

Algerian Economic Diplomacy And The Purple Economy

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Received:19/03/2022 Accepted:29/05/2023 Published: 07/06/2023

Abstract:

The performance of Economic Diplomacy is one of the most important concerns of the state; This paper seeks to include an analysis of the possibility of investing Algerian economic diplomacy in advancing development from the side of the purple economy, As this study, aims to highlight the relationship between the independent variable (Economic Diplomacy) and the dependent variable (Purple Economy). Where a questionnaire was distributed to a sample of 65 Professors, specialized researchers in diplomacy research, and doctoral students; where the (SPSS) program, was used and as a result of this study it was found that there is a positive correlation between the two variables, in this way we concluded, the important role played by Economic Diplomacy in the process of the transition toward the purple economy. Thus, the advancement of the Algerian economy and from it contributing to achieving economic security, which achieves the state's goals and future options.

Keywords: Diplomacy, Economic Diplomacy, Purple Economy, Economic Security, Cultural tourism.

ملخص:

يعتبر أداء الدبلوماسية الاقتصادية من أهم اهتمامات الدولة ؛ وتسعى هذه الورقة إلى تضمين تحليل لإمكانية استثمار الدبلوماسية الاقتصادية الجزائرية في دفع عجلة التنمية من جانب الاقتصاد البنفسجي ، حيث تهدف هذه الدراسة إلى تسليط الضوء على العلاقة بين المتغير المستقل (الدبلوماسية الاقتصادية) والمتغير التابع (الاقتصاد البنفسجي) حيث وزع استبيان على عينة قوامها 65 أستاذاً وباحثاً متخصصاً في مواضيع الدبلوماسية ، كذا طلبة دكتوراه. حيث تم استخدام برنامج (SPSS) لتحليل النتائج، ونتيجة لهذه الدراسة تبين أن هناك علاقة إيجابية بين المتغيرين ، وبهذه الطريقة خلصنا إلى الدور المهم الذي تلعبه الدبلوماسية الاقتصادية في عملية الانتقال نحو الاقتصاد البنفسجي ، وبالتالي النهوض بالاقتصاد الجزائري وإمكانية المساهمة في تحقيق الأمن الاقتصادي ، و تحقق أهداف الدولة وخياراتها المستقبلية.

كلمات دالة : الدبلوماسية، الدبلوماسية الاقتصادية ، الاقتصاد البنفسجي، الأمن الاقتصادي، السياحة الثقافية.

1. Introduction

Culture takes various forms across time and space, and cultural diversity is increasing day by day, which calls for a search for its exploitation in economic development and a source of inspiration by giving the cultural footprint of economic activities in all areas. It is considered cultural diversity is an important factor in the transformation toward the purple economy for development in all fields, The economics of culture paved the way for the emergence of the so-called economy the purple economy in the sense that there is already a real consideration of the contribution of culture to the economy. The purple economy is betting on the dynamic interaction between these two activities, insofar as any economy incorporates cultural components in its processes, its productions, and its fashion. Organization and has feedback on the cultural environment, leaving its mark With the perspective of enriching cultural diversity.

This new type of economy "purple economy", has become the focus of attention of experts and economic specialists, because it is an important element in economic development, and has become an added value of the economy contributes to the achievement of economic security, which prompted the state to pay attention to this type ; Economic diplomacy is one

of the tools through which the state seeks to attract foreign investment, and economic diplomacy revolves around the use of government relations and government influence to stimulate international trade and foreign direct investment.

Research Questions: Based on what was stated previously, the problematic of this present study can be limited to the following question:

- Can Economic Diplomacy be Accreditation to stimulate investment in Algeria's purple economy?

Research Hypotheses: To answer the already-stated research problem, a hypothesis has been set forwards as the following:

- Economic diplomacy is an effective tool to attract foreign investment, through which it is possible to introduce the Algerian cultural elements and thus stimulate investment in the purple economy.

Study Sample: The sample was selected from among university professors who give lectures on diplomacy and doctoral students working on doctoral dissertations in similar fields to the study topic. All of them belong to some Algerian universities. Sample individuals were selected using the following criteria: academic experience, academic field, and interest in the studied topic. 65 people were selected from them to achieve the desired accuracy of the results.

Time limit: In order to understand the problem of the research and arrive at results that deny or prove the validity of the proposed hypothesis, the applied study was conducted in December 2021.

Research methodology and the tools: in this study, we have relied on the statistical analytical method which is the most suitable for this investigation, which is characterized by the accurate scientific description, both quantitatively and qualitatively of the phenomenon studied, basing on the collection of data by means of questionnaire addressed to the persons specialized, using V22 (spss) to test the validity of the research hypotheses as well as the results.

