

Bridging Divides: The Importance of ‘Goodwill Value’ for Syria's Today and Future Stability

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Received: January 8, 2025 Accepted: January 22, 2025 Published: January 24, 2025

doi:10.5296/ber.v15i1.22579 URL: <https://doi.org/10.5296/ber.v15i1.22579>

Abstract

Goodwill value is a foundation for nations to build partnerships, foster economic growth, and enhance social cohesion. By leveraging goodwill strategically, countries can navigate challenges, attract resources, and promote sustainable development.

This paper explores Syria's goodwill value, focusing on how the country's rich cultural heritage, historical significance, and potential for tourism can contribute to its stability and development in the aftermath of the revolution's success. Despite the prevailing global polarised politics, the appreciation of Syria's goodwill value is crucial for improving international relations and fostering cooperation.

The paper examines historical precedents from goodwill to enhance their international standings and stimulate economic development. The research highlights the characteristics of the Syrian people—such as their hospitality, resilience, and strong community bonds—that contribute to the country's goodwill equity. It emphasises the importance of the Syrian diaspora, which possesses the potential to foster economic recovery through investments and cultural exchanges.

Keywords: Goodwill value, Syria, Cultural heritage, Historical significance, Tourism potential, Social cohesion, Community Resilience

1. Introduction

During the first transitional government, Syria, after the success of its revolution, needs to move from the context of ongoing humanitarian crises and geopolitical challenges to focus on what helps the country accelerate its way towards recovery and gain international community trust. Here, the goodwill value of Syria emerges as a critical asset for the nation's recovery and development. Goodwill, defined as the positive perception and appreciation of a country based on its cultural heritage, historical significance, and potential for cooperation, is vital for

fostering positive relationships with the international community (Bloom, 2008).

Syria's rich tapestry of ancient civilisations, UNESCO World Heritage sites, and abundant natural resources provide a unique platform for building diplomatic ties and stimulating economic growth (Buheji and Hasan, 2025).

Acknowledging and promoting Syria's goodwill value can enhance foreign investment, particularly in tourism and cultural preservation, which are essential for revitalising the economy. Moreover, harnessing this goodwill can facilitate reconciliation among diverse social groups, fostering national unity and resilience in post-conflict reconstruction efforts. By emphasising its cultural richness and historical importance, Syria can reshape global perceptions and secure the support necessary for sustainable recovery, thus paving the way for a stable and prosperous future (Buheji and Hasan, 2025).

2. Literature Review

2.1 Introduction to the Goodwill Value of Syria

The goodwill value of a country like Syria can be attributed to several factors, including its cultural heritage, historical importance, resources, tourism potential, and relationships with other nations. However, the humanitarian crisis in Syria has dominated global perceptions, potentially overshadowing positive aspects of goodwill.

Syria is home to several UNESCO World Heritage sites and has a rich history dating back to ancient civilisations, which contributes to its cultural significance. This ancient nation possesses various natural resources, including oil and fertile land, which can be factored into its economic goodwill (Cassady, 1936).

Despite current challenges, Syria has the potential to attract tourism because of its historical sites, landscapes, and cultural experiences. The country's geopolitical situation and relationships with other countries can impact perceptions and goodwill value on the international stage (Alshehabi et al., 2021).

2.2 How Can Cultural Heritage and History Help Syria Gain Faster Momentum towards Stability and Development?

Syria has been a crossroads of civilisations, with sites like Palmyra, Aleppo, and Damascus reflecting its ancient history. This long-standing heritage can enhance national pride and attract academic interest. Several locations in Syria are recognised as UNESCO World Heritage sites due to their cultural and historical importance, contributing positively to its global image when compared to other countries.

When appreciated and promoted, cultural heritage can serve as a tool for reconciliation and healing, allowing people to find common ground in shared values and traditions. Raising awareness and teaching about Syria's historical and cultural significance can empower younger generations and instil a sense of pride, encouraging them to contribute positively to society. Engaging with the global community in cultural preservation efforts can create networks of support and collaboration, which can strengthen Syria's position in the

international arena (Buheji and Mushimiyimana, 2024a).

