"We have a strong belief in the importance of the tourism sector, since it is an emerging industry at international level where it has become one of the main sources of revenue in many developed countries. And because God has bestowed our country with an environment and geographical diversity, as well as other essential elements that makes it a favourable tourist destination in the region, we took the decision to establish a Ministry of Tourism to administer this vital and important sector. We hope that those who are in charge of its work will take the appropriate steps to expedite the implementation of the carefully studied procedures and steps which are necessary to develop this sector in the near future, God willing. This should be achieved through coordination with the other concerned government departments and private sector."

Extracts about tourism from His Majesty Sultan Qaboos Bin Said Speech before the Opening of The Annual Session of The Council of Oman (12/10/2004).
<table>
<thead>
<tr>
<th>Topics</th>
<th>Page</th>
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The Sultanate of Oman's renaissance was accompanied by an escalating expansion in tourism. Actually, Oman has one of the most diverse environments in the region with its various natural attractions including plains, mountains, valleys, deserts, oasis as well as coasts which extend to more than 3150 kilometers. Relying on its long history and its deeply-rooted civilization, Oman has always been well-known for its rich heritage and culture to which the eminent Royal directives give due attention. People, modernism, safety and community peacefulness, location, the winter fantastic weather and Salalah exceptional summer monsoon are all additional reasons for believing that Oman will shortly be a remarkable tourism destination.

Contribution to this ongoing development, Tourism Department has been providing the market, over the last 10 years, with well qualified graduates who are now working in almost every tourism filed in Oman including the Ministry of Tourism, hotels, travel agencies, airline companies, airports, museums, guidance, tourism education as well as several other governmental and private entities. It should also be mentioned that many of our graduates are currently building successful careers in the GCC. In this regard, we believe that meeting the escalating future demand of the Omani and GCC tourism market could only be accomplished through the continuous evaluation and development of the academic study plans to provide students with a high-quality tourism education that includes hands-on experience, securing local and international training opportunities, and establishing robust mutual partnership with the industry. The Department is also keen on keeping continuous relationship with our alumni through meeting them in different occasion as well as involving them in any future development plans.

Serving the Omani community is an area of excellence for both our staff members and students. Each of our Department staff members has managed to build up a long list of community services activities including governmental consultancies, training courses, and media interviews, as well as participation in numerous professional committees. The Department is especially proud of the contribution of its students in several community spreading-awareness and sustaining-environment activities.

In additions to the tens of papers produced and published by the Department staff members, the Department has recently participated in two major national-level studies.

Finally, on behalf of the department staff members and students, it is my pleasure to welcome all the visitors to the Tourism Department page where you will find all the data regarding issues such as our vision, mission, objectives, staff members, academic plans, students’ activity and future ideas. Wish all our page visitors to have a pleasant day and “May Allah’s Peace, Mercy and Blessings be upon all of you”.

Head of Department
Sultan Qaboos University is the realization of the promise announced by His Majesty Sultan Qaboos Bin Said during the 10th anniversary of Oman’s National Day in 1980. Construction started in 1982 and the first Sultan Qaboos University students were enrolled in 1986. In accordance with the Royal Directives of His Majesty, the University commenced with five colleges: namely Medicine, Engineering, Agriculture, Education and Science. Furthermore, the College of Arts was established in 1987, following the College of Commerce and Economics which was developed in 1993. The College of Law joined the University in 2006 and finally, the College of Nursing was established in 2008.

The design and construction of the campus was carried out with great attention and the overall appearance of the buildings was carefully planned to accommodate the physical, intellectual, and spiritual needs of students, faculty, and staff.

The College of Arts and Social Sciences at SQU mirrors the past heritage, present character, and future aspirations of Omani society. Since the University was first established, the College of Arts and Social Sciences has provided its students with studies that draw upon the knowledge of both past and present civilizations. These studies, include the MA and PhD alongside the BA - and at the undergraduate level, specialization is possible in eleven subjects, namely, Arabic Language and Literature, English Language and Literature, Translation, History, Geography, Sociology, Social Work, Information Studies, Mass Media, Tourism, and Musicology. Archaeology, Theatre Arts, and Philosophy offer supportive teaching in the form of minor specializations and elective courses.

The Sultanate of Oman’s renaissance was accompanied by an incremental interest in enhancing the tourism industry. Thus, Sultan Qaboos University aimed to contribute to the on-going interest in tourism by establishing the Tourism Department in the College of Arts and Social Sciences in 2001. Such program graduates qualified Omani human resources to work in the various fields of tourism and hospitality.
The Tourism Department aspires to become a leading national, regional and international centre of excellence in tourism and hospitality teaching, research and community service.

**VISION**

The Tourism Department is committed to academic excellence, and distinction in research and community service through the provision of stimulating educational programs and learning activities in an environment that foster creative and critical thinking, effective communication skills and freedom of expression and social responsibility. Graduates are prepared to engage in life-long learning and to carry out tourism and hospitality career responsibilities with competence.

