

Message from Conference Chairman

I am pleased to welcome you all to the 1st International Conference of Academics and Professionals in Tourism and Hospitality (ICAPTH), which will be held under the slogan “Tourism in the Sultanate of Oman: National and Global Visions and Practices” in the city of Salalah, Sultanate of Oman, during the period from February 17-19, 2025. This conference represents a valuable opportunity to bring together an elite group of experts and specialists in the field of tourism and hospitality to exchange ideas and experiences and discuss the challenges and opportunities facing this vital sector.

This exceptional event will be an ideal platform to communicate, exchange ideas, and explore the opportunities that tourism can offer to achieve the Sustainable Development Goals 2030 and Oman Vision 2040. The ICAPTH conference, which brings together researchers, scholars, educators, and stakeholders in the tourism sector from different parts of the world, aims to explore the prospects of this new era in the tourism and hospitality industries, promoting sustainable tourism development. Through this conference, we seek to shed light on visions and practices that can contribute to enhancing the Sultanate’s position as a distinguished tourist destination at the national and global levels.

Tourism is more than just an economic industry; it is also a bridge connecting cultures and peoples. Therefore, this conference represents a unique opportunity to communicate, exchange ideas and experiences, and discuss the challenges and opportunities facing this vital sector.

I would like to thank all the participants and organizers for their great efforts in making this event a success, and we look forward to fruitful discussions and valuable contributions that will support the development of the tourism and hospitality sectors in our country.

Welcome once more to Salalah, one of the most beautiful cities in the Sultanate of Oman, as well as to the ICAPTH conference.

Dr. Ahmed Bin Ali Al-Shahri
Assistant Vice - Chancellor
UTAS – Salalah

المؤتمر الدولي الأول للأكاديميين والمهنيين في السياحة والضيافة

السياحة في سلطنة عُمان: رؤى وممارسات وطنية وعالمية

17-19 فبراير 2025

مجمع السلطان قابوس الشبابي للثقافة والترفيه
سلالة - سلطنة عُمان

The 1st International Conference for Academics and Professionals
on Tourism and Hospitality

Tourism in Oman: National and Global Insights and Practices

17th - 19th February 2025

سُلالة Sultan Qaboos Youth Complex for Culture and Entertainment - Salalah

Sultanate of Oman – Salalah

كلمة رئيس اللجنة العلمية

On behalf of the Scientific Committee, I am honored to present the proceedings of the of this conference, which brings together valuable research and innovative ideas across five themes related to the dynamic fields of tourism including cultural and experiential tourism, governance, policies, and partnerships in tourism, innovation and education in tourism, sustainable and regenerative tourism development, and cultural heritage and artificial intelligence in the tourism industry.

These proceedings reflect the dedication and scholarly contributions of researchers and practitioners from diverse backgrounds, offering insights that will enrich academic and professional discussions.

I extend my sincere appreciation to all authors, reviewers, committee members and contributors who made this compilation possible. We hope it serves as a valuable resource for future research and development in these important fields.

Dr. Dr. Nasser Alhamar Alkathiri
Dean of CEBA and Head of the Scientific Committee

بالنيابة عن اللجنة العلمية، يشرفني أن أقدم ملخصات الأوراق العلمية لهذا المؤتمر الذي يجمع بين بحوث قيمة وأفكار مبتكرة تغطي خمسة محاور رئيسية في المجالات الديناميكية للسياحة، وتشمل السياحة الثقافية والتجريبية، الحوكمة والسياسات والشراكات في السياحة، الابتكار والتعليم في السياحة تطوير السياحة المستدامة والمتجددة، والتراث الثقافي والذكاء الاصطناعي في صناعة السياحة. تعكس هذه الدراسات العلمية جهود الباحثين والممارسين ومساهماتهم العلمية من خلفيات متنوعة مما يوفر رؤى ثري في المجال الأكاديمي والمهني. أعبر عن خالص امتناني لجميع المؤلفين والمراجعين وأعضاء اللجنة والمساهمين الذين أسهموا في إصدار هذه العمل الرائع. نأمل أن تكون مرجعًا قيمًا للأبحاث والتطوير في هذه المجالات المهمة.

الدكتور/ ناصر بن محمد الحمر الكثيري
عميد كلية الاقتصاد وإدارة الأعمال ورئيس اللجنة العلمية

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THEME (I)
Cultural and Experiential
Tourism

The influence of traditional and modern museums on visitor experience, knowledge, and satisfaction in Oman

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Abstract

Technology has transformed museums in Oman. The use of technology is changing the concept of museums, especially in the way of presenting history in the exhibitions. Even if traditional museums have been serving as the foundation of the protection and cultural transmission, in Oman, there is still a lack of research on how well technology interventions might improve visitor experience, knowledge, and visitor satisfaction as compared to traditional museums.

This research explores the impact of traditional and technological museums in enhancing the visitor experience in Oman. The quantitative method approach includes surveys of visitors. This research experiments with the influence of technology on visitor experience, knowledge, and satisfaction. By comparing the visitor experience in a traditional museum with that of a technology-focused museum, the study aims to identify the differences in each museum's approach. The research will explore how technology can be integrated into museum exhibits in storytelling and physical artefacts and foster a deeper connection with Oman's cultural heritage. Findings from this study will contribute to the development of innovative and engaging museum experiences that cater to diverse visitors and promote lifelong learning.

Keyword: traditional museums, technology museums, visitor knowledge.

The travel motivation and the perceptions of Omanis towards the services provided during Al-Khareef in Dhofar

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Abstract

Oman has many attractive places that attract local, regional, and international tourists. One of the main regions in Oman is Dhofar, which is famous for its Alkhareef (monsoon) season. This season attracts local Omanis to visit Dhofar during the summer. Local Omanis are considered the main visitors to Al-Khareef every year. There is limited research looking at the travel motivation and satisfaction level of Omanis towards the services offered in Dhofar. Therefore, this study tries to fill the gap in the literature. This study has three main objectives: exploring the travel motivation of Omanis, exploring the visitor satisfaction level of services, and identifying visitors' suggestions and recommendations to improve AlKhareef in the future. An online survey was distributed for people living in Oman in October in 2022. The total number of responses was 274. The findings revealed that the main motivations for visiting Dhofar are enjoying the nice weather, spending good time with family, and leisure and recreation. Participants were very satisfied with the following areas in Dhofar, which are the attractiveness of the environment, peace and safety of the area, and the variations of tourism activities. Most of the participants recommended improving the infrastructure and superstructure in Dhofar as well as adding more activities and events.

Keywords: Motivation, Satisfaction, Dhofar

Cultural Sensitivity's Role in Tourist Behavioral Intention: Insights from Salalah, Oman

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Abstract

This study sheds the light on cultural sensibility as it affects behavioural intention among people who visit Salalah, Oman, a city rich in its cultural heritage and known for its magnificent beauty. Data were gathered from a diverse sample of 219 visitors using a quantitative online survey for understanding the extent of cultural sensitivity on destination image and visitor satisfaction. The data show that cultural sensitivity improves both cognitive and affective components of destination image, increasing overall tourist satisfaction. In addition, the study found that tourist satisfaction had a considerable impact on behavioural intentions, such as the likelihood of promoting Salalah and planning future visits. The findings show that destination image influences the association between cultural sensitivity and tourist satisfaction, while decreasing the link between satisfaction and behavioural intentions. These findings highlight the necessity of promoting cultural sensitivity within the hospitality industry in order to improve tourist experiences and encourage sustainable tourism practices. The study's findings suggest that Salalah's hospitality management implement cultural awareness and engagement training programs to increase service quality and tourist satisfaction. Overall, this study stresses the necessity of cultural sensitivity in improving the tourist experience, offering valuable insights for Salalah's hospitality stakeholders.