Previous studies:

Study (Hussein & Sarah, 2021) Economic Diplomacy and its Role in Crisis Management: “An analytical study” This study concluded that

economic diplomacy is one of the branches of public diplomacy that deals with the economic aspect and includes all international economic transactions between various subjects of international law, organizations, States and multinational companies as well. It aims to achieve and encourage investment, secure property rights and stabilize and expand economic relations between countries and international institutions. Economic diplomacy also includes a set of means and methods adopted by a state to achieve its economic interests or influence other states and make them controlled by its political will.

Study (Abd el- Karim & other, 2020) International economic aid as one of the pillars of economic diplomacy, the Chinese experience as a mode: “Descriptive study” This study concluded that the assistance used by countries in the framework of economic diplomacy in their dealings with the outside world is not limited to the provision of funds or development assistance only, as it can be through trade facilities or the easing of restrictions on the movement of capital. The majority of the regional cooperation mechanisms that China has undertaken in the aid aspect have been at the multilateral level through special conferences with the role of economic assistance in the process of capital accumulation and economic growth.

Study (Abdallah & Lila Tayebi, 2020) Purple economy and cultural diversity: “An analytical study” This study pointed out that the purple economy is a new color of the economy that contributes to the achievement of sustainable development through the cultural dimension of goods and services in all fields, which makes development not only an economic issue, but also human as opposed to the cultural economy, which focuses on the culture sector only. Developing Societies and countries, in particular, must invest in this economy through their rich material and intangible cultural heritage to achieve sustainable development that respects their identity and culture in the light of a Western globalization that seeks to impose its hegemony.

Study (Azeddine OUADI, 2020) The Purple Economy and Sustainable Development in Algeria(Requirements and Challenges): “An Descriptive and analytical study” This study pointed out that the purple economy is more than just a new term student, because its dimensions have exceeded the economic values of cultural output, as it has become a more rich and diverse cultural environment, making it an essential engine of progress and wealth A sustainable economy is based on making natural

resources and human resources more efficient and reduces dependency on fluctuations in energy prices. In Algeria, cultural diversity is an important factor in the transformation toward the purple economy for sustainable development in all fields and aspects, as well as a range of requirements, as Algeria has tried to develop meaningful development programs and provide them with natural factors conducive to the transition to cultural tourism, in addition to the business environment that characterizes the economy, helping to create small and medium sized enterprises of a cultural nature.

2. Conceptual framework of economic diplomacy:

The discipline of International Political Economy (IPE) focuses more on structural factors, such as the relative power of states or the structures of influence within national economies, rather than on process. But where power relationships are balanced, the process of decision-making and negotiation can determine outcomes which we call international economic decision-making. In other words, we call it "Economic Diplomacy". (Bayne & Woolcock, 2017)

2.1. The concept of economic diplomacy:

2.1.1. Defining diplomacy:

- The classical concept of diplomacy defines it as: ‘the conduct of relations between states and other entities with standing in world politics by official agents and by peaceful means. According to these stereotypes, diplomacy is conducted only by people from foreign ministries (Bayne & Woolcock, 2017, p. 03)
- is ‘the process by which direct relations with people in a country are pursued to advance the interests and extend the values of those being represented (Melissen, 2005, p. 11)
- Government’s process of communicating with foreign publics in an attempt to bring about understanding for its nation’s ideas and ideals, its institutions, and culture, as well as its national goals and policies (Melissen, 2005, p. 12)

Diplomacy is the practice of managing international relations and negotiations between different countries, governments, and

organizations through peaceful means and dialogue.

2.1.2. Defining Economic Diplomacy:

- Economic diplomacy is the use of international political tools to obtain economic objectives.
- Economic diplomacy “The use of international law persons by diplomatic methods and methods, as well as economic, political, commercial, financial and technical means in order to achieve their goals, and to provide a guarantee to secure external economic interests and achieve development in the national economy” (Shwaihna, 2013, p. 09)
- Economic diplomacy is hereby directed to: (A.G & other, September 2011)
 - Open markets and the opening of markets to stimulate cross-border economic activities (imports, exports, FDI).
 - The use of bilateral relationships to assist domestic companies which encounter difficulties abroad.
 - Improving the functioning of international markets.
 - Increasing economic security by the promotion of (and compliance with) international rules and agreements.

Economic Diplomacy is the use of diplomatic tools and strategies to promote a country's economic interests, such as trade, investment, and economic cooperation with other nations.

2.1.3. Defining Economic security:

Economic security is a state of an economic system, which allows it to develop dynamically, efficiently, and to solve social problems, and in which the state has the ability to develop and implement an independent economic policy. The term “economic security” began to be used during the “Great Depression” (1929–1933 years). In order to bring the country out of crisis and to restore its economic potential, in 1934 the Committee on Economic Security was established by president’s F. Roosevelt decision. This committee dealt with the economic security of individuals, the fight against unemployment. The term “economic security” got an official status in 1985, when at the 40th session of the General Assembly of the United Nations the resolution on international economic security was adopted. (Ianioglo & Polajeva, 2016, p. 02)

Economic security refers to the ability of a country or individual to maintain a stable and secure economic environment that enables them to meet their basic needs and pursue their economic goals. It involves protecting against economic risks and vulnerabilities such as market fluctuations, economic shocks, and financial crises.