**MISSION**

Objective: Provide a high standard education suitable for individuals seeking employment as professionals in tourism and hospitality.

Objective: Supply the national, regional, and international tourist market with the professional human resources required in different fields of tourism and hospitality.

Objective: Cultivate in graduates the ability to communicate and work effectively in multicultural environments.

Objective: Study current cultural, economic, and social issues that shape and affect tourism and hospitality.

Objective: Assume a leading role in community service and social responsibility nationally, regionally, and internationally.

Objective: Provide students with opportunities through training to develop their skills, capacities, and creativity for personal and professional development.

**OBJECTIVES**

- Student-centred.
- Team-oriented.
- Participative management.
- Service-oriented development.

**VALUES**

- Quality of instruction.
- Professional image.
- Pro-active.
- Desire for continuous professional development.

**SCOPE**

Who are our external stakeholders?
- Hospitality & Tourism Industry in Oman and GCC Region.
- Omani Government/Legislators.
- SQU Department of Tourism Alumni.

Who are our internal stakeholders?
- SQU Department of Tourism Students.
- SQU Department of Tourism Faculty and Staff.
- SQU College of Arts & Social Sciences Faculty, Administration, and Support Services.
- Sultan Qaboos University Faculty, Administration, and Support Services.

Who we are? What business are we in?

We are Hospitality & Tourism Professionals and Educators.

What is our purpose & role?

1. **Education**:
   - Provide the highest quality education possible.

2. **Scholarship**:
   - Conduct scholarly activities to enhance existing base of knowledge in hospitality & tourism field.

3. **Service outreach**:
   - Provide services to community and industry.
What are the basic social, political, cultural, & economical needs we exist to fill?

- Great future for tourism in the Sultanate of Oman.
- Developing Omani manpower for Tourism & Hospitality industry.
- Priority of higher education value to society and legislators.
- Great potential for career opportunities available for Omani youth.
- Tourism & Hospitality Education Issues.
- Image of Tourism & Hospitality industry.

What do we want to do to recognize or anticipate and respond to these needs or problems?

- Increase value/benefits to our external and internal stakeholders.
- Improve quality of education (knowledge, skills, & Attitude through work experience, internships, and mentorship by faculty).
- Improve quality of facilities/technology.
- Increase awareness of quality of careers in hospitality & tourism industry.
- Develop better relationships with industry/government/legislators/alumni.
- Enhance image of hospitality & tourism department.

What makes us distinct or unique?

- Being part of Sultan Qaboos University team.
- «Hospitality & Tourism Laboratory and Live Case Study in Oman»
- The first 4-year University in OMAN to offer B.A. in Tourism.
- Our faculty are young/energetic/not entrenched, recent industry experience, willingness for industry involvement.

We strive to create the following conditions for success

- Shared Vision.
- Cultural Alignment.
- Experienced Help (Where Necessary).
- Stakeholders Buy-In.
- Understanding the Organization.
- Communication.
- Strong Leadership.

The Tourism undergraduate program awards the Bachelor Degree of Arts in:

1. Tourism Management

No industry has been as successful in recent times as the tourism industry, which has become the backbone and lifeblood for the economies of many advanced and developed countries. In this context, tourism higher education is considered a key factor in the tourism industry: tourism education is chiefly responsible for supplying the market with the professional manpower needed to perform all the duties related to the tourism business. The specialization of «Tourism Management» is located at the heart of the tourism education discipline, as it plays a key role in educating and preparing students to work in all the different areas related to both tourism management and operation.

2. Hospitality Management

Hospitality operations are located in communities throughout the world. Some of the primary sectors within the hospitality industry include: lodging (not just limited to traditional hotels), foodservice (not just limited to restaurants), private clubs, theme parks, destination management companies, meetings and conventions (planning and operations), managed park environments (natural), resorts, cruise lines, managed services, and consulting services. Students considering entering the field of hospitality should take into consideration all of the types of businesses that hospitality encompasses but also, the various career streams in functional areas across segments (such as operations, accounting, finance, marketing, human resources, facilities, and risk management).

At the time being, students registering in the Tourism undergraduate program study for four years (eight semesters). The department undergraduate academic plan is composed of 120 credit hours, including seven course categories as follows:
All students registering in the department should study the Major Requirements courses, which include 12 courses (34 credit hours) regardless of their specific specialization. Students usually receive these courses during their first four semesters in the department.

