

BOOK REVIEW

PEACE MARKETING

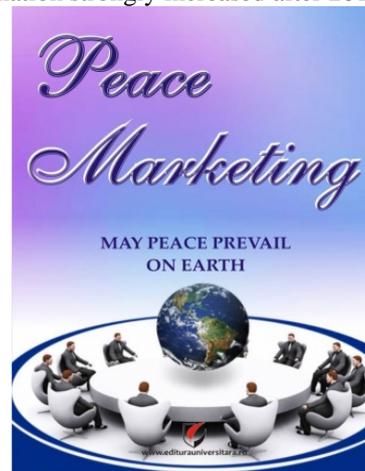
Brîndușă-Mariana Bejan*Babeș Bolyai University, Cluj-Napoca, Romania***Please read this article as follows:**

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„Peace is the masterpiece of intellect” (Muller, 1963)

In a knowledge-based society, focused more and more on the technological development and the fast evolution of innovations in different domains, the individuals are increasingly exposed to the stimuli transmitted by organizations, fact which causes major differences between their own beliefs, the values promoted by families, the traditions of the society and the rules encouraged by nations. Such differences often lead to social, political and even armed conflicts, liable to endanger the development and prosperity of the society, but also the peace of the world. Studies of some independent bodies (IEP, 2014; HIICR, 2015) and recent researches (Sambanis and Elbadawi, 2002) clearly mark out the fact that the misunderstandings in the contemporary world, the number of civil conflicts with political and economical stakes, but also the disorder within the nation strongly increased after 2010, in comparison with the 80's and the 90's of the past decade.

The appearance of conflicts and the numerical increase of them produces strong disparities, economical and commercial digressions, the cooperations within international affairs being restricted and/or limited because of misunderstandings arisen between states (Forrer and Katsos, 2015). However, private organizations succeed in getting beyond the rigid frame of the collaboration among nations, establishing business relations outside the borders of a country and/or the close-by territories, introducing new technologies, inovating, carrying out straight foreigner investments, generating added value and contributing to the regional stability, respectively, to the wordly peace. Although there is a diversified background from a conflictual point of view, in many circumstances, the economical area and its development can generate the improvement of the living conditions for citizens, the companies being preoccupied for the identification of the best solutions with the purpose of satisfying their needs.



Even in unfavourable or less favourable circumstances for the performance of international affairs, the economical organizations, mainly and the states of the world, secondly focus their steps and development policies on the main line of the marketing: the adequate satisfaction of the needs and wishes of the individuals with the purpose of growth of global welfare. In the present society characterized by misunderstandings among nations and political conflicts, economical turbulences and geo-political instability (Dinu et al., 2016), more and more leaders of the world appeal to the term „peace” within discussions at summits, negotiations and reunions, militating, at least at the declarative level, for the embracement of this concept, within procedures and resolutions, respectively, the actual implementation, at large scale.

Based on those apparently antagonistic perspectives „peace” and „marketing”, but perfectly synergist, the university teachers Alexandru-Mircea Nedelea and Marilena-Oana Nedelea manage the perfect joint and balanced thoroughness of these concepts within a collectively coordinated book, suggestively entitled „Peace Marketing”, highlighting the role and importance of the marketing management of the organizations for the improvement of cooperation between organizations and nations, but especially for the productivity of the world’s welfare and „peace” within international relations. In an objective and synthetical manner, the editorial appearance approaches in a holistic manner „peace marketing” as component of the „humane marketing”, suggesting the fact that the relationship between the actors of the international bodies and institutions, private societies and organizations should include within the strategical steps for approaching the market, the peace and marketing for the accomplishment of a good governance in the global economy.