Keywords: Cultural sensitivity, destination image, tourist satisfaction, tourist behavioral intention

Red Carpet Tourism: Cinema Award Functions as Catalysts for Tourism and hospitality Growth in Oman

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Abstract

Cinema and film festivals can significantly boost tourism and hospitality growth. Films and awards events act as catalysts for promoting destinations, attracting visitors, and stimulating local economies (Зеленко & Осовська, 2022; Judith, 2011). Cinema tourism, driven by viewers' desire to visit filming locations, has emerged as an innovative tool for developing hospitality sectors and creating new tourist attractions (Deshmukh, 2020; Tripathi, 2017). Bollywood cinema, for instance, promotes intercultural communication and influences international audiences' travel decisions (Tripathi, 2017). Film festivals, such as the Latin-American Festival of Cinema in Huelva, generate economic benefits that outweigh costs (Flores Ruiz, 2015). The film industry, as part of the creative economy, fosters sustained economic growth and development (Mandić & Petrič, 2017). Moreover, films can build and promote destination images, as demonstrated by "Basilicata Coast to Coast" in Italy, which stimulated tourist curiosity and showcased the region's romantic and naturalistic dimensions (Bencivenga et al., 2013).

Keywords: Cinema, Film festivals, Tourism, Hospitality, Local economy, Tourists attraction, Economic growth and development.

Cultural Sensitivity's Role in Tourist Behavioral Intention: Insights from Salalah, Oman

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Abstract

This paper explores the multidimensional role of cultural heritage tourism in Tamil Nadu with contributions to interfacing the past and the present, economic and social development, and ensuring anti-challenges from overcrowding to commercialization and environmental degradation. It points to the importance of sustainability, technological development, and community involvement in long-term viability. Cultural heritage tourism does not only empower local communities but also give room for interaction by travelers with the living traditions, however, there are risks in heritage sites when over-commercialized or overcrowded. This sector can turn into a transformational force if it incorporates smart technologies, including virtual and augmented reality, along with community-driven initiatives, thus celebrating diversity, and enabling the future generations to experience heritage in meaningful ways. The literature review covers tourist motivations, barriers facing heritage tourism, and the use of technology for enriching visitor experiences. The study uses AI-driven tools to analyze visitor demographics, motivations, and challenges in Tamil Nadu, with recommendations on multilingual resources, digital engagement, and sustainable tourism practices. Findings indicate the importance of cultural authenticity, the gap in the adoption of digital tools, and the potential for sustainable practices to drive growth without compromising preservation. Ultimately, this paper provides actionable insights for balancing economic growth and cultural preservation.

Keywords: Cultural heritage tourism, Tamil Nadu, sustainability, technology integration, community involvement, virtual reality, overcrowding, economic development

Creating Saudi Arabia's Destination Image: A Success Story

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Abstract

This study delves into the type of place branding strategy implemented by Saudi Arabia to attract visitors from Western countries and how these potential visitors perceive the Saudi tourism campaign in light of prevailing stereotypes about the Kingdom. This study uses a mixed-method content analysis of promotional materials related to Saudi Arabia, along with the mixed data collection approach involving surveys sampled from nationals in Western countries. This study contributes significantly to the existing literature on the significance of destination branding, particularly within the context of Western culture and the prevailing stereotypes surrounding Muslim/Islamic countries. From a practical perspective, this study can offer valuable insights for brand management, advertising, and marketing communications to focus on promoting a culture that faces several geopolitical and economic controversies.

Keywords: destination image, branding, promotional campaign, Islamic, Saudi Arabia

Exploring the Perceptions and Attitudes of University of Technology and Applied Sciences Students towards Tourism Development in the Al Dahirah Region and its Socio-cultural Impacts

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Abstract

This research aims to understand how young people perceive tourism's contribution to regional growth and economic benefits while addressing their concerns regarding potential negative impacts, such as cultural degradation, environmental sustainability, and community well-being (Al-Rabaani, 2013). To obtain a comprehensive understanding of UTAS students' views, this research study will use a multimethod approach, beginning with a structured survey that gathers quantitative data on students' attitudes, expectations, and concerns related to tourism development. Additionally, qualitative responses will be collected to investigate students' experiences and significant perceptions of tourism's effects on local culture, economy, and environment. This methodology is designed to explore how students' support for tourism's positive contributions, such as economic growth, employment opportunities, and cultural preservation, balances with their awareness of tourism's potential drawbacks, including cultural degradation, environmental concerns, and changes in traditional lifestyles (Shekhar, 2023).

Concentrating on youth viewpoints is vital for this study, as it offers a future-oriented perspective on sustainable tourism. Young Omanis are particularly positioned to influence tourism development (Al Obidani & Battaglia, 2022). By understanding their perspectives, this research offers practical recommendations for policymakers, tourism managers, and community stakeholders to design tourism initiatives that prioritize economic benefits while respecting local traditions and socio-cultural values (Khater et al., 2024). Initial findings are expected to reveal eagerness and awareness among students, reflecting their hope for economic empowerment and job creation alongside their concerns about environmental sustainability and cultural integrity.

By documenting and analyzing students' viewpoints, this research will provide practical recommendations for creating and improving tourism strategies that reflect the socio-cultural priorities of Oman's younger population and promote development in harmony with community values and environmental sustainability. This study ultimately aims to support a more resilient and community-centered approach to tourism development in Oman, aligning with the nation's Vision 2040 goals for responsible growth and diversified economic progress.

Cultural Diversity in Tour Guiding: An Exploration of Communication and Practices in Oman's Tourism Industry

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Abstract

The present study investigates the cultural diversity within the Omani tour-guiding sector, with special regard toward the communication strategies applied in both intercultural and multicultural settings. The primary purpose is to assess the current level of intercultural diversity among tour guides in Oman and identify the challenges faced when communicating with visitors from different cultural backgrounds. The study proposes a framework for best intercultural communication practices by investigating ways to improve cultural diversity. A multi-method approach was followed to collect the collective insights of tour guides and industry and academic experts through a survey and semi-structured interviews. Quantitative and thematic data analysis shows that tour guides are deeply aware of cultural differences and diversity and stress the importance of active listening and respect in communication. This research identifies the key challenges in overcoming cultural and communication barriers, dealing with disparities between individualistic and collectivist cultures, and correcting cultural misconceptions. The findings underline the critical requirement felt by intercultural communication training, mainly in the areas of non-verbal cues, understanding, and flexibility, as well as improving technologically and linguistically professional competencies. This study also highlights that this will entail the creation of a framework aimed at enhancing the cultural diversity of Omani tour guides and adequately preparing guides for communication and interaction with an increasingly diversified number of visitors. These findings are important in shaping the future of intercultural communication in tourism.

Keywords: Intercultural communication, tour-guiding, communication strategies, cultural interaction, diversity.

