

**"The Utilization of Purple Economy Areas in Educational Environments
for Family Education at Various Stages of General Education
in Al-Madinah Al-Munawwarah"**

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Abstract

This study addresses one of the most significant modern trends that reveal the degree of employing purple economy areas in educational learning environments for family education in the stages of general education in Al-Madinah Al-Munawwarah. The study adopts a qualitative approach utilizing the grounded theory method. To achieve the study's objectives, an instrument consisting of semi-structured interview questions was developed, and its validity and reliability were verified. The study was applied to a sample of educational supervisors in the education administration of Al-Madinah, comprising 14 supervisors.

The results indicate that the study sample is aware of the importance of employing purple economy areas in educational learning environments for family education at various stages of general education in Al-Madinah. They affirmed that collaboration between government departments, including the education administration in Al-Madinah, emphasizes purple economy, cultural aspects, environmental considerations, and their connection to the overall economy. The study revealed challenges facing the utilization of purple economy areas in educational environments in the stages of general education. Furthermore, the results clarified that employing purple economy areas in the stages of general education achieves sustainable development goals. In light of these results, the study drew important conclusions and provided a set of recommendations and suggestions.

Keywords: Purple Economy, Sustainable Development, Educational Environments, Family Education.

Study Background and Literature

The world is witnessing tremendous growth and increasing interest in the economy and its types, as the economy is the nerve of life and its development in several fields. It consolidates the dimensions of sustainable environmental, social and economic development, and improves the living conditions of every individual in society. Among the types of economies, the violet economy has emerged, which is an important introduction to consolidating the dimensions of sustainable development, achieving its goals, meeting the needs of future generations of natural resources, and contributing to protecting the environment by changing the cultural pattern in society. The violet economy differs from other types of economies that achieve sustainable development, in that it includes a diverse cultural environment that achieves the purpose of progress, thus bringing about sustainable development in society that achieves the desired goals.

Al-Ashwah (2018) pointed out that the observer of contemporary events will confirm that the economy has become the dominant element in the vast majority of practical and actual applied literature, and economic systems are the most dominant and dangerous tool on all the conditions of the world now with all its events and developments. As for Al-Ansari (2023), she explained that economic systems are becoming increasingly important in modern societies; And the operational economic efficiency forms an invaluable basis for any self-determining lifestyle regarding status changes, as well as daily life.

Tripathi & Jaiswal (2018) explained that the concept of the cultural economy has contributed to the inclusion of the cultural field in the economy; Therefore, culture should be the motivator for all human activities, including economic activities, and global awareness of the common cultural environment encourages people to better understand the effects of these cultural and economic interactions, especially by measuring the cultural footprint of groups and individuals more accurately. Furthermore; The shift towards the violet economy will also have a significant impact on awareness, employment and training.

Al-Tayebi and Ayad (2020) referred to the subject of culture, which is one of the fundamental dimensions in the process of economic development. The cultural dimension is the basis upon which the concept of the purple economy is built. Cultural diversity involves some aesthetic values in creating a diverse and rich world in opinions and ideas. Cultural diversity is one of the basic components of human freedom, and it creates a climate in which different cultures share economic benefits for everyone, whether at the local or international level.

The purple economy is part of the economy that contributes to sustainable development by enhancing the cultural potentials of goods and services, taking into account cultural aspects in the economy. Cultural and social fields are considered an interactive area between individuals in society in the green school, which is one of the areas of developmental economics (Kaziz and Kaziz, 2021). Shoukry (2020) clarified that the purple economy is characterized by its inclusivity more than it values all goods and services; this is based on the cultural dimension, but it differs from the cultural economy, which is a sector in itself.

Given the importance of the purple economy, global conferences and forums have been organized that are interested in this type of economy. Among these is the Purple Economy Forum, which was organized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2011 in cooperation with the European Commissioner. The results appeared in 2013, where the report indicated:

- Purple businesses: These are businesses directly linked to the cultural environment, such as a development plan, or converting an old house into a museum, or granting culture-related awards and medals to institutions that contribute to the development of the cultural side.
- Purple professions: These are professions that adapt to culture, such as human resources jobs, or marketing and communication jobs.

In 2015, a United Nations report highlighted the importance of the cultural dimension, stating: "We commit to promoting cultural understanding, tolerance, mutual respect, and support for the spirit of global citizenship and shared responsibility. We recognize the natural and cultural diversity of the world, and acknowledge that all cultures and civilizations can contribute to achieving sustainable development, as they are its fundamental elements."

In 2016, the first African Forum on the Purple Economy was held in Marrakech, and the city of Mostaganem in Algeria hosted the first international scientific conference on the purple economy to support the dimensions of sustainable development in 2019 (Shoukry, 2020; Al-Hiti, 2020; Madahi, 2022).

While the national symposium in the Sultanate of Oman (2022) indicated that the purple economy is one of the branches of sustainable economy, which takes local culture as a pivotal point to steer economic growth. It is based on the values, customs, traditions, and civilizational outlook of society that reflect its authenticity and translate its material and non-material practices. At the same time, it serves as a reflective mirror for achieving the dimensions of sustainable development. In the environmental dimension, the purple economy contributes to mitigating climate change and natural disasters. As for the social dimension, the role of the purple economy lies in searching for mechanisms to preserve values and customs, understand cultural relations, and respect the cultural heritage of society. Meanwhile, the role of the purple economy in achieving the economic dimension is evident through the role culture plays in attracting experienced investors, reviving many professions, which positively reflects on job availability and reducing unemployment rates.

