

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
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International Conference Museums and their Role in Tourism Development

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

Programme & Abstracts



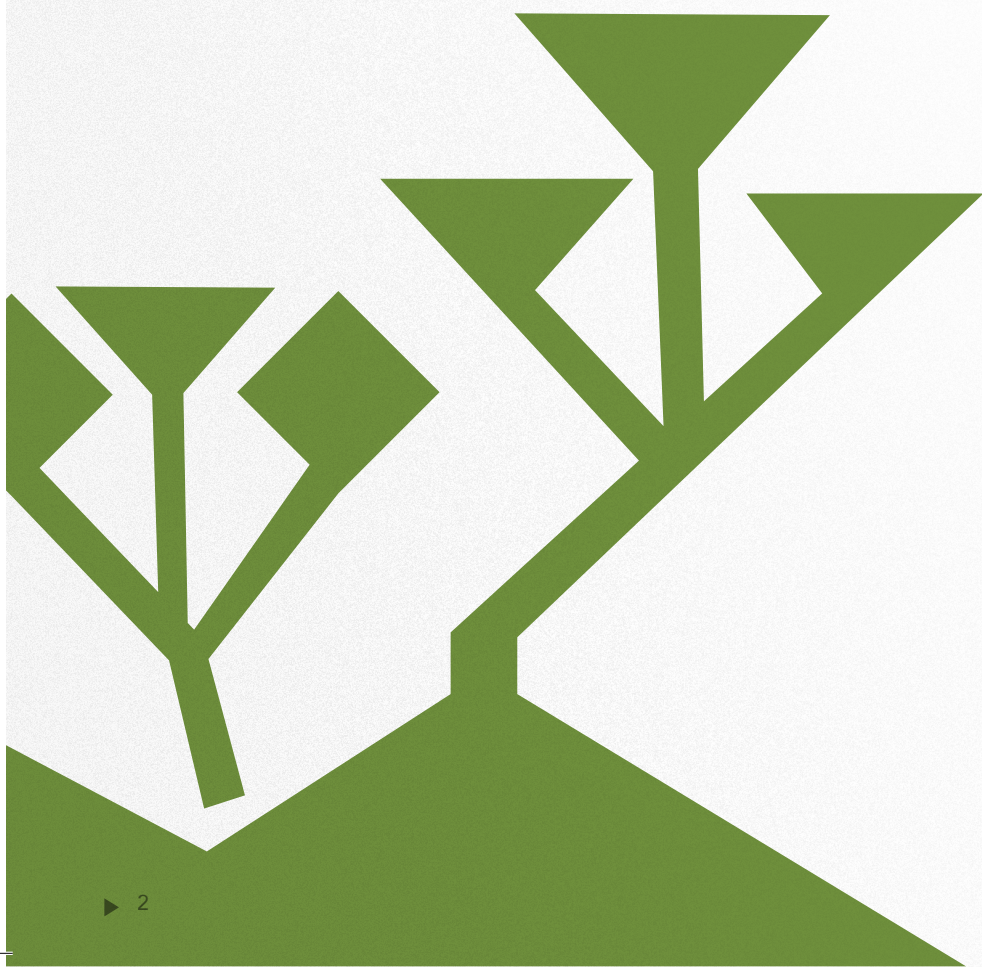
متحف عُمان عبر الزمان
OMAN ACROSS AGES MUSEUM



سلطنة عُمان
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Ministry of Heritage and Tourism



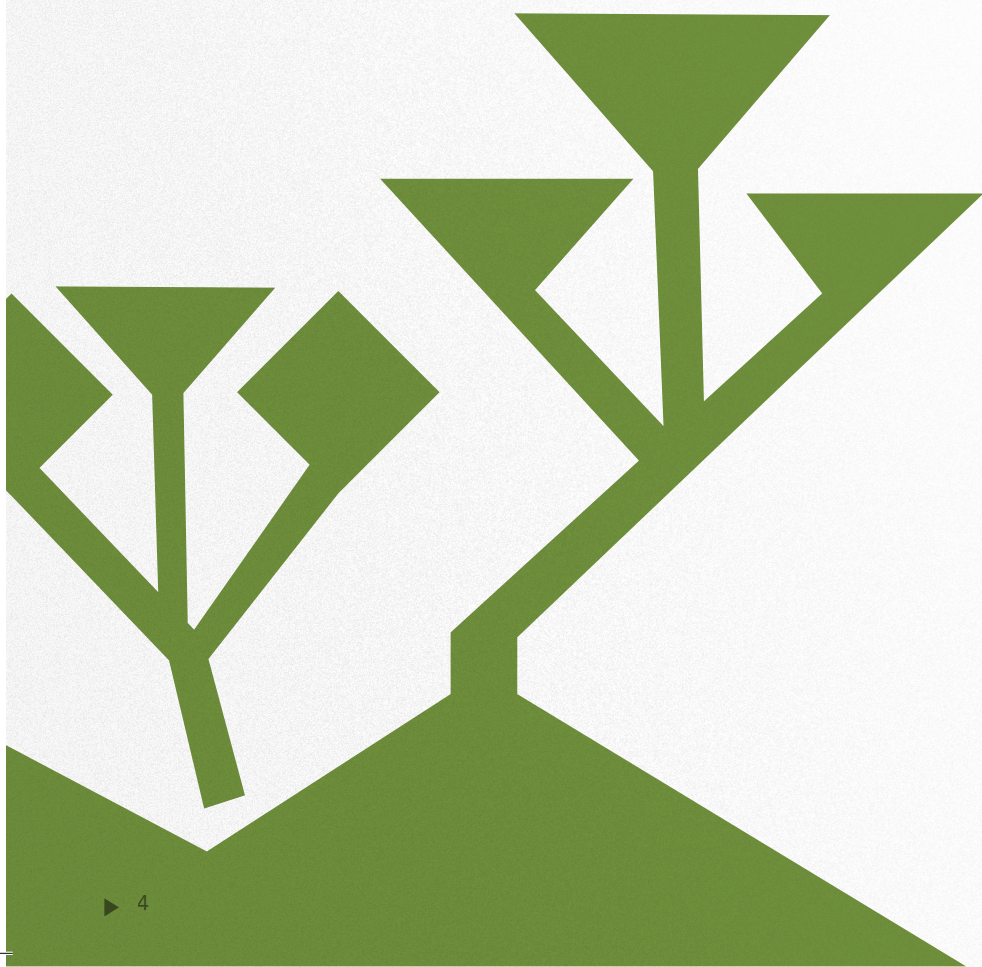
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National Records & Archives Authority



International Conference **Museums and their Role in Tourism Development**

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

Programme & Abstracts



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Eng. Al Yaqdhan Abdullah Al Harthi

Director General, Oman Across Ages Museum

Foreword

Amid the ongoing intellectual and economic transformations shaping the contemporary world, museums emerge as expansive and dynamic spaces that reinforce the relationship between heritage and lived reality-linking the past as the collective memory of humankind with the present as an ever-evolving context shaped by the urgencies and variables of the moment. No longer confined to static displays, museums have become vital cultural and touristic institutions that actively contribute to shaping collective consciousness and crafting knowledge-based narratives that reinforce shared human values and deepen their resonance in contemporary consciousness.

This international conference, titled “Museums and Their Role in Tourism Development”, affirms the pivotal contribution of museums to sustainable development. They serve not only as mirrors of identity but also as driving forces of cultural tourism, platforms for intercultural dialogue, and enduring bridges that connect nations and peoples. Museums do more than exhibit historical artifacts and human creativity; they regenerate meaning through visual interpretation, narrative techniques, and digital technologies, securing for themselves an active presence within the creative economy.

The participation of scholars from over twenty countries, presenting research papers that reflect diverse academic backgrounds and distinct experiences, opens new horizons for reimagining museums as institutions of both knowledge production and tourism development. The thematic richness and interdisciplinary dialogues anticipated throughout the sessions are poised to foster deeper understanding and sustainable collaborations in the fields of heritage, tourism, technology, and education.

On behalf of the Organizing Committee, it is my great pleasure to welcome all participants from the Sultanate of Oman and abroad. I extend my sincere appreciation for your intellectual contributions and scholarly efforts. I also wish to express heartfelt thanks to all the institutions that supported the organization of this conference. May its outcomes meaningfully advance the essential role of museums as pillars of sustainable tourism and as powerful tools for fostering global cultural dialogue.

Eng. Al Yaqdhan Abdullah Al Harthi

Director General, Oman Across Ages Museum

International
Conference Programme
**Museums and their Role
in Tourism Development**



Introduction

Countries around the world take into consideration diversifying their sources of income and developing their economy. When preparing their development plans, they focus on investing in various available components and capabilities, and work to establish the infrastructure required for potential projects and prepare the means of enhancing the level of services, providing requirements, meeting needs, and investing in all aspects and resources available in the country and exploiting them in the best possible way. Tourism development plays a pivotal role in the orientations of governments and individuals, as they consider allocating financial budgets and various investment plans for tourism attraction and developing plans, programmes and events to promote the country as an attractive tourist destination. Cultural, museum and documentary institutions constitute a basic pillar for tourists and visitors for their importance in promoting tourism development, and their significant role in attracting tourists from the Sultanate of Oman and abroad. This is clearly reflected in many of the museums in Oman, including the Oman Across Ages Museum, the Museum of the Frankincense Land and the National Museum, in addition to the castles, forts, heritage houses, and private museums. These museums deserve greater attention by holding an international conference that produces results and recommendations that contribute to defining the importance of museums in tourism development.

Conference Goals

1. Highlighting the role of museums, archaeological sites and places in promoting tourism development.
2. Raising awareness among community members of the importance of museums in tourism development.
3. Studying the reciprocal relationship between institutions concerned with tourism and their role in enhancing museums' activity.
4. Strengthening aspects of cooperation between the Sultanate of Oman's museums and Arab and international museums, as well as reviewing their experiences.
5. Strengthening the role of museums in introducing the civilisational and cultural aspects of the Sultanate of Oman.
6. Marketing the Sultanate of Oman as a cultural and civilisational country in the Arab region.
7. Focusing on the archaeological tourism reality in the Sultanate of Oman and its future.
8. Shedding light on the importance of the cultural and educational role of museums in the Sultanate of Oman.
9. Focusing on the importance of modern digital technologies in museum display and their role in promoting tourism in the Sultanate of Oman.

Conference Subjects and Agendas

1. Museums and cultural institutions

- The importance of museums and archaeology, and their role in developing tourism.
- Archaeological missions and their role in researching the cultural and historical depths.
- The laws and regulations of museums, and their role in preserving the national heritage.
- The role of international organizations in protecting museum and heritage components.
- Organizational relations between museums and cultural and tourism institutions.
- Development plans to prepare archaeological and museum sites in the tourism sector.

2. Economy and museum tourism

- Museum contribution to tourism and economic development.
- The economic outlook of tourism development.
- Financial and human resources and their role in museum tourism.
- The role of travel agencies in promoting tourism and enhancing the role of museums.
- Enhancing the contribution of museums, archaeological and historical sites, and governmental and private cultural institutions to national and individual income.
- Sustainable investment in the museum sector.
- Seasons of tourism, and promotion of museums and archaeology.

3. Cultural and educational role of museums

- Educational curricula and incorporating the importance of museums in education and developing it among student generations.
- Cooperation between museums and educational and academic institutions.
- The role of private museums in tourism and culture.
- Historic and social value of museums in research.
- The role of museums in spreading the culture of tourism and its role in society
- The role of museums in composing an educational, intellectual content for the individual and society.

4. Digital technologies in museum exhibition and their role in tourism

- Latest technologies and their role in museums.
- International experiences in using technologies in museums and their effects on cultural tourism.
- Use of virtual technology in exhibiting tourist archaeological sites in museums.
- Digital technologies in museums and their role in enhancing the scientific and intellectual aspects.
- Use of artificial intelligence in museum exhibitions.

Target audience

- Specialist researchers in history, archaeology, economy, culture and education.
- Specialists in museum administration, tourism and heritage, along with the individuals interested in scientific research in the relevant fields.
- Intellectuals and writers, both from within the Sultanate and abroad.
- Representatives from academic institutions, governmental bodies, and companies.
- Higher education students, especially those studying social and human sciences, from both local and international institutions.
- General members of the public who are interested in such events and are enthusiastic about attending.

