

The Quality of the Living Environment of a Site: One of The Vectors of Territorial Attractiveness - Case of the Urban Pole Draa Erich, Annaba

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Abstract

The planet has become a global village where territorial competition between cities plays a vital role in capturing flows and populations. The ease of travel and the free movement of capital (especially in Western countries) place these cities in a system of rivalry. So, these cities invent territorial strategies by highlighting several indicators, including quality of life as a magnet for attractiveness. This notion is flexible and follows the global changes by adapting to the economies in temporality and spatiality.

The purpose of our article is to show that, in order to play the role of a magnet attracting tourists and populations, the site in question must guarantee a quality of life as a strategic territorial condition. It then becomes one of the vectors of attractiveness of capture. We verify this state of affairs through the urban pole of "DRAA ERRICH" a "new city" near Annaba, Algeria. The method of investigation is the survey with its techniques "observation in situ and questionnaire" and the processing of the results was performed with the SPSS 21 software.

The aim is explanatory and comprehensive. The purpose of this article is to show that: if the quality of life of a territory is assured (spatially, economically, socially and environmentally), it would be a magnet for attracting job-creating investors and tourists, a source of foreign currency and taxes for the territory.

This article suggests some thoughts on the importance of quality of life in the attractiveness of territories, especially new ones.

Key words: Quality of life, territorial attractiveness, urban pole, Draa ERRICH, Annaba, Algeria.

INTRODUCTION

Algeria during these last decades, knew a strong demographic expansion where the urbanization is characterized by a spectacular scale and speed. The strong urban growth and the multiplication of agglomerations have generated a spatial imbalance, leading to a major housing crisis, a functional imbalance and a decline in the quality of life in the city. This crisis is the result of the absence of a good spatial planning strategy as well as the standards of modern cities. As quick answers to its dysfunctions, the Algerian state since 1970 has implemented several development policies: NUHA (new urban housing area), housing estates, but these have shown their limits.

Therefore, Algeria has embarked on this new trend of new cities in order to decongest urban centers and air the cities. These are state projects that are part of an urban policy of land development whose main objective is to limit the concentration of populations in large urban centers, and to ensure better management of space.

The world is constantly developing as a result of economic and institutional changes. The territory has become the center of reflection and a vital element of local development and is today considered as the pivotal point in the concerns of scientists, politicians, socio-economic and environmental actors.

Globalization has allowed international economic exchanges and the free circulation of flows and capital where the territory proves to be the founding element of the world market and its attractiveness at the center of the nations' concerns.

To this end, developed countries were the first to use "territorial marketing" as an approach aimed at improving the market share of a given territory in international trade, investment or skill flows (Hetem, 2007)¹.

¹HATEM, F. (2007). « Le marketing territorial Principes, méthodes et pratiques ». Editions EMS, pp. 292.

The economic movement opens up large opportunities for companies to locate their activities. The territories are therefore competing to attract these mobile international investments.

Competition between cities and metropolises has increased for the retention and attraction of new resources that create value for the local economy: companies, executives, talent, tourists, residents, investments and new economic players. According to most studies and research on attractiveness, opinion surveys, analyses and barometers from the specialized press (Mercer, the Economist, Arthur Lloyd, etc.) and the general public (Monocle quality of life survey, l'Express, le Point, l'Étudiant, etc.), the quality of the living environment is becoming increasingly important in their choice of location.

In a context of increased competition between regions, the latter must offer jobs and a quality of life that can meet the expectations of residents and job-creating investors (Roy-Valex, 2006).

The public authorities view territories in terms of rivalry and must strengthen their competitive advantages to attract capital. Among these competitive advantages, the issue of well-being in the city has its place and is a recurring argument. (Bourdeau-Lepage, 2015) thus defends the idea that it is essential to consider the attractiveness of territories through the quality of life and amenities they offer².

Therefore, the research problematic aims at exploring the links between the improvement of the quality of life and the environment, the attractiveness of the territory and the territorial marketing. We try to make the correlation between these three elements through the study of the territory of the urban pole "DRAA ERICH ANNABA" by answering this question: does the improvement of the quality of life constitute one of the vectors of attractiveness for this new urban pole?

Answering this question means revisiting acquired knowledge, positioning oneself epistemologically in relation to theories and doctrines, identifying the reference framework by proposing to verify the chosen hypothesis through a rigorous methodology. We discuss the methods and materials that allowed us to choose the investigative approach, then we exploit the results obtained by trying to interpret them according to the theories on which we relied, to end with leads that can be used in other research.

MATERIALS AND METHODS

First, we define the reference framework where the basic notions will be defined and used as well as the evaluation grid. The methods will then be explained and the investigation tools specified. The study site that was our case study will be presented. The results of our survey will be presented and interpreted.

Quality of Life and Attractiveness of Territories

The reasons why people settle in a given area depend on the living environment and conditions that the area offers. Moreover, metropolises that are part of a logic of attractiveness and competitiveness are primarily concerned with quality of life. Therefore, territories that wish to attract investors and residents must offer city models that are adapted to their desires and respond to the feeling of well-being and belonging.

City actors (local authorities, urban planners and developers) must put in place the appropriate indicators to enable them to grasp the aspirations of the inhabitants; these indicators are broken down into quality of life measurement criteria.

Indicators for Measuring the Quality of Life According to Mercer

In today's era, quality of life is an ambiguous concept that encompasses lifestyles (attractive for some, repulsive for others) and has become a major factor in the attractiveness of territories. Rankings and barometers on the attractiveness of cities "where it's good to live" have invaded the media landscape, to the point of constituting a real strategic image issue in the competition between territories. The simple fact of establishing and displaying a hierarchy of cities is enough to attract the attention of local or external actors. Although they can be criticized, these rankings are useful because they encourage regions to evaluate themselves and compare themselves in terms of living environment.

