

The impact of the cultural footprint on the sides of the purple economy - a reference to Algeria

تأثير البصمة الثقافية على جوانب الاقتصاد البنفسجي - مع الإشارة إلى حالة الجزائر

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Abstract

The study aims to identify the effects of cultural and economic interactions, especially the impact of the cultural footprint of individuals and companies on work, training and the care economy.

The study concluded with a set of results, the most important of which is that the workforce needs to adapt the educational system to enhance the acquisition of skills necessary for the purple transition, especially, especially in the agricultural field, as well as the recognition of care as an economic issue.

Keywords: cultural footprint, purple economy, employment, training, care economy.

ملخص

تهدف الدراسة إلى التعرف على آثار التفاعلات الثقافية والاقتصادية، لاسيما أثر البصمة الثقافية للأفراد والشركات على العمل والتدريب واقتصاد الرعاية.

خلصت الدراسة إلى مجموعة من النتائج، أهمها أن القوى العاملة تحتاج إلى تكييف النظام التعليمي لتعزيز اكتساب المهارات اللازمة للانتقال البنفسجي وخاصة في المجال الزراعي، والاعتراف بالرعاية كمسألة اقتصادية.

الكلمات المفتاحية: بصمة ثقافية، اقتصاد بنفسجي، عمالة، تدريب، اقتصاد الرعاية.

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1. INTRODUCTION

The relationship between culture and the economy has long been measured by the contribution of the arts and cultural industries to a State's GDP. The purple economy is a model developed, based on the principle that culture can be used to reconcile economic development and sustainability, it is also a model based on cultural development to emerge from the economic crisis.

This initiative aims to make the cultural dimension a real issue of sustainable development, but above all a lever for economic development under the sign of sustainability and calculation of the cultural footprint.

The purple economy has been suggested as a future vision of a new economic order complementing the green economy and addressing multiple systemic challenges including jobs, training and the care crisis.

The rebalancing movement is taking place for the benefit of emerging and developing countries, it is not only economic but also cultural, this evolution forces us to look differently at the cultural fact and to rethink the relationship between culture and economy. The “growth without culture” model results in standardization of products, impoverishment of content, waste of resources linked to the abandonment of local know-how.

As for the multicultural economy in Algeria, which looks strongly outward, it is characterized by activities that can become of high added value if the use of NICTs and highly qualified locally skilled labor is intensified due to the creativity and innovation potential associated with the various activities of the creative and cultural economy. Therefore, a better understanding of the interaction between culture and economic and social development in Algeria will constitute basic knowledge in the development of a long-term development strategy, especially in its qualitative dimension. Based on the above, the problem of the study can be formulated as follows: What are the effects of the cultural imprint of individuals and companies on the aspects of the purple economy in Algeria?

-Importance of the study:

The study draws its importance from the context of the purple economy which is of growing importance taken by the cultural in contemporary society. The trend towards culturalization and the increase in the cultural share of goods and services invite us to review the relationship between the economy and culture.

- Objectives of the study

This study aims to achieve the following objectives:

- highlight the most important aspects of the purple economy;
- highlight the cross-cutting nature of the purple economy in the sense that it promotes all goods, services and jobs, regardless of the sector, based on the cultural dimension;
- Shedding light on the impact of the cultural footprint on the Algerian purple economy

- Previous studies

- The study of: Azeddine Ouadi, Miloud Ouail. *The Purple Economy and Sustainable Development in Algeria (Requirements and Challenges)*. Economic and Management Research Journal 14, no. 03 (2020): 467-481.

This study seeks to include an analysis of the most important requirements of the transition toward the purple economy in Algeria, as the study showed that small and medium enterprises as well as the tourism sector have a central role to play in the process of the transition toward the purple economy.

- The study of: Lenka Formánková, Marion Boeker, Taniel Yusef, Emma Ritch, Ipek Ilkcaracan. *PURPLE PACT: A FEMINIST APPROACH TO THE ECONOMY*. 2nd edition. EU: Barbara Helfferich, 2019.

The study examined the support of the violet economy model in the short, medium and long term sustainability of quality of life and concluded that this would create job opportunities and generate higher revenues for the state in terms of taxes and contributions to social security systems

- The study of: Rabi, Sidi Ali. *Feminist Theory and its Influence on Female Entrepreneur's Growth Intentions*. International Journal Of Innovation And Economic Development 4, no. 3 (2018): 20-31.