Taking into account the magnitude of the theme, the book reunites the opinions of more than 30 international researchers, who approach peace marketing from different perspectives, using concrete examples. The work appeared in 2016, its launch taking place within „World Business Conference for World Peace – Marketing Peace”, hosted by Hiroshima University (Japan). Hidehiko Yuzaki dedicates this event to the fourth chapter „Towards the world’s first Marketing Peace conference in Hiroshima”. The meeting brought together the contributors to the book, but also researchers in the field, together with business experts, who always confront with the challenges arisen from the adequate transcription within the international commercial relations of peace marketing. During the entire meeting there have presented and discussed possible solutions for the conflicts arisen worldwide, suggesting possible ways by which, marketing, as strategical principle within international affairs would contribute to the increase of the security level, generating a better satisfaction of the individual needs and contributing to maintaining global peace (The Hiroshima, 2016).

The book was launched at the conference where there was also present the expert in contemporary marketing, professor Philip Kotler, which also signed the preface of the book. According to his opinion, peace can be obtained worldwide only by unity and cooperation. By reducing major discrepancies among nations and the social, cultural, political and especially economical disparities, the world will be able to become a better place to live, the misunderstandings among nations gradually loosing in intensity and relevance.

„Peace marketing” can be divided into four sections, the first one clarifying the concepts „peace” and „peace marketing”, but also explaining other lexical terms, such as „humane

marketing”, „humane conscience” etc. The second part can be entitled „Peace and economy” here being presented the implications which the conflicts and the situations from the area of international affairs have over the global economy „*Peace and education*” can be considered the third section, the coordinators bringing into discussions measures, procedures and concrete activities which can contribute to the development and consolidation of a doctrine mentality, useful for instauration of worldwide peace. The last section is dedicated to *tourism*, which acts as a supporting point in generating peace, as a result of interaction among nations.

Peace and peace marketing

The book starts with the presentation of the definition of „Peace Marketing” within the second chapter („Peace Marketing”). The university teachers Alexandru-Mircea Nedelea and Marilena-Oana Nedelea place this new domain not only in the area of the international marketing (through its global implications), but also in the area of the nonprofit marketing (because this type of activity doesn’t generate a final product, subject to selling), as well as in the area of the social marketing (through the influence exercised upon behaviour and by amendment of values or customs of the individuals). Deeply analysing the concept there can be noticed that the symbols that form the base date from antiquity, the concept suffering extensions and improvements over time, such as: the flag and the white pigeon, the „V” sign, symbol for victory, the olive branch etc. Peace is assimilated to lack of wars or the armony existing within the global society, while it generates economical growth and welfare. Of course, the coverage, the significances have been improved by the authors over time, peace becoming a leit-motif used not only in the human sciences, but also in the social ones, acquiring a special importance in economic sciences.

Chapter 17 written by Margarita Išoraitė from University Applied Sciences, Lithuania and suggestively entitled „*Peace and its importance*” shows that the preoccupation for the institution of global peace exists within the society since the oldest times. The acknowledgement of the contribution of the individuals, of the organizations or the society to dissemination and consolidation of peace resulted since 1895 through the help of Nobel prize for Peace. Peace represents a need of mankind, need for security and safety, on the same level with protection and order (McLeod, 2016). Peace appeared as a need of the individuals to benefit from a stable environment, lacking in tensions and conflicts, generating prosperity and harmony.

„*Peace marketing*” is based on two principles, one is the „*Principle of Conflict*” (it means the existence of a balance between interests and abilities), the other is the „*Principle of Helix*” (it starts from the idea according to which the intensity of conflicts tends to decrease with time and the cooperation between nations or entities becomes stronger). The debate presented by Sarmistha Sarma and Ms. Sneha Sharm in the 23rd chapter „*Philosophy Behind Peace Marketing and the Choice available for the World*” is based on the concept „World Peace”, which allows the transfer of some rules and principles to the area of economic sciences and business administration. This way there is accomplished the connection with the marketing, which becomes the main vector in its promotion, but especially in the development of a mentality in favour of peace maintenance by *education* of individuals.