Enhancing Oman's Tourism and Cultural Heritage via Engaging Modern Visual Technology: A Comprehensive Plan for Interactive and Immersive Experiences


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Abstract

This study's main goal is to increase tourism while additionally preserving and promoting Omani culture. This study aims to provide a dynamic approach to attracting and instructing visitors by fusing modern optical technology with conventional components. Oman is the perfect location for this study because of its stunning natural surroundings and rich historical background. This study intends to give tourists an immersive experience that improves their comprehension and enjoyment of Oman's distinctive culture and history by utilizing interactive visual optics from the Omani heritage and virtual reality tours to bring the country's historical landmarks and natural scenes to life. In addition to fostering economic expansion, promoting tourism in Oman becomes an opportunity for cultural preservation and education. Through the use of modern technology, the study seeks to establish a link between the past and present so that tourists may enjoy Oman's culture in an interesting and engaging manner. With the increasing need to maintain local cultures while incorporating them into the global narrative, this strategy has become particularly important in the context of globalization.



THEME (II)
Governance, Policies, and
Partnerships in Tourism

Assessing the Potential of PPPs for Hospitality Development in Oman

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Abstract

Oman's Vision 2040 describes a strategic framework for the nation's economic diversification, with the objective of diminishing reliance on hydrocarbons by advocating for sustainable advancement in non-oil industries, with a particular emphasis on tourism. This Vision outlines high-reaching targets for the tourism sector, aiming to raise its GDP input from 2.4% in 2021 to 10% by 2040. Furthermore, the Sultanate aims to attract 11 million tourists annually by 2040, bolstered by substantial investments amounting to \$31 billion in tourism-related initiatives and infrastructure enhancement, encompassing integrated tourism complexes and environmentally sustainable resorts (Jones Lang LaSalle, 2024; Muscat Daily, 2023).

The hospitality industry is pivotal in realizing these aspirations, registering consistent growth alongside significant advancements in hotel revenues and tourist arrival. In 2022, the earnings of hotels escalated by an impressive 27% in comparison to the prior year. Even with these developments, the field contends with obstacles including limited participation from private stakeholders and inadequate application of PPPs. Worldwide, PPPs have proven to be significant in enhancing innovation, facilitating infrastructure advancements, and drawing

Leveraging Public-Private Partnerships for Sustainable Tourism Development in Oman: A Stakeholder Perspective

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Abstract

Tourism is a key driver of economic growth and diversification in many countries, including Oman, where it contributes significantly to the GDP, employment, and overall development. As Oman seeks to diversify its economy beyond oil and gas, tourism has emerged as a critical sector, with Public-Private Partnerships (PPPs) playing a vital role in fostering sustainable tourism growth. This study explores the role of PPPs in promoting sustainable tourism development in Oman, examining the perspectives of key stakeholders, challenges, and opportunities. PPPs offer a unique opportunity to combine the strengths of the public and private sectors, addressing complex issues such as infrastructure development, environmental conservation, and community engagement. The research identifies challenges like financial constraints, lack of standardized guidelines, and gaps in local expertise, while also highlighting the opportunities for enhancing local employment, developing eco-friendly infrastructure, and preserving Oman's cultural heritage. Using a quantitative approach, data was collected through a structured questionnaire administered to 157 respondents using purposive sampling technique. The findings emphasize the importance of strategic collaboration, clear regulatory frameworks, and active stakeholder engagement to ensure the success of PPP-driven sustainable tourism. This research provides valuable insights for policymakers and practitioners aiming to align Oman's tourism development with its long-term economic and sustainability goals.

Keywords: Public-Private Partnerships, Sustainable Tourism, Stakeholder Engagement, Economic Diversification, Oman.

Preferences for biophilic features in tourism destinations: A Comparative Study of Germany Waterways and Oman

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Abstract

Over the last few years, the reconnection of human beings and nature has been emphasized widely. From ecotourism to biophilic architecture scholars in various fields have attempted to find solutions to connect people with nature and natural elements. The current study attempts to examine the role of biophilic architecture and urban design on tourism attractions. Building on the important interaction between built environments and natural landscapes, this study aims to further examine a nexus of how waterways can enhance tourists' interactions. The current study sheds light on the importance of waterways and coastal areas in two different contexts of Germany and Oman. This paper investigates the present condition of Oman's hospitality sector, emphasizing the potential of PPPs as a transformative instrument for attaining the ambitious objectives outlined in Vision 2040. By addressing the prospects and challenges related to PPPs, this research aims to provide actionable recommendations to enhance the sector's growth trajectory and its global competitive standing.

The Factors Influencing Staycation Purchase Decisions: The Mediating Role of Visitor's Attitude Towards

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Abstract

In today's fast-paced work environment, the need for relaxation and mental refreshment has become essential, yet demanding schedules often make extended vacations challenging to attain. Staycations offer a practical solution, turning short weekends into opportunities to explore local destinations, reconnect with friends, and rejuvenate away from daily work pressures. Many countries are now actively promoting staycations to boost local tourism and thereby fueling demand for staycation. The Sultanate of Oman, with its breathtaking landscapes and diverse activities, presents a wide range of staycation options—from thrilling adventures to serene getaways, offering visitors moments of relaxation and leisure. This research explores the factors influencing staycation purchase decisions, focusing on the mediating role of visitors' attitudes towards staycations in Oman. Key variables such as accessibility, travel time, pricing, advertising, lifestyle, and facility quality are analyzed to understand how they shape consumer preferences. Additionally, the study examines the extent of relaxation and quality of facilities as core contributors to a positive staycation experience.

The research methodology utilizes a quantitative approach, collecting data through structured questionnaires distributed to staycation consumers in Oman. Statistical analysis, including regression and mediation analysis, will be employed to examine relationships among the identified variables, visitor attitudes, and staycation purchase decisions. The findings aim to identify the most significant factors in staycation choices and clarify the role of visitor attitudes, providing actionable insights for Oman's tourism sector to enhance marketing, service offerings, and policies. The findings will have practical implications for Oman's tourism industry, enabling more targeted marketing strategies, improved staycation offerings, and consumer-focused policies. By highlighting Oman's potential as a staycation destination, this study supports efforts to drive local tourism growth and enhance consumer satisfaction through strategic development.

Keywords: Staycation, consumer decision-making, tourism, Oman, visitor attitude

AIRBNB and Millennial Generation: Risk, Satisfaction and Repurchase Intention of Consumers and Non-consumers.

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Abstract

Despite their growing stay with AIRBNB, assessing the perception of millennials and their intention to repurchase have not yet acquired much attention. The current study examines actual millennial generation' experiences of social, hedonic and utilitarian values in addition to risk, satisfaction and their intention to repurchase. Applying a dataset of 214 usable questionnaires, 5 hypotheses were proposed through a specified conceptual model. Partial least square (PLS) used to examine hypothesis relationships and to comparing AIRBNB' users and non-users in North Cyprus. The findings of two categories were compared to evaluate differences in the proposed conceptual model. The results of this research enrich the literature as it has theoretical, social and managerial implications by comparing sharing economy consumers and non- consumers perceptions. Further, it identifies factors that influence millennial satisfaction and their intention to repurchase lead to generate managerial implications.