<table>
<thead>
<tr>
<th>Course Category</th>
<th>Category Code</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Requirements (UR)</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>University Electives (UE)</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>College Requirements (CR)</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>College Electives (CE)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Major Requirements (AR)</td>
<td></td>
<td>34</td>
</tr>
<tr>
<td>Major Electives (6 Language Courses and 2 Department Electives) (AE)</td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>Specialization Requirements (SR)</td>
<td></td>
<td>36</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>120</strong></td>
</tr>
</tbody>
</table>
After finishing their initial four semesters, students will then proceed toward receiving the Specialization Requirements courses, which include 12 courses (36 credit hours) in one of the department specializations (Tourism Management & Hospitality Management) for four semesters.

### Specialization Requirements (SR) (36 Cr)

#### Tourism Management

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Companies and Travel Agencies Operations</td>
<td>3</td>
</tr>
<tr>
<td>Airlines Operations and Management</td>
<td>3</td>
</tr>
<tr>
<td>Economics of Tourism</td>
<td>3</td>
</tr>
<tr>
<td>Event Management</td>
<td>3</td>
</tr>
<tr>
<td>Tourism Planning and Development</td>
<td>3</td>
</tr>
<tr>
<td>IT Applications for Tourism</td>
<td>3</td>
</tr>
<tr>
<td>Human Resources Management for Tourism and Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>Statistics for Tourism and Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>Managerial Accounting for Tourism</td>
<td>3</td>
</tr>
<tr>
<td>Feasibility Study of Tourism and Hospitality Projects</td>
<td>3</td>
</tr>
<tr>
<td>Graduation Project</td>
<td>3</td>
</tr>
<tr>
<td>Tourism Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Hospitality Management

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Management</td>
<td>3</td>
</tr>
<tr>
<td>Hospitality Management</td>
<td>3</td>
</tr>
<tr>
<td>Food Production</td>
<td>3</td>
</tr>
<tr>
<td>Service in Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>Housekeeping Operations and Management</td>
<td>3</td>
</tr>
<tr>
<td>IT Applications for Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>Human Resources Management for Tourism and Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>Statistics for Tourism and Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>Managerial Accounting for Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>Feasibility Study of Tourism and Hospitality Projects</td>
<td>3</td>
</tr>
<tr>
<td>Graduation Project</td>
<td>3</td>
</tr>
<tr>
<td>Hospitality Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Student must study two courses from the following Department Electives List:

#### Department Electives (AE) (6 Cr)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpretation Industry and Tourism</td>
<td>3</td>
</tr>
<tr>
<td>Cargo Operations</td>
<td>3</td>
</tr>
<tr>
<td>Culture Heritage Management</td>
<td>3</td>
</tr>
<tr>
<td>Conventions and Meeting Services Management</td>
<td>3</td>
</tr>
<tr>
<td>Cruise Operations and Management</td>
<td>3</td>
</tr>
<tr>
<td>Training Management in Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>Adventure Tourism</td>
<td>3</td>
</tr>
<tr>
<td>Club Operations and Management</td>
<td>3</td>
</tr>
<tr>
<td>Eco-Tourism</td>
<td>3</td>
</tr>
<tr>
<td>Hotel Design and Decor</td>
<td>3</td>
</tr>
<tr>
<td>Risk Management for Tourism</td>
<td>3</td>
</tr>
<tr>
<td>Service Quality Management for Tourism and Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>Cultural Heritage Tourism</td>
<td>3</td>
</tr>
<tr>
<td>Resort Management</td>
<td>3</td>
</tr>
<tr>
<td>Tourism Destination Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneurship in tourism</td>
<td>3</td>
</tr>
</tbody>
</table>
The Tourism department places great deal on learning languages in the students’ degree plan. First of all, students are required to attain Level 6 in English language or its equivalent in the SQU Language Centre before enrolling in the department. Besides, more than 95% of the Tourism courses are taught in English languages. This trend is expected considering the fact that English language is usually the official language in almost all the potential entities where students are going to work after graduation. The department offers two other foreign languages where students are required to select one of them whether it is German or French language. In this context, students receive 6 courses in their selected language. Those courses are taught by native German or French speakers.

The tourism department computer lab provides the hardware and software support for department’s teaching requirements. The department operates this full computer laboratory, equipped with 30 computers. Some workshops for students and faculty are held regularly in the lab.

Special attention had been given to the practical training and internships both locally and internationally. So far, the department is conducting its internship with number of establishments and organizations on local, regional and international levels. The department is currently working on extending close ties with both local and international hospitality and tourism industry.
The department graduates are well qualified and skillful enough to have variable options in the Tourism labor market in Oman and abroad:

1. Tourism Management
   - Tour Leader
   - Tour Operator
   - Transfer
   - Airline Agencies Staff
   - Air Services Staff
   - Cargo staff
   - Transportation Agencies staff
   - Meeting and Convention Planner
   - Natural Parks’ Administration staff
   - Tourism Planner
   - Tourism Administration Affairs in the Ministries and Municipalities
   - The International, Regional and National Tourism Agencies.
   - Crisis and Risk Management
   - Tourism Security Affairs
   - Instructor in the Specialized Tourism Institutions
   - Public Relations/ Sales and Marketing

2. Hospitality Management
   - Front Office management
   - Food and Beverage management
   - Banquet and Catering management
   - Sales and Marketing management
   - Human resource management
   - Training management
   - Services Quality management
   - Housekeeping management
   - Customer Relations management

1- Introduction
The tourism department relies on leaders and innovators from the tourism and hospitality industry to aid in the development of its programs, to generate training opportunities, and to assist in the placement of graduates. The students at the tourism department are beneficiaries of this guidance, and input from business and community leaders is highly valuable. Advisory, business, and industry input helps to ensure a state-of-the-art level in education.

