



SECTORAL  
DIPLOMATIC  
CHANNELS



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# TOURISM DIPLOMACY

Development of Sectoral Diplomacy

## STRATEGIC VISION DOCUMENT

# TOURISM DIPLOMACY

### “Development of Sectoral Diplomacy”

Tourism is a sector that mobilizes and develops all sectors of economy from agriculture and livestock to industry, from construction to infrastructure. But it is not correct to accept tourism only as an economic sector. Tourism is a sector that has an influence that can't be ignored on the move of domestic unity and cultural life of a country; on international reputation and prestige of a country and on the functioning of its foreign policy in the same time. According to that, one of the important sub-titles of public diplomacy is tourism diplomacy. In fact, tourism diplomacy is a match-brand of culture diplomacy. Because tourism increases cultural interaction and gets publics closer to each other.

It is required to deal tourism in a perspective that will strengthen national security and economic profits of the country. It is required to provide necessary directions and educations to all institutions, firms and individuals -especially guides- who serve in tourism sector for treating as diplomats. Thus, the guides, who were showing round strangers that came to Turkey in the last periods of Ottoman, gave wrong opinions in the presentation of country by the effect of various social and political reasons of the period. And that was played a role in the formation of a negative Turkish image in Europe. Ataturk wishing to ignore that made established the “Turkish Voyager Community”.

Tourists visiting different countries have been showing more tendency to learn settled cultures. There will be a requirement for featuring cultural savings for covering the demands of visitors who would like to learn truths about a country from historical and cultural sources. Furthermore, tourists wish to join actively to experiences instead of being only an observer in the countries they visit. Besides the art, craft, cultural saving of the visited country; the participant activities that will turn into permanent memories during the visit of historical places have been becoming more and more important. The continuously rising curiosity towards learning other cultures has been making cultural diplomacy and tourism diplomacy important.

Countries who has a crowded population as China have been economically awarding certain countries by directing their citizens (who will go abroad for a visit) to those countries; but have been punishing some countries by ignoring their citizens who prefer to go countries such as Macau, Taiwan. And in return, they have been trying to increase their political and economic populations. Similar situation is valid also for another countries such as Western -even Russia and Iran- countries that direct their citizens secretly by forming a perception towards which countries should be visited. So, tourism diplomacy has a great importance according to revive tourism sector and generally economy for the countries such as Turkey.

This situation has been more important if it is considered that commercial balance between China and Turkey is disproportionately against Turkey and one of the most important problems according to Turkish economy is the current deficit.

As it is clear from the explanations done here; tourism diplomacy is bilateral:

- 1) Presentation of a country in an international political level and usage of tourism activities by the aim of actualizing maximum of national profits in political and economic area (diplomatic tourism)
- 2) Usage of diplomatic activities by the aim of developing tourism (touristic diplomacy)

A deep interaction is the case between two sides of tourism diplomacy. The studies that will be done in one side will inevitably affect the studies that will be done in other side. In this frame, keeping the prestige of the country strong and the presentation as a respective country that has a high added-value for the visited country instead of a cheap country image but increases the prestige of visitors will increase the prestige of that country in other areas.

In this point, for instance, it is required to carry the successes of health tourism provided in the recent period to forward levels by moving also to other areas such as history tourism, nature tourism (thermal spring, mountaineering, rafting etc.).

Finally, we should point out that the success of tourism diplomacy will be directly proportional with the quality of services offering to tourists. Thus, the success seen in health tourism is majorly the fonction of the success caught recently in health sector.

So, no matter in which tourism branch it is, the quality of service and products offering to tourist should be increased. Otherwise, it will be impossible to increase the brand value of country and reflect it to economic, political and diplomatic areas.

It is required to organize activities that bring sector representatives, bureaucrats, diplomats and academicians all together in the solution of problems related with tourism diplomacy. In this context, we hope **the Studies of Tourism Diplomacy**, which will be held in the content of **Civil Global 2015-2023-2053** "Development Program of Global Civil Diplomacy", will provide multilateral profits and important contributions on the development of cooperation opportunities in the national and international area by the proactive approaches.

## **Main Theme**

**Development of Sectoral Diplomacy**

## **Sub Themes**

**Public Diplomacy, Culture Diplomacy and Tourism Diplomacy**

**Fourth Dimension of Tourism and Human Source**

**Academy and Tourism Diplomacy**

**Foreign Policy and Tourism Diplomacy**

**Economic Targets and Tourism Diplomacy**

**Multi-National Tourism Firms and Tourism Diplomacy**

**Regional Problems, Integration Activities and Tourism Diplomacy**

**Technology, Strategic Communication and Tourism Diplomacy**

**Non-State Actors and Tourism Diplomacy**