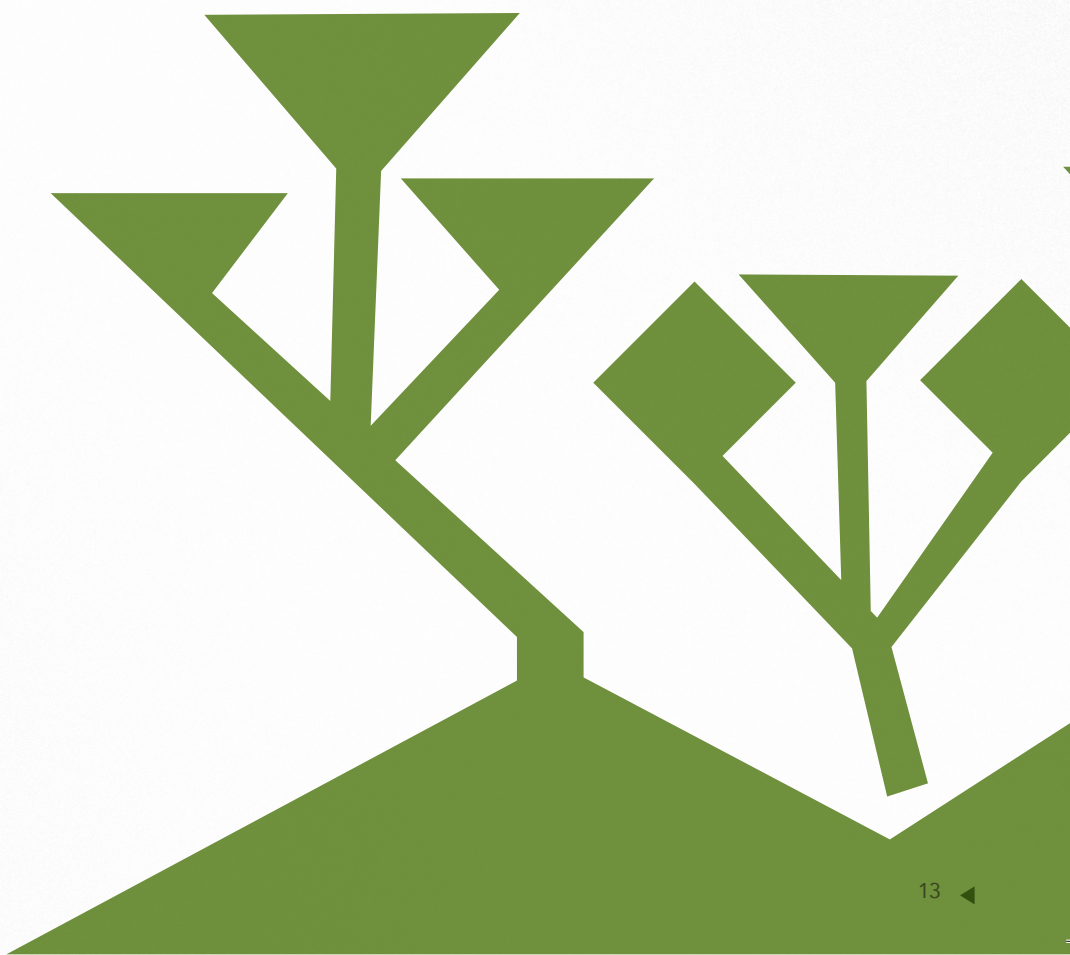
Specialists

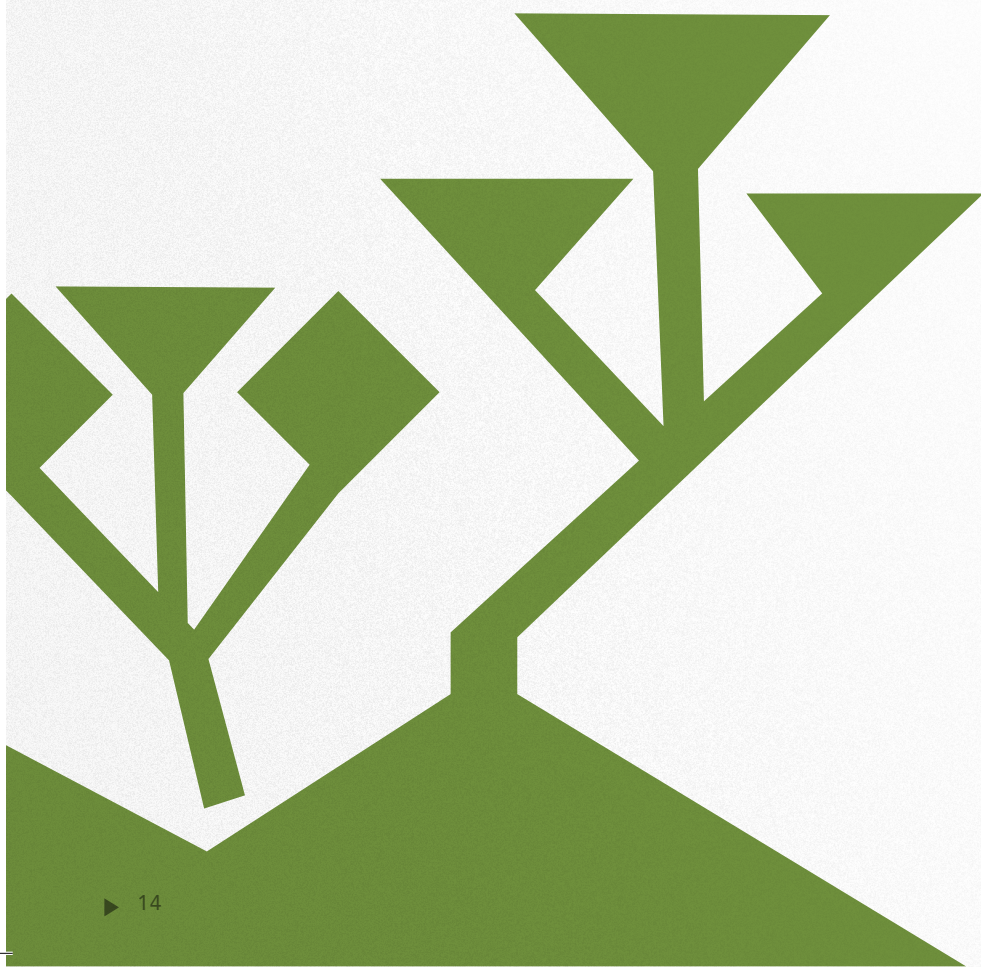
- Academic specialist.
- Intellectuals and writers in the fields of museums, heritage, and tourism.
- Researchers and scholars with an interest in the conference's themes and topics.

Organizers

Oman Across Ages Museum, Sultanate of Oman in cooperation with:

- National Records and Archives Authority, Sultanate of Oman
- Ministry of Heritage and Tourism, Sultanate of Oman





**International
Conference Programme
Museums and their Role
in Tourism Development**



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

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
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

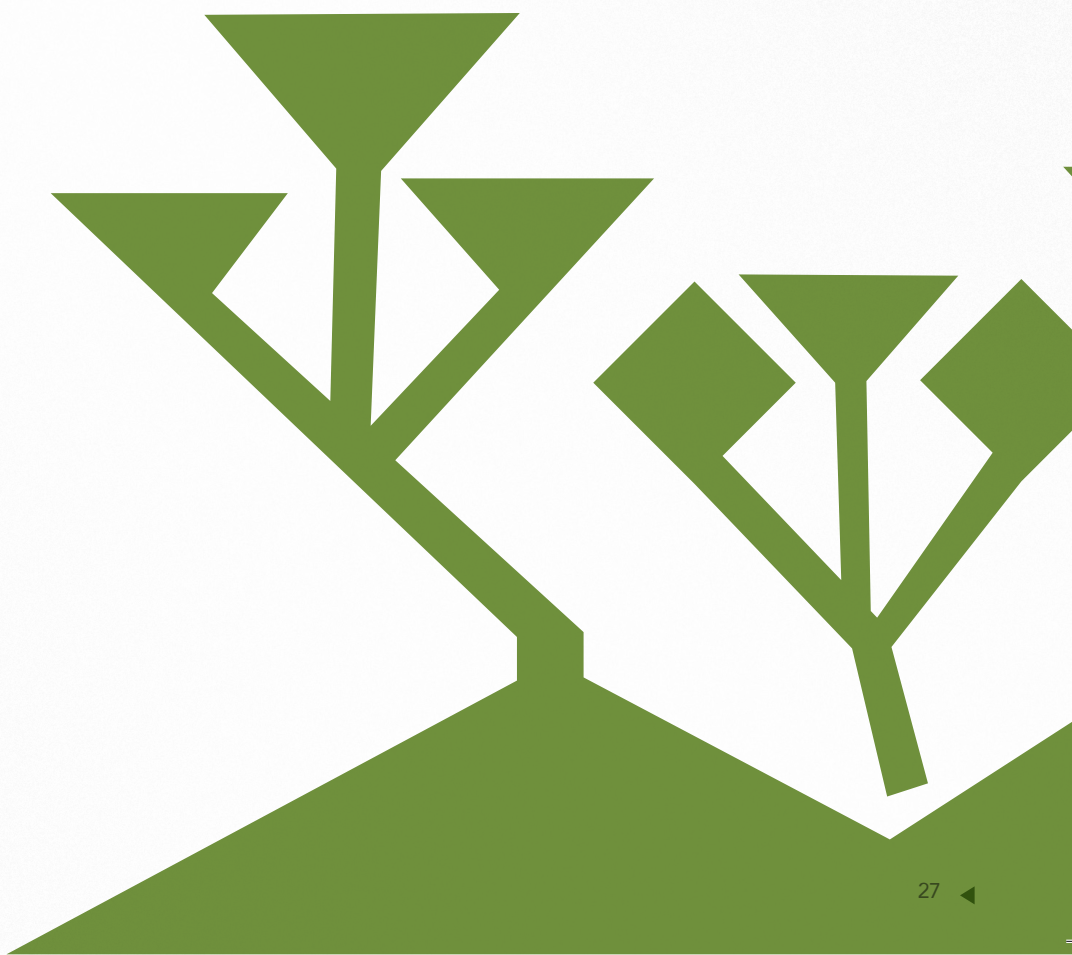
Time		Event
Session (7)		
Theme Four: Digital Technologies in Museum Exhibition and Their Role in Tourism		
Session Chair: Dr. Marwa Abdel Razek		
10:15	10:25	Applications of modern technologies in protecting, restoring and preserving of museums antiquities Prof. Mohamed Ghoniem Professor at the Department 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
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-Agent 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
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

Scientific Workshops

Date	Workshop Title	Presenter	Time	Venue
May 18, 2025	Tourism Marketing for Private Museums through Digital Media	Dr. Hafidh Abdullah Al Riyami Assistant Professor, Department of Tourism, College of Arts and Social Sciences, Sultan Qaboos University, Sultanate of Oman	10:00 – 11:00 AM	Innovation Lab – Oman Across Ages Museum
	Modern Technologies in Museum Artifact Protection and Restoration: From Scientific Diagnosis to Smart Intervention	Prof. Mohamed Ghoniem Professor at the Department of Conservation and Vice Dean of the Faculty of Fine Arts, Minia University, Egypt	11:30 AM – 12:30 PM	
May 19, 2025	Building Partnerships and Cooperation Between Private Museums and Tourism Institutions	Dr. Hamed Al Muhrzi Dean of Oman Tourism College, Sultanate of Oman	10:00 – 11:00 AM	Innovation Lab – Oman Across Ages Museum
	Digitally Reviving History: Creating and Utilizing Interactive Historical Characters in Museums	Dr. Heba Hassan Amer Visiting Lecturer at the Faculty of Archaeology and Languages, Matrouh University, Egypt	11:30 AM – 12:30 PM	
May 20, 2025	Ethical Principles in Museum Work According to the ICOM Code of Ethics	Ms. Moza Al Wardi Assistant Director General for Museum Affairs, Oman Across Ages Museum, Sultanate of Oman	10:00 – 11:00 AM	Innovation Lab – Oman Across Ages Museum
	Museums and Local Communities: Activating Partnership to Safeguard Intangible Heritage and Promote Rural Tourism	Dr. Asaad Abd Elrahman Awadallah Secretary-General of the National Council for Cultural Heritage and Promotion of National Languages, Republic of the Sudan	11:30 AM – 12:30 PM	





Keynote Speakers



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

A museum professional and international expert in movable cultural heritage from the Kingdom of Morocco. He holds a PhD in Contemporary History from Mohammed V University in Rabat and a Master's degree in "Islamic Archaeology" from the National Institute of Archaeology and Heritage Sciences (INSAP) in Morocco. Since 2001, he has served as Director of the Maroc Telecom Museum in Rabat, Morocco, and has over twenty-five years of experience in managing cultural institutions and in educating and training staff in cultural and heritage institutions. He is a certified regional expert in cultural heritage management for UNESCO, ISESCO, and ALECSO, and a member of both the Advisory Council and Strategic Planning Committee of the International Council of Museums (ICOM). He currently serves as President of the Arab Organization of Museums (ICOM-ARAB) and Vice President of ICOM-Africa, the Regional Association of Museums in Africa, both regional branches of ICOM.

He is also a visiting professor at the University of Sharjah (Master's degree in Cultural Heritage Conservation Management) and at the Higher School of Information Sciences (Master's degree in Cultural and Media Institutions Management). Additionally, he is an accredited expert of the International Committee for the Training of Personnel (ICTOP) of ICOM.

He serves on the scientific committee of the Journal of the General Union of Arab Archaeologists in Cairo, as well as on the scientific board of publications at Qatar University Press. He has developed and contributed to museum projects and conferences in over 28 countries around the world.

The role of the International Council of Museums (ICOM) in Developing Museums and Promoting International Cooperation

Dr. Ech Cherki Dahmali

The International Council of Museums (ICOM) is the world's largest international association of museum professionals. It is an international non-governmental organization founded in 1946. This Council is a forum for experts and includes more than 53,750 specialists in various fields related to museum field. It also has 36 scientific committees specialized in several eras related to collection management and the management of museums.

ICOM sets professional and ethical standards for museum activities, makes recommendations on issues related to cultural heritage and promotes professional capacity building to protect museums and movable cultural heritage in times of crisis.

All this expertise is available to museums around the world through international programs, including the Arab World, which has a special Regional Alliance for this region (ICOM ARAB) and all national Arab committees of ICOM, which can play the role of coordinator for all these projects in the region.

ICOM reports and publications also represent an important source of information about the protection of the cultural heritage in general and museums in particular, and for the legal organization of these institutions.



Prof. Abdullah Khamis Al-Kindi

Member of the State Council, Professor of Journalism and Electronic Publishing, and Head of the Department of Mass Communication at Sultan Qaboos University, Sultanate of Oman

Member of the State Council since November 2023, and Head of the Department of Mass Communication, College of Arts and Social Sciences, Sultan Qaboos University, since 2020. From 2011 to 2017, he served as Dean of the College of Arts and Social Sciences at Sultan Qaboos University. He received his PhD in Journalism in 2000 from the University of Reading, United Kingdom. In 1995, he received his Master's in Journalism from Cardiff University, Wales, United Kingdom. He received his Bachelor's in Journalism and Media in 1992 from the College of Arts and Social Sciences, Sultan Qaboos University. He has published several studies in peer-reviewed academic journals, in addition to several edited and translated books. He has also participated in numerous local, regional, and international conferences and seminars. He has participated in several national cultural projects as a scientific and cultural advisor, including the "House of Wonders" film and book project, the Omani Encyclopedia, Oman Across Ages Museum, and others. In 2023, he received the Sultan Qaboos Award for Culture, Arts, and Literature in communication and media studies. His research interests include media coverage of wars and Omani journalism. His most notable publications include the following books: *Pioneers of Omani Journalism*, *Studies in Media Policy*, *Media Laws and Ethics in the Arab Gulf States*, and other publications.

Museum Communication in the Contemporary Digital Era: Global Trends & Future Scenarios

Honorable Prof. Abdullah Khamis Al-Kindi

Museum communication concerns the contents and messages delivered by mass media to the public about museums, their relations with the public, their direct cultural, societal, humanitarian, and global civilisational impacts, and what also relates to the economics of these cultural institutions. It can be said that "Museum Communication" is a field of specialised media, primarily linked to the emergence of museums as cultural institutions. However, this field of communication has changed radically with the changes that have occurred in the communications environment around the world, specifically after the emergence of the internet and its associated applications, especially social media, which have achieved record levels of access, penetration, and spread, to the point that the number of active accounts on a particular social media platform, such as Facebook, has reached more than three billion people worldwide. The changes in the global communication environment are not limited to user numbers alone. Rather, several other variables must be considered, such as the culture of use, the type and age of users, the expected impacts on them, and other variables.

Worldwide communication changes have impacted museum communication regarding content, patterns, targeted audiences, strategies used, and other aspects. Many studies confirm that the museum communication environment has witnessed many new ideas and qualitative shifts during and after the COVID-19 pandemic, which swept the world from the end of 2019 to mid-2022. Based on these data, this paper presents an analytical reading of the most prominent global trends in museum communication over the past five years (2020-2024), the relationship of these trends to fundamental changes in the communication environment, the requirements and conditions of contemporary digital culture, future scenarios for museum communication around the world, and how to benefit from these scenarios at the national level.



Dr. Hashil Obaid Al-Mahrouqi

CEO of Omran Group, Sultanate of Oman

Chief Executive Officer of Omran Group, Dr. Al Mahrouqi holds both a PhD and a Master's degree from Sultan Qaboos University. He has also earned various professional certifications from prestigious institutions such as HEC Paris, Harvard Business School, and INSEAD Business School.

Throughout his career, he has held numerous leadership positions within the Oman Investment Authority and its affiliated companies both locally and internationally. He has served as Chairman and board member across several boards and committees, reflecting his extensive experience in strategic governance and executive leadership.

Museums as Strategic Drivers of Tourism Growth

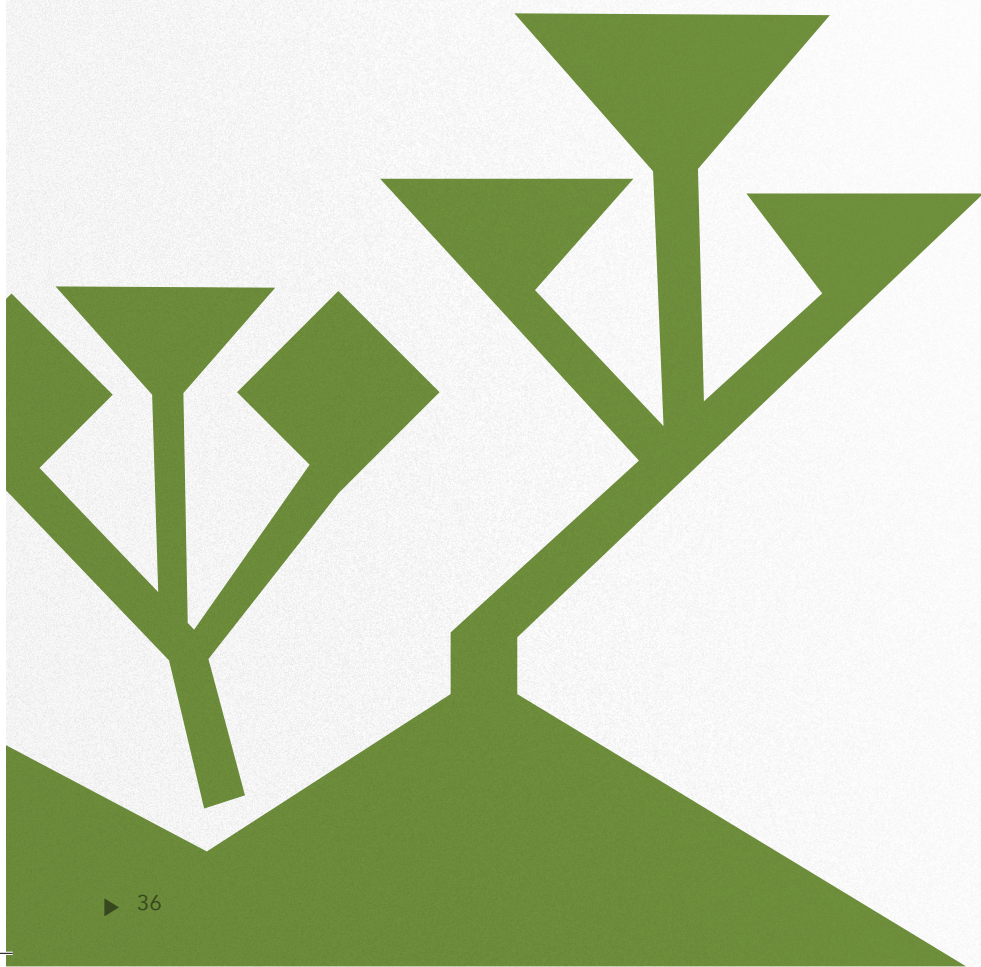
Dr. Hashil Obaid Al-Mahrouqi

This lecture addresses the vital role of museums as one of the most significant drivers of cultural and tourism attraction, highlighting their contribution to the tourism sector and their interconnection with economic, social, and cultural development. It emphasizes the role of museums in attracting tourists seeking cultural and intellectual experiences, their impact on supporting local economies, and their role in strengthening national identity. The lecture also explores how museums contribute to sustainable tourism development by diversifying tourism products and experiences.