2- Goals and responsibilities of advisory committee and action mechanism
2-1 The major goals of the advisory committee are:
   1. To provide advice on skills, knowledge, and attitudes required for specific occupations.
   2. To assist in keeping programs current.
   3. Inform the community of services provided by the department.
   4. To actively assist in the placement of graduates.

2-2 Specific responsibilities of the committee are the following:
   1. Provide up-to-date information related to emerging and current industry trends.
   2. Identify the current specific skill, knowledge and student attitudes that should be included in the program.
   3. Keep the department informed regarding changes in the labor market and specific changing employment needs.
   4. Recommend measures and standards for program quality, including standards for graduates, to ensure successful entry-level employment in the subject area.
   5. Assist in identifying work experience, internships, and employment opportunities.
   6. Assist the department in evaluating the effectiveness of the programs and its graduates.
   7. Assist in marketing the program and recruiting of new students.
   8. Help provide publicity for programs and assist with dissemination of this information to the community.
   9. Assist the department in business/industry and community surveys related to education.
2-1 Advisory committee action mechanism:
At the beginning the Advisory Committee is to agree on a specific mechanism to facilitate work as follows:
• Identify meeting goals.
• Meetings timing.
• Determine meeting places.
• Preparation for meetings.
• Prepare meeting agenda.
• Establish members’ roles:
  - Scheduling meetings.
  - Preparation of meetings and proposed agenda.
  - Writing minutes of meetings.

3 - Committee formation
Members of the advisory committee should be selected from employers, and employees involved in the local industry, business community, and government. The committee also includes faculty members with expertise in the field of teaching and research. Specifications required in the tourism and hospitality sector representatives are:
• Be distinct in his field and are known for their long experience, strong conviction of the importance of cooperation between educational institutions and the tourism and hospitality institutions.
• Possess a senior post within the tourism and hospitality sector.

The tourism department has formulated an advisory committee, included in its membership many specialists in the tourism and hospitality sector.
Since its establishment in 2000, the Tourism Department at the College of Arts and Social Sciences has been striving to found a firm reputation for excellence in tourism education and to determinately fulfill the department vision, to be one of the leading and reputable tourism programs in the Gulf region by the year 2015. In May 2013, a significant step was made on the Department’s long trajectory of educational excellence and leadership. This step was the Department’s reception of the UNWTO TedQual certification for its undergraduate program as the first Tourism Department in the Middle East to receive this recognition.

The UNWTO TedQual is a well-recognized tourism education accreditation system which contributes to the quality and efficiency of tourism education, training and research. It proposes a methodology and a set of voluntary standards with a universal scope aiming mainly to establish a standard of quality for tourism education as well as to smooth the way towards greater pedagogic productivity in tourism. Receiving the TedQual certification allows the Department several privileges including but not limited to:

- Inclusion of the Dept. in the TedQual exchange programmes for students and professors’ internship, scholarship opportunities, joint research projects, and scientific publication.
- International promotion of the department and its programmes through the UNWTO’s various communication tools and mechanisms.
- Membership of the TedQual Network – a platform where Institutions share knowledge, good practices and technical support.
- Use of the TedQual logo on official stationery and promotional materials.
- Participation in the TedQual worldwide annual event.
- Reception of support for organizing and hosting scientific events such as conferences and workshops.

Finally, this accomplishment could not have been achieved without the sincere unified efforts of all those who have been involved. To all of them, we wish to extend our sincere appreciation and gratefulness.
As a result of long-term collaborations, the VII International Tourism Congress (ITC 14) was co-organized by the Tourism Department, College of Arts and Social Sciences, Sultan Qaboos University, Sultanate of Oman and the School of Tourism and Maritime Technology, Polytechnic Institute of Leiria, Portugal, from the 2nd to the 4th of December 2014. Being hosted in Muscat, Sultanate of Oman, it was the first time the congress was held outside its original base in Peniche, Leiria, Portugal. The ITC 14 organizing team was keen to maintain the congress’ usual theme -“the Image and Sustainability of Tourist Destinations” - as well as its focal aim “to present and discuss national and international experiences about tourism competitiveness, customers’ experience, destination image and branding, sustainability and tourism marketing”.