Keywords: Sharing economy, AIRBNB ,millennial, risk, satisfaction, repurchase intention, value



THEME (III)
Innovation and Education in
Tourism

Personalized Digital Tourism Powered by AI: Integrating Generation Theories and Augmented Reality for Enhanced

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Abstract

Social media platforms are among the most used platforms for travellers worldwide to share their travel experiences. Recently, Oman has also started gaining attention as a tourism destination, as people have begun sharing their travel experiences through photos, videos, and blogs on social media platforms. This presents an opportunity to utilize the potential of social media for promoting Oman's tourism industry. This research explores the motivating and inhibiting factors for people to share their travel experiences on social media platforms in Oman. The study is done in two stages. Firstly, the study employed the Interpretative phenomenological analysis (IPA) technique to identify these themes and then the Analytic Hierarchy Process (AHP) technique is utilized to prioritize. The findings revealed main themes and sub-themes related to motivating and inhibiting factors. Motivating factors are categorized into intrinsic and extrinsic motivations. On the other hand, inhibiting factors are divided into internal and external factors. The findings provide valuable recommendations for the Ministry of Heritage and Tourism (MOHT) and travel companies to enhance the tourism sector through strategic social media engagement. This research aligns with the goals of the National Tourism Strategy 2040, offering actionable insights for promoting Oman as a unique tourist destination.

Keywords: Oman Tourism; Motivating Factors; Inhibiting Factors; Social media platforms; Interpretative Phenomenological Analysis, Analytic Hierarchy Process.

Personalized Digital Tourism Powered by AI: Integrating Generation Theories and Augmented Reality for Enhanced

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Abstract

Technological advancements have significantly transformed the travel industry, facilitating enhanced trip planning processes and improving overall experiences. This transformation is particularly evident among younger demographic cohorts, such as Millennials and Generation Z, who seek personalized services that align with their technologically proficient lifestyles. To meet these evolving expectations, the industry is leveraging advanced technologies, including artificial intelligence (AI), virtual reality (VR), and augmented reality (AR). AI facilitates tailored recommendations, while VR and AR offer immersive experiences, giving rise to a novel concept termed Personalized Digital Tourism (PDT).

PDT integrates Cognitive Info communications, Generation Theories, and Digital Realities to deliver highly individualized and engaging travel experiences. CogInfoCom investigates the potential of technology to enhance human cognitive abilities, while Generation Theories inform the adaptation of services to younger travelers' preferences. VR and AR technologies create interactive, immersive environments.

This research examines the origins and development of PDT, emphasizing its theoretical foundations and practical applications for service providers. By utilizing consumer data and feedback, tourism enterprises can offer more personalized experiences, potentially leading to increased customer satisfaction and loyalty. The study underscores PDT's potential to address the needs of contemporary travelers and reshape the future landscape of the tourism industry.

Keywords: Personalized Digital Tourism, Artificial Intelligence (AI), Generation Theories, Virtual and Augmented Reality (VR/AR), CogInfoCom

Harnessing AI for Enhanced Customer Service in Tourism: A Systematic Review and Future Directions

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Abstract

This article examines the capacity of Artificial Intelligence (AI) to revolutionize customer service within the tourist and hospitality sector. This study conducts a comprehensive literature analysis to analyze how AI improves service operations, elevates customer satisfaction, and promotes individualized experiences. The study indicates that AI's influence transcends automation, fostering a partnership between machine intelligence and human emotions. The capacity of AI to evaluate extensive data sets facilitates immediate replies, tailored services, and the anticipation of client requirements.

The document emphasizes the increasing implementation of AI in physical settings, including AI-driven robots and kiosks in hotels and airports, which offer smooth and engaging experiences. Although AI provides considerable advantages, the study examines problems including ethical implications, data privacy, and the replacement of human employment. The study emphasizes the significance of connectivity and interoperability for successful AI deployment and advocates for ongoing investigation into ethical considerations and human-AI collaboration.

The article offers a thorough examination of AI's impact on tourism and proposes future avenues for the incorporation of AI technology to enhance innovation and elevate customer service standards.

Keywords: Artificial Intelligence in Tourism, Customer Service Enhancement, AI-Driven Personalization, Tourism Industry Innovation, Connectivity in Hospitality

Generative Artificial Intelligence: Revolutionizing Hospitality and Tourism in the Through Socio-Technological Integration

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Abstract

Generative Artificial Intelligence (GAI) represents a transformative opportunity for the hospitality and tourism sectors, promising enhanced personalization, improved operational efficiency, and sustainable practices. This research investigates the adoption of GAI, specifically focusing on Oman's tourism landscape, which is guided by Oman Vision 2040. Despite rapid advancements in international tourism, Oman remains at an early stage in leveraging GAI technologies. This study explores the role of GAI in customer experience personalization, operational efficiency, and sustainability practices. Employing a mixed-methods approach combining quantitative data analysis and qualitative thematic insights, the research evaluates the impact of LLMs like GPT-3 and GPT-4 in hospitality contexts. The findings reveal significant improvements in customer satisfaction, cost reductions, and alignment with sustainable tourism objectives. This paper not only contributes to academic literature but also offers practical guidelines for policymakers and stakeholders, highlighting barriers, facilitators, and implications for the broader integration of GAI in tourism. The study underscores the potential for Oman to position itself as a leader in innovative, AI-driven tourism, meeting both economic and environmental sustainability goals.

Keywords: Generative AI; Sustainable Tourism; Customer Personalization; Hospitality Innovation

Enhancing tourism growth using Web Scraping and KNN, Bayesian Network recommendation system-based Hybrid Mobile application

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Abstract

Tourism is a dynamic, ever-changing industry that needs to benefit greatly from technological improvements. Mobile and mobile applications are an integral part of daily life. The tour planning is not an easy task which requires cumbersome planning with many bookings like flight bookings, hotel booking, taxi booking and restaurant booking. These bookings should be made within the user's preferences like the budget, duration, ratings and others. So, with these constraints a recommendation system is needed to ease the tour plan within the preferences. This research investigates the development of a hybrid mobile app that runs on cross platforms (Android and iOS) and is designed to help tourism grow by offering personalized recommendations. The app gathers up-to-date information from various tourism sources using web scraping methods, providing users with detailed details about places to visit, hotel stay, transport booking, restaurant booking based on reviews from other users. The app's recommendation system uses a mix of three models: K-Nearest Neighbors (KNN) and Bayesian Network (BN). KNN helps make suggestions based on what users like and how they behave. MF works by finding hidden patterns in how users interact with different items. The Bayesian Network improves the decision-making process by understanding the likelihood of certain features being connected. Together, these methods help the app offer better, more tailored recommendations to users. The hybrid recommendation algorithm will provide the best performance on tour recommendation than the individual algorithms.

Keywords: Hybrid Mobile Application, Recommendation system, KNN algorithm, Bayesian Network and Tourism growth

Forecasting Tourist Arrivals to Oman: An ARIMA-Based Time Series Approach for Strategic Planning

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Abstract

The foundation of Oman's Vision 2040, which aims for sustainable development and economic diversification, is tourism. Accurate visitor arrival projections are crucial for marketing, resource management, and infrastructure planning. To assess and predict monthly visitor arrivals to Oman, this study uses a univariate ARIMA (Auto-Regressive Integrated Moving Average) model. The results provide stakeholders with useful information by revealing notable seasonal trends and possibilities for ongoing growth. To put its methodology in context, the study makes use of associative theories like demand theory and systems theory. The paper discusses the ARIMA model's shortcomings, such as its sensitivity to external shocks and linearity assumptions and suggests hybrid alternatives for further study.