This study adopted the problematic link between growth and job creation, and the role of fast-growing small enterprises in creating job opportunities in society, as it is vital to the success of the economy. The study found that women entrepreneurs contribute significantly to economic growth.

- The study of: Schildberg, Cäcilie. *A Caring and Sustainable economy: A Concept Note from a Feminist Perspective*. Friedrich Ebert Stiftung, 2014.

The study examines the role of a socially and culturally just society in providing a decent life for all. The study found that a radical shift in

economic, social and cultural rationality is needed to expand normative concepts of objective freedoms, human capacities, welfare and social equality, which are the basic pillars of sustainability to maximize individual profits.

2. Theoretical framework of purple economy and cultural footprint

For several decades, the relationship between culture and the economy has been assessed by measuring the contribution of the arts, artists and cultural industries to the development of an economy, what is called the economy of culture. This branch of economic analysis is used to assess the economic or societal impact of cultural goods and services. It is in particular thanks to the income and jobs generated by their activities that the cultural industries have entered the field of the cultural economy.

2.1. Purple Economy

2.1.1. Definition of Purple Economy

The purple economy refers to the consideration of culture in the economy. It designates an economy that adapts to human diversity in globalization and that relies on the cultural dimension to promote goods and services (Le journal des arts, 2011).

The purple economy also indicates a new alliance between culture and economy, the purple economy bets on the dynamic interaction between these two activities, insofar as any economy incorporates cultural components in its processes, productions, mode of organization and retroacts on the cultural environment by leaving its imprint there.

With the prospect of enriching cultural diversity, the purple economy affirms our ability to humanize globalization and create new growth on ethical, sustainable and cultural foundations (Lipovetsky, 2012).

This economy has a transversal character in the sense that it values all goods and services, whatever the sectors, based on the cultural dimension (Andrier & all, 2017).

The purple economy represents the share of human activities that contribute to improving the cultural footprint, in order to promote cultural richness and diversity in all things. This economy is cross-cutting and, mainly immaterial, consumes little natural resources (Aillagon & all, 2017).

Thus, the purple economy can be defined as the combination of the two horizontal and vertical axes, namely adaptation to diversity and

enhancement of goods and services through culture. Indeed, the increase in the cultural component attached to products is linked to the cultural vitality of the territories.

Therefore, the purple economy can influence the different aspects of the human environment where it is likely to generate cultural benefits: education, structure, art, color, morality, imagination, heritage, happiness, well-being, uniqueness, etc.

2.1.2. Economy of Culture, Foundation of the Concept of Purple Economy

State intervention in the cultural sphere takes various forms as it seeks to correct the inability of the market to reward the work of the artist or craftsman fairly and encourage artistic innovation. The state can also support the cultural sector financially through scholarships, subsidies, tax benefits or other measures aimed at stimulating employment spending. The economic contribution of the cultural sector is usually measured in terms of jobs and contribution to (GDP) (Gagnon, 2012, pp. 2-3).

The purple economy is not limited to the economic benefits of a particular artistic or cultural activity, but also by proposing the consolidation of the identity of the community through culture, to permeate the performance of the entire community and all its activities. (Vallée, 2015).

2.1.3. The Company, Vector of the Economy Culturalization

Methods have been developed to measure cultural trends in the performance of the economy, which makes cultural gain increasingly important (Sharon, Timothy, & Jing, 2011, p. 299). Several factors contribute to this phenomenon:

- Horizontal Culturalization

Until recent years, economic globalization seemed to lead everywhere to a uniform consumer culture, with no real local roots. To a large extent, the production and the material environment generated by this production took little account of local specificities and opportunities.

The affirmation of emerging and developing countries on the world stage, combined with the systemic crisis of Western economies, forces us to rethink strategies with new conceptual and operational tools. Because this evolution is not only economic, it is also cultural. The new world order is part of the diversity of cultures.

A growing number of companies have already taken note of this and are reorienting their activities accordingly. Thus, they prioritize the organization of their activities by geographical area rather than by profession, a sign of an increasingly widespread desire to adapt to local customs and culture, which requires sustained intellectual investment and quality (Chenine & loul, 2020, p. 3)

- Vertical Culturalization

The increasing demand for quality production goes hand in hand with the search for a certain sobriety imposed by ecological transformation and not to consider the functioning of the economy as an end in itself, but rather as a service to human needs, material and immaterial.

This trend towards quality as well as the creation of a new consumption space through technology calls for the enrichment of goods and services with outstanding cultural characteristics.