Furthermore, the lecture discusses how museums help reshape cities into major tourist destinations, increase visitors' length of stay, and stimulate year-round tourism spending. It introduces the concept of the purple economy, an economic approach that integrates cultural dimensions and local identity into development and economic planning. The lecture presents statistical data and economic indicators that reinforce the museums' influence on increasing average tourist spending and supporting hospitality, transport, and complementary sectors.

The lecture also sheds light on how museums enrich visitor experiences through educational and interactive engagements, thereby expanding their audience base to include culture and art enthusiasts, families, students, and seekers of sustainable and meaningful experiences. It spotlights the Sultanate of Oman as a promising model in the field of cultural tourism, endowed with a rich civilizational heritage and a diverse range of national and private museums that reflect its deep-rooted history.

In addition, the lecture reviews the efforts of Omran Group—the executive arm for tourism development in Oman—in integrating culture, heritage, and arts into its tourism projects. It highlights the group's initiatives to strengthen the presence of cultural components in hospitality and infrastructure development, while adopting an innovative asset management model that interlinks cultural and economic infrastructures to maximize economic and social value and support sustainable regional development.



Abstracts and Biographies



Theme One

Museum and Heritage Institutions

Prof. Mohammed Al-Nasarat

Prof. Mohammed is a full Professor in ancient and pre-Islamic history. He obtained his doctoral degree from University of Jordan, Amman, 2009. He worked in Al-Hussein Bin Talal University, Jordan as a Director of Planning & Quality Assurance Unit 2018-2020. Head of Department of History 2016-2018. Director of Center of Studies, Consultations and Community Development 2012- 2016. Chairman of the Center for Studies and Consultations 2021/2023. His research interests in history, archaeology, social anthropology and heritage tourism. Currently he is an academic staff member at Department of History, College of Arts.

Museums and Their Role in Promoting Tourism Culture and Attracting Tourists to Jordan: A Case Study on the Petra Museum

Prof. Mohammed Al-Nasarat

Museums play a crucial role in accurately documenting historical events and fully realizing historical truth. They serve as essential sites for preserving cultural heritage and function as educational and cultural institutions that safeguard archaeological and artistic collections while making them accessible to the public. The relationship between tourism and museums is complementary, as tourism significantly contributes to the revitalization of museums, increasing the number of visitors and, consequently, boosting their revenue. Museums are considered one of the most vital pillars of tourism in Jordan.

Based on this, the study aims to explore the role of museums in promoting tourism culture and their contribution to attracting tourists to Jordan, with a particular focus on the Petra Museum as a cultural and touristic landmark. The study examines its impact on tourism activation and visitor attraction to Jordan and evaluates its role as a tourist attraction, given its strategic location at the heart of the archaeological and heritage site of Petra, which is recognized as one of the New Seven Wonders of the World.

The study adopts a descriptive-analytical approach, drawing on key references from both Arabic and foreign literature, as well as journals and statistics related to museums in Jordan and their role in tourism attraction. Additionally, surveys were conducted to assess the perspectives of Jordanian, Arab, and foreign visitors regarding the Petra Museum.

The study concluded that the Petra Museum is an essential tourist component within the archaeological city of Petra, playing a major role in promoting cultural tourism in the region. The results showed that 90% of visitors were satisfied with the services provided at the museum overall. The study recommends enhancing the museum's collection by increasing the number of artifacts on display and working to retrieve Nabataean artifacts housed in international museums or private collections. Furthermore, it suggests the need for continuous development of the museum's website to keep up with technological advancements in the museum sector. Additionally, tourism and travel agencies, along with local media, should play a more active role in promoting visits to the museum.

Dr. Mohamed Ahmed Mohamed Mohamed Abd el-Salam

Dr. Mohamed is a university professor of Archaeology and Museum Studies, Faculty of Archaeology, Ain Shams University, a former Deputy Director of the Museum of Islamic Art in Cairo, and a member of the General Secretariat of the International Council of Museums (ICOM).

He holds a Bachelor's degree in Archaeology (2004–2008), a Master's degree (2010–2013), and a Ph.D. (2013–2017). He has also obtained specialized diplomas in Museum Studies from the British Museum in London (2013), the Louvre Museum (2015), and the Dresden Museums in Eastern Germany (2016), focusing on museology, archaeology, and heritage preservation.

Dr. Mohamed worked as a visiting professor at the Silk Road University for Museum and Heritage Studies in Samarkand, Uzbekistan, during the academic year 2023–2024. He has supervised 20 academic theses (Master's and Ph.D.) in museum sciences and studies between 2017 and 2024.

He has authored and published 12 research papers and 11 scholarly books in the field of museum studies, some of which have received international awards. He is also the recipient of this year's State Encouragement Award for innovation in museum display.

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

This research presents a documentary archaeological study of the Damascene rooms, an artistic architectural feature of the Ottoman era in Syria, particularly focusing on the guest reception rooms in Damascene houses. These rooms are characterized by their decorative wooden cladding and other architectural elements that reflect the distinctiveness of Syrian residential architecture during the Ottoman period. The Damascene rooms, known for their intricate decorative units and artistic formations, were a central feature of the Syrian house, influencing much of the Islamic world, especially in terms of interior design.

The paper also explores the significant role of Damascene rooms in enriching museum exhibitions, showcasing how their design can enhance the narrative of a museum display. Additionally, the research examines the cultural impact of these rooms in preserving both tangible and intangible Syrian heritage.

By tracing the origins of the Damascene room in the Ottoman period, the study sheds light on its cultural significance and its vital role in safeguarding Syrian heritage. The research emphasizes that understanding the story of these rooms in museum contexts is incomplete without acknowledging their historical roots in the Damascus house. This exploration underlines the importance of these rooms in the broader context of Islamic art and cultural heritage preservation.

Dr. Abdulaziz Humaid Saif Al-Mahdhuri

Dr. Abdulaziz is the Director of the Oral History Department at the National Records and Archives Authority-Muscat. He has Ph.D. in Modern and Contemporary History. He has participated in different conferences including: "Political Factors that Led to the Delay in the Emergence of the Modern Omani State-a Study in a Number of Omani-British Documents" in the Fourth Forum of the Arab Open University and the National Records and Archives Authority, "Prominent Aspects of the Relationship between Nizwa and Muscat (1913 – 1959)" in the Symposium "Nizwa-History and Civilization", and "The French Influence on Oman's Relationship with the Horn of Africa States during 19th Century (Mauritius as Model) in the Fifth International Conference "Oman's Relations with the Horn of Africa States-Union of the Comoros".

The Complementary Role of Museums and Oral History Institutions in Creating Intellectual Content and Historical Culture

Dr. Abdulaziz Humaid Saif Al-Mahdhuri

Museums, as one of the prominent cultural institutions, play a vital role in the creation and presentation of intellectual and cultural content due to their close connection with societies. In fact, this role is an integral part of their work, which aims to promote knowledge by representing the diverse cultures of humanity through the acquisition, preservation, display, and utilization of their cultural heritage as a valuable cultural resource.

Similarly, oral history institutions also play a significant role in these aspects along with utilizing the vast amount of information and knowledge related to museum contents. This role is executed through documenting oral narratives, traditions, and unwritten related knowledge, which are at risk of loss.

Therefore, the objective of this study is to introduce both oral history institutions and museums as platforms for creativity and showcasing influential human experiences, as well as to highlight their role in promoting oral history culture. It also aims to emphasize the importance of oral narratives in the creation of intellectual content and distinctive historical culture, and in the contribution to the preservation of the nation's memory.

To achieve this, it is necessary to combine descriptive and analytical approaches by collecting numerous publications and references, as well as reviewing global experiences in this field, and then attempting to apply them in Oman Across Ages Museum.

The goal is to establish a form of integration between Omani cultural institutions in the field of cultural and historical production, while preparing museums to raise awareness of the importance of oral narratives in preserving national memory through a dedicated section focused on this aspect. This would contribute to creating an attractive, useful, and distinctive cultural and heritage content that involves public participation through organizing seminars, conferences, and joint exhibitions to highlight their role in preserving Omani history. Additionally, publications could be produced based on the scientific and historical content available, relying on oral narratives.

Bayan Said Salman Al-Abri

Bayan is a student at the University of Nizwa, majoring in Education – Arabic Language. She is an active member of three student groups at the university: the Community Service and Volunteer Work Group, the Al-Shahbaa Group, and the Fahwa Club. She has participated in various university events and several competitions both inside and outside the university, such as the 25th Creative Student Forum, organized by the Arab Council for Training Arab University Students, and the 24th Public Speaking Competition for the Environment between universities and colleges. Currently, she holds the position of Vice President of the Student Advisory Council in its 16th term.

Dr. Sulaiyam Mohammed Saeed Al-Hinai

Assistant Professor at the College of Sciences and Arts - University of Nizwa, and Managing Editor of Al-Khalil Journal for Social and Historical Studies (a peer-reviewed scientific journal). He holds a PhD in History from Sultan Qaboos University. Dr. Al-Hinai has served as a visiting lecturer at Sultan Qaboos University and Al-Zahra College. He also held the position of Head of the History Committee at the Omani Writers and Authors Association, and is a member of the History and Archaeology Association of the GCC States, as well as the Omani Historical Society, among other associations and organizations.

He has participated in numerous conferences and forums both within and outside the Sultanate of Oman. Dr. Al-Hinai has delivered over fifty lectures in the fields of history, heritage, geography, and education. Additionally, he has conducted various workshops in education and pedagogy, and has appeared in over thirty television and radio interviews. He has published six books and eight research papers.

Noura Ali Said Al-Sinani

Lecturer at the University of Nizwa, and a PhD candidate in Educational Leadership at the University of Nizwa. She holds a Master's degree in Education from the Arab Open University.

Ms. Al-Sinani has participated in five local and international scientific conferences and has published ten peer-reviewed research papers. She has also contributed to the preparation of three books in the field of education. Her research interests focus on improving the quality of education, educational management, and leadership. Through her work, she aims to contribute to the advancement of the academic community and develop solutions that meet the educational needs of Oman and beyond.

Contemporary Museum Exhibition Techniques: (The Case of Oman Museum Across Ages Museum)

Bayan Said Al-Abri, Dr. Sulaiyam Mohammed Al-Hinai, Noura Ali Al-Sinani

The research aims to examine the relationship between the application of artificial intelligence techniques, such as interactive displays, at Oman Across Ages Museum and tourist attraction. The researchers distributed 160 questionnaires randomly to visitors during the period 2023-2024, with 140 questionnaires returned, which is the final number analyzed. The statistical analysis revealed a significant positive relationship between the application of interactive display techniques at Oman Across Ages Museum and tourist attraction, including virtual reality and augmented reality techniques. The study also concluded with several recommendations, notably the need to keep up with contemporary changes in interactive display technologies and to apply these technologies in all Omani museums that can adapt to them, thus contributing effectively to attracting tourists.

Dr. Elsoghair Muhammad Mahdy

Dr. Elsoghair is an associate professor of civil law at the College of Law, Abu Dhabi University, and serves as the college's coordinator at the Al Ain campus. He previously served as Acting Head of the Civil Law Department at the Faculty of Law, Aswan University, Egypt. He specializes in private civil law and has over 15 research papers published in peer-reviewed journals and several books on civil law. He has participated in local and international academic conferences and he is a member of several academic and administrative committees. His most notable publications include "The Legal System of Real Estate Financing" and "Explanation of the Omani Consumer Protection Law."

The Legal Framework for Using Artificial Intelligence to Protect Museums and Cultural Heritage in the Sultanate of Oman

Dr. Elsoghair Muhammad Mahdy

This research explores the intricate relationship between law and technology in the protection of museums and cultural heritage, with a particular focus on the experience of the Sultanate of Oman. It highlights the significance of cultural heritage—both tangible and intangible—as a cornerstone of national identity and collective memory, while addressing the growing threats to its sustainability, such as armed conflicts, natural disasters, and illicit trafficking. The study sheds light on the expanding role of artificial intelligence (AI) technologies—such as digitization, image recognition, and smart surveillance—in supporting preservation efforts. Through an analysis of the international legal framework, the research reviews key conventions, including the 1954 Hague Convention and UNESCO Conventions of 1972 and 2003, and compares them with national legislation, particularly Royal Decree No. 35/2019, which serves as Oman’s primary legal reference for heritage protection. It also outlines the roles of key stakeholders, from the state and individuals to civil society and international organizations.

The study concludes that Oman has established a robust legal and institutional framework and is actively adopting AI in cultural heritage protection, aligning with its Oman Vision 2040. It recommends enacting specific legislation to regulate AI use in the cultural sector, expanding public-private partnerships, and supporting the development of interactive digital museums. Ultimately, the research emphasizes the need to align legal systems with digital transformation to ensure the sustainability of cultural heritage for future generations.

Dr. Asaad Abd Elrahman Awadallah

Dr. Asaad is the Secretary General of the National Council for Cultural Heritage and Promotion of National Records and Archives Authority Languages - Sudan. He holds a PhD in Folklore, Department of Folklore, Institute of African and Asian Studies, University of Khartoum. He participated with research papers in many seminars, including: "Living Heritage in Khartoum, Development and Advancement of the Red Medicine Craft in the Al-Jerif East Area", the First Cultural Heritage Conference, "Heritage Cities in the Arab World", Sharjah Institute for Heritage, December 2024, and "Birds in the Sudanese Cultural Heritage", International Narrator Forum, "Bird Tales", 24th Session, Sharjah Institute for Heritage, September 2024, the "Palm Tree in the Sudanese Cultural Heritage", International Narrator Forum, "Plant Tales", 23rd Session, Sharjah Institute for Heritage, September 2023. He also has many published articles, including: Traditional Knowledge and Techniques in Palm Cultivation in the Merowe Region, Northern Sudan, Popular Culture Magazine, Issue (40), Manama, Winter 20217, Popular Culture for Studies, Research and Publishing, Winter 2018, Palm Leaves (Birush) in the Sudanese Cultural Heritage: The White Birsh and the Red Birsh as a Model, Popular Culture Magazine, Issue (36).

Intangible Cultural Heritage Museums and Their Role in Tourism Development

Dr. Asaad Abd Elrahman Awadallah

This paper aims to shed light on museums specializing in intangible cultural heritage and demonstrate their importance and role in promoting the development of cultural tourism. It also highlights their contribution to the preservation of intangible cultural heritage, which includes oral traditions, forms of oral expression, practices, rituals, social celebrations, and performing arts such as folk dance, music, and theater, as well as practices and knowledge related to nature and the universe, and traditional crafts. This heritage may be threatened with extinction due to social, economic, and technological changes. Therefore, the paper highlights the importance of these museums in preserving this heritage and transmitting it to future generations. It also highlights this heritage in its various aspects, which represent the cultural identity of societies.

The paper provides a detailed definition of intangible cultural heritage, its various aspects and elements, and the importance of museums in preserving and presenting this heritage in optimal ways that promote tourism development. It also explores the display methods that make it attractive and supportive of cultural tourism. The paper also addresses the role of these museums in education and awareness, as they help raise awareness of the importance of preserving intangible cultural heritage and their role in disseminating knowledge about how these customs impact society, which in turn sparks interest among tourists and encourages them to visit these museums.