2.2. Tools and Levels of Economic Diplomacy:

2.2.1. Tools of Economic Diplomacy: (Shwaihna, 2013, pp. 52-56)

The most important tools used by economic diplomacy to achieve the goals of countries, whether economic, are the following:

- Economic policies and measures that are applied to encourage or develop trade exchange links in the sectors of import and export of goods, services, and the legal and economic aspects related to them,
- The policies of customs duties and taxes, which are one of the most tools used by the state to influence the course of international trade.
- Imposing restrictions on foreign transfers, where the state exercises this tool to exercise strict or absolute control over the cash that is spent abroad
- Investment activity, capital movement, protection of foreign investments, and amendment of the conditions governing capital transfers and trade movement abroad, whether by restriction or by release.
- Economic sanctions are known as coercive diplomacy, which requires an additional diplomatic effort to ensure compatibility and understanding in international relations to impose these sanctions, to inflict economic losses on the targeted countries at a certain speed and a certain size.

Providing grants and loans to some countries with special credit facilities, or at interest rates lower than the market rate; That is, international cooperation to help the poorest countries in the world, openness, and development of aid for trade and development

2.2.2. Levels of Economic Diplomacy:

There are many levels of economic diplomacy, according to the number of parties that carry out this legal action. The level of economic diplomacy may be bilateral, regional, or multilateral.

1. Bilateral economic diplomacy:

Bilateral economic diplomacy remains the easiest method that makes it easier to clarify the results of economic cooperation; the role of bilateral diplomacy is diminishing (Kurbalija, January, 1999), but it remains a large part of economic diplomacy, whether this diplomacy includes financial transactions between the two countries, official trade, investment treaties, or other topics that affect economic relations.

2. Regional Economic Diplomacy:

The regional dimension of economic diplomacy is of increasing importance; Although economic agreements at this level are often politically motivated, they quickly provide many open markets, and contiguously, the state allows freedom of national economic activity when it is within the framework of a regional grouping, and most of the time it is within a circle consisting of Countries that are geographically close in levels of economic development and similar political priorities. (Constantinou & Other, 2016, p. 560)

3. Multilateral economic diplomacy:

Multilateral diplomacy is the management of international relations by negotiations among three or more states through diplomatic or governmental representatives, but it can also be engaged in by representatives of non-state actors.

Multilateral diplomacy is defined as the practice of involving more than two nations or parties in achieving diplomatic solutions to supranational problems (Kishore, 2013). The most important implications of multilateralism on diplomatic practice are particularly clear in the domain of international negotiation, Multilateralism to be a tool especially appropriate for dealing with current economic, technological, or ecological problems, through the establishment of diverse international regimes.

4. Collective economic diplomacy:

Collective economic diplomacy in which the geographical factor is not the only criterion for grouping, and countries that pursue similar economic policy, or have a close economic level, resort to it, but this collective diplomacy has a special form such as the Organization for Economic Cooperation and Development (OECD), and a group The Seven, the Group of Eight, the Commonwealth and other international economic groupings.

2.3. Algerian economic diplomacy:

At the first conference of the heads of Algerian diplomatic and consular missions on November 08, 2021, the Algerian Prime Minister, Ayman Abdel Rahman, stressed the “**necessity for the success of the major structural reforms that Algeria has undertaken, which require greater openness to the outside world, and this is by activating the pivotal role of diplomacy in general and economic diplomacy in a way.**” This is to achieve the strategic goals represented mainly in attracting investment and promoting exports outside hydrocarbons to build a new economic model based on diversity. This conference is considered a turning point for the reformulation of Algerian economic diplomacy.

2.3.1. Organizational Structure of Ministry of Foreign Affairs:

❖ Directorate of Promotion and Support of Economic Exchanges: (AMFA, 2021)

The Directorate for the Promotion and Support of Economic Exchanges constitutes the link for communication with ministerial departments and various national institutions and bodies that support the development of the economy in terms of coordinating their work at the international level and accompanying Algerian institutions in their endeavors to enter foreign markets. The work of the Directorate falls within the framework of the powers conferred upon it and the new approach adopted by the public authorities, aimed at diversifying the national economy out of dependence on hydrocarbons and improving the attractiveness of our country for foreign investments.