The second concept „*Human Marketing*” is introduced by the coordinators of the book, the university teachers Alexandru-Mircea Nedelea and Marilena-Oana Nedelea in the third chapter. This supposes a rebranding of the classical marketing concentrated on the satisfaction of the needs and wishes of the clients, but also on the classical marketing mixture (product, price, placement and promotion). The human marketing postulates the idea that the world’s population should be happy, the main action which would govern the human marketing being anticipation. Anticipating possible needs and wishes of the people, these would be much easier to be satisfied. In the context of sustainable development of the society, where the main motivation of the companies is represented by obtaining the profit, the authors suggest passing to human marketing which would have a benefic influence over the population, giving up not only the classical marketing, but also the aggressive one. In this new context people wouldn’t buy products only to satisfy their wishes and needs, but would benefit from adequate solutions, according to their expectations. Although the classical marketing doesn’t encourage the manufacture and commercialization of arms and munitions which are more often used within terrorist actions, peace marketing intends to reduce the number of conflicts and the use of nuclear arms. Hiroshima seems to be the most suitable place on Terra, which should host a conference about instauration of peace worldwide and which would settle the bases for the development of some instruments for the prevention and distribution of terrorism, next to the identification of some solutions for obstructioning conflicts.

Acquiring peace at global level has always been a challenge since the oldest times. Because of the existing conflicts and the development of terrorism, the need for peace has become more and more significant in the society and in people’s lives. Dr. Ervin Laszlo developed the concept „WorldShift”, presented by Mitsuhiro Shibata in the fifth chapter „*As Worldshift begins in Japan*”. „WorldShift” means changing the direction from the perspective of the development of the civilized society being based on three fundamental principles. The first one refers to the responsibility which falls on every citizen of the planet. In the actions they carry out, the individuals should act based on the rights they have, but also on the responsibilities they are willing to assume. The second principle means the involvement in actions which can decide the future of mankind. By involvement, the individuals may influence the subsequent perspective and are able to come with solutions for the issues which can appear in the society. The third aspect refers to the solutions people have at their disposal in order to solve the issues appeared, which need to be identified properly. The solution is represented by a positive thinking and by communication, these having the capacity to change the collective conscience and to generate innovating ways for exceeding any difficulties.

The concept of „Human Conscience” represents the leitmotif of peace marketing, aspect approached by Hiroo Saionji in the sixth chapter „*Marketing Peace Consciousness*”. Acquiring global peace cannot take place without fulfillment from a material point of view, but above all from a spiritual one. Maintaining global peace and assuring welfare of all individuals, reconciling the geo-strategical and military disputes established the performance of numerous summits and meetings which had the tendency to eradicate terrorism and stop wars, next to the implementation of several projects to help and develop in cooperation with organizations which militated for the rights and freedoms of the citizens. Among them there are *The World Peace Prayer Society*, *The Goi Peace Foundation*, *Peace Pole Project* etc. Despite the increase of the terrorism acts and of the interethnic conflicts etc, since ancient times there have existed militants for peace.

Representative figures of the contemporary world are *Mother Teresa, Dalai Lama or Pope John Paul II*.

The conflicts between nations are more and more often, their frequency increases, the tensions are due to the differences among the inhabitants of some states. Pan Yuyan proposes in the seventh chapter „*Multi-language learning for promoting peace*” the identification of an intermediary alternative or a common language, which would facilitate the interactions among people and the reduction of the states of tension. The best instrument used in promoting peace seems to be communication. In the present context, learning and knowing a foreign language becomes a necessity, thing which could contribute to the removal of the linguistic barriers. The language spoken by its people ensures not only the communication among its members, but also represents a symbol of national identity. The means of communication developed thanks to the technological evolution. Therefore, the wish to obtain peace and to maintain it can be more easily transmitted through social networks. By emphasizing the experience of the people, the technological exchanges and the volunteering activity can be considered occupations whose purpose is to support the institution of the peace idea.