Self-Development as a Catalyst for Career Growth: Insights from Oman's Tourism Industry

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Abstract

Oman's tourism sector has experienced substantial growth, contributing significantly to the country's economic and developmental goals. Oman's 2040 Economic Vision prioritizes tourism, aiming to increase its GDP contribution from 2.4% in 2021 to 10% by 2040. The aim of this strategy is to create more than 500,000 jobs in the tourism sector by 2040. Employees are a key part of developing the tourism sector, driving innovation and enhancing capabilities. Providing training opportunities and support is important for satisfaction, good experience and revenue growth. The study focuses on the impact of self-development on career growth among tourism industry employees in Oman. This study shows that (availability of time, self-motivation, financial support, professional memberships and technical infrastructure) are important factors that motivate employees to self-develop, and in turn, personal growth and professional growth are critical factors for career growth. The study results revealed a positive relationship between self-development and career growth. The research findings also reveal great importance for various stakeholders, indicating the need to make informed decisions within the tourism industry to achieve Oman Vision 2040. Knowing the factors influencing self-development and career growth can enhance strategic initiatives that help support and enhance employee engagement and career advancement. This research provides several recommendations for employees to focus on self-development for career growth. This study also provides important insights for companies in providing effective strategies to support self-development, which positively impacts the promotion of tourism in the Sultanate of Oman. These companies can use these insights to provide useful programs that facilitate the process of self-development by focusing on several factors such as (time management, self-motivation, financial support, professional membership, and technological infrastructure) that enhance personal and professional growth by investing in initiatives. This makes organizations create an appropriate environment for career growth. This, in turn, leads to a more skilled, motivated, and adaptable workforce, ultimately benefiting both employees' career growth and the overall competitiveness and success of the tourism industry in Oman.

Keywords: Oman Tourism Sector, Self-Development, Career Growth, Oman Vision 2040,

Hybrid Mobile Smart Parking Application: Intelligent Parking Guidance for Tourists and Locals -Automatic identification and routing the right parking place with the

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Abstract

The number of tourists visiting the Sultanate of Oman has increased dramatically over the last four years. The usage of Smart Parking Hybrid Mobile Applications will be discussed in this study for both the local and tourists. By using GPS and Geo-fencing, visitors will receive notifications in their mobile applications about parking spaces that are available close to the tourist attractions, shopping malls and centers, etc. By optimizing the distribution of parking spaces, these smart applications enable local governments to make money, which boosts revenue and enhances tourism. This smart parking application will reduce the stress for the locals and tourists while parking vehicles. This problem has been connected to the remarkable rise in the number of cars and other kinds of mobility during the last few decades. Because of this, Oman's public spaces now require minimum payment for parking as of late. These days, it's hard to find unoccupied parking spots in movie theatres and retail center's instead, people must go hunt for spots where the time is delayed. According to the current setup, parking involves intensive labor work to direct cars into the appropriate spaces. Additionally, each location has a green light at the top indicating a free parking space; nevertheless, when customers enter a mall, they should look for a green light from a distance and proceed to the parking area. They were, nevertheless, somewhat unhappy with the inaccurate sensor detection in the interim. A variety of parking management systems using IOT technologies or sensors were also built to determine whether the cars are parked or have left the slots. All these systems required expensive maintenance and equipment, which not everyone could afford. This paper offers, when locals and tourists uses this application to reserve their timely parking availability at a minimal cost, Shortest-path algorithms are integrated into the system to direct users to their assigned parking spaces, minimizing travel time and traffic congestion. Therefore, using this research to provide an easy approach for people to reserve parking spots would help to solve this problem and bring in revenue for the local department.

Keywords: GPS and Geo-Fencing, Hybrid Mobile application, shortest path routing, Smart parking, IOT

Beyond Automation: Unleashing Humanized AI to Transform Tourist Engagement and Value Co-Creation in Travel Planning

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Abstract

The study aims at filling this gap by exploring the impact of anthropomorphism, conversational intelligence and information quality on the relationship between tourists' intention to adopt AI and their perceived value creation among a sample of 1100 university students drawn from Egypt. Thus, to more comprehensively understand tourist choices concerning AI traits, it is necessary to consider these moderating variables. Withdrawing from Service Dominant Logic (Vargo & Lusch (2004) and variance-based structural equation modeling (PLS-SEM) (Kock, 2023), an integrative model was developed which shows how tourists' values influence adoption reasons for AI based services as well as perceived value co-creation while Figure 1 depicts what tourist's behavioural intentions are. It also shows the moderating effects of anthropomorphism, conversational intelligence, and information quality on the relationship between perceived value co-creation and tourists' behavioural intentions.

The main research question driving this study is: How can anthropomorphism, conversational intelligence, and information quality influence the connection between perceived value co-creation and visitors' behavioral intentions to use AI-based services? The study will so seek to achieve the following objectives in order to address this issue: (1) To investigate how perceived value co-creation and tourists' behavioural intents to use artificial intelligence interact. (2) To find out how values of travellers affect their selections of travel destination based on AI-based services adoption. (3) To test the moderating effects on the relationship between perceived value co-creation and visitors' behavioural intentions of anthropomorphism, conversational intelligence, and information quality.

An exploratory study of AI intervention on Co-creation of Tourism Services in Oman

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Abstract

There are unprecedented efforts by government to enhance the tourism sector in the Sultanate of Oman. This is in line with the Oman Vision 2040 as to explore diversified income sources other than oil in the short and long run. As AI is omnipresent in contemporary business scenario, there is a dire need to explore the intervention of AI. AI is used not only for enhancing quality but also to improve the impact of tourism services over the whole economy. This paper will provide insights as to how AI may support various players of co-creation in the tourism sector. Moreover, co-creation is important while disseminating satisfaction to the customers in the tourism sector. The proposed research methodology will be descriptive as to go deep with the factors affecting the co-creation of tourism services. As an outcome of this research a model will be proposed exploring the main customer-based factors with technical AI tools for co-creation of tourism services in the Sultanate of Oman.

Keywords: AI, Co-creation, Tourism, Oman

The Power of Artificial Intelligence and Digital Transformation in Tourism and Travel

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Abstract

Travel and tourism has become a vital part of one's life. Especially, people love to explore the countries, cities or places with traditional value, cultural significance, and natural beauty. With the increasing complexity of travel, planning and organizing trips can be challenging. Here comes the role of Artificial Intelligence (AI). This research study presents and explore the philosophical connection among the Artificial Intelligence and vacation industry through the evaluation of tourist's experiences and effectiveness. The prime goal of this research presentation is to offer an all-inclusive comprehensive analysis that influence AI and digital transformations in travel and tourism departments. This will be accomplished through the prime findings through the study that includes the challenges, opportunities, limitations and recommendations. The types of research methodology applied are pure/basic/fundamental research and descriptive based. The methodology also includes systematic investigation and literature reviews from recent publications that tend to attract perspective conclusions. The findings of this study would facilitate the implementation of plans using the power of artificial intelligence and digital transformation methods in tourism and travel. Personalized recommendations for tourist locations/sites, stay, and other related activities, would be provided by AI assistants 24/7 that decreases the response time and increases the tourism services. The proposed system covers all the unique features and that overcomes the disadvantages of the existing products available in the market. Deep review of successful AI applications, case studies, and survey results will take part as prime research activities of this work.

