

The capacity approach in analyzing the local actors profiles in their organization around the tourism projects in the province of Guelmim

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Abstract

Aim: Individual and collective competencies emerge from the capability approach, with the freedom of choice aspect and actors' organisation giving rise to them in accordance with their will and the particularity of their territory. All the interests and influences on the behaviour and the dynamics of the local actors that we wish to highlight through this article are reflected in the importance of creating a collective dynamic around the projects.

Method: The tourism project's relationships among various actors with competing goals were studied using a qualitative approach. This connection is analysed for its externalities (both positive and negative) and as a driving territory behind local development initiatives in the Guelmims province.

Findings: We have three profiles based on the interviews: the active steering group, the active facilitator, and the passive actor. A qualitative analysis of the actors provides a better understanding of both than trying to standardise actors' behaviour and thoughts with quantitative analysis tools.

Implications/Novel Contribution: These studies highlight the importance of human capital in rural areas, particularly in the Saharan provinces of Morocco, like Guelmim, where it has been traditionally overlooked.

Keywords: Approach, Capability, Local Actor, Dynamic, Tourism Project, Territory, Local Development, Profile, Organization, Guelmim

Received: 15 October 2018 / **Accepted:** 19 November 2018 / **Published:** 12 December 2018

INTRODUCTION

The actor theory is summed up by [Bernoux \(2014\)](#) as a proposal of a "strategic actor," conceived at the level of its empirical aspect. He finds motivation in sharing his thoughts, feelings, and actions with the world. This theory is grounded in the actors' lived experiences as they organize the action space according to the stakes, challenges, constraints, etc., they face. Furthermore, it demonstrates the complexities of human behaviour ([Ambikai & Ishan, 2016](#); [Crozier & Friedberg, 1992](#); [Teik & Aman, 2015](#)). The concept of the actor has become a topic of interdisciplinary study due to its relevance to pressing socio-economic and organizational issues. Through the approach of capability, the importance of this reflection's connection to the territory emerges. Some operations, like development participation, require specific skills, and these capabilities reflect those sets ([Lavilles Jr & Robles, 2017](#); [Panzironi & Gelber, 2012](#); [Paulino, Gatpandan, Rosas, & Daniel, 2017](#)). The functioning is a value of autonomy and freedom of choice for the dimension of the individual who experiences it ([Amartya, 1979](#)).

The capability approach, as refined in Sen's writings ([Amartya, 1979](#)), is applicable in a wide range of settings, including those dealing with development, gender, justice, etc.

In this gap between theory and approach, people exercise the margin of freedom that ([Amartya, 1979](#)) has defended so vigorously in his theory of capability. Therefore, the concept of the actor is a guiding principle for comprehending how the local actor can conceive of projects by addressing the many tourism resources available in his territory. There is a symbiotic relationship between the actor's profiles and the volume of their projects. Despite their wide variety of forms, local development approaches that centre on the quality of organization among

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actors on their territory are rising. Due to this, we can say that the project's scope is much wider than that of a conventional guarantee tied to territory alone. It's part of a larger issue with territorial development tied to its actors' competence.

Many tourism research types only focus on projects, economics, and geography. This is done primarily to reflect the fundamental features of this actor concept, particularly its organizational capacity to actualize Guelmim province's tourism projects. Research in this field has not been addressed in the literature thus far. With the encouraging advantage of local actors in several socio-economic development projects in the southern provinces, Guelmim serves as a site for studies and analyses of the relationships between local actors/tourist resource/tourism projects that can also be initiated for other southern provinces of the Kingdom.

LITERATURE REVIEW

Capability Approach in Development

The identity of the territory in its (re) construction also passes through the territorialized actor. This link between the actor and his territory is explained firstly by the fact that the territory is seen as a pretext for the action of the actor in his will to act, to become the catalyst for action. "Territorialized development therefore presupposes that geographic space is approached through a responsible and applicable theoretical construction" (Massicotte, 2008). The apprehension of a territory is organized around internal dynamic characters in order to adapt them to the external structure and vice versa. It is therefore a question of highlighting the territorialized actor. Gumuchian (2003) defines it as any individual who intentionally participates in a process of development involved in the territory. The couple actor/territory is in permanent interaction without any possibility to dissociate the territory of its actors for a local development.

As such, the question of development is envisaged on the support of the disciplines of sociology, economics and geography with the central presence of the capability approach of the local actor whose central role is the conception local development projects. In fact, it reveals the human aspect of the dynamics of the territories justifying the stake of the development around the actor. with its membership, is now the linchpin of the design of local policies for rural areas development.

