



## How Can Turkey Effectively Use Tourism, A Soft Power, to Deal with Diplomatic Issues: The Case of Turkey-Greek Problem

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### Abstract

The term "soft power", which entered the international relations literature in the 1990s, has now become an indispensable element of power for almost all developed countries. Turkey, which started to use its soft power at the beginning of the 2000s, still seems to have not reached the desired level, although it has made efforts in this area. However, it is still possible for it to use this power with a tourism tool. Tourism is a vital source of income for Turkey as it is for the whole world. Tourism-oriented cooperation with all countries, especially with Greece, has the potential to solve all diplomatic problems of this country. The aim of this study is to investigate whether it is possible for Turkey to use tourism, which is a soft power element, in diplomacy. This article, which was created by interpreting different articles and statistics, is important in that it has the capacity to shed light on policy makers.

### Article Type

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