Culture can therefore be seen as a way out of the impasse of the current system that actually produces desires that go beyond the means available to respond to them (Fellmann, 2020, p. 61).

2.2.Cultural Footprint

The dynamic and virtuous expression between economics and culture refers to making cultural upbringing a field of opportunity and responsibilities. Culture has become a substrate for all modern production processes and a lever for labour, since there is no real creativity, be it artistic, economic or even political, without a real cultural underpinning.

2.2.1. Definition of Cultural Footprint

The cultural footprint was defined in June 2013, it is designated as “all the externalities, positive or negative, generated on the cultural environment by the action of an agent. It is considered positive when it enriches cultural diversity, when it promotes cultural intensity.

A second reference document published in 2017 specifies that “all actors have the possibility of activating available cultural resources, that is to say of exploring and exploiting them, at the same time, it is their responsibility to have a positive contribution” vis-à-vis this substrate, this creative atmosphere. This means that groups and individuals “set requirements, engage based on their uniqueness, be involved and invested culturally” (EverybodyWiki Bios & Wiki, 2021).

The cultural footprint represents all the externalities, positive or negative, generated on the cultural environment by the action of an agent. These can be externalities related to production or consumption.

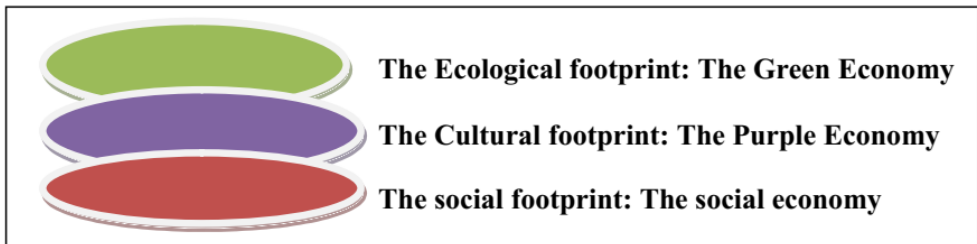
The externality or external effect designates a situation in which the action of an economic agent influences, without this being the goal of the agent, on the situation of other agents, even though they are not. Stakeholder: they have not been consulted and have not received (if the influence is negative) nor paid (if it is positive) any compensation.

Developing a cultural footprint contributes to a greater understanding by societies of their cultural identities, and they will have the tools to implement a process of societal economic development guided by this identity (Greene, 2016, p. 68).

2.2.2. Cultural Footprint, Marker of the Purple Economy

The cultural environment in which agents depend and in which they make their mark in return is a public good. So the purple economy places culture as a pole of sustainable development (Al hassan & al, 2013, p. 10).

Fig.1. Cultural footprint highlights public interest



Source: prepared by the researcher

With the green economy (which integrates the ecological footprint) and the social economy (which integrates the social footprint), the purple economy which integrates the cultural footprint is intended to constitute the third pillar of the transition which is outline towards something beyond purely quantitative growth.

2.2.3. Principle of Cultural Diversity

The principle of cultural diversity constitutes a reference value. The cultural footprint of an economic activity will therefore be positive if it enriches cultural diversity.

Enriching cultural diversity presupposes making cultures contribute to a common objective that transcends them and aims to develop greater

potential, whether cultural or economic. Thus understood, cultural diversity conditions and guarantees the existence of a flow of creative exchanges, collectively beneficial; it allows an agent to valorize in a non-unilateral (and therefore potentially ethical) way its practices and cultural assets.

This definition avoids setting up diversity as an absolute. Indeed, cultural diversity cannot be seen as a simple juxtaposition of compartmentalized identities.

It supposes, on the contrary, interaction, circulation, exchange on fair and non-asymmetrical bases.

It is on these bases that cultural diversity can be recognized as an active principle of innovation, adaptation and balanced growth. (Al hassan & al, 2013, p. 11).

2.2.4. Calculating Cultural Footprint

The trend towards a culture of economy has important consequences for employment and training (Guay, 2018)

Purple Economy borrows the concept of “ecological footprint” from the ecological field to apply it to the cultural realm - the idea is to maintain, increase and enhance the cultural footprint.

By controlling the cultural footprint, organizations contribute to the enrichment of cultural diversity and thus fit into the purple economy model. According to the scale set by the additional financial rating agency, SAS Miscellaneous, rating cultural footprint takes into account various aspects including communications, human resources, advertising, governance and sponsorship.