The conference also features seven world-class keynote speakers who presented, over the congress duration, their valuable views on different tourism aspects: Professor Jafar Jafar (University of Wisconsin-Stout, USA), Professor Eduardo Fayos-Sola (President of the Ulysses Foundation, Spain), Professor Maged Negm (Vice-president, Helwan University, Egypt), Professor João Paulo Jorge (Polytechnic Institute of Leiria, Portugal), Professor Adele Ladkin (Bournemouth University, UK), Mr. Abdul Wahed Al Farsi (Acting Chief Communications Officer, Omran, Oman), and Professor Metin Kozak (The Hong Kong Polytechnic University, China).

More than ninety delegates from 23 different countries enriched the conference by presenting 102 papers, which were classified under seven main themes: Sustainable tourism and development; Tourism marketing and destination image; Tourism economics and management; Tourism education and training; Tourism experience management; and Innovation and new trends. In addition, there was also an Arabic language track. The ITC 14 attracted a wide variety of attendees including under- and post-graduate students, entrepreneurs, developers, policy and decisionmakers, and tourism professionals who attended the presentations to share their knowledge and experience with the academic delegates.

To enhance delegates’ experience of the Omani tourism, a sightseeing tour was organized on the third day for conference attendees to explore Muscat. The city tour gives participants the impression that tourism is progressing rapidly in the Sultanate of Oman. In prospect, the VIII International Tourism Congress will be held on 23-27 November 2015 at Peniche, Portugal.
<table>
<thead>
<tr>
<th>FULL NAME</th>
<th>SCIENTIFIC DEGREE</th>
<th>ACADEMIC POSITION</th>
<th>SPECIALTY</th>
<th>RESEARCH INTERESTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Galal Mohamed Hamza Afifi</td>
<td>PhD, Wales University, UK 2004</td>
<td>HOD Assistant Professor</td>
<td>Tourism Management</td>
<td>• Tourism Management. • Tourism Education. • Tourism Marketing. • Special Events. • Tourism operations</td>
</tr>
<tr>
<td>Dr. Debra Enzenbacher</td>
<td>PhD, University of Cambridge, UK 1995</td>
<td>Associated Professor</td>
<td>Tourism Management</td>
<td>• Antarctic Treaty System. • Environmental policy &amp; tourism regulations. • Climate change and Antarctic tourism. • Primary rain forest tourism. • Sustainable tourism. • Tourism stakeholders and sustainability partnerships</td>
</tr>
<tr>
<td>Dr. Mohamed Abdul Ghani El-Sayed</td>
<td>PhD, Tennessee University, USA 1995</td>
<td>Assistant Professor</td>
<td>Hospitality Management</td>
<td>• Hospitality Management. • Service Quality Management. • Information Technology Applications in Hospitality Education. • Human Resources Development. • Sustainability Practices in the Hospitality Industry.</td>
</tr>
<tr>
<td>Dr. Tamer Mohamed Atef</td>
<td>PhD, Helwan University, Egypt With Bournemouth University, UK, 2005</td>
<td>Assistant Professor</td>
<td>Hospitality Management</td>
<td>• Hospitality Management. • Food and Beverage Management. • Quality Management. • Training and Development. • Accessibility in Tourism and Hospitality Industry.</td>
</tr>
<tr>
<td>Dr. Ya’qoob Salim Al Bu-saidi</td>
<td>PhD, Wales University, UK 2008</td>
<td>Assistant Professor</td>
<td>Hospitality Management</td>
<td>• Interpretation. • Heritage Management. • Heritage Tourism. • Site Management. • Sustainable Tourism.</td>
</tr>
<tr>
<td>Dr. Massooma Khamis Al Balushi</td>
<td>PhD, Wales University, UK 2009</td>
<td>Assistant Professor</td>
<td>Hospitality Management</td>
<td>• Human Resources Issues. • Education and Training in Tourism and Hospitality Industry. • Cultural Issues in Tourism and Hospitality Industry.</td>
</tr>
<tr>
<td>Dr. Hamed Ibrahim Said Al Azri</td>
<td>PhD, Purdue University, USA, 2013</td>
<td>Assistant Professor</td>
<td>Tourism Management</td>
<td>• Tourism Marketing. • Destination Marketing. • Small Business Marketing. • Tourism Small Business Marketing. • Destination Image. • Tourism Branding.</td>
</tr>
<tr>
<td>Mr. Fallah Abdallah Hamad Al Sukati</td>
<td>MSc, Brighton University, UK, 2008</td>
<td>Lecturer</td>
<td>Tourism Management</td>
<td>Tourism Management.</td>
</tr>
<tr>
<td>Mrs. Majda Hamoud Mohamed Al Salti</td>
<td>MBA, Hochschule Bremen, Germany, 2010</td>
<td>Lecturer</td>
<td>Tourism Management</td>
<td>Tourism Management.</td>
</tr>
<tr>
<td>Ms. Houda Juma Meshel Al Balushi</td>
<td>MSc., Bournemouth University, UK, 2013</td>
<td>Lecturer</td>
<td>Hospitality Management</td>
<td>Hospitality Management.</td>
</tr>
<tr>
<td>Mr. Hussain Salim Adnan Baomar</td>
<td>MSc, Exeter University, UK, 2008</td>
<td>Researcher</td>
<td>Tourism Management</td>
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**Faculty Bios**

