

Oman Air Patronage Tourism Development In Oman



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Airlines play a unique and vital role in the development of tourism. In essence, tourism is enormously measured in view of the importance of this industry to the general economy of nations. Without the proper air transportation infrastructure that provides suitable connections, tourism would be disadvantaged. Airport, airline services, and tourism are linked and none can be considered in isolation.

Corporate Communication and Media Department in Oman Air said, "Aviation industry is one of the biggest industries in the world and in the field of tourism, the need for planned development has permanent importance. Many countries of the world especially the developing countries lately renowned the significance of tourism and its benefits. For the development of tourism in different sphere, the role of the public sector is of immense importance. Thanks to a strengthening economy and booming tourism trade, the Sultanate of Oman boasts plenty of potential for the airline business .The Omani Government has specific impact on tourism, and has been playing a key role in the growth of aviation sector."

They added, "Tourism demands safe, rapid, and efficient transport that can only be provided by air



travel. In addition, there is no doubt that Oman Air play an important role in promoting trade and tourism in Oman. The National Carrier, in which the Oman government holds a 33.4% stake, presently operates 10 aircraft: Three 737-700s, three dash 800s and 4 ATRs. It will phase out two ATRs by the end of 2008. It is scheduled to receive two new 737-800s in May 2007 and March 2008. The Company suffered a loss until 2003, but has registered a net profit (after Tax) of RO 628,000 in 2004 .Oman Air earned total revenue of RO 76.3 million in 2005 as compared to 65.7 million in 2004, after revamping its operations and redeploying the loss making routes to profitable routes. Code share agreements were also drawn up with foreign carriers to supplement the airlines own network."

“Oman Air is planning to confront the near future necessitates, by putting the matters at the right course instantaneously. Enduring the swiftness of transformation and reformation of the business, with due commitment, would boost our image and will enable the national flag carrier to touch new destinations, also leave positive impacts on the national airline business. In addition to its normal role as an air carrier, Oman Air has made sure that it is an active participant in all tourism activities. The aim is to meet our valued customers' demands and provide them with the best service possible.” They concluded saying.

It is worth mentioning that Oman Air the flagship carrier of the Sultanate of Oman traces its history back to 1993 when it was first established to fly a single 737-300 airplane from Muscat to Salalah, and now operates a network of passenger and cargo services to many major cities. The airline connects 20 destinations around the world, including two gateways in the Sultanate. Its offices located in different cities overseas also act as tourist information centers, which help tourists to get necessary information. The airline appears determent to contribute its share towards the development of trade and tourism in Oman through the provision of essential air transport.