The Mercer Barometer, the world's benchmark for quality of life among investors, is based on ten indicators that are broken down into two hundred criteria:

²BOURDIN, S. CORNIER, T. (2017). « Au-delà de la mesure du bien-être en milieu urbain : quelle perception de la qualité de vie dans les villes européennes ? ». *Géographie, économie, société*. pp. 3-31.

| | |
|------------------------------------|--|
| The socio-political environment | Political stability, crime, law enforcement |
| The economic environment | Exchange control, banking services |
| The socio-cultural environment | Accessibility and censorship of the media, restrictions on individual freedoms |
| Medical and sanitary situation | Medical supplies and services |
| School and education | School levels and availability |
| Public services and transportation | Electricity, water, public transport |
| Entertainment | Cinemas, sports |
| Consumer goods | Availability of food |
| Housing | Furniture, maintenance services |
| Natural environment | Climate, history |

Figure 1. 10 key indicators / 200 criteria Source: MERCER, 2018

This evaluation grid is the founding element of the global market that places the attractiveness of territories at the center of nations' concerns.

Territorial marketing, which has become the leitmotiv for all countries, aims to make a territory visible in the same way as brand marketing. We take up the definition of HATEM, 2007 advocating the importance of this approach aimed at improving the market share of a given territory in international trade, investment or skill flows. These different international flows are set in motion and combine to provide opportunities for companies in these countries to be seen, located, identified and targeted, creating a system of competition between territories that become investment areas for international mobile investors. We also base our arguments on studies and research on attractiveness, opinion surveys, analyses and barometers from the specialized press (Mercer, the Economist, Arthur Lloyd, etc.) or the general public (Monocle quality of life survey, l'Express, le Point, l'Étudiant, etc.). The latter base growth on quality of life, which becomes a vector of attractiveness (Roy-Valex, 2006). Improving this vector means meeting the expectations of populations, investors and tourists. It has become a sine qua non for any territory wishing to be attractive.

Bourdeau-Lepage (2015) thus defends the idea that it is essential to consider the attractiveness of territories through the quality of life and amenities they offer.

Therefore, the objective of this research is to explore the links between the improvement of the quality of life and living environment, the attractiveness of the territory and territorial marketing.

Quality of Life and Living Environment in An Urban Environment: Congruence between two Concepts³

The quality of life of a population is a major issue for nations, it is a multidisciplinary concept including: health, environment, well-being, social sciences and humanities (Ruzericius, 2013). In economics, quality of life is associated with well-being. The WHO has defined it as an individual's perception of their place in life, in the context of the culture and value system in which he or she lives, in relation to his or her goals, expectations, norms and concerns. The concept of quality of life takes its characteristics and principles from the work of Amartya Sen (1987, 1993, 1997) where he recognizes income and consumption as components of quality of life, but places at the center the possibility and freedom "the capability" of individuals to mobilize the opportunities available to them regarding the life they wish to lead.

In the work of researchers (Slotje, 1991; ChiapperoMartinetti, 2000; BourdeauLepage and Tovar, 2011 and 2013; Benjamin et al., 2001, this notion is linked to well-being and living environment. Bourdeau-Lepage and Carré, 2016) integrate the territorial approach. Bourdeau-Lepage et al. (2015) take into account the constructive territorial elements of the well-being of individuals (related to the living environment, the environment, available services, economic activity, employment, safety, social life, etc.) that make it possible to determine preferences and evaluate the adaptive capacity of individuals. Quality of life is intimately linked to the living environment and they merge in a mathematical congruence. When we talk about quality of life, we are intrinsically referring to the living environment. To ensure the capture of flows and populations, we have recourse to highlighting the quality of the living environment as one of the vectors of territorial attractiveness, but what is this notion? Who is likely to be captured? For what purpose?

³BOURDIN, S. CORNIER, T. (2017). « Au-delà de la mesure du bien-être en milieu urbain : quelle perception de la qualité de vie dans les villes européennes ? ». *Géographie, économie, société*. pp. 3-31

The Attractiveness of Territories: An Ambiguous Notion⁴

Public authorities attach great importance to attractiveness in regional development strategies. The attractiveness of a territory is defined as the capacity of a territory to attract and retain the mobile factors of production of the population. On the other hand, this definition is not the only one. The economists HATEM (2007) and THIARD (2009), who are interested in territorial marketing, demonstrate two complementary approaches to attractiveness: the first, called Ex-ante, refers to a territory's ability to offer investors a certain number of advantages, and the second, Ex-post, refers to the achievement of good performance in terms of market share by attracting mobile investments. It is not easy to define the concept of attractiveness, given that it has points in common with other terms, notably competitiveness. The attractiveness of a territory corresponds to its capacity to attract activities and individuals at a given moment T, assuming from the outset that the territory possesses qualities and power of attraction. Behind this notion, there are many differences: attractive territory for whom? For what? For what activities? For which living environment? The management of a territory is similar to that of a company by guaranteeing the audit firms, the international ranking, the newspapers, the universities...from defined criteria such as the connection, the new information and communication technologies, the connectivity of the territory, the employment offer, the security, the presence of accessibility to numerous services. So we ask ourselves the following question: why and how can the quality of the living environment, through the habitat and the population, contribute to the dynamism of a territory?

The development of this living environment is based on territorial marketing approaches taken as a territorial attractiveness strategy.

Territorial Marketing: Entrepreneurial Strategy⁵

Territorial marketing is a new expression introduced in the field of urban planning. It is based on the attractiveness and development of a territory through the promotion of the city's image.

At the beginning of the XXIst century, the theme of the image of the city is more than ever omnipresent in the speeches of elected officials, developers, tourism professionals, and the visual representations that are conveyed in the media (press, advertisements, magazines, travel guides, television, online videos, social networks ...).

Territorial marketing is an approach aimed at attracting enterprises to a territory, facilitating the activity of enterprises and promoting an image of the territory favourable to endogenous development.

Territorial marketing represents the art of positioning a village, a city, a region, a metropolis on the world market.