Abu Ajila (2022) refers to the reasons for the emergence of the purple economy, which are:

- Searching for the cultural factors that characterize the country and influence the direction of the economy and the achievement of development and well-being for citizens.
- The failure of economic, social, and environmental field plans witnessed by countries that excluded cultural factors from the economic and social context and the cultural identity of the country.
- The impact of globalization, which requires attention to various areas of human activity.

- Technological development, information acceleration, and competition in search of attraction factors, and one of the most important of these factors is the cultural factor.
- Culture is the strongest internal motivator that affects consumption and investment decisions.

Kaziz and Kaziz (2021) explained that the purple economy is an economic gamble that manifests in the mastery of cultural identity and its influence on the cultural environment, which constitutes an economic gain. This allows institutions to access new markets through the cultural valuation of products and their adaptation to human diversity. The purple economy includes various activities that contribute to enhancing the cultural impact of the individual and society.

Al-Tayebi and Ayad (2020) define the purple economy as one of the fundamental pillars of sustainable development, focusing on achieving development by valuing the cultural value of various goods and services, and achieving adaptability with cultural diversity under cultural and economic globalization. Al-Hiti (2020, 31) defined it as "an alliance between economy and culture; to instill a human character in globalization to reconcile economic development and sustainability, and that it is a promising field as a model based on cultural development to overcome economic crises." Madahi (2022) stated that the purple economy is a non-material creative economy, creating a real blend between culture and economy, aiming to elevate human society by driving the wheel of sustainable development while respecting and spreading cultures of peoples.

The purple economy is based on the cultural field, which makes it respect the uniqueness and identity of society, achieving sustainable development that respects local and global cultural diversity, which contributes to the protection of cultural heritage in all its forms; and cultural diversity is a source of inspiration, creativity, and innovation for the individual and society, contributing to the provision of economic growth (Jilali, 2022). The purple economy works on developing heritage services and investing in them, producing non-traditional goods and services, which constitutes a vital and important element for the components of the economy and sustainable development.

Al-Hiti (2020) outlined the contributions of the purple economy to sustainable development by increasing and valuing the cultural return of goods and services, guiding the future economy, and renewing productive activities. It helps create a cultural environment that makes it a pivotal point in achieving the goals of future progress and well-being. Sali (2021) clarified that the purple economy plays an important role in the national economy and thus achieves sustainable development, linking them with an integrative relationship that supports economic activity by relying on economic indicators that help measure the extent of the cultural sector's contribution to economic development. The purple economy is one of the three components of the sustainable economy, which are: the social economy, the environmental economy, and the cultural economy.

Jilali (2022) discussed the relationship of the purple economy with sustainable development through culture as a fundamental axis for sustainable development. It relies on local community culture, which is considered a successful and directed investment, considering that everything that aligns with the culture of society and its specificities is destined for certain success; since it is based on culture that includes values, standards,

customs, traditions, religious beliefs, etc., expressed in tangible or symbolic practices.

The Medina Chamber (2022) confirmed through the presentation of the five strategic orientations related to economic development, including the fourth strategic orientation: enabling competitive economic development by developing the economic system and overcoming the challenges facing local and global sectors. The fifth strategic orientation: achieving effective societal development by encouraging the private sector to fulfill its commitments towards civil society, aiming to develop the community economy system. The Chamber has achieved 96% of its strategic orientations, then the Board of Directors and the efforts of the General Secretariat in cooperation with the relevant authorities planned for the development of the region's economy and stimulating investment, cultural, and economic activities; to make Medina a promising investment front.

The Saudi Ministry of Education has paid great attention to developing national and cultural identity in line with Vision 2030, through a variety of programs, activities, and initiatives aimed at all educational institutions across various academic stages. Schools play a significant role in educating students about societal culture, which is crucial for boosting the economy, achieving sustainable development, fostering civic cultural awareness, and instilling a sense of belonging to the region and the nation.

Family education plays an important role in shaping students' culture in various aspects through different curricula and programs in stages of public education. The areas of family education are closely linked to achieving sustainable development by supporting the economy in its various forms, especially the purple economy, by addressing issues related to this topic. This reflects the nature of family education materials that focus on cultural and economic skills and instilling positive values and habits in students. Therefore, it's important to clearly include topics on the purple economy in family education materials. This is what Al-Daire (2022) recommended in her study on the importance of including topics related to the purple economy in the curriculum, and working on enhancing students' awareness of investment culture in the purple economy.

The purple economy has pillars that are linked to the values and culture of society, which regulate human response and ensure his positive interaction. Thus, culture becomes one of the axes assisting in developing the economy as mentioned by (Abu Ajila, 2022; Madahi, 2022; Ilkkaracan, 2016). These pillars are as follows:

- 1- A comprehensive infrastructure for social care.
- 2- Labor market regulation to achieve a balance between work and life with equal incentives between genders.
- 3- An infrastructure for material and social care that is environmentally sound to meet the care needs of rural communities.
- 4- Regulating the overall economic environment for nature and upbringing as fundamental objectives.

Referring to educational literature, several previous studies have focused on the purple economy and its active role in societal development and achieving sustainable development. One such study by Tripathi & Jaiswal (2018) emphasized the purple economy as a component of sustainable economy. The study demonstrated its contribution to sustainable development and suggested that the purple economy has future prospects. It focuses on cultural values present in goods and services, cares about the quality of the economy, and suggests that institutions need to adapt the educational system to enhance the acquisition of skills required for the transition to the purple economy, which will benefit the institutions.