A high cultural footprint means that the company knows how to adapt to the diversity of cultures in globalization, and that it encourages this diversity and values the cultural dimension of the products or services it markets. On the public administration side, the cultural footprint is particularly reflected in the development of cultural policies, as well as through the consideration of the cultural environment in sustainable development policies.

To assess whether a worker enriches or impoverishes cultural diversity, and thus finds out whether his work produces a positive or negative cultural imprint, it is necessary to analyze each stage of the production or consumption process (acquisition and then transformation of elements) (Gagnon, 2012, p. 7).

Finally, the presence of externalities, as well as the non-exclusive and non-rival nature that characterizes the consumption of some of the goods produced in the creative and cultural economy (CCE), make estimating their economic value more complex than for goods "traditional". An a priori important part of the value generated by the cultural foot imprint is thus difficult or even impossible to evaluate without using questionnaires developed from very specific protocols (Ramirez & Latina, 2017, p. 5).

3. The Added Value of the Cultural Footprint on the Purple Economy Sides

The purple economy is based in part on intangible but important aspects of business such as cross-cultural relations, ethics, and the importance of brand image, for example, which in turn will affect employment, training, professional and personal life.

3.1. The Impact of the Cultural Footprint on Employment

Work is an individual need that corresponds to the need of society. Adaptation to local customs and traditions may allow the creation of new jobs and high added value.

3.1.1. Creative Cultural Professions

Creative cultural industries have the advantages of industry integration, high added value and environmental protection, and have a positive impact on consumption, expansion of foreign trade, job creation, community mobilization, and overall, scientific and technical innovation (Ramirez & Latina, 2017, p. 5)

Many of the existing professions are directly related to their purpose and to the cultural environment. These are purple jobs, capable of contributing to the emergence of a cultural economy, and these include, for example, professions that contribute to facilitating the sensitivity of companies and societies to the peculiarities associated with cultural differences. This relates in particular to the functions that regulate relationships within the company (human resources department) or the company's relationships with its customers and suppliers (sales, marketing, communication and purchasing department) (Guay, 2018).

3.1.2. Feminist Entrepreneurship

Various historical experiences and governmental structure negatively affect women and enterprises yet social change through women's entrepreneurship can be illustrated as 'freedom', 'independence' and 'empowerment'. Entrepreneurial feminism promotes feminist values through the entrepreneurial process, to improve the status of women in society, emancipation and poverty in developed and developing countries (Alkhaled, 2021, p. 953) or to achieve goals beyond economic gains (Henry, Foss, & Ahl, 2016, p. 13). For many women entrepreneurs, their experiences as women help inform their business practices and influence how they approach business creation. (ORSER & ELLIOTT, 2015), moreover, women own 40% of global wealth and their percentage of wealth is steadily increasing (Rafi, 2020)

3.1.3. Tourism

The importance of culture as an engine of urban development can be fully gauged by considering its role in regenerating cities. In the last few years, interest in the cultural industries as an economic force of its own has grown. The development of social, economic and cultural centers and making them centers of tourist attraction in a highly competitive environment is affected by the extent of creativity in management methods, communication skills, cultural empathy, and trust.

a heightened awareness of heritage attract cultural tourists, who appreciate the concentrated artwork, monuments, and events in city centers (der Borg & Russo, 2005, pp. 18-19).

3.2. The Impact of Cultural Footprint on Training

Enhancing the cultural aspects of the functioning of the economy constitutes an abundant source of growth for existing occupations or those requiring change. It is also a major challenge for training policies that must correspond to the educational offer and to the needs and possibilities generated by this new market.

Initial or continuing training should give more prominence to disciplines that, particularly among the humanities and social sciences, make it possible

to keep pace with or anticipate cultural changes and to systematize their practical effects.

Culture also emphasizes that tightly fragmented knowledge and technologies can no longer be satisfied, while dynamic developments and the possibility of creativity manifest themselves at the borders between different sectors and different disciplines (Guay, 2018)

Desire, innovation and competence correspond to the labor market and the production market and are essential components of the rehabilitation structure for people who need to work individually and collectively to carry out their mission and interests (Ramirez & Latina, 2017, p. 5)

3.3.The Impact of the Cultural Footprint on the Quality of Life

The purple economy refers to an economic order organized around the sustainability of care work through a redistributive internalization of care costs in the functioning of the system. Work-life balance refers to the difficulties of balancing paid and unpaid work (İpek, 2016).