Keywords: Digital Transformation, Artificial Intelligence, Tourist Satisfaction, AI Chatbots, Data Analysis

Omani Female Entrepreneurs in the Service Industry: Exploring Socio-Variables Affecting their Intention to Launch an IT Business

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Abstract

This research investigates the factors influencing Omani women in the service sector to start an IT business, including exploring various social variables like cultural norms, family support, access to education and resources, societal expectations, and perceived challenges. It identifies potential barriers Omani women face when considering entrepreneurship in the IT field, related to social, cultural, economic, or technological factors. Additionally, it aims to understand the role of social variables in shaping entrepreneurial intentions by analyzing how these factors interact with individual motivations, aspirations, and perceived opportunities in the IT sector. The originality of the research lies in its specific focus on Omani women with experience in the tourism service industry who aim to launch IT businesses, offering a unique perspective on the intersection of gender, tourism, and IT entrepreneurship. It explores how women's experiences in the tourism sector, such as customer service, hospitality, and marketing, influence their decision to start an IT business while identifying unique socio-cultural influences that affect Omani women in the tourism sector considering IT entrepreneurship.

Keywords: Female Entrepreneurship, Service Sector, IT Sector, Oman.

A Path to Excellence in Omani Hospitality: How Authentic Leaders and Psychological Capital Elevate Employee and Customer Experiences

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Abstract

This study examines the impact of authentic leadership on employees' psychological capital within Omani hotels, considering the mediating role of corporate social responsibility (CSR). The study utilizes two distinct methodologies, each involving the distribution of two surveys. The first survey targets employees from various departments in Omani hotels, aiming to assess their perceptions of authentic leadership and psychological capital, while the second survey targets hotel customers, aiming to gauge their perceptions of the hotels' CSR initiatives. By using convenience sampling, we distributed 401 surveys for employees and 402 surveys for customers. Findings suggest that authentic leadership is a significant predictor of psychological capital among employees. Furthermore, we found that employees' awareness of their hotel's CSR efforts partially mediates this relationship, amplifying the positive effects of authentic leadership on psychological capital. This research contributes to the literature by empirically establishing a link between authentic leadership and psychological capital in the context of the Omani hospitality sector and by unveiling the role of CSR as a mediating factor in this dynamic. The study's outcomes highlight the importance of authentic leadership and strategic CSR engagement for hotel managers aiming to foster a resilient and optimistic workforce, which is crucial in the face of the industry's dynamic challenges.

Keywords: Authentic leadership, psychological capital, CSR, Omani hotels

Integration of AI and intellectual capital in promoting sustainable practices in tourism and hospitality Industry

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Abstract

While AI does offer significant advantages, its adoption faces immense barriers including technological limitations, cultural inertia, and ethical dilemmas around data privacy and depersonalized interactions. In order to make the most of the potential of AI, the industry needs to devote investment resources to employee training while also implementing transparent data practices and fostering a culture that maintains a healthy balance between technological advancement and human contact.

Data up to October 2023 focuses on neural networks, data mining, sentiment analysis, and service robots in relation to AI in tourism and hospitality. Despite the growing attention in academia, there is a dearth of empirical studies that focus on how AI can promote sustainability in these sectors. Though AI's contributions to sustainability have been examined in sectors such as manufacturing and transportation, there is a significant gap in understanding AI in tourism and hospitality.

Filling this gap, almost no research endeavours to systematically examine the interaction between AI, intellectual capital, and sustainability. We lack numerous studies exploring the extent to which human, structural, and relational capital can positively or negatively influence the effectiveness of AI to support sustainability. Additionally, there are currently no integrated frameworks that creates an overarching model that integrates AI, intellectual capital, and sustainability for the tourism and hospitality organizations.

Keywords: Artificial intelligence, Sustainability, Tourism and Hospitality Industry, Intellectual capital.



THEME (IV)
Sustainable and Regenerative
Tourism Development

A Comprehensive Sustainable Destination Management Plan for Nizwa: Evaluating Current Tourism Landscape and Identifying Opportunities for Advancement.

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Abstract

Nizwa is an old city with a rich history, natural beauty, and cultural variety. It has attracted many tourists and is developing rapidly as a tourist destination in Oman. Based on the Global Sustainable Tourism Council (GSTC) Destination Criteria, this research presents a comprehensive plan for sustainable destination management in Nizwa. The paper applied a multi-method approach to develop the plan. It combined a significant review of existing research in the literature on sustainable tourism practices with semi-structured interviews conducted with selected critical stakeholders in Nizwa. The interviews were done with tourism officials, local businesses, and community representatives, and the study received input from various sectors. There are aspects of sustainable tourism development based on three key locations: Nizwa Fort, Nizwa Souq, and AlAqr village. Nizwa's current situation and potential for sustainable growth are analyzed. Challenges such as waste management and cultural preservation are converted into opportunities for advancement. The paper proposes innovative strategies and initiatives for eco-friendly practices, visitor enrichment, and empowerment of local communities. Workable recommendations are provided for policymakers and stakeholders to meet the sustainable tourism development in Nizwa. The research concludes with suggestions and recommendations for environmental, social, and economic sustainability in Nizwa.

Keywords: Sustainable Tourism, Destination Management, Cultural Preservation, Stakeholder Engagement, Sustainable Plan.

Exploring the effectiveness of the current use of geographic information systems in sustainable tourism planning in the Sultanate of Oman

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Abstract

Geographic Information System stands to provide alternative perspectives to the conceptualization and visualization of sustainable tourism, particularly for emerging destinations such as the Sultanate of Oman. Nonetheless, it has been sparingly applied in sustainable tourism planning, implementation, and management of sustainable tourism, with unanswered questions surrounding its effectiveness. Hence, this study aimed to evaluate the current roles of geographic information systems in sustainable tourism planning in the Sultanate of Oman, explore the critical current capabilities available for geographic information systems to contribute to sustainable tourism planning in the Sultanate of Oman, and identify the plans that the Ministry of Heritage and Tourism (MHT) will follow to increase the contribution of geographic information systems in sustainable tourism planning in the Sultanate of Oman. This study applied a qualitative research approach, focusing on 12 in-depth interviews. 12 specialists in geographic information systems, sustainability, and tourism planning have at least two years of experience in the tourism sector. The results revealed that, first, the current roles of geographic information systems in sustainable tourism planning in the Sultanate of Oman still need to be improved due to some challenges faced by the Geographic Information Systems Department at the Ministry of Heritage and Tourism. Second, the current capabilities available to the Geographic Information Systems Department are insufficient, and the role of GIS in sustainable tourism planning cannot be highlighted with the current capabilities. The Third result is that the Ministry of Heritage and Tourism can efficiently use GIS in sustainable tourism planning by following a set of plans internally, such as creating a comprehensive and flexible geographic database that includes all spatial data from various departments within the Ministry and a set of plans externally, such as organized and joint work with other institutions that work in geographic information systems in the Sultanate of Oman. This research provides a comprehensive and integrated overview of the current status of GIS in sustainable tourism planning.

Keywords: Geographic information systems (GIS), sustainable tourism, planning, Sultanate of Oman.

