

The use of Multi-track Diplomacy in Branding Sri Lanka

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Abstract

Nation Branding is of paramount importance to state actors in the international system. In the current context, where interdependency plays a significant role, nations engage in branding and promoting their individual domestic capabilities in order to highlight their national interest. Narrowly defined, it is similar to the process of branding a commodity, in an arena where the competitiveness is high. Simon Anholt has presented a model for nation branding which is accepted and practiced internationally. In this model, the element of How to brand a nation? Is of vital importance. The reason for conducting this study is to reveal a potential mean for branding Sri Lanka. Accordingly, the objective of this research is to assess the applicability of Multi-track Diplomacy in Branding Sri Lanka. Multi-track diplomacy is a model presented by Dr. Diamond and Ambassador Mc. Donald, which was conventionally used as a conceptual way to view the process of international peacemaking. This research deviates from the conventional application of this model and considers its utility in cross-fertilization of the government and non-government sectors of the society to make the change happen. The scope of the study is limited to the context of Sri Lanka. Moreover, consideration of creating the national competitive identity and the use of Multi-track diplomacy are restricted only to Sri Lanka in this study. However, analyzing these two models, it is evident that the process of Branding Sri Lanka can be succeeded using Multi-track diplomacy. This study, although limited to an individual state, reveals the mechanism that can be applied by other states. The research is mainly based on qualitative data, which provides in depth analysis to the models used: Nation Branding Model and Multi-track Diplomacy Design. The research explores the success of the first model through the latter. Accordingly, this study utilizes two methodologies: qualitative and modeling. Researcher has used both primary and secondary data in the process. Branding Sri Lanka requires changes in diverse sections of the society, socially, economically, culturally, politically and legally. However, it should be done protecting the national identity. The image of the country should be earned but not purchased.

Key Words: Multi-track diplomacy, Nation Branding, Image abroad

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