Marketing Peace for Social Transformation and Global Prosperity

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Chapter 1

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The mission of the chapter is to explore the role and opportunities of peace marketing in modern education enhanced by the application of soft power in the strategic documents and measures adopted by the Czech government. The research objectives are the soft power strategy and peace education role exploration. The chapter contains both the general characteristics of soft power strategies and their actual application by the Czech government. Then, a peace marketing education analysis follows. As a research tool, a structural interview has been designed on the basis of a SWOT analysis. Thanks to the use of qualitative methodology, the research proposal is aimed at getting a well-grounded picture of the situation in the Czech Republic. By proving the existence of a wide space for intelligent and smart peace marketing methods, the authors are capable of getting the issues refined. As a result, further research directions are suggested.

Chapter 2

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The aim of this chapter is to propose peace as a value education. It identifies challenges and opportunities for building peace infrastructure and marketing Kashmir as a peace-brand tourism destination for peaceful coexistence. It contributes to the

theory of tourism and peace studies with 18 dimensions for promoting peace, with an objective of disarmament for economic development, social transformation, and prosperity of millions in India and Pakistan.

Significant improvements have been experienced in global prosperity in the recent years, but there have been considerable differences at prosperity levels of different regions. Western Europe and North Africa were the most prosperous regions of the world in 2017, while Sub-Saharan Africa and Middle East and North Africa were the least prosperous regions of the world in 2017. However, Middle East and North Africa and Sub-Saharan Africa are also the least peaceful regions of the world. In this regard, this chapter analyzes the effect of peace and economic freedom on prosperity in Middle East and North African countries with panel data analysis. The results of empirical analysis revealed that both peace and economic freedom are significant determinants of prosperity.

The relationship between peace and tourism is described against the background of one of the world's few countries that has no army: Costa Rica. A phenomenological approach has been applied to describe the tourism activity within a space/place paradigm. Through a case study of Costa Rica's tourism marketing efforts, it is shown that originally peace was foremost a political and physical phenomenon in the sense of absence of war or internal violence. Later peace started to play a more dominant role as social and psychological phenomenon, while tourism development and its subsequent marketing messages followed similar patterns. While a message of security and safety was first attached to the peace concept, this was later to be replaced by a message of natural peaceful environments coupled with emotional stability. This case study shows that when images of peace start playing a role in tourists' expectation patterns, a subtle switch takes place from the image of peace as a down-to-earth place-related lack of conflicts to nostalgic views of utopian spaces.

Peace should be a goal that communities aim at achieving to enhance the wealth and prosperity of society. Peace is a source for companies, governments, and cities creating value by technology within social and business ecosystems relying on dialogue and cooperation. The aim of the chapter is to elucidate how technology helps to identify a path to promote sustainable peace driving communities to create value within digital, social, and business ecosystems. Technology helps to sustain peace-building and drive communities towards sustainable peace as a source for growth and development.

Chapter 6

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The marketing of peace has been of great impact during the previous century and the first two decades of the 21st. From famous songs to international institutions, the efforts to establish peace as a universal value were multiple. Marketing tools are the main approach to achieve this goal. Yet marketing peace can take more than one form, as demarketing war is also used to prepare people to reject it and pressure governments to take more peaceful measures to keep their interests. The rise of social media and viral videos has played an important role in raising the awareness against war and other kinds of violence. Therefore, this research aims at testing the impact of those videos on their target groups. To achieve this goal, the researchers study the impact of emotional and objective videos about the war in Syria to assess their impact on their analysis of the situation. As a key finding, the two groups had different approaches depending on the video introducing the topic, one more centered on politics and another giving a more humanitarian analysis.

Chapter 7

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Tourism has been recognized as a social force that can promote international understanding, cooperation, and global fraternity among all people of the world. Volunteer tourism, as an expanding form of tourism, is becoming one of the

promising tools to strengthen these values. However, the research on this topic, is so far limited. Therefore, the aim of the chapter is to analyze how volunteer tourism can promote peace and find out how the connection of tourism and volunteering through creating specific improvements in education, healthcare, environmental preservation, and community empowerment contribute to principles of peace. Following the sustainable development goals (SDGs), the chapter highlights the connection of tourism and peace, as well as the role of volunteer tourism in peace promotion. Based on the AIESEC case study, it examines the demand and supply of volunteer tourism projects aiming at implementing the SDGs.

Chapter 8
Patrizia Gazzola, University of Insubria, Italy
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The aim of the chapter is to analyze the evolution of the concept of sustainability and the role of the culture of peace for a balanced sustainable development. The culture of peace is an essential ingredient for sustainable development. Sustainable development plans can be delayed or accelerated depending on the creative and dynamic integration of culture in development planning. The chapter also deepens the link between sustainability and social market economy in a vision in which the intersection between the two paradigms promotes the culture of peace. The chapter aims to contribute to the debate on the future prospects of the European socio-economic model and to verify how these teachings can be generalized to grasp the scope of institutional arrangements in helping to address the great turning points of economic development in the direction of peace.

Chapter 9
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The magnificence of education creates an astounding image for marketing, which means to convince consumers through some engaging ideas, concepts, products, and cognition, respectively. In this respect, "peace marketing" is one of the most indispensable visions in an enriching platform of world education already, which involves people to reach their accomplished business goals without any violence in deed. Because peace marketing is having an authoritative right to regulate the business through some educated people not only to complete the assigned task but to ramify their best educational elegance to continue this compelling flow of business without hazards.

Chapter 10

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In the 21st century, there is an utmost need for peace, economic progress, and prosperity around the world, especially since the September 11 tragedy, the two Gulf wars, Arab Spring, and the fear of terrorism in the name of religion spread across the globe. Countries have to learn from past mistakes and avoid conflicts and war, which impact common people, destroy lives and ancient heritage, spiritual sites, and civilizations. Spiritual tourism development and education can be used as a vehicle to campaign and market peace between nations, cultures, and people from diverse racial and spiritual orientations. Countries with populations belonging to various religious minorities in particular should include spiritual tourism education at school and university to promote peace and unity in diversity.

Chapter 11

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Marinus C. Gisolf, Tourism Theories Asesores, Costa Rica
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When in 2016 the Colombian peace agreement was signed between the FARC-EP and the Colombian government, the hope was created to finish a chapter of cruel internal violence leaving close to 300,000 deaths in 50 years of conflict. The peace process, which is still continuing, incorporated a wide range of visions, approaches, political stands, gender issues on poverty in all its destructive dynamics. The European Union's decision at the beginning of the 21st century to help stimulate a peace process from the bottom upwards through so-called peace laboratories is analyzed, and their development, their success, and their limitations are followed in an attempt to shed light on the triangular relationship between people in conflict, peace, and the mechanisms that can connect the two.

Chapter 12

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Marketing of peace through tourism has been primarily achieved through the initiatives and conferences/summits of the International Institute for Peace Through Tourism (IIPT). IIPT was born with a vision of travel and tourism becoming the

world's first global peace industry and the belief that "Every traveler is potentially an ambassador for peace." This chapter traces the early seeding of the peace through tourism concept; the organization, marketing, and transformative outcomes of the First IIPT Global Conference: Tourism – A Vital Force for Peace, Vancouver 1988; legacies and achievements of additional conferences/summits and projects through to its current initiatives commemorating the 30th anniversary since the Vancouver conference that include a 30th Anniversary Global Summit, Global Peace Parks Project and Travel for Peace Campaign.