The main tasks of the directorate are:

- Promotion of Algeria's international trade exchange,
- Contribute to the implementation of the policy of support and promotion of non-hydrocarbon exports,
- Providing information and economic analysis necessary to enter foreign markets and support the efforts of Algerian institutions in this field,
- Preparing circumstantial notes in the field of international trade addressed to the relevant companies, institutions, bodies, and ministries.

The directorate includes two (2) sub-directors:

A. The Sub-Directorate for Analysis and Management of Commercial Information, which is charged with the following:

- Setting up a commercial information network and data banks,
- Creating a portal on foreign trade and placing it at the disposal of the national stakeholders, diplomatic representations and the Algerian consulate and each party concerned with this,
- Obtaining, analyzing, and sending statistical data and information related to foreign trade to the relevant partners,
- Establishing means of transmitting the information.

B. The Sub-Directorate for the Follow-up of Programs and the Promotion of Trade Exchanges, and is charged with the following:

- Activating programs for the valorisation and promotion of foreign trade exchanges directed mainly at developing non-hydrocarbon exports,
 - Develop effective commercial promotion mechanisms, tools, and means to support Algerian exporting institutions, in coordination with the commercial and economic interests of the Algerian embassies.
- ❖ **Office of Information and Promotion of Investments and Exports:**
(AMFA, 2021)

The Office of Information and Promotion of Investments and Exports, located at the headquarters of the Ministry of Foreign Affairs (Hadbât al-Nawad), is a space designated for Algerian economic dealers, including members of the national community abroad who are active in export operations or partnership with foreign dealers. The main functions of the office are:

- Receiving economic operators in a comfortable space at the Ministry's headquarters, after arranging a prior appointment by phone, fax, or e-mail, to inform you and provide you, if necessary, with the available information and documents relating to the external aspects of your endeavours (regulatory texts of the target countries, access to foreign markets, International tenders, partnership proposals, economic missions and exhibitions abroad ... etc.);
- Put at the disposal of economic dealers the network of those charged with economic and commercial affairs at the level of our diplomatic and consular missions across the world through easy, direct, and fast communication;
- Accompanying Economic Dealers in the final stage of your endeavours related to the export of products or services;

- Organizing training courses, seminars, study days, forums, and economic missions in close cooperation with the ministerial sectors and relevant bodies;
- Directing economic operators to the ministerial sectors as well as the institutions, bodies, and embassies accredited in Algeria concerning issues that do not fall within the scope of the powers of the Ministry of Foreign Affairs.

3 . Conceptual framework of purple economy:

3. 1. The concept of purple economy:

3.1.1. Defining purple economy:

- It is a new type of sustainable economy, based on the great importance of the cultural aspect of society, by restoring the economic and political balance depending on the internal environment, which represents the cultural footprint of the state, where the reliance on both local goods and services is valued with an attempt to establish a sectoral intertwining based on the cultural dimension the local. This type of economy is also linked to sustainable development by linking the cultural dimension with each of the three dimensions of sustainable development, namely the economic dimension, the social dimension, and the environmental dimension.
- The purple economy is more than just a new Cterm because its dimensions have exceeded the economic values of cultural output, as it has become a more rich and diverse cultural environment, making it an essential engine of progress and wealth.
- The purple economy is multidisciplinary, in that it enriches all goods and services by capitalizing on the cultural dimension inherent to every sector.

The purple economy is the economic activities related to the cultural and creative industries, including art, design, fashion, music, and entertainment.

3.1.2. The importance of the purple economy:

The importance of the purple economy lies in the following points: (Boujehfa & Oued, 2021, p. 88)

- The purple economy effectively contributes to diversifying the national economy of developing countries, which mostly depend on the oil sector, as it contributes to supporting tourism locally and internationally.

- Economic institutions are considered as a tool for transmitting and preserving local culture, which takes into account a unified culture of consumption based on local characteristics and opportunities
- Many specialists believe that economic diversification has become linked to the cultural credibility of the goods produced and the services provided.

3.1.3. Purple Economy Objectives:

The objectives of the purple economy are as follows: (Al-Tibi & Ayyad, 2020, p. 445)

- Consolidating the idea of the importance of the cultural dimension in achieving institutional success
- Achieving the element of economic diversification by placing distinction in other economic sectors such as the tourism sector
- Facing the causes of recurrent economic crises
- Transmission and preservation of culture to be compatible with preserving the right of future generations
- Preserving the customs and traditions of the community while spreading the local culture and making it known internationally by organizing major sporting and cultural events
- Integration with a sustainable green economy through the use of local resources in the production of environmentally friendly products.

3.2. The relationship of culture to economic security:

Culture is of great importance at the level of the social upbringing of the Algerian individual, and it has an economic dimension that can constitute an additional economic resource by attracting tourists, attracting investments, and providing them with the appropriate environment. Which will reflect positively on the recruitment of hard currency. And for this, the establishment of additional technical institutions for national development to create new jobs in local and national development, finance the state treasury with additional financial and professional resources, and contribute and contribute to the national wealth, especially in light of the state's adoption of a new economic system that seeks to exploit all resources to create a real and lasting economy.

