

## **Opportunities of Tourism in Sultanate of Oman**

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**Abstract:** *Oman is known as one of the very popular attraction for tourist among gulf nations, with a verity of special sites it has become a tourist favourite destination. Tourism is fast growing business in Oman and has a great impact on the economy of the country its self because it contributes to the economy in many ways such as generating employment, creating good opportunities for small scale local business; it helps air lines, and transportation business as-well. Tourism attracts large investments to the country however there are lots of opportunities to capitalize by enhancing tourism in the times to come*

*This paper attempts to provide an understanding with regard to the different opportunities that can be explored and also to capitalize it through its unique culture, & heritage, and its uniqueness of places in Oman. The present paper will give an insight how different promotional methods could be used by Oman to attractive more number of tourists and be a preferred tourism destination for tourist, to enhance its competitiveness and attract the new investors as well.*

**Keywords:** *Tourism, Opportunities, Relationship between Promotion and Tourism growth, OMAN.*

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### **1. INTRODUCTION**

#### **How is Tourism in OMAN?**

As per the National Tourism Strategy (2015-2040) currently being prepared by the Ministry of Tourism is in line with the Sultanate's strategic planning and which was declared by Supreme Council for Planning's comprehensive futuristic vision (Oman 2014) and the ministry of tourism is keen on placing its tourism strategy as a main tributary of this vision. Among the major objectives targeted by the National Tourism Strategy (2015-2040) is boosting the contribution of the tourism sector to the gross domestic product (GDP).

According to the euro monitor international "that the diversity in Oman continues to attract more growth in the tourism sector after a few set back from what was called the Arabian spring.

Gardner, A (2013) the slowdown in the economy in Europe and the east, the main reason in on why Middle East countries are experiencing a strong growth in travel and tourism market currently.

Kubler, M. (2014) Oman will lead the Middle East on tourism in the terms of its growth and that it is viewed in the increase of numbers of airports, hotels, resorts and other accommodates and that the industry is going to attract 12 million visitors by the year 2020"

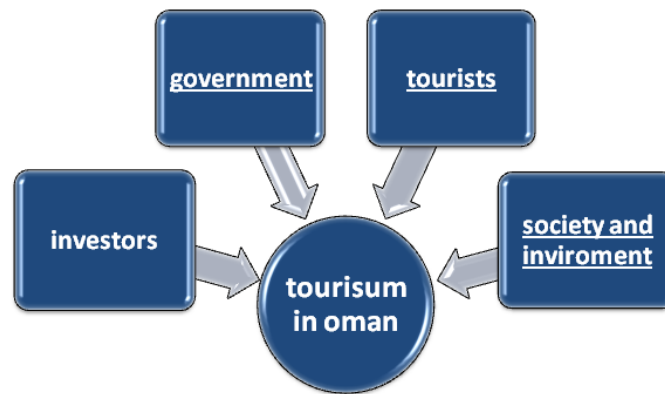
"Oman is busy rebranding in itself. Less than 25 years ago, it was a non-welcoming country with little interest in tourism. Today, Oman has proved itself to be a sophisticated tourist destination with strong visibility — and it is fast attracting the attention of big-name international hotel brands"( Lee Jamieson 2013)

Oman s economics depend on oil by 75%, It has plans to make tourism a key piece in the economic picture last year (2014) the tourism contribute in the Omani GDP was 6.4 present and that it will reach 8.4 in 2024 "Aljazeera.com"

As per the leading travel guide publisher has ranked Muscat, the capital city of Oman as the Second Best City to visit in the world in 2012. Though Oman considered to be a desert city, manpower, infrastructure, technology and other resources has changed the country into a beautiful tourism destination.

Odedra, r. (2014) "international real estate consultancy Cluttons' Oman is looking to improve tourism and give bigger and better chances for small and middle enterprises. The initiative is a part of

the Oman Tourism Strategy (2015-2040), for which the total volume of investment is estimated at \$35 billion. Though Oman considered to be a desert city, manpower, infrastructure, technology and other resources has changed the country into a beautiful tourism place.



## 2. RESEARCH DESIGN

This research is a Descriptive research, In order to collect the required data we used 2 different instruments, the first questionnaire was focused on the tourists and the second questionnaire used for interviewing the officials of ministry of tourism to know the opportunities provided to tourist operations & tourism business.

### 2.1. Discussion on Findings of the Study

- Most of the tourist are 62% are in the middle age between 25-40 And 72% of them are male and most of the tourist come from (Oman, India, Germany )
- 60 % have visited Oman before and that indicates that most of them have enjoyed their stay here.
- More than 15 % heard about Oman from their friends and then 9% from the internet and only 4.8% from the radio and 1.2% from TV which means more publicity is needed.
- What attracts the tourist to visit Oman after asking the tourist 45% of them said the adventure ,38% for rest and relaxation
- 80% of them have used flights .78% of the tourists used hotels as there accommodation while 22% used privet apartments
- 52% of the tourists have evaluated the accommodation used by them as good 32% as average, the hotels and other accommodations need improvement.
- 60% of the tourists have evaluated the restaurants are good 16% as average and 56% of the tourists have evaluated the other services as good 28% as average so more improvement has to be done for the services.
- Tourists liked about Oman 26% said nature 24% friendly people 10% culture and most of them of 40% didn't dislike anything.
- Around 36% said transportation is not that means that transportation Is a major concern that tourism have to think about.
- And from the interview done with the ministry of tourism we can find the ministry has given lots of opportunities and benefits to the business people and have big and huge plans that will create lots of benefits to the country and also given great opportunities to the public such as more jobs and more income etc.

## 3. CONCLUSIONS

In our study most of the respondents (62%) where in the middle age class 25-40 and to increase the opportunities it would be favorable to enhance the activity's that they like in terms of adventure activates 45% have responded to that and 38 % for relaxation,80% of them used flights as transportation to come to Oman so expanding the flight services will increase the number of tourists.

As per the services provided to the tourist most of our respondents said that transportation is very bad and the services are very little and expensive so it will be beneficial to invest in transportation and to improve the transportation services, hotels and restaurants have received a good rank which is not bad but shows that there are some areas that can be improved since only 12 % of the respondents gave it the rank of excellent which means there are more opportunities that can be taken to improve that part .

In the end 84 % of the respondents have said that they will visit again and 94% said that they recommend Oman which means that Oman is a great place to attract investors and a very likable destination and with the right attractions and services it will be right up there with the leading tourist destinations .

#### 4. SUGGESTIONS

To design an app that can be easily downloaded on smart phones that will show them how to go from one place to another and showing them the main sights that they have to visit and where to find all that they need.

To install some more tourist information booth's for the tourists so some of their questions can be answered right there.

To develop more efficient transportation systems that can provide a better service to the tourist make them traveling from one place to another an easy experience.

Most of the tourists are looking for adventure so some extra entertainment has to be offered like mountain climbing events

Promote Oman Tourism more overseas and showcase the real beauty of sultanate of Oman through advertisements.

So from the above study it can be concluded that the tourism has huge potential for development and it can attract lot of investors and create great opportunities for both the investors and the community.

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