In developed countries, urban marketing between managerial context and strategic issues is based on two phenomena:

- The first phenomenon led local authorities to set up strategies and implement a vision for the future in order to ensure collective and concerted local action (Casteigts, 2003) and the development of their sector (Hernandez, 2006; Huteau, 2006; Pierre, 2010). The territories have thus moved from a planning logic to a territorial management logic.
- The second phenomenon (Casteigts, 2003), involved the principle of territorial governance in the way of conceiving the territorial action which, induced « a broadening of the role of institutions in the elaboration and implementation of territorial strategies towards several actors » (Pierre, 2010, p. 56).

It is in this managerial context and in these strategic stakes that territorial marketing is inserted as a tool for the differentiation of territories (Bros-Clergue, 2006) through the construction and management of a singular image based on their identity and which will be diffused on a globalized market (Proulx and Tremblay, 2006; Meyronin, 2009; Noisette and Valérugo, 2010).

The theoretical approach sets up the referential framework, the empirical approach tries to verify the veracity of these concepts by using different methods and approaches.

In order to apply these concepts and to try out the MERCER evaluation grid, we have followed the following methods.

⁵CHAMARD, C. (2014). « Le marketing territorial : Comment développer l'attractivité et l'hospitalité des territoires ? ». Boeck.

Methods of Investigation

All work is judged by the steps taken. There are a variety of methods useful for collecting information and constructing data. Among these methods, we have used three main ones: the survey method (with its “in situ observation and questionnaire” techniques), the historical method (with its “content analysis” technique), and the comparative approach (with the comparison criteria).

The Survey Method and Investigation Tools

- It usually takes place in the present time and is most often applied to a large population that can be known. The survey method proceeds by sampling or selecting only a part of the population⁸. In our study, we have proceeded with this method for the study of the population of our case study, in order to know the needs of the population of this new territory in terms of quality of life. We proceeded as follows:
- Contact our site management company to determine the number of inhabitants installed in January 2021, from there we applied the rule of 1/5 of the population to set the target sample. The number is 300 people surveyed.
- After having elaborated our questionnaire, we distributed it on site from hand to hand (self-administered). After several days, we realized that this work will take a lot of time, and given our presence on site we were able to establish a good relationship with the shopkeepers and through their help we shared the number on different places where the inhabitant can take his questionnaire, answer and return it to the same places. This allowed us to save more time and spread the questionnaire over the whole site.

2.2.1.1. The questionnaire: The questionnaire has been structured around four sections. The first section is to identify the respondents. The second section to assess their satisfaction with the quality of life in the site. This part is the basis of this article, allowing us to evaluate and measure the quality of life or the living environment in relation to territorial attractiveness. The third section will aim to clarify the appropriation of space by new inhabitants. The fourth and last section will focus on the relationship between the living environment and the appropriation of space and its impact on territorial attractiveness.

The processing the questionnaire data was performed using SPSS 21 software.

2.2.1.2. The Maintenance Scheme: It is a research and investigation technique of the survey method allowing to collect qualitative information. Semi-directive interviews were conducted with the actors responsible for the management and development of our site. Two strata were constituted: the company managing our site and the design office that conceived the site plans.

The Historical Method and its Content Analysis Technique

The historical method, as defined by Angers, consists in the reconstitution of the past by an examination of past events, mainly from documents and archives. In our article, we have applied the historical method to the exploration of our object of study (research). At first, following our visits to the management directions and the follow-up of the development of the site since the launching of our thesis project, we collected graphic documents “maps, plans, diagrams...” and written documents “text, decrees, law, regulation). The technique “content analysis” was used and these documents will be subject to internal and external criticism for the veracity of the study samples when we present the case study. Our application site is a new pole in the city of Annaba in Algeria and is called DRAA ERICH, which will be presented in the following section.

Study Site: The Urban Pole of Draa Erich

To better understand the subject of this article and its purpose, we first reviewed the literature to define the key concepts: attractiveness, quality of life, well-being, and territorial marketing. We then explained the methods and tools of investigation to follow the thread of the research. The empirical approach concerns the site of DRAA ERICH.

Presentation of the Urban Pole of Draa Erich-Annaba

The urban pole Draa Erich, will be built from the beginning with a reflection of new city without trying to compete with the mother city Annaba. The big Algerian cities are always looking for attractiveness by the quality of life in terms of housing, employment, services, activities, etc.

⁶ANGERS, M. (2017). « *Initiation pratique à la méthodologie des sciences humaines* ». Casbah université. pp. 381.

The development guidelines (figure: 02) of the city of Annaba in metropolitan area in the wilaya development plan (WDP), illustrates the exploitation of the potentialities of the city and the development prospects of the territory by the creation of the “new city” or urban pole of Draa Errich. According to the WDP, Draa Errich with the municipality of Berrahal constitutes a pole of balance for the city of Annaba with an exchange of flows with the center of the city to strengthen its attractiveness and impose the city of Annaba as a territory of competitiveness.

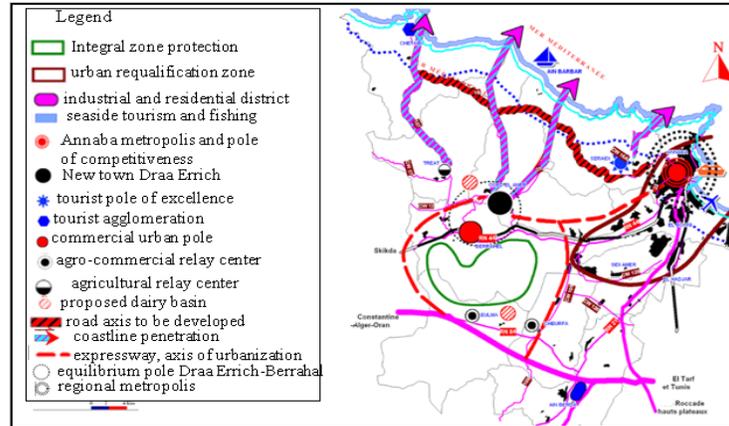


Figure 2. Map of the axes and development scheme of the city of Annaba. (Source: WDP ANNABA)

In Relation to the City of Annaba

The urban pole of DRAA ERRICH is part of the commune of oued el Aneb, daïra of Berrahal wilaya of Annaba.