The paper highlights the extent to which these museums promote diversity in intangible cultural heritage topics, providing an opportunity for tourists to explore many aspects of popular life, thus enhancing the diversity of tourism offerings in these museums.

The paper also highlights the economic development of local communities, as these museums can contribute to the development of rural tourism and areas that preserve rich cultural traditions, creating new job opportunities and encouraging the establishment of local businesses related to traditional craft products or cultural tourism experiences.

Dr. Marwa Abdel Razeq

Since June 2016, Dr. Marwa served as Head of the Registration, Collections Management, and Documentation Department at the Egyptian Museum in Cairo. Her career began as a volunteer, progressing to Associate Registrar for Movements in 2007, Deputy Head Registrar in 2013, and Acting Head of Registrars in 2014. She participated in various committees, including serving on the board of the International Association of Egyptologists (IAE) since 2021. She earned MA in 2015 and PhD in 2021, both in Egyptology from Cairo University. Mainly, her research focuses on Ba-houses and female figurines. Since 2021, alongside her museum responsibilities, she has also been lecturing on Museums, Excavations, and Greco-Roman Sources.

Enhancing Tourism Development through Effective Museum Collection Management, Documentation, and Registration: Strategies for Sustainable Growth

Dr. Marwa Abdel Razek

The integration of effective collection management, documentation, and registration processes within museum practices is vital for maximizing cultural institutions as drivers of tourism development. This research aims to explore strategies that enhance the role of museums in attracting domestic and international visitors while contributing to sustainable economic growth. By examining international best practices and their applicability in diverse contexts, the discussion will focus on establishing robust documentation systems, implementing efficient collection registration protocols, and adopting innovative technologies. These measures ensure preservation, accessibility, and engagement, thereby augmenting the visitor experience.

Key themes include the impact of digital tools in managing and promoting collections, the role of accurate documentation in facilitating research and public engagement, and the integration of collection management practices into broader tourism strategies. Emphasis will also be placed on fostering collaborations between museums and tourism stakeholders to develop inclusive programs that highlight cultural heritage.

The paper recommends aligning museum operations with national tourism objectives, enhancing visitor satisfaction, and promoting sustainable tourism. This approach will underscore museums' capacity as cultural assets pivotal to tourism development.

Dr. Zaripov Alisher

Dr. Alisher is the Director of the Methodology and Scientific Staff Development Department at the National Museum of Tajikistan. He has interests in many research fields, including museum terminology, studies on historical and cultural heritage, and linguistics. He has published more than 40 research and scientific articles, four field guides, two books, and a directory. He has also participated in local and international conferences and delivered scientific presentations on the preservation of historical and cultural heritage.

The Role of the National Museum of Tajikistan in the Development of Cultural Tourism

Dr. Zaripov Alisher

Cultural tourism is one of the most important and rapidly developing types of tourism, aiming to attract various segments of society to the study and presentation of history, culture, art, and traditions of different peoples. When discussing the development of cultural tourism, museums come to the forefront, as they are the primary centers for preserving and safeguarding the historical and cultural heritage of every nation. In the modern era, museums are not only repositories of historical and cultural monuments but also renowned educational, scientific, and informational centers that provide opportunities for visitors to explore and familiarize themselves with the history and culture of a nation. The territory of the Republic of Tajikistan has been located along the ancient Great Silk Road, which connected the East and the West. As a result, it is home to significant historical, cultural, and architectural monuments. Currently, there are more than 3,000 historical and cultural heritage sites, historical and cultural reserves, numerous museums of various types, libraries, cultural and recreational centers, and unique natural landmarks throughout the country. Each of these plays a crucial role in the development of the tourism sector.

This article focuses specifically on the role of the National Museum of Tajikistan in the development of the country's cultural tourism. As a scientific and cultural institution, the National Museum of Tajikistan serves as a representative of the nation's history, culture, and ancient traditions at both the regional and global levels. Moreover, the National Museum is one of the largest tourist attractions in the country, welcoming numerous visitors and tourists daily who seek to explore the historical and cultural heritage of the Tajik people. Museum guides conduct tours in Tajik and various other languages, including Russian, English, Arabic, Chinese, French, Hindi, and Urdu. This multilingual approach plays a key role in enhancing cultural tourism in Tajikistan.

Dr. Mohammad Soliman

Marketing Department, College of Economics and Political Science, Sultan Qaboos University, Muscat, Sultanate of Oman.

Dr. Shaymaa Abdul-Wahab El-Sisi

Tourism Studies Department, Faculty of Tourism and Hotel Management, Helwan University, Helwan, Egypt.

Dr. Maha Khamis Al-Balushi

Marketing Department, College of Economics and Political Science, Sultan Qaboos University, Muscat, Sultanate of Oman.

Dr. Mohammad Ali Obaid

College of Economics and Business Administration, University of Technology and Applied Sciences, Nizwa, Sultanate of Oman.

Tourism Studies Department, Faculty of Tourism and Hotels, Fayoum University, Fayoum, Egypt.

Could AI Marketing Shape Visitor Experience and Behaviour in Museums: The Moderating Role of Digital Storytelling

Dr. Mohammad Soliman, Dr. Shaymaa Abdul-Wahab El-Sisi, Dr. Maha Khamis Al-Balushi, Dr. Mohammad Ali Obaid

The incorporation of artificial intelligence (AI) into marketing efforts emerged as an inevitable progression, driven by the synergy between AI's potential and the evolving demand of contemporary marketing strategies. Recently, marketing adapted precisely, engaging audiences with unmatched accuracy and efficiency. Consequently, this study investigates the impact of AI-powered marketing on museum visitors' experiences and their intention to revisit, with a focus on the Oman Across Ages Museum. It also examines whether digital storytelling moderates the link between visitor experience and repeat visitation. Using a quantitative approach, data were collected from museum visitors to evaluate the proposed hypotheses. Performing PLS-SEM, the findings revealed that AI-driven marketing significantly enhances the visitor experience. Furthermore, AI-driven marketing positively influenced the likelihood of repeat visits. Visitors' experience was found to have a strong and statistically significant effect on repeat visitation. However, the study found no significant moderating effect of digital storytelling on the path between visitor experience and repeat visits. These insights expand the museum marketing and consumer behaviour research and offer practical guidance for different stakeholders, policymakers, and cultural institutions aiming to leverage AI technologies to improve visitor retention and satisfaction within heritage and cultural tourism destinations.

Haji Muhammad Ruzaini bin Haji Mohd Daud

Haji Muhammad Ruzaini bin Haji Mohd Daud is Archaeology Officer at Balai Khazanah Islam Sultan Haji Hassanal Bolkiah since July 2021. He graduated at University of Brunei Darussalam. Previously, he worked as a journalist in a local newspaper for five years from 2014-2018 and a Research Officer in Department of Museums for two years from 2019 to 2020.

With experience in work visits to India and Singapore, he has published articles on topics such as culture, history, and archive management. In 2024, he presented three papers: 'The Discovery of Fossils and its Role in Increasing Understanding of Biodiversity Ecosystems' at the 15th Borneo Islamic International Conference 2024, 'Manifestation of Natural Resources through Innovation and Creativity' at the Symposium on the Footsteps of Faith: Bridging Science and Spirituality in the Wisdom of the Quran, and 'Excavating the Past, Understanding the Present, and Preparing for the Future' at the Symposium on Plants in Islamic Civilisation.

Lifestyle, Nature and Creative Design of Brunei Darussalam through the Artefacts of Balai Khazanah Islam Sultan Haji Hassanal Bolkiah

Haji Muhammad Ruzaini bin Haji Mohd Daud

Brunei Darussalam follows the philosophy of Malay Islamic Monarchy, shaping a way of life based on this belief. The Balai Khazanah Islam Sultan Haji Hassanal Bolkiah, inaugurated by His Majesty Sultan Haji Hassanal Bolkiah, preserves and promotes Islamic knowledge through collection, preservation, research, exhibition, and dissemination, making it a “One-Stop Islamic Tourism Destination.”

Several interesting artefacts are exhibited, symbolizing local elements, including lifestyle, nature, and design. The lifestyle of the people practicing the teachings of Islam is reflected in collections such as the Mushaf, especially the Mushaf of Brunei Darussalam and the Braille Quran developed by the Sultan Haji Hassanal Bolkiah Tahfiz Institute.

In terms of nature, local fossil discoveries including Megalodon shark teeth from Miocene era (18 million years old), the Cymbiola Ambuogenesis gastropod, and unique coral species such as Agaricidae, provide insights into geography and palaeontology, making them as popular tourist attractions.

The design of the Balai Khazanah Islam Sultan Haji Hassanal Bolkiah, inspired by Brunei Darussalam’s local architecture, creates a unique Islamic icon that attracts tourists, especially architecture enthusiasts. Miniature models of the Omar Ali Saifuddien Mosque and Jame Asr Hassanil Bolkiah Mosque highlight the beauty of Islamic architecture, further enhancing its appeal as a tourist attraction in Brunei Darussalam

The study highlights the unique culture, way of life, nature, and creative design of Brunei Darussalam displayed in the gallery, making it an international tourist attraction.



Theme Two

Economy and Museum Tourism

Prof. Islam El-Sayed Hussein El-Sayed Ali

Prof. Islam is a professor of Tourism Studies at the Faculty of Tourism and Hotels, Fayoum University, Egypt, and a member of the advisory board to the Egyptian Minister of Tourism. He is also the Secretary of the Tourism and Antiquities Committee of the Homeland Defenders Party and the Director of the Regional Training Center at Fayoum University. He obtained his PhD from the Federal Republic of Germany in 2012. He has participated in many conferences, the most recent being in February 2024, where he presented a paper titled: The Impact of Using Artificial Intelligence Techniques on Enhancing the Quality of Tourism Services in Egypt at the Innovation and Artificial Intelligence in Education Conference, held in Jeddah, Saudi Arabia. He has also participated in scientific conferences in Egypt for tourism and hospitality colleges and has authored several publications in the field of tourism and hospitality.

The Role of Museums in Achieving Sustainable Tourism Development in Light of Egypt's Vision 2030: A Case Study of Greater Cairo Museums

Prof. Islam El-Sayed Hussein El-Sayed

Sustainable development is one of the most prominent global issues that becomes a central topic for many countries, governments, as well as organizations, institutions, particularly cultural ones, with museums being at the forefront. It is expected that museums will play an important role in achieving sustainable tourism development in light of Egypt's Vision 2030. Therefore, the main objective of this study is to highlight the role of museums as tourist destinations and as tools for achieving the goals of sustainable development, whether economic, social, or environmental. However, this study focuses solely on the social aspect. The study hypothesizes that there is a statistically significant relationship between museums and the achievement of sustainable tourism development goals (the social dimension). The study will rely on the descriptive-analytical approach, using personal interviews with museum managers and a survey questionnaire for museum staff as data collection tools. The SPSS statistical software will be used to analyze the data. The study expects that its results will show that museums play a vital role in helping make the goals of sustainable tourism development a tangible reality and assist in achieving sustainable development, particularly in the social dimension.

Dr. Ahmed Younis Saleh Abdel-Jawad

A faculty member at the Department of Geography and Geographic Information Systems at Fayoum University, holds a PhD degree in 2019. He participated as a visiting PhD scholar at the Department of Regional Development Geography at the Institute of Geography and Ocean Studies, Gdansk University in Poland (June 2019). He also received training as a faculty member at the Faculty of Economics, Sapienza University of Rome, Italy, under the Erasmus+ program. He obtained an intensive diploma in GIS from ITI Institute in Egypt and a diploma in Transport Policy and Planning from the National Institute for Transport (NIT) in Egypt. He has published 14 research papers in local and international journals and participated in local and international conferences, the most recent of which was the Seventh Arab Housing Conference in December 2022.

The Museum and Place Transformations: The Role of Museums in Sustainable Economic Development Applied to the Museum of Civilization and the Grand Egyptian Museum, Egypt

Dr. Ahmed Younis Saleh Abdel-Jawad

Museums are considered one of the key drivers of tourism development in particular and economic development in general. Recently, Egypt's development plans have been enriched with numerous tourism-based economic development initiatives that rely on its unparalleled archaeological resources.

Among the most prominent museums in Egypt, the National Museum of Egyptian Civilization, which officially opened on April 18, 2021, stands out. The grand opening included a spectacular event featuring the transportation of 22 royal mummies from the Egyptian Museum in Tahrir Square. Located in Old Cairo, this museum represents a hub for economic development based on tourism and entertainment. This was followed by the launch of the largest national project in the Middle East, "Fustat Gardens," which spans 500 acres in the heart of historic Cairo. The project aims to revive the first Islamic capital in Africa.

The Giza Pyramids area has also benefited from museum development plans. The state inaugurated the Grand Egyptian Museum, which is located near the Giza Pyramids. This museum is one of the largest museums in the world, covering an area of approximately 500,000 square meters, with space to display around 100,000 artifacts. It will serve as a basis for transforming the urban landscape of the region.

The aim of the study is to explore the impact of museums as a nucleus for economic development and their role in the development of the surrounding area, using Geographic Information Systems (GIS), with a focus on the Museum of Civilization and the Grand Egyptian Museum. The study expects to confirm that museums can be relied upon as key elements for sustainable economic development and that they can significantly transform the surrounding areas, changing land use into sustainable tourism-related activities.

Dr. Boukhaoua Asma

Dr. Asma holds a PhD in Hotel Marketing at Ferhat Abbas Setif University 1, Algeria. She holds a Master's degree in Tourism and Hotel Marketing. She published a number of research papers in peer-reviewed academic journals. She has also participated at several national and international conferences. She is currently working as a temporary lecturer at the university and various training institutes.

Dr. Zarwati Mawaheb

A lecturer at Ferhat Abbas University, Setif 1, Algeria. She holds a PhD in tourism marketing. Her research focuses on relationship marketing and service quality in hotel and hospitality establishments, destination management, and sustainable tourism development. She teaches several tourism-related subjects, such as tourism geography, event and destination management, and quantitative marketing methods. She is an arbitrator in several classified journals in Algeria.

Mechanisms for Activating Digital Museum Tourism as an Economic Tributary to Sustainable Development in Algeria: A Prospective Analytical Study for the Period 2015-2024

Dr. Boukhaoua Asma & Dr. Zarwati Mawaheb

This study analyzes and evaluates the role of digital transformation in developing museum tourism and enhancing its contribution to sustainable economic development in Algeria. The research aims to identify effective mechanisms and strategies for advancing the museum sector through the utilization of modern digital technologies, as well as measuring the impact of this development on diversifying national income sources and creating job opportunities. The methodology employs a prospective analytical approach, integrating quantitative and qualitative data from the tourism and museum sectors during the period 2015-2024. The results are expected to reveal a positive correlation between the digital transformation of museums and increased economic revenues. Furthermore, the study anticipates proposing a model for developing digital museum tourism in Algeria, aligned with the requirements of sustainable development and enhancing the sector's contribution to the national economy.

Hasina Belwadih

A PhD researcher specializing in the sociology of organizations and work, with a focus on enabling institutional excellence through understanding both internal and external environments. She is also pursuing a PhD in Entrepreneurship at University Mohamed Boudiaf - M'sila. Ms. Belwadih is a research member at the Laboratory for Human Resource Management and Performance Improvement at the same university, and a contributor to the Social Entrepreneurship Project under the Algerian Ministry of Higher Education and Scientific Research. She has participated in numerous national and international conferences and seminars, both in-person and virtually. Additionally, she has published academic articles and taken part in various training programs. Beyond academia, she is actively involved in voluntary and community work.

Cultural Entrepreneurship and Digital Innovation: Transforming Omani Museums into Interactive Tourist Attractions to Achieve Oman Vision 2040

Hasina Belwadih

This presentation aims to explore the mechanism of integrating cultural entrepreneurship with modern digital technologies to transform Omani museums into interactive centers and economically sustainable projects, aligning with Oman's Vision 2040. The vision seeks to activate the knowledge-based and tourism economy through four main sections:

1. Literature Review: The first section presents the literature on cultural entrepreneurship and digital technologies for museums.
 2. SWOT Analysis: The second section provides a SWOT analysis of the current status of museums in Oman, identifying strengths, weaknesses, and challenges, and proposing potential solutions.
 3. Innovative Strategies: The third section introduces innovative strategies such as virtual reality, artificial intelligence, and interactive applications that enhance the role of museums in the tourism economy, exemplified by global models such as the Louvre Museum in France.
 4. Practical Plan: The fourth section outlines an actionable plan to achieve this vision using a rapid results approach, aiming to prepare actionable recommendations and plans for immediate decision-making, which will ensure the swift implementation of these plans in the short, medium, and long term.
- Among the key outcomes is the realization of the planned short-term goals within 100 days using the rapid results approach. This reinforces the strong connection between cultural entrepreneurship and tourism attraction in developing Oman's economy.