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Qualification</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Mrs. Andrea Wenke</td>
<td>MA, Leipzig University, Germany, 1980</td>
<td>Researcher, German Language</td>
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<tr>
<td>13</td>
<td>Mrs. Agnes Bourgeois</td>
<td>MA, Grenoble University, France, 1987</td>
<td>Lecturer, French language</td>
</tr>
<tr>
<td>14</td>
<td>Mrs. Huda Salim Said Al Mahroqi</td>
<td>MS, Sultan Qaboos University, Oman, 2005</td>
<td>Training Coordinator, Training</td>
</tr>
<tr>
<td>15</td>
<td>Mr. Ahmed Ali Sanad Al Mamari</td>
<td>Diploma, Higher College of Technology, Oman, 2010</td>
<td>Department Coordinator, Human Resources Management</td>
</tr>
</tbody>
</table>

**Dr. Galal M. H. Affi**

Galal Affi is an assistant professor of Tourism Management in the Department of Tourism, at College of Arts and Social Studies, Sultan Qaboos University since September 2006; and is currently the Head of the Tourism Department since September 2013. Galal holds a PhD in event management from the University of Wales, UK. He received both his B.Sc. and M.Sc. Degrees in Tourism Management from the Faculty of Tourism and Hotels, Helwan University, Egypt. Galal’s area of research intersect includes event management, destination image, and tourism education. Galal has 18 different publications most of them are research articles published in international tourism journals, three of Galal’s articles have been awarded in different international occasions as best research papers. Other research activities include being a reviewer for several tourism journals including Tourism Management, Tourism Management perspective, Tourism Analysis, Anatolia and Quality Assurance in Education, as well as participating in major funded research projects in Oman.

Over his academic career, Galal taught tourism courses in several related areas including event management, marketing, feasibility studies, travel agencies and airlines management, research methodologies. Recently, Galal has been part of the team who worked towards obtaining the TedQual Accreditation certified by the United Nations World Tourism Organization for the Tourism Department to be the first tourism department to receive the TedQual Certificate in the Middle East.
Dr. Debra J. Enzenbacher

Dr. Debra Enzenbacher is an Associate Professor in the Tourism Department of the College of Arts and Social Sciences at Sultan Qaboos University, Oman. She has taught Tourism Management at universities in England, Finland and Brunei Darussalam. She earned her PhD in Geography at the University of Cambridge studying Antarctic tourism environmental policy and her MA in International Relations from the University of Chicago focusing on Antarctic politics. She has supervised dozens of Tourism Management students at postgraduate and undergraduate level, many with a sustainability theme.

Debra has served as a governmental tourism policy advisor, teamed with organisations to develop guidelines for tourism in protected environments, has extensive knowledge of tourism in the UNESCO World Heritage City of Bath, England and worked as a shipboard lecturer for four cruise lines. She is a polar tourism policy expert who has published many articles and book chapters. Her latest research explores the relationship between tourism and climate change and examines the environmental parameters of rain forest tourism in Brunei Darussalam (Borneo). She looks forward to gaining specialist knowledge of desert tourism in Oman in order to compare tourism management approaches in hot and cold deserts.

Mohamed Abdul-Ghani

Mohamed Abdul-Ghani is currently an Assistant Professor of Hospitality & Tourism Management at Sultan Qaboos University – the Sultanate of Oman. He held the Head of the Department of Tourism position at Sultan Qaboos University since 2008 till 2010. He came to SQU as a visiting consultant in 2002 from the College of Business Administration at the Arab Academy of Science and Technology (Alexandria, Egypt). He has permanently resided in the United States of America since 1990 till 2001. He worked as an assistant professor of Hospitality Management in the Department of Hospitality Management, the University of Southern Mississippi (Long Beach, Mississippi) and the Department of Hospitality and Tourism Management, Grand Valley State University (Grand Rapids, Michigan) where he taught courses in fundamentals of hospitality & tourism management, lodging operations management, service quality management, hospitality & tourism marketing, and hospitality information systems.

