

Study of the Participatory Communication on Good Territorial Governance Performance in City of Tantan, Morocco

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Abstract

Participatory and collaborative communication plays a crucial role in territorial governance to find innovative solutions for the proper functioning of public service. This study examines the importance of participatory and collaborative communication in good territorial governance we surveyed 250 residents in Tan-Tan, Morocco. These statistical units were chosen according to an empirical survey known as convenience sampling and were invited to complete a questionnaire of 38 questions. Once the data was collected, the analysis started first with a unilabiate analysis then another multivariate before finishing with the principal component analysis (PCA) method. We found that there is a lack of satisfaction among the population regarding participatory communication, indicating inadequate governance and management of public matters. To improve this, it is crucial to enhance communication between authorities and citizens to build trust and improve the management of public affairs. The study also suggests that the involvement of the population in community life is essential for effective local governance. The results revealed that, in this city, good governance could not take place without participatory communication. This work makes it possible to use participatory communication at the regional level and governance at the national level in general to evaluate territorial performance.

Keywords: Participatory Communication, Territorial Governance, Governance, Tan-Tan, Morocco.

INTRODUCTION

When there is corruption and inequality, it can harm a country's economy and the well-being of its people. Therefore, having good governance and policies in place is important for a country to be successful and for its people to have a good life (Chêne, 2014).

The phenomenon of the absence of good governance globally is closely linked to development rates, and directly affects economic growth (Fraj et al., 2018; Friedman, 2017). Participatory communication is essential for promoting effective territorial governance worldwide. It allows citizens to actively participate in decision-making processes, promoting transparency and accountability. This involvement helps communities achieve their development goals by ensuring their voices are heard. Studies have shown that increased citizen participation is linked to better governance outcomes, leading to a growing recognition of the importance of participatory communication in improving territorial governance performance. Various research and articles support the positive impact of citizen engagement on government responsiveness and accountability (Kim & Lee, 2019).

One case study that highlights the impact of participatory communication on good governance is the city of Porto Alegre in Brazil. Through the implementation of participatory budgeting, where citizens directly engage in the allocation of public funds, Porto Alegre has seen improved governance outcomes. Citizens have a direct say in deciding how resources are allocated, resulting in more equitable and effective use of public funds (Riadi & Erdiyansyah, 2021). Another example is the use of participatory communication in environmental governance. In a meta-analysis conducted by Newig and Fritsch, it was found that participatory decision-making in Western democracies led to more effective governance and reduce conflicts between

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stakeholders(Bozhinova, 2014). Moreover, new communication channels in social media have created spaces for participatory capacity, allowing collaborative networks between local citizens, media, advocacy groups, and lawyers to influence local decision-making processes (Huang et al., 2020).

For a long time, the management of public affairs has been highly dysfunctional at the international level , characterized by a highly centralized hierarchy of states(Hutchcroft, 2001; Johnsen, 2005; O'Toole Jr & Meier, 2015). To meet the growing demands and well-being of citizens, a worldwide wave of decentralization has arrived, and Morocco is far from being an exception, which is why it has been necessary to adapt new development methods since 2011 with the adoption of a new constitution(Kaufmann & FELLOW, 2011). Article XII of the new constitution, entitled "Good governance", underlines the importance of the principle of good governance. Measures have been taken to improve the performance of territorial governance, resulting in the emergence of different levels of decentralized territorial organization in the Kingdom, based on advanced regionalization(Maghraoui, 2012). This led to the creation of the Guelmim Oued Noun region, which has become the mainstay of public policy for regional planning in the country's south. Territorial governance is defined as a new way of coordinating and managing public affairs that complements or replaces traditional approaches based on hierarchy and centralization and emphasizes cooperation, consultation, and collective decision-making to foster sustainable development, innovation, and local problem-solving(Bass et al., 1995; Papamichail & Perić, 2023).