Extending the presence of the semiotical valences and of the significance of peace marketing, in chapter 12 entitled „*Modern system of international security*” written by Olha Babinskade from Chernivtsi Trade and Economics Institute of Kyiv National Trade and Economics University in Ukraine there is proposed the association of peace with the security and conscience of each individual. In order to accept the existence of the peace idea or its absence, each person must be preoccupied by his/her own safety, this being extended at statal level, respectively at global level. As peace marketing is included not only in the category of the international marketing, but also in that of the nonprofit marketing, the idea of security becomes more and more relevant. This aspect can be accomplished by outlining a conceptual model which would offer guidelines for assuring international safety. Such a model must have as premise the development of the idea of sustainability. With its help, the states of the world may reach a certain unity regarding the geo-political or military risks which can be met, generating many interactions among nations, thing which generates consultancies, the moment there are established some international reforms or regulations, drafted with the purpose of decreasing the explosive and conflictual potential at planetary level. Olha Babinska is the one who introduces in the area of peace marketing also the concept „*Country-trigger*”. Such a state is Ukraine which holds in the region a strategic geo-political position, but also has access to different resources and raw materials. The European and global integration of the country, next to the implementation of some coherent policies, the institutional reformation represent the premise for the structural development of Ukraine, being otherwise a national priority.

Making an analysis at global level we can notice that the necessity for institution of peace is different for the states of the world. Certain territories are more often in the middle of the conflicts, thing which contributes to slowing down the economical development and to the improvement of the quality of life. Such an example is Nigeria, aspects presented by Chinaka Constantine Mgbójiríkwe in chapter 14 „*The Literature of Peace: Nigeria Children`s Literature and the Dynamics of Peace Marketing*”. The social-economical analyses carried out in this country reflect the main phenomena which characterize the territory: terrorism, exploitation of children, drug trafficking, crimes, frauds, intellectual theft or religious crises, but also natural disasters, immigrants or corruption. A fundamental

pillar of peace marketing is the existence of the feeling of security, which is totally missing among the population of Nigeria, the most affected persons being the children. The poor evolution of the Nigerian population compromises personal and social development, the bad conditions being also reflected in the international image of the country.

At present, peace is shadowed by the existence of terrorism which, at global level creates to the contemporary society plenty of social, political and economical issues. In chapter 30 „*An Analysis of Variance of Transition of Global Terrorism*“ Jayadevan CM investigates the evolution of terrorism from 1970 until 2013. The carried out research proves that the largest number of victims comes from the armed attacks or the bomb attacks. According to the used arms or the type of attack, the number of hostages, deaths and wounded is different. Based on the reports published by the mutual-aid organizations, people can be aware of the gravity of the phenomenon and especially of the consequences of terrorism. In the battle for the supremacy of a territory or for the defence of an ideology, the victims of the terrorists increase, these being very young sometimes. Peace marketing promotes not only the idea of quietness, understanding and lack of conflicts, but also sustains education and change of the mentality of the people, next to the battle for survival and the right for life for all the inhabitants of the planet, no matter the religion, gender, race, orientation or ethnicity, urging to tolerance and compassion.

Peace and economy

Peace represents an imperative need felt by mankind, its fulfillment being object of study for many researchers. Analysing Maslow's (Pop et al., 2011) hierarchy of needs, peace is included in the category of the needs for safety and security. Chapter 8 of the book „*An overview of the economic consequences of peace*“ written by Stela Cazacu from State University of Moldova, from Kishinev, Republic of Moldova mentions that every state wishes to transmit to his citizens the feeling of safety, protecting them from the enacted laws and regulations. Based on this assumption, the researchers proved that the level of development of one country influences the respective territory. The states which find themselves in a development process and don't have a stable economy are much more subject to the appearance of some conflictual states. Therefore, there is a major impact which peace has over the economical development of a state. A military or political tension at the level of one region is also reflected in the commercial exchanges or in the business relations with other nations, thing which can determine a major unbalance in the economical plan. In the present context, peace and economical development represent two variables which can influence each other. The same influence is also identified among the vectors which build the base of the „peace“ concept (complying with the rights of the people, limiting corruption, the fair distribution of the resources), aspects discussed also in the ninth chapter „*Education and Peace*“ written by Rudrarup Gupta.

