal territory through their attachment, some of them even returned to this country after having worked abroad.

<p>Mobilisation of actors in the Beaujolais territory</p>	<p>Mobilisation of actors in the Sud Côte Chalonnaise community of communes territory</p>
<p>Elected Representatives Economy actors Associative Actors</p> <p>Expansion planned in the mobilization of actors: inhabitants.</p>	<p>Elected Representatives</p> <p>Expected extension in the mobilization of actors: economic actors, associative actors and inhabitants.</p>

Table 1 – State of mobilization of actors in the constitution of the image of the territory in the inter-municipality of the Sud Côte Chalonnaise and in the Beaujolais region

The table below shows a different state of progress between the two approaches with regard to the mobilization of the actors. Targeting of the approach is broad, but it is progressive.

The question of the promotion and of the image of inter-communality arises but the elected representatives do not know which elements to value. The required prerequisite is a collection of information in order to determine what needs to be valued through a territorial marketing approach. There are already actions, particularly in relation to the environment, that promote inter-municipality. Federating projects is also a means of promotion. Associations can contribute to this and the potential is important because of their diversity. Thus, before launching new initiatives, it is necessary to federate what already exists. However, local actors seem to lack a totemic element that would be at the root of the image.

Elected officials rely little on material elements but more on the intangible, and in particular on highlighting ways of life and proximity to small and medium-sized towns, such as Le Creusot or Chalon-sur-Saône. Beaujolais's marketing positioning is based on both a city campaign and a new campaign to develop a diversified economy. The marketing positioning of the Sud Côte Chalonnaise inter-municipality is essentially seen from the perspective of the "countryside of the cities", even though this terrain is, for example, the meeting point of the taste arts, between wine and meat: an asset for the definition of a more tourist image. The main difference between the two cases is the mobilization of actors. Developing as a new campaign, with a search for tourism development, requires the involvement of different actors other than elected officials. Territorial marketing is co-constructed in a shared development ambition in addition to the desire for positioning.

For the territory of the Sud Côte Chalonnaise community of communes, the stakes are multiple and consist in the construction of an inter-municipal network based on the image of the Côte Chalonnaise, with the aim of federating the various actors and involving the neighbouring territorial communities. The aim of this approach would be to curb local actors' fears of territorial marketing, to reverse the competition between inter-municipalities, to think of them in full complementarity, and finally, to create a destination within the framework of coherent and shared development. It

is precisely such synergy that has been sought in the example of the «trèsBeaujolais» brand with the combination of actors from different fields and inter-municipalities with a rural majority.

CONCLUSION

Rural areas are assimilated to the diversity of their heritage, the richness of their natural landscape, their multi-functionality or their tranquillity and calm. However, enhancing a particular image in a network of local actors gives the opportunity to differentiate oneself from this generality. Thus, the Beaujolais region has sought to develop its economy with its industrial specializations and tourism through its heritage and landscape assets, capitalising on the reputation of viticulture. The actors of this territory made a choice among all the elements that constituted it. Beyond the implementation of an image and a brand, it is also a territorial offer, both for households and businesses, built on the basis of local governance (Houllier-Guibert *and al.* 2015). This combination of players is intended to build a brand image based on the territory's assets, and then advertise it.

In comparison with urban marketing, rural actors are forced to work together to build an image in order to avoid territorial isolation, while those in the city have the necessary resources to do so alone or with the peripheral and rural municipalities that inter-municipality encompasses. In addition, urban agglomerations may have greater financial resources that allow them to directly involve a very different range of actors, depending on the axis chosen (Meyronin 2015). However, there are also commonalities with actors from different backgrounds and issues. Tensions in the implementation of territorial marketing are present in both rural and urban areas (Proulx *and al.* 2006). Overall, urban or rural, territorial marketing is part of a territorial management context and is a strategic planning tool (Girard *and al.* 2003). The whole point is to achieve coherent territorial development, taking into account the richness of collective identities in order to formulate and communicate an image shared by local actors outside the territory. Thus, the involvement of actors is the basis for creating an image for the territory and building a territorial marketing policy. In organisational matters, image and territorial marketing are sources of motivation to make different users of the territory work together, since branding is not an end in itself. It is thus a way of thinking and building collaborations between rural territories, with the aim of visibility. The two examples highlighted in this article prove it: rural actors borrow ingredients from territorial marketing, and in particular the mobilization of actors, in order to develop and manage stakeholders.

A common feature of the various existing rural areas, whether it is a city countryside, a new countryside or both, is the defence of the living environment and amenities. These are to be defined as anything that can make a place pleasant. There is a first level of identity amenity around the natural, environmental and cultural dimensions the location of which depends on the geography and history of the territories (Talandier 2009). A second level of amenity can be considered around functional amenities where public facilities represent the main element. Many territories have developed an image of the living environment (Alaux *and al.* 2015). There are concrete examples, notably with the Lozère department, which highlights a living environment conducive to the settlement of families in its territorial marketing policy. The image of a territory is formed through the combination of actors and some of them defend the living environment in order to offer a quality of life to households, whether they are residents or tourists. The singularity of local amenities can be a source of totemic elements, facilitating the construction of the image of territories.

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