Participatory communication for local authorities is a concept that aims to involve citizens in the decisions and actions of local authorities(Gagliardi et al., 2017). This enables residents to play an active part in the democratic life of their territory and contribute to the development of public policies(Babooa, 2008). In a fast-changing territorial context, the close and healthy relationship between local authorities and the various stakeholders requires the implementation of territorial communication, especially with the rise of new information and communications technologies(Das, 2010). NICTs offer many advantages for territorial governance. They enable local governments to communicate effectively with citizens, disseminate important information, and gather comments and suggestions. Online platforms, social networks, and mobile applications are all tools that facilitate this communication.

However, despite the progress made, it is clear that the tools of good governance are inadequate, which can also limit citizen participation in the promotion of good governance. This can reduce the impact of citizen participation on the performance of institutions and organizations. In line with this, the present study measured the effects of Participatory communication on the territorial governance Performance in the case of the local authority of the city of Tantan. Data was collected using a questionnaire that was aimed at collecting civil society opinions on assessing the impact of good territorial communication on good governance analyzed by Multivariate statistical approaches (MSA). The objective of this exploratory study included: Analyzing the impact predicted by civil society on public participation in community life as a sine qua non for good local governance, and Employing descriptive statistical methods to summarize and present the civil society Attitudes towards territorial governance Performance.

LITERATURE REVIEW

The current study addresses a spectrum of specific concepts and terms that require clarification. To this end, we begin by defining territorial communication, then elucidate its components as an organized methodological process, before delving into an approach to the characteristics of participatory communication and its challenges. Territorial communication is a way for groups in a specific area to talk to each other and share information(Lemos, 2010). It helps people in the community understand what is happening and make decisions together(Awono, 2015). This type of communication is different from other types because it is focused on the public interest and the needs of the community(Mégard, 2017). It is not just about politics or elections, but about working together to make the area a better place. Territorial communication uses different ways to reach people and share important information about the region and its projects. Territorial/participatory communication is a way of talking and sharing information that involves lots of different people and groups. A process happens over time and involves both people inside and outside of the group. This kind of communication is important because it helps everyone work together and make decisions. It is also important

to listen to and involve the people who benefit from the group's work (Leonard et al., 2004). It is a process whose effects affect several parties. Consequently, the communication undertaken by the territorial group must be based on an action plan. It is seen as a public action that takes place within a system where several internal and external stakeholders and devices interact.

Participatory communication also aims to help the public and make their lives better (Lacroix & St-Arnaud, 2012). In this type of communication, there is a shift from one-way communication to a two-way. It is important to make sure that everyone's voice is heard and that decisions are fair (Devine, 2022). This can help make the government better at managing things and making sure everyone is taken care of. In simple terms, advanced decentralization and governance go hand in hand. When a country adopts advanced decentralization, it means that local areas have more control over their own affairs. This helps to establish good ways of running things in those areas (LARHRISSI & HSINI, 2020). To make advanced decentralization work, there are certain principles and ways of doing things that need to be followed, like coordination and communication between different local groups and the people who live there (Jam et al., 2011). It is also important to have transparent and open ways of managing public services and making information available to everyone. This means involving many people in decision-making and making sure everyone knows what is going on. Communication is key to making this work and it helps local areas develop and be more transparent (Erickson, 2021).

MATERIALS & METHODS

This section presents the methodology and scope adopted for the present study, offering insights into the survey design, and data collection methods, as well as the rationale behind utilizing descriptive statistical tools to explore effects of the Participatory communication on territorial governance Performance in the case of the local authority of the city of Tan-tan.