2.3 History of Nations Benefiting from Goodwill Value

After World War II, Germany rebuilt its international reputation through economic cooperation, cultural diplomacy, and commitment to European integration, leading to its current position as an influential and prosperous nation. Post-World War II, Japan emphasised goodwill value through technology sharing and economic assistance, fostering positive international relationships that supported its rapid economic development (Chelba et al., 2023).

Following the end of apartheid, South Africa's leadership embraced goodwill diplomacy, enhancing its international standing and attracting investment. This helped stabilise the economy and promote growth. The country focuses on Gross National Happiness, promoting cultural values and environmental sustainability. Its emphasis on cultural heritage and goodwill has helped foster tourism and a strong national identity.

2.4 How can the Appreciation of the Goodwill Value Help Syria's Stability?

Appreciation of goodwill value can significantly help Syria's stability in several ways, providing immediate and long-term benefits. Acknowledging Syria's cultural and historical significance can improve diplomatic relations with other nations. This goodwill facilitates dialogue, fosters cooperation, and encourages peaceful conflict resolution (Buheji and Hasan, 2025).

Countries and international organisations may be more inclined to offer humanitarian aid, development assistance, and investment when they recognise Syria's value and potential and strengthen its economy and social fabric.

Positive perceptions of Syria can stimulate foreign direct investment, particularly in tourism, agriculture, and cultural preservation (Logan, 2012). Economic revitalisation can create jobs and improve livelihoods, contributing to stability. For example, the focus on leveraging cultural heritage for economic growth can lead to harmony and boost community engagement (Buheji and Mushimiyimana, 2024a).

2.5 Goodwill Value that Leads to Building Resilience with Social Cohesion

Promoting Syria's goodwill value can remind citizens of their shared history and cultural heritage. This can help unite diverse groups, foster a collective national identity, and transcend sectarian divides. Involving communities in initiatives celebrating Syria's culture can strengthen ties between different social groups, enhance social cohesion, and reduce tension (Dore, 1983).

Countries with goodwill are better positioned to receive international support during crises, enhancing their resilience to shocks like economic downturns or natural disasters.

Goodwill encourages collaboration, enabling nations to learn from each other's experiences in crisis management, innovation, and recovery (Gynther, 1969).

Acknowledging and valuing Syria's goodwill can create an environment of hope and resilience among its citizens. People who feel valued and recognised are likelier to engage in constructive behaviours that promote stability. Goodwill can facilitate better crisis management through collaborative efforts among various stakeholders, including government entities, NGOs, and local communities focused on recovery and rebuilding (Buheji and Mushimiyimana, 2024a).

Establishing cross-cultural programs and partnerships can enhance understanding and goodwill between Syria and other countries. Cultural exchanges can increase tourism and international visibility, further promoting stability. Goodwill value serves as a foundation for nations to build partnerships, foster economic growth, and enhance social cohesion. By leveraging goodwill strategically, countries can navigate challenges, attract resources, and promote sustainable development (Dore, 1983).

3. Methodology

This study employs a secondary data research methodology to explore Syria's goodwill value and its implications for the country's stability and development. Secondary data research involves analysing existing literature, reports, and data collected by other researchers or organisations. This approach is beneficial for contextualising Syria's goodwill value within historical, cultural, and geopolitical frameworks.

A systematic literature review was conducted to identify relevant academic articles, books, and policy papers that discuss Syria's goodwill value, cultural heritage, and economic potential. The author focused on peer-reviewed studies, reports from international organisations (e.g., UNESCO, World Bank), and case studies from countries successfully leveraging goodwill for recovery (Serwer, 2012).

A synthesis of the insights from the thematic analysis has helped to draw the critical factors influencing Syria's goodwill value and its implications for stability and development. The findings show that other nations have utilized goodwill value as part of their recovery strategies to highlight best practices and possible pathways for Syria.