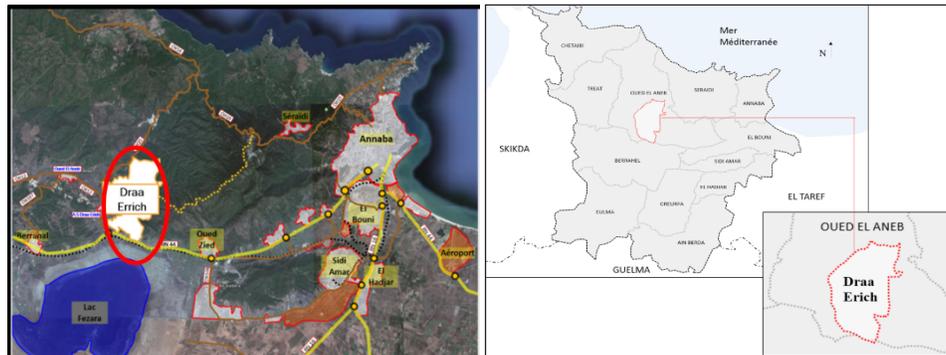


Figure 3. Map showing Draa Errich in relation to the administrative division of the city of Annaba (Source: Autors, BET URBAN)

The territory of the project of Draa Errich is located 20 km west of Annaba. It covers a urbanization perimeter of 14 Km² extendable to 20 Km² a protection perimeter. To the north, it is limited by the commune of Séraïdi, to the south by the R.N 44 and to the west by the C.W.12.

Draa Errich is located within a radius of 25 km from the major infrastructure of the region (highway, port, airport, industrial pole, bus station ...).



Figure 4. location of draa errich in relation to the main infrastructure (source:autors)

In Relation to Its Immediate Environment

The urban pole of Draa Errich is delimited by the secondary agglomeration Draa Errich (AS), which constitutes the old urban center of the city and the chief town (ACL) of the commune of oued el Aneb. A few kilometers away, is the chief town (ACL) of the commune of Berrahal with industrial character, materialized by the industrial zone (see figure 05). The establishment of a new urban area “kalitoussa commune of Berrahal” reinforces the need for the creation of the urban pole in order to animate and create an urban dynamic and an economic development for the area with the creation of employment and diversity of activity.



Figure 5. situation of the urban pole. Google earth 2021. (Source AUTHORS)

Genesis of the Site

The creation of the urban pole results from a political will to make the city of Annaba a metropolis. The strategy adopted for the urban pole was materialized following a regulation in force.

Regulations

The creation of the urban pole of Draa Errich, was decided by the deliberation of the Popular Assembly of the Wilaya N: 05/2010 of 13/07/2010 dedicating the construction of a new urban pole in Draa Errich commune, Oued el Aneb, daïra Berrahal.

The land for the establishment of the new pole was of legal forest nature. To this end, the State has initiated the procedure of declassification by Executive Decree N: 11/360 of 22/10/2011 and the integration of land for public use allowing the operation of housing and equipment by Executive Decree N: 11/361 of 22/10/2011. The intervention perimeter was defined following the deliberation of the Popular Assembly of the Commune N: 02/2013 of 10/02/2013 which encourages the integration of 1344 HA in the urbanization sector in the PDAU of Oued el Aneb.

The public authorities have decided to act by creating a new city or urban pole in DRAA ERRICH to address the housing crisis in the wilaya of ANNABA through the realization of public and private housing programs and facilities. This project proceeds from a double will:

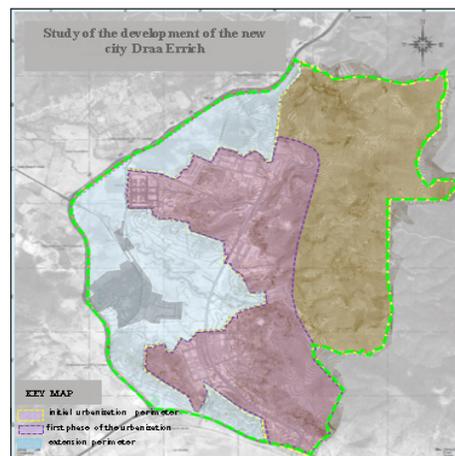


Figure 6. situation of the urban pole. Google earth 2021. (Source AUTHORS)

-On the local level: to decongest the wilaya's agglomerations, which have long been confronted with a massive influx of population due to their attractiveness, which is explained by an appreciable level of social facilities and employment.

-Sur le plan National : réduire la pression sur la ville d'Annaba et la conforter au rang de métropole.

Land and perimeters of the city: The overall perimeter of the territory is 3707 Ha. The object of creation of the city is distributed as follows:

a-Initial urbanization perimeter «1344 Ha»: The initial urbanization perimeter is divided into:

1169 ha forest estate: «Executive Decree 11-360.

175 ha area expropriated for public utility «Executive Decree 11-361.

Development and urban planning perimeter 1344 ha, are reserved for housing for a total of 42,000 dwellings all segments combined; 300 ha reserved for public facilities (480 Facilities); 161 ha for the road network and 300 ha for green spaces.

b-Extension perimeter 681 ha: the 681ha development and urban planning perimeter is reserved for housing for a total of 13,000 dwellings in all segments; 110 ha reserved for public facilities (167 Facilities); 82 ha for the road network and 300 ha for green spaces.

c-Protection perimeter 1482 ha: The CW12, CW20 and the RN44 constitute the protection perimeter. (The CW is the wilalay road equivalent to a departmental road).



