

MARKETING OF DIPLOMATIC AND CONSULAR SERVICES

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marilena.oana@fdsa.usv.ro***Abstract**

The concept of marketing of diplomatic and consular services can be considered part of the public marketing, marketing of services (social and politics), non-profit marketing (due to the fact that this activity does not generate a finished product which will be sold) and the international marketing (through its global implications). Diplomacy, as part of the foreign policy of a state, needs quality communication.

In the activity of public diplomacy, the commonly used instruments, promotion means, will remain advertising and public relations, both representing a series of characteristics, particularities given by the specificity of the activity unfolded.

The marketing of diplomatic and consular services plays an important role in the identification, anticipation and quantification of the citizens' needs and desires. The factors involved in this process are the Ministry of Foreign Affairs, the embassies and consulates.

Key words: *marketing diplomatic; diplomacy.*

JEL Classification: *M30, M39*

I. DIPLOMACY. CONCEPTS AND SCOPE

In 2015 we defined the concept of Peace Marketing (<http://www.ecoforumjournal.ro/index.php/eco/article/view/269>), and, one year later, we succeeded to publish, together with a group of researchers, the first edition of the book Peace Marketing (http://www.amfiteatrueconomic.ro/temp/Article_2640.pdf). We defined also the concept of Human Marketing.

Now we propose a new concept Marketing of Diplomatic and Consular Services that is related with the first one, Peace Marketing.

Given the current period of globalization, the international relations are experiencing a profound process of resizing and restructuring, process which will result in the elimination of the state monopoly over the diplomatic activity itself, as well as over the public diplomacy. The literature mentions that the instrument available for the state in order to influence the behaviour of non-state actors outside the country's borders would be public diplomacy, instrument used in a complementary manner with the classic (traditional) diplomacy. (Vârsta, 2011)

The economic diplomacy is the function of external policy that ensures the compliance of the external policy steps with the objectives of promoting the economic wellbeing of the citizens of one country. It has as its objective the use of the external policy instruments for the support of the economic interests of Romanian entrepreneurs and those of the Romanian state. The economic diplomacy ensures an efficient framework for institutional cooperation for the purpose of taking concerted measures of promoting the economic objectives of a country abroad, and, namely, providing an incentive for foreign investment in that country.

The main attributions aim at protecting a country's economic interests abroad; supporting and promoting energy security objectives; cooperation with international economic organizations; inter-institutional economic cooperation; providing economic expertise within Minister of Foreign Affairs. Economic diplomacy means using all resources, including the financial ones, of intelligence, creativity or of any other nature in order to increase the added value of the national economy. By "added value" we understand diversity, profitability, opening, competitiveness, technological performance, the inclusion of the labour force and at the same time its better training, its adaptability and flexibility in the labour market, as well as many other aspects, some relating to the economic patriotism, such as the exportation of national values and their imposition by competitiveness. (Guceac, Popescu, 2010)

The art of economic diplomacy is turning the international economic cooperation into a factor to be added to the economic growth, economic and social progress of each country. It grants the possibility to harmonize the interest of various states based on the principal of reciprocal advantage.

Signing bilateral and multilateral economic treaties and conventions is always preceded by preliminary contacts which take place through the intermediary of the diplomatic mission and trading agencies through reciprocal visits or notes and letter exchange. Therefore is given the possibility to establish a preliminary report on all major problems or of detail, signing the treaty also being a formality. International economic cooperation is made through ad-hoc diplomacy, through the delegations sent by the country to internal organization reunions.

Economic diplomacy is also claimed within the organizations of economic integration and cooperation. The concept of integrated or community economic diplomacy is being used. The institutionalization of economic diplomacy refers to two levels: bilateral and multilateral. Bilateral diplomacy is carried out with the help of some internal state bodies or external organizations. The internal bodies have clear attributions regarding the international economic relations being mainly found in the foreign ministry or the ministry of commerce. The external bodies are the economic departments of the diplomatic missions, economic agencies or other forms of organization of the action abroad.

The multilateral economic diplomacy takes specific forms and is developing on two directions: permanent missions and permanent offices of the UN and its institutions specialised in the economic field. permanent offices of the international economic organizations, whether for member states or other organizations having economic attributions as well.

The institutionalised economic diplomacy is carried out at the international level by: the UN, OMC, regional and sub-regional authorities, conferences and international reunions, other than those organised under the international, universal and regional organizations.

II. HISTORY OF DIPLOMATIC AND CONSULAR MARKETING

In establishing the conceptual boundaries it is recommended to start with a short history of diplomatic and consular marketing.