4. Geopolitical Analysis of Syria Today

In order to understand the importance of the goodwill value of Syria, we need to understand its geopolitical situation. Geopolitical analysis of Syria would mean particularly the challenges on the country regarding its complex landscape shaped by various actors with competing interests and the potential of more foreign interventions that constrain the value of its goodwill.

For example, the United States, along with its allies from Western and Arab nations, might intervene in Syria to claim they want to combat ISIS. While some populations appreciate the help in fighting terrorism, others view US presence as an occupation, diminishing the goodwill towards Western countries.

The other threat for Syria's goodwill value optimization is the threat of Iran's intervention again. This can also alienate potential regional supporters who are worried about Iranian

influence which would be complicating Syria's efforts to build sustainable goodwill.

Let's not forget the other regional dynamics and the Syrian refugee issue until Syria's stability is achieved. Turkey's policies towards refugees can either enhance or damage Syria's goodwill. Positive approaches may create a sense of regional solidarity, while negative perceptions about refugee management can lead to further isolation of Syria.

Finally, the international sanctions and the slow humanitarian aid can significantly hamper Syria's economy, making it difficult for the government to provide services and improve living conditions. This can directly affect Syria's image and goodwill.

5. Characteristics of the Syrian and his Quality as Part of the Equity of the Goodwill Value

The characteristics of the Syrian people, which contribute to the equity of Syria's goodwill value, encompass cultural attributes, social values, and personal qualities that reflect their resilience and hospitality.

5.1 Cultural Hospitality

Traditionally, Syrians are known for their hospitality. Visitors often report feeling welcomed and appreciated in homes and communities, which fosters positive perceptions and goodwill. Offering food and sharing meals are central to Syrian culture. This practice promotes connection, inclusivity, and a sense of community, enhancing interpersonal relationships.

5.2 Resilience and Adaptability

Despite coming out of more than 12 years of fierce conflict with the previous dictatorship government that ruled Syria for more than 50 years, the Syrian people have demonstrated remarkable resilience and adaptability. This quality exemplifies their strong spirit and ability to cope with challenges, contributing to a perception of strength and determination. Many Syrians have displayed creativity and resourcefulness in leveraging limited resources to create businesses and contribute to local economies, fostering goodwill in entrepreneurial circles.

5.3 Rich Cultural Heritage and Pride

Syrians take pride in their rich cultural history, including art, literature, and science contributions. This appreciation of their heritage enhances their identity. It strengthens collective goodwill. Cultural expressions through music, dance, and festivals help promote a sense of identity and community solidarity, enhancing goodwill within society and in interactions with outsiders (Serwer, 2012).

5.4 Strong Family and Community Bonds

Family loyalty and strong kinship ties are fundamental in Syrian society. This social structure creates a support system that contributes to stability and cares for one another, reflecting a culture of solidarity. Syrians are known to engage in communal activities and support one another during crises, fostering trust and cooperation, which is essential for building

goodwill.

5.5 Customer Service and Business Etiquette

Everyone who deals with Syrians in business and customer service often provides a personal touch, emphasising relationships over transactions. This approach can enhance customer loyalty and satisfaction. Syrians generally understand cultural nuances and are adept at adapting their communication style to different audiences, which is valuable in service-oriented and cross-cultural environments.

5.6 Linguistic and Cultural Skills

Many Syrians are multilingual. Because many lived in the diaspora during the revolution, they now speak Turkish, French, German, and English, in addition to Arabic. This skill facilitates communication and builds bridges with different cultures, enhancing goodwill. Syrians often serve as cultural ambassadors, educating others about their history, values, and traditions, which can foster greater understanding and appreciation across cultures.

5.7 Willingness to Collaborate

Syrians are often willing to engage in collaborative projects and partnerships, creating opportunities for joint initiatives that can benefit both local communities and international stakeholders. Many Syrian individuals and organisations advocate for social justice and human rights, reflecting a commitment to positive change and contributing to global goodwill networks.