Basboune, Takerkart, and Tahraoui (2020) Study aimed to arrive at a better definition of the purple economy and focus on its contribution to sustainable development. The results concluded that the purple economy concentrates on cultural values present in goods and services. It will lead to more attention to the role of artistic and cultural activities and has greater future prospects because it possesses non-material growth possibilities.

Al Tayebi and Ayad (2020) Study aimed to define the purple economy and study the nature of its relationship with cultural diversity. The purple economy is one of the modern branches in economics that humanizes globalization by valuing the cultural dimension of goods and services. It has an inclusive nature that respects cultural diversity. Analyzing its relationship with cultural diversity, it was concluded that the relationship between them is interactive based on a win-win principle. Cultural diversity represents a repository of knowledge and creative ideas on which the purple economy is based, and the latter works to value and protect cultural diversity in the face of globalization. The study recommended that countries should invest in this type of economy through their rich tangible and intangible cultural heritage to achieve sustainable development that respects their identity and culture in the face of Western globalization seeking to impose dominance.

Meanwhile, a study by Ben Moussa (2021) focused on the economic and social potentials of the purple economy that could serve sustainable development. The study looked at experiences from countries in the Organisation for Economic Co-operation and Development (OECD), considered world leaders in the purple economy, to draw lessons that could be useful in building national strategies that enhance the position of the purple economy. The results concluded that the purple economy has potentials that boost sustainable development, which has led OECD countries to encourage the growth of cultural and creative industries.

Moreover, Chico and Bouchami (2022) conducted a study interested in defining the purple economy and the nature of the relationship it has with the extent of a nation's interest in its history, which describes the civilization of that nation, represented in the culture of ancestors, preserving and promoting it for tourists. The study clarified that the purple economy has a steady value for the economy because it relies on cultural heritage, and it is one of the important tourism components that achieve economic development.

Jilali (2022) expanded the research to explore the purple economy and its relationship with cultural diversity, and the role of the purple economy in achieving dimensions of sustainable development. The study employed a descriptive analytical approach. The results concluded that the purple economy contributes to achieving sustainable

development as it focuses on the cultural dimension, and this dimension achieves developmental effectiveness when the cultural specifics of the place and local community are genuinely recognized and benefited from the system of knowledge, skills, and experiences. Because culture empowers individuals to dominate and makes them more capable of achieving tangible change in the field of comprehensive development.

It is clear from what has been previously mentioned; that the purple economy is based on the cultural dimension, which is linked to the values and culture of society, which aids in its positive interaction through cultural awareness of its importance and contribution to community development and progress. Given the Kingdom of Saudi Arabia's belief in the necessity of caring for the vital community and thriving economy to achieve Vision 2030 in an ambitious homeland, and Madinah as the capital of Islamic culture, its society possesses a cultural imprint and a rich cultural heritage in an environment that constitutes an economic gain. Therefore, educational institutions need to pay attention to this important developmental field, through activating various cultural activities that contribute to improving the cultural impact on learners, local and global communities. This can be achieved by linking it to environmental development in the green school, which requires a cultural developmental economy expressed by the purple economy. The purple economy contributes to establishing the national identity of Madinah, which represents the culture of the community within the services it provides to its residents and visitors in the educational, touristic, and environmental fields, by highlighting and spreading the national culture locally and globally, and preserving its cultural heritage and sustainability.

Study Problem:

Given the importance of education and learning in instilling cultural and social aspects in learners, which reinforce cultural values that express the society's consciousness and thought, and that culture is what works on the development and growth of societies through achieving the goals of sustainable development. This is achieved by realizing the concept of the purple economy in teaching family education subjects in all its specialties at general education levels in the Kingdom of Saudi Arabia. The subject includes knowledge and culture that the learner acquires in several fields. In addition, there is a scarcity of previous studies, to the researcher's knowledge, that addressed the employment of the areas of the purple economy in the learning environments of family education at the stages of general education in the Kingdom of Saudi Arabia. Hence, the problem of the current study emerged in identifying the perceptions of educational supervisors on the employment of the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah.

Study Questions:

1. What is the importance of employing the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah?
2. What are the reasons for employing the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah?

3. What are the areas of employing the purple economy in the educational learning environments for family education at the stages of general education in Madinah?
4. What are the educational guidelines that should be taken into account when employing the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah?
5. Are there challenges facing the employment of the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah?
6. How do you assess the employment of the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah?
7. In your opinion, does incorporating the aspects of the purple economy enhance cultural awareness and promote sustainable development among learners?

Study Objectives:

The study sought to achieve the following objectives:

1. Reveal the extent of the employment of the purple economy fields in educational learning environments for family education at all levels of general education in Madinah.
2. Identify the educational guidelines that should be considered when employing the purple economy fields in educational learning environments for family education at all levels of general education in Madinah.
3. Determine the role of the purple economy in general education to achieve cultural and societal sustainable development goals.
4. Shed light on the challenges that prevent the employment of the purple economy fields in educational learning environments for family education at all levels of general education in Madinah.

Importance of the Study:

The importance of the study lies in that it:

1. Is one of the studies that keep pace with recent local and global trends, meeting the need for developmental studies that call for attention to the economy and the purple economy.
2. Aligns with the ambitious vision of the Kingdom of Saudi Arabia through raising awareness of cultural and societal values among learners and highlighting the relationship between the purple economy and sustainable development in education.
3. Coincides with the economic shift witnessed by the Kingdom of Saudi Arabia, and focuses on the fields of the purple economy and their role in ensuring a sustainable economy.