Ms. Faroug Zainab

Nutrition consultant at Batna University – Algeria. She holds a Master's degree in Nutrition. She is a consultant and researcher in the fields of healthy nutrition, food history, and food museums.

Dr. Kararsha Hadda

Professor at the Institute of Earth and Universe Sciences, Department of Geography and Regional Planning, Mustafa Bin Boleid University – Algeria, since 2005. She holds a PhD and a Master's degree in the field of Solid-State Physics. She has published several articles in the field of environmentally friendly materials (photovoltaic materials), as well as research on the use of sustainable, eco-friendly materials and urban area planning. She has participated in several scientific events in Algeria and internationally, including in France, Turkey, Austria, Spain, and Tunisia.

Food Museums: Cultural Institutions and Tourist Attractions: A Sample from Italy

Dr. Kararsha Hadda, Ms. Farouj Zainab

In recent years, food museums in Italy have attracted significant numbers of tourists. Researchers and practitioners have emphasized their role in preserving the cultural heritage of the region. Statistical findings indicate that community engagement is crucial, alongside the protection and promotion of food heritage. Establishing or enhancing external relationships is vital for public food museums to be recognized for their role and value. For museums operated by private food companies, engaging with local stakeholders and residents not only serves branding purposes but also helps raise awareness of past and present issues related to the food product—such as nutrition, safety, taste, and cultural and social values. Most Italian food museums primarily attract domestic travelers, but they are striving to reach a wider international audience. This calls for a reimagining of the museum experience to meet the expectations of new visitors. Leveraging food-related exhibitions through multimedia technologies and interactive activities—such as educational classes, workshops, and cooking demonstrations—can enhance audience engagement.

This article examines Italian food museums to assess their characteristics, missions, audiences, and engagement methods, and to explore how these models might be adapted to the Arab region.

Wadha Mohammed Al-Shukaili

Ms. Al-Shukaili is the Head of the Inventory and Documentation Department at the National Museum. She holds a Master's degree in Archaeology from Sultan Qaboos University (2017). She has recently published two research works: the first is a lexicographical study on agricultural terms in the dialect of the people of Rustaq, and the second is about the craft of "Tapsil" (cooking "Basour") in the South Al-Batinah Governorate. She also has published five research papers in five peer-reviewed scientific journals and participated in several conferences and seminars both inside and outside the Sultanate. She is a member of the Historical Society and the Writers and Authors Association of South Al-Batinah Governorate, with a keen interest in documenting oral history.

The Role of Cultural Institutions in Promoting Sustainable Tourism, both Locally and Internationally: The National Museum of Oman as a Model

Wadha Mohammed Al-Shukaili

Museums are essential places for tourists, contributing significantly to enhancing their tourism experiences as they play an important role in attracting visitors and contributing to improving the tourism industry in general. The research addresses critical issues by studying specific dimensions of service quality and strategies to improve visitor experience at the Museum. The research comprehensively evaluates the service quality at the National Museum and its impact on improving visitor experience. The National Museum plays a vital role in promoting cultural understanding, supporting educational programs, and engaging the local community. This research aims to understand visitor expectations, identify areas that need improvement, and provide practical solutions that contribute to the economic growth of the region. The SERVQUAL model is applied to evaluate service quality at the National Museum by distributing questionnaires to visitors to the National Museum. Although the museum is successful in attracting and retaining a loyal visitor base, there are opportunities to improve visitor engagement through social media promotion strategies, more targeted promotional activities, and increased collaboration with external partners. The museum could address gaps in the accuracy of information provided and clarity of security measures to ensure a smoother and more enjoyable visitor experience. The findings suggest that a continued focus on the museum's core exhibits, coupled with efforts to enhance community presence, will contribute to improving its impact and reputation. The results of this research are expected to provide valuable insights for the National Museum to enhance service quality, contribute to economic development, and enrich visitor experiences in line with Oman Vision 2040.

Fatma Abdullah Al Alawi

With a robust academic background and extensive experience, she has dedicated her career to understanding and advancing the field of tourism. She holds a Master's degree in Tourism Planning and Development from the Peoples' Friendship University in Moscow, Russia, and is currently pursuing a second Master's degree in Tourism Destination Management at Sultan Qaboos University.

Assessing Service Quality for Enhanced Visitor Experience: A Case Study of the National Museum in the Sultanate of Oman

Fatma Abdullah Al Alawi

Museums display various collections, exhibits, and cultural objects, offering insights into the history, art, and heritage of a place. The National Museum in the Sultanate of Oman plays a crucial role in fostering cultural understanding, supporting educational programs, engaging the local community, and economic diversity that aligns with the pillars of Oman Vision 2040. Service quality in museums encompasses factors such as sanitation, safety, and visitor satisfaction. Therefore, this research analysed specific dimensions of service quality and strategies to enhance visitor experiences and loyalty. This study was quantitative in nature and used questionnaires to assess visitor expectations and experiences based on the SERVQUAL model. Questionnaires were analysed using the SPSS and statistical techniques. The findings presented a comprehensive picture of the National Museum of Oman's current visitor profile and engagement strategies. While the museum is successful in attracting and retaining a loyal base of visitors, opportunities exist to improve visitor engagement through enhanced social media strategies, more focused promotional activities, and increased collaboration with external partners. The research found gaps in the accuracy of information provided and the clarity of safety measures to ensure a more seamless and enjoyable visitor experience. The results suggested that continued focus on the museum's core exhibits, coupled with efforts to foster a broader community presence, will enhance its overall impact and reputation. The outcomes of this research are expected to provide valuable insights for the National Museum.

Eng. Tapas Kumar Moharana

A Mechanical Engineer and Science Communicator, has over 11 years of experience in designing and curating innovative science exhibits. He holds dual Master's degrees in 'Manufacturing Processes and Systems' and 'Science Communication' and currently serves as a Curator at Nehru Science Centre, Mumbai, a unit of National Council of Science Museums (NCSM), India. Skilled in SolidWorks, AutoCAD, Unity, CNC machining, and 3D printing, he has presented research internationally and authored publications on immersive technologies and exhibit design, contributing significantly to science education and public engagement.

Dr. Anindita Mondal

Anindita Mondal is currently serving as a Curator (Science Communicator) at Nehru Science Centre, Mumbai under the National Council of Science Museums, Govt. of India. Holding a Ph.D. in Astrophysics from the University of Calcutta, her research specializes in multi-wavelength studies of novae, data modelling, and theoretical cosmology. She has over five years of experience in designing interactive exhibits and conducting educational programs promoting scientific literacy and public engagement.

Mr. Sumit Chatterjee

Sumit Chatterjee, a Curator at Nehru Science Centre, Mumbai, holds a B.Tech in Computer Science & Engineering from Kalyani Government Engineering College. His work focuses on integrating AI, advanced electronics, and multimedia to create immersive museum experiences. Passionate about enhancing visitor interaction and accessibility through technology, he brings innovation to science communication. Sumit was awarded the Utkarsha Bangla State Level Merit Award in 2016 for academic excellence.

Mr. Umesh Kumar Rustagi

Shri Umesh Kumar Rustagi, Director of Nehru Science Centre (NSC), Mumbai since July 2022, holds a B.Sc. from Hindu College, Sonipat, an M.Sc. and M.Phil. in Physics from Kurukshetra University. He began his career as a lecturer before joining Raman Science Centre, Nagpur, a unit of National Council of Science Museums (NCSM), under the aegis of the Ministry of Culture, Govt. of India in 1994 as a curator. Throughout his tenure with NCSM, he has led educational programs, developed exhibitions and educational kits, coordinated national events, and contributed to publications and translations.

Science Museums as Engines of Cultural and Tourism Development: A Case Study with the Visitors Figure Analysis of Nehru Science Centre, Mumbai, India

Eng. Tapas Kumar Moharana, Dr. Anindita Mondal, Mr. Sumit Chatterjee & Mr. Umesh Kumar Rustagi

This paper examines the transformative role of the Nehru Science Centre, Mumbai (NSCM), as a driver of tourism, education, and cultural enrichment. By analyzing visitor statistics and programmatic innovations from 2017 to 2023, the study positions NSCM as a model for museum-driven development within the global context. Strategic collaborations with travel agencies have enhanced NSCM's visibility, positioning it as a prominent destination for cultural and educational tourism. These partnerships have effectively bridged the gap between leisure travel and experiential learning, attracting diverse visitor demographics. NSCM has successfully integrated its exhibits and programs into educational frameworks, fostering a culture of curiosity and scientific literacy among students. Its adoption of hybrid learning models and experiential pedagogy has enriched formal education while inspiring youth engagement with science. The center has played a pivotal role in embedding a culture of tourism in society by emphasizing the value of museums as spaces for public learning and engagement. During the COVID-19 pandemic, NSC adapted swiftly with virtual programs, demonstrating resilience and reinforcing the societal importance of museums.

Through quantitative analysis and predictive modeling, this study highlights NSCM's contribution to Mumbai's tourism ecosystem and its broader implications for cultural development. The findings underscore how science museums can catalyze tourism growth while fostering education and community engagement, setting a benchmark for similar institutions worldwide.

Dr. Nevine Nizar Zakaria

A passionate museum professional and academic lecturer with over 20 years of experience in curatorial practices and museum management. She holds an M.A. and a Ph.D. in Egyptology/Archaeology from Cairo University (2008, 2016) and is currently an Alexander von Humboldt Post-Doctoral Fellow in Museology and Cultural Studies at Würzburg University, Germany. Her research focuses on social inclusion, visitor experiences, community development, and organizational policies. Dr. Zakaria has an extensive background in museum leadership, having served as Assistant to the Minister of Tourism and Antiquities (MoTA) and Consultant for Museum Exhibition Affairs (2018–2021), the Development of Museums and Heritage Sites (2021), and Director of the Museum Exhibition Department of the Grand Egyptian Museum (2015).

Dr. Eslam Nofal

Assistant professor at the Department of Architectural Engineering at the University of Sharjah (UAE) and is also affiliated with Assiut University (Egypt). He serves as a consultant for the Museum Commission (KSA), specializing in e-learning programs within the museum sector. Previously, he worked as a Postdoctoral Researcher in Digital Heritage at Maastricht University (The Netherlands). Dr. Nofal's research interests lie in digital heritage, human-computer interaction, and emerging technologies such as tangible interaction, augmented reality, and virtual reality. He holds a bachelor's degree in architectural engineering from Assiut University, a joint master's degree in management of Cultural Landscapes (Université Jean Monnet, Università Federico II, Universität Stuttgart), and a PhD from KU Leuven (Belgium) in Architecture and Digital Heritage.

Museums and Economic Development: The Grand Egyptian Museum's Governance Model and Sustainability

Dr. Nevine Nizar Zakaria, Dr. Eslam Nofal

The economic sustainability of museums is closely tied to their ability to secure sufficient resources for long-term survival while fulfilling their social, cultural, and educational missions. As tourist attractions, museums must prioritize visitor experiences, tailoring offerings to the needs of tourists and local communities. Since the 1980s, museums have increasingly focused on creating value to attract new visitors and position themselves as key cultural and tourism destinations, ensuring sustainable income to support their operations and maintain high-quality services. Declines in public funding and economic recessions have pushed museums toward commercial strategies, entering the 'marketplace' to generate income and secure their socio-cultural roles.

In Egypt, the tourism sector faced challenges following the 2011 revolution. Nevertheless, the government has committed to developing the Grand Egyptian Museum (GEM) as a cornerstone of tourism revitalization and socio-economic development. To address funding challenges and 21st-century tourism demands, the GEM adopted a new governance model, transforming it into an independent economic entity. This model enables partnerships with the private sector to ensure operational autonomy, attract investments, and guarantee sustainability.

This study investigates how the GEM achieves economic sustainability while supporting tourism development and contributing to national economic growth. It examines the impact of visitor-focused managerial practices that are aligned with broader tourism trends, leading to a shift towards a shared management model with private museum operators. The study employs mixed qualitative methods, including semi-structured interviews with museum professionals from GEM and the Ministry of Tourism and Antiquities, to answer the following questions: How does the GEM's governance model, as an independent economic authority, support its operational autonomy and economic sustainability? What role do partnerships with the private sector play in enhancing the GEM's financial stability, improving visitor services, and addressing 21st-century tourism demands.? The findings indicate that by operating outside government bureaucracy, the GEM is better equipped to offer visitors high-quality cultural and recreational experiences.

M.K.D. Poornima M. Sathischandra

An experienced Assistant Director specializing in herbarium research, plant taxonomy, and botanical collection management within the Department's natural historical herbarium. Oversees the implementation, monitoring, and evaluation of strategic projects aligned with the Department's business plan, focusing on visitor engagement, revenue generation, and museum sustainability. Leads initiatives in herbarium digitization on support of the Sustainable Development Goals (SDGs). Plays a key role in coordinating development projects, enhancing infrastructure, and promoting community-based programs to strengthen public and academic engagement. Regularly publishes scientific research and presents at international forums, contributing to biodiversity conservation and advancing museum sustainability.

An Empirical Investigation on Sustainable Investment in Museums for Economic and Tourism Development: Insights from the Department of National Museums, Sri Lanka

M.K.D. Poornima M. Sathischandra

The Department of National Museums (DNM) in Sri Lanka, with the Colombo National Museum, plays a crucial role in preserving and showcasing the cultural and natural heritage. With eleven regional museums, it promotes education, research, and tourism through diverse exhibitions and conservation efforts. Despite its significance, there is limited research on integrating sustainable practices in museums to achieve economic objectives. Addressing this gap is essential, as sustainable initiatives can improve operational efficiency, enhance visitor experiences, and ensure cultural preservation for future. This study examines sustainable investment practices in museums, focusing on the DNM to enhance economic sustainability and promote tourism development. Museums act as cultural and economic catalysts but face challenges such as funding constraints, evolving visitor expectations, and the adoption of sustainable strategies. The research evaluates DNM's efforts, including renewable energy adoption, community engagement programs, and digital platforms as well as facets of post-pandemic challenges. Particular emphasis is placed on natural history collections as valuable resources for tourism promotion. The study utilizes quantitative data on visitor statistics and revenue trends from 2018–2024 and qualitative insights from interviews to assess the impact of sustainable practices. Key themes include the economic role of museums, their alignment with the United Nations' Sustainable Development Goals (SDGs) towards economic viability and museum tourism. The findings discuss and evaluate the effectiveness of current strategies, providing insights and actionable recommendations for strengthening museum sustainability, enhancing visitor engagement, and fostering economic resilience through sustainable investments.

Dr. Humaid Saif Al-Nofli

Dr. Al-Nofli is the Director of the Culture Department at the Arab League Educational, Cultural and Scientific Organization (ALECSO). He holds a PhD in Management and Development from 2011. He previously served as Director of the Culture Department at the Omani National Commission for Education, Culture and Science. He holds several memberships, most notably: Representative of the Sultanate of Oman to the Gulf Memory of the World Committee, member of the committee supervising the Sultanate's participation in the Memory of the World Register Program, member of the Steering Council of the UNESCO Chair in Aflaj Studies at Nizwa University, member of the Board of Directors of the Omani Writers and Literati Association, and member of the Advisory Board of the Syrian Journal of Library Science (an international peer-reviewed journal). He has conducted several training courses for teachers and has several scientific publications. He has also reviewed several bachelor's and master's theses, in addition to arbitrating several scientific questionnaires. He has participated in numerous cultural events inside and outside the Sultanate.

Arab League Educational, Cultural and Scientific Organization's (ALECSO) Efforts in the Field of Museums

Dr. Humaid Saif Al-Nofli

The Arab League Educational, Cultural and Scientific Organization (ALECSO), represented by its Culture Department, has taken the responsibility to promote all elements of heritage in Arab countries. The department seeks to promote culture and protect heritage in Arab countries, and raise awareness of the importance of these two aspects in achieving the 2030 Sustainable Development Goals. Meanwhile, special attention is paid to museums as official incubators of elements of cultural heritage. In fact, preserving museums and enhancing their status ensures the preservation of the collective memory and cultural identities of nations and peoples.