6. Simulating Application of Goodwill Value

6.1 Optimisation of Syria's Goodwill Value

Goodwill value has played a crucial role in the development and resilience of various nations, particularly through promoting international cooperation, fostering social cohesion, and enhancing economic opportunities. Countries with a positive goodwill value often build stronger diplomatic relationships, leading to collaboration on trade agreements, security alliances, and joint initiatives. A well-regarded nation is more likely to receive support in times of need. Nations with goodwill can garner international assistance during crises, such as natural disasters or humanitarian emergencies, making their recovery efforts more effective.

Optimising Syria's goodwill value amidst current challenges involves a multifaceted approach that addresses political, social, and economic dimensions. For example, it can start by actively engaging with neighbouring countries to foster dialogue and resolve tensions. This includes participating in platforms that build re-engagement with international organisations, such as the United Nations, to showcase commitment to peace and stability while advocating for lifting or easing of sanctions based on progress towards reforms.

The other part for optimising the goodwill value is to improve coordination with international humanitarian organizations to ensure effective distribution of aid, especially in conflict-affected areas. This means that the Syrian government would facilitate projects

aimed at rebuilding infrastructure (schools, hospitals) and providing services, particularly in areas devastated by the war using part of its goodwill value. This demonstrates a commitment to the welfare of the population.

Members of the Syrian diaspora should also be encouraged to participate in nation-building efforts, including investments and expertise in various sectors. Promoting cultural exchanges and events that celebrate Syrian heritage and foster a sense of community among expatriates enhances national identity and goodwill.

The Syrian government should also start economic reforms that diversify the economy beyond reliance on specific sectors, such as oil, by promoting agriculture, tourism, and technology. The government, for instance, should focus on initiatives that empower youth and women through education and entrepreneurship programs, helping to create a more inclusive society. The goodwill value would pop up once the government starts building trust at home and building inclusive governance, besides ensuring representation for diverse ethnic and religious groups in political processes.

Accountability and reconciliation need to be balanced so that the Syrians would feel that past crimes is not wiped out easily, while also facilitating reconciliation processes that involve all communities, which can improve internal goodwill and stability. Cultural heritage, art, and history can be utilised to engage with international audiences. Thus, hosting cultural events or exhibitions or even academic exchange programs can enhance Syria's image globally.

6.2 Benefiting from Syria's Unexplored Resource towards its Goodwill Value

Historically, Syria has been a producer of oil, a critical asset for economic development. The energy sector is vital, though it has been affected by conflict. The country has fertile agricultural lands, particularly in the Euphrates basin, which have the potential to support food security and agricultural exports.

Syria had a flourishing tourism sector before the civil war or the revolution, attracting visitors to its historical sites and natural beauty. The potential for recovery and the development of tourism infrastructure can be a future opportunity. This physical resource of Syria can raise the potential for cultural and historical tours to a significant level as people seek to reconnect with their heritage, especially when the security situation improves.

Syria's geopolitical location in the Middle East makes it strategically significant, but its international relations are complex and often influenced by foreign interventions and alignments. The relationship with international organisations and countries providing humanitarian aid can enhance the perception of goodwill, primarily if successful reconstruction occurs.

Since the Syrian civil war has led to a massive humanitarian crisis, with millions displaced, this situation has the potential to delay the optimisation of the goodwill value as countries and organisations grapple with humanitarian needs. However, the humanitarian aspect may also generate sympathy and support from the international community, enhancing goodwill regarding humanitarian aid and political support.

6.3 The Strength of the Syrian Diaspora as a Goodwill Value

The Syrian diaspora can play a vital role in economic recovery and cultural exchange, fostering goodwill through investments and connections abroad. These people in the diaspora can play a significant role in restoring economic recovery and helping rebuild the country's infrastructure, revitalising sectors like tourism and agriculture, and attracting foreign investment, which is essential for long-term goodwill improvement.