4. The results of the study are hoped to contribute to opening a fertile field for specialists and researchers to conduct other research aimed at developing the employment of the purple economy in education.

Study Boundaries:

The study was limited to the following boundaries:

- Subjective boundaries: The study was limited to understanding the perceptions of educational supervisors about the employment of the purple economy fields in educational learning environments for family education at all levels of general education in Madinah.
- Human boundaries: It was applied to a convenient sample of educational supervisors specialized in the field of family education in general education in Madinah.
- Time boundaries: It was applied in the first semester of the academic year 1445 AH (2023-2024).

Study Terms:

Perceptions of Educational Supervisors: A set of opinions expressed by the study sample about the employment of purple economy fields in the educational learning environments for family education at all stages of general education in Madinah.

Purple Economy: "It is the economy based on investing in the cultural and human side to achieve developmental and educational returns that contribute to the development of societies, through adopting the thought, values, and culture of the individual, and making them a key factor in forming human capital" (Kaziz & Kaziz, 2021, p.6).

Procedurally, the purple economy is defined as being based on the community culture that appears in Madinah society in the form of economic cultural practices in the daily lives of individuals, through which they can identify their identity and belonging to a society that contributes to the development of goods and products to achieve sustainable development.

Study Methodology and Procedures

Study Population and Sample:

The study population and sample consisted of educational supervisors specialized in family education in general education in Madinah, totaling (14) supervisors.

Study Method:

Due to the nature of the study and its objectives, the qualitative approach - Grounded Theory style - was used; it being the most appropriate method for the study. This was done by collecting documents related to the employment of purple economy fields in the educational learning environment for family education, and analyzing the study sample's responses to the importance of employing purple economy fields in general education in Madinah.

Study Procedures:

Preparing the study tool: Semi-structured interview questions were prepared to uncover the perceptions of educational supervisors about employing the fields of the purple economy in the educational learning environments for family education in general education in Madinah, and to ensure their validity and reliability. Data was collected, analyzed, and followed according to the following steps:

Tool Validity: To achieve the study's goals, semi-structured interview questions were prepared and developed by the researcher. This was done in addition to referring to studies related to the current study's subject such as (Al-Mehmadi, 2020; Al-Ansari, 2021; Al-Omiri and Al-Harbi, 2023). Thus, the semi-structured interview questions in their first version consisted of (6) questions. To ensure the validity of the semi-structured interview questions, they were presented to a number of experienced and specialized judges to ensure that they measure what they are designed to measure and achieve their purpose, by expressing an opinion on the comprehensiveness of the questions, their wording, the correctness of their language, and their clarity. Based on this, final modifications were made to some of the questions, and some of the questions were rephrased. This procedure provides confidence in the tool's validity.

Tool Reliability: The reliability of the tool was ensured by conducting an interview with two educational supervisors from outside the study sample. After three weeks, the interview was repeated. Then, the interviews were analyzed by the researcher, and also analyzed by another analyst from the Family Education specialty. Through this procedure, the degree of agreement or disagreement in data analysis was revealed, which gave an indication of the existence of consistency or complete difference between the two analyses that were conducted. Based on this, the semi-structured interview tool in its final version, consisting of (7) questions, was adopted.

Tool Dependability: Dependability is one of the important qualities that a tool must possess. Many studies have shown that the more clearly the interview's goal is specified, the higher its reliability becomes, leading to confidence in it. Based on this, the researcher can reach the same results if its application is repeated. The stability of the interview is the stability of the results, their consistency, and their homogeneity, which indicates reliance on it and confidence in it. The goal of the semi-structured interview for the study was carefully considered. The data was analyzed, the results' correctness was ensured, and they were adopted, indicating that the results are similar no matter how many times the tool is reapplied.

Data Collection: The semi-structured interview was conducted with the educational supervisors online, and data was gathered after explaining the purpose of the study to the participants. They were informed that the data obtained would be used for scientific research purposes and treated with utmost confidentiality. In light of this, the semi-structured interview questions were posed to the educational supervisors in Madinah Education Department, providing clarification for the directed question. The questions were posed to the participants in different ways to ensure the accuracy of the respondent's answer and express their opinion honestly. This procedure also indicates the credibility of the study sample's responses. To achieve high credibility during data collection using the

semi-structured interview, which is one of the important tools in the qualitative research method.

Data Analysis: Qualitative analysis is the analysis of qualitative data using the Grounded Theory method, which (Creswell, 2018) defined as a qualitative method used to generate a theory that explains at a broad conceptual level a process or interaction around a specific topic. On the other hand, (Patton, 2018) clarified that qualitative analysis relies on the ideas that emerge from the study data, such as text data taken from interview transcripts, and heavily depends on the researcher's analytical and integrative skills, in addition to personal knowledge of the social context where data is collected.

From the above, it is clear that qualitative research involves collecting, analyzing, and interpreting data, leading to the formulation of a theoretical framework that explains the reality of the study field.

Steps for Analyzing Semi-structured Interview Questions Answers:

The steps of qualitative data analysis (answers to semi-structured interview questions) are determined in successive stages that achieve the aim of data analysis. Al-Omiri (2019) clarified the steps of data analysis represented by the Grounded Theory method, as follows:

- Carefully reading every word, sentence, and paragraph mentioned by the sample members.
- Coding all responses.
- Grouping similar ideas into subcategories.
- Placing the subcategories within the main group.
- Confirming the reliability of the data analysis by having one of the trained colleagues redo the analysis process. This process revealed a complete agreement between the analysts regarding data analysis, according to the main and subcategories. This procedure confirms the correctness, accuracy, and reliability of the analysis process and its results.
- Calculating the frequencies and percentages of responses as distributed within the subcategories.