Greenwashing vs. Green Trust: How Transparency and Authenticity Shape Consumer Perceptions in Omani Hotels

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Abstract

This research addresses the issue of consumer trust in hospitality in Oman in relation to hotel greenwashing and the aspects of green transparency and green authenticity as offered by the Green Trust Theory. Sustainability remains at the core of development efforts in the hospitality industry hence there is need to examine the influence of greenwashing on consumer behavior to cultivate and retain attitudinal loyalty among consumers. The study intends to explore relationships existing between the concepts of green consciousness, green brand management, hotel greenwashing, and hotel green trust as well as consider the role of the green paraphernalia in clarifying the interrelations of those concepts. To ensure high precision and fidelity, quantitative data was collected from a selected sample of 420 customers which comprised guests residing in four and five-star class hotels in Oman. The study findings suggest that consumers view greenwashing as an aggravating factor affecting the level of their green trust – even more so where there is no transparency and even no such thing as authenticity present. Where green transparency and authenticity are present they act as important moderators that help decrease the negative effect of greenwashing on consumer trust when present at moderate or high levels. The essence of these effects is that there is a need to make and communicate real sustainable efforts to gain the consumer trust and antagonize the adverse impacts of greenwashing in the tourism industry. This helps to add to the existing literature on the aspects of marketing and tourism where sustainability and trust are integrated, in order to demonstrate how the aspects of credibility and clarity are vital in strengthening green trust.

Keywords: Green awareness, green brand, hotel greenwashing, green authenticity, green transparency, hotel green trust

Project Success through Community Engagement: Sustainable Tourism Development in Oman

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Abstract

Community-based tourism (CBT) has been increasingly used by countries to enhance the quality of life in local communities and protect their natural resources. The CBT success is dependent on several factors, including the acceptance and support of local communities, which necessitates their involvement throughout the project lifecycle. However, there have been concerns that in developing countries, the involvement of local communities in such projects is minimal due to their limited power. This research will investigate the relevant stakeholders for CBT projects in Oman and examine the dynamic of power and trust between them. It will explore how exchanges between stakeholders take place to achieve mutual satisfaction and enhance the project outcomes. The research will use Social Exchange Theory (SET) as a framework to explain how success criteria and factors are exchanged between stakeholders to reach a satisfactory state.

Keyword: Community-based tourism (CBT), Stakeholders engagement, Social Exchange Theory; Oman, project success

Reinventing Oman's Potential: Strategies for Transforming Seasonal Tourism into Sustainable Nature-Based Tourism

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Abstract

This paper explores the potential for nature-based tourism in Oman, focusing on maximizing the unique ecological advantages and cultural fascination of the Khareef (monsoon) season while reinventing strategies to envision Salalah as a year-round tourism destination. During Khareef, Salalah's landscape takes on a phenomenal transformation, attracting visitors with its verdant scenery, waterfalls, and diverse flora and fauna, making it a distinct destination within the Arabian Peninsula. However, predominant dependence on this seasonal influx weakens Oman's potential for sustainable economic growth and environmental grandiose. The research examines both the ecological and economic benefits of expanding nature-based tourism across all seasons, promoting eco-tours, guided wildlife experiences, and cultural adventures aligned with sustainable tourism avenues. Through a creative and modern analysis of Salalah's unique biodiversity, endemic species, and seasonal climate variations, this paper probes into strategies for evolving diverse yet distinct tourism offerings for winter and summer, including cave expeditions, desert safaris, coastal cruises, culinary tasting tours, and cultural festivals that celebrate Salalah's rich heritage. Key recommendations focus on creating innovative and customized guided eco-tourism experiences led by trained locals, diversifying Salalah's tourism portfolio, and deploying targeted marketing campaigns to attract visitors year-round. Additionally, the paper underscores the importance of community involvement and collaborative stakeholder partnerships to enhance sustainable practices that drive economic resilience and environmental conservation beyond the Khareef season.

Keywords: Digital Transformation, Artificial Intelligence, Tourist Satisfaction, AI Chatbots, Data Analysis.

Green Certification and Sustainable Travel Behaviors: Impact of Eco-Labels on Sustainable Tourism in Oman

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Abstract

This research investigates the dynamics shaping sustainable travel behaviors within the context of the tourism industry, focusing on the relationship between awareness of green certification, perceived credibility of eco-labels, environmental values, trust and sustainable travel behaviors. among tourist in the wilayat of Nizwa, Oman. The research also explores the mediating effect of environmental values and moderating variable of trust on eco-labels. A cross-sectional survey design was used, and data were collected from a sample of 125 tourists. The results showed that all relationships were significant except for trust as the moderator. This finding suggests that while credibility influences behaviors, trust may not play a substantial amplifying role in this context. Sustainable travel decisions may depend more on practical factors such as cost, convenience, or personal preferences rather than on trust. This indicates that while credibility encourages sustainable behavior, trust might not always translate into action, especially when practical barriers exist. This research holds significance for policymakers, tourism stakeholders, and local communities in Oman, providing actionable strategies to promote sustainable travel behavior in the dynamic Oman tourism industry.

Keywords: Awareness, Green Certifications, Perceived Credibility, Eco-Labels, Sustainable Travel Behaviors, Trust, Environmental Values, Tourist.



THEME (IV)

التراث الثقافي والذكاء الصناعي في صناعة السياحة

أثر أنظمة إدارة علاقات الزبائن في تحسين رضا العملاء: الدور المعدل لأدوات الذكاء الاصطناعي المدمجة في النظام

دراسة حالة ميدانية في قطاع الخدمات في سلطنة عمان

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المُلخّص

هذه الدراسة تهدف إلى قياس أثر أنظمة إدارة علاقات العملاء على رضا العملاء في قطاع الخدمات في سلطنة عمان، وذلك من خلال دراسة حالة ميدانية محددة، وربما مقارنة مستوى رضا العملاء قبل وبعد تطبيق نظام إدارة علاقات العملاء. كما تركز هذه الدراسة على تقييم دور أدوات الذكاء الاصطناعي المدمجة في أنظمة إدارة علاقات العملاء في تحسين رضا العملاء، وذلك بتحليل كيفية تأثير هذه الأدوات (مثل روبوتات الدردشة، وتحليل المشاعر، والتوصيات الشخصية) على تجربة العملاء ورضاهم. بالإضافة إلى مسبق تهدف الدراسة إلى تحديد العوامل الرئيسية التي تؤثر على فعالية أنظمة إدارة علاقات العملاء في تحسين رضا العملاء، وذلك من خلال دراسة متغيرات مثل نوع الخدمة، وحجم المؤسسة، ومستوى تدريب الموظفين على استخدام النظام.

تساهم هذه الدراسة في الحدّاث والابتكار في البحث العلمي من خلال التركيز على السياق العماني وذلك على الرغم من وجود العديد من الدراسات حول أنظمة إدارة علاقات العملاء والذكاء الاصطناعي، إلا أن القليل منها يركز بشكل خاص على السياق العماني، حيث يتناول هذا البحث التحديات والفرص الفريدة المرتبطة بتطبيق هذه التقنيات في قطاع الخدمات في سلطنة عمان، مما يجعله ذا صلة بالسياق المحلي. كما تساهم أيضا في التركيز على الدور المعدّل للذكاء الاصطناعي: حيث بدلا من مجرد دراسة تأثير أنظمة إدارة علاقات العملاء بشكل عام، يركز هذا البحث على الكيفية التي تُغير بها أدوات الذكاء الاصطناعي المدمجة في النظام من علاقة أنظمة إدارة علاقات العملاء برضا العملاء، كما توفر دراسة حالة ميدانية: من خلال إجراء دراسة حالة ميدانية في قطاع الخدمات، سيوفر البحث رؤى عملية وواقعية حول كيفية تطبيق أنظمة إدارة علاقات العملاء المدعّمة بالذكاء الاصطناعي في بيئة عمل حقيقية، حيث سيسمح ذلك بفهم أعمق للتحديات والفرص المرتبطة بهذه التقنيات في سياق معين. تساهم الدراسة أيضا في تطوير المعرفة من خلال معالجة فجوة في الأبحاث المتعلقة بتطبيق أنظمة إدارة علاقات العملاء المدعّمة بالذكاء الاصطناعي في السياق العماني، سيسهم هذا البحث في تطوير المعرفة في هذا المجال. تقدم الدراسة نتائج مفيدة للباحثين وصناع السياسات والعاملين في قطاع الخدمات في سلطنة عمان، حيث يركز هذا البحث على منطقة غير مستكشفة بشكل كافٍ في الأدبيات الأكاديمية، ويستخدم منهجية قوية لجمع وتحليل البيانات، ويسعى إلى تقديم مساهمة أصلية في فهم أثر أنظمة إدارة علاقات العملاء المدعّمة بالذكاء الاصطناعي على رضا العملاء في سلطنة عمان.

