

المؤتمر الدولي
المتاحف ودورها في التنمية السياحية

The International Conference
Museums and their Role
in Tourism Development

IC
MRTD

Sultanate of Oman
Oman Across Ages Museum
2025

سلطنة عُمان
متحف عُمان عبر الزمان
٢٠٢٥

International Conference Programme Museums and their Role in Tourism Development

Oman Across Ages Museum
Wilayat of Manah – Sultanate of Oman
18–20 May 2025



متحف عُمان عبر الزمان
OMAN ACROSS AGES MUSEUM



Sultanate of Oman سلطنة عُمان
وزارة التراث والسياحة
Ministry of Heritage and Tourism



هيئة الوثائق والمحفوظات الوطنية
National Records & Archives Authority



Day (1)

Sunday | 18 May 2025

| Time | | Event |
|---|-------|---|
| 8:30 | 9:30 | Reception and Participant Registration |
| 9:30 | 10:30 | Opening Ceremony |
| | | Keynote Speaker: Dr. Ech Cherki Dahmali President of the Arab Organization for Museums and Member of the both Advisory Council and Strategic Planning Committee of the International Council of Museums Paper Title: The role of the International Council of Museums (ICOM) in Developing Museums and Promoting International Cooperation |
| 10:30 | 11:00 | Break |
| Session (1) | | |
| Theme One: Museums and Heritage Institutions | | |
| Session Chair: Dr. Talib Saif Al Khudhuri | | |
| 11:00 | 11:10 | Museums and Their Role in Promoting Tourism Culture and Attracting Tourists to Jordan: A Case Study on the Petra Museum Prof. Mohammed Al Nasarat Al Hussein Bin Talal University, Jordan <i>(Language: Arabic)</i> |
| 11:10 | 11:20 | The Ottoman Damascus Rooms and Their Role in Enriching Museum Displays and Preserving the Tangible and Intangible Syrian Heritage: A Heritage Museum Study Dr. Mohamed Ahmed Mohamed Mohamed Abd el-Salam Department of Museums and Archaeological Sites Management, Archaeology Faculty, Ain Shams University, Egypt <i>(Language: Arabic)</i> |
| 11:20 | 11:30 | The Complementary Role of Museums and Oral History Institutions in Creating Intellectual Content and Historical Culture Dr. Abdulaziz bin Humaid bin Saif Al Mahdhuri Director of Oral History Department - The General Directorate of Research and Document Handling - National Records & Archives Authority- Sultanate of Oman <i>(Language: Arabic)</i> |

| Time | | Event |
|---|-------|---|
| 11:30 | 11:40 | <p>Contemporary Museum Display Systems: A Case Study of the Oman Across Ages Museum</p> <p>Ms. Bayan bint Said bin Salman Al Abri Bachelor's Student in Arabic Language Education, University of Nizwa, Sultanate of Oman</p> <p>Dr. Sulaiyam Mohammed Saeed Al Hinai Assistant Professor, Department of Education, University of Nizwa, Sultanate of Oman</p> <p>Ms. Noura Ali Said Al Sinani Lecturer, Department of Education, University of Nizwa, Sultanate of Oman</p> <p><i>(Language: Arabic)</i></p> |
| 11:40 | 11:50 | <p>The Legal Framework for Using Artificial Intelligence to Protect Museums and Cultural Heritage in the Sultanate of Oman</p> <p>Dr. Elsoghair Mohamed Mahdy Associate Professor of Civil Law – College of Law, Abu Dhabi University; Aswan University</p> <p><i>(Language: Arabic)</i></p> |
| 11:50 | 12:15 | Discussion |
| 12:15 | 12:30 | Break |
| <p>Session (2)</p> <p>Theme One: Museum and Heritage Institutions</p> <p>Session Chair: Dr. Majda Hamood Al Salti</p> | | |
| 12:30 | 12:40 | <p>Intangible Cultural Heritage Museums and Their Role in Tourism Development</p> <p>Dr. Asaad Abd Elrahman Awadallah Secretary-General of the National Council for Cultural Heritage and Promotion of National Languages, Republic of the Sudan</p> <p><i>(Language: Arabic)</i></p> |
| 12:40 | 12:50 | <p>Enhancing Tourism Development Through Effective Museum Collection Management, Documentation, and Registration: Strategies for Sustainable Growth</p> <p>Dr. Marwa Abdel Razek Head of the Registration, Collections Management, and Documentation Department - The Egyptian Museum in Cairo, Egypt</p> <p><i>(Language: English)</i></p> |
| 12:50 | 13:00 | <p>The Role of the National Museum of Tajikistan in the Development of Cultural Tourism</p> <p>Dr. Zaripov Alisher Head of Scientific-Methodical Department, Dushanbe City, Republic of Tajikistan</p> <p><i>(Language: Arabic)</i></p> |