Study Results, Analysis, Interpretation, and Discussion

Answer to the first question:

What is the importance of employing the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah?

The results of the study data analysis indicate that all members of the study sample (14) supervisors, representing (100%) of the sample's responses, affirmed the importance of employing the fields of the purple economy in the educational learning environments for family education at general education levels in Madinah. Below are some quotes from the sample opinions:

- "Employing the fields of the purple economy is very important for raising generations to work hard to achieve the vision and benefit from the cultural field in Madinah, which is one of the cities that has a religious culture that helps in building a purple cultural economy for the present and future generation."

- "It is important, especially in family education, as it deals with topics of culture, customs, and traditional heritage, and links them to the economy."
- "It solidifies the cultural identity of the learner and achieves the societal culture that gives a cultural character to Madinah and its architectural design, which is noticed by its visitors."
- "It is important because of the nature of family education materials taught to the student from the first grade, which contain comprehensive information about society."
- "Employing the fields of the purple economy is important to face future challenges that affect the culture of the generation. There is nothing more important than our culture and economy and caring for them and their fields."
- "It is very necessary to achieve balance between economic development and sustainability."

The responses of the study sample confirm that there is an awareness of the importance of employing the fields of the purple economy. The purple economy is a modern and important topic, and this importance linked to culture and economy is one of the factors affecting people's lives; therefore, the importance of awareness of the cognitive and practical value of the topic and its effective individual and collective management appears to preserve its culture, heritage, sources, wealth, and economic employment. Hence, the subject of the purple economy has become important in education and learning, and various activities of civil society; therefore, it is important to have educational, training, awareness, and service programs directed for the benefit of social categories that serve the fields of the purple economy. Educational institutions are a tool to link the economy with local culture and preserve it, and this field focuses on local opportunities with physical and cultural characteristics, which agrees with the fields of family education.

Majdoub and Ziani (2020) pointed out that the importance of the purple economy leads to the advancement of the cultural side of society in all aspects of life, and it reflects the cultural values of the homeland and its civilization. Jalali (2022) clarified that the importance appears in the urgent need to create a cultural orientation to know the requirements that must be relied upon, and many specialists believe that economic diversity is linked to the cultural credibility of the produced goods and services.

Answer to the second question:

What are the reasons for employing the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah?

The results of the study data analysis showed that 13 members of the study sample, representing 93% of the sample's responses, confirmed the existence of reasons for employing the fields of the purple economy, especially in education and in educational learning environments for family education at general education levels in Madinah. Here are some quotes from the sample's opinions:

- "Because of its importance and because educational environments are the foundation of society, hopes are built on them."

- "It's good to teach and train students in the purple economy and its fields, and to care about culture, environment, tourism, and economy."
- "To achieve the environmental and touristic dimension as they are directly linked to culture and economy, which are the first supporters of the purple economy."
- "Economic reasons and imparting it to learners to boost the economy of Madinah and achieve the Kingdom's Vision 2030."
- "It's important to raise a generation that is aware of their culture and can employ it in various dimensions and fields."
- "It is a model based on cultural and economic development, to get out of economic crises, and also to renew productive activities."

From the answers of the study sample, it is clear that there is an awareness of the reasons for employing the fields of the purple economy in the educational learning environments for family education, which leads to the improvement of the educational process and helps in developing the curricula with modern topics that make it suitable and in line with modern trends in education.

The purple economy enjoys modern future prospects; it includes growth possibilities that rely largely on non-material bases. It aligns with the need for moderation faced by the economy today. The purple economy, as the new economic model for the future associated with culture, works to create a diverse environment to supply the economy with culture. Therefore, it is necessary to move to the purple economy, which has become a necessity for countries around the world (Khaira, 2023). The Ministry of Education (2022b) clarified the goals of developing curricula, including family education curricula, so that they keep up with development and international standards in modern, diverse curricula, and achieve the requirements of 21st-century skills, the industrial revolution, and the new economy.

Family education curricula in general education stages provide cultural and economic knowledge and skills that prepare learners for work and life. Al-Omiri and Al-Thalabi (2018) indicated that the development in family education curricula serves the family and meets the basic needs of humans in life, through what they provide of knowledge, skills, and values to individuals; to help them satisfy these needs and adapt to life.

In addition to this, employing the fields of the purple economy in family education subjects increases the learners' awareness of them; because they are life sciences that are interested in several theoretical sciences and practical applied sciences that care about the skillful side that takes into account the aspects of growth in learners. Each educational stage is characterized by knowledge that suits human development and social relations, as well as skills and activities that give them experience in dealing with and confronting general tasks and problems.

Answer to the third question:

What are the areas of employing the purple economy in the educational learning environments for family education at the stages of general education in Madinah?