This aligns with ALECSO's approach, which commits to museums in Arab countries, and at the same time continuously keeps pace with the priorities of the international museum industry. This approach considers that museums are no longer perform their traditional role of hosting activities and events only; rather, they have become an engine for the advancement of societies, groups, and individuals through networking, museum education, and spreading awareness of the importance of cultural heritage.

Within its programs and projects, ALECSO has devoted significant attention to museums. For example, the Organization launched the Arab Cultural Guide project, along with an ambitious project to deploy modern technology to enhance the role of museums and enable virtual museum visits in the Arab world. The paper will discuss both projects in detail. The organization also publishes a specialized statistical bulletin on the status of museums in Arab countries, issued by the ALECSO Observatory. This bulletin is a comparative study between Arab and global museums.

ALECSO's plans prospects the future of museums in Arab countries through comprehensive visions that integrates the achievement of sustainable development aspects and the requirements for development. This research paper will address this in some detail.

Dr. Mikhail Bryzgalov

Director General of the Russian National Museum of Music, Honored artist of the Russian Federation. He is especially known for his contribution to the preservation and popularization of Russia's musical heritage. He is the President of the Association of Music Museums and Collectors, President of the Association of Brass Bands, a member of the Council under the President of the Russian Federation for Culture and Art. He has a PhD in economics (Saratov State Socio-Economic University). Currently, he is an Associate Professor at the Higher School of Cultural Policy and Management in the Humanitarian Sphere of Lomonosov Moscow State University. Participant of numerous Russian and international museum conferences.

Roman Mishin

Head of the Department of Multimedia and Information Technologies of the Russian National Museum of Music. His professional activities are focused on the integration of modern multimedia and information technologies, including the use of artificial intelligence technologies in the museum's exhibition activities. He actively participates in the development of innovative solutions for interactive exhibitions, multimedia projects, and educational programs oriented toward various audiences, including children. He is also involved in developing Telegram chatbots for the Museum of Music.

The Museum that Sounds: Tradition and Innovation in Digitalization

Dr.Mikhail Bryzgalov & Roman Mishin

The Russian National Museum of Music established in 1912 is one of the oldest and biggest musical museums in the world. The museum collection is composed of around one million items. The museum funds include precious music sheets and literary manuscripts, rare periodicals, audio recordings, unique documents, diaries, letters and historical documents, publications, photographs, concert programs and posters connected to the life and art of famous musicians of Russia and other countries.

In the modern world, we often ask ourselves: how to keep up with the times? How to make the museum interesting and modern for the visitors? The paper will explore how digital solutions help the museum to enrich visitor engagement and stimulate cultural innovation. How the museum embraces new technologies—from audio zoning systems and interactive guides to chatbots and neural networks—to promote a deeper connection with musical heritage. Digital tools help to insure cost-effective management, to make more personalized and entertaining excursions, and to find innovative sources of income, such as paid virtual content and exclusive online services. Special attention in the report is given to how neural network, interactive zones, and chatbots for visitor support can help to broaden museum accessibility.

The use and implementation of modern technologies in the museum is not a fleeting experiment but a strategic investment in the museum of the twenty-first century. With a balanced approach to technological potential, museums can preserve their classical mission in the rapidly changing world.



Dr. Mayassa Younes Deeb

Dr. Mayassa holds PhD in the Archaeology of the Ancient Near East. She works as Director of the Technical Institute of Archaeology and Museums- Ministry of Culture, Assistant Director of the Al-Basel Center for Scientific Research and Archaeological Training (2018-2022) and Lecturer at the Faculty of Architecture- Damascus University (2015-2017) and the Technical Institute since 2015. She has volunteered in many civil foundations related to cultural heritage such as the Syrians for Architectural Heritage Association. She wrote several articles published in peer-reviewed journals and a book "The Wheel and the Chariot and Their Civilizational Impact in Syria". She also participated in many conferences: such as "The Role of Technical Education in Achieving Sustainable Development" (Ministry of Culture, 2023), "Protection and Preservation of Artifacts during Wars, Procedures and Recommendations" (Kashihara Institute- Japan 2018) and "Desert Kite Related to Animal Domestication"- (General Directorate of Antiquities and Museums, 2016).

The Relationship between Technical Institutes and Museums: The National Museum and the Technical Institute of Antiquities and Museums in Damascus as a model

Dr. Mayassa Younes Deeb

Museums and technical institutes concerned with human cultural heritage (both tangible and intangible), as educational institutions, constitute one of the fundamental pillars for building a sound society and for achieving and supporting the principles of sustainable development, particularly during times of crisis and war. Technical institutes concerned with cultural heritage focus on qualifying and training students in relevant institutions (both governmental and private), including museums, over short periods to equip them with the cognitive and professional skills needed to prepare skilled craftsmen and technicians capable of keeping pace with the labor market in various cultural disciplines. Therefore, this study will focus on introducing museums, technical institutes, and technical education, and the importance of permanently linking them together to contribute to enriching educational curricula, developing teaching methods to become more creative and interactive, and enabling trainers and students to acquire various skills. To achieve this, a scientific approach combining descriptive and analytical approaches were employed through reviewing all relevant references and experiences in the Arab world, and then analyzing the interrelationship between the Technical Institute of Archaeology and Museums and the National Museum in Damascus as a model. This will provide a comprehensive picture of museums and technical institutes and their interrelationship, highlighting the most significant challenges they face, and developing appropriate solutions to disseminate the culture of this type of education and enhance the role and importance of museums in building a better future. It will also include finding an appropriate mechanism to link technical institutes and museums so that the educational and training process is integrated between the two institutions, ensuring the reduction of effort and time. Perhaps the most important recommendations and findings lie in developing an appropriate mechanism to connect students with museums by organizing productive camps that serve the public interest, hone their professional and creative talents, and contribute to the development of curricula to keep pace with modern developments.

Dr. Shaikha Abdullah Al-Mandhari

Dr. Shaikha is an associate professor at the University of Technology and Applied Sciences (College of Education in Rustaq) she holds a PhD in Modern Literature and Criticism from the Faculty of Arts and Humanities/ Mohammed V University, Rabat. She published research a number of papers including: Text Scenography, Poetics of Transgression and Creative Experimentation, and the Splitting of the Self between the Duality of Dream and Brokenness in the Collection of Poems "Women Said in the City." He also published a number of books including Text Scenography, Marhaba (A Book for Teaching Arabic to Non-Native Speakers) (Parts One and Two), and Alienation and Fragmentation in the Poetics of Textual Discourse.

The Role of the Arabic Language and Literature in Heritage in Omani Museums: The Omani National Museum is an example

Dr. Shaikha Abdullah Al-Mandhari

Omani museums are a cultural witness to the antiquity of the Omani heritage, and the Omani government's interest in documenting history and Omani identity. This study aims to investigate the role of the Arabic language and literature in the heritage of Omani museums. It adopts a descriptive survey on the holdings of the National Museum of Oman including artifacts, audiovisual materials. It also traces the prominent role of the Arabic language and literature in documenting and preserving the Omani heritage as a historical witness to the authenticity of Omani people, which enables future generations to understand their ancient history and cultural heritage and the role of language in documenting and preserving museum collections. This study aims to clarify the role of the Arabic language and literature as a landmark and a civilized system in preserving Omani history. It will start from the linguistic structural and stylistic dimensions to the aesthetic and artistic scenic dimensions.

The study focuses on a number of main themes that highlight the role of literature and language in preserving the contents of the National Museum of Oman and diversifying witnesses like inscriptions, writings, sculptures, and audiovisuals. Additionally, the study will shed light on the role of the Arabic language and literature in preserving the Omani heritage before concluding with the semantic analytical aspect, and the visual conceptual aspect of the materials in the museum, along with the national and value dimensions of the Omani identity.

Dr. Sawsan Haider Abdullah Khreis

Associate Professor at Yarmouk University, Hashemite Kingdom of Jordan. She holds a PhD in Tourism Management from the Sorbonne University in France. Her research interests include tourist behavior, tourism development, and marketing, with a focus on religious tourism and innovation in the tourism sector. She has published over 25 research papers, many of which have appeared in Q1 and Q2 journals, as well as in SCOPUS and ISI-indexed publications. Notable journals featuring her work include the International Journal of Hospitality Management and the International Journal of Contemporary Hospitality Management.

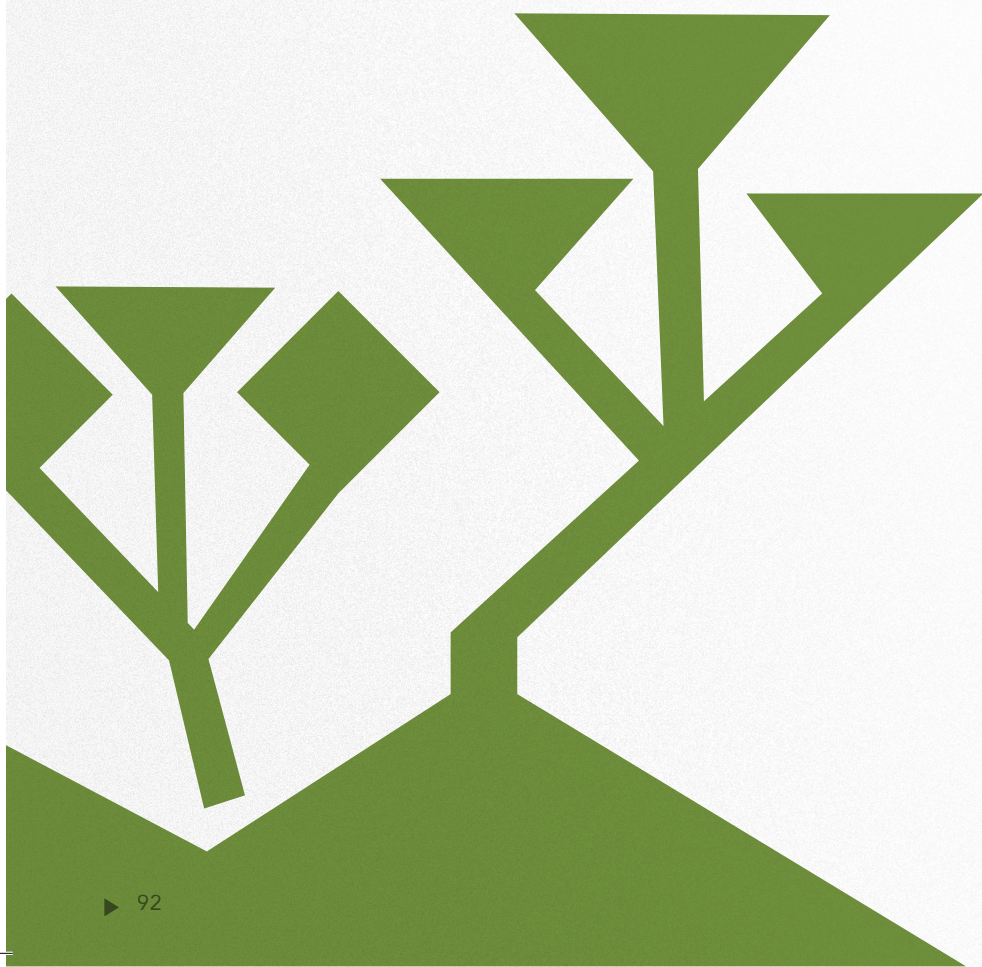
Dr. Abuelhassan Elshazly Abuelhassan Mohamed

Assistant Professor at the University of Tabuk, Kingdom of Saudi Arabia. He holds a PhD in Hospitality Management. His research interests include tourist satisfaction, organizational behavior, and marketing, with a particular focus on halal hospitality, tourism, and various other service sectors. He has published over 39 research papers between 2018 and 2025, many of which have appeared in Q1 and Q2 journals, as well as in SCOPUS and ISI-indexed publications. Notable journals featuring his work include the International Journal of Hospitality Management and the International Journal of Contemporary Hospitality Management.

The Role of Museums in Shaping Tourism Culture and Community Participation in the Arab World

**Dr. Sawsan Haider Abdullah Khreis & Dr. Abuelhassan Elshazly
Abuelhassan Mohamed**

This research expounds on museums' contribution within the Arab region in nurturing tourism culture and easing community participation and engagement, as it relates to challenges and prospects. This paper aims to itemize key contribution roles of museums, review practices affecting engagement, explore issues regarding extending engagement towards new publics, craft pioneering approaches for best practice to maximize community participation, and apply testing effectiveness. The research was descriptive and analytical, and information was collected using interviews of 22 museum experts and personnel from four of the most important Arab world museums and 11 specialist university faculty members. Qualitative data was examined using a thematic analysis approach. The findings revealed the presence of commonality in identifying the museum's prime role as a cultural heritage custodian and an educational center, and further importance to local community engagement. The prime barriers to museums were also identified, including a lack of resources and awareness, difficulties with access, competition with other sources of entertainment, and a lack of community involvement and partnership. Based on these results, the research recommends developing a comprehensive community engagement plan, enhancing access and inclusivity, designing creative and interactive programs, building effective community partnerships, facilitating active community participation, measuring impact, and tracking outcomes. These recommendations aim to enhance museums' performance as significant cultural institutions contributing to enriched community life and fostering sustainable development in the Arab region.



Theme Three

The Cultural and Educational Role of Museums

Dr. Olga Nefedova

An art historian and former director of the Orientalist Museum in Doha, Qatar. She has worked for many years with private and government museums and collections in the Southwest Asia, the North and the South Africa as museography and museology consultant and currently serves as a strategic consultant for various cultural institutions. She is also a lecturer in Museum Studies at the Faculty of Humanities, HSE University, Moscow. In her role as a director of the AASU Foundation, she oversees a research project dedicated to the subject of Arab art students in the USSR and the history Arab-Soviet cultural relations (1950s-1991).

From the Theory to the Practice of Museum Management: Finding the Right Balance between Curriculum and Real-World Applications

Dr. Olga Nefedova

In the evolving landscape of museum management education, the integration of real-world experiences is emerging as a cornerstone of effective learning. While the theoretical foundation is undeniably important, the lack of practical application can leave students unprepared for the challenges and opportunities they will face in their professional lives. This research aims to highlight the importance of bridging this gap by providing insights into the practical experience of museum financial management, particularly in the area of fundraising, such as friends of museum groups. The aim of this research is not only to examine the formation and development of the museum management curriculum at the HSE University, Moscow, but also to analyse and explore the impact that the practical application of various theoretical fundraising techniques has had on museum projects. The paper will use information from a series of qualitative interviews with museum staff and visitors, using a combination of semi-structured and open-ended interview techniques, to explore the extent to which current museum fundraising practices in Russia meet the expectations of the contemporary museum world.

Nor Jawahir binti Raduian

Ms. Raduian is a curator in the Department of Museums Malaysia , specializing in Anthropology and Sociology. She holds a Bachelor's degree from Universiti Sains Malaysia (2011) and a Master's degree from Universiti Kebangsaan Malaysia (2013). Her expertise includes museum management, preventive conservation, cultural society, policy and strategic planning. She has actively participated in international events like the ICCROM-CollAsia course, the ASEMUS General Conference and ICOFOM ASPAC Symposium. Her research focuses on environmental impacts on artifacts and museum management with publications in the Malaysia Museums Journal and others. She is a member of International Council of Museums Malaysia (ICOMMAL), the Museums Association of Malaysia, and the Malaysian Historical Society of Malaysia.

Fostering Cultural Harmony and Education: Museums as Pillars of Tourism and Ethnic Diversity

Nor Jawahir binti Raduan

Museums are dynamic institutions that play a vital role in preserving, interpreting, and promoting cultural and ethnic diversity. In Malaysia, renowned for its multicultural heritage, museums serve as key agents in fostering cultural harmony, education, and sustainable tourism. In 2024, Malaysia welcomed over 20 million tourists, with cultural tourism forming a substantial portion. Of these, federal museums recorded an impressive more than 2 million local and international visitors, offering immersive experiences in the country's rich cultural tapestry, including food, customs, and lifestyles. By showcasing artifacts from Malay, Chinese, Indian, indigenous and others communities, museums inspire global and local audiences, reinforcing their potential to educate and unite.

