

"Oman: Impact of Tourism on the Economy & Diversification", Opening keynote presentation at the Oman Tourism and Investment Conference, 21 Mar 2017

Titled "[Oman: Impact of Tourism on the Economy & Diversification](#)", this was the opening keynote presentation at the Oman Tourism and Investment Conference held in Muscat on 21 Mar 2017.

The presentation was divided into multiple segments, with the initial part focusing on Oman's need for diversification in the backdrop of the "New Oil Normal". Building up on the economics of tourism and relevant case studies, the competitiveness of the tourism sector in Oman was explored. The presentation also provided key insights into how Oman could build on emerging tourism trends, before wrapping up with key recommendations and takeaways.