

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

"Tourism in Oman: National and Global Insights and Practices"

17th - 19th February 2025

Sultan Qaboos Youth Complex for Culture and Entertainment

Sultanate of Oman – Salalah

Conference Program

Day 01

Monday: February 17th, 2025

Venue	Time	Program	Target Audience
Reception Hall	7:30 – 8:55	Registration	Guests, Participants, and Invitation Card Holders
	9:00 – 9:05	National Anthem Holy Quran	
	9:05 – 9:10	Video on the University of Technology and Applied Sciences	
	9:10 – 9:20	Speech from the University of Technology and Applied Sciences Dr. Ahmed Ali Al Shahri, Assistant Vice Chancellor, UTAS-Salalah	
	9:20 – 9:30	Speech from the Conference Organizing Committee Dr. Ali Said Akaak, Chairman of the Committee	
	9:30 – 9:40	Speech from the Strategic Partner (Governor of Dhofar) Dr. Saud Mohammed Al Farsi, Senior Advisor to the Governor of Dhofar	
Main Hall	9:40 – 9:45	Video on Tourism in the Sultanate of Oman Ministry of Heritage and Tourism	
	9:45 – 10:00	Keynote Address: Arab Tourism: Facts and Figures Dr. Walid Ali Elhennawy - Assistant Secretary General of the Arab Tourism Organization	
	10:00 – 10:15	Keynote Address: Rethinking Tourism and Hospitality: Challenges and Opportunities for Innovation Professor Carlos Vogeler, Former Executive Director of the World Tourism Organization and Director General of the Implementation of the Tourism Strategy in the Sultanate of Oman	
	10:15 – 11:15	First Session: Unlocking Opportunities: Strategic Investment in Tourism	
	11:25 – 11:35	Signing Cooperation Program between the University of Technology and Applied Sciences and the Office of the Governor of Dhofar Honoring Speakers, Panelists and Conference Sponsors	
Exhibition Area	11:35 – 13:00	Break and Conference Fair Tour	

Day 01

Monday: February 17th, 2025

Venue	Time	Program	Target Audience	Remarks
Roman Amphitheatre	11:35 – 13:00	Scientific Research Paper Presentations (Arabic Language) Cultural Heritage and Artificial Intelligence in Tourism		
	13:00 – 14:00	Lunch break		
Main Hall	14:00 – 14:20	Second Session - Keynote Speaker Dr. Jens Wolfgang Thraenhart Expert and Co-founder - High-Yield Tourism	Public	
	14:20 – 15:30	Second Session: Optimizing Destination Governance for Enhanced Competitiveness		
	15:15 – 15:30	Short break		
Roman Amphitheatre		Scientific Research Papers Presentations (English Language) Cultural and Experiential Tourism -1		
Activities Hall (1)	14:00 – 17:00	Scientific Research Papers Presentations (English Language) Cultural and Experiential Tourism	Academics and Early-researchers	
Activities Hall (2)		Scientific Research Papers Presentations (English Language) Sustainable and Regenerative Tourism Development		
	19:00 – 21:00	Gala Dinner		

Parallel

Day 02

Tuesday: February 18th, 2025

Venue	Time	Program	Target Audience	Remarks
Reception Hall	7:30 – 8:55	Registration		
Main Hall	9:00 – 9:15	Third Session - Keynote Speaker Mr. Iyad Kayali Regional Director (Southern Europe, Middle East, North Africa) - Green Destinations		
	9:15 – 10:20	Third Session: Sustainability Challenges and Promoting Practices in Tourism Businesses		
	10:20 – 10:30	Short break		
	10:30 – 11:40	In Focus: Creating Memorable Experiences for Destination Visitors Professor Wolfgang Georg Arlt	Public	
	11:45 – 12:00	Fourth Session - Keynote Speaker Mr. Yerth Albert Jansen Managing Director at Darling Shanghai & Expert Consultant at UN Tourism		
Roman Amphitheatre	10:30 – 13:00	Workshop: Corporate Transformation Towards Sustainability Mr. Laith Abdullah Al Harthi -Founder and Chief Sustainability Officer - Entrupedia	Government Officials and Private Companies	
	13:00 – 14:00	Lunch break		
Main Hall	14:00 – 17:00	Workshop: Tour Guiding: How to Become a Professional Tour Guide Tourism Consulting Hub	Entrepreneurs and Workers in Hospitality Sector	
	15:15 – 15:30	Short break		
Roman Amphitheatre	14:00 – 17:00	Scientific Research Paper Presentations (English Language) Innovation and Education in Tourism - 2	Academics and Early-researchers	Parallel
Activities Hall (1)		Scientific Research Paper Presentations (English Language) Governance, Policies, and Partnerships in Tourism		
	17:00 – 19:00	Salalah City Tour (Frankincense Land Museum - Haffa Souq)	Guests and Participants	

Day 03

Wednesday: February 19th, 2025

Venue	Time	Program	Target Audience	Remarks
Reception Hall	7:30 – 8:55	Registration		
Main Hall	9:00 – 9:15	Fifth Session - Keynote Speaker Eng. Michael A. Katz Founder and CEO of Integrated Development Solutions (IDS)		
	9:15 – 10:15	Fifth Session: Hospitality: Trends, Challenges, and Innovations		
	10:15 – 10:30	Short break		
	10:30 – 11:40	In Focus: A Topic Presentation: Travel Technology – Godoba Platform Mr. Saif Abdullah Al-Habsi - Godoba Team	Public	
	11:45 – 12:00	Sixth Session - Keynote Speaker Mr. Laith Abdullah Al Harthi - Founder and Chief Sustainability Officer - Entrupedia	Government Officials and Private Companies	
Activities Hall (1)	12:00 – 13:00	Sixth Session: Oman's Tourism Future: Evolving Education and Training in the Era of AI		
Roman Amphitheatre	10:30 – 13:00	Workshop: Tourism Adventure: Global Practices Dhofar Adventures Team	Entrepreneurs and Adventure Tourism Companies	
Main Hall	13:20 – 14:20	Conference Closing Ceremony Visual Presentation of the Conference Proceedings Conference Recommendations Honoring Participating Companies in the Fair Honoring the Winners of Academic Research and Students' Projects	Participants and Organizers	
	14:30	Lunch		

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Ministry of Culture, Commerce and Industry

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Ministry of Heritage and Tourism

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الوصول
إلى المعلومة الأولى

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