



Stimulating Public-Private Partnership in Post-Outbreak Period: Omaní Tourism Focus**

* Mohit KUKRETI^a , Sedat YUKSEL^a , Aarti DANGWAI^b 

^a University of Technology and Applied Sciences, College of Economics and Business Administration, Business Department, Ibri/Sultanate of Oman

^b Chitkara Business School, Chitkara University, Rajpura, Punjab/India

Article History

Received: 07.11.2022

Accepted: 27.12.2022

Keywords

Tourism
Public-private partnership
Joint investment
Oman
Covid-19

Abstract

The study aimed to investigate the role of public-private partnership to further develop and enhance tourism industry in Oman and how this partnership can help the industry to grow post-outbreak. The literature pertaining to Oman's tourism industry was thoroughly reviewed and for quantitative method, a survey questionnaire was prepared for 152 representatives from tourism management companies such as public and private tourism associations, department of tourism and centres for tourism development, tourism-related organizations such as department of planning and investment, department of finance, department of information and communications and representatives from local authorities of Oman. Overall, the study found that partnerships between private and public organizations functioning in Oman's tourist industry can help to speed up the industry's recovery. Based on the findings, this study provides some contributions to tourism policy makers to better understand the effects of the COVID 19 pandemic on Oman Tourism, to help create measures that can increase the positive results of the tourism industry for the post-pandemic period, and to develop more effective instruments.

Article Type

Research Article

* Corresponding Author

E-mail: mohit.ibr@cas.edu.om (M. Kukreti)

DOI: 10.21325/jotags.2022.1176

** The study has been presented in an online session of 3rd International Travel and Tourism Dynamics Conference (ITTD2022) in 29-30 September 2022, Ankara, Turkiye