



## SUSTAINABLE TOURISM

Tourism is a strategic sector in Oman's economic diversification efforts. It is part of the five priority sectors identified in the Sultanate's Ninth Five-Year Development Plan and is expected to receive up to \$4.1 billion of public and private investments between 2016 and 2020. NGER consultations highlighted the mutually supportive relationship between sustainable tourism and the date palm sector, and between sustainable tourism and sustainable fisheries.



## DATE PALM

Date palm is the main agricultural crop in Oman and an integral part of the culture and diet tradition of the Omani people. The sector is labour intensive and provides jobs and income in rural communities. Date palm cultivation can also contribute to environmental protection and desertification control.



## FISH

With its 3,165 km of coastline, Oman is the most important fishing country in the Gulf region. Fisheries in Oman play an important economic and social role, employing around 48,000 people, and contributing almost 1 per cent to GDP. Small-scale artisanal fishing represents more than 98 per cent of total landings in the country.

### NUMBER OF TOURISTS

2011 **1,400,000** tourists  
2017 **+ 3,200,000** tourists

### TRAVEL INDUSTRY PROJECTION

**\$8.67 billion** by 2028

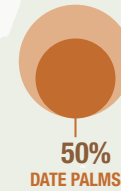
### MAIN ORIGINS



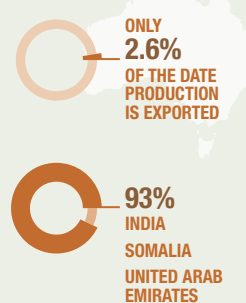
### SHARE OF FRUIT PRODUCTION



### AGRICULTURAL AREA



### EXPORTS



### EXPORTS REVENUES

2016 **\$11 million**

### FISH CATCH

2000 **120,421t**  
2016 **279,610t**  
**= 131% growth**

### LARGEST MARKETS FOR OMANI FISHERIES

2016  
VIET NAM **\$80 million**  
UNITED ARAB EMIRATES **\$26 million**  
SAUDI ARABIA **\$19 million**

### VALUE OF EXPORTS

2000 **\$28 million**  
2016 **\$172 million**

**↑\$144 million increase**

**+ BRAZIL  
CHINA  
AND YEMEN**

## STRATEGIC OPPORTUNITIES TO ENHANCE LINKAGES BETWEEN ALL THE THREE SECTORS

- Promoting agritourism** through the identification of pilot sites, the organization of farm visits, the development of cultural activities in relation with farming communities (including sales and demonstrations centered around traditional handicraft).
- Integrating tourism activities in fishermen's villages** via the development of sea trips on traditional boats, whale and dolphin watching and visits to fish markets.
- Developing cross sectoral linkages and cooperation** by establishing a multisectoral, public private collaboration platform and providing technical assistance to farmers and fishermen to supply local hotels and develop touristic activities.

