

Designing Personalized Tourism Packages for Oman Tourism Industry

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Abstract

The research is about designing optimum personalized tourism packages for the tourism industry in Oman. The designing of the optimum personalized tourism packages requires understanding of the framework and the supply chain of the tourism industry in Oman. The stakeholders in the tourism industry are many, which start with the controlling parties that are the ministries, and ends up with the tourists that can be either domestic tourists, or international tourists. The stakeholders of the industry are categorized into three major categories, which are the controlling stakeholder, the service providers, and the end users. The main function of the tourism industry is to interconnect the different service providers with the aim of serving the best to the end users. The purpose of the research is to design optimum personalized tourism packages using operations research optimization tools based on the needs of the tourists. The economic impact is saving time, effort, and money in touring through Oman's tourism locations. The designed personalized packages may attract more tourists, and this contributes economically in the tourism industry. Considering the service providers, this will lead to improvements in operations effectiveness in the service provided.

Keywords

SCM, TSCM, Tourism Packages, TSP, Multi-Objective Function, Service Optimization

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Biography

Abdulwahab Al Maimani is a Bachelor of Science student in the Industrial Engineering program in College of Engineering at Sultan Qaboos University. He is currently the president of the Engineering Society in Sultan Qaboos University. He has experience in conducting mid-budget economic feasibility study, one year in project management, one year in financing and finance administration. He has conducted researches in the field of SCM, and has experience in conducting workshops in LINGO optimization software, and cloud computing.

Rashid Al Hasani is a Bachelor of Science student in the Industrial Engineering program in College of Engineering at Sultan Qaboos University. He has experience in project management as a small project risk management officer, product design team member, and tourism packages designing problems.

Amur Al Mamari is a Bachelor of Science student in the Industrial Engineering program in College of Engineering at Sultan Qaboos University. He is experience in Petroleum Replenishment Planning Problem (PRPP), facilities planning in designing layout design of Paints Factory, and Quality officer in quality study of manufacturing an order of 120 unit batches.