He has conducted research in the areas of computer applications in hospitality teaching and learning, hospitality career education, strategic management for academic hospitality management programs, hotel performance analysis and trends, and visitors profile surveys, and hospitality industry sustainability practices. He also conducted industry training and workshops in service excellence, and service quality management. Dr. Abdul-Ghani is a Certified Hotel Administrator (CHA) (2001 till 2005) and a Certified Hospitality Educator (CHE) (1998 till 2002) from the Educational Institute of the American Hotel & Lodging Association. He has worked in the area of front office operations with several American managed hotel chains in Egypt and the United States including the following: Holiday Inn, Marriot International Inc., and Radisson Hotels. He received his B.Sc. and M.Sc. Degrees in Hotel Management from the College of Tourism & Hotel Management, the University of Helwan (Cairo-Egypt). Dr. Abdul-Ghani received his Ph.D. Degree in Consumer Environments with a concentration in Food Service & Lodging Administration from the College of Human Ecology at the University of Tennessee – Knoxville (USA).
Dr. Tamer Atef has been working in the field of tourism and hospitality for nearly 15 years, assumed various professional and academic posts within prestigious organizations and Universities. He serves as a reviewer for several regional and international journals and conferences.

Dr. Atef research interests and publications are in the areas of Hospitality Management, Quality Management, Training and Development, Tourism and Hospitality Education. He has recently included accessible tourism and entrepreneurship in his research portfolio.

Dr. Atef has delivered keynote presentations, seminars and workshops in both academic and professional venues.

It is his personal goal to bring closer and remedy the gap between cultures; he has the conviction that through Education he would succeed in his quest.

Dr. Yaqoob Salim Al-Busaidi is an Assistant Professor at the Department of Tourism, Sultan Qaboos University (SQU), specialized in heritage management, heritage tourism and sites interpretation.

Dr. Yaqoob graduated with BA degree from the Department of Archaeology at Sultan Qaboos University in 1997. Later, he earned his MA from Boston University, U.S.A in 2001 with a specialization in archaeological heritage management. In 2008, he received his Ph.D. from Cardiff School of Management, University of Wales in UK.

Dr. Yaqoob is a member of a number of national committee such as the Tour Guidance Committee, the Ministry of Tourism. At international level he is a member of such organizations as the National Association for Interpretation, USA and the Association for Heritage Interpretation, UK. His research interest is focused on heritage and environment tourism management and interpretation.
Dr. Masooma Al-Balushi holds the honor of being one of the SQU first patch of graduates. She got her PhD from the School of Management, University of Wales; she is the first Omani female to get a PhD in Hospitality Management, which is a privilege and a responsibility. Inspired by His Majesty Sultan Qaboos Bin Said Vision, Dr. Al Balushi proudly represents the Sultanate of Oman in lots of Regional and Global organizations and Venues, she has been chosen by the World Tourism Organization (UNWTO) as National Tourism Human Resources Development Specialist (National Consultant).

Dr. Al Balushi research interests and publications are in the areas of Hospitality Management, Human Resources Management, Social and cultural issues, Tourism and Hospitality Education.

She serves as a reviewer for several regional and international journals and conferences. She as well delivered keynote presentations, seminars and workshops in both academic and professional venues.

During SQU Silver Jubilee festivities in 2012, Dr. Al Balushi was honored amongst the best researchers, but the dearest to her heart was the special honorary recognition received for her overall service achievements in SQU.

Mrs. Samira Berdouz is a French language lecturer in the Department of Tourism, at College of Arts and Social Studies, Sultan Qaboos University since September 2013.

Mrs. Samira Berdouz holds a Master in Education and Linguistic of Université de Provence (France) and a Master in French as a Foreign Language of Université d’Angers (France).

Over her career, Mrs. Berdouz has taught in several institutions.

She has been working in the French Omani Centre as an International Volunteer. She has taught teenagers, children and Adults at all levels (beginner, intermediate, and advanced from A1 to B2) as well as assisting the Director in courses’ coordination and staff training as well as in the organization of different cultural activities and events such as “la Francophonie” (French speaking week) or “le printemps des poètes” (international writing exercise for French learners). Mrs. Samira Berdouz has also helped in the administration like taking students registrations, reception (phone and desk), placement examination, DELF and DALF as a jury member (= French IELTS/ TOEFL).

She further taught at the Oman Tourism College as a French Lecturer and Language coordinator for the language section of the Diploma in Hospitality and Tourism Management (English, French and German). She taught French (general French and French for tourism) as well as coordinated the section and liaised with the Head of language department.
Mr. Falah Al Sukaiti

As a lecturer in the Department of Tourism Mr. Al Sukaiti focuses on teaching tourism management subjects. Among the module that Mr. Sukaiti teaches are tourism economics, tourism marketing, information technology in tourism, events management and tourism promotion. He has been active also in delivering courses for the community in work ethics and events management. Mr. Sukaiti been part of the organization of number of events both local and international. Among the clients that he served outside the university are Muscat Municipality, Ministry of Tourism, Royal Opera House, Oman Oil and a number of nonprofit organizations. With accumulative experience of more than six years and with a degree in International Events Management. Mr. Sukaiti contribution is in the planning, execution and evaluation of events.