| Time | | Event |
|-------|-------|---|
| 13:00 | 13:10 | <p>Could AI Marketing Shape Visitor Experience and Behaviour in Museums: The Moderating Role of Digital Storytelling</p> <p>Dr. Mohammad Soliman Marketing Department, College of Economics and Political Science, Sultan Qaboos University, Oman.</p> <p>Dr. Shaymaa Abdul-Wahab El-Sisi Tourism Studies Department, Faculty of Tourism and Hotel Management, Helwan University, Egypt.</p> <p>Dr. Maha K. Al Balushi Marketing Department, College of Economics and Political Science, Sultan Qaboos University, Oman.</p> <p>Dr. Mohammad Ali Obaid College of Economics and Business Administration, University of Technology and Applied Sciences, Nizwa, Oman.</p> <p><i>(Language: English)</i></p> |
| 13:10 | 13:20 | <p>Lifestyle, Nature and Creative Design of Brunei Darussalam Through the Artefacts of Balai Khazanah Islam Sultan Haji Hassanal Bolkiah</p> <p>Mr. Haji Muhammad Ruzaini bin Haji Mohd Daud Archaeology Officer, Balai Khazanah Islam Sultan Haji Hassanal Bolkiah, Brunei Darussalam</p> <p><i>(Language: English)</i></p> |
| 13:20 | 13:45 | Discussion |
| 13:45 | 14:45 | Lunch |
| 14:45 | 16:00 | Tour of the Museum |



Day (2)

Monday | 19 May 2025

| Time | | Event |
|---|------|---|
| 8:30 | 8:45 | <p>Keynote Speaker: Hon. Prof. Abdullah Khamis Al Kindi Member of the State Council and Professor & Head of the Department of Mass Communication, Sultan Qaboos University</p> <p>Paper Title: Museum Communication in the Contemporary Digital Era: Global Trends & Future Scenarios</p> |
| <p>Session (3)</p> <p>Theme Two: Economy and Museum Tourism</p> <p>Session Chair: Prof. Mohammed Al Nasarat</p> | | |

| Time | | Event |
|--|-------|--|
| 8:45 | 8:55 | Role of Museums in Achieving Sustainable Tourism Development in Light of Egypt's Vision 2030, Applied to Greater Cairo Museums Prof. Islam Elsayed Hussein Elsayed Faculty of Tourism and Hotels – Fayoum University – Egypt <i>(Language: Arabic)</i> |
| 8:55 | 9:05 | Museum and Place Changes: The Role of Museums in Sustainable Economic Development with Applications to the National Museum of Egyptian Civilization and the Grand Egyptian Museum, Egypt Dr. Ahmed Younes Saleh Abdel-Gawad Lecturer, Department of Geography and GIS, Faculty of Arts, Fayoum University, Egypt <i>(Language: Arabic)</i> |
| 9:05 | 9:15 | Mechanisms for Activating Digital Museum Tourism as an Economic Driver for Sustainable Development in Algeria: An Analytical Prospective Study for the Period 2015-2024 Dr. Asma Boukhaoua Setif 1 University-Ferhat ABBAS, Algeria Dr. Zerouati Maouahib Setif 1 University-Ferhat ABBAS, Algeria <i>(Language: Arabic)</i> |
| 9:15 | 9:25 | Cultural Entrepreneurship and Digital Innovation: Transforming Omani Museums into Interactive Tourist Attractions to Achieve Oman's Vision 2040 Ms. Hassina Belouadah Mohamed Boudiaf University Messila, Algeria <i>(Language: Arabic)</i> |
| 9:25 | 9:35 | Food Museums as Cultural Institutions and Tourist Attractions: A Case from Italy Ms. Ferroudj Zineb Department of Nutrition Technologies, Faculty of Natural and Life Sciences, Hadj Lakhdar University of Batna 1. Batna 05000, Algeria. Dr. Krarcha Hadda Earth Sciences & Universe Institute, University Mostepha Benbloulaid Batna, Batna 05002, Algeria <i>(Language: Arabic)</i> |
| 9:35 | 10:00 | Discussion |
| 10:00 | 10:30 | Break |
| Session (4) Theme Two: Economy and Museum Tourism Session Chair: Dr. Sawsan Haider Abdullah Khreis | | |