The beginning of the diplomacy history is indistinguishable from the beginning of the history of civilization, but we can talk about a real diplomacy only with the emergence of the state. Synthetically defined as "the science or art of negotiation", or "the science of international relations", it gathers the entire system of interests arising from the relations established between nations, its direct purpose being the maintenance of peace and good harmony between the states.

Apparently, the history of diplomacy is indistinguishable from the history of international relations. The development of diplomacy can be limited in the following stages:

- the stage of temporary embassies in the antiquity and the middle ages;
- the stage of permanent embassies in the foreign states, led by the government through the intermediary of a central diplomatic department, emerging in the late middle age and characterising the modern and contemporary era;

the stage of diplomatic congresses and conferences is the result of the modern era and is considered to be the best modality of eliminating the states of political and armed conflicts.

In the evolution of the diplomatic relations between the states we can identify the heralds as being the precursors of the ambassadors. Before the diplomatic structures could be constituted, the contacts between the states took place by way of expeditions or caravans. The messengers had the role to promote the image of the political leaders financing these forays.

Diplomacy of Egypt

Beginning with the XXVth century (the IVth dynasty) in the ancient Egypt was developing the concept of establishing economic, trading relations with the neighbouring countries and organising real expeditions. It is mentioned the existence of some "envoys as carriers". Moreover, we mention the correspondence of El-Amarna consisting of letters belonging to the Palestinian and Syrian leaders and being addressed to faros. This correspondence notes the existence of an exchange of pleasantries, negotiations for marriages, military support, sending caravans. The diplomatic language used was the Babylonian with cuneiform writing.

In 1296 BC a treaty between the pharaoh Ramses the IInd and the Hittites' King, Hattuşil. The draft of the peace treaty was written on a silver plate, and for authenticity on the back of the plate it was engraved the face of the queen with the Sun Goddess, Arnina. The pharaoh Ramses the IInd approved the elements of the treaty and, to express its approval, he also sent the seals of the two states. This treaty between Ramses and Hattuşil represents the oldest references of the diplomatic law. Not just the kings were exchanging letters, but queens as well – the queen of Egypt and the queen of Hittites were expressing their joy regarding the beautiful brotherhood and the wonderful peace. (Drimba, 1984)

The Assyrian diplomacy

Here, we can mention the secret reports of the Assyrian representatives which referred to movements of troops, alliances, messengers being sent.

The Hebrew diplomacy

King Solomon (961-922B.C) was an important organizer, constructor and diplomat, and during his reign, the Kingdom of Israel had developed very much. He established relations with Egypt, Saba, Tyrian and in order to support the economic extension he reinforced the trading roads – guaranteeing the safety of the tradesmen's caravans. During Solomon's reign, Jerusalem became a cosmopolitan town. (Iacob, 1998)

The diplomacy of India

The Hindu law system is based on Manu's laws. According to these laws, the diplomat must fight for peace and, through his actions, he must prevent the war. Manu recommends leaders to designate diplomats taking into account a set of strict rules mainly refereeing to the qualities and virtues of the future representative. Manu promoted diplomacy: the most complex issues of the international life must be primarily solved through diplomatic channels. The force must only come in the second place. (Iacob, 1998)

The Silk Road

"The Silk Road" is actually a braid of roads for caravans, the main route linking the Mediterranean Sea Basin and the east of Asia, but the branching were carrying the goods to the Arabian Peninsula, to India or even Africa. Between the 2nd century BC and the 2nd century of our era, the Silk Road went through four empires: the Roman Empire in Europe, the Parties' Empire in the West Asia, the Kushan Empire of Central Asia and the Han dynasty of Oriental Asia. The Silk Road was an attraction point for many conquerors, and the cities encountered on the main routes have developed thanks to trade and to cultural mentalities.

The Diplomacy of Greece

In Greece we must mention the *proxeny* (hospitality), and the proxeni were used to conduct diplomatic treaties. The messengers who reached different Greek cities mainly dealt with proxeni. Amphictyonies were religious associations organizing religious festivities, during which the war was prohibited and the sacred peace was proclaimed. (7)

The political representatives in international relations appear in the IVth century BC and they were called pylagorie. The Greek cities took collaboration oaths, so over time was created the Amphictyony of Delfi-Termopile. This institution was used to establish legal regulations applicable to the entire territory of Greece. During the evolution of diplomatic relations we must mention the Delian league and the Athenian league (symmach) as real political and military alliances. The conflict between cities was mediated by the messengers, who in the archaic Greece were called pesbeis – the elderly, and during the time of Homer they were called heralds – keryx. People who were to become messengers were important citizens of the city and in order to occupy this noble position they had to be elected by the People's Assembly. The messengers were supposed to have an important quality: to be masters of the art of speech. While exercising their diplomatic activity they had equal rights and, in time, appeared the idea of having a leading messenger with the role to coordinate missions. The messenger was thoroughly trained, drawing up letters of recommendation – symbola, and the purpose of the missions contained the instructions found in a document comprising two waxed plates attached together. (Iacob, 1998)

The messengers were treated with respect, for them being organized theatre performances, games. If a diplomatic mission fulfilled its mission, when the messengers returned to their home country, they had to submit a report within the People's Assembly and they received the highest distinction – the laurel wreaths.