This paper aims to explore the cultural and educational roles of museums in developing tourism while emphasizing their capacity to promote understanding and unity among diverse ethnic groups. Objectives include analyzing the integration of museum artifacts into cultural harmony, identifying strategies to enhance visitor engagement, and fostering appreciation for Malaysia's ethnic diversity and history through museum education.

The themes addressed include the significance of multicultural artifact collections, the interplay between museums and sustainable tourism, and the role of museums as educational hubs for fostering historical interethnic discourse. Notably, the Department of Museums Malaysia (DMM), under the Ministry of National Unity, has implemented impactful cultural programs within two key clusters: 'Spirit of Unity' and 'Spirit of Nationalism'. Additionally, the DMM has demonstrated its educational commitment through a structured museum education program, the Student Inspiration Museum Innovation Programme, developed in partnership with the Ministry of Education Malaysia. This study underscores the critical role of museums as custodians of culture and education, essential for fostering unity, inspiring learning, and enriching the nation's tourism landscape.

Farzaneh Valipour

Farzaneh Valipour, born in 1985, Iran. She holds a MA in Museum Studies from Tehran University of Art and a BA in Museum Studies from Cultural Heritage Education Center. She has been a Museum Affairs Specialist in West Azerbaijan Province since 2015 and teaches at Urmia University. Her research focuses on museum content optimization, with notable publications like "Museums in West Azerbaijan" and "Attracting Audience to Museums" and articles on the Peace Museum in Sardasht published in the ICOMAM magazine. Farzaneh has participated in numerous conferences, contributing her expertise in museum and tourism development

Museums as Catalysts for Educational Excellence: Integrating Cultural Institutions into Curricula

Farzaneh Valipour

This research explores the transformative role of mobile museums in modern education, emphasizing their effectiveness in reaching underserved and remote communities. Mobile museums, as portable and interactive units, bring educational resources directly to schools and communities, making high-quality learning experiences accessible to a broader audience. These museums provide hands-on, engaging exhibits that inspire curiosity, critical thinking, and creativity among children.

Key findings indicate that mobile museums significantly enhance students' comprehension and retention by allowing them to explore scientific, artistic, historical, and cultural subjects in a tangible and relatable manner. The immersive nature of these exhibits helps bridge educational gaps, fostering a love for lifelong learning.

Furthermore, mobile museums promote learning beyond traditional classroom settings, encouraging independent and creative inquiry. They play a crucial role in raising cultural and social awareness by exposing children to diverse perspectives and encouraging respect for different cultures and histories. This exposure helps cultivate a sense of global citizenship and empathy among young learners.

The impact of mobile museums on student engagement, learning outcomes, and educational equity underscores their vital role in contemporary education. The study highlights the importance of integrating mobile museums into educational strategies to provide more inclusive and effective learning experiences. It recommends collaborative efforts between cultural institutions, educational authorities, and communities to maximize the potential of mobile museums in empowering education and promoting sustainable tourism practices.

Dr. Muzakki Bashori

Dr. Muzakki Bashori received his PhD in Applied Linguistics from Radboud University Nijmegen, the Netherlands. He is currently an assistant professor at the Department of History, FISIP, Semarang State University, Indonesia. His interest in history, tourism, and museums has inspired him to develop and create educational media, including the CETAR (Cerita Pelajar Tentang Sangiran, or Students' Stories about Sangiran) comic, the SI-KAYA (Situs Purbakala Patiayam, or Patiayam Ancient Site) comic, the WISATA-QU! comic (Promoting Kudus Tourism through Strip Comics), the KUNYIT-ASAM comic (Comic about Jamu, the traditional herbal drink), and the MONOGAYENG (The Central Java Cultural Heritage Monopoly Game).

CETAR Comic: Engaging Youth in Promoting the Sangiran Museum and History-based Tourism

Dr. Muzakki Bashori

Engaging youth with cultural heritage is crucial for preserving historical identity and promoting sustainable tourism. The Sangiran Museum, a UNESCO World Heritage Site in Indonesia, serves as a cornerstone of prehistoric and cultural history but struggles to attract younger audiences. This study proposes CETAR Comic, a digital comic aimed at introducing the Sangiran Museum to youth and enhancing interest in history-based tourism. This is in line with Theme 4, which focuses on digital technologies in museum exhibitions and their role in tourism. The development of CETAR Comic follows the ADDIE model—Analysis, Design, Development, Implementation, and Evaluation—to ensure a structured and user-centered approach. Currently in the pre-implementation stage, the comic has been completed through collaboration with educators, historians, and graphic designers to balance historical accuracy and youth engagement. Planned research will adopt a mixed-method approach, combining quantitative surveys to measure knowledge acquisition and interest levels with qualitative focus groups and interviews to gather user feedback. Preliminary expectations are that the comic's interactive storytelling and visually appealing design will effectively capture young audiences' interest and serve as an engaging tool for historical education and tourism promotion. This initiative anticipates filling a critical gap in making cultural heritage more accessible to younger generations. Future research will focus on data collection and evaluation of the comic's effectiveness in promoting historical knowledge and tourism interest. Recommendations will include strategies for integrating the comic into educational curricula and broader tourism campaigns, as well as exploring scalability to other heritage sites.

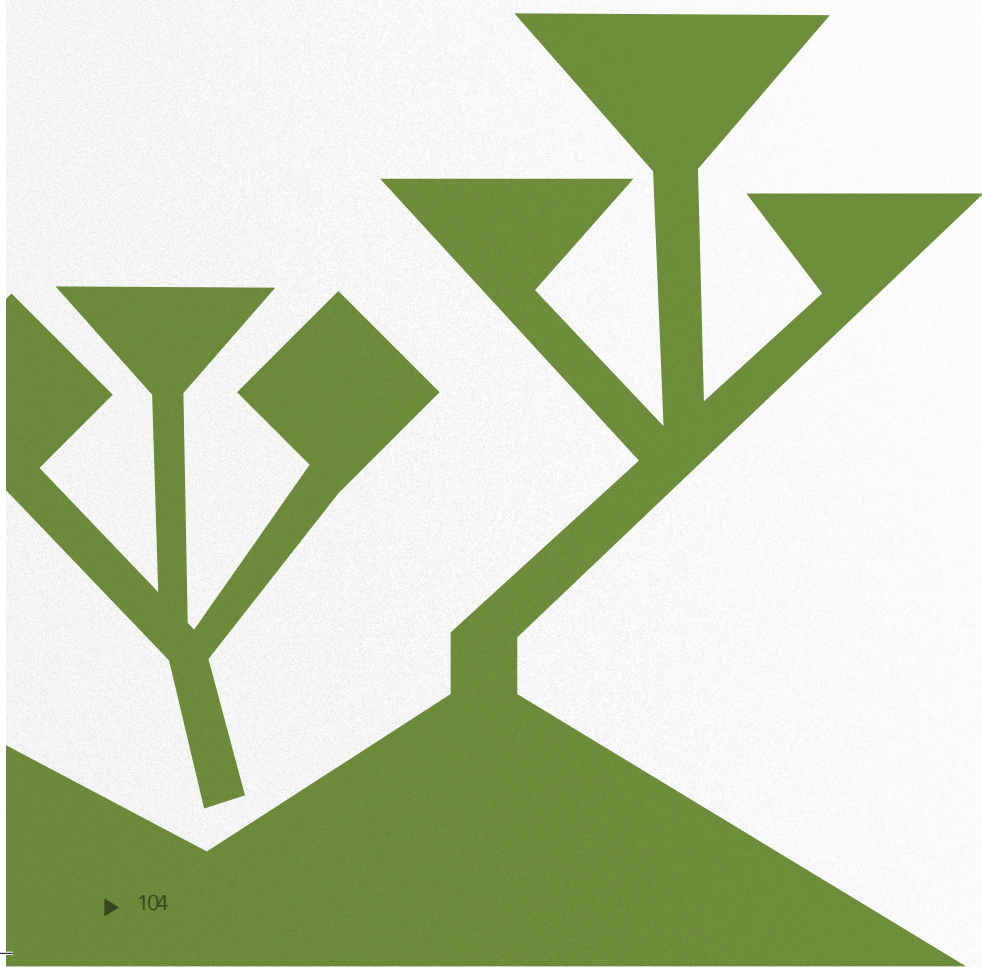
Antonia Rahayu Rosaria Wibowo

Ms. Wibowo is a researcher at the Research Center for Manuscript, Literature, and Oral Tradition, Research Organization for Archaeology, Language, and Literature, National Research and Innovation Agency (BRIN), Indonesia. In 2011, she obtained a Bachelor's degree in English Literature from Sanata Dharma University. She continued her education and earned a Master's in International Relations from Universitas Gadjah Mada in 2012. Her current research interests are interdisciplinary literature, such as literature and politics, literature and philosophy, ethics, film, novels, drama, and various cultural products, including museums.

The Role of Museum in Bridging Literary World and Real World: An Exploratory Study of the Indonesian Literary Museum

Antonia Rahayu Rosaria Wibowo

Museum Kata or Literary Museum in Belitung Island, Indonesia is the first and until now the only literary museum in Indonesia. A writer named Andrea Hirata after publishing his novel, *Laskar Pelangi*, built it. This museum has a lot of collections related to literary works from around the world, including collections related to the *Laskar Pelangi* novel. This museum has become a destination for literary tourism in Indonesia. As a destination for literary tourism, this museum plays an important role in connecting the literary world, the *Laskar Pelangi* novel, and the real world of the social reality of education in Indonesia. This exploratory study aims to explore Museum Kata's role in bridging the literary work and the social reality. Data were gathered from publications related to *Laskar Pelangi* novel, and the Museum Kata. Those data were then analyzed using the literary tourism theory. The analysis results show that Museum Kata has a significant role as a communicator to reveal the social reality of education in Indonesia. Moreover, Museum Kata also enables dialogue and reflection on education in Indonesia.



Theme Four

Digital Technologies in Museum Exhibitions and Their Role in Tourism

Prof. Muhammad Abu Al-Fetouh Mahmoud Ghoniem

Prof. Muhammad is a professor of Antiquities Restoration, Vice Dean of the Faculty of Fine Arts for Postgraduate Studies and Research, Minia University, and former Head of the Restoration Department. He published scientific papers in Egyptian, Arab and international scientific journals, and participated in several local and international conferences. He has also published scientific articles in the field of antiquities and heritage conservation. He is a member of the General Union of Arab Archaeologists. He is also a member of the Egyptian Writers Union, a member of the editorial board of many specialized scientific journals, and a member of the permanent scientific committee for the promotion of professors and assistant professors in the field of antiquities restoration.

Applications of Modern Technologies in the Protection, Restoration, and Conservation of Museum Artifacts

Prof. Mohamed Abu El-Fotouh Mahmoud Ghoniem

Modern technologies play a significant role in the protection of museum artifacts through specialized or adapted tools and devices developed for this purpose. Among their most critical contributions are advanced diagnostic techniques that assess the condition of artifacts and identify the causes of their deterioration and decay, as well as preventive technologies that enhance their protection and long-term preservation.

This research aims to explore the applications of modern technologies in safeguarding museum artifacts, analyzing their condition, and facilitating their restoration and conservation. The study presents various devices and tools that help mitigate the risks and agents of deterioration—whether natural or human-induced—such as heat, humidity, atmospheric pollutants, dust, fires, and theft. It also examines technological applications in the treatment and maintenance of museum artifacts, beginning with their documentation and registration, followed by scientific examination using a wide array of microscopes and imaging systems. The research further addresses the chemical analysis of materials, the identification of their nature and manufacturing techniques through analytical instruments, and concludes with advanced restorative interventions. These include sandblasting, ultrasonic cleaning (both mechanical and chemical), plasma gas reduction and cleaning, as well as the use of laser technology and nanomaterials.

Dr. Heba Hassan Amer

Dr. Heba is a Museum Curator at the Ministry of Tourism and Antiquities in Egypt and a visiting lecturer at Matrouh University. She holds a PhD in Greek and Roman history. She published a number of research papers and two books. In 2024, she joined the International Training Program at the British Museum. She is also the head of the Educational Department at the Alexandria National Museum, conducting workshops and initiatives for various age groups.

Ahmed Hassan Emara

Mr. Emara is the Director of Millennium Education Technology Company. He holds a Master's degree in architecture with expertise in animation and video games. He participated in several educational projects organized by prominent museums in Egypt. He won the ADIP award in 2022 and represented Alexandria University at Gitex Morocco 2024.

Transforming Historical Figures into Interactive Digital Characters That Has Active Role in Tourism Development

Dr. Heba Hassan Amer, Ahmed Hassan Emara

This research aims to explore how historical figures can be transformed into interactive digital characters using modern technologies, such as Motion Capture and Artificial Intelligence (AI), to enhance the tourism and educational experience in museums. The transformation relies on precise simulation of the appearance, behaviors, and expressions of historical figures, creating an immersive experience that allows visitors to interact with these characters in a lively and realistic way, deepening their understanding of historical and intellectual contexts. These characters are not just used as display tools but become dynamic educational instruments that spark visitors' curiosity and encourage them to explore further. The digital characters present educational content that blends entertainment with knowledge, opening new avenues for presenting historical information in ways that inspire visitors. Furthermore, these technologies contribute to boosting tourism by offering innovative experiences, particularly for younger generations who engage better with technology. Through these digital characters, museums evolve from mere repositories of artifacts into interactive educational platforms that promote engagement and stimulate thought. This approach reshapes the relationship between visitors and museums, making them impactful cultural tourist destinations. Ultimately, the research enhances the ability to revive cultural identity in interactive ways, making museums vibrant centers for learning and interaction in contemporary society.

Dr. Asiya Makchouche

Dr. Makchouche is a Chief Curator of cultural heritage at the Museum of Islamic Civilization in Algiers, located in the Grand Mosque of Algiers. She holds a Ph.D. in Archaeology with a specialization in Museology. She teaches at the University of Algiers and hosts the program "Heritage Corner" on Algerian public television. An artist specializing in ornamental art, Dr. Makchouche is also a member of the scientific council of several national cultural institutions, including the National Library of Algeria, the Museum of Ornamentation and Miniatures, the Museum of Arts and Popular Traditions, and the Museum of Islamic Civilization in Algeria. She has participated in international conferences in various countries, including Algeria, Tunisia, Egypt, Iraq, the United Arab Emirates, and Germany. Dr. Makchouche has authored several articles and books and contributed to the organization of scientific events and workshops focused on cultural heritage and its valorization.

Digitization and Modern Display Technologies as a Sustainable Alternative to Loans: An Applied Study on Ancient Coins in Algerian Museums

Dr. Asiya Mekchouche

This study highlights the role of modern technologies in supporting museum institutions as a practical and secure alternative to artifact loans, especially in light of the challenges imposed by Algerian Law No. 98/04, which sets strict conditions for protecting artifacts from theft and deterioration during loan processes.

The research focuses on the use of digitization to provide innovative solutions that reduce the need for loans or replicas of artifacts, which may lead to their degradation or loss of authenticity.

The study utilized an applied model at the Museum of Miniatures and Calligraphy, where a collection of ancient coins from the Museum of Ancient Art and Islamic Arts was digitized. The inscriptions on the coins were analyzed to trace the development of Arabic script, which was displayed using hologram and augmented reality technologies to recreate the coin minting process. This enhanced visitor interaction with the exhibits and deepened their connection to cultural heritage.

The findings confirmed that digitization is not merely a display tool but an interactive link that enhances understanding and enriches the museum experience, enabling museums to preserve original artifacts and expand their educational and tourism roles. Additionally, studies showed that the use of these technologies enhances exhibition appeal and attracts visitor interest, contributing to sustainable cultural and tourism development while reducing the need for traditional loans that pose significant risks to artifacts.

Mr. Muhammad Faizurrahman

A dedicated researcher at the Sultanate Institute, currently pursuing a Master's degree in Archaeology at the Faculty of Cultural Sciences, Gadjah Mada University.

Mr. Tori Nuariza Sutanto

A researcher at the Sultanate Institute and a holder of a Bachelor of Arts in American Studies from Sebelas Maret University.

Mr. Abu Bakar

A Master's candidate in History at Diponegoro University and a member of the Board of Advisors and Supervisory Committee at the Sultanate Institute.

Mr. Muhammad Sidiq

A researcher at the Sultanate Institute and a holder of a Bachelor of Arts in History from Sebelas Maret University. His academic interests include artifact preservation, museology, and Islamic history.

