Cultural Diplomacy as a Method for Promoting Kosovo in the World

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ABSTRACT

Cultural diplomacy as one of the forms for the promotion of different countries, with the focus on the cultural aspects and traditions of the respective countries, has been very effective in presenting the values of a country and its citizens. Known from the earliest times based on different contacts between people, especially those of a commercial character, this marks the first steps of what is known as cultural diplomacy that besides goods, the focus was also on the exchange of ideas and values between people and countries. For the successful realization of such a form of diplomacy, numerous engagements of people related to culture, history, art, sport and other important areas are needed. The purpose of this paper will be to reveal the many values that our country has in Kosovo focusing on the historical aspect, the cultural heritage and the natural resources it possesses. Many of Kosovo’s assets are protected by UNESCO that testifies even more about their values but they need a greater diplomatic engagement to do their promotion because no one better seeks to talk about the past and the present of a people and state. Numerous objects of great historical value, great natural wealth and religious objects of all religions are characteristic and great asset of Kosovo and its citizens, which require a qualitative promotion from the government of the country through cultural attaches to embassies in different countries around the world.

Anahtar Kelimeler: Kosovo, diplomacy, culture, heritage, UNESCO, religion