3.2.1. The cultural economic dimension:

The concept of Culture is related to the economy in three dimensions: the first is the cultural economy, which deals with the cultural product as a

good or service, the second is the cultural economy, which deals with behavior as an influence. finally, the creative economy, which deals with creative ideas in the economy intending to improve it or build new types of institutions It was not known before.

This dimension relates to the contribution of the cultural sector to economic development through three main indicators. The concepts and definitions used for these indicators are based on the 2011 United Nations System of National Accounts (SNA), the UNESCO Framework for Cultural Statistics (CSC), ILO standards and guidelines. These indicators are as follows:

❖ **Contribution of cultural activities to GDP ***:

This indicator assesses the contribution of central cultural activities to GDP and those related to equipment and supporting materials. It aims to provide an overview of the overall contribution of the cultural sector to the economy of a particular country. The calculation of the indicator depends on various data sources, the most important of which are national accounts, censuses, industrial data, services, commercial surveys, data for small enterprises, household income and expenditure surveys, special cultural surveys, artist records, etc. There are two main ways to construct this indicator: the production approach and the income approach.

❖ **Cultural and creative activities in statistical perspective :**
(Pasikowska-Schnass, October 2019, p. 03)

The cultural sector comprises activities related to production of cultural values, while the creative sector is grounded in the production and dissemination of industrial and manufacturing operations in the sector. A 2006 study on cultural and creative sectors prepared for the Commission stated that culture is 'a creative input' to the creative sector, and delineated cultural and creative activities as :

- **core arts:** visual arts such as crafts, paintings, sculpture, photography; performing arts such as theatre, dance, circus, festivals; heritage – museums, libraries, archives, archaeological sites;
- **cultural industries:** film and video; television and radio; books and press (book, magazine and press publishing); music – recorded music

* Gross Domestic Product

market, collecting society revenues in the music sector and live musical performances.

- creative industries and activities such as fashion, graphic, interior and product design; architecture and advertising ;
- related industries, mainly in the ICT sector but also many others, such as printing.

❖ **Work in the cultural field:**

This indicator emphasizes the role of culture as an “employer” to better understand its impact on national economic and social development. Careers in cultural activities reflect the ability of individuals to participate, as professionals, in cultural activities and are a sign of the vitality of the cultural sector which is an integral part of development. There are two types of cultural work:

- people who pursue a cultural career, including those who work in institutions of a cultural or non-cultural character.
- Persons who work in institutions that engage in cultural activities, including all individuals who practice a cultural or non-cultural profession.

As for the data sources on which the indicator depends, they are Population. Labor force and domestic labor survey; Administrative records (such as Social Security records).

❖ **Household Expenditure on Cultural Goods and Services:**

Individual consumer spending on cultural activities, goods, and services are undertaken by families provides insight into the size and potential of the national market for culture and demonstrates the extent to which a society values culture through economic flows. Spending appraisal is also an indirect means of arriving at approximate knowledge. The positive impact of modern economics on culture, because it shows how much society values the quantity and quality of supply that this type of economy makes. Actual spending can also be an indication of the potential for expansion in the culture sector. Household consumer spending on activities, goods, and services consists of all purchases made by families in various cultural goods and services. It includes spending on cultural products such as books, commercial movie tickets, and theater performances, and paid admission to museums. It covers household expenditures on cultural goods and services that are not only produced locally but are also imported and purchased from abroad. Household

Income and Expenditure Surveys are the only sources for calculating the relevant indicator. The latest HBS data for 2015 indicate that Culture statistics - household expenditure on culture on average, households in the European Union (EU) spent an estimated 2.9 % of their total expenditure on cultural goods and services. The share of cultural goods and services in total household consumption expenditure varied considerably across the EU Member States. (<https://ec.europa.eu>, 2021)

3.2.2. Activating and regulating the cultural product market:

The market for cultural products is a major contributor to the economy of Western countries. Therefore, this resource must be exploited in Algeria by giving great importance to cultural products. The state must take the following measures: (Dubai & other, March 2021, p. 100)

- An urgent review is necessary of all legislation relating to commercial law, labor law, tax laws, competition law, finance laws, and all legislation dealing with cultural economic activities in the direction of greater liberalization of cultural economic activity.
- The establishment of a just and stimulating tax and social security system would raise the levels of establishing cultural institutions in a way that contributes to the creation of wealth and the increase of the gross national product.
- Proposing tax and quasi-tax incentives to support the levels of supply and consumption of the cultural product
- To achieve market dynamics that stimulate consumption and production, the state must monitor and regulate the cultural product, especially in terms of prices.
- Introducing the cultural product, determining its value, and urging its consumption
- Conducting awareness campaigns to achieve higher levels of viewing and consuming different cultural products, such as exhibitions, which are a great opportunity to market cultural products
- Encouraging the chambers of traditional crafts and industries to transform traditional products into products that are easy to market through packaging, cosmetics, and inclusion in marketing paths

3.2.3. Cultural tourism :

According to the United Nations World Tourism Organization, cultural tourism is **“movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours,**

travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages”.

