

## Veranstaltungsdetails

### Experiencing Authentic Oman: Experts and Industry Perspectives

<b>Datum</b> 5. März 2020	<b>Zeit</b> 14:00 - 14:45 Uhr	<b>Ort</b> CityCube Berlin, Cube Club
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#### - In cooperation with Official Partner Country ITB Berlin 2020 Oman -

- Establishing itself as the distinctive Middle Eastern destination, Oman has witnessed remarkable transformation in its tourism industry.
- Two decades ago, Oman has embarked on a roadmap toward building a modern and yet an authentic tourism destination.
- Oman, as a destination, was welcomed warmly by the international industry for many reasons, most importantly its diverse and authentic tourism products and experiences as well as its world-leading record of safety and security.
- This session explores international tourism experts and leaders' opinions and perspectives about Oman's leading tourism products and experiences.
- Hearing from the industry and business representatives what they think about best-selling experiences Oman currently offers and ways to enhance Oman's position as the essence of Arabian experiences within a fairly competitive and challenging region.

*Die Session findet auf Englisch statt!*

Nachhaltigkeit

#### **Impulsreferat:**

[Salem Adi Al Mamari](#), Director General of Tourism Promotion, Ministry of Tourism, Oman

#### **Moderation:**

[Dr. Hamed Almuhrzi](#), Department of Tourism, College of Arts and Social Sciences, Sultan Qaboos University

#### **Podiumsgäste:**

[Abdulkarim Albalushi](#), Assistant Director of Sales, W Muscat, Oman

[Laurent Recoura](#), SVP Sales, Oman Air

[Ralph Schiller](#), CEO, FTI