How does Capacity Analysis Benefit Local Development Actors

Capability can take several practices: it is understood as a need for affiliation, activities, relationships, religious practices, etc. "The capability approach gives rise to a normative proposition. The proposition is this: that social arrangement should be based on the extent of freedom. Put simply progress, or development, or poverty reduction; occur when people have greater freedoms "(Kamran & Zhao, 2016; Panzironi & Gelber, 2012). Again, it reflects certain functions as participation in development. Amartya (1979), in his book *Development as Freedom*, sees this freedom as a crucial expression of capability. It replaces luck and circumstances by the dimension of the individual for whom the operation has a value of autonomy and a freedom of choice. For example, to belong to a social network, to have good income, to be in good health are goods and services where in their acquisition reside the characteristics, the desired capacities of the local actors as agents of local development.

Despite their professional commitments or associative, political or other roles, the attainment of these assets depends on the factors of conversion of social order (social norms, political system, family, tribal affiliations, ...), environmental (geographical situation, resources, history of space, ...) and personnel (motivation, training, interests, experience,...). Moreover, the analysis of the capacity of these actors gives more interest to the collective capacity as a component of several individual capabilities that are inseparable from the society. We are talking here about the concept of collective capability, which designates specific and irreducible capabilities for a given group of social actors (Dubois, Brouillet, Bakhshi, & Duray, 2008) as a result of the interaction between several capabilities of divergent local actors.

METHODOLOGY

Our studies highlight the importance of the actor's profile as a criterion for determining the involvement of local decision-makers in local development through the tourism project. as a new research field not exploited, the choice

of the field of study is explained by the actors dynamics upstream and downstream of the province. Also the proximity of the center (urban district of Guelmim) and the coastline (with the future seaside resort La Plage Blanche) counts a lot for the determination of our studies. As already mentioned in the map (Figure 1), we have chosen 9 communes out of 20 communes in total.

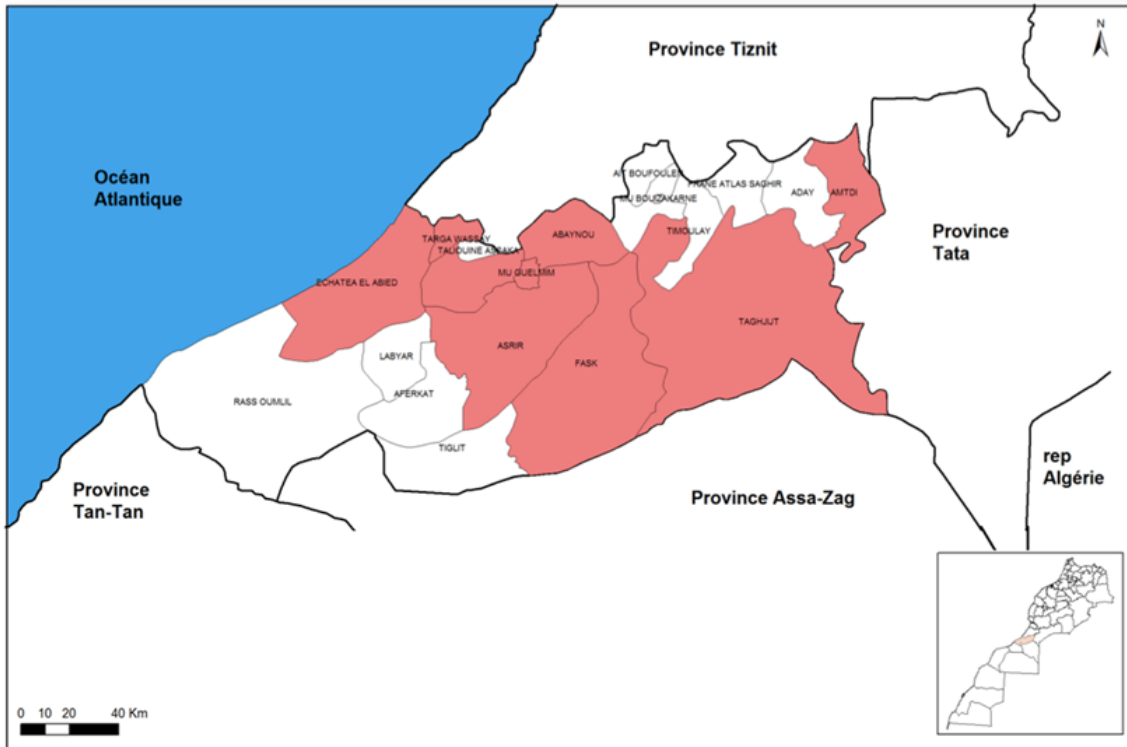


Figure 1. Map of field studies

However, the modest number of tourism projects and the variety of local actors led us to investigate all the projects implemented in the selected communes. the analysis of tourism projects has allowed us to better understand the disparity between the absence or presence of tourism projects and the concentration of various resources located in the backcountry of the province.