Study Area

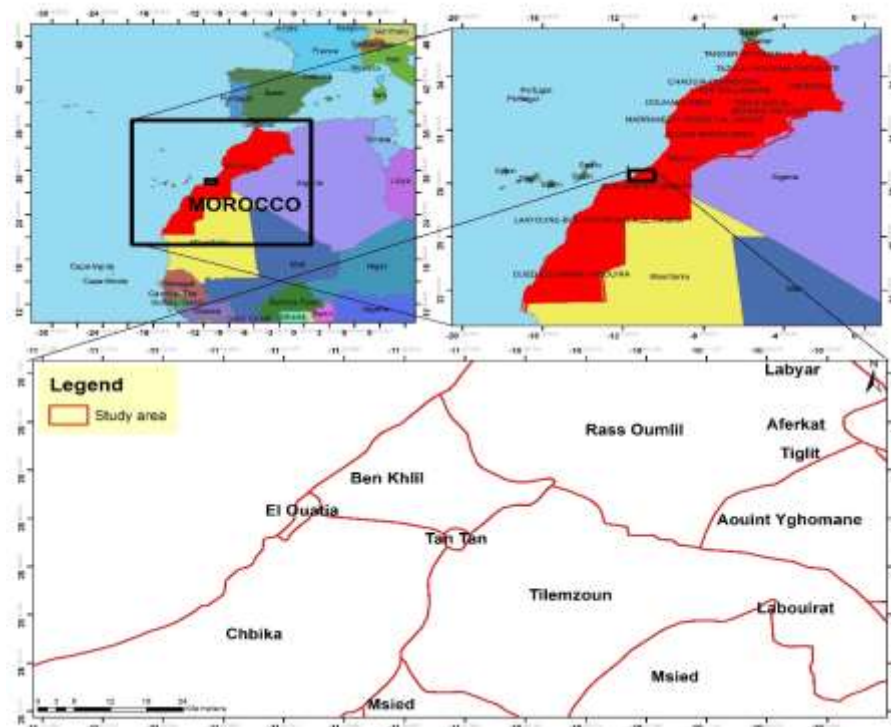


Figure. 1: Map of the study area

Tan-Tan is a big city in the southwestern part of Morocco (Figure 1). It is a desert town. Many people live there, about 73,209 in total (RGPH, 2014) and it covers an area of 17300 km. It is the biggest city in its province

and the second biggest in the whole region after the capital Guelmim. The city is next to a river called Oued Ben Khelil, which eventually flows into another river called Dara.

It is bordered to the north by the province of Guelmim, to the west by the Atlantic Ocean, to the south by the province of Tarfaya, and to the east by the provinces of Es-Smara and Assa-Zag. Administratively, it is divided into 2 Paschalis and 2 circles and comprises seven territorial communities.

Data Collection

The survey was administered through an online platform targeting a diverse population of the tan-tan region. The responses were collected comprehensively and analyzed in their entirety. The online survey was shared in 2023, and the survey link was distributed via Gmail within Tan-Tan City. Network members were actively encouraged to share the survey with individuals interested in the subject of territorial governance performance. Participants were invited to provide their responses through the online survey platform. Upon completion, the results of the online survey were downloaded, and descriptive statistics were generated for each question. This process aimed to ensure a thorough and systematic analysis of the collected data.

Survey Design

The study aimed to investigate the role of territorial communication in local development in the case of the local authority of the city of Tan-tan. To assess this, a self-report questionnaire was utilized as the primary data collection tool. The questionnaire was meticulously designed to gather insights from a diverse sample of civil society in the city of Tan-tan, drawing on existing international literature on territorial governance performance. The questions were tailored to be contextually relevant to the local conditions. The questionnaire comprised 38 questions strategically crafted to capture knowledge related to territorial governance performance. These queries were distributed across five distinct sections, as depicted in (Figure 2). The questionnaire was created in Arabic to ensure ease of understanding for Moroccan civil society participants.

