

Oman Air Sponsors The Tourism Festival At SQU

Date: 3 Mar 2009



Oman Air was the Golden Sponsor for the recently concluded 3-day Tourism Festival held at the Sultan Qaboos University and organised by the students therein. This is the fifth edition of the annual tourism festival held at the College of Arts and Social Sciences, Sultan Qaboos University.

The chief guest for the event was HH Sayyidah Dr. Muna bint Fahd al Said, Assistant Vice Chancellor of Sultan Qaboos University (SQU) for External Co-operation. One of the biggest activities organised by the student community, this festival creates awareness about the potential that Oman holds as a tourist destination. Oman Air has always taken a proactive role in nurturing the efforts of the students' community especially in areas where it can identify its products and services with the event.

Corporate Communication and Media of Oman Air said that the national carrier encouraged student activities that are aimed at developing the learning interests among the students. "Sultan Qaboos University is the premium university in the country that was created by a Royal Decree way back in 1986. The alumni of the University occupy various prestigious positions in private and government offices today. The students of SQU have always shown their earnest interest in creative pursuits in subjects related to their curriculum.

The Tourism Festival is one such endeavour that shows the creative talents of the students, their organisational skills, and marketing and public relations skills as the entire work of this Tourism Festival including marketing and communicating through media, were completed by the students themselves. Oman Air appreciates the initiatives of the students involved in this Festival right from the conceptual stage till the finish," CC&M said.

There was a huge turnout for this year's Tourism Festival which had interesting spots like a dedicated corner for the various themes of tourism found in Oman that included medical tourism, historical tourism, cultural and adventure tourism, Tourism Voice FM which was an internal FM inside the venue

that covered the happenings and an exhibition of projects and creative ideas by the students, to name just a few.

"Oman today is hailed by the world press as a must-see unique destination. By encouraging events such as these organised by the student community, Oman Air is sowing the seeds for a well-informed future generation that looks at their country with pride and welcomes the guests with warmth and love," CC&M concluded saying

Source URL:

<https://www.omanair.com/about-us/press-releases/oman-air-sponsors-tourism-festival-squ>