In order to identify this issue of the local actor in his integration in the tourism projects creation, we propose two approaches: theoretical and empirical. The first step is to compile a set of documents useful for understanding the approach followed in the realization of territorial projects and the actors present on the territory of the province of Guelmim. The analysis of the compiled data will then require qualitative analysis of the results collected. The responses of the main and secondary actors will outline the main the interviews results. However, for open-ended questions, the quantitative analysis reveals, at a certain level, the bias taken by the actors in the tourism activity creation and his apprehension of his territory.

RESULTS AND DISCUSSION

Analysis of the Actors Profiles in their Organization around the Tourism Projects

Understanding a territory highlights the interactions between the social group and the territory (Leberre, 1995). A social group is not isolated from its external context that also impacts the system such as relationships, strategies, knowledge, resources, etc. Marchat (2010) underlines the existence of four categories of positioning of the actors around the development project: steering group actor, facilitator actor, passive actor and adversary actor. However, in our field of study, the first three types exist with the absence of the adversary type. According to the actors surveyed, the relationship between actors is a system of alliances and not controls. These actors are positioned around the project as follows:

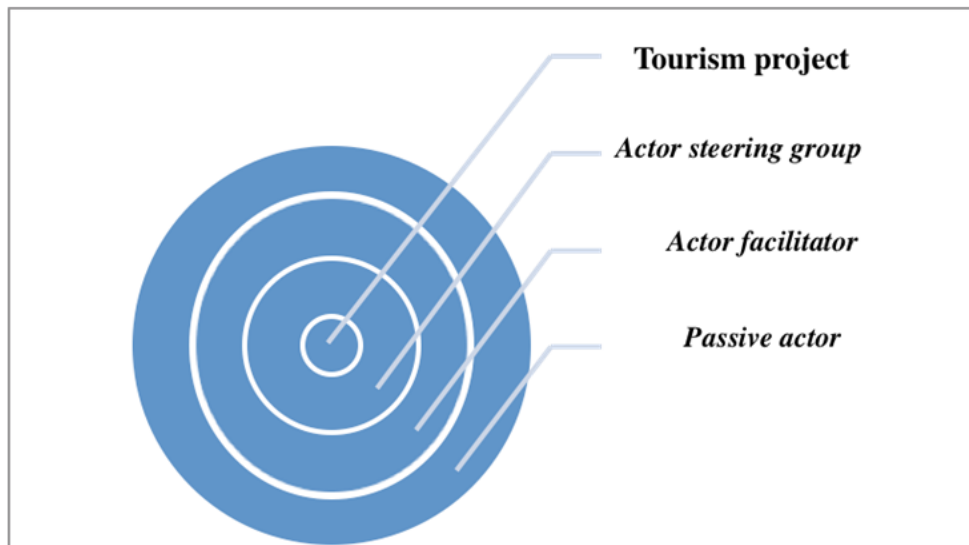


Figure 2. Actor's organization around tourism project (Zaoual, 2011)

Actor steering group

In reading the logic of local actors, the presidents of some municipalities and the support of the South Agency for South Provinces Development constitute together the actors of the steering group. The actors surveyed consider partnership as "an initiative of the presidents of the communes and not a gift of the province". For this reason, the South Agency seeks the legitimacy of its powers by mobilizing communes that have shown cooperation and flexibility in local tourism development projects. The search for the points of positive intersection between the interests of the communes, the objectives of the South Agency and the ambitions of international donors constitute a zone of agreement to be developed within the framework of collective action and partnership. Automatically, becoming a beneficiary mobilizes any actor carrying a project or beneficiary of its mobilization to integrate effectively into the project. They are aware of the fact that the success of rural tourism depends on collaboration between project leaders and other local actors. The role of the project leader in rural areas needs to be supported in networks providing assistance to small enterprise development.

Actor facilitator

The mobilization of administrative agents facilitates local development missions of international instances involved in the protection of the environment and heritage (Boujrouf, 2014). The different delegations and public services facilitate the realization of the expected project. Once solicited, they do not hesitate to participate as part of their autonomy granted by their missions.