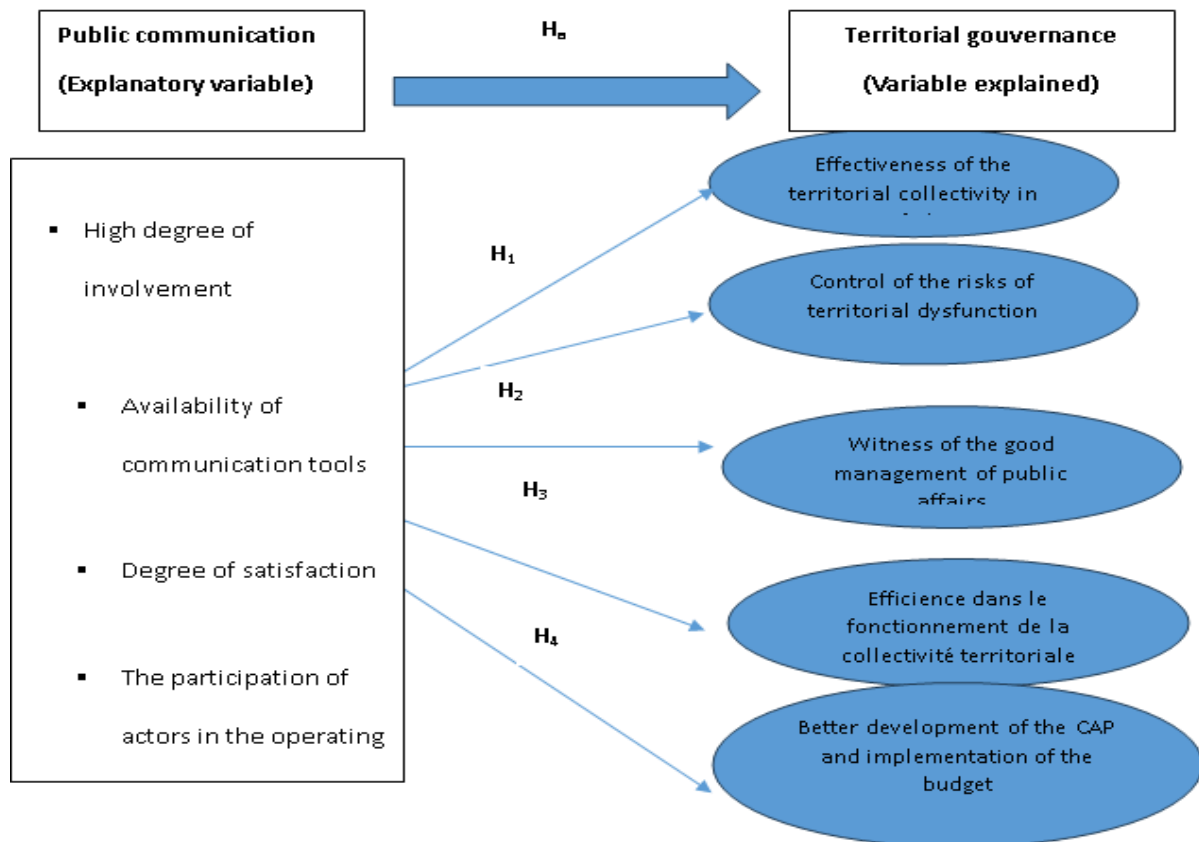


Figure 2: Survey Design

Multivariate Statistical Analysis

In this study, multivariate statistical analyses were carried out using IBM SPSS Statistics 25. This software facilitated the analysis of a dataset, efficiently collecting and organizing extensive quantities of data in a manageable and orderly manner. The procedure employed is straightforward, producing data outputs that are easily interpretable, including frequency distributions, percentages, and averages.

Multiple Regression

Multiple regression is a statistical technique used to predict a dependent variable based on several independent variables (Cheadle et al., 2003; Models, 2018). It allows modeling the relationship between independent variables and the dependent variable by fitting a linear or nonlinear equation to the observed data. In multiple regression (Weisburd et al., 2022), the model equation is typically of the form:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon \quad (1)$$

Where Y is the dependent variable being predicted, X_1, X_2, \dots, X_n are the independent variables, $\beta_0, \beta_1, \beta_2, \dots, \beta_n$ are the regression coefficients measuring the effect of each independent variable on the dependent variable, and ϵ is the error term representing the unexplained variation by the model.