Figure 7. Chronological evolution of the city. (Source Authors, 2021)



The city's various housing projects

The pole of Draa Erich is made from the housing by comparing the surfaces reserved for each of the constituents. Algeria has precisely launched into this perspective of making new cities constituted from the outset following the example of the new cities of ALI MENDJELI in Constantine, of AIN BENIAN in Algiers and many others distributed around the various metropolises.



Figure 8. General plan for the development of the city. (Source: URBAN, ANNABA)

c-Structure and layout

The territory of the new city includes the secondary urban area as well as the ten districts of the city, with a capacity of 45,000 housing units (fig09), of which 18,977 have already been built. As far as facilities are concerned, the theoretical capacity provided for in the study is 110 facilities with 23 public facilities already registered, 12 of which are operational. For investments, 18 facilities have been registered, of which 3 are in progress; 69 available land plots have been reserved for facilities.

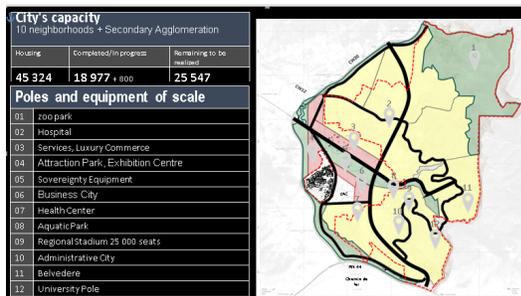


Figure 9. Capacity of the city. (Source URBAN, 2021)



Figure 10. Distribution of housing. (Source URBAN, 2021)

| Operator | Registered programs | Housing programs | | | | | | | |
|--------------|---------------------|-------------------|-------------------------------|---------------|-------------|------------------------------------|-------------------------------------|--------------------------------------|--------------|
| | | Program Breakdown | construction company retained | Starting year | In progress | Delivered year | Completed housing delivered | Delivery forecasts | |
| AADL | 2500 | 2500 | ATLAS | 2014 | 624 | 756/2017 +718/2018 +402/2021 | 1876 | 344/1st tri 2022 280 2nd tri 2022 | |
| | 2000 | 2000 | OZKA | 2016 | 854 | 1146/2021 | 1146 | 856/2nd tri 2022 | |
| | 837 | 837 | ZIEC | 2016 | - | 2019 | - | 837 | |
| | 2200/5012 | Ile101 | 795 | KUZU | 2018 | - | 2021 | - | 795 |
| | | Ile102 | 738 | | 2018 | 738 | - | - | 2nd tri 2022 |
| | | Ile107 | 463 | | 2018 | - | 2021 | - | 463 |
| | | Ile110 | 214 | | 2018 | - | 2021 | - | 214 |
| | 2812/5012 | Ile103 | 914 | KUZU | 2018 | 914 | - | - | 2nd tri 2022 |
| | | Ile104 | 598 | | 2018 | 598 | - | - | 2nd tri 2022 |
| | | Ile105 | 148 | | 2018 | - | 2021 | - | 148 |
| Ile106 | | 674 | 2018 | | 674 | - | - | 2nd tri 2022 | |
| Ile108 | | 179 | 2018 | | - | 2021 | - | 179 | |
| 1380 | 1380 | - | 2021 | 1380 | - | - | 2nd tri 2023 (contractual deadline) | | |
| Total | 11 729 | | | | 5782 | | | 5947 | |

Figure 11. Progress of the realization of housing. (Source EPIC draa erich,2021, processed by: Authors)

| Operator | Registered programs | Program distribution | construction company retained | Starting year | Delivery year | Completed | delivered |
|----------------------|---------------------|----------------------|-------------------------------|---------------|---------------|-------------|---------------|
| PUBLIC | 2000 | 2000 | ZIEC | 2013 | 2018 | - | - |
| | | | | | | 2000 | 2000 |
| | 2000 | 748 | CSCEC | 2013 | 2019 | - | - |
| | | | | | | 2000 | 2000 |
| | | | | | | 2000 | 2000 |
| | | | | | | 2000 | 2000 |
| 2000 | 712 | ZIEC | 2013 | 2018 | - | - | |
| | | | | | 2000 | 2000 | |
| | | | | | 2000 | 2000 | |
| 817 | 417 | OZKA | 2016 | 2020 | - | - | |
| | | | | | 817 | 817 | |
| Total | 6817 | | | | | 6817 | |
| ENPI | 300 | - | - | 2017 | - | 156 | - |
| | | | | | | 22 | - |
| | | | | | | 22 | - |
| | | | | | | 24 | - |
| | | | | | | 24 | - |
| - | - | - | - | - | - | 26 | - |
| | | | | | | 26 | - |
| Total | 300 | | | | | 144 | 12 764 |
| Overall total | 18 846 | | | | 5938 | 144 | 12 764 |

RESULTS AND DISCUSSION

Evaluation of the Quality of Life in Algeria Through the Case of Draa Erich

In order to evaluate the quality of life in the new territories and to answer the research problem, we studied the population already settled in Draa Erich. We were able to question 300 inhabitants. After coding the questionnaire

and interpreting the results with the SPSS 21 software, we found that the majority of the sample was composed of men (Figure 12), married with children between the ages of 30 and 50 (Figures 13, 14, 15).