The results of the study data analysis for the answer to the third question showed that 11 members of the study sample, representing 79% of the sample's responses, agreed on a set of fields that should be focused on in educational learning environments. Below are some quotes from the responses of the study sample:

- "It can be employed in the field of environment, tourism, economy, health, and all of them make the student feel the importance of each field in the culture and economy of society in Madinah."
- "In all cognitive, cultural, educational, health, population development, and social development fields."
- "Madinah's community is interconnected by relationships, customs, and traditions, and they own diverse and intertwined heritage and cultural aspects because of religious seasons. It is important in all fields, especially tourism."
- "In religious, touristic, social, and technological fields."
- "Like the development plans witnessed by the city, or transforming an old house into a heritage museum, as well as granting awards related to activities and culture in institutions that contribute to heritage and development."
- "In all cognitive fields, especially in education, economic development, cultural, social, developmental, and population fields."

The opinions of the study sample indicated that there are many fields for the purple economy, which are convergent according to their views. Therefore, it is important that this topic is among the courses taught to the learner so that it becomes a philosophy for the educational system and defines the identity of the society through the provision of goods, products, and services.

Al-Ansari (2023) clarified two main fields of economy that should be focused on, which are:

- **Economic Knowledge Field:** It is extremely important knowledge for the contemporary human who is affected by the moving economic wheel, which is governed by laws and influenced by many factors. All of this necessitates conscious knowledge reflected in the citizen's behavior and cultural practices, starting with the laws of consumption, and reaching the rules of production and investment.
- **Economic Values Field:** These form the infrastructure for the economic personality that needs to be built and developed in individuals. This field influences individual performance within the economic system, and therefore on the overall economic wheel in any country. This field should especially be considered in countries that have been relying for long periods on a non-productive rentier economy not requiring its individuals' performance. The importance of this field appears in building the economically good citizen.

The field of knowledge and economic values is important to achieve the purple economy in the region. Individuals must be enabled to access cultural knowledge, different skills, and correct methods needed to manage this type of economy, and to get the necessary support for their entrepreneurial projects, which achieve sustainable development. This was confirmed by the Ministry of Education (2022a) in the Investment and Entrepreneurship Initiative in public and university education, where the ministry seeks to improve the outputs of education to keep up with the ambitious national vision of the Kingdom 2030. The "Riyadi" initiative is linked to the sustainable development goals through achieving inclusive, fair, high-quality, and high-quality education for all segments

of society to build the necessary human capital to achieve sustainable development. This initiative also establishes a capable infrastructure in the education sector to help achieve the sustainable development goals.

Answer to the fourth question:

What are the educational guidelines that should be taken into account when employing the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah?

The results of the study data analysis for the answer to the fourth question showed that 13 members of the study sample, representing 93% of the sample's responses, agreed on the importance of having clear, comprehensive, and integrated educational guidelines for modern issues. These should be considered when planning and when employing the fields of the purple economy in educational learning environments. Below are some quotes from the responses of the study sample:

- "Pupils should be brought up on educational guidelines that give them the ability to employ the fields of the purple economy in educational learning environments for family education subjects at different stages."
- "We should enhance societal culture and national belonging through educational guidelines that support the vision's goals: a vibrant society, a thriving economy, and an ambitious homeland."
- "We should pay attention to all the standards that serve the purple economy, and direct the objectives related to family education subjects in the educational process."
- "Educational guidelines should be taken into account due to the lack of available information and the novelty of the purple economy in general education."
- "They should be based on a curriculum that cares about the cognitive, emotional, and skillful side of the learner at various educational stages."

In light of the above, the importance of having clear and multiple educational guidelines that should be considered when planning becomes clear. They should be taken into account when employing the fields of the purple economy in educational learning environments for family education at general education stages. The most important of these are the global trends that emphasize the importance of employing the fields of the purple economy. This includes the recommendations of the Purple Economy Forum organized by UNESCO in 2011, which focused on businesses and purple professions.

The trends of the Purple Economy stem from recognizing economic, cultural, and social policies and calculating and redistributing them through a systematic absorption based on an economic philosophy that guides planning. The Purple Economy is multidisciplinary and multifaceted, as it enriches all goods and services by benefiting from the cultural dimension across all sectors. It seeks to reorganize production and consumption in a fair and sustainable system and is one of the components of a sustainable economy alongside social and environmental economy (Ilkcaracan, 2016).

The Ministry of Education aspires for a bright future for the nation's children through continuous planning and keeping up with important innovations in education and global experiences that achieve comprehensive development. This enables citizens to possess capabilities that make them globally competitive by promoting values, developing essential skills, future skills, and knowledge development.

It also strives to create projects that enhance the educational level in various fields, developing the capabilities of the nation's children and preparing them for the future. It seizes the opportunities offered by renewable and rapid needs at both the local and global levels by focusing on promoting values, developing essential skills, and knowledge development in various fields (Ministry of Education, 2022).

Answer to the fifth question:

Are there challenges facing the employment of the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah?

The results of the study's data analysis for the answer to the fifth question indicate that 12 members of the study sample, which constitutes 86% of the sample's responses, agreed on the existence of challenges facing the employment of purple economy fields. Below are some quotes from the responses of the study sample:

- "The challenges exist in education due to the infrastructure of some schools in the region, or because of the content of family education books; which lack the addition of modern topics in the fields of the purple economy that achieve the desired development in the region."
- "The challenges lie in the teacher's ability and her desire to employ the fields of the purple economy in education and encourage students to learn."
- "Yes, there are challenges due to the lack of an educational body interested in keeping up with modern topics that achieve the Kingdom's vision and develop future vision among students, and not knowing about the fields of the purple economy."
- "The challenges exist, but it is possible to reduce or eliminate them in this era of development, and some of the challenges are due to a lack of knowledge of the purple economy and a lack of awareness of its fields."
- "There are no clear challenges, but there are hidden challenges under the inability to provide some important matters."
- "The challenges lie in preparing qualified cadres, and training them appropriately and in line with real needs."
- "There are certainly obstacles and challenges, but they have begun to diminish with Vision 2030, and the pursuit to transition to the green school and achieve prosperity for Saudi Arabia in all fields, including the fields of the purple economy."