Chi-Square (χ^2) Test

The Chi-Square (χ^2) test is a statistical test used to determine if there is a significant association between two categorical variables (Beauducel & Herzberg, 2006; Septama et al., 2023). It is a non-parametric test, meaning it makes no assumptions about the distribution of the data. The test is based on comparing the observed frequencies in the data to the expected frequencies under the null hypothesis. The formula to calculate the test statistic, Chi-square (χ^2):

$$\chi^2 = \sum \frac{(O - E)^2}{E} \quad (2)$$

Where:

χ^2 is the chi-square test statistic

Σ is the summation operator (it means “take the sum of”)

O is the observed frequency

E is the expected frequency

Principal Component Analysis (PCA)

PCA is a statistical approach focused on the interdependencies of variables. That aims to transform a set of correlated variables into a new set of uncorrelated variables called principal components (Holland, 2008; Kurita, 2019; Maćkiewicz & Ratajczak, 1993).

- Transforming values into Z-scores (standard scores)

Is a common statistical technique that helps to standardize and compare values from different distributions. Here is a brief overview of how to transform values into Z-scores (Cheadle et al., 2003; *Monographie Regionate*, 2016):

The formula for calculating the Z-score of a data point (X) in a distribution is given by:

$$Z = \frac{X - \mu}{\sigma} \quad (3)$$

Where:

Z is the Z-score.

X is the individual data point.

μ is the mean of the distribution.

σ is the standard deviation of the distribution.

RESULTS AND DISCUSSION

This section presents a comprehensive analysis of the response of civil society in Tan-Tan city. It begins with a description of the study's sample population, including demographic characteristics.

Sociodemographic Characteristics of Respondents

Table 1 shows results related to the sociodemographic characteristics of a total of 250 participants. This tabular representation clearly shows that a significant majority, namely 77.2% ($n = 193$), of the participants, are male, while a relatively low proportion of 22.8% ($n = 57$) is represented by females. Thus, it is evident that the sex ratio strongly favors males, with a ratio of 3.38 ($M/F = 3.38$).

The average age of these participants is 41.19 ± 0.836 years. It is relevant to note that the age range of the respondents varies from 20 years (minimum) to 78 years (maximum), with a median age of 42 years. It is interesting to highlight that 51.6% of the participants fall within the age range of 30 to 50 years, indicating that more than half of the sample population represents the working-age population.

Table 1: Sociodemographic characteristics of respondents

Variable	Modality	Ni	%
Sex	Male	193	77.2
	Feminine	57	22.8
Occupation	Without	21	8.4
	Student	21	8.4
	Private	158	63.2
	Retirement	7	2.8
	Other	43	17.2
School level	Baccalaureate standard	86	34.4
	LMD	157	62.8
	Other	7	2.8
Age	<30 years	57	22.8
	Between 30 and 50 years old	129	51.6
	Between 50 and 70 years old	50	20.0
	>70 years	14	5.6
Are you a native of the Tan-Tan province?	No	116	46.4
	Yes	134	53.6
How do you assess your residency status?	Customer	7	2.8
	Citizen	214	85.6
	Contributor	29	11.6

The age distribution among the respondents exhibits a symmetrical pattern, as evidenced by a skewness coefficient of 0.66 and a kurtosis value of 0.44. Turning to the educational backgrounds of the respondents, it is noteworthy that 62.8% of the participants have a higher education level, commonly referred to as the LMD system. Conversely, a lesser but still notable proportion of 34.4% have obtained a bachelor's degree.

In the professional domain, a significant majority of 63.2% of the respondents work in the private sector. Additionally, it is relevant to emphasize that 53.6% of the total population comes from the indigenous community residing in the Tan-Tan province. However, 85.5% of the participants in this study provided an

assessment of their current residency status, among which the majority, precisely 85.5%, consider themselves citizens, holding an official legal status in their province.