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

The Fansuri Museum, located in Jago-Jago Village, Badiri District, Central Tapanuli Regency, North Sumatra, was established to preserve historical objects from the Bongal Site. This on-site museum focuses on conserving the cultural heritage of the Bongal Site with active involvement from the local community. This paper explores the preservation of the Bongal Site through an on-site museum, applying the paradigms of public archaeology and New Museology. The study employs a desktop approach using both qualitative and quantitative data, sourced from interviews, field observations, and relevant literature, which are analyzed within the frameworks of public archaeology and New Museology.

The Bongal Site, located approximately 60-70 km from Barus on the west coast of Sumatra, is identified as "Fansur" in Arabic texts. The site's preservation is essential due to its historical significance in global maritime trade and interactions across the Indian Ocean. This preservation effort is viewed as an educational and cultural responsibility, benefiting both visitors and the local community. The paper concludes that the preservation of the Bongal Site through the on-site museum concept exemplifies an inclusive approach to cultural heritage conservation. It underscores the museum's role in promoting education and cultural awareness within the local community.

Ayam Yousif Al-Sinaidi

A graduate in Tourism and Hospitality Management from Oman Tourism College, with professional experience as a Visitor Service Administrator at the Oman Across Ages Museum and as a City Tour Guide in Muscat.. Notably, Ayam has contributed to the field as a speaker and workshop facilitator at the ICOM Conference in Qatar, reflecting her dedication to professional growth and her active role in advancing the tourism industry.

The Role of the Technology-focused Museum in Enhancing Cultural Tourism Marketing: A Case Study of the Oman Across Ages Museum

Ayam Yousif Al-Sinaidi

This study aims to investigate the role of modern technology in enhancing the visitor experience in Oman Across Ages Museum and assess the impact of these advanced experiences on the growth of cultural tourism marketing. It will analyse a diverse range of technological applications employed in museums, such as virtual and augmented reality and evaluate their effectiveness in attracting visitors and deepening their understanding of exhibits. The study will also explore the relationship between technology and museum tourism marketing and how these technologies can enhance the appeal of museums as tourist destinations. This research is expected to contribute to a deeper understanding of the role of technology in the museum industry and the development of effective marketing strategies to promote cultural tourism.

Dr. Oualid Laiadi

A Senior Researcher at the Research Centre in Industrial Technologies (CRTI), Algeria. He received his Ph.D. in Computer Vision from the Polytechnic University of Hauts-de-France, INSA Hauts-de-France, and the University of Biskra in 2021. His research interests include machine learning, deep learning, metric learning, tensor subspace analysis, and their applications in face and kinship verification.

Dr. Ikram Remadna

An Assistant Professor at the National School of Artificial Intelligence (ENSIA) in Algeria. She holds a Ph.D. in Artificial Intelligence from the University of Biskra in 2023, with a research focus on deep learning for predictive maintenance. Her expertise spans machine learning, deep learning, predictive analytics, and their applications in healthcare and industrial systems.

Prof. Okba Kazar

A Professor specializing in Artificial Intelligence with degrees from the University of Constantine. He helped establish the Computer Science Department at the University of Biskra and founded its Smart Computer Science Laboratory. His research encompasses AI systems, health management, robotics, IoT, cloud computing, and digital twins.

Prof. Saad Harous

Obtained his PhD in computer science from Case Western Reserve University, Cleveland, OH, USA in 1991. He has more than 35 years of experience in teaching and research in three different countries: USA, Oman and UAE. He is currently a Professor at the College of Computing and Informatics, in the University of Sharjah, UAE. His research interests include parallel and distributed computing, P2P delivery architectures, wireless networks and the use of computers in education and processing Arabic language.

Dr. Belgacem Haba

Joined Adeia in 1996 and is now its Senior Technical Fellow and Vice President. Today he is heading the path finding team in its semiconductor RD division. Dr. Haba has 38-year experience in the microelectronic research industry. He worked previously with Google, Rambus, NEC, and IBM. Dr. Haba Holds a Ph.D. in materials science and engineering in 1988 from Stanford University, California, USA. Dr. Haba is listed among the top 150 most prolific inventors worldwide with over 600 issued U.S. patents, and over 1800 issued patents and patent applications.

OmaniGuide: Discovering Oman's Heritage through AI-Powered Personalized Guidance

Dr. Oualid Laiadi, Dr. Ikram Remadna, Prof. Okba Kazar, Prof. Saad Harous, Dr. Belgacem Haba

Tourism in Oman faces several significant challenges in delivering comprehensive cultural experiences. Despite the country's rich cultural heritage spanning numerous archaeological sites, museums, and historical landmarks, visitors often struggle with navigation and accessibility, particularly in remote areas. The absence of integrated guidance systems creates barriers for tourists attempting to explore beyond major attractions, while language differences limit the depth of cultural understanding. Additionally, the uneven distribution of visitors between popular and lesser-known cultural sites impacts the broader tourism ecosystem.

This paper presents OmaniGuide, an AI-powered mobile application framework designed to revolutionize cultural tourism in Oman through connected experiences. The proposed system leverages artificial intelligence to create personalized cultural journeys, addressing navigation challenges in remote areas by providing offline maps and intelligent routing algorithms. The AI engine analyses multiple factors including user preferences, historical visit patterns, site operating hours, seasonal accessibility, and real-time travel conditions to generate optimized routes and personalized recommendations. The framework integrates comprehensive multilingual audio guides enhanced by natural language processing, enabling deep cultural understanding across language barriers. Through machine learning algorithms, the system continuously adapts its recommendations based on user interactions and feedback, ensuring increasingly relevant cultural site suggestions.

The proposed solution aims to transform isolated cultural visits into connected, meaningful journeys through Oman's diverse cultural landscape. This paper outlines the technical AI architecture, machine learning models, and implementation strategies for creating an intelligent cultural tourism experience that enhances visitor engagement while promoting sustainable tourism development across the Sultanate's cultural heritage sites.

Fr. Makary Almakary

A monk at the St. Macarius monastery, Wadi El-Natrun, Egypt, responsible for archaeological affairs and director of the Church Artefacts Restoration Unit. A former antiquities inspector and museum curator at the Egyptian Ministry of Tourism and Antiquities. MA in Egyptology from the Faculty of Arts, Helwan University. A member of the Egyptian Heritage Rescue Team. Have a diploma in cultural heritage management from CNR Italy. Participated in many international conferences and have many published research in the fields of Coptology and cultural heritage management.

Dr. Randa Wagdi Nasr Hanna

Associate Professor, Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, since 2023. Master's degree in tourism and hotels in March 2009. PhD in Tourism and Hotels, Faculty of Tourism and Hotels, Fayoum University, September 2015. Has participated in over 20 research papers presented at conferences organized by faculties of tourism and Hotels across Egypt. Has specialized courses in leadership from the Egyptian National Training Academy. Acquired specialized training in artificial intelligence applications in tourism guidance, as well as documentation and conservation of tangible heritage. A team member in the Church Artefacts Restoration Unit at St. Macarius Monastery in Wadi El-Natrun, Egypt.

Design of Multispectral Imaging Unit in National Museums to Examine and Document Colored Artifacts

Fr. Makary Almakary & Dr. Randa Wagdi Nasr Hanna

Modern digital imaging techniques, as non-invasive techniques, became significant for documenting and studying painted artifacts. In particular, multispectral imaging (MSI), which includes ultraviolet and infrared imaging, enabled researchers to discover more details about the materials, modifications, and artistic schools. This type of imaging is intended to reveal details within the artifact that cannot be seen with the naked eye or even a microscope. It is increasingly used in museums, galleries, and restoration labs to provide comprehensive multi-wavelength digital images that help to discriminate between original and nonoriginal painting materials, detect the authenticity or forgery of the artwork, uncover hidden signatures and underdrawings or other painted layers, determine artists' techniques, and reveal the previous conservation interventions and retouches. Using the descriptive method, this research describes how to configure an economical multispectral imaging unit. It also aims to explain and convey multispectral imaging technology, highlight its importance, and explore its techniques and software.

The research also shows the discovered results using multispectral imaging on some Coptic icons. Images were acquired with different spectral bands of high-resolution visible light (VIS), raking light (RAK), reflected and fluorescence ultraviolet (UVR, UVF), and reflected and fluorescence infrared (IRR, IRF). Through the analytical method for the images, they confirmed that some of the studied icons were previously restored and retouched. Modifications on the underdrawings by the original artist were also detected in two of the studied icons. While the examined icons were not signed, the artistic features and multispectral imaging results indicated specific iconographers.

Samiya Suleayem Ali Al-Shaqsi

Ms. Al-Shaqsi is the Head of the Department of Antiquities and Museums, Ministry of Heritage and Tourism. She holds a Master's degree in Archaeology from Sultan Qaboos University. She has conducted archaeological work with several archaeological missions in Oman, including the German mission and the American-Japanese mission. She also participated in archaeological excavations at the Dahwa archaeological site in the Wilayat of Saham with the archaeological team from Sultan Qaboos University, and in the rescue excavation at the site of Madinat Sultan Haitham in the Wilayat of Seeb. She participated in the Seminar for Arabian Studies in London, as well as in the conference on Urban Structure and Traditional Urban Fabric in the Sultanate of Oman.

On-Site Museums as Centers for the Preservation and Presentation of Cultural Heritage: A Case Study of the Al-Aridh Archelological Site

Samiya Suleayem Ali Al-Shaqsi

Archaeological on-site museums are essential institutions in preserving cultural heritage and promoting historical identity, as they contribute to displaying archaeological discoveries within their original context, which enhances a deep understanding of human history. Al-Aridh archaeological site is one of the important archaeological sites in Al Dhahirah Governorate, and archaeological excavations have revealed an integrated settlement of towers, tombs, buildings and rock drawings dating back to the Early Bronze Age.

This research aims to study the role of archaeological site museums in preserving and displaying cultural heritage, focusing on Al-Aridh archaeological site as a case study. The research addresses the methods of preservation, display and documentation mechanisms used, in addition to evaluating the contributions of these museums to promoting cultural tourism and supporting the local economy. The research also presents a proposal to establish an open museum that allows visitors to have a direct field experience, which contributes to highlighting the historical value of the site and effectively promoting cultural tourism and the local economy.

Nadjem Eddine Menaceur

Nadjem Eddine Menaceur, from Algeria, is a PhD student in Computer Science at the University of Oum El Bouaghi and founder of Marteh startup. With two years of experience teaching Informatics and working as a Full Stack Developer, Menaceur specialized in project management, programming, and data science using Python and Google cloud. Mainly, his research field focuses on Decision Support Systems for cardiovascular diseases, integrating IoT and smart agents. He has published papers at NiDS 2023 in Greece and PAIS 2024 in Algeria.

Asma Merabet

Asma Merabet holds an M.S. degree in Data Engineering and Web Technologies from the University of Setif 1, Algeria, earned in 2020. She is currently pursuing a Ph.D. in Computer Science at the University of Larbi Ben M'hidi Oum El Bouaghi, Algeria. Her research focuses on artificial intelligence applications in healthcare, with an emphasis on machine learning, deep learning, explainable AI (XAI), and the development of intelligent systems for disease detection. Asma is dedicated to advancing innovative solutions that enhance medical diagnostics through AI-driven technologies.

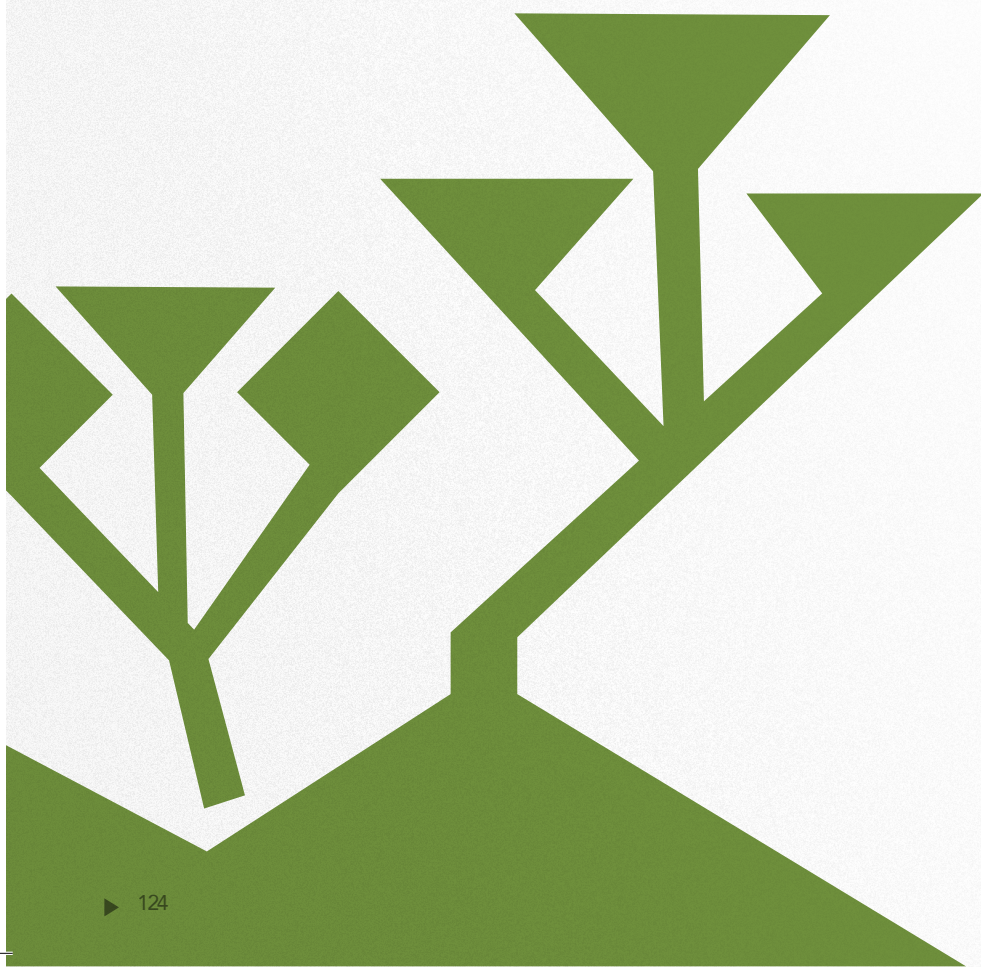
Hassina Belouadah

Hassina Belouadah, born in 1996, is a PhD researcher in sociology of organizations and work at Mohamed Boudiaf University, M'sila, focusing on institutional excellence through internal and external environmental analysis. She also research entrepreneurship at the same university, where she is a member of the Laboratory for Human Resource Management and Performance Improvement and the Social Entrepreneurship Project under the Algerian Ministry of Higher Education. Belouadah has published articles and participated in numerous national and international conferences, both in-person and virtually. She lectures part-time at Mohamed Bachir El-Ibrahimi University, Bordj Bou Arréridj, and Mohamed Boudiaf University, M'sila, and engages in training, voluntary, and community work.

ArtifactChat: A Multilingual AI-Agentic System for Interactive Museum Experiences

Nadjem Eddine Menaceur, Asma Merabet, Hassina Belouadah

Museums, as custodians of cultural heritage, face challenges in engaging diverse, modern audiences with static displays. Advances in Large Language Models offer solutions, yet their pre-trained knowledge limits adaptability, necessitating Retrieval-Augmented Generation for domain-specific responses. This paper presents ArtifactChat: A Multilingual AI-Agentic System for Interactive Museum Experiences Using RAG, leveraging LLMs, RAG, and speech recognition to enable visitors to engage in natural, multilingual conversations about museum artifacts. The system features a dual workflow: a manager interface for managing artifact documentation and a visitor interface, accessed via QR codes, supporting speech-based queries in multiple languages. ArtifactChat bridges static exhibits with dynamic, personalized interactions, enhancing accessibility to cultural heritage. Despite text-only input constraints, ArtifactChat outperforms early museum chatbots, offering a practical, inclusive tool for cultural institutions. This approach aims to provide an immersive and interactive experience for museum visitors, offering multilingual, audio, and text-based interaction to meet diverse user needs, and modernizing the museum experience with AI-driven technology. In addition, it contributes to promoting Oman Museums as modern destinations, attracting tech-savvy tourists and enhancing its reputation as an innovative cultural center.



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