| Time | | Event |
|-------|-------|---|
| 10:30 | 10:40 | <p>The Role of Cultural Institutions in Promoting Sustainable Tourism at the Local and International Levels: The National Museum as a Model</p> <p>Ms. Wadha Mohammed Saaiyid Al Shukaili Head of Registration Unite-National Museum, Sultanate of Oman <i>(Language: Arabic)</i></p> |
| 10:40 | 10:50 | <p>Assessing Service Quality for Enhanced Visitor Experience: A Case Study of the National Museum in the Sultanate of Oman</p> <p>Ms. Fatma Abdullah Al Alawi Ministry of Heritage and Tourism <i>(Language: English)</i></p> |
| 10:50 | 11:00 | <p>Science Museums as Engines of Cultural and Tourism Development: A Case Study with the Visitors Figure Analysis of Nehru Science Centre, Mumbai, India</p> <p>Eng. Tapas Kumar Moharana Curator, Nehru Science Centre, Mumbai, A unit of National Council of Science Museums, Ministry of Culture, Government of India.</p> <p>Dr. Anindita Mondal Curator, Nehru Science Centre, Mumbai, A unit of National Council of Science Museums, Ministry of Culture, Government of India</p> <p>Mr. Sumit Chatterjee Curator, Nehru Science Centre, Mumbai, A unit of National Council of Science Museums, Ministry of Culture, Government of India</p> <p>Mr. Umesh Kumar Rustagi Director, Nehru Science Centre, Mumbai, A unit of National Council of Science Museums, Ministry of Culture, Government of India <i>(Language: English)</i></p> |
| 11:00 | 11:10 | <p>Museums and Economic Development: The Grand Egyptian Museum's Governance Model and Sustainability</p> <p>Dr. Nevine Nizar Zakaria Post-Doctoral Fellow at Museology Department, Würzburg University, Germany; Director at Egyptian Ministry of Tourism and Antiquities, Cairo, Egypt.</p> <p>Dr. Eslam Nofal Assistant Professor at Department of Architectural Engineering, University of Sharjah, UAE; Department of Architectural Engineering, Assiut University, Egypt <i>(Language: English)</i></p> |
| 11:10 | 11:20 | <p>An Empirical Investigation on Sustainable Investments in Museums for Economic and Tourism Development: Insights from the Department of National Museums, Sri Lanka</p> <p>Ms. M.K.D. Poornima. M. Sathischandra Assistant Director, Department of National Museums, Sri Lanka <i>(Language: English)</i></p> |
| 11:20 | 11:45 | Discussion |
| 11:45 | 12:00 | Break |