The Syrian diaspora has built a good reputation in the hosting countries as productive, thoughtful, and innovative people. Countries perceived positively regarding their people and their natural wealth would have a significant change on the global stage in successfully attracting foreign investors. Goodwill value can be translated into increased capital inflow, fostering industrial growth and infrastructure development. Syria's substantial goodwill value can benefit from tourism, boosting local economies. Positive perceptions lead tourists to visit, generating revenue and creating jobs in hospitality and related sectors.

The Syrian diaspora can also play a significant role in cultural diplomacy by promoting cultural heritage and showcasing their history and traditions. This fosters goodwill value and greater understanding among nations. This also would bring more scholarships relevant to cultural and educational exchanges that can enhance mutual understanding between countries and build relationships, thus creating opportunities for collaboration in various fields, including research and technology.

The diaspora also helps promote a sense of national identity among diverse ethnic and social groups, bringing people together around common goals. This social cohesion enhances a nation's stability and resilience.

7. Discussion and Conclusion

7.1 Challenges Towards Sustain Syrian Goodwill Value

The geopolitical landscape in Syria can markedly influence and shape internal and external perceptions. While some interventions can enhance Syria's goodwill with specific allies, they simultaneously create significant divisions with other nations. Understanding these dynamics is key for future diplomatic or reconstruction efforts in the region.

Efforts to leverage goodwill can strengthen 'community engagement' and 'civic involvement', empowering citizens and fostering a spirit of collaboration and solidarity.

Strengthening the intangible assets are non-physical assets that can add significant value to a country. For Syria, these intangible assets encompass cultural, social, and intellectual factors that contribute to its identity and potential for development. For example, Syria is home to numerous UNESCO World Heritage sites. The care for these sites, besides preserving traditional crafts, such as handmade textiles, ceramics, and architecture, reflects the artistic heritage of Syria.

7.2 Building Further Stronger Goodwill Value

Optimising Syria's goodwill value involves a combination of internal reforms and external

diplomatic efforts to rebuild trust and foster cooperation. Syria can enhance its international standing and promote a more positive global perception by addressing humanitarian needs, engaging with the diaspora, implementing economic and governance reforms, and leveraging cultural strengths.

Historically, Syria has been known for its diversity and relatively peaceful coexistence between various ethnic and religious groups. This social fabric can be an asset for promoting stability and cooperation. Syria has a history of scholarly contributions, particularly in literature, theology, and history. This intellectual heritage can be leveraged for educational development and international collaboration. The knowledge related to agriculture, medicine, and environmental practices that have been passed down through generations represents an invaluable resource for sustainable development.

7.3 Role of Goodwill Value in Creating a Shift towards Sustainable Development

Nations such as Syria can successfully evoke goodwill that often aligns their policies with global values, such as sustainability and human rights, attracting partnerships to address global challenges. Goodwill values allow nations to join international networks focused on sustainability and development, facilitating the sharing of Syria's intangible assets, rooted in its cultural heritage, social structures, intellectual capabilities, and entrepreneurial spirit, which are crucial for its development and resilience. By leveraging these assets effectively, Syria can enhance its global presence, foster economic growth, and promote social stability.

Syria's intangible assets, rooted in its cultural heritage, social structures, intellectual capabilities, and entrepreneurial spirit, are crucial for its development and resilience. By effectively leveraging these assets, Syria can enhance its global presence, foster economic growth, and promote social stability. Goodwill is a foundation for nations like Syria that seek to build partnerships, foster economic growth, and enhance social cohesion. Countries can navigate challenges, attract resources, and promote sustainable development by strategically leveraging goodwill.

The characteristics and qualities of the Syrian people can continuously greatly enhance the equity of Syria's goodwill value. Their hospitality, resilience, cultural pride, and commitment to community make them valuable contributors to national and international relationships. By highlighting these human qualities, Syria can improve its global image and build stronger ties with other nations, essential for stability and development.

7.4 Limitations of the Study

This work's limitations are that it is mainly associated with secondary data research, which means there is potential for bias in existing literature. The lack of data owing to Goodwill value in Syria and the absence of primary data that could provide a more nuanced understanding of the Syrian context should be taken into consideration in future research.

Competing interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Macrothink Institute.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

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