Mr. Sukaiti research interest are events management evaluation, tourism economics, leadership, tourism marketing, and consumer psychology.

Ms. Houda Al Balushi

Ms. Al Balushi is a hospitality management lecturer. She has a Master Degree in Hospitality and Tourism Management from Bournemouth University UK. As part of her master studies she has conducted a research on “Hospitality education in Oman and its level of integration with the market needs”. Ms. Al Balushi has a great interest in tourism research and looking forward to pursue her PhD in one of the Hospitality areas in which she can come up with a new idea or a strategic solution to a persisting dilemma.

Mrs. Andrea Wenke

Andrea Wenke currently holds a position as researcher in the Tourism Department at Sultan Qaboos University and teaches German for Tourism. For this she makes use of her 33 years teaching experience in various countries and her 14 years working in and exploring of Oman. Her teaching philosophy is based on experiential learning theory combined with cooperative education approaches that integrate classroom studies and work-based learning, and stress the need for students to engage in relevant, authentic language learning experiences outside the classroom.

Andrea Wenke holds a University Degree in Applied Linguistics from Leipzig University. In addition, she passed several exams for teaching German as a Foreign Language and holds the CILTA teaching degree. She taught English for Special Purposes and English Tourism Terminology as well as Cross-Culture courses.

Her research interests focus on the role of ICT use in tourism as well as in lifelong virtual learning communities. She is very active in developing sports for the community and recently initiated an interdisciplinary research about strategies for developing sports tourism in the Sultanate.

Ms. Majda Hamoud Mohamed Al Salti

International Tourism Management Lecturer
MBA, Hochschule Bremen, Germany, 2010
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Somaya Mostafa attended the Deutsche Schule der Boromärinnen (DSB) (German School in Cairo, Egypt) since kindergarten. After her high school, she joined the Department of German Language, El-Alson Faculty, Ein-Shams University and obtained her BA in German Language in 1993. She later obtained her master degree (MA) in 2002 in the German language. She joined Oman Tourism College as a part-time lecturer in January 2007, and thereafter as full-time until August 2013. She was a selected in 2011 as a member in an Ad-hoc committee with the Ministry of Education in the Sultanate of Oman for the selection of a German Language textbooks to be adopted in Omani high schools. This resulted in a customized edition of the selected book.

In February 2013, Mrs. Mostafa joined SQU as part-time visiting lecturer for three consecutive semesters. She was appointed as full-time lecturer in September 2014 at the Tourism Department, College of Arts, SQU. Mrs. Mostafa has obtained the theoretical part of the Goethe Institute Green Diploma in 2008. She has taught German courses at different levels at Goethe Institute, Muscat. Since 2007, she has been regularly participating in numerous short courses, workshops for her professional development in the field of teaching German language as a foreign language through Goethe institute in Cairo, Muscat, Berlin and Munchen.

Huda Al-Mahrouqi is a training supervisor in the Department of Tourism, at the College of Arts and Social Sciences, Sultan Qaboos University since February 2006. She holds a master degree in training and development from Griffith University, Australia. Her Bachelor degree in Tourism Operations Management from Sultan Qaboos University.

Huda’s background, work experience and interests focus on serving the practical side of the academic program in the department. She had constructed a knowledge and work experience in; contacting the labor market; designing training programs for students suitable to their academic backgrounds; coordinating the details of the training procedures in general; and following up the graduates and their employment.

Although her research output is limited, she had conducted several studies to meet the work needs. These studies involve; tour guiding in Sultanate of Oman; the importance of learning German language for tourism market in Sultanate of Oman. The employability requirements in the local tourism market; The reflection of work integrated programs of the tourism education in the graduates employment; Learning at work; The effects of the work practices on the attitudes of the trainees from the academic institutions and the factors influencing the graduates employment in the local market.

Huda Al-Mahrouqi

Mrs. Huda Al-Mahrouqi

Mrs. Somaya M. Mostafa

Huda Al-Mahrouqi

Mrs. Huda Al-Mahrouqi

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Mrs. Huda Al-Mahrouqi
Agnès Bourgeois-Al Toki is a lecturer of French as a Foreign Language in the Department of Tourism at the College of Arts and Social Sciences. She holds a Master Degree from the University of Grenoble, France. She started her career as a teacher in the French School Muscat where she set up classes for non-native French speakers in the kindergarten. At the same time, she worked at the Omani-French Center where she gained experience with different public at different levels from beginners to conversational. She is accredited to be a jury in the DELF exams (French TOEFL) and has been an examiner for almost twenty years. Since she joined SQU, Agnès has found her research interest in how developed is the use of French among Omani. She is participating in some tourism projects from ministries such as documentaries promoting Oman, interviews for French speaking tour guides and reviews of various works in French about Oman.