| Time | | Event |
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| Session (5) | | |
| Theme Three: The Cultural and Educational Role of Museums | | |
| Session Chair: Ms. Moza Al Wardi | | |
| 12:00 | 12:10 | Arab League Educational, Cultural and Scientific Organization's (ALECSO) Efforts in the Field of Museums Dr. Humaid Saif Al Nofali Director of the Culture Department at the Arab League Educational, Cultural and Scientific Organization (ALECSO) – Tunisia <i>(Language: Arabic)</i> |
| 12:10 | 12:20 | Tradition and Innovation in Digitalization Dr. Mikhail Bryzgalov Director General, The Russian National Museum of Music, Russia Mr. Roman Mishin Head of the Department of Multimedia and Information Technologies, The Russian National Museum of Music, Russia <i>(Language: English)</i> |
| 12:20 | 12:30 | Relationship between Museums and Technical Institutes: The National Museum and Technical Institute of Antiquities and Museums as model Dr. Mayassa Younes Deeb Director of Technical Institute of Antiquities and Museums, Ministry of Culture, Syria <i>(Language: Arabic)</i> |
| 12:30 | 12:40 | The Presence of Language and Literature in Omani Museums: The National Museum of Oman as a Model Dr. Shaikha Abdullah Mohamed Al Mandhari University of Technical and Applied Sciences, Al Rustaq College of Education, Sultanate of Oman <i>(Language: Arabic)</i> |
| 12:40 | 12:50 | The Role of Museums in Shaping Tourism Culture and Community Participation in the Arab World Dr. Sawsan Haider Abdullah Khreis Associate Professor, Department of Tourism and Travel, Faculty of Tourism and Hotels, Irbid, Jordan Dr. Abuelhassan Elshazly Abuelhassan Mohamed Assistant Professor, Department of Tourism and Hospitality, Faculty of Tourism and Hospitality, Tabuk, Saudi Arabia <i>(Language: English)</i> |
| 12:50 | 13:15 | Discussion |
| 13:15 | 14:15 | Lunch |
| 14:15 | 15:15 | Tour of the Museum |



Day (3)

Tuesday | 20 May 2025

| Time | | Event |
|--|-------|--|
| Session (6) | | |
| Theme Three: The Cultural and Educational Role of Museums | | |
| Session Chair: Dr. Maha Said Al Anquodi | | |
| 8:30 | 8:40 | From the Theory to the Practice of Museum Management: Finding the Right Balance between Curriculum and Real-World Applications Dr. Olga Nefedova Lecturer in Museum Studies – HSE University, Director – AASU Foundation, Moscow, Russia <i>(Language: English)</i> |
| 8:40 | 8:50 | Fostering Cultural Harmony and Education: Museums as Pillars of Tourism and Ethnic Diversity Ms. Nor Jawahir binti Raduian Curator, Department of Museums Malaysia <i>(Language: English)</i> |
| 8:50 | 9:00 | Empowering Education through Mobile Museums: Bringing Learning to Life Ms. Farzaneh Valipour Museum Affairs Specialist in West Azerbaijan and Lecturer at Urmia University, Iran <i>(Language: English)</i> |
| 9:00 | 9:10 | CETAR Comic: Engaging Youth in Promoting the Sangiran Museum and History-based Tourism Dr. Muzakki Bashori Assistant professor at the Department of History, the Faculty of Social and Political Sciences, Semarang State University, Indonesia <i>(Language: English)</i> |
| 9:10 | 9:20 | The Role of Museum in Bridging Literary World and Real World: An Exploratory Study of the Indonesian Literary Museum Ms. Antonia Rahayu Rosaria Wibowo Research Center for Manuscript, Literature, and Oral Tradition, Research Organization for Archaeology, Language, and Literature, National Research and Innovation Agency, Indonesia <i>(Language: English)</i> |
| 9:20 | 9:45 | Discussion |
| 9:45 | 10:15 | Break |