Furthermore, it is noteworthy that a significant proportion, namely 11.6%, considers themselves contributors, meaning individuals who actively contribute to the societal and economic aspects of the region. The remaining percentage perceives themselves as clients, maintaining a transactional relationship with the province, and possibly as recipients of services or benefits.

Degree of Envolement

Table 2: Distribution of responses to items in this dimension.

Item	Modality	Ni	%
Q1	No	192	76.8
	Yes	58	23.2
For those who answered yes to Q1	1	28	48.3
	2	15	25.9
	3	15	25.9
Q2	No	136	54.4
	Yes	114	45.6
For those who answered yes to Q2	Rarely	42	32.8
	Seasonally	72	56.3
	Always	14	10.9
Q3	Directly	65	50.8
	Counting on the phone	49	38.3
	Other ways	14	10.9

Q1. Has a group leader ever called you to a networking meeting? (If the previous answer is yes, how many times have you been called?),

Q2. Is the President of the Community Council or one of his deputies available to communicate with you? (If the previous answer is yes, how often is this communication?).

Q3. By what means is he available to communicate?

The information in Table 2 shows how much people participated in their interactions with government officials. It was surprising that only about 23% of the people who were asked actually went to the meetings where officials invited them. Of those who did go, about half of them said they were only invited once, while others said they were invited twice or three times. However, about 45% of the people said they could still talk to the president of the community council or one of their assistants. In this group, more than half said, they talked to them sometimes, about a third said they talked to them not very often, and a small number said they talked to them all the time. Most of the people said they preferred to talk directly to the officials, with about 38% choosing to use the phone and the rest choosing other ways to communicate.

However, when we looked closer, we found something interesting. None of the participants said that the community council president or one of his deputies was not involved. Many people (17.6%) showed a high level of involvement. Most people (82.4%) showed a moderate level of involvement. This means that there are many different opinions among the people we asked. We need to keep an eye on the group of people with moderate involvement because they might change over time, becoming either more involved or less involved. On average, the scores were 4.04 with a little bit of difference (0.21) on either side. The scores ranged from 1 to 11, with most people having a score of 4. This means that the scores were pretty balanced.

Table 3: Pairwise Multiple Correlation

	Has a group leader ever called you to a networking meeting?	Is the President of the Community Council or one of his deputies available to communicate with you	By what means is he available to communicate?
Has a group leader ever called you to a networking meeting?	1	.467**	.573**
		0.000	0.000
	250	250	250
Is the President of the Community Council or one of his deputies available to communicate with you	.467**	1	.857**
	0.000		0.000
	250	250	250
By what means is he available to communicate?	.573**	.857**	1
	0.000	0.000	
	250	250	250
**. The correlation is significant at the 0.01 level (two-tailed).			

The data in Table 3 describe that the three mentioned variables we are studying are positively related to each other. In other words, when the president of the community council, or one of his deputies, invites individuals to participate in a networking event, it consistently reflects his unwavering commitment to establishing direct communication with them. Consequently, it is reasonable to deduce that the individuals in question can rely on the accessibility and willingness of the president to initiate direct dialogue.

Availability of Communication Tools

Table 4 illustrates the results of a survey about how people in the town of Tan-Tan can communicate with their local government.. Consequently, disparities in respondents' knowledge levels regarding the communication means accessible within various services of the municipality are evident. Furthermore, it was observed that over half of the survey participants were aware that the municipality of Tan-Tan has a digital website and social media platforms for communication purposes, such as online press and Facebook, with a percentage of 57.6%. Additionally, it was found that the municipality communicated directly, person-to-person, with a percentage of 51.6%. However, it should be noted that only 23.2% were aware of the existence of an information brochure associated with the municipality of Tan-Tan. Therefore, concerning the other elements, the frequency of affirmative responses varied between 34% for email and 43.2% for the website.