The Diplomacy of Rome

Jus hospitii (hospitality) is the foundation of the Roman diplomacy. In Rome there was a College consisting of 20 people – Fetiales' College. In case of an armed conflict, the fetiales were trying to negotiate peace keeping. There are also mentioned the recuperatores – judges, who mainly needed to examine the litigations arising between the officials of the Roman cities and the neighbouring tribes.

As the trade intensifies and develops, the first norms of international law make their appearance, based on the Fetiales' principles- jus fetiale. Initially, the right to appoint messengers lied on the Kings of Rome, but as the Senate's power grew between the two institutions appeared disputes concerning this topic. Therefore, appointing messengers was a pretty difficult issue. The issue of appointing messengers was debated in Senate and based on a *senatus consultus* the main objectives on which the messenger will build his activity. The *legati* –envoys and the *oratores*- speakers were chosen by the president of the senate, the praetor or the consul.

In Rome, a deputation consisted of several persons lead by a *princeps legationis*. The messengers were wearing a golden ring based on which they had the right to travel without paying for the services they were benefiting from. The messengers' ship was escorted by war ships: *quinwuereme*.

There are a few aspects to be mentioned relating to foreign deputations which were coming from the Eternal City. Therefore, there we two categories of messengers:

Deputations of the states with which Rome had collaborations relations.

The delegations were received by the treasurer of the state – *quaestor* and during their missions a specially equipped building was made available to them. For the messengers they organized festivities, performances and for important figures they were building statues at the foot of the Capitol.

Deputations of the state with which Rome had a conflictual relationship.

They were granted the permission to enter Rome and they were entitled to live on the Field of Mars, in a public villa. There were situations in which the messengers were not received in audience and they had to leave the territory of Italy and they were unable to return here without a proper invitation. The messengers who received the right to be received in audience were called to the temple of Bellona (war goddess).

The messengers told the superior magistrate the purpose of their visit – to use for their conversation, the Latin language or other foreign language and then they had to use the services of an interpreter. The conclusions of their meetings were notified to the Roman senate, and in case of adversarial situations, a mediation commission was specially appointed.

During the Roman Empire they sent deputations for events such as: princely marriages, litigations, requests. The documents mentioning that during the reign of Caligula, a Greek deputation bringing gifts in support of the ascension of the new emperor came to Rome. Another document mentions the answer of Marcus Aurelius for his birthday – document addressed by the messengers of a city in the Asia Minor.

An interesting thing is that the diplomatic texts of that time contain leniency requests regarding the diminution or elimination of some taxes, granting of financial supports. Also, different misunderstandings, claims regarding the inappropriate behaviour of the authorities were notified to the competent forums by the messengers.

The Germanic peoples had a general assembly of warriors, who was primarily supposed to conclude peace or to declare war, to organize negotiations, but also to appoint messengers.

III. CONCEPTUAL BOUNDARIES OF THE DIPLOMATIC AND CONSULAR SERVICES MARKETING

D. Ross (CBS News) consider that “Kotler and Lee teaches the public administration institutions to motivate the people by inviting them to dialogue. Instead of protest and reaction, they try to create a culture of cooperation which can replace the management by rules with the social consensus”.

The concept of marketing of diplomatic and consular services can be considered part of the public marketing, marketing of services (social and politics), non-profit marketing (due to the fact that this activity does not generate a finished product which will be sold) and the international marketing (through its global implications).

The functions of the diplomatic and consular services are:

- the investigation of the citizens and clients demands and interests who are travelling abroad or who are unfolding activities outside their country of origin – which is the point of departure in the orientation of the entire activity of diplomatic marketing; therefore the public authorities operating in the field of diplomacy (the Ministry of Foreign Affairs embassies, consulates) are provided with a continuous flow of information needed to substantiate prognosis, decisions and sustainable development programs;
- the dynamic connection of the public institutions to the marketing environment; they must permanently adapt to the marketing environment and to have an active influence on it;
- the promotion of a modern public communication and an efficient management, marketing's tasks including building and managing the image of the public institution; (Bennet, Entman, 2011)
- meeting in optimal conditions the public services needs of the citizens- clients;
- the increase of the efficiency of the public institution, trying to increase the wellbeing of the consumers-citizens and of the society;
- knowing the dynamic and structure of the public services at the European and global level.