| Time | | Event |
|--|-------|--|
| Session (7) | | |
| Theme Four: Digital Technologies in Museum Exhibition and Their Role in Tourism | | |
| Session Chair: Dr. Marwa Abdel Razek | | |
| 10:15 | 10:25 | Applications of modern technologies in protecting, restoring and preserving of museums antiquities Prof. Mohamed Ghoniem Professor at the Department of Conservation and Vice Dean of the Faculty of Fine Arts, Minia University, Egypt <i>(Language: Arabic)</i> |
| 10:25 | 10:35 | Transforming Historical Figures into Interactive Digital Characters with an Active Role in Tourism Development Dr. Heba Hassan Amer Visiting Lecturer at the Faculty of Archaeology and Languages, Matrouh University, Egypt Mr. Ahmed Hassan Emara Director of Millennium Educational Technology Company, Egypt <i>(Language: Arabic)</i> |
| 10:35 | 10:45 | Digitization and Modern Display Techniques as a Sustainable Alternative to Loaning: An Applied Study on Archaeological Coins in Algerian Museums Dr. Assia Mekchouche Lecturer of Museology, University of Algiers 2 – Abou El Kacem Saâdallah, Algeria <i>(Language: Arabic)</i> |
| 10:45 | 10:55 | Preserving the Bongal Site: An On-Site Museum Approach to Cultural Heritage Conservation on Sumatra's West Coast Mr. Muhammad Faizurrahman, Mr. Tori Nuariza Sutanto, Mr. Abu Bakar & Mr. Muhammad Sidiq Sultanate Institute – Indonesia <i>(Language: English)</i> |
| 10:55 | 11:05 | The Role of the Technology-Focused Museum in Enhancing Cultural Tourism Marketing: A Case Study of the Oman Across Ages Museum Ms. Ayam Yousif Al Sinaidi Visitor Service Administrator - Oman Across Ages Museums, Oman <i>(Language: English)</i> |
| 11:05 | 11:30 | Discussion |
| 11:30 | 11:45 | Break |

| Time | | Event |
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| Session (8) | | |
| Theme Four: Digital Technologies in Museum Exhibition and Their Role in Tourism | | |
| Session Chair: Dr. Mayassa Younes Deeb | | |
| 11:45 | 11:55 | <p>Omani Guide: Discovering Oman’s Heritage Through AI-Powered Personalized Guidance</p> <p>Oualid Laiadi Senior Researcher, Research Centre in Industrial Technologies (CRTI), Algeria</p> <p>Ikram Remadna Assistant Professor, National School of Artificial Intelligence (ENSIA), Algeria</p> <p>Okba Kazar Professor, University of Kalba, Sharjah, UAE</p> <p>Saad Harous Professor, University of Sharjah, Sharjah, UAE</p> <p>Belgacem Haba Senior Technical Fellow and Vice President, Adeia Inc., Saratoga, CA, USA</p> <p><i>(Language: English)</i></p> |
| 11:55 | 12:05 | <p>Design of Multispectral Imaging Unit in National Museums to Examine and Document Colored Artifacts</p> <p>Fr. Makary Al Makary Responsible for Archaeological Affairs, and Director of The Church Artifacts Restoration Unit at St. Makarius Monastery, Egypt</p> <p>Dr. Randa Wagdi Nasr Hanna Associate professor at Guidance Department, Faculty of Tourism and Hotels Management, Fayoum University, Egypt</p> <p><i>(Language: English)</i></p> |
| 12:05 | 12:15 | <p>On-Site Museums as Centers for the Preservation and Presentation of Cultural Heritage: A Case Study of the Al Aarid Archaeological Site</p> <p>Ms. Samiya Sulaiyem Ali Nasser Al Shaqsi Head of archaeological and museum department, Ministry of Heritage and Tourism, Sultanate of Oman</p> <p><i>(Language: Arabic)</i></p> |
| 12:15 | 12:25 | <p>ArtifactChat: A Multilingual AI-Agentic System for Interactive Museum Experiences</p> <p>Mr. Nadjem Eddine Menaceur University of Oum Elbouaghi, Algeria</p> <p>Ms. Asma Merabet University of Oum Elbouaghi, Algeria</p> <p>Ms. Hassina Belouadah University of Messila, Algeria</p> <p><i>(Language: English)</i></p> |
| 12:25 | 12:50 | Discussion |

| Time | | Event |
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| 13:00 | 13:15 | Keynote Address by Dr. Hashel Obaid Al Mahrouqi CEO, Omran Group Paper Title: Museums as Strategic Drivers of Tourism Growth |
| 13:15 | 14:00 | Break |
| 14:00 | 15:00 | Closing Ceremony |
| 15:00 | 16:00 | Lunch |

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