Chapter 15 „*Peace and economic growth in emerging market economies*“ drafted by by Yılmaz Bayar from Usak University Department of Economics, Turkey starts from the premise according to which the influence of the two variables subject to analysis („peace“ and „economical growth“) within emergent economies is distinctive. The experts noticed that on short term, the economical growth may generate peace in a country. Analysing the situation for a longer period of time there could be noticed that peace has a positive impact, much bigger on the economical growth. The lack of some conflicts or of some political or

military tensions may help a state to concentrate its resources towards economical growth. Many studies carried out in over 20 upcoming economies confirmed this situation. The main element, whose function is to appreciate the economical development is the increase rate of the Gross Domestic Product, the essential factor for the existence of peace being the absence of violence and of terrorism. In the emerging economies, the entrepreneurship and the development of the business environment represent an important symbol for the increase of the economy. Their contribution reflects in the increase of the production, but also in the stimulation of consumption. These two components have the role to maintain economy in balance, satisfying the market request with the help of an adequate offer. The flexibility in adjusting the products represents the prerogative of the activities for research-development sustained by the business environment.

Maintaining peace through entrepreneurship was possible due to the discovery of a model, which had the role to develop the business environment in the post-conflict regions. The contribution of the teachers Ádám Novotny and Lóránt David in chapter 16, „*Peace and Entrepreneurship: Do they go Hand in Hand?*” refer to the activities which the entrepreneur and the economical actors existing on the market must carry out, activities which might support their business. As a result of the obtained results and the carried out analyses, the experts noticed it is much more difficult the inauguration of business in the states with a lower or a middle level of peace, while the states which are stable from the point of view of conflicts, contribute to the outlining of a business environment much more attractively. Also studies have proved that the countries characterized by a high level of violence do not support the entrepreneurship, although they have the necessary resources.

Peace does not only support entrepreneurship, but also contributes to the reduction of the financial infractions. Chapter 20, „*Peace Marketing of avoiding fraudulent financial statement among financial institutions of financial markets and services for financial inclusion of marginalized & deprived community*” written by M. Moses Antony Rajendran from Wollge Univeristy, Ethiopia proves that the existence of peace and implicitly the implementation of the concept of peace marketing may contribute to the suspension of unauthorized financial situations. A specific indicator used in this approach may be the increase rate of the Gross Domestic Product, in its establishment being involved different financial institutions and experts. The financial stability of the territories contributes to the development of the states, removing the deviations and unbalances in economical, political or military plan.

The existence of peace doesn't influence only the economical growth of a state, but also the regional process of economical integration, aspect discussed extensively by Ihor Yaskal and Lyudmyla Verbivska in chapter 24: „*Regional Economic Integration as Instrument for Peace Building*”. The area of integration implies the existence of coordination and cooperation. Dobson (1991) considers that integration is the most intense form of interaction among states, including the relations among them. Integration is at the opposite side of the conflict, independence representing the central point of the axis. Interaction at global level exists in both situations, its negative effects leading to appearance of conflicts, but also to integration. Integration may be achieved at political, institutional or military level. In an equal measure, promoting peace may take place by means of each of the three mentioned ways. In the context of integration, peace must not be understood only as the absence of war or of conflicts, but also as a way for improving the level of living (the

quality of life), the increase of the morality of the population and offering unexpected and necessary benefits to the population.

Not only tourism can be influenced by the existence of peace. Chapter 29– „*The role of trade in promoting peace: a review*” which belongs to the university teachers Engin Akman and Ahmet Yulafci, from Çankırı Karatekin University, Turkey proves that the connection between commerce and peace is a bi-directional. Economical development and the commerce carried out by every state is affected by the conflicts which can exist at national level. The situation is spread at international level, the impact being much bigger. At macroeconomical level, the commerce may contribute to amelioration of the conflicts. Within the established economical relations, the partners are more indulgent and learn to accept and respect the points of view and the opinions. Removing the conflictual situations there can be installed peace. It can contribute to the development of commerce, to the extension of the statal interdependence and to the economical integration.