تنمية الاتجاه نحو السياحة البيئية الطبيعية باستخدام منحنى التلعيب (Gamification): الرحال العلمي أنموذجاً

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المُلخَص

الأهداف: هدفت الدراسة الحالية إلى استقصاء فاعلية تطبيق هاتفِي مُبتكر قائم إلى منحنى التلعيب في تنمية الاتجاه نحو السياحة العلمية الطبيعية لدى طالبات الصف السابع الأساسي في سلطنة عُمان.

المنهجية: استخدم المنهج شبه التجريبي للمجموعة الواحدة والتطبيقات القبلي والبعدي. وتكونت عينة الدراسة من (64) طالبة من طالبات الصف السابع الأساسي في سلطنة عُمان. وتم إعداد تطبيق هاتفِي قائم إلى منحنى التلعيب أطلق عليه اسم (الرحال العلمي)، بالإضافة إلى إعداد مقياس خاص بالاتجاه نحو السياحة العلمية الطبيعية بالاستعانة ببعض الدراسات، وتم التحقق من صدقه وثباته فقد بلغت قيمة الثبات له (0.90).

النتائج: أشارت النتائج إلى وجود فروق ذات دلالة إحصائية لصالح المجموعة التجريبية التي استخدمت التطبيق الهاتفِي في تنمية الاتجاه نحو السياحة العلمية الطبيعية لدى طالبات الصف السابع الأساسي في سلطنة عُمان.

الخلاصة: توصي الدراسة الحالية كلاً من المعلمين والقائمين على إعداد المناهج الدراسية بضرورة الاهتمام بتنمية الاتجاهات نحو السياحة الطبيعية العلمية من خلال أنشطة التعلم الرسمي وغير الرسمي، وتطبيق منحنى التلعيب في مجالات أوسع، كما توصي الدراسة الحالية المسؤولين في قطاع السياحة بضرورة تطبيق عناصر منحنى التلعيب للترويج للسياحة العلمية الطبيعية، والربط بين السياحة والتعليم من خلال عمل خطط مشتركة بين وزارة التراث والسياحة ووزارة التربية والتعليم.

الكلمات المفتاحية: التلعيب، السياحة العلمية، تطبيق هاتفِي.

محاولة استكشاف فرص سياحة التراث الثقافي في محافظة ظفار: التنوع اللغوي، والتقاليد الرعوية

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المُلخَص

تُعد السياحة الثقافية ركيزة أساسية لتحقيق التنمية المستدامة، إذ تسهم في الحفاظ على التراث الثقافي وتعزيز الهوية المحلية. تتميز محافظة ظفار في سلطنة عُمان بتراث ثقافي غني ومتنوع يشمل اللغة، التقاليد الرعوية، والممارسات الغذائية. يركز هذا البحث على دراسة ثلاثة مكونات رئيسة تدعم السياحة الثقافية في ظفار، هي: التنوع اللغوي، التقاليد الرعوية، والطعام التقليدي.

يهدف البحث إلى تحليل دور هذه المكونات في تعزيز الهوية الثقافية للمحافظة، وجذب السياح الباحثين عن تجارب أصيلة. اعتمدت الدراسة على المنهج الوصفي التحليلي من خلال جمع البيانات النوعية عبر المقابلات المعمقة والملاحظة المباشرة، واستكشاف مكامن القوة والأصالة والتنوع في هذه العناصر؛ بهدف تقديم رؤية شاملة تبرز إمكانياتها السياحية.

أظهرت النتائج أن التنوع اللغوي، بما في ذلك اللغات المحلية مثل المهرية والجبالية (الشحرية)، يُعد جزءاً من الهوية الثقافية للمنطقة، ويعزز التفاعل الثقافي بين الزوار والمجتمع المحلي. كما تسلط التقاليد الرعوية الضوء على العلاقة التاريخية للسكان مع الإبل، التي تُستخدم في الأنشطة الثقافية والأسواق التقليدية. أما الطعام التقليدي، مثل المعجين الظفاري والأطباق المحلية الأخرى، فيُعد عنصراً جاذباً يُبرز الهوية الغذائية للمنطقة. يُسلط البحث الضوء على هذه المقومات الأصيلة بهدف تمكين استثمارها في البرامج السياحية بما يعزز من استدامة القطاع السياحي في ظفار.

توصي الدراسة بتطوير مبادرات سياحية تدمج هذه المكونات الثلاثة ضمن استراتيجيات مستدامة تهدف إلى تعزيز التراث الثقافي، مع التركيز على الحفاظ على الموارد الثقافية والطبيعية لمحافظة ظفار.

الكلمات المفتاحية: محافظة ظفار، التراث الثقافي، البرامج السياحية

السمات الثقافية واللغوية للمرشد السياحي

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اتهدف هذه الدراسة إلى تحديد السمات الثقافية واللغوية التي يجب أن يتسم بها المرشد السياحي كي يؤدي عمله بطريقة متميزة، وقد تمحورت مشكلتها حول السؤال القائل: ما السمات الثقافية واللغوية التي يجب أن يتسم بها المرشد السياحي كي يؤدي عمله بالوجه الأمثل؟ وقد تمت المعالجة من خلال المنهج الوصفي التطليلي من خلال ثلاثة مباحث: الإرشاد السياحي، والسمات الثقافية، والسمات اللغوية، وقد توصلت الدراسة إلى عدد من النتائج من أبرزها: السمات الثقافية التي تجعل عمل المرشد السياحي متميزا: المعرفة التاريخية والتراثية، وما يتعلق بالمتاحف والمعمار والطبيعة، والموروثات الشعبية بأنواعها المتعددة، أما اللغوية فأبرزها: إجادة اللغة ومهاراتها سواء كانت اللغة الأم والأجنبية، وكذلك العاميات، وأساليب اللغة لأغراض السياحة.

كلمات مفتاحية: السياحة، الثقافة، اللغة، المرشد السياحي.

Abstract: This study aims to identify the cultural and linguistic characteristics that tour guide must possess in order to perform the work in a distinguished manner, the problem of study revolved around the question: What are the characteristics that a tour guide must possess in order to perform the work optimally? , the problem was addressed through the descriptive analytical approach in three section, tourist guidance, cultural features and linguistics features, the study reached number of findings, the most prominent are: the cultural features that make the tour guide distinguished: historical and heritage knowledge and what is related to museums, architecture, and nature also popular heritages of various kinds. While the most prominent features are: proficiency in the language and its skills, whether it is the mother tongue or foreign language, colloquial dialects and language methods for tourism purposes.

Key words: Tourism- Culture- The language- Tour guide.

