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TODAY IN INTERNATIONAL RELATIONS AN ESTIMATION ABOUT UTILIZING THE TOURISM AS A SOFT POWER IN TURKEY

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EXTENSIVE SUMMARY

This research is a the multidisciplinary research that it scopes International Relations and Tourism fields. In this research has been emphasized of 'soft power' and tourism correlation.

Soft power concept firstly has been come up with Joseph NYE Jr.'s book that "Bound to Lead" when deceased of USA in 90's.

The power has been able to classsified as 'hard power' and 'soft power. According to Niccolo Machievelli and Hans Morgenthau political theorists; the power is a inherent fact of states' and human.

The 'hard power' has some instruments as carrot(economic resources) and bat(military resources). Those instruments has been used depends on the situation. In the 'soft power' has been used out of the 'hard power's' enforcements. As the films, brands, football teams, non-governmental organizations of states's have been able to shown up.

Joseph Nye has composed the power spectrum. It means that depends on the political situations, 'soft power' increases or decreases. In 2009 a speech of Hillary Clinton mentioned about intelligent power that using mixing of hard power and soft power.

According to Geun Lee, has got some general strategic soft power;

- Hurt someone else's image, for instance 'islamaphobia' and 'monster comunism'
- The effort to correct one's own image, for instance after the World War 2 Germany tried to be integrated with Eurepean Union. And Japan decreasead the millitary spendings
- Network effect strategy, for instance English has become a global language and French has become diplomacy language.
- The using of heroes and celebreties strategy, for instance Angelina Jolie has visited refugee camps and Leonardo Dicaprio has cared about global warming.

Each State has different soft power elements. USA has many of global brands as Mc Donalds, Apple, Hollywood. Spain has global football teams like Barcelona, Real Madrid. Columbia has famous coffee products. Here is Turkey has best element to use Tourism. Land of Turkey has many of historical touristy products so it could be advantage about tourism.

After the 11th of September 2001 terrorist atacks, USA occupied Afghanistan and Iraq, but it has been understood that it is not sustainable high costly. And then Obama started 'soft power' elements. In July 1989

'Tienanmen protests', many of chinese students has been died and then those dramatic developments started the soft power researches.

As we have mentioned that Turkey's soft power is Tourism. Espically in recent years has been many of developments observed in Turkey tourism. "Cultural Policy in Turkey" joint project with European Union. And 'Turkey 2023 Tourism Strategy Vision' aiming to use Turkey's cultural treasury in tourism field.

Every year 'Monocle Magazine' publishes a 'soft power' index and in 2015-2016 years Turkey's rank is 25th. In this list's 25 states' 8 states in list of 'WTO's list. There is correlation between these lists.

Turkey's democracy from time to time has been interrupted cause of coups. After the Decions of January 24 and 2634 numbered tourism incentive law Turkey's economic system has been changed and some tourism devolepments has been observed. And Turkey started to open up to the world. Our some citizens achieved successes some fields like cinema, novel, music, football, science fields as well. Thanks to our active foreign policies, have been already signed visa treaties with 69 states. It ensures mobilization an ease in tourism field. Another soft power elements for Turkey; 'Turkish Airlines' brand and 'Turkish Series', it ensures positive perception about Turkey. Also Turkey has accepted many of refugees it arises from its historical responsibilities.

Last of all Turkey has great tourism potential and if it could be success to mix with its 'soft power', could be ensuring glorious tourism attractiveness.