Peace and education

Acquiring peace at global level depends not only on the adoption of a common language or understanding the language spoken by the population of a state. The domains on which establishing peace will reflect are much more numerous, the economy of a state and the fluctuations registered by these being only one part from the whole. A much more important element is represented by *education* (Dabija et al., 2017). This gives moral rules and regulates the behaviour of each individual, its role being also recognized by Confucius (2017), who said „*Nature made us look alike, but education differentiates us*. At micro level, the vision of each individual upon the existence of the safety feeling is influenced by the received education. This is also extended to a higher level, to the level of the entire state and subsequently to a global one.

At this level we may discuss about „education for peace”, concept introduced in chapter ten „*Education and Peace Marketing*” by Rudolf Urban (University of Defense, Czech Republic) and Roman Urban (Independent Scientist, Czech Republic). The chapter refers to the identification of a common starting point, which could contribute to solving all the military issues. The term may be included in the lexical field of peace marketing. The circle extended more and more because of the technological development. At global level, the central idea of marketing was frequently used, being an instrument in obtaining peace or resolving the conflicts. Because of the capacity of the marketing people to influence the thinking of the people there is considered that marketing is capable to sustain the phenomenon of mass manipulation. Together with the passage of time, through development of peace marketing there has been assumed that its influence depended on the type of information offered (positive or negative), but also through the selected communication way. The education for peace should address to all people, without being accomplished a segmentation in proportion to certain criterias, the last ones developing abilities which would prevent conflicts.

In chapter 11, „*Education and Peace – Case Study on the Czech academic education and peace activities in the Czech Republic*”, Vladislav Pavlát places peace marketing in the area of the social marketing, as this one proposes to influence the behaviour of the individual with the purpose to improve the level of living and to offer goods of high quality. In this chapter there is insisted on the practical comparisons existing between the private and

public universities. Although peace marketing is frequently introduced in the area of business administration, studies prove that Czech universities don't have courses on this subject. The role of High Education Institutes is to prepare the next generations for the needs of the workforce market, without focusing on the role of the existing conflicts and the necessity to put an end to them. Therefore, the connection and interdependence between war and peace are aspects ignored by the universities, which lead to the most frequent development of non-governmental organizations, which intended to promote the values of the peace in accordance with education and health.

Chapter 25 – *„Peace Marketing through Social Media: strategies, education and ethics”* compiled by Giovanna Giurlanda, Beatrice Martini, Valentina Zappulla and Antonia Marturano from University of Rome, Italy starts from the presumption according to which, peace marketing intends to influence the social behaviour and to change personal attitudes, its benefic impact being reflected not only upon the individual or one single company, but upon the entire society. Together with the development of internet, the marketing has experienced a significant uplift. The products could be improved as the needs and the wishes of the consumers were known. The marketing research was much easier to draw up, the individuals having at their disposal plenty of web pages for price comparison, the communication and distribution channels being moved in a virtual environment. The benefits of internet have also been visible in the area of peace marketing, a major impact in its broadening having the social media networks: the networking platforms, blogs, virtual games, web pages whose content can be improved by participation of individuals etc. Social networkings allow communication and ideas spreading much rapidly. They are often used in political purposes, playing an essential role in a better information of the population, respectively solving the conflicts. The social networkings have become an instrument used more frequently, not only in spreading the concepts afferent to peace marketing, but also in outlining new ideologies, subordinated to this current.

Peace and tourism

Peace marketing has a significant influence upon the economical development of a state. A major field where there can be felt the influence is tourism. Parikshat Singh Manhas, Aligarh Muslim and Priyanka Sharma show in chapter 13 *„Impact of Community Perception on Peace Building Process across Borders – Analysis of Tourism Perspective: A Case of Jammu and Kashmir”* that tourism contributes to the elimination of geographical, cultural, social and linguistic barriers among the citizens of different states. With the help of tourism there are improved the interactions between the locals and the visitors, aspect which contributes to the reduction of the potential of conflict appearance. Peace influences tourism directly, especially in the border areas, which are often marked by smouldering tensions and conflicts.