The purple economy is built on four pillars that aim to recognize, reduce, and redistribute unpaid care work: (Ipek, 2018)

1. Comprehensive infrastructure for social protection;
2. Regulating the labor market to reconcile work and private life, with equal incentives for men and women.
3. Environmentally sound physical and social infrastructure to meet the welfare needs of rural communities.
4. Organizing the macroeconomic environment of nature and education as central objectives.

The current free market system is characterized by the fact that those who provide unpaid care (mainly women) are penalized in terms of the market, and those who do not (mainly men) are rewarded. Unpaid care work accounts for approximately 42% of all hours worked worldwide. However, in the twenty-first century, even the most advanced economies are still grappling with these issues. At best, the employment gap is shrinking but the gender pay gap and occupational segregation persist. In fact, the more time one devotes to unpaid care work, the less time one has to devote to paid

work, advancement in the labor market, access to income and wealth accumulation (Santosh, Tripathi, & Snehlata, 2018, pp. 49-50).

4. The Impact of the Cultural Imprint on the Sides of the Purple Economy in Algeria

Starting with an Socio-Economic Recovery Plan, the Algerian authorities have announced a longstanding reform effort to shift the economy toward a sustainable, private sector-led model, engage in a transition toward renewable energy, reduce severe imbalances in the country's macro economy, and protect the population's livelihoods (The World Bank, 2021).

4.1.The Impact of the Cultural Footprint on Employment in Algeria

4.1.1. Creative Cultural Professions

In Algeria three key industries that, as of Q4 2019, showed potential to provide youth employment and entrepreneurship opportunities: agribusiness/food processing; pharmaceuticals; and information and communications technology (ICT). This selection was based on an analysis of export potential, presence of SMEs; volume of entry-level jobs; a supportive enabling environment; and committed leadership. Incidentally, these three sectors (in addition to production of spare parts) are those announced in early March 2020 by the Deputy Minister of Foreign Trade to implement the national strategy for promotion of non-hydrocarbon exports (Sohnen, 2020, p. 3).

Statistics also show that the highest percentage of Algerian small and medium enterprises is in the service sector, craft activities, and the construction sector. This is due to the small capital required in service and craft enterprises and the affiliation of construction and reconstruction projects to the state, which guarantees their profits. As for the transformative industries and agricultural sector, their percentage is considered insufficient to achieve self-sufficiency, despite the government facilities provided.

Table (01): Distribution of Algerian small and medium enterprises according to the nature of their activity on December 31, 2019

Activity Sector	Number	%	Private	%	public	%
Agriculture	7481	0.63	7383	0.61	98	0.01
Hydrocarbons/energy, mining	3066	0.26	3064	0.25	2	0.01

and related services						
Construction	190170	15.94	190155	15.93	15	0.01
transformative industries	103693	8.69	103621	8.68	72	0.01
Services	614375	51.48	614315	51.47	60	0.02
craft activities	274554	23.01	274554	23.01	00	00
Total	1193339	100	1136096	100	243	00

Source: Ministry of Industry and Mines, Directorate General for Strategy, Studies and Information Systems, (2020), “Business Statistics Information Bulletin”, N°36, p13.

The influence of the cultural footprint is clearly reflected in the number of small and medium artisanal enterprises, but the agricultural culture is not widely spread.

Although agriculture is rooted in the cultural upbringing of the Algerian individual, it is clear that the traditional economic policy model represents a major obstacle. What we need is a paradigm shift that prioritizes nature and sustainability over growth and efficiency.

The ICT and pharmaceutical industries in particular may have increased short-term potential for youth employment as a result of the global cultural impact on the local economy.

4.1.2. Feminist Entrepreneurship

The number of women entrepreneurs in Algeria increased by about 23%, and the field of business activity expanded. Until the end of February 2017, Algeria counted 143,010 business women, compared to 116,474 at the end of 2012, according to the data of the National Center for the Commercial Registry. It includes the category of business women registered as founders (legal personalities).) who represent 6% of the total managers of institutions, men and women, as well as women traders (natural personality), who represent 8% of the total economic dealers with natural personality. Within five years, the number of women running the Foundation increased by about 56 percent, from 6,703 at the end of 2012 to 10,444 at the end of February 2017.

As for women traders with a natural personality, their number increased to 132,566 by the end of February 2017, compared to 116,474 in 2012, an increase of 14%. However, compared to the total number of economic operators registered in the country, who number 1.9 million, it represents

only 7.5 percent. Looking at the sectors of economic activity, women merchants with a natural personality mainly practice retail trade (49% of the total number of merchant women registered as a natural person), services (9.37%), the production of goods (4.9%) and wholesale trade (4.3%), Handicraft production (26.0%) and export (01.0%).