The tourism industry is considered one of the important industries because of its great importance in supporting the comprehensive development process economically, socially, culturally, and politically, as the fields of tourism and its various service activities and its relations with sustainable development have become of interest to many economists, and cultural tourism remains the non-recurring, similar, or To support this important resource, the following measures must be taken: (Dubai & other, March 2021, p. 101)

- Introducing tangible heritage, especially classified and unclassified archaeological sites
- Maintaining archaeological sites, equipping them with reception structures, and coordinating with the public to open service structures, restaurants, cafes, and hotels adjacent to these sites.
- Providing tourism agencies with historical information to highlight the importance of archaeological sites and encourage their visits
- Preparing historical urban communities such as the Kasbah in the capital, Constantine and palaces in the desert, and others, to make them a destination for tourists and provide them with reception structures in coordination with the private sector.
- Carrying out focused media campaigns across directorates and cultural houses to inform and attract tourists about festivals that represent intangible heritage.
- Reviving museum visits and integrating them into the tour cycle
- Activating the organization of events and salons and synchronizing them with tourist tours, such as the Heritage Month event or the Cultural Week
- Encouraging the chambers of traditional crafts and industries to transform traditional products into products that are easy to market through packaging, beautification, and inclusion in the marketing paths
- Revitalizing the tasks of the Algerian National Tourism Office and directing it towards the promotion of cultural tourism and heritage tourism

4 . Application part:

4.1. Presentation and analysis of the results of the study :

This part consists of the questions related to the topic of the study.

data To find out the relationship between the economic diplomacy and purple economy, we submitted a questionnaire to the Professors, specialized researchers, and doctoral students , which reached 65 questionnaires, from which 48 questionnaires were recovered.

- The first axis: the independent variable "economic diplomacy".
- The second axis: the dependent variable of "purple economy".

These two dimensions are answered according to the Spearman's correlation coefficient.

4.2. Test hypotheses:

After identifying the axes of economic diplomacy, and the purple economy, we will try in this part to know the nature of the relationship between the two variables as well as the degree of contribution of the independent variable to the dependent variable, And we're going to try to answer.

Table (1): “a test to decide whether based upon this sample there is any or no evidence to suggest that linear correlation is present”

Corrélations

			<i>Economic Diplomacy</i>	<i>Purple Economy</i>
<i>Spearman's Rho</i>	<i>Economic Diplomacy</i>	<i>Correlation coefficient</i>	1,000	,570**
		<i>Sig. (bilateral)</i>	.	,000
		<i>N</i>	49	49
	<i>Purple Economy</i>	<i>Correlation coefficient</i>	,570**	1,000
		<i>Sig. (bilateral)</i>	,000	.
		<i>N</i>	49	49

****.** *The correlation is significant at the 0.01 (bilateral) level.*

Source: Prepared by researcher based on the outputs of the program (spss)

From the results of the previous table, and based on SPSS outputs, The significant Spearman correlation coefficient value of 0.570 confirms from the table ; there appears to be a strong positive correlation between the two variables. Thus large values of Economic Diplomacy are associated

with large Purple Economy values However. Since SPSS reports the p-value for this test as being .000 we can say that we have very strong evidence to believe H1, i.e. we have some evidence to believe that Economic Diplomacy and Purple Economy values are monotonically correlated.

This could be formally reported as follows: "**A Spearman's correlation was run to determine the relationship between Economic Diplomacy values and Purple Economy values. There was a strong, positive monotonic correlation. ($r_s = .57$, $n = 48$, $p < .001$).**"

Table (2): "Analysis of the correlation coefficient between economic diplomacy and purple economy"

Summary of models

<i>Model</i>	<i>R</i>	<i>R-2</i>	<i>R-2 adjusted</i>	<i>Standard error of estimate</i>
1	,664^a	,440	,428	,504

a. Predictors: (Constant), Economic Diplomacy

Source: Prepared by researcher based on the outputs of the program (spss)

From the results of the previous table, and based on SPSS outputs, it is clear that the relationship between the two main variables is a positive relationship where the correlation coefficient R reached **0.664**, it indicates the strength of the relationship between the two variables, the dependent variable (purple economy) and the independent variable (economic diplomacy), as it is clear that the overall determination coefficient of the study amounted **R2 to 0.440** That is, the evaluation of the company's human resources performance affects the strategic decision by **44%** and remains at **66%**, which are explained by other variables not included in the study.