At the same time, peace is considered a reason to travel. The need for socialization may be satisfied by travelling and automatically, with the help of tourism. Individuals tend to show an increased predilection for the places characterized by an economical stability or by a social and political calmness. Chapter 18 – *„Peace Marketing and tourism development: empirical evidences from Sri Lanka”* accomplished by W.K. Athula C. Gnanapala from University of Sri Lanka shows that a good example in this way is an island situated 31 kilometers far from India. Because of the difficulties in assuring stability and peace in this

region the number of the tourists was reduced between 1983 and 2009. Once peace was installed and an adequate climate implemented, the number of the visitors registered a significant increase. The increase of the number of the visitors is not possible without improving the living conditions of the population, their hospitality, as well as the access and the development of the local infrastructure. In their absence, the destination doesn't have real chances of becoming a benchmark on the map of international tourism. Researchers consider that the connection between tourism and peace is accomplished by means of hospitality, aspect treated in chapter 19, „*Peace without an army: Costa Rica's case of tourism through peace*” written by Marinus C. Gisolf, Founder and Senior Consultant at Tourism Theories, Costa Rica. Harmony and hospitality imply the existence of the acceptance phenomenon of the different persons around us, but also the existence of honesty and the respect of the third parties.

The conditions existing in a certain region and the hospitality of a destination represent next to the touristic potential important aspects in attracting tourists. Still, they cannot exist without the particular peace and the safety felt by the visitors. Rita Carballo Fuentes, Magdalena Carballo Fuentes and Carmelo J. León González, in chapter 21 „*The Importance of Projecting an Image of Peace and Security and Establish Strategies to Reduce the Perceived Risk in International Tourist Destinations*” consider that the moment when a destination is selected, tourists take into consideration the image of the region, recommended to the third parties, but also the experiences and the own beliefs. There are many situations where the real image of a destination doesn't fit in with the one presented or the own vision of the individuals. That is why it is important to minimize the potential risk perceived by the tourists and the manner this coincides with the reality. The risk may refer to and may include means of transport, facilities specific to accommodation spaces or costumes of the inhabitants. In tourism, the risk perceived is subjective, being in accordance with the experiences, the nationality or culture of an individual. Among the implemented strategies for the decrease of the perceived risk there is counted the loyalty to a destination or a brand, but also the adequate communication of the destination with the purpose of informing the potential visitors, improving this way its image.

A special type of tourism through which peace can be promoted is the ecotourism. Chapter 22, „*Promoting peace through the nature and heritage tourism*” (Malgorzata Kurleto – Jagiellonian University, Poland) proves that nowadays, sustainability and the concern towards the environment become subjects discussed at global level, the importance given to them knowing an increasing tendency. The concern for the environment can be a much better way to promote peace, both of them representing a form of the need for security. Experts have identified that the most recommended is producing the idea of peace by means of sustainable tourism. Each region can conserve the culture and bio-diversity, without destroying natural resources or exploiting them excessively. Practically, without peace there cannot exist tourism and more than that a sustainable development, thing which proves that the future is represented by a responsible tourism, which mediates the path towards peace.

Chapter 26–, „*Sustainable development to promote a culture of peace*” (Gazzola Patrizia – University of Insubria, Varese, Italy) goes from the presumption that the sustainability of a state may be appreciated with the help of the components that compose it. In order for a region to be as sustainable as possible it is necessary to exist human, social, financial funds, as well as those afferent to services (transport, health). Peace influences all these pillars

contributing to the development of the concept „peace culture”. The relation between this and sustainability is based on the development of the society, as well as on the role that peace culture has in economy, communication, environment or international relations. Sustainability refers only to the protection of the environment and to the implementation of certain measures with the purpose of diminishing pollution, but also to prosperity and balance among individuals, favouring the development of civilization they belong to.