Based on the previous, the responses of the study sample indicated that some difficulties and challenges are attributed to the infrastructure of schools, including the lack of financial and moral support to implement the fields of purple economy, the deficiency in organizing training courses for family education teachers on modern topics, including purple economy, and the lack of cultural activities in schools that support the fields of purple economy and other societal fields. There are also difficulties and challenges related to the value system, customs, and traditions of the learners and their perception of the topic of the purple economy, as well as some challenges due to lack of knowledge and experience in its application or insufficient time allocated to implementing education with modern strategies, or implementing activities that support the study units.

There are difficulties and challenges originating from other institutions in the public and private sectors, and the extent of their awareness and contribution to the cultural and economic awareness that contributes to achieving the purple economy in the stages of general education in Al Madinah Al Munawwarah. Also, challenges related to the study units in family education subjects, as it has become necessary to update the topics of family education curricula to suit the future vision and achieve benefit for the individual and society, in addition to the existence of specialized curricula and programs in various stages of general education related to the purple economy.

It is important to realize the challenges that hinder the employment of purple economy fields in educational learning environments, and to harness all available resources in order to overcome them, such as providing appropriate infrastructure, providing financial and moral resources for services, updating family education topics, and benefiting from the results of research and scientific conferences and their recommendations, and linking them to sustainable development fields, including purple economy in curricula, activities, and evaluation, which contribute to overcoming these challenges and achieving educational goals.

Answer to the sixth question:

How do you assess the employment of the areas of the purple economy in the educational learning environments for family education at the stages of general education in Madinah?

The results of the study's data analysis for the answer to the sixth question indicate that 9 members of the study sample, which constitutes 64% of the sample's responses, agreed that employing the fields of the purple economy in educational learning environments for family education at general education stages needs more attention. This could include adding educational units containing modern topics and diverse activities in family education curricula, keeping up with developments, and achieving goals and objectives. Below are some quotes from the responses of the study sample:

- "There are clear efforts by teachers to guide students towards interest in culture in activities, but the application still needs more attention from everyone."
- "It has not reached the desired level, and this may be due to a lack of interest in adding modern topics in units of family education materials, especially at the intermediate stage; because the students have more awareness than primary school students."

- "It is still weak and needs more attention and more reinforcement to apply everything that is modern."
- "The purple economy is closely related to the values and culture of society, which regulates human response and ensures his positive interaction, thus culture is one of the axes that help in developing the economy and the purple economy."
- "The assessment is high, and this is what we notice on the urban and cultural development in Madinah, encouraging students to volunteer in activities, especially in seasons, and applying everything that develops Madinah, such as Quba Street, and yet we aspire for more by paying attention to vocabulary in the content."
- "In recent years, interest in the purple economy has started and its vision on the ground in different names, so interest in culture and cultural heritage, whose features appear in every region of Madinah, even in every neighborhood of its neighborhoods, and the biggest witness to that is Quba and Anbariyah."

Based on the previous evaluation of the study sample, it is evident that the utilization of purple economy fields needs more attention from the education administration, and the updating of family education curricula with modern topics to be added to the current educational stages. Additionally, purple economy topics must be in line with the state's policy and harmonize with the society's culture. It is important to ensure the involvement of all stakeholders, thinkers, and experts in civil society when planning for the purple economy, in order to achieve the principles of participatory and community-based approaches.

It is crucial for educational institutions to be based on shared and clear values that focus on the purple economy and the awareness of everyone regarding the impact it has on the society and everything surrounding it, including growth and development in the natural environment and social and cultural fields.

Companies, governments, local communities, and individuals all have a role to play in developing a rich and diverse cultural environment. Policymakers must ensure the presence of culture in sustainable development policies (Ben Zidan, Sudani, & Budiah, 2022).

Answer to the seventh question:

In your opinion, does incorporating the aspects of the purple economy enhance cultural awareness and promote sustainable development among learners?

The results of the study's data analysis for the answer to the seventh question indicate that all members of the study sample, which constitutes 100% of the sample's responses, agreed that employing the fields of the purple economy develops the cultural dimension and sustainable development in learners. Below are some quotes from the responses of the study sample:

- "Certainly, especially since the students acquire more cultural and artistic information than others, all of which develop sustainability, which has recently begun to be interested in."

- "If efforts are combined to achieve sustainable development through the cultural dimension in society, then the fields of the purple economy will develop the cultural and economic dimensions in students and achieve the goals of sustainable development."
- "Yes, the fields of the purple economy develop sustainable development and its various dimensions in students, including the cultural dimension."
- "The purple economy, if its fields are applied as required, works to achieve developmental development in Madinah and achieve the goals."
- "It is necessary and important to form the national cultural identity and achieve effective sustainable development."
- "Yes, and the fields of the purple economy increase the student's experience and her view of the future, which achieves sustainable development."
- "Certainly and without doubt, if the students are taught the cultural dimension and pride in culture for economic development, we will develop the sustainable development that achieves Vision 2030."