Communication-promotion policies of diplomatic marketing

Diplomacy, as part of the foreign policy of a state, needs quality communication. This is an instrument widely used in the government process and, especially, in the process of positioning a country's image.

Regardless of the actions took outside the country, whether they are organized by the embassy, the consulate or the cultural institute, it is absolutely necessary that the organization of an event specific to the public diplomacy to contain a component of communication, which should provide proposals for the mediation of the event, both in the country where the action will be taken, and in the country of origin. The communication plan for such an event must also take into consideration the means used to convey the information to the target audience, calling all possible means, including the social networks, but also churches, non-government organizations, discussion groups, online and written media, blogs, individual email addresses, etc. Moreover,

regarding virtual communications can be achieved the exchange of contacts at the level of the entire communities, which, once linked, they can discuss of different topics, ordinary issues, they can exchange their experience and can try identifying possible mutual actions. (Bojescu, 2005)

In the activity of public diplomacy the commonly used instruments, promotion means, will remain advertising and public relations, both representing a series of characteristics, particularities given by the specificity of the activity unfolded. The same role in terms of importance in the public diplomacy is played by modern instruments sun as the communication system and country branding.

Services' characteristics, including the diplomatic ones, provide a series of characteristic specific to the promotional activities. In the field of social and political services marketing, in general, and in public diplomacy, in particular, the absence of delay of such activities at the right moment, at the moment of the occurrence of an event which is important for the country, event which should be known maybe on real-time basis, not being just the absence of the information of vital importance for the public outside the country's borders, but even a negative communication.

In order to strengthen the perception of the quality, veracity and relevance of the information transmitted by those with responsibilities in the field, the promotion of the realities of a country, of the achievements deemed to be known, it should be pointed out certain events, some of them even tangible, that should convince and reassure the public opinion outside the country's borders. In practice, it comes to quantitative expressions which can quantify the qualitative appraisals regarding certain things and certain achievement or intentions. (Bojescu, 2005)

Public relations

Public relations involve creation of a favourable environment of confidence in the state institutions, in the diplomatic organizations, in their dialogue with different categories of the public, with influent people outside the country, with the media, with representatives of the public power, with the leaders of trade unions and with other opinion leaders, etc. for the purpose of obtaining their support in defending, maintaining and developing the interests of the countries and in particular of the relative organizations.

Starting with the importance of public relations in the activity of public diplomacy for the promotion of the state politics, especially the foreign one, of the important project, of some prestigious achievements, and generally, of the values of the perennial nation, in Romania a particular emphasis shall be put on this type of actions, each institution, organisations with relevant powers in this field, starting with the Government, the Ministry of the Foreign Affairs and continuing with the other ministries and central and local institutions, have well-defined structures.

Events

Among the events organized by the Ministry of Foreign Affairs we can mention: the celebration of the Europe's day, the National Day, Yearly Reunion of Diplomacy, the International Days of the French-speaking countries, etc., programs promoting both the contribution of national culture and science to the international cultural values, and the membership and commitment of our country to structures ensuring the respect of the values from which it was claimed. In this particular context, the ministry possesses a range of specific instruments, which can be structured in three fundamental directions:

- **campaigns of the ministry**, different campaigns, starting with the organization of fact –finding and documentation visits at the offices of some European and global organizations, attending seminars, conferences, round tables, exhibitions on different topics, all these and others trying to respond to the interest of the public opinion to their attributions, activities and concerns;
- **organization of events by the missions abroad** (embassies and consular offices), bring able and having to organize events such as concerts, exhibitions, stands, conferences, lectures, theatre performances, film productions, etc., to which should attend everyone concerned (the young - pupils and students), other citizens, with the role to directly convey a clear message about the fundamental characteristics of the people;
- events organized on an internal level, etc.

Such events, and others, can be also organized by the specialty structures of the ministry, namely by the Public Diplomacy department, the embassies and by others.

IV. CONCLUSIONS

The marketing of diplomatic and consular services plays an important role in the identification, anticipation and quantification of the citizens' needs and desires. The factors involved in this process are the Ministry of Foreign Affairs, the embassies and consulates.

The role of the states is beginning to change and, implicitly, the role of the diplomacy in general and the one of the economic diplomacy in particular should be reconsidered. The current global crisis and other contemporary realities suggest the idea of a Great Change. It will target world policy, the mechanism of world economy, the components and functional principles of the capitalism, etc. Nevertheless, we will allow ourselves to think that the changing world of tomorrow will greatly look the same.

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