Peace culture includes elements specific to the civilization of every state (customs, beliefs, behaviour rules), but also inherent elements which refer to the life environment of the individual (education, family, political, social factors, mass-media). Many states worldwide base the development strategy on tourism. As Nugzar Todua and Charita Jashi demonstrate in chapter 27 „*Conceptual and Practical Aspects of Peace Marketing in Tourism: Georgian Case*”, this is also the case of Georgia. For the former state in the Soviet Union, tourism is a priority axis, the adopted strategies being oriented towards the integration of the European structures and entering the international markets. In 2008, at national level, peace has become more important for this state, as a result of the Russian Federation, when a part of the infrastructure was destroyed, thing which meant a barrier in development of tourism.

The relation between peace and promotion of tourism is discussed in chapter 28 „*The Role of Tourism in Peace promotion*” written by Zuzana Gajdošíková and Tomáš Gajdošík. Throughout time tourism has been considered a social vector militating for cooperation, understanding and acceptance among all the nations of the earth. It contributes to economical increase of a state and to its certification at global level, because of the types of tourism created and promoted.

The main pilons of tourism (cooperation, understanding, acceptance) represent the premises from which there has been departed in the process defining „peace”. The southerners Kiran Sarkar and Babu P George appreciate in chapter 31 „*Modeling Tourism as a Peace Agent: How to Harness the Genie?*” how the two concepts combine. Together with the evolution of the society and the linguistic development, the connection between these two variables has represented a discussed subject among experts. Initially, tourism has been seen as a sign for peace evolving to a vital role for the existence and maintenance of quietness. Afterwards it represented a factor in the development of culture or education about peace. Due to technological development, the attention given to sustainability including carrying out touristic activities in a sustainable manner has become an extremely discussed subject. At national level the large companies considered that sustainability doesn't represent an aspect which points only to tourism and that is why they engage themselves in carrying out different campaigns of social responsibility, combining the peace concept with that of sustainability. Tourism allows interaction among individuals belonging to different religions or ethnicities. The opinions of the visitors and those of the inhabitants of a region are antagonistic. Tourism represents a stimulating agent of the conflict.

Tatiana Lepihina and Yuluya Karpovich identify in chapter 32 „*The Role of Tourism in Peace Promotion*” many paths by which tourism can be promoted, this becoming a peace catalyzer. In the light of the existing interactions, tourism gains a strong force and a high potential in promoting understanding, solidarity and cooperation. Tourism contributes to financial development and by ecotourism there is given attention to sustainability, as well. Based on these considerations, the relation between peace marketing and tourism becomes a viable one. They both base on the wish to promote an idea or a destination. Each variable represents an essential condition for the existence of the other one, both of them impelling to understanding, quietness and reducing of conflicts.

The book restores the image of the present economy, presenting case studies existing in the developed states and in the emerging economies, reflecting the main issues and challenges to which humankind is exposed: conflicts, violence and terrorism. Because of these aspects the book, which reunites the valuable opinions of many authors covers: peace and its establishment, this being considered a mediator for the conflictual situations. Although the main studies prove an increase of terrorism as of 1970, the gravity of the deeds committed by the followers of some extremist ideologies or deeds erroneously interpreted, becomes more and more severe with the passing of time. That is why, peace and its marketing represent a „guide” which should be followed by the society in order to survive.

The book ”Peace Marketing” presents the route that should be followed in order to institute this concept at global level, highlighting the main sections which can be a possible starting point. The first pillar of peace is education, the understanding of its significance and the acquaintance of the individuals with the term. Afterwards, peace may be understood as a fundamental pillar in the economical development of a state and in the accomplishment of some stable and lasting partnerships between nations and the international bodies. Probably the most commonly occurring mediator and vector for peace promoting is tourism, because of the forms, valencies and its implications at economical, social and political level.

The remarkable contribution of the book „*Peace Marketing*” to enrichment of the specialized literature and the profound significance of the concept is appreciated by Dr. Ervin Laszlo, Chairman of the Club of Budapest. He recognises the contribution of the authors and the magnitude of the work, as well as the need for a more frequent debate: „*A remarkable book on a remarkable topic – of vital interest to everyone concerned with peace – and the lack of peace – in today’s world*”.

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