As for the establishment's marchers (legal persons), they practice their activities in the services sector (4.39% of the total companies run by women), the production of goods (3.25%), import (8.16%), wholesale trade (2.10%) and retail trade. (6.6%), handicraft production (1.1%), export (6.0%) (djazairiess, 2017).

4.1.3. Tourism

The Tourism Development Guideline, which was approved by the government in March 2008, is considered the strategic framework for tourism policy in Algeria (Ministère du tourisme& de l'artisanat, 2022).

Table (02): Tourism statistics in Algeria until the end of 2021

Tourism Indicators	number
Number of hotel establishments	1 449
Number of beds	614 127
Number of travel and tourism agencies	3 546
Number of tour guides	165
Number of tourism projects in progress	804

Source: prepared by the researcher based on the data of the Ministry of Tourism and Handicrafts 2022

Tourism indicators in Algeria show the positive development of the sector's activities, which reflects the development of tourism culture

4.2.The Impact of Cultural Footprint on Training

Algeria's HCI value remained relatively unchanged at 0.53 between 2010 and 2020 (The World Bank, 2021).

Vocational training trends reflect the current cultural upbringing based on the productive economy and the pursuit of economic diversification at the expense of the creative cultural economy, which reflects Algeria's failure to enter the post-productive economy stage.

Within agribusiness/food processing in Algeria, the key training and recruitment needs identified are for quality assurance agents, machine operators, and marketing and merchandising agents.

In pharmaceuticals, there may be a need for quality control agents, packing and packaging agents, and commercial advisors. In ICT, there is a potential need for project managers, graphic designers, programmers, and customer service agents.

In terms of business to business services opportunities, for pharmaceuticals and agribusiness/ food processing, the main opportunities appear to lie in waste management, packaging, transport, and import/export process assistance. Within ICT, there is a wide range of potential opportunities for the growing Algerian market (Sohnen, 2020, p. 3)

The process of developing a "training map for the tourism sector" reflects the urgent desire to search for the best ways and means to adapt the local offer of training in the field of tourism trades and professions and the requirements of sector development, whose main lines are included in the national plan for tourism development.

Since tourism cannot be compared to any other activity according to the vision adopted by this scheme, it is a set of services (transportation, housing, food, entertainment...) based mainly on the qualities, skills and qualifications of human resources.

On this basis, improving the skills and performance of human resources is an absolute necessity in order to create all conditions for the real "tourist development" for Algeria. Therefore, the formation of human resources in the tourism sector is one of the main axes of the strategy adopted by the government, to ensure a better framework for the management and management of tourism activities, which It is considered one of the main tools of any tourist destination.

In this regard, the "training card for the tourism sector", which included these axes, identified a set of objectives and a practical plan for their realization (Ministère du tourisme& de l'artisanat, 2022).

4.3.The Impact of Cultural footprint on the Quality of Life

The success of structural economic reform will hinge on its ability to restore macroeconomic stability and enact decisive policies to support private

sector development while continuing to protect the most vulnerable segments of the population.

In the past two decades, the hydrocarbon boom has allowed Algeria to make advances in economic and human development and introduced redistributive social policies that alleviated poverty and resulted in large improvements in Human Development Indicators (The World Bank, 2021).

In Algeria, about two million women are counted in the active population, out of a total workforce estimated at more than 12.2 million people, i.e. a rate of 17.6%, and the rate of unemployment and non-employment of women remains high at a rate of 16.6% against 9.9% for men. Unemployment rates remain higher in rural areas for women, exceeding 18.8% (djazaïress, 2017)

5. CONCLUSION

The emergence of a multicultural and polycentric world places the diversity of cultures at the heart of Algeria's economic trends. The Algerian cultural economy, which is constantly dictated by geography, corresponds to the global diversification of the supply of goods and services. Reinforcing this trend towards diversification requires identifying the levers of the purple transition of the economy.

Thus, the phenomenon of culturalization of the economy, with its horizontal and vertical dimensions, constitutes a new fundamental direction. The cultural economy is more responsible for the future because it represents a potential for growth. It rests on largely immaterial foundations and thus corresponds to the sobriety imperative that the economy now faces.

It will be the starting point for the purple economy where economic and social policies recognize, take into account, reduce and redistribute the burden of care through the systematic internalization of its costs.

Clearly, the traditional economic policy model presents a major obstacle. What we need is a paradigm shift that prioritizes nature and sustainability over growth and efficiency.

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