Table 4: Respondents' answers to the items in this dimension

Item	Yes	No
Did you know that the commune of Tan-Tan is available on a website	108(43.2%)	142(56.8%)
Did you know that the commune of Tan-Tan has a digital website and social networks to communicate (online press, Facebook)?	144(57.6%)	106(42.4)
Did you know that Tan-Tan communicates directly from one person to another...	129(51.6%)	121(48.4%)
Did you know that the commune of Tan-Tan has an information leaflet?	58(23.2%)	192(76.8%)
Did you know that the Tan-Tan commune organizes seminars and ordinary deliberation meetings?	86(34.2%)	164(65.6%)
Did you know that Tan-Tan has its own e-mail address?	85(34%)	165(66%)

We wanted to see how much people in Tantan knew about the different resources in their area. We asked them questions, and if they said "yes," we gave them a point. If they said "no," they got zero points. To make it easier to study, we changed the scores into something called Z scores. If the Z score is below -1, it means they do not know much. If it is between -1 and +1, it means they know an average amount. In addition, if it is above +1, it means they know a lot.

Degree of Satisfaction

Table 5 presents the results of satisfaction responses from surveys on certain communication-related prerogatives. Indeed, satisfaction responses vary between a minimum frequency of 26.3%, corresponding to

the item "To what extent are you satisfied with the degree of impartiality of community information?" and maximum satisfaction for the item "Are you satisfied with the reforms outlined in regulation No. 113.14 concerning territorial communities in Morocco (2015) regarding the promotion of communication and dissemination of information about community activities?" with a frequency of 81.2%.

Table 5: Respondents' answers to the items in this dimension

Item	Description	Yes	No
S1	How satisfied are you with the information on the Community notice board?	108 (44.4%)	135 (55.6%)
S2	How satisfied are you with the information you receive on the Group's website?	108 (48.6%)	114 (51.4%)
S3	How satisfied are you with the design of the Group's website?	136 (59.4%)	93 (40.6%)
S4	How satisfied are you with the information contained in the social media network?	108(48.6%)	114(51.4%)
S5	How satisfied are you with your group's response in the area of communication with citizens in general?	87(34.8%)	163(65.2%)
S6	How satisfied are you with the information provided?	100(41.2%)	143(58.8%)
S7	How satisfied are you with the availability of information to your group?	94(39.8%)	142(60.2%)
S8	How satisfied are you with the degree of clarity and transparency of information from Community interests?	101(41.6%)	142(58.4%)
S9	How satisfied are you with the extent to which the information authorized by Community interests corresponds to reality?	87 (35.8%)	156(64.2%)
S10	How satisfied are you with the degree of impartiality of community information?	64 (26.3%)	179(73.7%)
S11	How satisfied are you with the volume of information from Community interests?	80 (33.9%)	156(66.1%)
S12	Are you satisfied with the reforms enshrined in Regulation 113.14 concerning Morocco's territorial communities (2015) in terms of promoting communication and disseminating information about community activities?	186(81.2%)	43(18.8%)

Figure 3 presents the results of the projection of satisfaction items according to the Principal Component Analysis (ACP). The two components alone account for 81.81% of the total variation. The results of this analysis have allowed the distinction of two groups;

The first is located on the positive side of Component 1. It is characterized by item S3 ("To what extent are you satisfied with the design of the Group's website?"), S4 ("To what extent are you satisfied with the information contained in the social media network?"), and S6 ("To what extent are you satisfied with the required information?").