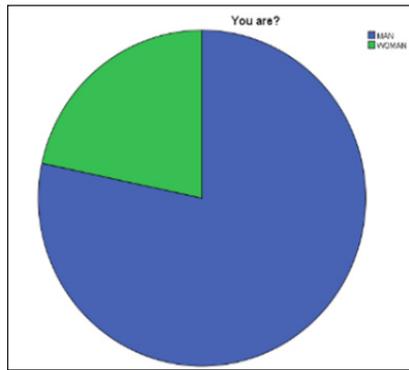


Figure 12. Section 1 of the questionnaire: Identification of respondents: Gender. Source: Authors

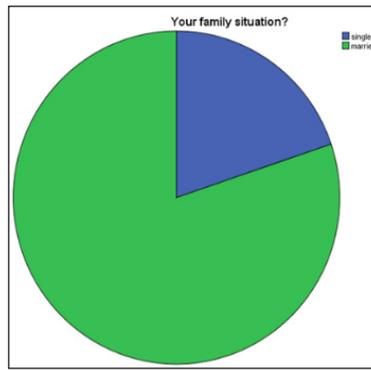


Figure 13. Section 1 of the questionnaire: Identification of respondents family situation: Authors

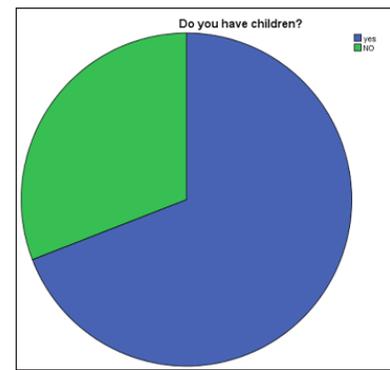


Figure 14. Section 1 of the questionnaire: Identification of respondents: children. Source: Authors

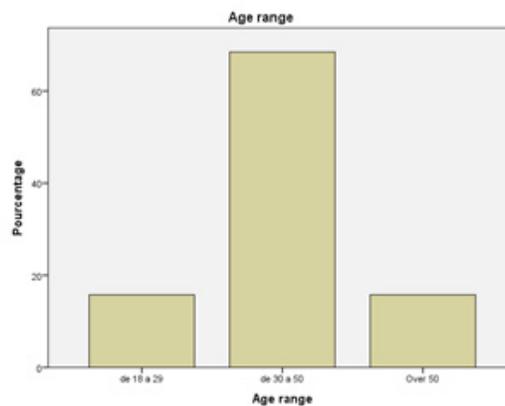


Figure 15. Section 1 of the questionnaire: Identification of respondents: age range Source: Authors

Most of the respondents were civil servants. This explains why most of them occupy a collective housing of type F3 AADL (Agency for the Improvement and Development of Housing) and OPGI (Office of Promotion and Real Estate Management) (figures 16, 17).

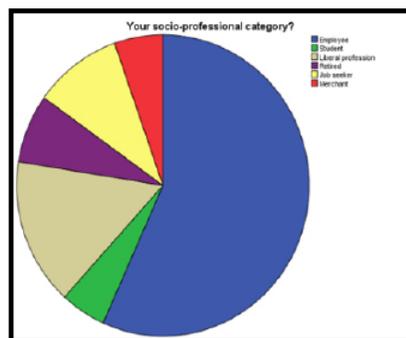


Figure 16. Section 1 of the questionnaire: Identification of respondents: socio-professional category. Source: Authors

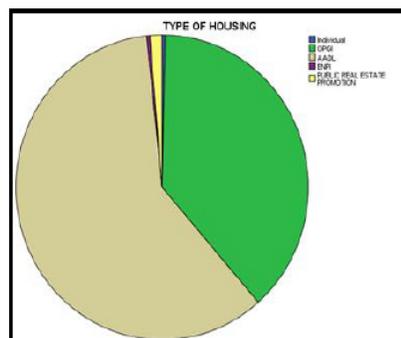
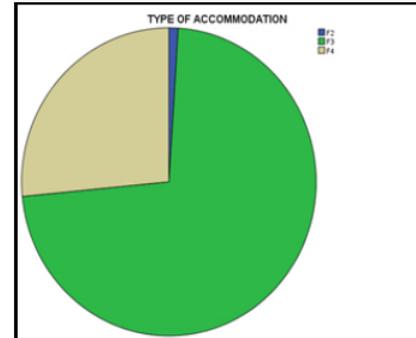


Figure 17. Section 1 of the questionnaire: Identification of respondents: type of habitat. Source: Authors



From this first section, we were able to highlight the motivations for setting up in the new town or urban center (Figure 18.) based essentially on three criteria.

The table of implementation motivations: N represents the number of people who answered yes to a criterion

Implantation fréquences

| | | Réponses | | Pourcentage d'observations |
|--------------------------------------|---|------------|---------------|----------------------------|
| | | N : | Pourcentage : | |
| motivation implantation ^a | Cost of housing adapted to resources | 157 | 23,4% | 53,0% |
| | The search for security | 108 | 16,1% | 36,5% |
| | Housing size more adapted to family needs. | 88 | 13,1% | 29,7% |
| | Improve the quality of life (clean housing with all amenities, pleasant public space) | 136 | 20,3% | 45,9% |
| | The search for an environment that meets your expectations. | 108 | 16,1% | 36,5% |
| | Economic attractiveness (employment, equipment, infrastructure, investment | 23 | 3,4% | 7,8% |
| | The city's vocation: smart city, green city | 50 | 7,5% | 16,9% |
| | Total | 670 | 100,0% | 226,4% |

a. Groupe de dichotomies tabulé à la valeur 1.

Figure 18. Section 1 of the questionnaire: motivation for implementation. Source: Authors

The first criterion «cost of the housing adapted to the resources» which represents 23% of the totality of the answers, can be explained by the strategy of the state to answer the crisis of housing by the programs AADL and OPGI.

Concerning the second criterion «improvement of the quality of life» with 20% explains the idea defended by «Roy-Valex, 2006» on the quality of life as a vector of attractiveness.

Third criterion « the search for an environment that meets expectations», is explained by the search for well-being which is a key concept of quality of life according to the definition of “Ruzericius,2013”

Based on these three criteria, We note that the quality of the living environment represents an important factor in the attractiveness of territories, which affirms the theory of “Bourdeau-Lepage, 2015” where they develop that it is essential to consider the attractiveness of territories through the quality of life and amenities they offer

Concerning the second section « environment and quality of life in the new town»

Following the studies on the quality of life indicators, we selected eight criteria to measure the level of satisfaction of the inhabitants such as: housing quality, safety, mode of transportation, urban services, urban, landscape and architectural quality, public facilities, public space, and accessibility to activities.