Figures (1): " Results of the answer to: Strengthening the national economy by focusing on the purple economy "

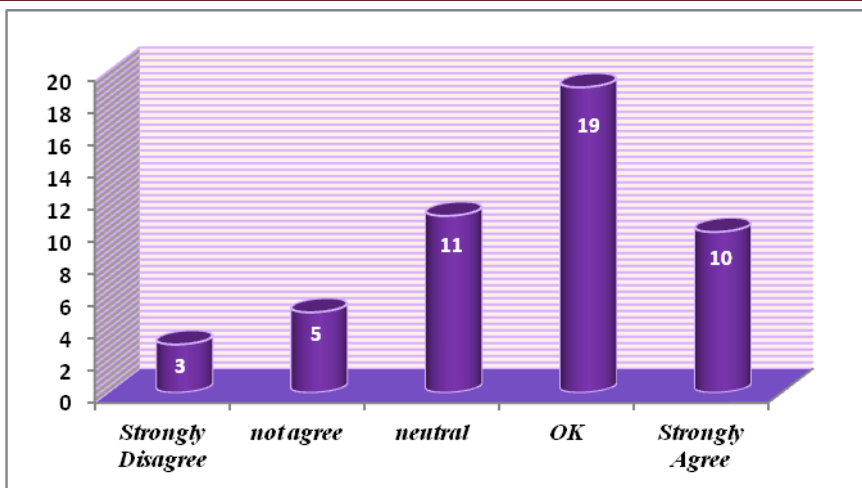


Fig 1. Prepared by researcher based on the outputs of the program (spss)

Through the answers of the sample, it became clear that the vast majority, 33% agree to this proposal, and 28% strongly agree with it. This indicates the agreement about the development of the Algerian economy and making it able to face the challenges of diversification, competition, and creating decent jobs. It is difficult to achieve without making a break with the methods of managing economic resources that the country has known for a long time, and economic diplomacy is the only path to the world, especially Africa, to attract foreign investments and search for foreign markets.

Algeria is characterized by an important cultural and historical diversity, resulting from the multiplicity of civilizations and cultures that passed through Algeria: (Phoenician, Roman, Byzantine, Vandal, Muslims, Turks, and finally the French). Where each of them left its imprint on the urban and cultural heritage of Algeria, which made it rich in this field, which made many of these areas classified as a UNESCO World Heritage, and we mention among them: the Bani Hammad Castle, which was built by the Hammadids (classified in 1980) . The ancient city of "Jamila" (classified in 1982). The Tassili barn (classified in 1982). The ancient city of "Timgad" (classified in 1982). The ancient city of Tipasa (classified in 1982). The Mozabite cities (classified in 1982). The Kasbah of Algiers, which was built during the Turkish era (classified in 1992). Thus, from east to west and from

north to south, Algeria is considered a country rich in its cultural diversity in all cultural aspects .

It also enjoys natural elements that strongly encourage tourism, among them: the strategic location, the diversity of the climate throughout the year, the beautiful beaches, the hot springs that have therapeutic mineral water, the sandy desert south, the historical and cultural monuments, all of which the state must invest in from By moving the wheel of economic diplomacy towards the field of tourism, this latter is considered one of the most important sectors that contribute to increasing the gross domestic product. It is also one of the most effective sources that lead to economic, social and cultural development in society. Tourism also contributes directly to increasing hard currency revenues.

If we compare Algeria's trade exchanges with African countries, and Morocco's and Tunisia's trade exchanges with African countries, we find that the total value of Morocco's trade exchanges with African countries amounted to 9.5% as an annual average, reaching nearly \$4.05 billion in 2019, representing about 6.9% of the total trade exchanges with African countries. The total value of Morocco's foreign exchanges (NPKM, 2022), in relation to Tunisia, despite recording a trade surplus with the countries of the continent, with a volume of no less than one billion Tunisian dinars (about 450 million dollars), the coverage rate of the continent's markets and the level of commercial dealings are still below expectations, and the volume of trade exchanges between Tunisia And the countries of the African continent, which currently do not exceed 5% of the total Tunisian trade exchanges with abroad, the chances of Tunisia's entry into African markets remain weak, due to several factors that limit access to these promising markets, and among those obstacles is the lack of diplomatic representation in a number of countries The continent, and the weakness of air and sea transport in the direction of the African continent (Al-Saeedani). As for Algeria's trade exchanges with African countries, it is still weak despite the slight improvement it recorded, as it witnessed an improvement of 1.55% in a year 2019 compared to 2018. The total exchanges amounted to \$3.51 billion, compared to \$3.46 billion. (MTEP, 2022)

Despite this improvement, the volume of the flow of Algerian goods in general to Africa still represents a weak percentage in the range of 0.4% of the total imports of the African continent. However, the volume of trade exchange with the countries of the continent is still weak, as it does not exceed 3% between Algeria and African countries.