Passive actor

He exists in so far as he is a "satellite actor" in the face of the necessity of his role of facilitator of the accompaniment of the actors of piloting. Always in return for the collected remarks, the Regional Tourism Delegation (RTD), the Regional Center of Tourism (RCT) and the presidents of some communes are considered passive. Given the importance of the mobilization of immaterial resources that the province has, the Cultural Delegation is the most passive actor according to almost all the people surveyed who emphasize this lack of mobilization. The explanation of this position is due to factors that we discussed before, in the presentation and analysis of the actors.

Analyse Critical View about Actors Profiles

From a critical point of view, sometimes the steering group actors become reluctant. They are limiting the project setting between the Agency, the commune and the beneficiaries by performing the tasks of other actors directly related to the scope of the project. Allusion is made to the exclusion of the intervention of the RCT or

RTD in tourism projects. In fact, "in the extreme, each actor builds his own project territory in which he claims an author role, without any real coordination or search for synergy between the actions" (Cousin & Bertrand, 2009).

That said, there is a territorial reorganization of the lifestyle of some rural areas whose actors have taken seriously their commitment to the realization of local development projects, and in terms of the allocation of changes in power structures for the engagement of new local elites (Boujrouf, 2014). However, what is striking in the field of study is the diversity of actors, their strategies. Therefore, there are overlapping forms between the interventions of actors, explicitly noted in the reports and in the direct remarks of those responsible for local products in particular.

In projects organized around local products, there is a certain presence of overlapping actors with the same intervention at the level of a single local product, for example dates. The National Agency for the Development of Oasian Zones and Argan (NADOZA), in its desire to highlight the dates produced in the rural town of Taghjjit, strengthens and supports the creation of Economic Interest Groupings (EIG), associations, cooperatives whose activities are to promote the production of this sector. As part of the partnership, the agency guarantees the training of these professional organizations around the promotion of dates with the support of its foreign partner the Belgian Development Cooperation (BDC). Also the agency takes care of the implementation of the palms, their treatment and their protection. Such activity already exists at the Delegation of Agriculture in the Maroc Green Plan. The National Initiative for Human Development (NIHD), with funding from Income Generating Activities (IGA) and the South Agency, with the South Oasis Program (SOP), repeat the same activities. So, there is the existence of overlaps between services and programs and policies around a single project or product (local product).

In general, the profile and positioning of the actors depends largely on their personality, their ability to mobilize their professional resources to reorganize themselves in partnership and cooperation activities. The aim is to crystallize the different territorial capacities as intelligence and local skills for the design of a model of local governance.

CONCLUSION, RECOMMENDATIONS AND IMPLICATIONS

The introduction of the capability approach will be a tool for diagnosing the positioning of local actors in relation to the dynamics of their territory. Established networks, interests and conflicts of interest, profile, coordination crossings and others are manifestations and/or indicators of this capability we wish to shape. In short, the development of projects in the field of study feeds not only tourism resources or available opportunities, but also the profile of the actor and his freedom to build networks with other heterogeneous actors is the focus of our interests .

The syntheses made refer to the different conceptions of the the local actors profiles, especially the presidents of the communes. They trace the main features of the representations that they give to their interest to participate in the realization of the projects. The public actor is also present in the weaving of links between the other associative and private actors and the elected officials or even the between public services. In other words, on the empirical level of the strategic actor (Friedberg, 1997), the return to local disrupts the profile of local actors. According to Zaoual (2011), the experiments carried out in the objectives of the local organizations work on a new conception of the territory which constitutes a potential development path that emanates from the local and not exogenous models. For this objectif, we propose many recommandations to combine between actor and territory by:

- The sensitization of the elected representatives to the importance of the decentralization which grants the municipalities a great range of responsibilities vis-à-vis the planning of their communal development programs.
- The understanding of exploited or marginalized resources and the nature of the projects to justify the stakes of the dynamics of the actors of the selected communes.
- integration of elected authorities in the planning of local development programs, strengthening the proximity of public services.
- Motivate municipal presidents to think about projects that can be introduced into the programs that support initiatives to take advantage of funding and technical support in carrying out the project.
- Disparities between municipalities in terms of revenues and projects can not be explained solely by the presence or absence of natural resources.
- The creation of projects and the support of those that exist depends on the priorities of the municipality already initiated in its PCD.

If, in the meantime, local authorities are satisfied with the passive application of the directives of central decision-makers, the laws of decentralization and regionalization, which the Kingdom of Morocco strives to consolidate, explicitly include them in the construction of the local development process.

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