The respondents were very dissatisfied with the quality of housing and security (Figure 19, Figure 20). The inhabitants expressed their dissatisfaction with the quality of the housing they received from the owners of AADL housing who explained that the housing did not meet their expectations (quality/price ratio). As a result of the aggressions and thefts (apartment, cars), they do not feel safe.

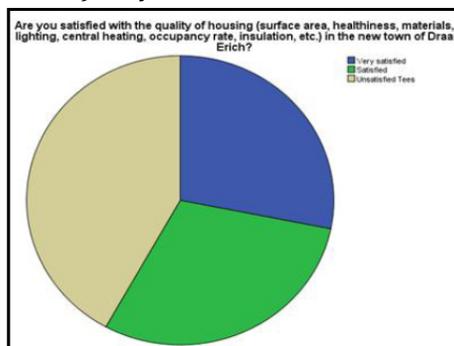


Figure 19. Section 2 of the questionnaire: quality of housing. Source: Authors

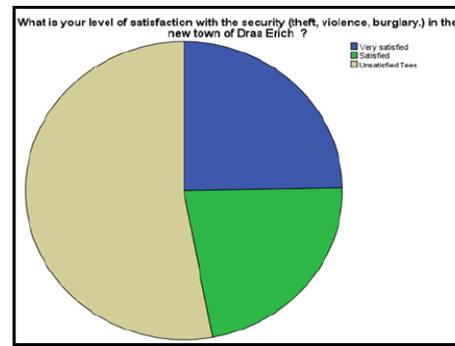


Figure 20. Section 2 of the questionnaire: security. Source: Authors

Accessibility and movement in Draa Erich is ensured by public transport (bus and cab), despite the availability of modes of transport, only 29% are very satisfied (Figure 21). Urban services (water supply, electricity and telephone network, etc.) are not yet stable, so the inhabitants are very dissatisfied (43%), especially with the networks (Figure 22)

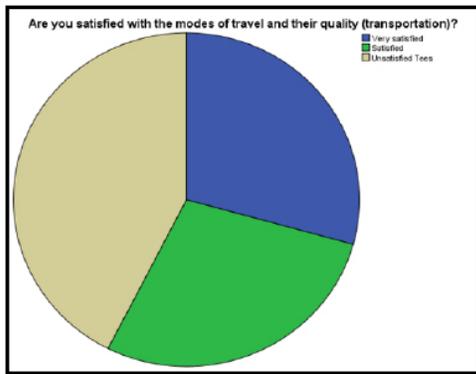


Figure 21. Section 2 of the questionnaire: mode of travel.

Source: Authors

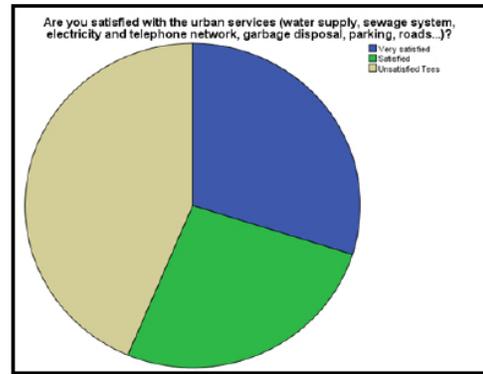


Figure 22. Section 2 of the questionnaire: urban service.

Source: Authors

Concerning urban, landscape and architectural quality;

The respondents are satisfied with a rate of 37% (Figure 23). This feeling is clearly high among residents occupying OPGI housing. The latter have been relocated from precarious and illicit constructions. Public facilities (schools, market, shops, etc.) in Draa Erich are limited to basic amenities, which reflects the opinion of the respondents: 37% are very dissatisfied (figure 24)

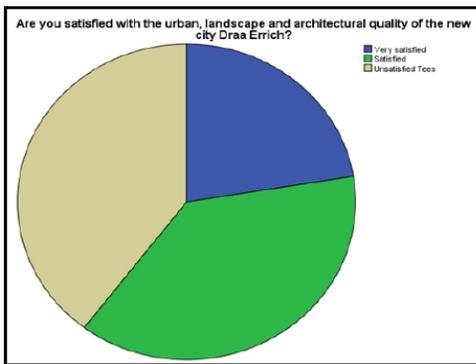


Figure 23. Section 2 of the questionnaire: urban quality.

Source: Authors

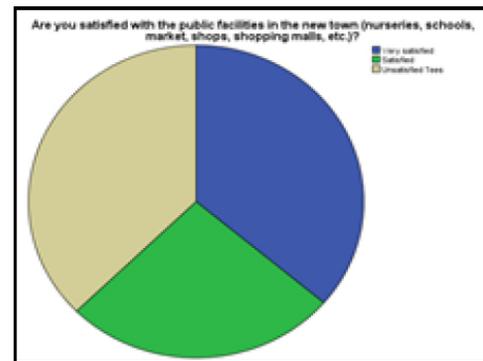


Figure 24. Section 2 of the questionnaire: public facilities.

Source: Authors

Public spaces (squares, gardens, etc.)

Diversity and accessibility are shown through these two criteria which represent the sociability and the dynamics of the places. They participate in the construction of a sense of belonging to the city and the creation of the identity of the territory. However, the new town of Draa Erich is lacking in terms of places of gathering and relaxation.