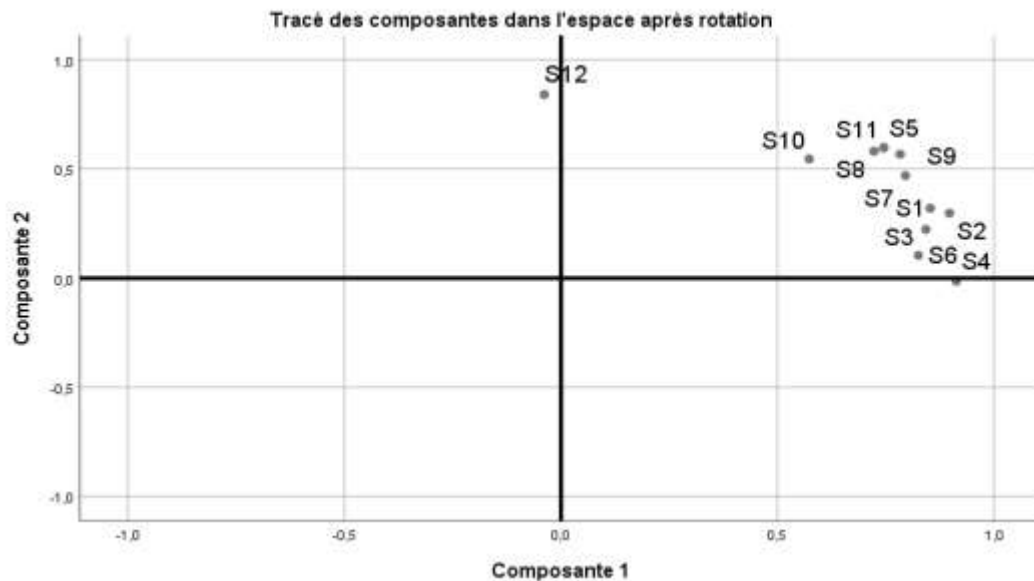


Figure 3: Results of the projection of satisfaction items according to the Principal Component Analysis (ACP).

The second group is located on the positive side of Axis 2. It is characterized by item S12 ("Are you satisfied with the reforms outlined in regulation No. 113.14 concerning territorial communities in Morocco (2015) regarding the promotion of communication and dissemination of information about community activities?") These two groups are independent.

Involvement in the Elaboration of the PAC and Budget Execution

Table 6 illustrates the results of respondents' answers regarding their participation in the community action program. Furthermore, the frequencies of "yes" responses vary between 12% (Have you participated in the implementation of the community action program?) and 26% (Do you know that the organizational position structure of the community administration has been published? and Have you ever attended a regular or extraordinary session of the Council?).

Table 6: Respondents' answers to dimension 4 items

		Yes	No
R1	Did you take part in the community action program?	30(12%)	220(88%)
R2	Were you informed of the content of the Community action program after its completion?	52(20.8%)	198(79.2%)
R3	Are you aware that the organizational position structure of the community administration has been published?	65(26.7%)	178(73.3%)
R4	Have you ever attended a regular or special Council session?	65(26%)	185(74%)

Only a small number of people, about 15%, are actively involved in a community program. These people have been properly told about the program and they have attended meetings about it. None of the people who answered the survey had ever had the chance to take part in the program, but most of them, about 85%, sometimes help with it. The survey also asked the people how they find out about the community's money being used. Most of them, about 45%, said they read about it in the newspaper. Others, about 43%, said they find out in different ways that were not explained. A few, about 6%, said they learn about it in special meetings.

CONCLUSION

There are challenges to using participatory communication. It's important to include everyone, even groups that might face barriers to participation. It can also be hard to manage different opinions and ensure everyone is heard. But overall, using participatory communication helps make governance better and more effective. A country needs to have good communication between the government and its citizens. This means that both sides can share information and ideas. When everyone gets to be part of the decision-making process, it helps make sure that everyone's opinions are heard and considered. This leads to better and fairer decisions by the government. It also helps to make sure that everyone's needs are considered and that different voices are heard. When people are involved, it can make the community stronger and happier. We also found that when new ways of communicating are used, even people who do not usually like to be involved can feel like they have a say in what happens in their community. On the other hand, when people are not happy with how information is shared, it can make them think that the people in charge are not doing a good job. Therefore, improving communication between leaders and the community is important to improve things. By embracing participatory communication, governments can benefit from improved decision-making, increased public trust and satisfaction, enhanced transparency and accountability, and stronger democratic governance.

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