Based on that, the results indicate that the utilization of purple economy fields develops a cultural dimension and sustainable development among the learners. Ben Zidan, Sudanese, and Budiah (2022) highlighted that the field of purple economy aims to enhance the establishment of a sustainable economy that cares about the cultural environment and makes the cultural dimension a real issue for sustainable development. Abu Ajilah (2022) pointed out that the purple economy calls for a new global economic system that works to preserve the care economy and ensure its sustainability for its importance to human well-being.

This result necessitates educational institutions to pay attention to the purple economy by incorporating knowledge, values, traditions, and heritage customs in family education curricula. It is important to also focus on heritage and economic activities and skills that provide learners with different experiences, leaving an impact of the cultural and societal environment on economic goods, and achieving sustainable development. The presence of modern curricula that meet society's needs and direct the energy of learners towards achieving the goals of Saudi Arabia's Vision 2030 and sustainable development is now essential.

Study Summary

Conclusions

In light of the results of the study, the following conclusions can be drawn:

1. The interview questions revealed a clear awareness among the study sample about the importance of employing the fields of the purple economy, and their awareness of the importance of the topic and its applications to achieve balance in society, and to establish cultural identity among individuals in educational and learning environments for family education at general education stages.

1. The importance of employing the fields of the purple economy is reflected in that cultural diversity has an interactive relationship with the purple economy, as it is impossible to talk about the purple economy without the presence of cultural diversity, and there is no value for cultural diversity if it does not contribute to economic development, which was confirmed by UNESCO's global declaration (Al Tayebi and Ayad, 2020). The importance of the purple economy appears in serving humans in our natural, social, and cultural environments, and the integration between them achieves what is called sustainable development; Therefore, active economic entities must pay triple attention to the natural environment, the social environment, and the cultural environment (Belbisher, Ghazibaoun and Belbisher, 2020).
2. The fields of the purple economy make literature, culture, and arts a goal, and the future economy is an important requirement for developing societies and human life in general, and the fields show the close link between the economy and the culture of society and its values; which achieves societal motivation for the advancement of the purple economy in society through positive interaction among its members. Majdoub and Ziani (2020) clarified that the fields of applying the purple economy are important, where they affirmed that the cultural dimension affects the economy in all its aspects with a reflection on work and training, and one of the most important functions of the purple economy is inclusiveness, and striving to create a balance process between the physical economy and the political economy.
3. Several educational directives should be taken into account when planning to employ the domains of the purple economy in the educational learning environments at general education stages. Among the most important is the establishment of a scientific guide designed by specialists in family education curricula to employ the fields of the purple economy in a manner suitable for the level and educational stage of learners. It is essential to formulate guidelines that help to employ the fields of the purple economy among learners in a correct way that develops their ability to link culture and economy in an environment characterized by teaching family education subjects.
4. There are a number of challenges facing the employment of the fields of the purple economy in the educational learning environments of family education at the stages of general education, including the neglect in establishing training courses for family education teachers on modern topics, including the topic of the purple economy, as well as not providing learners with non-classroom cultural activities that support the fields of the purple economy and other societal fields. The results revealed challenges related to study units. It has become necessary to update the topics of family education curricula and benefit from the results of research, scientific conferences, and their recommendations in a manner that suits the future vision and achieves sustainable development that supports Vision 2030.

5. The educational supervisors' opinion clarified that the fields of the purple economy develop the cultural dimension and sustainable development among learners, by providing the appropriate environment in education, training centers, and research centers; to achieve a comprehensive developmental goal for a sustainable educational sector, linked to the reality of learners and the society to which they belong, by providing a cultural dimension and economic production that achieves the goals of sustainable development. The purple economy takes into account the human aspect when developing a specific service or producing a creative, non-traditional service, and it constitutes an element of the sustainable economy to complete its social and environmental fields. This agrees with the results of previous studies, like the study of (Moussa, 2021), which concluded that the purple economy possesses capabilities that enhance sustainable development. As for the results of Jalali's study (2022), it concluded that the purple economy contributes to achieving sustainable development as it focuses on the cultural dimension.

Study Recommendations

In light of the study's findings, the researcher recommends the following:

1. Highlight the importance of the purple economy in achieving sustainable development by applying global standards that measure the cultural footprint in the region.
2. Develop family education curricula with modern topics that enhance sustainable development issues, including issues related to the economy such as the purple economy, green economy, and white economy, and instill awareness of their importance among female students.
3. Train family education teachers in Saudi public education on how to employ the fields of the purple economy.
4. The Ministry of Education should direct specialists in schools to conduct educational courses, implement training programs, and hold comprehensive cultural and economic workshops that focus on preparing female students at all stages of public education, to raise awareness about the purple economy.
5. It is necessary to integrate critical thinking and future thinking skills into family education curricula; as they lead to a deeper understanding to face the problems and challenges that confront the employment of the fields of the purple economy in the educational learning environments.

Study Suggestions

Based on the study's recommendations, the researcher presents a set of proposals for future studies, which are:

1. Develop a new educational program influenced by contemporary trends to instruct about the purple economy. Its effectiveness should be measured by its ability to foster societal culture and promote sustainable development awareness within public education in Saudi Arabia.
2. Create a proposed enrichment initiative that leverages the purple economy and its ties to sustainable development, aiming to cultivate cultural consciousness and the societal responsibilities of high school students in Saudi Arabia.
3. Undertake a field study to assess the degree to which family education teachers have mastered the skills necessary to implement the purple economy concepts from their perspective.
4. Launch a nationwide cultural campaign designed to boost students' competency in teaching and learning about the purple economy across all public education stages in Saudi Arabia.

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