The diversity of activities and despite the strategies adopted by officials (wali delegate, director of the management company of the new city, the president of the People's Assembly communal) for the encouragement of investment remained a dead letter

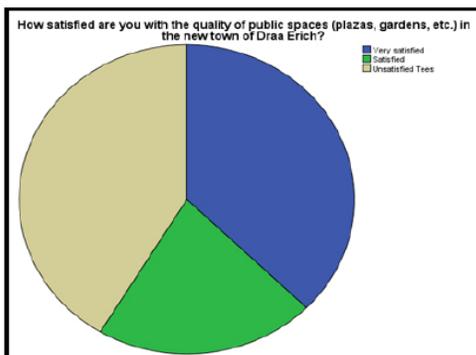


Figure 25. Section 2 of the questionnaire: quality of public space. Source : Authors

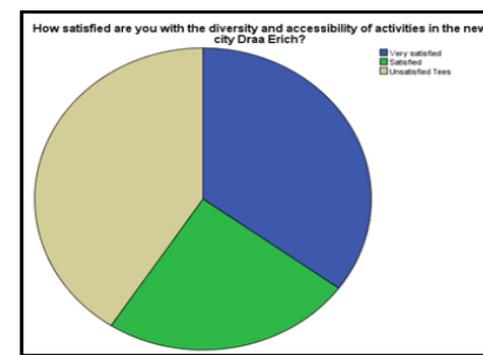


Figure 26. Section 2 of the diversity questionnaire. Source: Authors

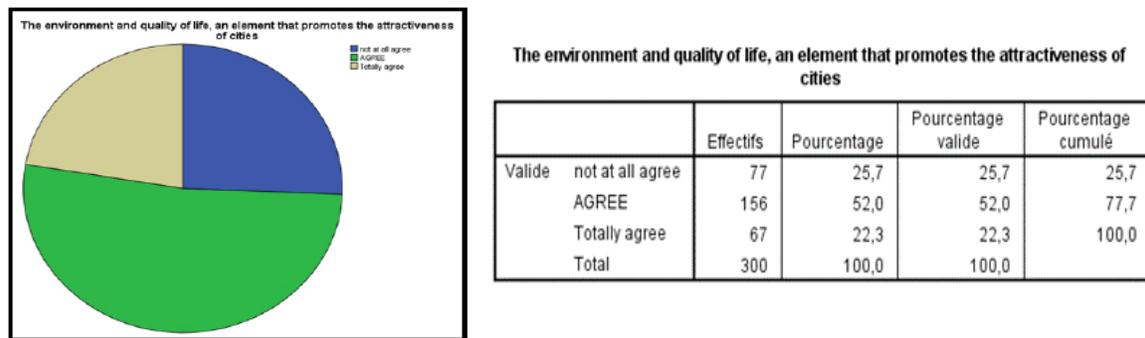


Figure 27. The respondents affirm that the quality of life is an element that favors the attractiveness of the territories

Interpretation of the Survey Results

The results of the survey show that regardless of the conditions or interests of occupation of the territories, the main objective of the inhabitants is the well-being interpreted by the quality of housing and the quality of life. This survey testifies to the work of researchers (Slottje, 1991; Chiappero Martinetti, 2000; Bourdeau Lepage and Tovar, 2011 and 2013; Benjamin et al., 2001), on the close relationship between well-being, living environment and quality of life.

The results of eight quality of life evaluation criteria show that the inhabitants of the new town of Draa Erich are not satisfied with the living conditions and that the town's actors must make more effort to meet the aspirations of their population.

To this end, the cross-referencing of the results of this survey with the aforementioned theories and studies on quality of life shows that the main interest of residents is the search for a living environment that meets their expectations, which leads us to conclude that it is essential to integrate the concept of quality of life into territorial attractiveness strategies.

From the evaluation of the quality of life criteria, it appears that the new urban center of the city of Annaba is poorly perceived by its occupants. This situation must be taken into consideration in the strategy of territorial promotion because it is considered as a brake on attractiveness.

The site of DRAA ERRICH is an interesting case to understand the evolution that is taking place to move from a dormitory town where the coefficient of attractiveness is almost zero to a prosperous city ensuring its competitiveness compared to the mother city of Annaba.

CONCLUSION

The objective of this article was to highlight the link between quality of life, territorial attractiveness and territorial marketing. The research conducted and the survey carried out have affirmed that the quality of the living environment is one of the vectors of territorial attractiveness.

Today, it seems essential for the actors of the new town to integrate the criteria of the quality of life into their local development strategy. Improvements in this area can lead to a greater attractiveness of the new town, which makes it a competitive territory.

Lastly, taking into account the perception of the quality of life of the inhabitants of a city is a challenge for local decision-makers whose reflection is the development and attractiveness of the territory.

The Algerian new cities, new planned territories whose objective is the organization of demographic growth and the control of the development of urbanization of cities, are thought as a national policy led by the Algerian state with a vocation of strategic planning. These new spaces seek to create an official image in order to affirm their positioning as a competitive territory on a national and international scale.

If we want these newly created territorial entities to be attractive and capture capital, flows, young populations.... It is necessary that the local authorities, in charge of the management of these territories, provide an adequate and satisfactory living environment, in accordance with the rules in all the fields, taking into account the aspirations of the users and planning activities playing the role of magnet, convincing the populations and the investors to invest and live in these territories. This article reminds us of EBENEZER HOWARD's garden cities where he drew the three magnets.

A reminder of this pattern may be a source of inspiration for our current new cities.

In 1898, Ebenezer Howard published his book *To-morrow: A Peaceful Path to Real Reform* in which he described his concept of a garden city. A reminder of this pattern may be a source of inspiration for our current new cities.

In 1898, Ebenezer Howard published his book *To-morrow: A Peaceful Path to Real Reform* in which he described his concept of a garden city. His project is a direct criticism of the concentration of the English capitalist system. He was inspired by English urban planning experiments carried out by innovative industrialists, such as William Lever, creator of Port Sunlight, founded in 1888 near Liverpool, or George Cadbury, creator of Bournville in the suburbs of Birmingham in the 1890s.

Howard's Garden City is defined by the following key points:

- Public control of the land (it belongs to the municipality to avoid financial speculation on the land);
- The presence of an agricultural belt around the city (to supply it with food);
- A relatively low density of buildings (about 30 dwellings per hectare, although this point is never mentioned, but only inferred);
- The presence of public facilities located in the center of the city (parks, shopping malls, cultural venues);
- The control of the actions of economic entrepreneurs on the urban space: Howard is a supporter of the freedom of enterprise as long as the activity does not harm the collective interest. The presence or not of a company in the city is validated or refused by the inhabitants via the municipality

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