Developing Geotourism in Oman

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Today's presentation:

- Why tourism in Oman is special
- Geotourism development
- Vision

Developing Geotourism in Oman
Tourism in Oman is special

Our country is Safe & Peaceful

Our people are friendly and have traditional values
Tourism in Oman is special

Variety of cultural attractions

- Ancient civilisations
- Mountain villages
- Forts and castles
- Traditional souks'
But most of all, tourism in Oman is special

- because its geology allows it to be special
Tourism in Oman is special

Oman’s geology has diverse regional variety

- Musandam
- Northern mountains up to 3,000 metres
- Central deserts
- Salalah coast
Tourism in Oman is special
Peoples destiny shaped by geology and climate

- Oman’s mountains, a key source of fresh water
- Falaj water to communities
- 5 Aflaj in Oman are World Heritage listed:
  - Falaj Daris
  - Falaj Khatmein
  - Falaj Al Jeela
  - Falaj Al Malki
  - Falaj Al Muyassar
Tourism in Oman is special

- Lifestyle is shaped by the geology and climate
- Land is adapted to provide life
- Together Oman’s People, cultural heritage and geology create a rich blend and unique destination
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Planning

- Vision 20/20 – as part of long term strategy to develop nature based tourism to work with local communities to develop tourism awareness

- Around 25% of global travel is environment based. Oman is well placed to capitalize on this through geotourism

- The value of geotourism is well understood and already stimulating product development and thinking on geo parks, marketing and planning for visitor services
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Example – Al Hoota Cave

- 1995 Exploration and feasibility studies
- Sustainable design developed to conserve the caves values including unique fauna
- Opened in 2006
  - Around 60,000 visits
  - Team of 50, mostly from the local community
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Example: *i-tourguide*

- Pilot project – 30 Geosites around Muscat, utilising sign boards, maps
- and GPS based moving maps apps
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Projects under development / opportunities

- Suhur Cave and Visitor Centre
- Majlis Al Jinn
- Trekking paths e.g. Trans Hajar
- Duqum Stone Park
- Geoparks development
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Opportunity to utilise distinctive geological attractions

Pillow lava

Fossils

Volcanic features

Caves
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Opportunity to add value to existing nature based tourism product such as:

- Trekking
- Climbing & via ferrata
- 4WD trails
- Adventure caving
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- Geotourism is a strong element of Oman’s Brand Mark and Brand values
- Geotourism has an increasing role in Oman's product offer
- Oman’s 5 year plan will deliver sustainable geotourism outcomes
Developing Geotourism - Vision

- Oman is an active stakeholder in developing geotourism and increasing it
- Because of Oman’s geological diversity, geotourism can play a key part in developing regional tourism
- Continue to strengthen international ties
The geological features of the Sultanate of Oman – how they have helped form the basis of its tourism development

Thank you