Through the foregoing, Algeria can assume an advanced position in trade exchanges with Africa, and this is through a good investment of the great human and material potentials that it enjoys, as well as its international and African standing, and this is through promoting the purple economy, and this is by moving Diplomatic efforts to search for markets for national products and attract foreign investments to invest in the violet economy. Especially after Algeria formally started the procedures for ratification of this continental agreement, the African Continental Free Trade Area (ZLECAF) on February 28, 2020. In the same context, on December 29, 2020, it issued a law related to the ratification of the agreement establishing this free zone. (AMFA, 2022)

Summarize the results of the questionnaire:

The questionnaire results suggest that respondents generally have a positive view of Algeria's position and diplomacy, particularly at the African level. However, there is less agreement on Algeria's position among countries of the world and the effectiveness of its multilateral diplomacy. Respondents believe that establishing new regional and international alliances in line with new trends could be beneficial for Algeria, and that economic diplomacy could be used to attract investments and strengthen the national economy through the purple economy. However, there is concern about the legal, political, and technological environments in Algeria being conducive to investment, and respondents do not believe that the quality of tourism products in Algeria can compete internationally.

5 . Conclusion:

Through this practical aspect, we tried to project some of the above in the theoretical aspect, by trying to study the evaluation of impact economic diplomacy to purple economy, and to test the validity of the hypothesis or not, and to know the extent. knowing the opinions of the employees, was emptied of the questionnaire data and processed based on the Social Science Statistical Packages Program (SPSS).

After analyzing the responses of the sample members, we came up with a set of results, including:

- The impact of economic diplomacy was 0.45 per cent, explained by the role in the economic field , and 0.55 per cent of the total is explained by other variables that were not included in the study.

variables that were not included in the study.

On the theoretical side, we have come to:

- To set up a special program to support Algerian exports outside of hydrocarbons.
- Interest in digital technology and take it as one of the tools of economic diplomacy, because it is considered a means of creating ideas and promoting national investment.
- Investment in the different international relations, in order to work on the development of economic sectors by attracting foreign investments.
- Activating Arab cooperation in the field of opening markets to Arab products through bilateral, regional and collective agreements.
- following the example of Chinese diplomacy as a model that relies on several principles that contribute to the expansion of its economic relations with various international Poles, including: Trade Expansion, establishment of companies and economic cooperation.

As for the applied aspect, we have come to the following conclusions:

- Mobilizing resources and valuing National Economic exports and relying mainly on self
- potentials, the Algerian economy has important resources and significant possibilities that require new mechanisms to mobilize them.
- Promotion of economic activities in the industrial, cultural and service sectors.
- Rehabilitate and strengthen the productive private sector and increase its contribution to development efforts by removing bureaucratic procedural constraints and eliminating selective discriminatory obstacles .
- Valuing balanced partnership forms with economic foreign institutions by focusing on investment partnership and productive cooperation .
- Attracting foreign investments, and trying to attract Arab and Algerian investments abroad, by working to create a stable investment environment by simplifying administrative procedures
- Development legislation and laws regulating foreign investment operations, and remove restrictions before them.

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Appendices:

Questionnaire					
Questions	Strongly Disagree	not agree	neutral	OK	Strongly Agree
1. Algeria, occupies an important position at the African level					
2. Algeria, occupies a prominent position among the countries of the world					

3. Algeria's foreign policy is stable					
4. Algerian diplomacy is effective at the level of Africa					
5. Algerian diplomacy is distinguished at the international level					
6. Algeria's bilateral diplomacy is effective					
7. Algeria's regional diplomacy is strong					
8. Algerian multilateral diplomacy has great weight					
9. Going towards establishing new regional and international alliances in line with new trends					
10. The results of the Algerian diplomacy are honorable					
11. The objectives of the new Algerian economic diplomacy are acceptable					
12. The possibility of exploiting economic diplomacy to attract investments					
13. Strengthening the national economy by focusing on the purple economy					
14. The legal environment in Algeria is conducive to investment					
15. The political environment in Algeria is conducive to investment					
16. The economic environment in Algeria is conducive to investment					
17. The social and cultural environment in Algeria is conducive to investment					
18. The technological environment in Algeria is conducive to investment					
19. The ecological environment in Algeria is conducive					

<i>to investment</i>					
<i>20. The quality of tourism products can compete internationally</i>					
<i>21. Cultural diversity in Algeria is an important factor in the purple economy</i>					
<i>22. Threats from competing products can be overcome by introducing local products</i>					
<i>23. Encouraging investment in the field of the purple economy contributes to attracting foreign investments</i>					
<i>24. Support and protect private sector investments abroad to boost the economy</i>					